

Williamsburg Tourism

Background

While travel destinations were rocked by the pandemic in 2020, the Williamsburg Tourism Commission (WTC) used this period to conduct extensive consumer research that led to the development of a new creative platform, “reunite with what truly matters,” speaking to consumers’ need to escape from a life of strain and complexity. The resulting campaign, “Life. At Your Pace.”, launched in June 2020. The campaign aimed to go beyond the heritage of historical attractions to highlight a more diverse range of experiences Williamsburg offered and appeal to a wider audience who may have never considered the destination.

Objective

Increase Website Visitation.

Focus was to secure a landmark inventory in the markets, mostly station dominations or premium wallscape, and then surround those formats with transit and street level displays to keep the brand top of mind.

Strategy

The plan blended hi-impact alongside reach & frequency, that would follow locals and tourists alike as they stepped off trains, subways, out of cabs, and throughout their weekend excursions. The focus was to generate a high level of touchpoints when NYC was barely breaking the grip of winter in order to drive new visits to the Williamsburg area over spring and summer.

Plan Details

Market: New York, NY

Flight Dates: 2/28 - 6/5/22

OOH Formats: Station Dominations, Wallscape, Interior Cards, Digital Liveboards, Bike Shares, Digital IKE Kiosks, Digital Bulletins, Static Pillars

Target Audience: On the go working millennials living in the city center as well as active 55+ w/ discretionary income

Budget: \$10,000 or larger

Results

WTC saw increases between 100 - 200% of organic searches within two weeks of campaign launch.

