

WE INCREASED BRAND AWARENESS FOR VISIT VIRGINIA BLUE RIDGE

Visit Virginia Blue Ridge is an organization designed to help amplify tourism to Virginia's Blue Ridge Mountain range. The objectives of the Visit VBR 8-week out-of-home campaign were to establish brand awareness and demonstrate the region's accessibility as a vacation spot for the Northern Virginia and DC populations, a pivotal feeder market.

STRATEGY & TACTICS

- **Strategically Placed:** Exterior Bus Media covered DC and Northern VA streets, capturing both vehicle and foot traffic. Metrorail media included 120 digital liveboards in Northern VA and DC Metro Stations to engage waiting train passengers, with two station takeovers at Dulles International Airport and Ashburn Metro Stops, focusing on Northern VA travelers and high-income households aligned with our audience.
- **Campaign Success:** Since the implementation of the campaign, Visit VBR has achieved significant results: an 11% increase in visitation and spending from the primary market, Washington DC DMA, bolstering brand awareness and conversions. Website traffic surged by 69% YOY from the same DMA.
- **Social Amplification:** Visit VBR saw a 50% increase in social media referral traffic to its website from the Washington, DC, market; there were additional social media paid campaigns running with creative and messaging that was aligned with the out-of-home portion of the campaign.



SOURCE:
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

69%

YOY INCREASE IN WEBSITE VISITATION FROM D.C. AREA AUDIENCE

14.8M+

BUS IMPRESSIONS

5M

MOBILE IMPRESSIONS

