



# Case Study

## OKLAHOMA TOURISM & RECREATION DEPARTMENT

### “Spring TV 2014 Campaign”

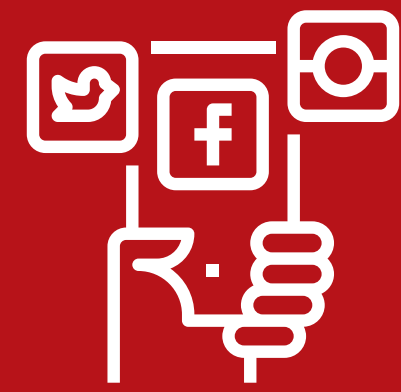
The evolution of the 2014 spring television campaign, began with a thorough examination of the results from the 2013 campaign and additional research, which included a focus group. Focus group participants told us they liked seeing authentic Oklahoma attractions and unique places that they couldn't find elsewhere. We're not ones to argue with success, so we rolled into 2014 with even more lights, cameras and action, and packed each spot with Oklahoma's unique destinations. They were beautifully shot and – even more beautifully – finished with a clear call to action to visit TravelOK.com. The result was a traffic jam that everyone was happy to see: more than one million unique visitors to the site in May and a record-breaking number of page views in June.



## Campaign Elements



TELEVISION



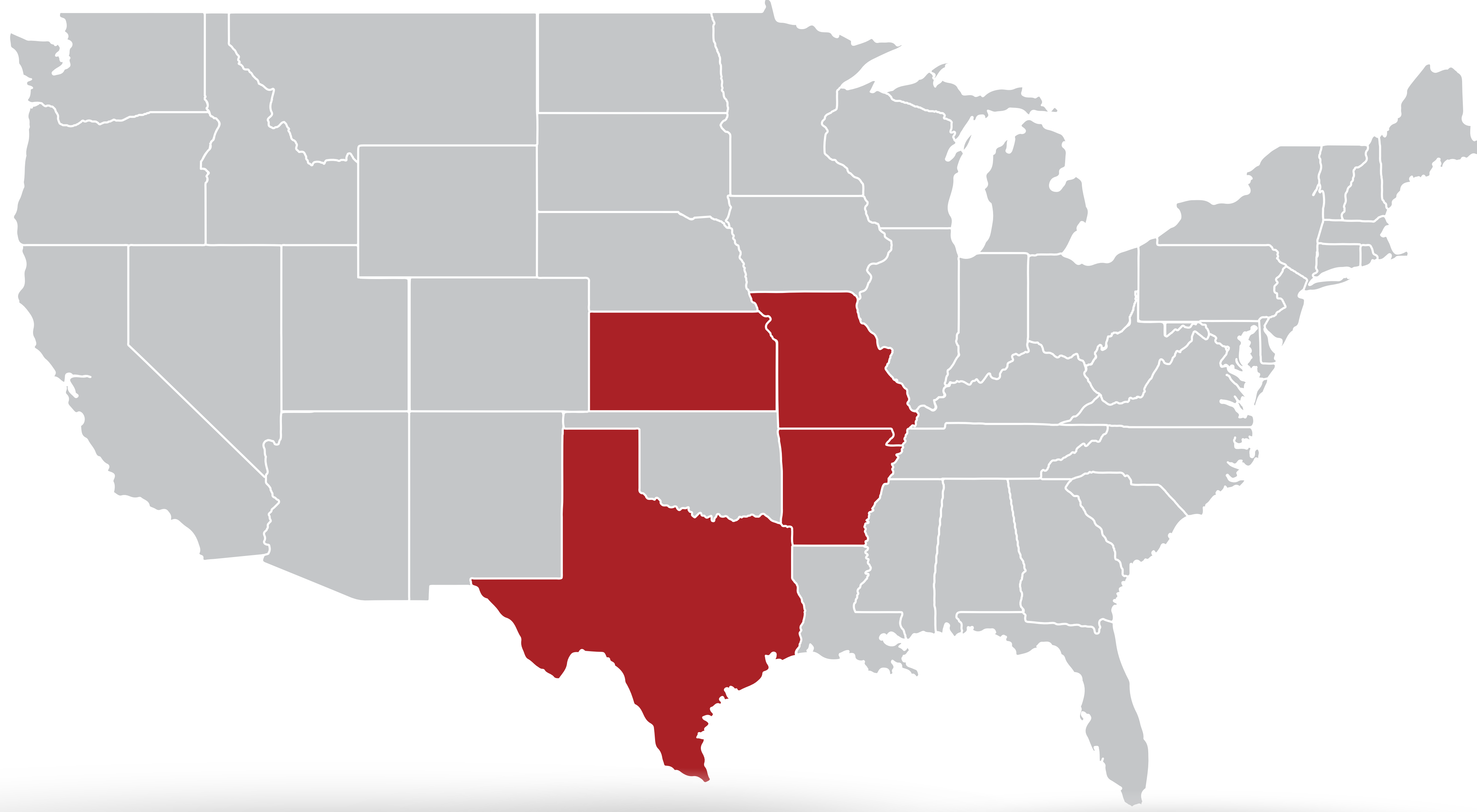
MEDIA BUYING  
AND PLANNING



YOUTUBE

## Audience

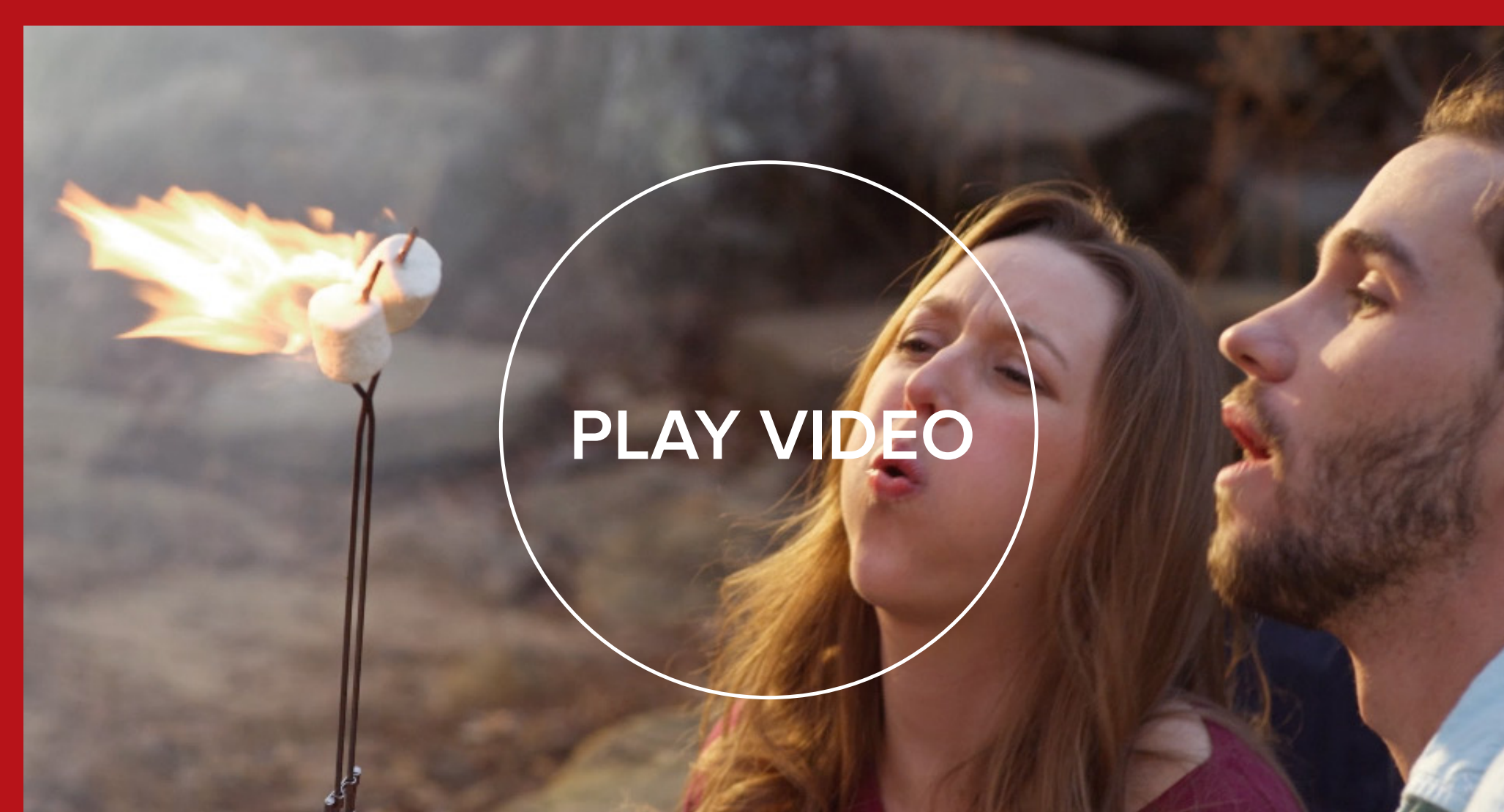
Out-of-state visitors who have previously shown interest in visiting Oklahoma.  
Specifically targeting these neighboring regions:



## Goals

- Increase awareness of Oklahoma's range of activities in state
  - Highlight authentic Oklahoma attractions
  - Drive traffic to TravelOK.com

## Commercials



## Results

The 2014 spots garnered vast attention and drove thousands of clicks to TravelOK.com; in fact, the website had record-breaking traffic during the time the television spots and TrueView digital campaign were aired. Oklahoma was ahead of Michigan, Colorado, Florida, Hawaii, Alaska, Texas and California in traffic among state tourism department websites.

4,418,601

YouTube views

42,257

Users visiting the site record  
on June 30th

\$450,665

in Added Value - TV and Print

138,062

Page view record on June 30th

2,000,000+

Unique web visitors in two months



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