

WE INCREASED WEB TRAFFIC, SEARCH, AND VISITATION FOR VISIT WILLIAMSBURG

Visit Williamsburg is the destination marketing organization that promotes the Historic Triangle of Williamsburg, Jamestown, and Yorktown in the state of Virginia. The brand launched a dynamic multimarket campaign, “Life. At Your Pace.”, aimed to go beyond the heritage of historical attractions to highlight a more diverse breath of experiences to a wider audience.

STRATEGY & TACTICS

- **Strategically Placed:** Northeast cities within driving distance to Williamsburg represented the biggest opportunity to drive new visitors. To reach their core audience of Gen X and Millennials, out of home included high impact media of Station Dominations and Walls layered with reach & frequency out of home media.
- **Creative Excellence:** The creative introduces consumers to a destination beyond its living history assets, including golf, outdoor recreation, real-time archaeological digs, and more.
- **Client Success:** Visit Williamsburg’s “Life. At Your Pace.” campaign efforts were to increase awareness support within new and untouched markets by bringing the destination to life, and what better way to do that than an out-of-home takeover execution.

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

DISCLAIMER: OF COURSE, THE RESULTS 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.



RESULTS

192%

YEAR OVER YEAR
INCREASE IN WEBSITE
TRAFFIC FROM NYC

100%+

INCREASE IN ORGANIC
SEARCHES

60%

LIFT IN VISITORS TO
WILLIAMSBURG THAT
SAW THE OOH



OUTFRONT