

TRAVEL SOUTH: THE BEST OF THE SOUTH

CAMPAIGN REPORT 8/1/19 – 10/31/19

TRAVEL SOUTH  USA

 NATIONAL
GEOGRAPHIC

 Advertising Sales

IMAGINE IMAGINE IMAGINE

EVERYTHING EVERYTHING EVERYTHING EVERYTHING

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EVERYTHING EVERYTHING EVERYTHING EVERYTHING

PARTNERSHIP GOALS



DESTINATION AWARENESS

Drive awareness of the Travel South destination product, and promote travel to and within the participating southern states.



TRAVEL INSPIRATION

Create custom content that showcases key experiences that the participating southern states have to offer.



REACH & ENGAGEMENT

Engage Nat Geo's travel-loving audience, and drive exposure and interest for highlighted states, attractions and activities.

KEY MEASURES OF SUCCESS

CONTENT

- VISITORS
- AVERAGE TIME SPENT

REACH

- IMPRESSIONS

ENGAGEMENT

- LIKES, COMMENTS AND SHARES

PARTNERSHIP DESIGN

CREATIVE ELEMENTS

DESTINATION-BRANDED DIGITAL ADS

Generating awareness of each state's tourism product with supplied digital and video ad units

CUSTOM DIGITAL PASSPORT

Shining a spotlight on the key attractions and experiences across participating states

SOCIAL MEDIA CONTENT

Destination photography with sponsor tag and partner content link to digital passport



STRATEGIC DISTRIBUTION AND AMPLIFICATION

DIGITAL ADVERTISING

Strategic placement of destination-branded digital ads and videos with 100% SOV on passport and exposure across NatGeo.com

SOCIAL AMPLIFICATION

Organic and paid posts drove exposure for and traffic to the digital passport



RESULTS SUMMARY



PASSPORT

39K

Total Visits

36.5K

Unique Visitors

1:52

Average Time On Site



DIGITAL

7.8M

Delivered Impressions

6.4M

Guaranteed Impressions

22%

Overdelivery

1.5M

Video Views

.09%

Average CTR



SOCIAL

3.8M

Delivered Impressions

2.2M

Guaranteed Impressions

73%

Overdelivery

8.6K

Engagements

36.4K

Clicks to Passport

PERFORMANCE HIGHLIGHTS



The campaign
overdelivered
impressions

across platforms by 35%, for
a total of 11.6M total
impressions, and delivering
increased exposure for
Travel South and
participating destinations.



Paid social was
an effective
traffic driver

accounting for nearly 90% of
unique passport visitors,
and garnering 36K clicks to
the passport.



Nat Geo
audiences were
highly engaged

with the branded video
media, garnering video
completion rates above
National Geographic
benchmarks.



Engagement
rates were
well above
benchmarks

for organic social posts,
outperforming benchmarks
by 1.5X+ to 2X+, for FB and
TW, respectively.

APPENDIX: THE DETAILS



DIGITAL RECAP ROLLUP – FULL CAMPAIGN



7.8M

Delivered Impressions

6.4M

Guaranteed Impressions

22%

Overdelivery

1.5M

Video Views

CUSTOM PASSPORT

39K

Total Visits

36.5K

Unique Visitors

1:52

Average Time On Site

DIGITAL DISPLAY

6.3M

Impressions

11%

Click Through Rate

DIGITAL VIDEO

1.5M

Impressions

94%

Video Completion Rate

DIGITAL CONTENT



PUBLISHED ON AUGUST 1

CUSTOM PASSPORT

Each state owned 2x features in the passport. The feature order rotated throughout the campaign to provide parity across states. Data is for passport, not individual state features.

TOTAL VISITS

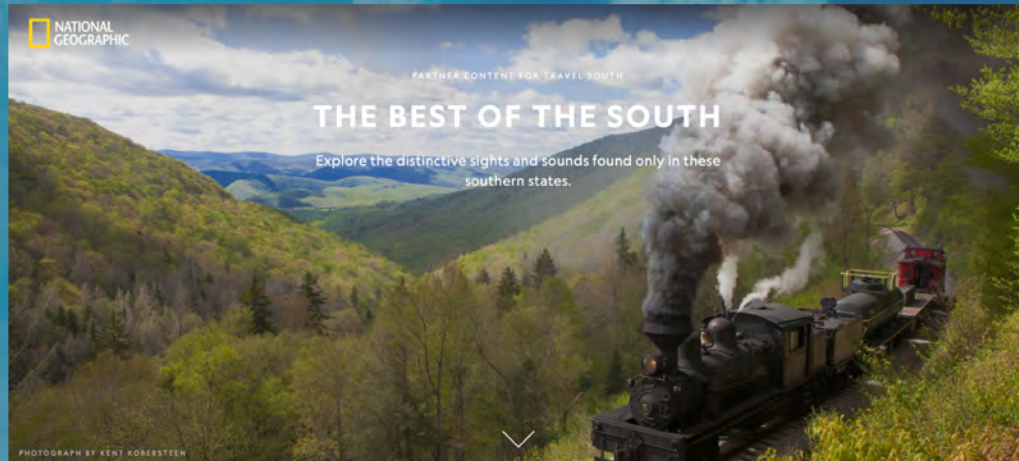
39K

UNIQUE VISITORS

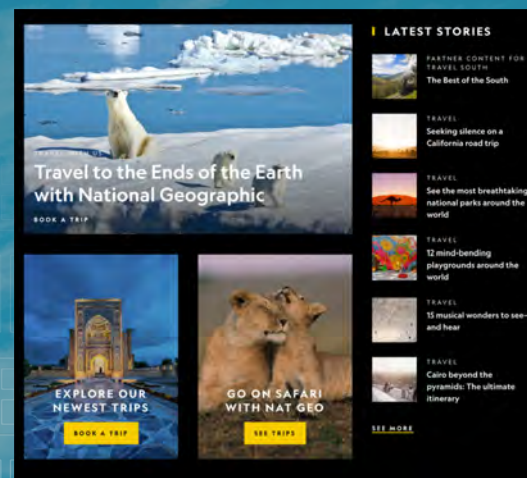
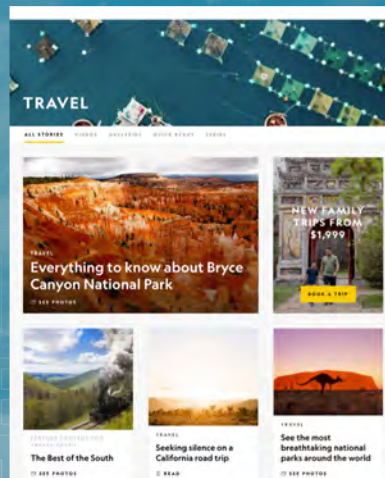
36.5K

AVERAGE TIME SPENT

1:52



[CLICK TO VIEW PASSPORT](#)



DIGITAL DISPLAY



TOTAL MEDIA | AUGUST–OCTOBER

TARGETED MEDIA – FULL CAMPAIGN

PREMIUM
RUN OF SITE

IMPRESSIONS

2.6M

4%

OVERDELIVERY

CLICK THROUGH
RATE

0.11%

TRAVEL
SPOTLIGHT

IMPRESSIONS

3.2M

33%

OVERDELIVERY

CLICK THROUGH
RATE

0.10%

ADDED VALUE

IMPRESSIONS

512K

2%

OVERDELIVERY

CLICK THROUGH
RATE

0.10%

PASSPORT

100% SOV on Travel South
digital passport

Media ran as a roadblock, with one state's creative
showing in media surround. Upon page refresh,
banners rotated to display the next state's creative

TRAVEL SPOTLIGHT

Each state received exposure via a week-long Travel Spotlight on NatGeo.com/Travel

RUN OF SITE – PREMIUM + ADDED VALUE

Digital banners for each
state ran on NatGeo.com

Media was geo-targeted east of Mississippi, and
to any other state-directed feeder markets

AGINE IMAGINE IMAGINE IMAGINE IMAGINE

DIGITAL DISPLAY



ALABAMA | AUGUST-OCTOBER

TARGETED MEDIA – ALABAMA

PREMIUM
RUN OF SITE

IMPRESSIONS

532K

133%
DELIVERY

CLICK THROUGH
RATE

0.11%

TRAVEL
SPOTLIGHT

IMPRESSIONS

423K

102%
DELIVERY

CLICK THROUGH
RATE

0.10%

ADDED VALUE

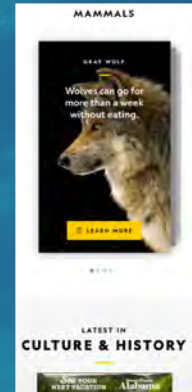
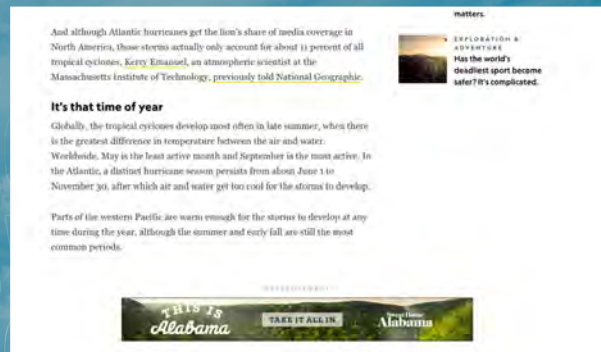
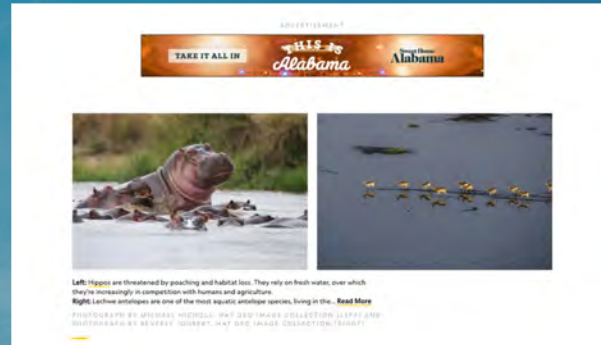
IMPRESSIONS

83K

100%
DELIVERY

CLICK THROUGH
RATE

0.06%



DIGITAL DISPLAY



ARKANSAS | AUGUST–OCTOBER

TARGETED MEDIA – ARKANSAS

PREMIUM
RUN OF SITE

IMPRESSIONS

532K

133%
DELIVERY

CLICK THROUGH
RATE

0.12%

TRAVEL
SPOTLIGHT

IMPRESSIONS

416K

100%
DELIVERY

CLICK THROUGH
RATE

0.11%

ADDED VALUE

IMPRESSIONS

84K

101%
DELIVERY

CLICK THROUGH
RATE

0.10%



As the ocean gets more acidic, it puts additional stress on sea creatures.

PHOTOGRAPH BY [CALVIN J. JAMES](#), NATIONAL GEOGRAPHIC TRAVEL SURF

REFERENCE

Ocean acidification, explained

Excess carbon dioxide is having profound effects in the water, including putting shelled animals at risk.

RARE FRESHWATER SUCCESS: ENDANGERED RIVER DOLPHINS' NUMBERS ON THE RISE

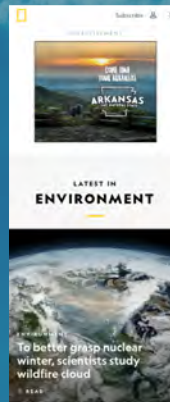
Efforts to remove fishing gear in the Mekong River over the last decade have helped their numbers grow. [Read more.](#)

Hogan says he has not seen a Mekong giant catfish in the wild since 2015. Existing and planned dams on the river may drive the species to extinction. He and other researchers are not sure what the ecological consequences of such fish disappearing will be, but in the case of the Mekong, it could threaten the food security and livelihoods of millions of people living along the river.



Amid the grim overall findings, the study did suggest that 13 freshwater megafauna species have seen their populations stabilize or even grow. Among them are the green sturgeon and the American beaver, both in the United States. In Europe, the Eurasian beaver has returned to many regions from where it had once disappeared, and in Cambodia, the population of Irrawaddy river dolphins has increased for the first time in 20 years.

ADVERTISEMENT



REFERENCE

Ocean acidification, explained

Excess carbon dioxide is having profound effects in the water, including putting shelled animals at risk.

1 COMMENT | 3 PHOTOS

BY ALEXANDRA BORDNER



The oceans are growing more acidic, and scientists think the change is happening faster than at any time in geologic history.

That's bad news for most creatures that live in the ocean, many of which are sensitive to subtle changes in acidity of their watery habitat. It's especially problematic for corals, oysters, and other creatures with delicate carbonate shells or skeletons, which are weakened by even very slight changes in the ocean's acid balance—similar to the way acid rain corrodes stone gargoyles and limestone buildings.

REFERENCE

Ocean acidification, explained

Excess carbon dioxide is having profound effects in the water, including putting shelled animals at risk.

1 COMMENT | 3 PHOTOS

BY ALEXANDRA BORDNER



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DIGITAL DISPLAY



MISSISSIPPI | AUGUST–OCTOBER

TARGETED MEDIA – MISSISSIPPI

PREMIUM
RUN OF SITE

IMPRESSIONS

550K

138%
DELIVERY

CLICK THROUGH
RATE

0.14%

TRAVEL
SPOTLIGHT

IMPRESSIONS

416K

100%
DELIVERY

CLICK THROUGH
RATE

0.12%

ADDED VALUE


IMPRESSIONS

83K

100%
DELIVERY

CLICK THROUGH
RATE


0.12%




As the ocean gets more acidic, it puts additional stress on sea creatures.

PHOTOGRAPH BY [CASSIE LEWIS](#), NATIONAL GEOGRAPHIC YOUR STORY

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Five Reasons We Need To Act Now on Climate Change

As world leaders in Paris negotiate cuts in greenhouse gases, scientists say we face urgent reasons to take action.

MAGAZINE
The Acid Sea

SCIENCE & INNOVATION
I've got your missing links right here - 20th November 2019

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THANKS, SUBSCRIBER! 0-03

MISSISSIPPI


Most of that carbon, in the gas form of carbon dioxide (CO₂), stays in the atmosphere, where it traps heat and contributes to planetary warming. But each year, the ocean soaks up about 25 percent of all the extra CO₂ emitted. Over the last few hundred years, about 30 percent of all the extra carbon dioxide humans have added to the atmosphere has percolated down into the oceans.

That's a good thing for the atmosphere. Without that extra carbon dioxide, the planet would have heated up even more than it already has. But it's bad news for the oceans.

Oceans acidify in the blink of a geologic eye

In the late 1700s, the oceans had equilibrated to be slightly alkaline, with a pH of about 8.1—roughly the same level of acidity as an egg white. (More acidic things fall lower on the pH scale. Perfectly distilled water is about 7 on the pH scale; lemon juice and vinegar measure a mouth-puckering 2 to 3).

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FROM THE MAGAZINE

MAGAZINE


Deepest Dive Under Antarctica Reveals a Shockingly Vibrant World

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LATEST IN
ENVIRONMENT



To better grasp nuclear winter, scientists study wildfire cloud

READ



PHOTOGRAPH BY [CASSIE LEWIS](#), NATIONAL GEOGRAPHIC YOUR STORY

REFERENCE


Ocean acidification, explained

Excess carbon dioxide is having profound effects in the water, including putting shelled animals at risk.

3 MINUTE READ

BY [ALEJANDRA RODRIGUEZ](#)

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DIGITAL DISPLAY



NORTH CAROLINA | AUGUST-OCTOBER

TARGETED MEDIA – NORTH CAROLINA

PREMIUM
RUN OF SITE

IMPRESSIONS

594K

149%
DELIVERY

CLICK THROUGH
RATE

0.11%

TRAVEL
SPOTLIGHT

IMPRESSIONS

425K

102%
DELIVERY

CLICK THROUGH
RATE

0.17%

ADDED VALUE

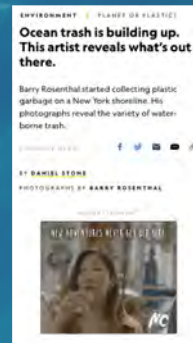
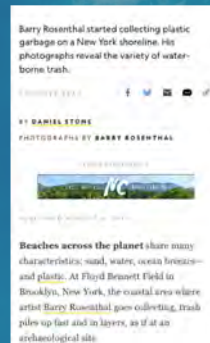
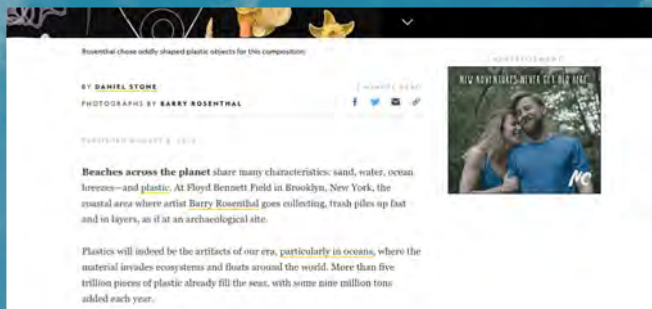
IMPRESSIONS

85K

102%
DELIVERY

CLICK THROUGH
RATE

0.09%



DIGITAL DISPLAY



SOUTH CAROLINA | AUGUST-OCTOBER

TARGETED MEDIA – SOUTH CAROLINA

PREMIUM
RUN OF SITE

IMPRESSIONS

532K

133%
DELIVERY

CLICK THROUGH
RATE

0.11%

TRAVEL
SPOTLIGHT

IMPRESSIONS

416K

100%
DELIVERY

CLICK THROUGH
RATE

0.09%

ADDED VALUE

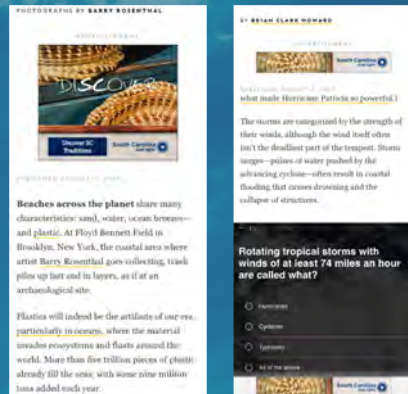
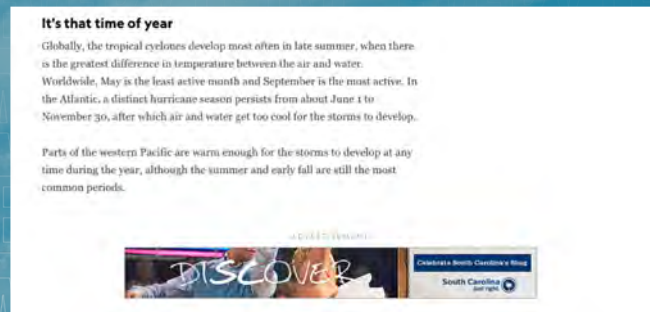
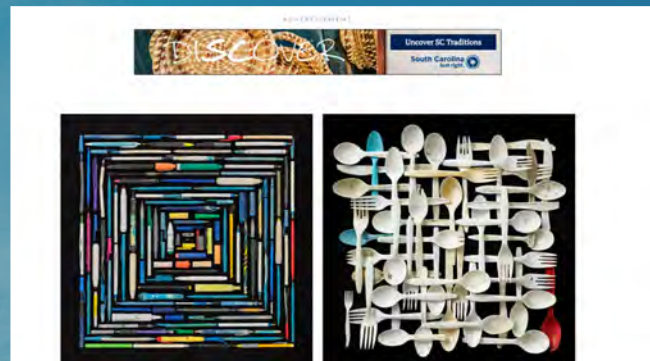
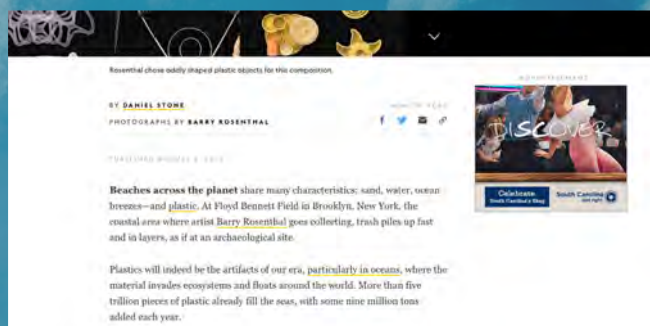
IMPRESSIONS

84K

101%
DELIVERY

CLICK THROUGH
RATE

0.14%



**Ocean trash is building up.
This artist reveals what's out
there.**

Barry Rosenthal started collecting plastic garbage on a New York shoreline. His photographs reveal the variety of water-borne trash.



DIGITAL DISPLAY



WEST VIRGINIA | AUGUST–OCTOBER

TARGETED MEDIA – WEST VIRGINIA

PREMIUM
RUN OF SITE

IMPRESSIONS

468K

117%
DELIVERY

CLICK THROUGH
RATE

0.07%

TRAVEL
SPOTLIGHT

IMPRESSIONS

458K

110%
DELIVERY

CLICK THROUGH
RATE

0.08%

ADDED VALUE

IMPRESSIONS

91K

110%
DELIVERY



CLICK THROUGH
RATE

0.09%

No matter what the storms are called, they all need the same things: storm clouds, surface ocean temperatures above 80°F (27°C), and very little difference in wind speeds from the surface to high in the sky. Beyond that, scientists are still trying to understand what triggers them, MIT's Emanuel said.

How storms work

DRAMATIC PHOTOS OF HURRICANES




It's that time of year

Globally, the tropical cyclones develop most often in late summer, when there is the greatest difference in temperature between the air and water. Worldwide, May is the least active month and September is the most active. In the Atlantic, a distinct hurricane season persists from about June 1 to November 30, after which air and water get too cool for the storms to develop.

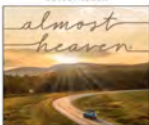
Parts of the western Pacific are warm enough for the storms to develop at any time during the year, although the summer and early fall are still the most common periods.

YOUR SPIRIT IS BUOYANT.



Rotating tropical storms with winds of at least 74 miles an hour are called what?

- ☐ Hurricanes
- ☐ Cyclones
- ☐ Typhoons
- ☐ All of the above



ENVIRONMENT

Super Typhoon, Hurricane: What's the Difference?

Super Typhoon Lekima is approaching Taiwan and Japan with winds over 150 mph. Here's how it differs from a strong hurricane.

BY BRIAN CLARE HOWARD



ENVIRONMENT

Ocean trash is building up. This artist reveals what's out there.

Barry Rosenthal started collecting plastic garbage on a New York shoreline. His photographs reveal the variety of water-borne trash.

BY DANIEL STONE

PHOTOGRAPHS BY BARRY ROSENTHAL




ENVIRONMENT

Super Typhoon, Hurricane: What's the Difference?

Super Typhoon Lekima is approaching Taiwan and Japan with winds over 150 mph. Here's how it differs from a strong hurricane.

BY BRIAN CLARE HOWARD



DIGITAL VIDEO



TOTAL MEDIA | AUGUST-OCTOBER

TARGETED MEDIA – FULL CAMPAIGN PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

1.5M

GUARANTEED
IMPRESSIONS

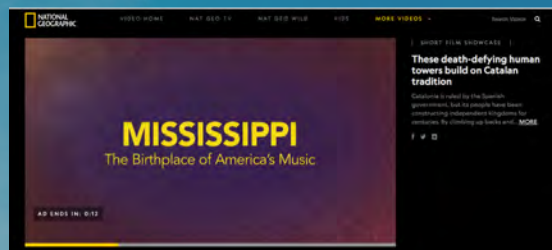
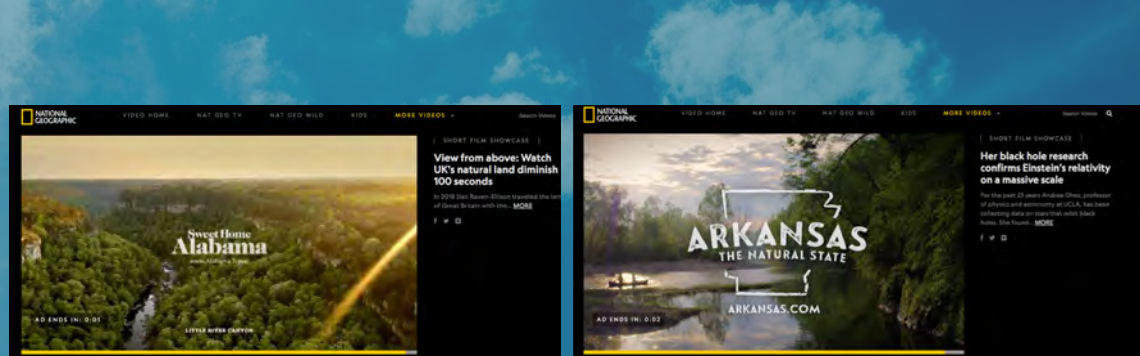
1.03M

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

94%



EVERYTHING EVERYTHING EVERYTHIN
IMAGINE IMAGINE IMAGINE IMAGINE IMAGINE

DIGITAL VIDEO



ALABAMA | AUGUST-OCTOBER

TARGETED MEDIA – ALABAMA PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

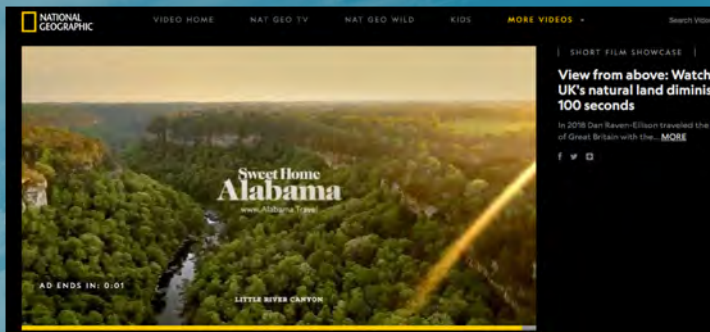
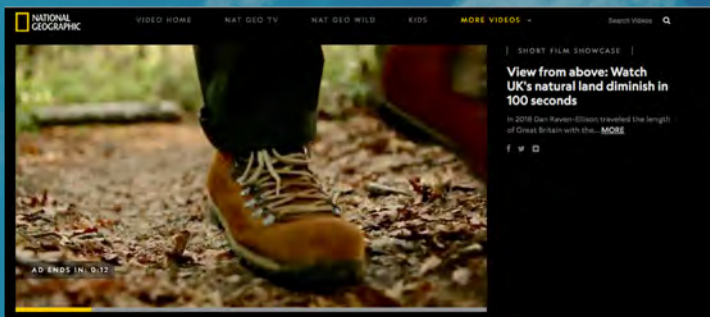
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

91%



DIGITAL VIDEO



ARKANSAS | AUGUST–OCTOBER

TARGETED MEDIA – ARKANSAS PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

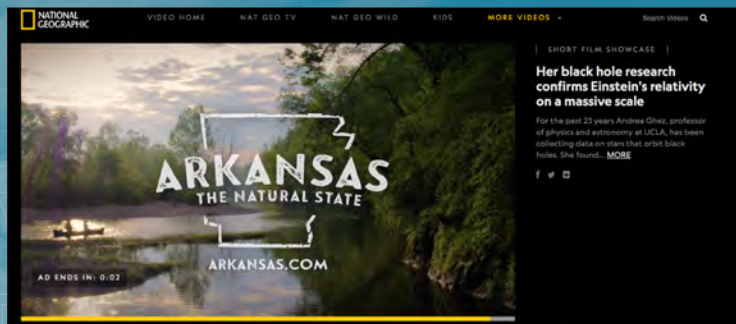
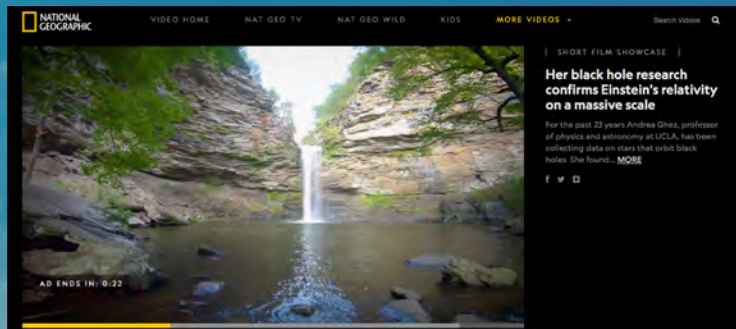
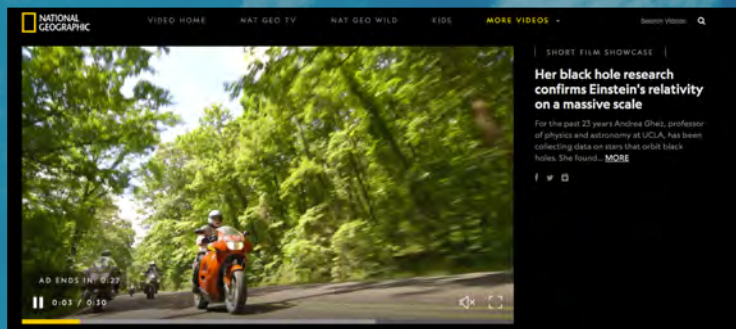
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

94%



DIGITAL VIDEO



MISSISSIPPI | AUGUST–OCTOBER

TARGETED MEDIA – MISSISSIPPI PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

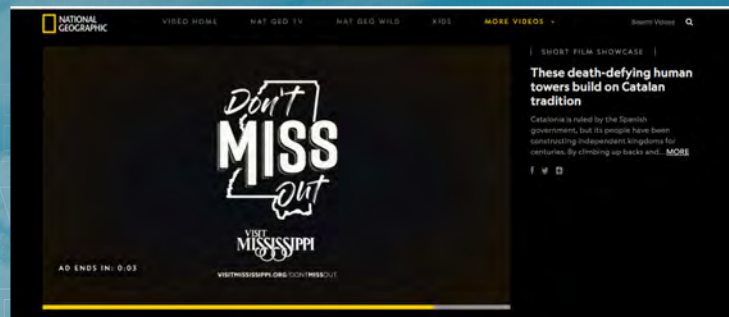
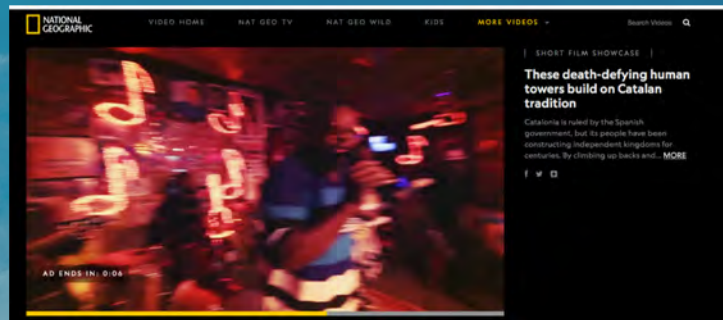
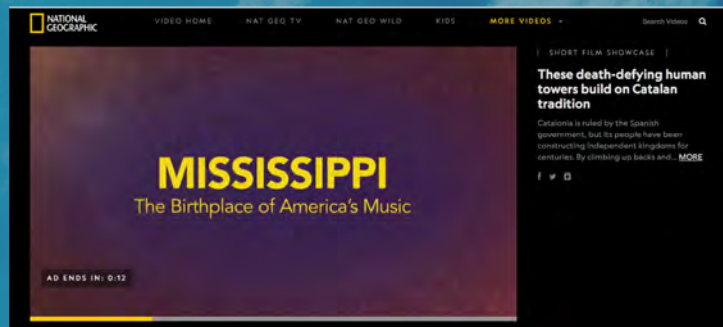
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

95%



DIGITAL VIDEO



NORTH CAROLINA | AUGUST–OCTOBER

TARGETED MEDIA – NORTH CAROLINA PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

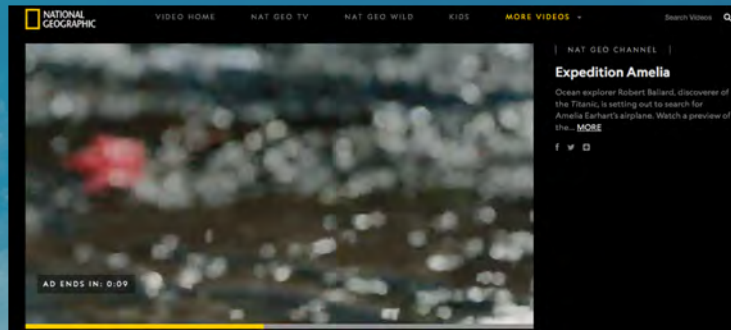
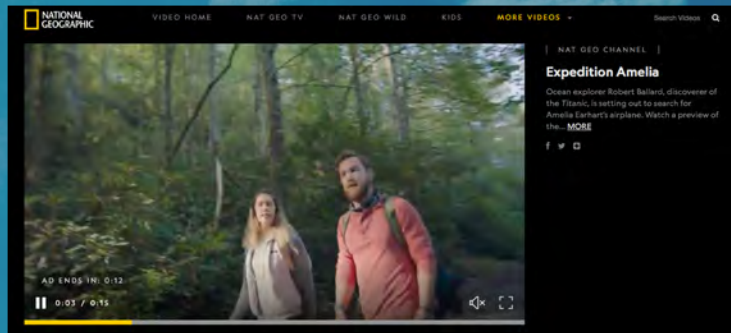
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

93%



DIGITAL VIDEO



SOUTH CAROLINA | AUGUST–OCTOBER

TARGETED MEDIA – SOUTH CAROLINA PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

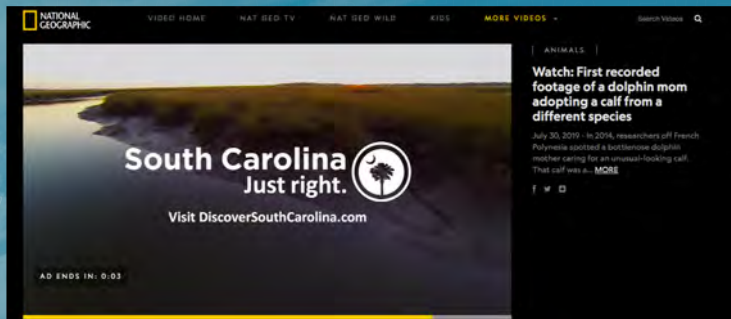
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

94%



DIGITAL VIDEO



WEST VIRGINIA | AUGUST–OCTOBER

TARGETED MEDIA – WEST VIRGINIA PRE AND MID-ROLL

DELIVERED
IMPRESSIONS

251K

GUARANTEED
IMPRESSIONS

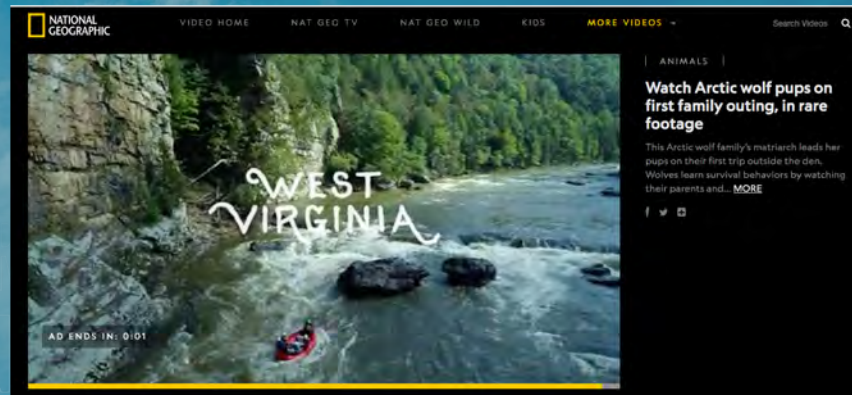
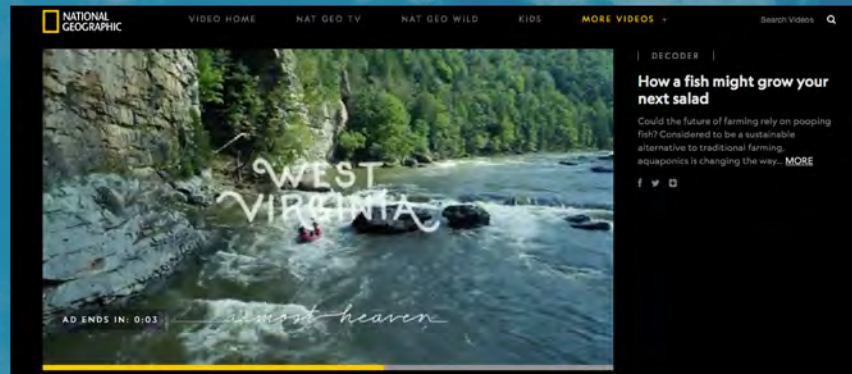
172K

IMPRESSION
OVER-
DELIVERY

46%

VIDEO COMPLETION
RATE

96%



SOCIAL RECAP ROLLUP



3.8M

Delivered Impressions

2.2M

Guaranteed Impressions

73%

Overdelivery

8.6K

Engagements

36.4K

Clicks to Passport



123K

Impressions

345

Engagements

397

Clicks to Passport

Paid Amp

3.7M

Impressions

8K

Engagements

35.8K

Clicks to Passport



42K

Impressions

253

Engagements

165

Clicks to Passport

ORGANIC SOCIAL

   POSTS DRIVING TO PASSPORT | SEPT 18

ORGANIC SOCIAL – FACEBOOK

@NATGEOTRAVEL
FACEBOOK

IMPRESSIONS

123K

ENGAGEMENTS

345

CLICKS

397

@NATGEOTRAVEL
TWITTER

IMPRESSIONS

42K

ENGAGEMENTS

253

CLICKS

165



The organic social posts exceeded engagement rate benchmarks. The FB post engagement rate was 1.5x+ the benchmark, and the TW post engagement rate was 2x+ the benchmark.

PAID SOCIAL



DRIVING TO PASSPORT | AUGUST–OCTOBER

PAID AMPLIFICATION – FACEBOOK

@NATGEOTRAVEL

IMPRESSIONS

3.7M

ENGAGEMENTS

8K

CLICKS

35.8K



To maximize performance, FB Amp launched with 15+ image and copy combinations, and optimized to top performing combinations.

THANK YOU!

IMAGINE IMAGINE **IMAGINE** IMAGINE IMAGINE IMAGINE IMAGINE
THING EVERYTHING **EVERYTHING** EVERYTHING EVERYTHING EVERYTHING
IMAGINE IMAGINE IMAGINE IMAGINE IMAGINE IMAGINE IMAGINE
THING EVERYTHING EVERYTHING EVERYTHING EVERYTHING EVERYTHING