

TENNESSEE TOURISM PRESENTS

LÄUIGH TRACKER





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The SOUNDTRACK *of* AMERICA
• MADE IN •
TENNESSEE®
— ★ ★ ★ —

Tourism is the second largest industry
in Tennessee

Generates over \$22 billion a year in
economic impact for the state

Creates jobs and funds services like
healthcare, education and public safety



A woman with long blonde hair, wearing a yellow sweater, is sitting at a desk and looking at a laptop screen. The background is slightly blurred, showing what appears to be a kitchen or dining area with a white cabinet and some decorative items.

CHALLENGE

Family travel is a valuable segment and makes up 35% of all domestic travel. In 2018, only 18% of Tennessee visitors were families. To increase visitation from this valuable segment, we had to inspire families to choose Tennessee for their family vacation destination.

OBJECTIVES

Communication Objective: Generate interest measured by intent to travel among our target audience

Marketing Objective: Develop a campaign that would break through so that parents would see Tennessee as a family vacation destination

Commercial Objective: Drive travel to Tennessee



FOX NEWS **FOX NEWS**
LIVE

TRICKS ON TRAVELERS
DECODING UNTRUSTWORTHY TRAVEL SITE REVIEWS

FOX &
friends

 **@FoxNews**

 **MEXICAN**

89%

Stress about the time and effort involved
in planning the perfect family trip

TRUTH

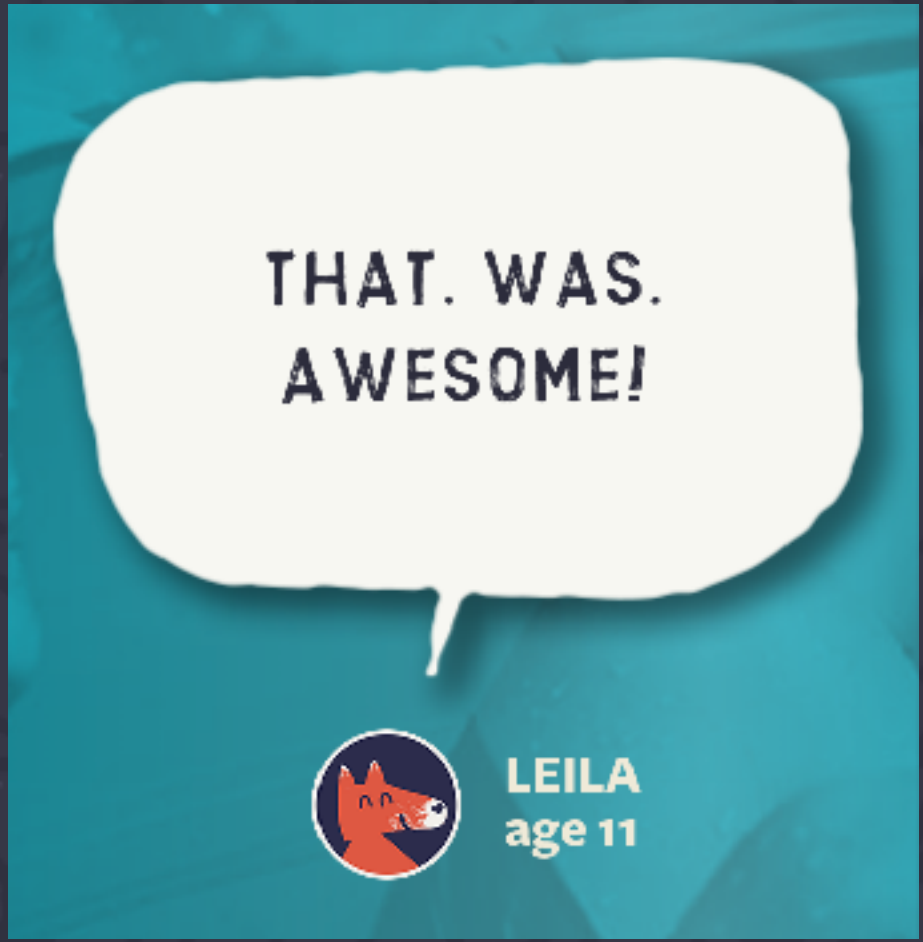
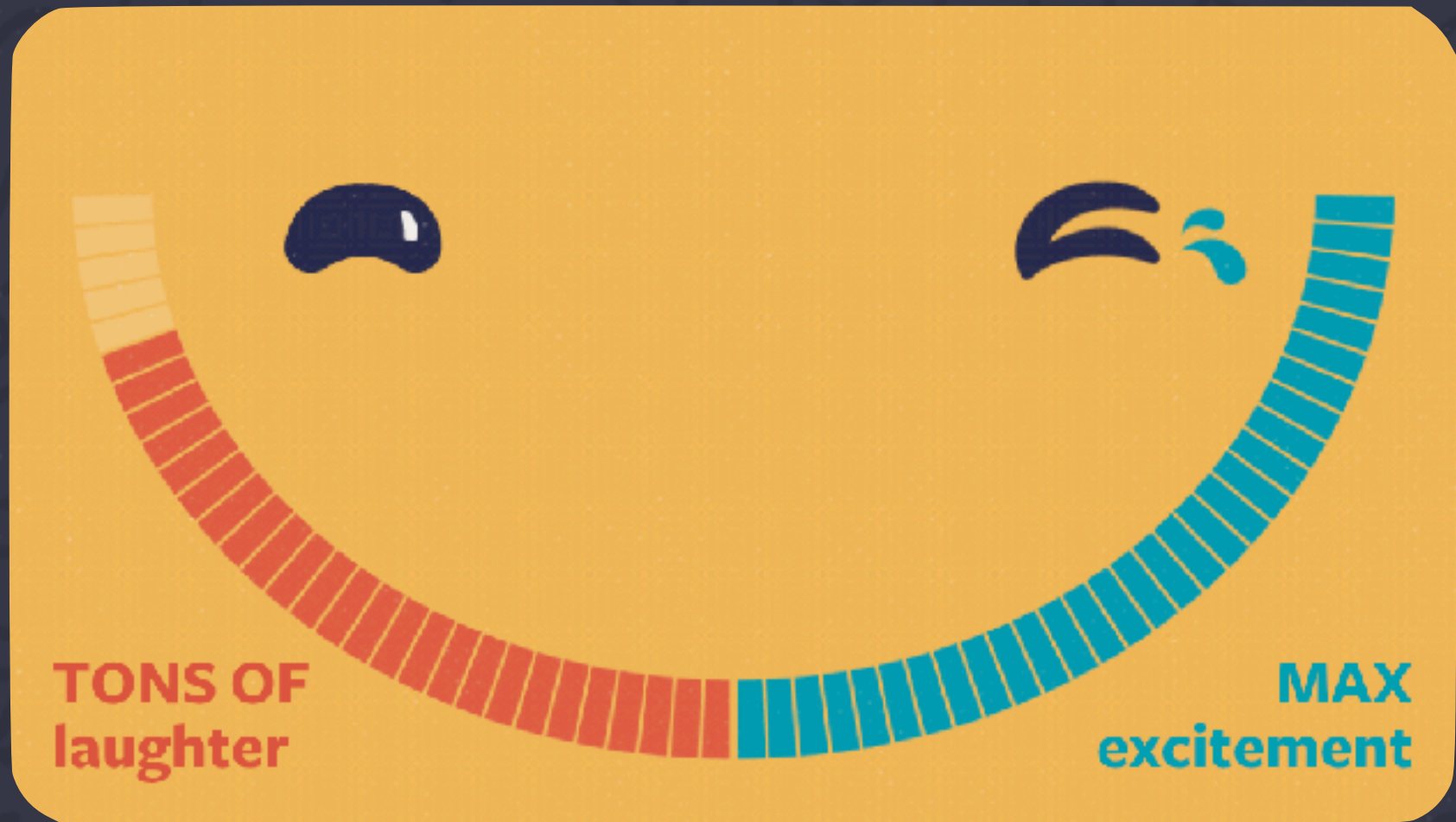
As a parent, you want nothing more than to hear your kids laugh, because it's proof they are happy.

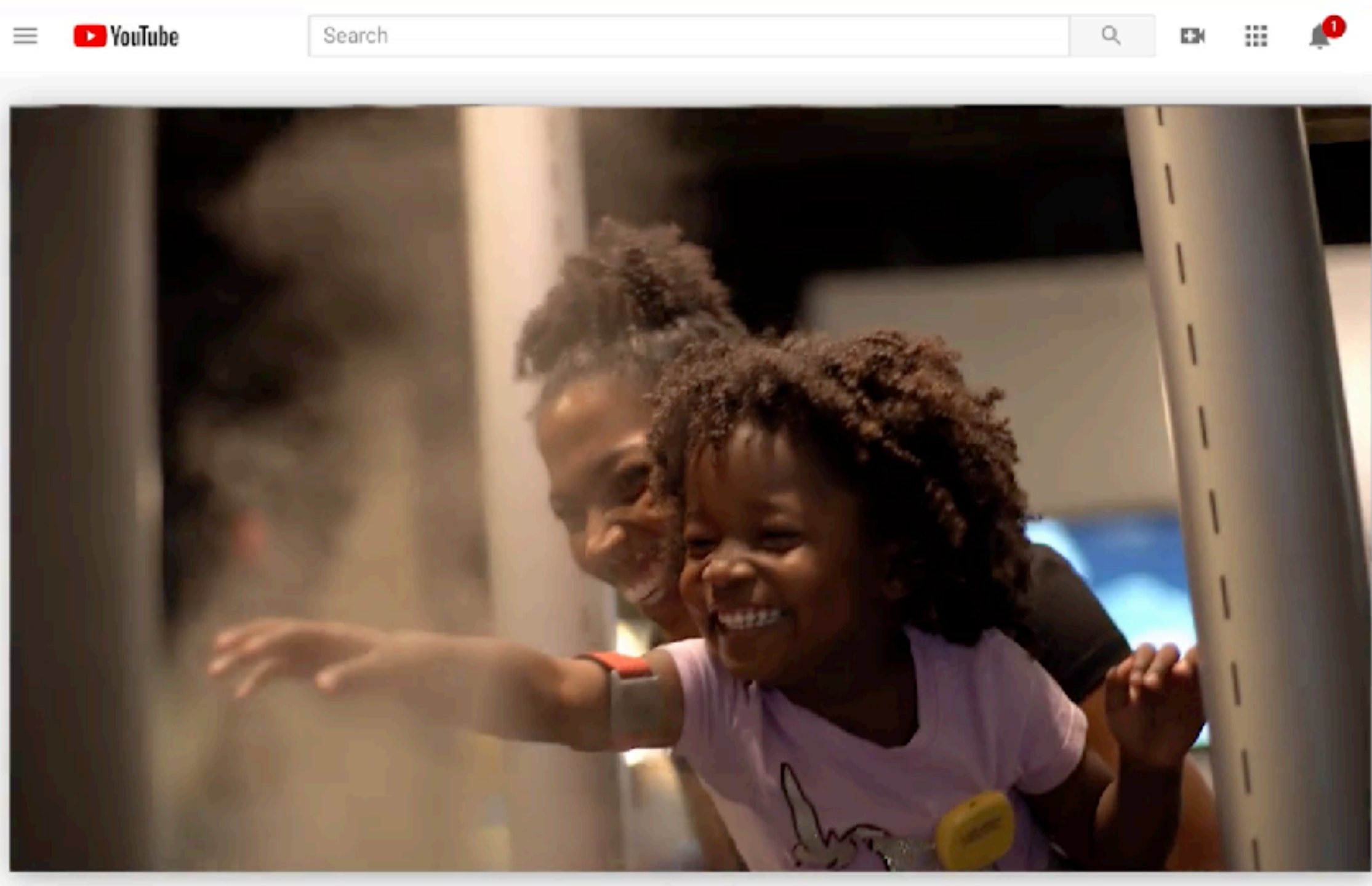


HA! HAHA
WOOH! HAHA



NO YES!

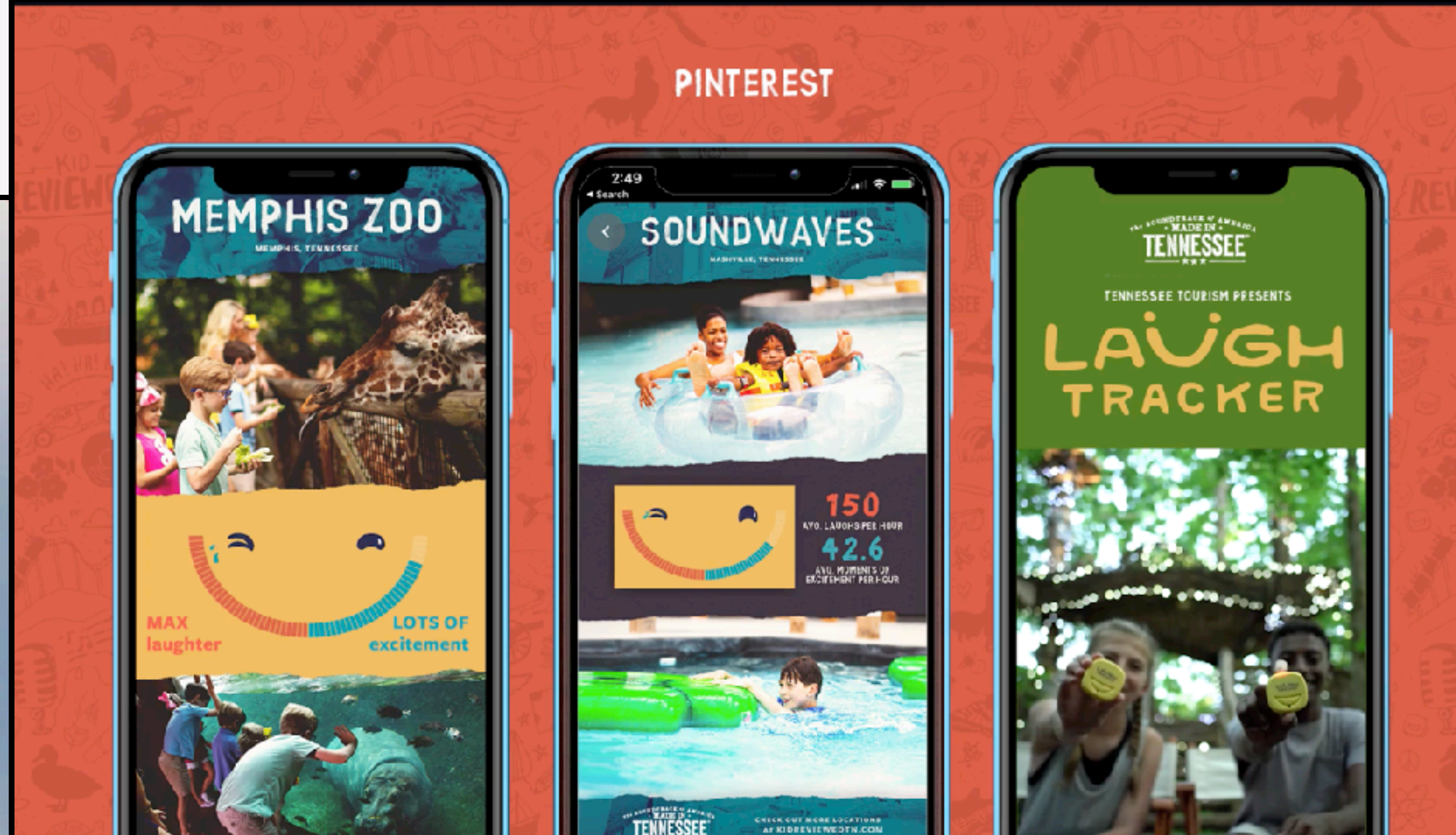
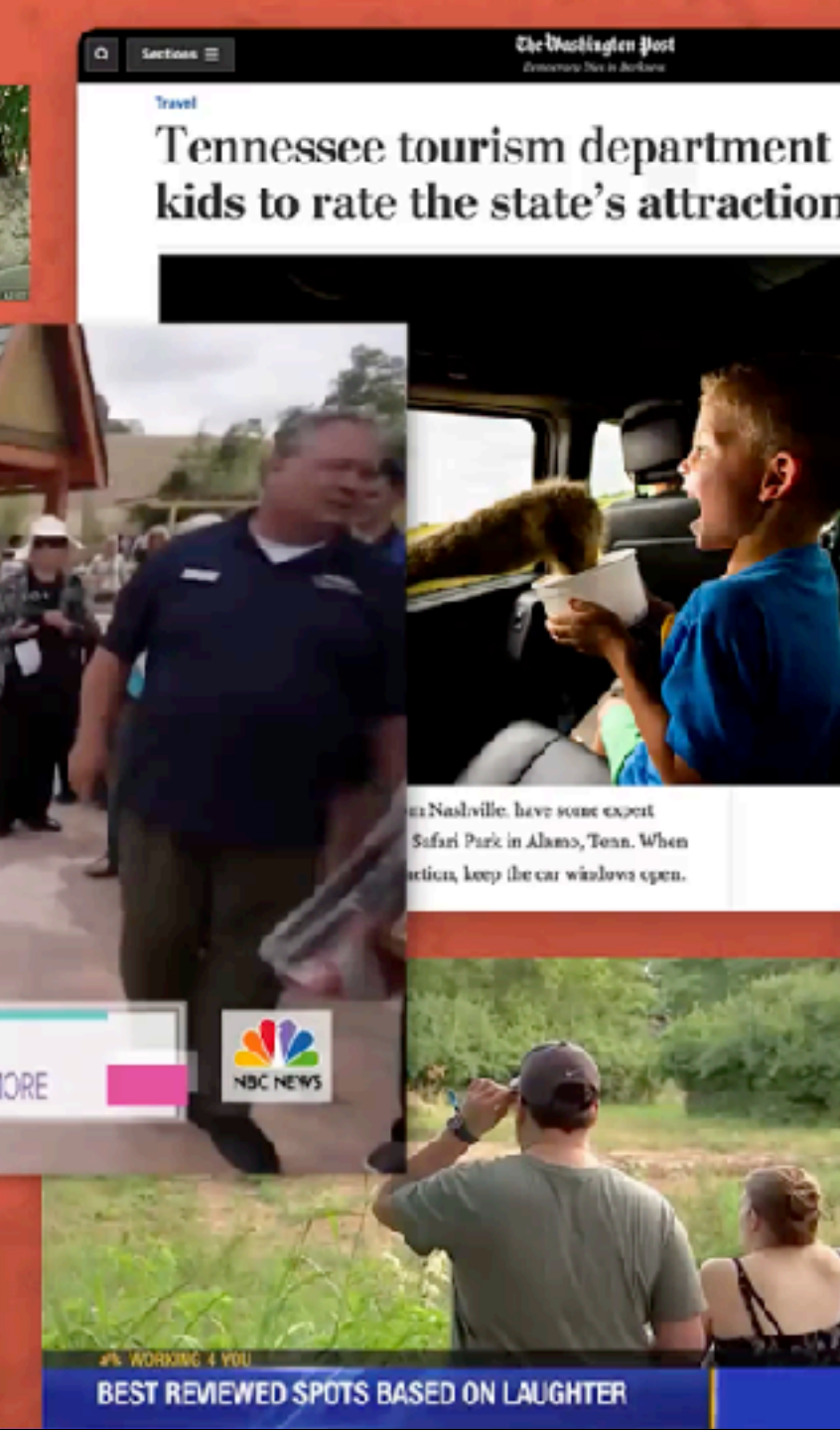
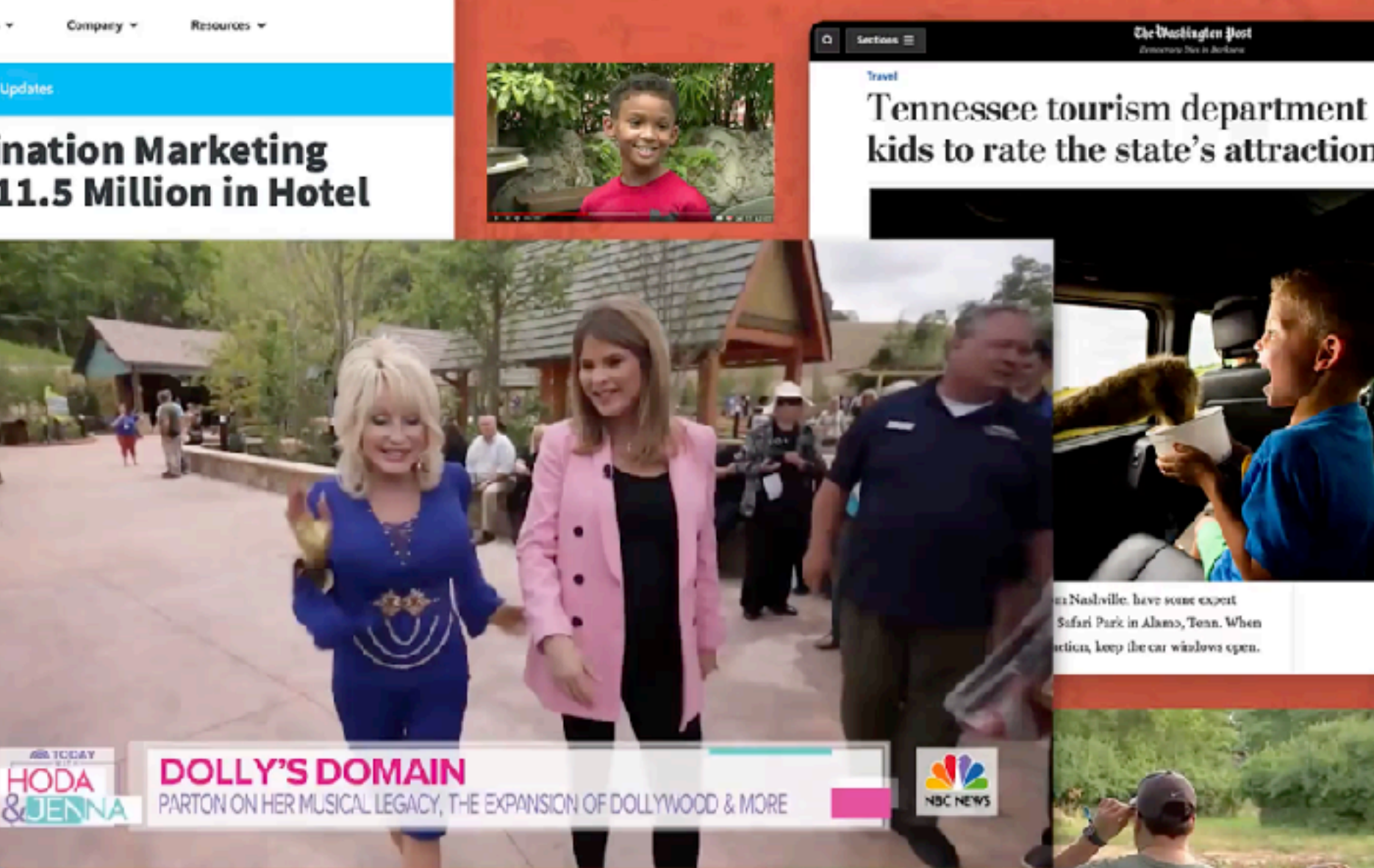
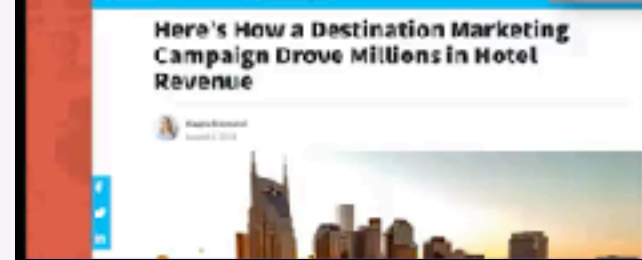
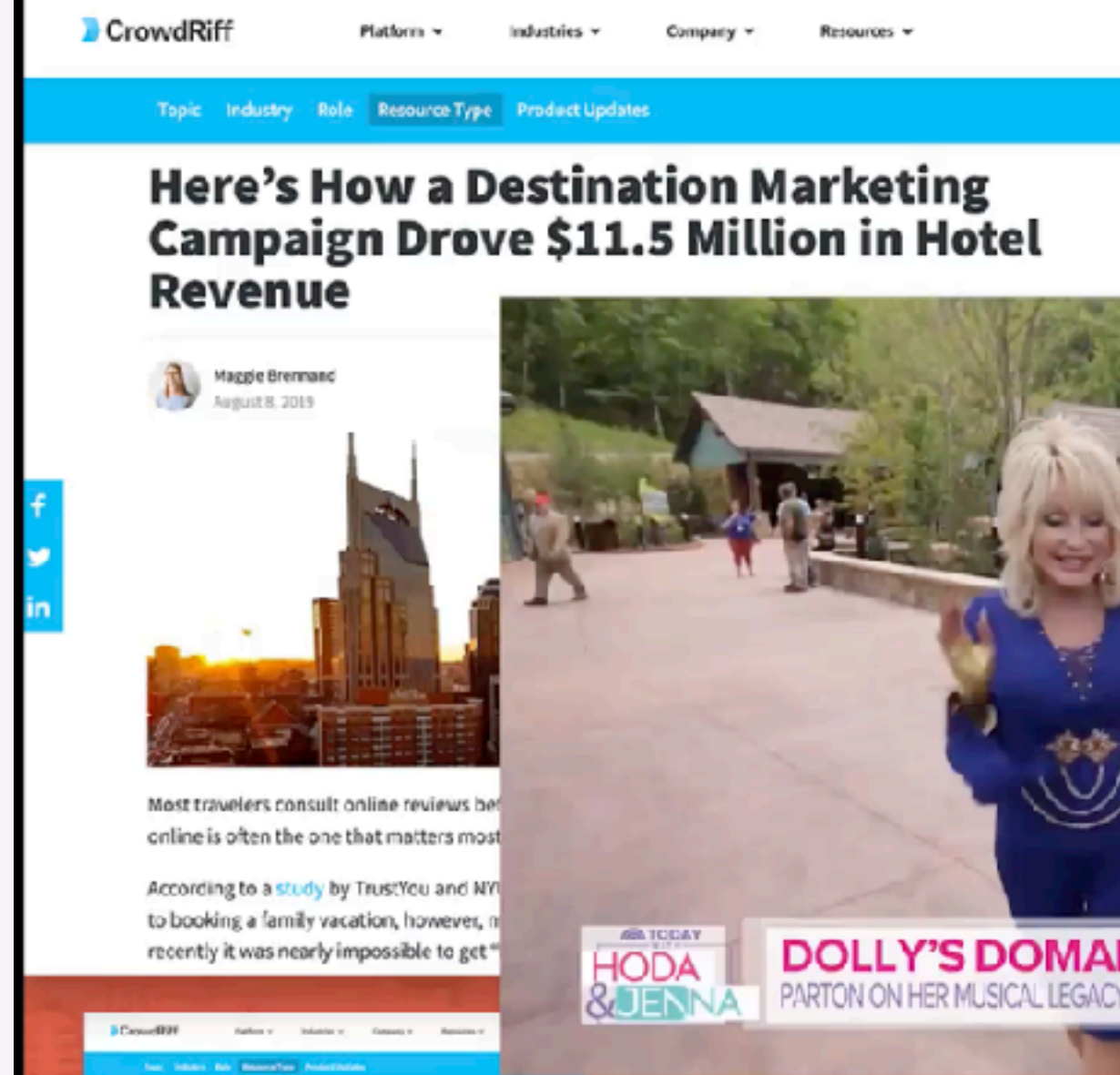




Laugh Tracker | Fun Things to do in Tennessee with Kids
 447,576 views · Jun 5, 2019

70 17 SHARE SAVE

TNVacation 5.26K subscribers SUBSCRIBED



PERFORMANCE

5.9MM

Hotel & Flight Searches

4.6M above benchmark

\$42.2MM

Hotel Revenue

\$142:\$1

Return on Ad Spend

\$42 above benchmark

**Benchmarks based on historical data and performance. Results are based on ADARA's enriched data model.*

BUILDING THE BRAND

LIVE FROM TENNESSEE

THE FIRST MUSIC PERFORMANCE IN TWO CITIES AT THE SAME TIME.

CHALLENGE: Broadcast a live music performance from two cities at the same time.

SOLUTION: Broadcast a live music performance from two cities at the same time.

RESULTS: Broadcast a live music performance from two cities at the same time.

1.24 BILLION REACHED

AP Chicago Tribune USA TODAY The Washington Post US

SIX DEGREES TO TENNESSEE

A MUSIC GENEALOGY ENGINE THAT PROVES TENNESSEE IS THE ROOT OF ALL MODERN MUSIC

CHALLENGE: Create a music genealogy engine that proves Tennessee is the root of all modern music.

IDEA: Create a music genealogy engine that proves Tennessee is the root of all modern music.

9.87% TRAFFIC GROWTH

431.5M VISITS

159.8 MM SOCIAL MEDIA IMPRESSIONS

13 ARTISTS

TOP ARTISTS SEARCHED

LADY GAGA, DAFT PUNK, SAM SMITH, HALSEY, JOHN MAYER, SELENA GOMEZ

THE SOURCE OF AMERICA MADE IN TENNESSEE

Rolling Stone

SNAP YOUR WAY IN

How Tennessee Tourism's Snapchat channel became the only ticket into a free concert by the biggest selling artist in history.

Challenge: Increase the number of followers and engagement on the Snapchat channel.

Idea: Use the biggest selling artist in history (Garth Brooks) to promote the channel.

Results: 0 to 31,000 followers overnight. Tickets sold out in less than 3 minutes. 8.2 million views over 3 weeks.

Garth Brooks, Taylor Swift, Justin Bieber, Ariana Grande, Selena Gomez, John Mayer, Lady Gaga, Daft Punk, Sam Smith, Halsey, John Mayer, Selena Gomez

The Colorblind Viewer

The scenic viewer that made it possible for colorblind people to experience fall for the first time.

CHALLENGE: Create a scenic viewer that made it possible for colorblind people to experience fall for the first time.

IDEA: Create a scenic viewer that made it possible for colorblind people to experience fall for the first time.

RESULTS: 9,000,000+ VISUALS, 661,012,626 SHARED MEDIA IMPRESSIONS, \$3,514,260 MILLIONS IN CALLED MEDIA.

"Genuinely tugs at the heartstrings." - EWORTH

"Extremely moving." - GOOD NEWS NETWORK

THE FIRST COMMERCIAL EDITED IN REAL TIME TO MATCH YOUR BEHAVIORS, LIKES AND INTERESTS.

CHALLENGE: Create a commercial that was edited in real time to match user behaviors, likes, and interests.

IDEA: Create a commercial that was edited in real time to match user behaviors, likes, and interests.

RESULTS: 46% MORE VISITS, 93% MORE CONVERSIONS.

Vacation Matchmaker

LAUGH TRACKER

A WEARABLE THAT SCIENTIFICALLY PROVED KIDS HAVE FUN ON VACATION IN TENNESSEE.

CHALLENGE: Create a wearable that scientifically proved kids have fun on vacation in Tennessee.

IDEA: Create a wearable that scientifically proved kids have fun on vacation in Tennessee.

RESULTS: 2,023,723 DATA POINTS ANALYZED, 1,667,760 NUMBER OF LAUGHS RECORDED, 80 AVERAGE LAUGHS PER HOUR (AGES 3-10), 3.5X MORE LAUGHS THAN AVERAGE.

\$42.2MM HOTEL BOOKINGS, 157,733 MORE BOOKINGS, \$142.51 REVENUE PER PERSON, 235MM GARNERED IMPRESSIONS

TAKEAWAYS

Know Your Audience

Use Existing Technology in New Ways

Data is a Powerful Persuader

THANK YOU!