

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** 





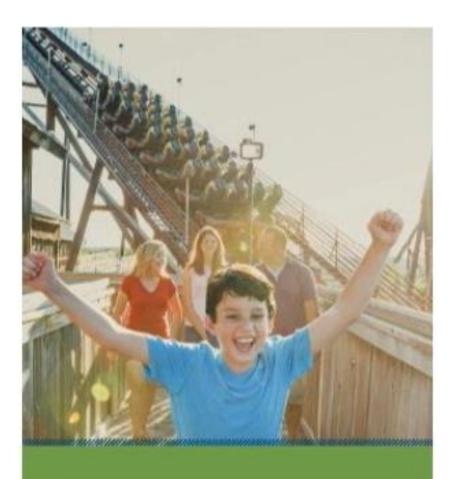


# +36%

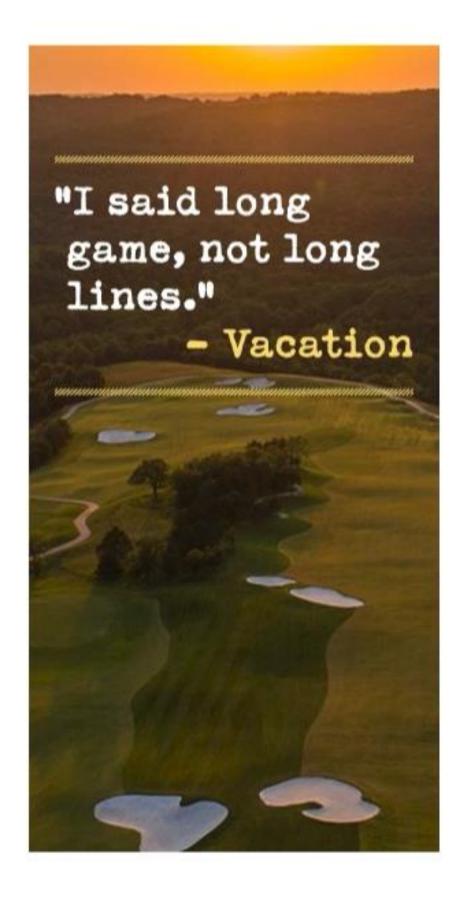




#### CAMPAIGN LAUNCH RESULTS | 2022



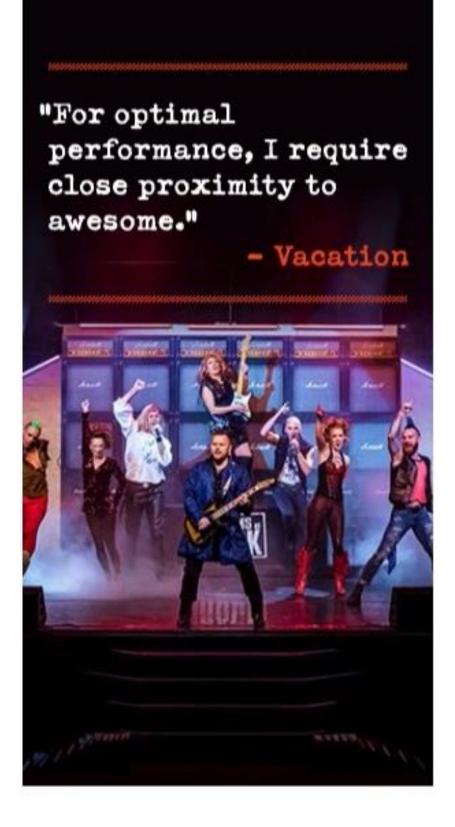
"I don't want down time. Unless you mean the bottom of a roller coaster." -Vacation

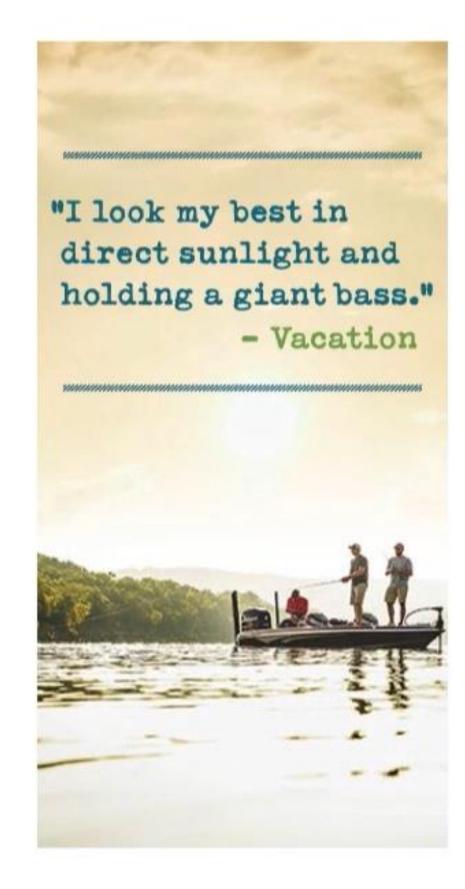


## 70% ADS APPEALING TO TRAVELERS

## 75%

ADS MAKE BRANSON MORE APPEALING





#### 64% ADS DIFFERENTIATED BRANSON

## 13%

LIFT IN INTENT TO VISIT AFTER VIEWING ADS

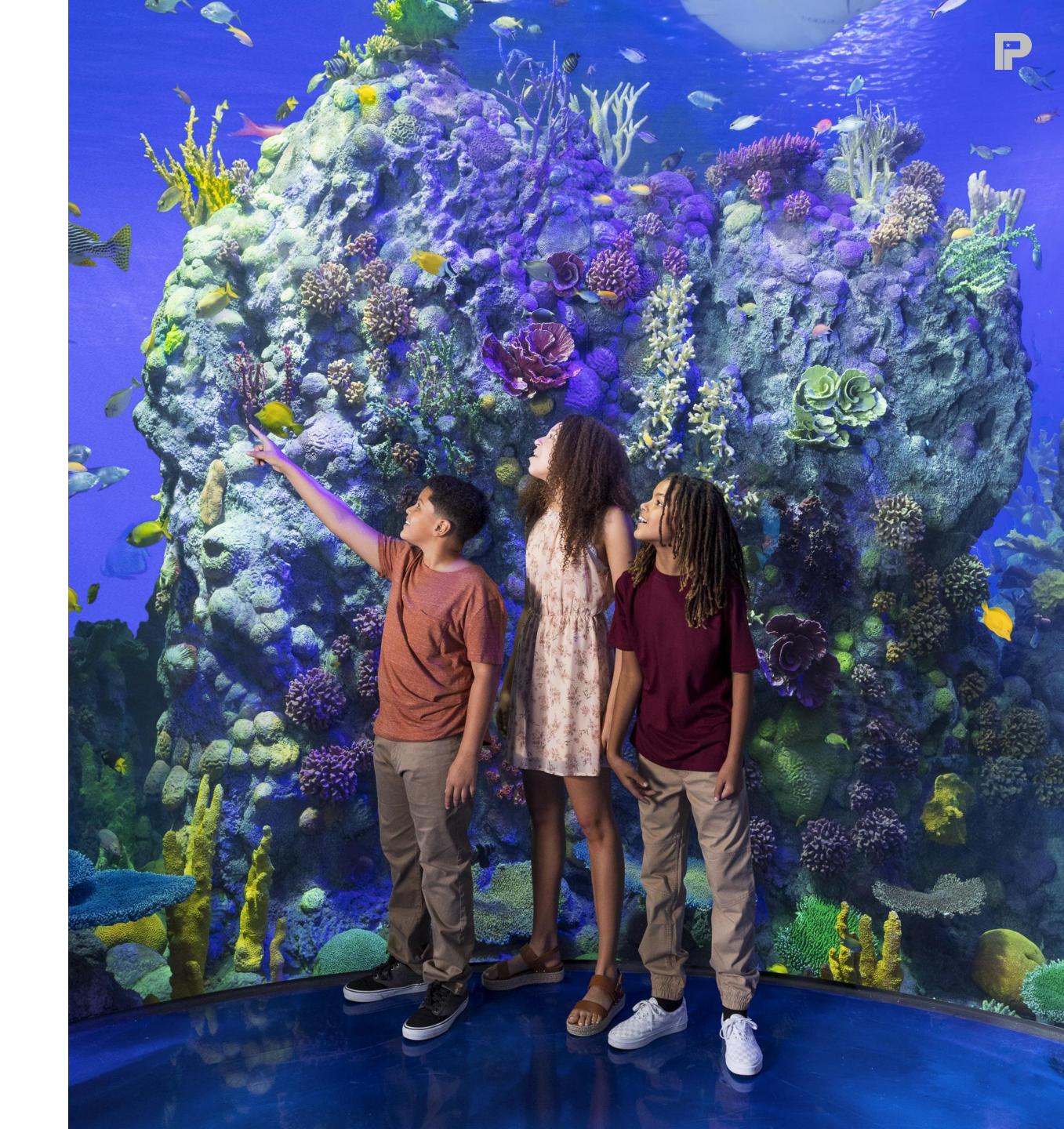
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CAMPAIGN LAUNCH RESULTS | 2022

## **10.2M** VISITORS TO BRANSON

## \$105 RECORD-BREAKING ROI

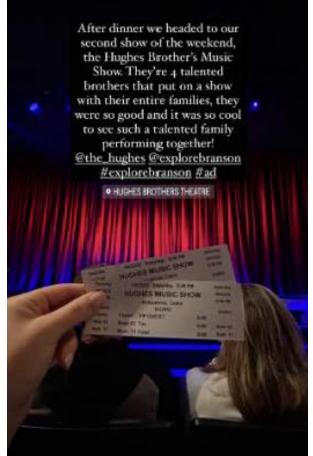
### **441,000** INCREMENTAL TRIPS TO BRANSON

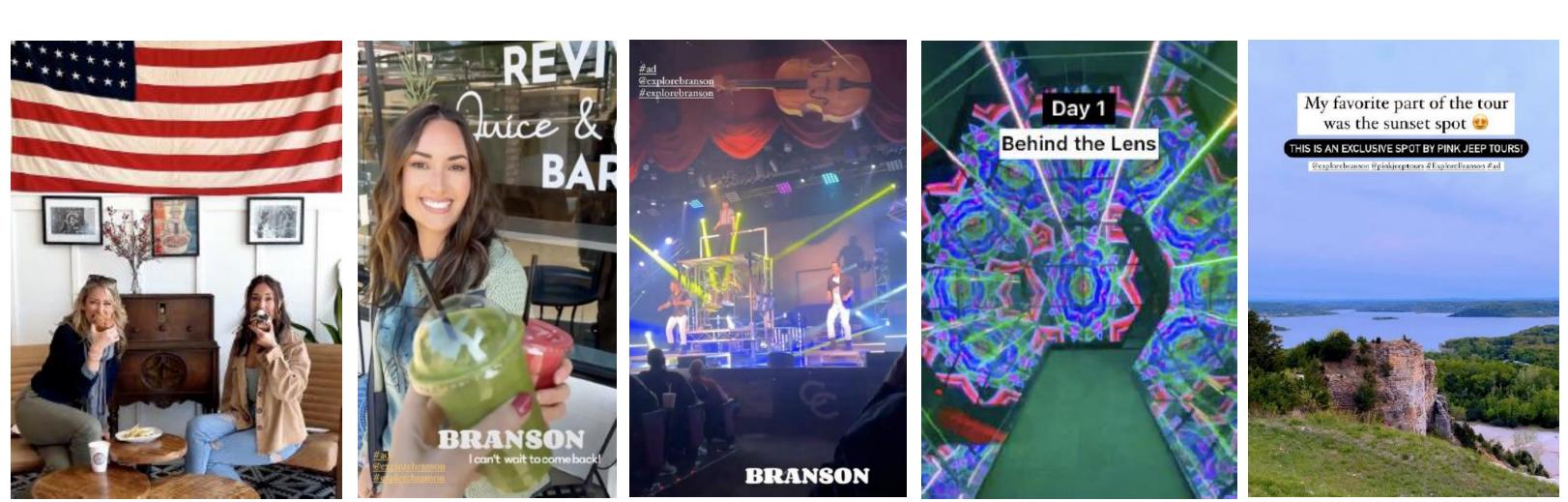


#### PAID INFLUENCER INITIATIVE | SUMMER 2023

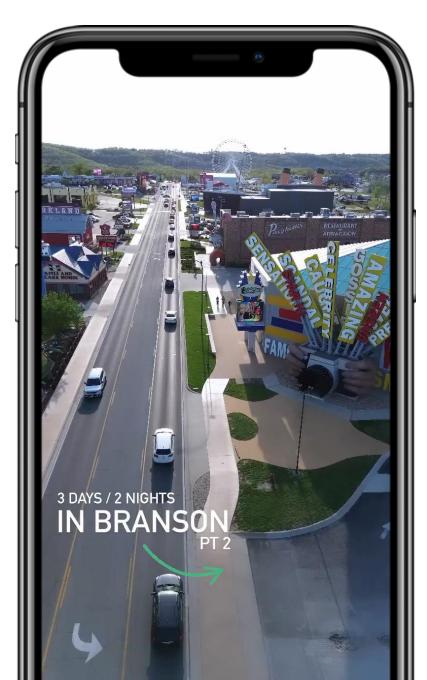








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## **16.6MM IMPRESSIONS**

**1.7MM VIDEO VIEWS** 

96% **POSITIVE SENTIMENT** 



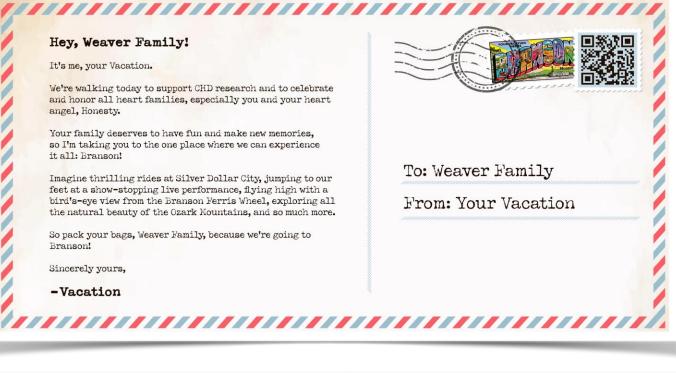






#### **POSTCARDS FROM VACATION ACTIVATION | JUNE 2023**

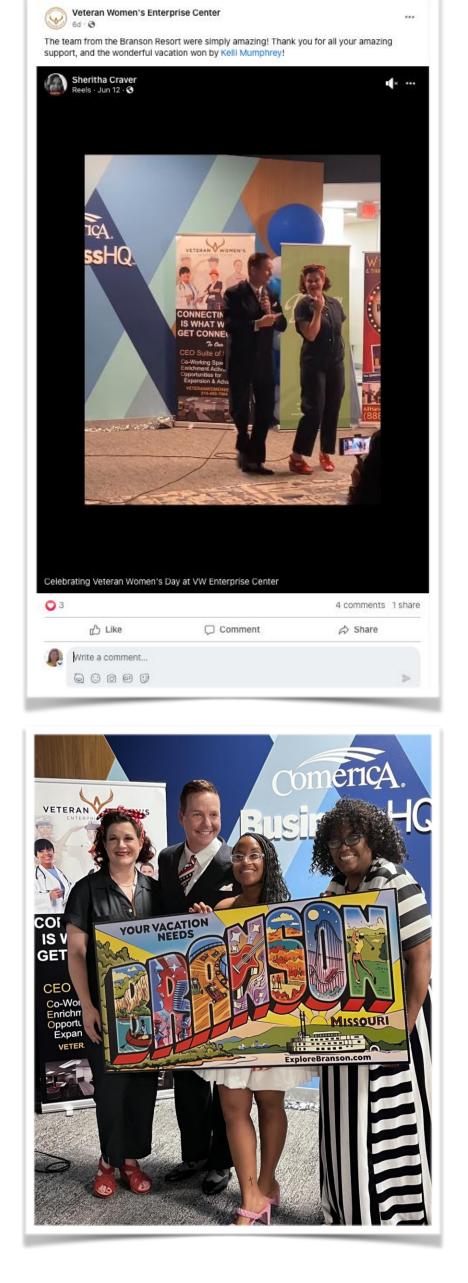


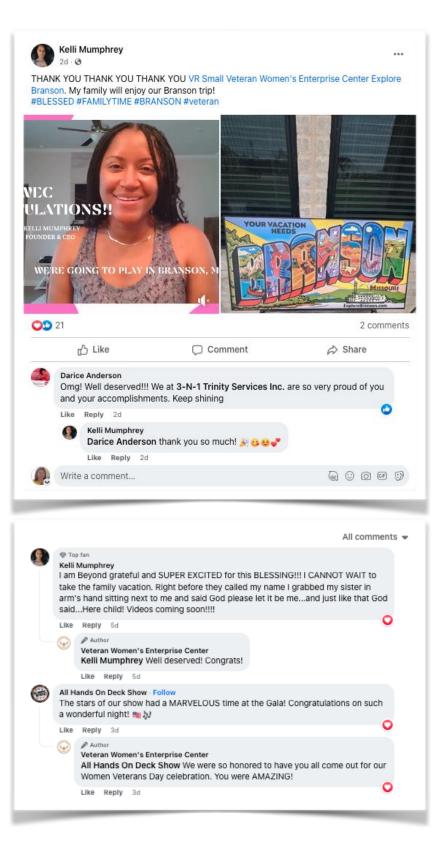














#### Honoring Veterans 365

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



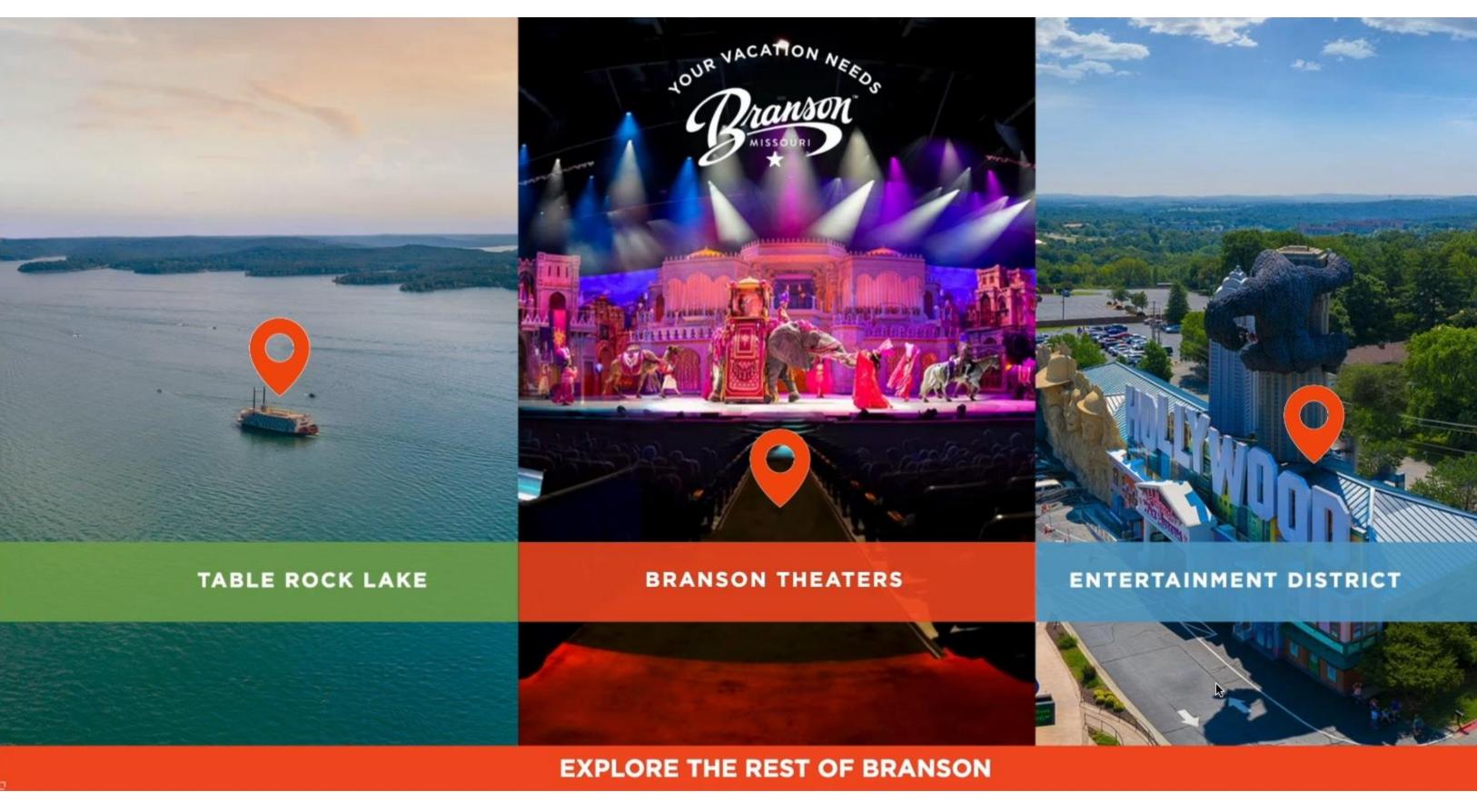


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#### SPRING DIGITAL | RICH MEDIA









## HEY, IT'S ME. YOUR VACATION.

