



Agency Name: Carat

Campaign Name: Tourism of Ireland-Local Broadcast TV & Local Digital Campaign

Advertiser Name: Tourism of Ireland

1. **Challenge.** What is your client's business and what was their business challenge?

**Client's Business-** Tourism of Ireland is responsible for the advertising and marketing promotions of both the Republic of Ireland & Northern Ireland. Their business goals include a focus on growing visitation, and over the past two years, has seen record numbers. The goal of the Television campaign is to target the DMAs that offer direct routes to Ireland to boost awareness. This was the first year that they had a very large budget, which allowed us to enter additional markets into the mix.

**Client's Challenge** - Tourists have a low awareness of Ireland as a "must go now" destination and all of the different destinations outside of its major cities. While Ireland is on many people's bucket list to travel to eventually, it's not a priority; rather, it's viewed as a day option while visiting a close European destination, such as England.

One of the biggest struggles for Ireland is reframing the traveler's mindset and breaking away from the stereotypical connotations typically linked with the Irish—excessive drinking, leprechauns and bad food.

2. **Objective.** What was the campaign objective?

Our objective was to spark interest in Ireland as a "must go now" destination by offering a trip for two and showcasing the beautiful imagery of the country to drive excitement and a desire to participate.

3. **Plan.** Why did you plan Local Broadcast TV?

Local Broadcast TV was utilized instead of National TV based upon cities with direct flights to Ireland. The top-ranked DMAs chosen were New York, Los Angeles, Boston, Chicago, Washington, DC, Philadelphia and San Francisco based on established direct routes to Ireland. San Francisco was the latest market to establish a direct route to Ireland, which opened up in February of 2014.

4. **Platforms.** Which TV station ad platforms did you buy?

- On-air: The Local TV and Online Digital buys included the following markets: New York City, Chicago, Philadelphia, San Francisco, Boston, Los Angeles and Washington DC. The schedules aired in December 2014 (from December 22-31) and provided Tourism of Ireland with a dominant presence in the priority markets. We worked closely with NBC and CBS to deliver hand-picked media schedules that consisted of highly rated, premier and seasonal programming, including New Year's Eve countdown shows and musical specials such as "Michael Buble" along with a targeted daypart mix.
- Online:
  - i. NBC provided the following: 12 homepage takeovers two times per market during the course of the ten-day campaign, an 'Experience Ireland Sweepstakes' and Tourism of Ireland branded E-blast.
  - ii. CBS provided the most qualified potential Ireland travelers with a content hub ownership surrounding the "Kennedy Center Honors" TV special. The Kennedy Center Honors are

awarded annually for exemplary lifetime achievement in the performing arts. The Kennedy Center celebrates five extraordinary individuals who have spent their lives elevating the cultural vibrancy of our nation and the world. The award ceremony is complemented with performances by the great stars of today who have followed in the honorees' footsteps. CBS brought Tourism of Ireland to the forefront for travel enthusiasts seeking a new and exciting destination for 2015. We engaged high-quality audiences during the holidays with targeted TV, Digital & Social messaging, encouraging travel to Ireland and promoting the contest. To reach that high quality audience, the message was specifically placed within and surrounding the sophisticated context of the Kennedy Center Honors. The show itself indexes above the market for HHI \$100k+, \$250k+, 1+ Int'l Trips, & 10+ Int'l Trips (*Indexes: 110, 117, 108, & 109 respectively.*) The digital placements surrounding the content were also targeted to a high-quality audience as the CBS Local digital platform reaches an incredibly sophisticated user with a mean HHI of \$92,178 and well above market indexes for HHI \$100k+ and \$250k+.

Watch KCH	CBS Local Websites/30 days	
Mean HHI	\$73,749	\$92,178
HHI 100K+	110	170
HHI 250K+	117	175
1+ Int. Trips	108	136
10+ Int. Trips	109	163

Source: Scarborough R2 2014 USA+

- iii. Our digital campaign also included banner ads across all CBS local platforms. CBS provided a social media campaign via Facebook and Twitter to win a weeklong getaway to Ireland.
- Mobile: NBC provided Desktop & Mobile Rotational Placements. CBS' social media campaign was across Facebook and on Twitter.

5. **Results.** Please share results. How did the campaign make the register ring?

All broadcast markets delivered over 90% of rating points ordered. 90% is the industry standard for posting, and we exceeded it. The average delivery of the seven markets was actually 130%! The post analysis measures how many rating points were delivered versus how many were ordered.

We brought our client into a new arena by integrating local broadcast TV and local digital. This was a first for our client and we exceeded their expectations! Our digital campaign delivered more than 4 million impressions.

Additional highlights included an aggregate CTR of .4%, five times higher than the industry standard, and 11,000 sweepstakes entries. The total impressions from Facebook and Twitter were 932,777.

Based on a recent Milward Brown study, Tourism Ireland saw a 67% performance against TV online unaided awareness and a 55% unaided awareness for display media. These are significant numbers considering the brand's TV campaign is the only promotional advertising in market during 4th quarter. Overall year-over-year traffic to Ireland.com grew 154% year-over-year from December 2013 to December 2014.

6. **Scale.** Do you have plans to scale this campaign to more markets?

The client's budgets are not set at the beginning of the year. They are usually interested in advertising in the fourth quarter. The client would be interested in growing its market list if new flight routes open up from any local markets.

7. **Tell Us More.** What else is there to know?

Tourism of Ireland campaigns started with just a New York Spot Television buy. The market list for their latest campaign has grown to include San Francisco, Philadelphia, Washington, D.C., Los Angeles, Boston and Chicago. We have also expanded the reach of their campaigns by including digital, social and mobile components.

We are very proud of our progress!