

INCREASING NEVADA'S TOURISM WITH AN IMMERSIVE DIGITAL EXPERIENCE

TravelNevada used Facebook Canvas Ads and 360 Video Ads to attract more adventure travelers, resulting in an increase in both reach and engagement.

THE GOAL:

TravelNevada, a division of the Nevada Department of Tourism, needed a way to hike interest amongst adventure seekers through sharing the different landscapes and activities available within the state of Nevada.

THE SOLUTION:

From the deserts of Red Rock Canyon to the green forest of Lake Tahoe, Nevada's diverse landscape has plenty of natural beauty to offer the adventurous traveler.

The landscape sells itself, the critical component of the campaign was to reach and engage the right audience with creative that could accurately portray Nevada's beauty. Drawing on results and insights from past TravelNevada campaigns AdParlor worked closely with TravelNevada and their agency Fahlgren Mortine to develop a series of unique immersive ad units.

In general, the more picturesque landscape views and images of people exploring nature saw stronger results. Taking this into consideration our Creative Blueprints team along with Fahlgren Mortine

leveraged Canvas ad units. The interactive Canvas units were created with a 'Choose your own adventure' approach. Showcasing different Nevada road trip options, the user could select things to do and see along the way based on different recommendations.

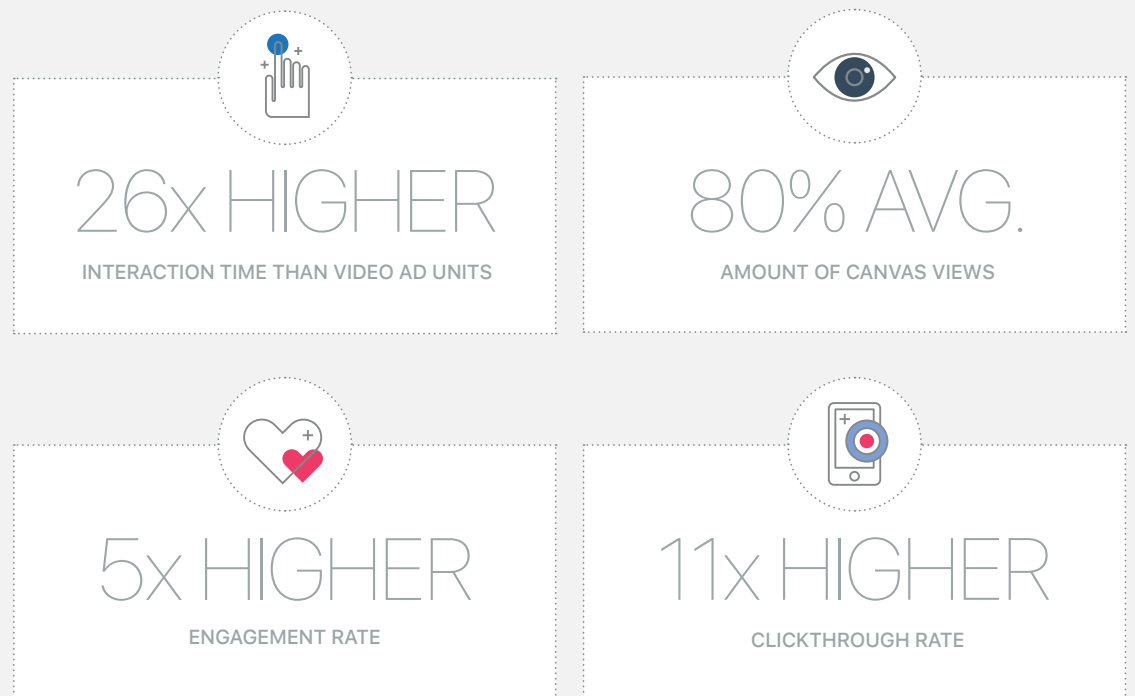
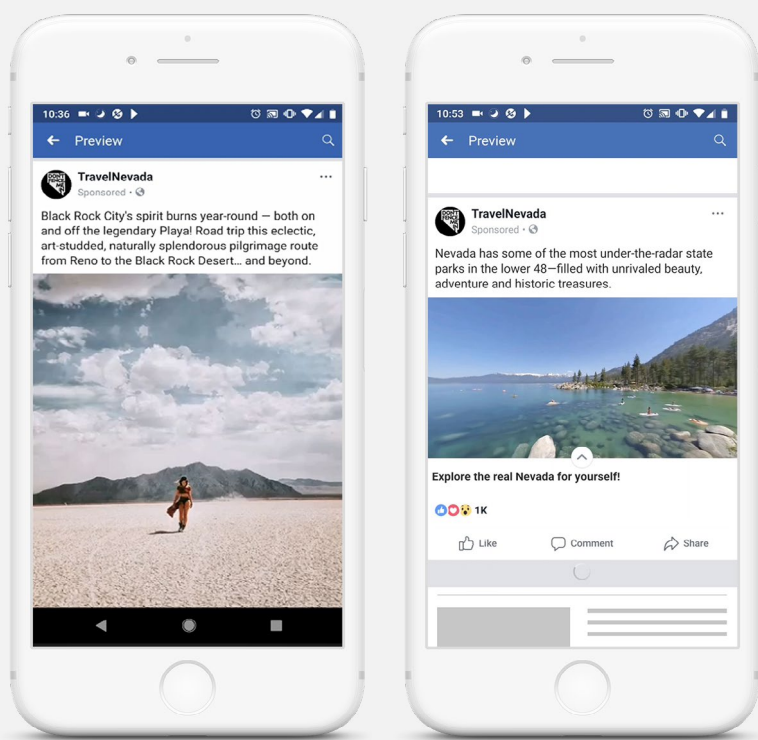
With the success of Nevada's picturesque creative AdParlor also created 360 video ads. As the 360 video plays, the Nevada scene came alive. The user was able to drag their finger to move around within the video and explore Nevada through a unique interactive and immersive experience.

AdParlor set up and optimized the Canvas and 360 Video ads targeting both men and women amongst a generation breakdown, for example Baby Boomers vs. Gen X. As well as interest-based adventure seekers and local specific targeting with personalized messaging.

THE RESULTS:

The results of this ongoing campaign to promote Nevada tourism were strong. Testing different ad units proved to be successful in increasing both reach and engagement.

CANVAS ADS RESULTS:



360 VIDEO RESULTS:

