

A BRAND LIBERATION AGENCY™

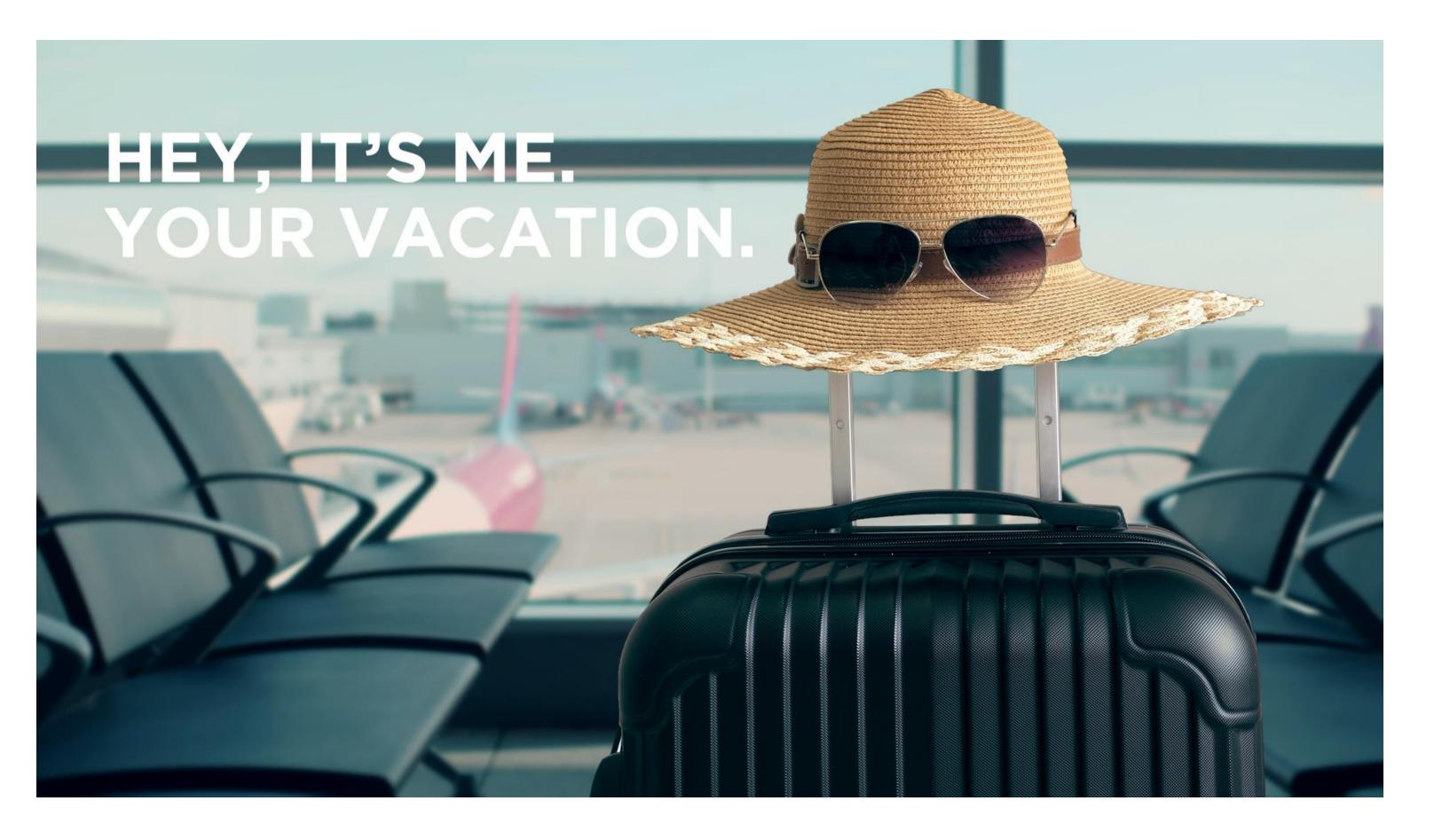


Creative Update

Community Marketing Meeting

March 2024

YOUR VACATION NEEDS BRANSON









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OZARK MOUNTAIN CHRISTMAS

HEY, IT'S ME. YOUR VACATION.









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FALL IN BRANSON









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The campaign is working! How do we know?



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SEPTEMBER 2022 VS 2019





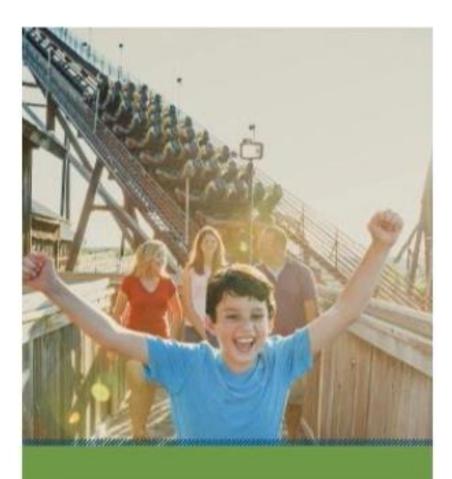


+36%

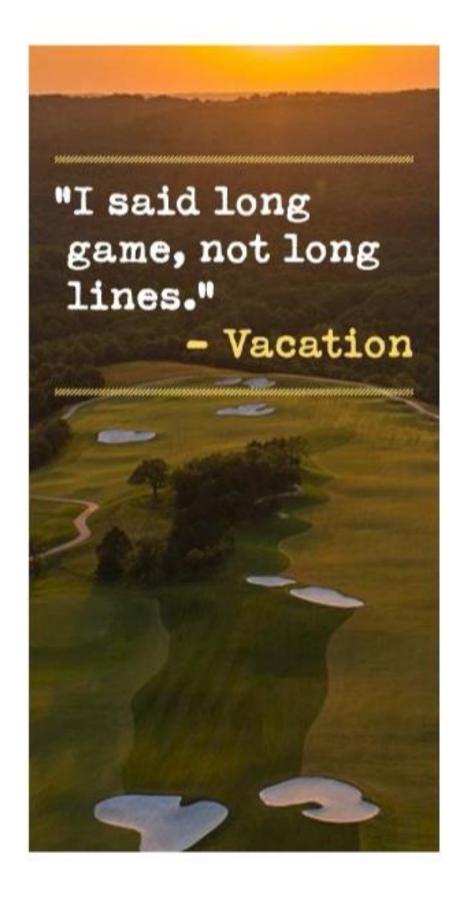




CAMPAIGN LAUNCH RESULTS | 2022



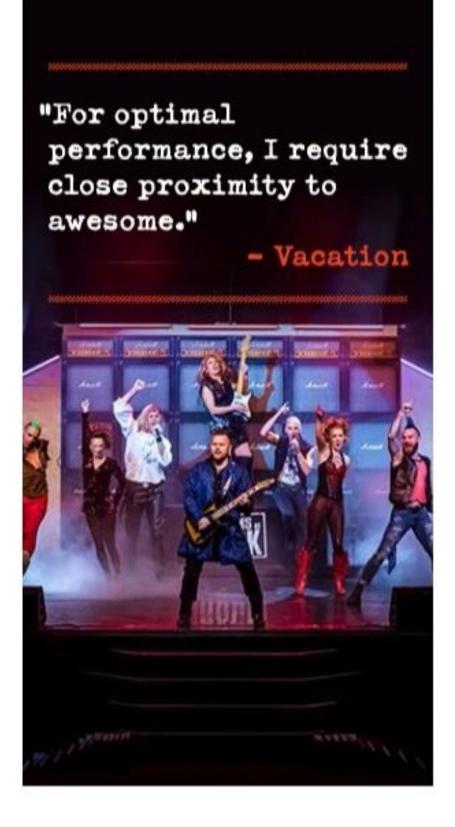
"I don't want down time. Unless you mean the bottom of a roller coaster." -Vacation

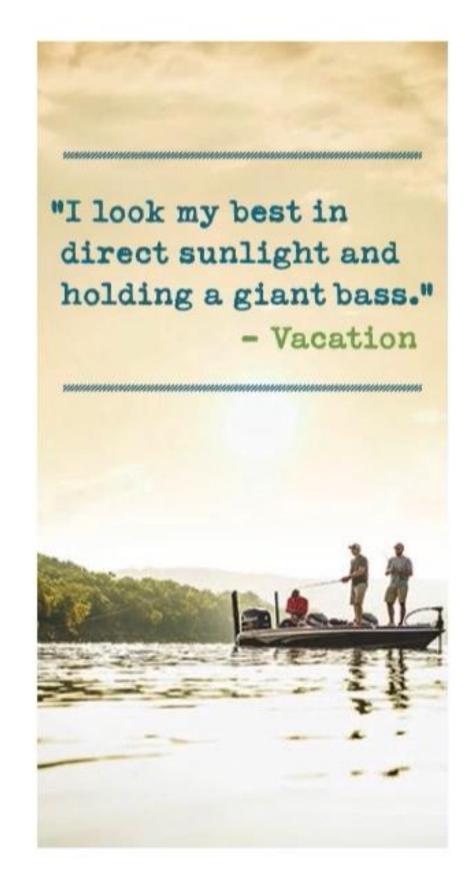


70% ADS APPEALING TO TRAVELERS

75%

ADS MAKE BRANSON MORE APPEALING





64% ADS DIFFERENTIATED BRANSON

13%

LIFT IN INTENT TO VISIT AFTER VIEWING ADS

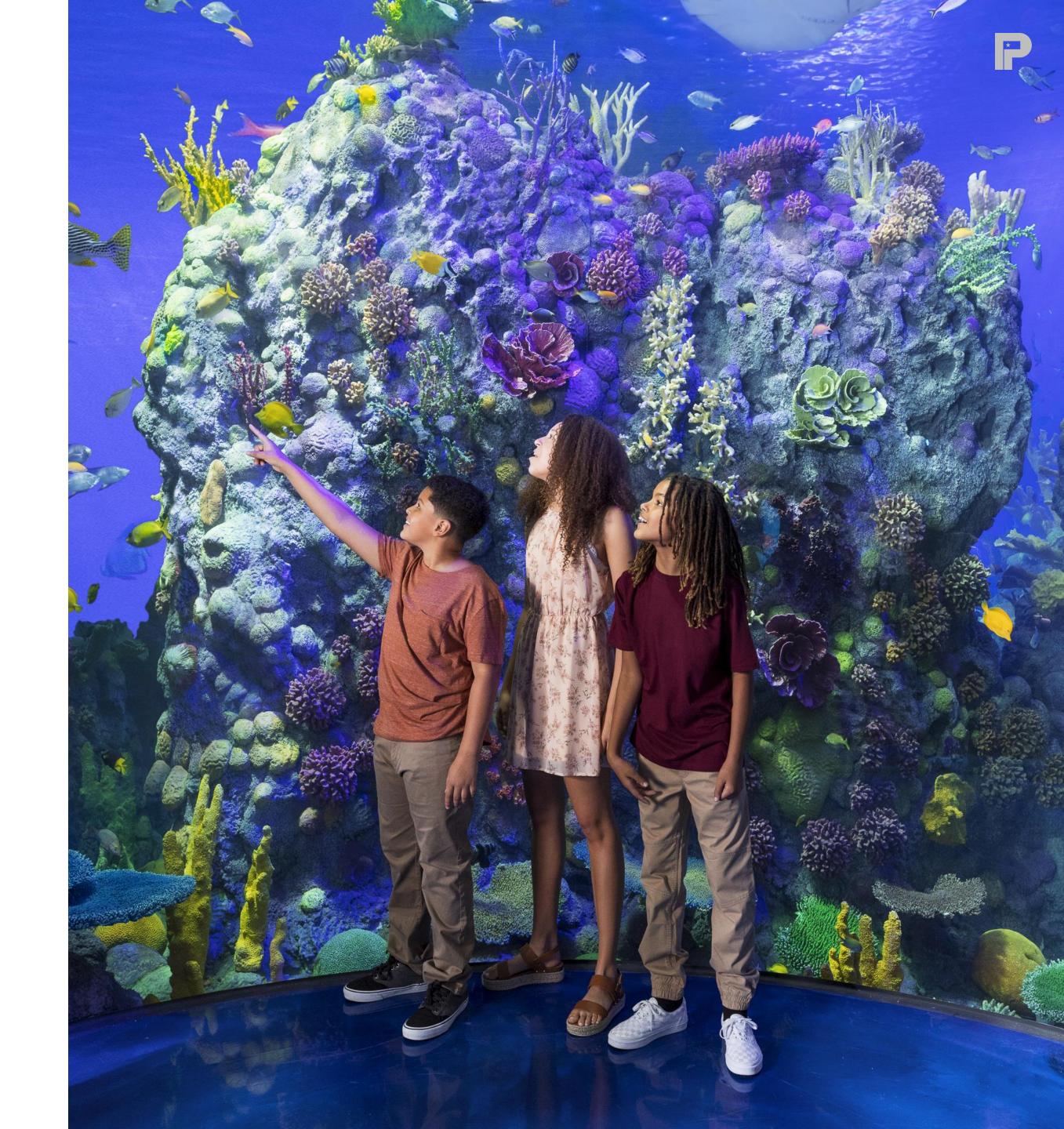
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CAMPAIGN LAUNCH RESULTS | 2022

10.2M VISITORS TO BRANSON

\$105 RECORD-BREAKING ROI

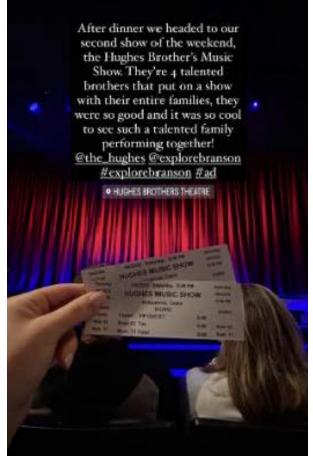
441,000 INCREMENTAL TRIPS TO BRANSON

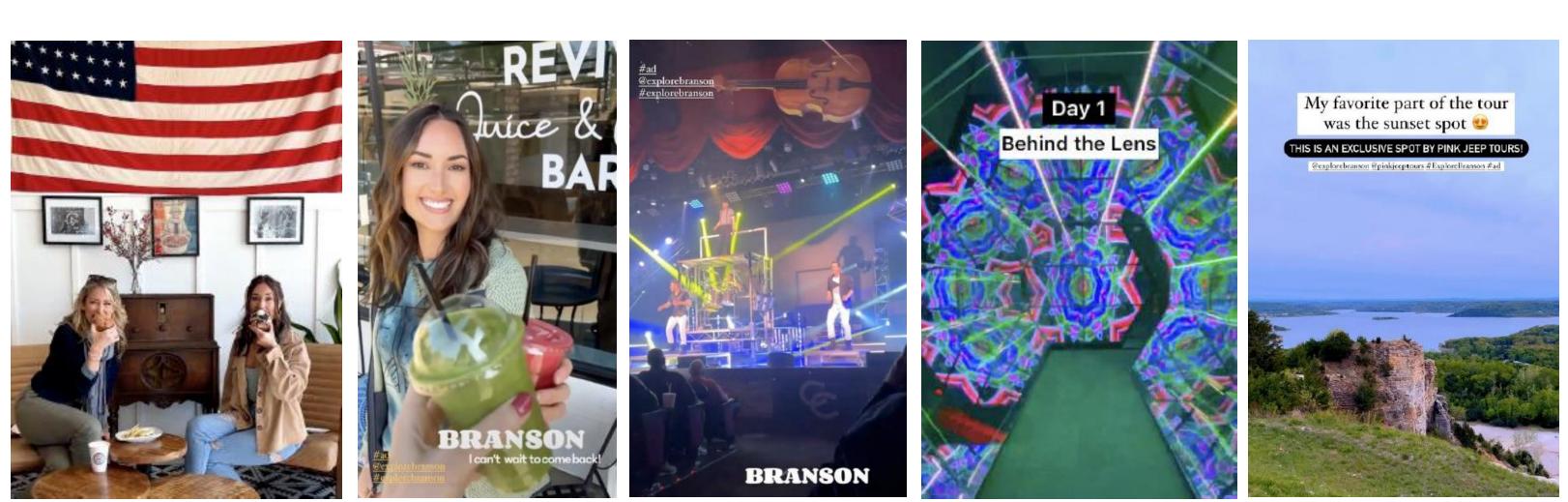


PAID INFLUENCER INITIATIVE | SUMMER 2023

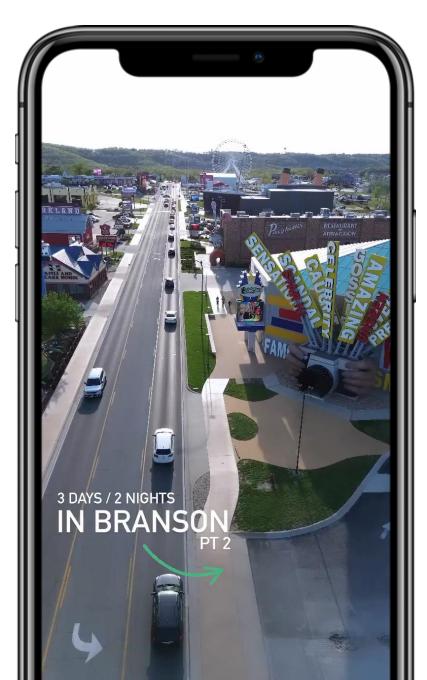








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16.6MM IMPRESSIONS

1.7MM VIDEO VIEWS

96% **POSITIVE SENTIMENT**



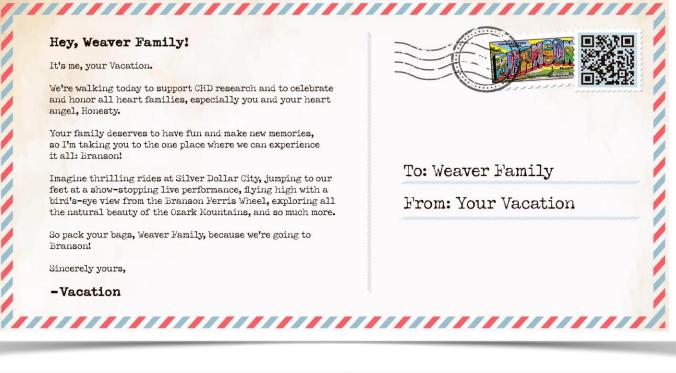






POSTCARDS FROM VACATION ACTIVATION | JUNE 2023

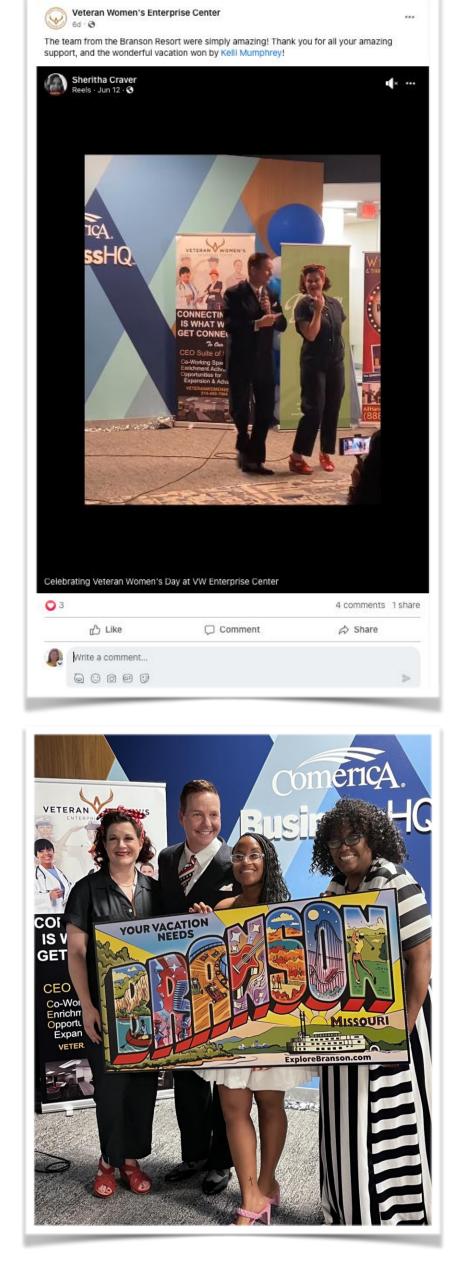


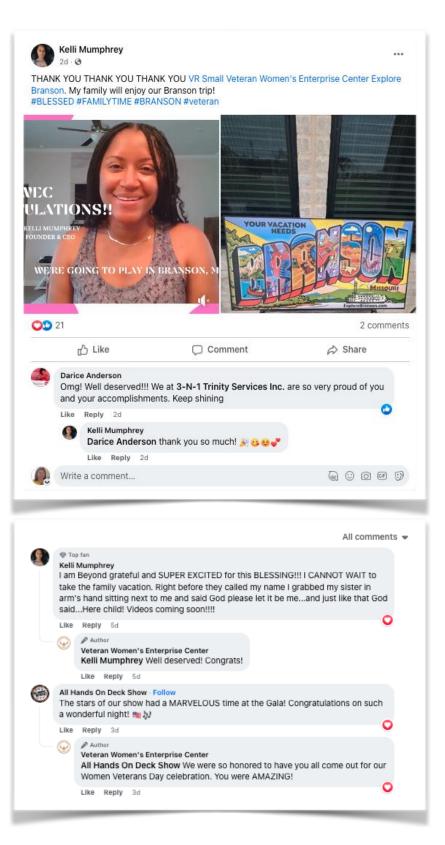














Honoring Veterans 365

VETERANS WEEK: NOV. 5-11 Join us for the Women Veterans Rose Petal Ceremony, hosted by the Branson Veterans Task Force.



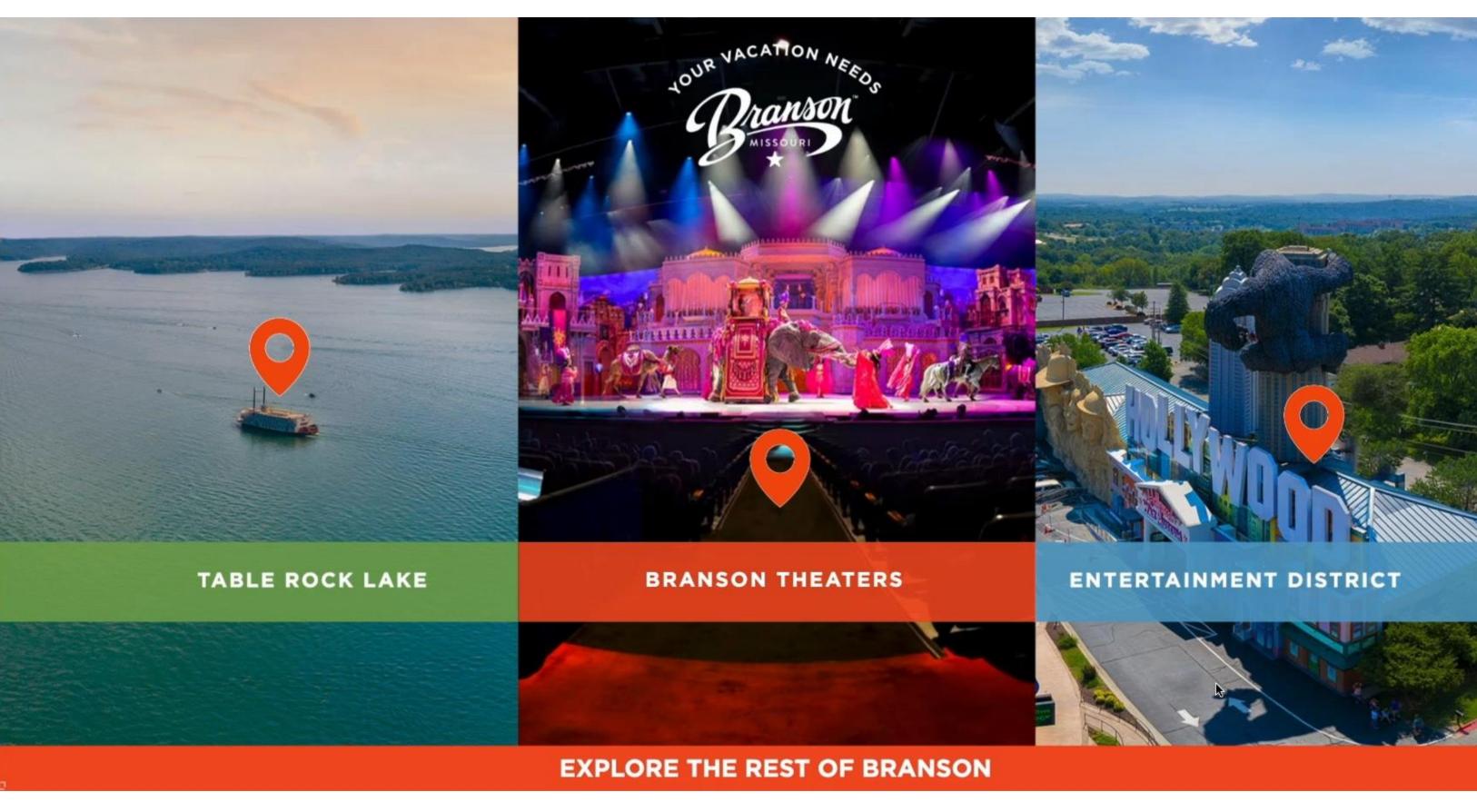


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SPRING DIGITAL | RICH MEDIA









HEY, IT'S ME. YOUR VACATION.

