



Atlas Obscura



TRAVEL SOUTH



USA

TRAVEL SOUTH USA MULTI-STATE PROGRAM 2022

CAMPAIGN REPORT

September 2022 - June 2023

@GastroObscura

From the Curious Minds at
Atlas Obscura

LOUISIANA
Feed Your Soul.

VISIT
MISSISSIPPI

NC

THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE
★★★



CAMPAIGN OVERVIEW

Why We Partnered

CAMPAIGN GOAL

Drive awareness, consideration, and visitation for Louisiana, Tennessee, North Carolina, and Mississippi

TARGET AUDIENCE

Promote our custom content to Atlas Obscura's community of passionate travelers looking for their next Southern adventure

FLIGHTS

Vending Machine Activation: September 21 - October 10, 2022

Gastro Obscura Guide to Southern Eats : March 31 - May 31, 2023

CAMPAIGN OVERVIEW

What We Created

World's Most Adventurous Vending Machine

- Custom Vending Machine Activation + Launch Party in Brooklyn, NY
- Event Listing Page
- Listicle of Vending Machine Products
- Instagram Story Promotion
- Instagram Post Promotion + Added Value Post
- Added Value [AV]: Dedicated Email
- AV: Earned Press / Media

The Gastro Obscura Guide to Southern Eats

- Instagram Stories & Posts, Per Partner
- AV: Instagram Post impressions, Per Partner
- AV: Organic Itinerary Distribution [Twitter, Email], Per Partner
- AV: Dedicated Email
- Run of Site Media, Per Partner
- 100% SOV on All Custom Content, Per Partner



SPONSORED BY PARTNERS OF TRAVEL SOUTH The Gastro Obscura Guide to Southern Eats

What should you eat while you're in the American South? We've got you covered. Ranging from Creole to soul, and from Appalachian to Zimbabwean, our multi-state guide offers a unique tasting adventure that spans Louisiana, Mississippi, Tennessee, and North Carolina.





THE WORLD'S MOST UNUSUAL VENDING MACHINE

EXPERIENTIAL

VENDING MACHINE ACTIVATION

We collaborated to curate a selection of 20 unexpected, delectable food and drink items from around the American South, and featured them in the Southern Obscura rendition of our vending machine.

We kicked off a 5-day residency in Brooklyn's McCarren Park with a successful launch celebration.

We sold out every product – and had many happy customers and secured national press coverage.

90M

EARNED MEDIA
IMPRESSIONS



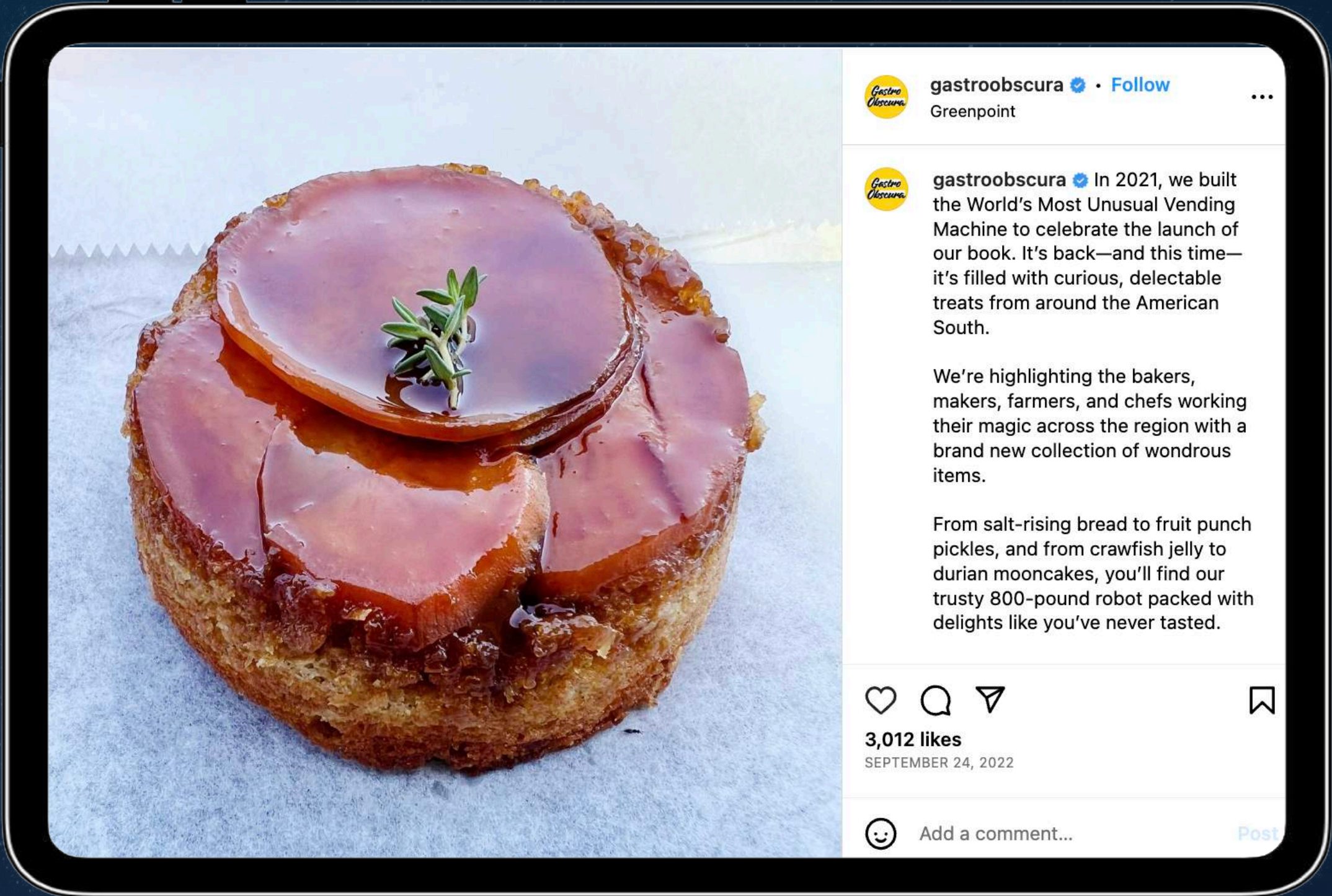
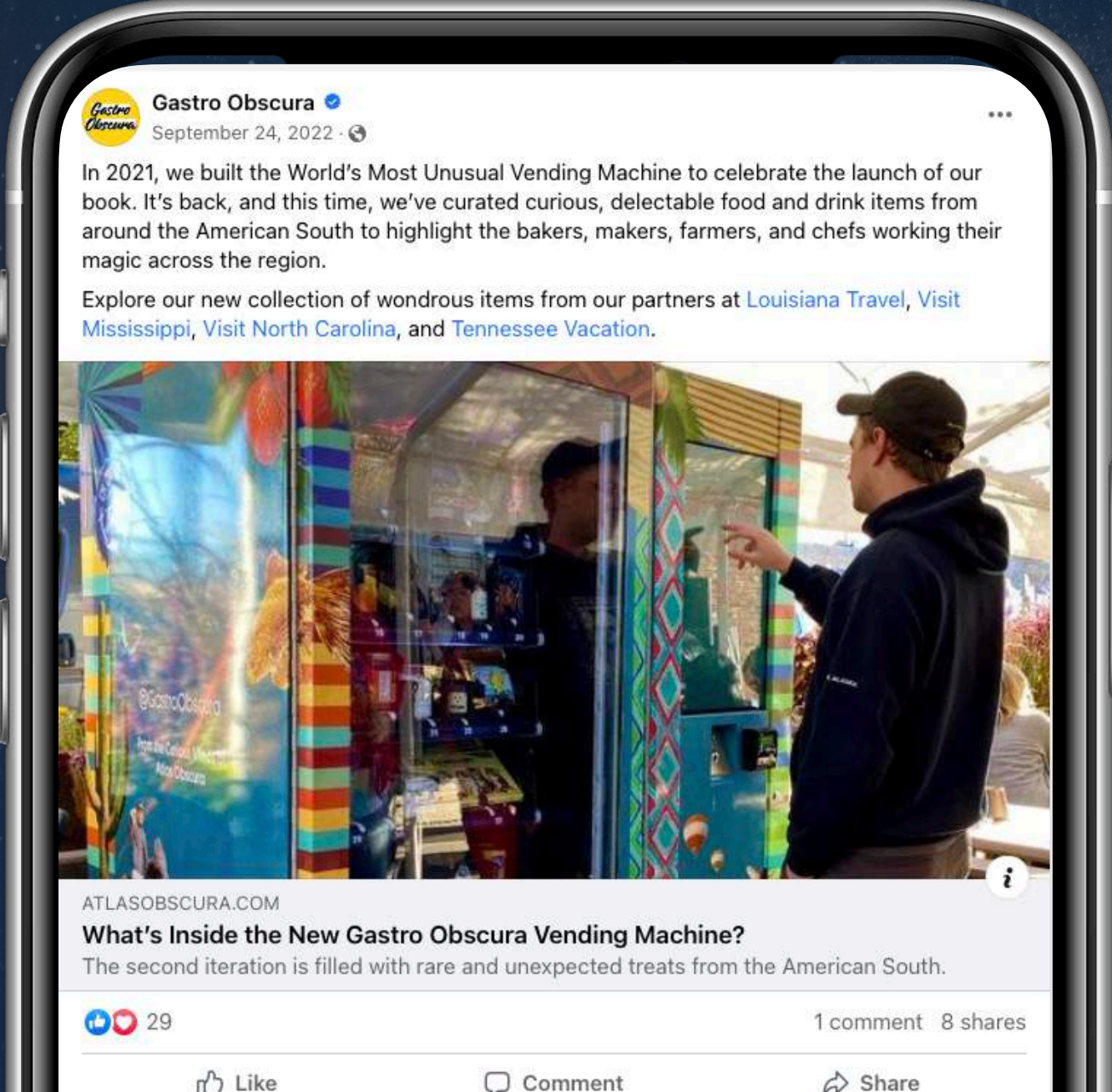
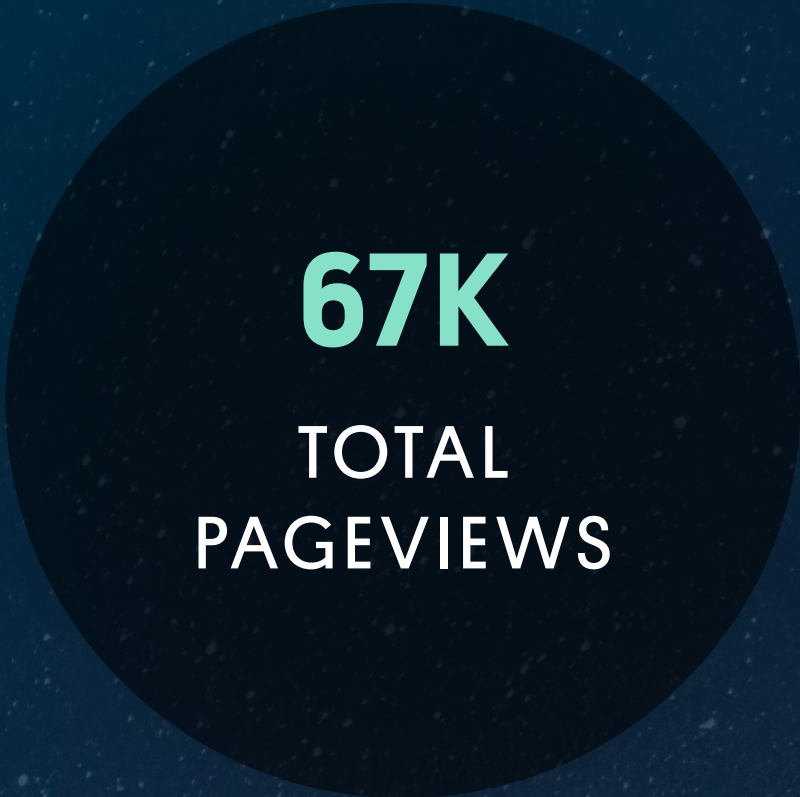
EXPERIENTIAL

Vending Machine Promotion

KEY HIGHLIGHTS

To promote the Vending Machine activation in Brooklyn, we crafted an article listing each of the items that attendees could find in the machine. Social and newsletter amplification of the article and activation generated over 15.6M impressions.

In addition to our targeted event and content promotion, earned media and local press created buzz around the vending machine, leading to a total of over 250 items sold during the 5-day residency.



EXPERIENTIAL

Press Pick Up

90M
EARNED MEDIA
IMPRESSIONS



HOME DESTINATIONS PEOPLE EXPERIENCES

ATLAS OBSCURA TO BRING SOUTHERN TASTES TO NEW YORK CITY

Posted by Vacationer Staff | Oct 4, 2022 | Events, Experiences, Food & Drink, Travel Interest | 0



Southern Obscura Vending Machine (Photo Credit: Atlas Obscura)

Atlas Obscura teams up with Louisiana, Mississippi, North Carolina, and Tennessee to Launch a New Southern Obscura Vending Machine.

Atlas Obscura, the popular travel and entertainment company that catalogs the world's hidden wonders, has partnered with The Tennessee Department of Tourist Development, The Louisiana Office of Tourism, Visit North Carolina, and Visit Mississippi to launch the Southern Obscura Vending Machine. This isn't an average vending machine stocked with chips, chocolate, and Coke. It's actually designed to bring a taste of the culinary ingenuity of the South to New York City. With the help of the culinary explorers and storytellers at Gastro Obscura, the four Southern states have curated a selection of food and drink items to highlight the bakers, makers, farmers, and chefs working their magic across the south.

Brooklyn Paper TODO

Post Your Event

Back to Brooklyn Paper

Discover

Things to do in Brooklyn

Find upcoming events in your neighborhood

POST AN EVENT

Atlas Obscura Introduces Southern Obscura Vending Machine

October 6, 2022, 4 pm – 8 pm.



Thursday, October 6, the World's Most Unusual Vending Machine is making its return to New York City with a special 5-day residency in Brooklyn's McCarren Park. Atlas Obscura has teamed up with The Tennessee Department of Tourist Development, The Louisiana Office of Tourism, Visit North Carolina, and Visit Mississippi to launch the Southern Obscura Vending Machine, bringing a taste of the culinary ingenuity of the South to New York City. With the help of the culinary storytellers at Gastro Obscura, these four Southern states have curated a selection of delectable food and drink items to highlight the bakers, makers, farmers, and chefs working their magic across the south.

To kick off the residency, we would like to invite you to the opening celebration on Thursday, October 6 from 4 – 8pm at McCarren Parkhouse (855 Lorimer St. Brooklyn, NY). Stop by for specialty treats, signature drink specials and performances by music historian and archivist, DJ Jonathan Toubin, who will be spinning classic Southern rhythm and blues, rock and roll, and soul 45s from Louisiana, Mississippi, North Carolina, and Tennessee artists.

Bank Customer Experience (BCX) Summit – September 12-13, 2023 | Charlotte, NC

Vending Times

NEWS SUPPLIERS PRODUCTS RESOURCES EVENTS CLASSIFIEDS

SUBSCRIBE



Vending | Music & Games | Coffee Service | Foodservice | Micro Markets | ATMs & Kiosks | Payments | More Topics



VENDING

Gastro Obscura vending machine returns to NYC offering Southern cuisine



Image provided by Gastro Obscura.

Sept. 29, 2022

Gastro Obscura, the food offshoot of travel website Atlas Obscura, will return to New York City next week with a five-day residency for its vending machine in Brooklyn's McCarren Park, featuring products highlighting the culinary diversity of the American South, according to the organization's website.

NEWS

Vancouver machine awards prizes based on quiz results

Sight and hearing impaired man operates Oklahoma vending business

Round1 Bowling and Amusement to offer Rick and Morty games

Gold bar sales in vending machines surge in Korea

Six Flags Great Adventure names Brian Bacica Park president

Kiosks rent bear spray at Yellowstone National Park

Newspaper profiles Wisconsin entrepreneur's vending journey

MORE NEWS

RESOURCES

Case Study: IoT for Beverage Dispensing Taps into Cellular Solutions for the Perfect Pour

ChargeItSpot Securely Connects Phone Charging Kiosks in Venues & Retail Stores

IoT Buyers' Guide

Serving the Digital Natives

The Next Wave of Retail Fulfillment

SECTIONS



NEW YORK POST

LOG IN

NOVEMBER 28, 2022



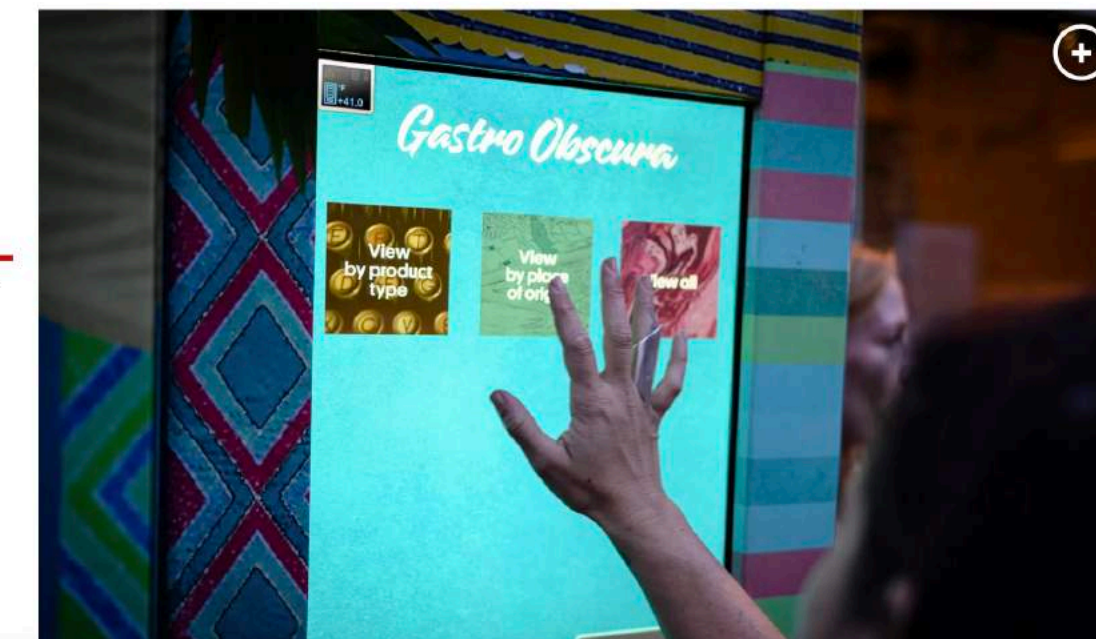
Comments

METRO

Take a road trip through the South with this pop-up vending machine

By Matthew Sedacca

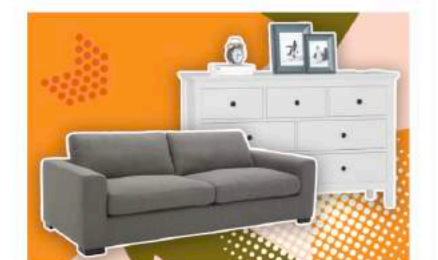
October 8, 2022 | 8:59am | Updated



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WHAT TO SHOP NOW



The 18 best furniture deals to score during Cyber Monday

Shop the best Amazon Cyber Monday deals of 2022, from apparel to tech

Target's extended Black Friday deals: 30 best deals to shop now

The 35 best Walmart Black Friday deals of 2022 that are still available to shop

The 20 best Black Friday TV deals of 2022, from Roku to Samsung

THE GASTRO OBSCURA GUIDE TO SOUTHERN EATS

BRANDED CONTENT

The Gastro Obscura Guide to Southern Eats

Our multi-state guide offered readers a roadmap to 12 lesser-known food stops across Louisiana, North Carolina, Mississippi, and Tennessee.

The guide was researched, written, and curated by resident Gastro Obscura voice, Rachel Rummel. Our audience is familiar with Rachel and enjoys her authoritative and captivating perspective. She captured the essence of southern cuisine while highlighting unique elements in each state and culinary destination.

KEY HIGHLIGHTS

Users who viewed the page were predominantly ages 35-44, falling within the target audience. Of the 102K page views, almost 40K were unique, meaning that users were very engaged, returning to the page an average of 2.5 times.

102K
PAGE
VIEWS

Get a taste of our favorite Southern specialties on this multi-state road trip.

Gastro Obscura Guide to Southern Eats

SPONSORED BY



The American South is a mecca of delectable, comforting, and enduring cuisines from an array of cultures. Ranging from Creole to soul, and from Appalachian to Zimbabwean, our multi-state guide offers a unique tasting adventure that you won't find anywhere else in the world. This itinerary blends some of the most iconic, lesser-known food stops across Louisiana, Mississippi, Tennessee, and North Carolina into one unforgettably tasty road trip.

BY RACHEL RUMMEL



EXPLORE

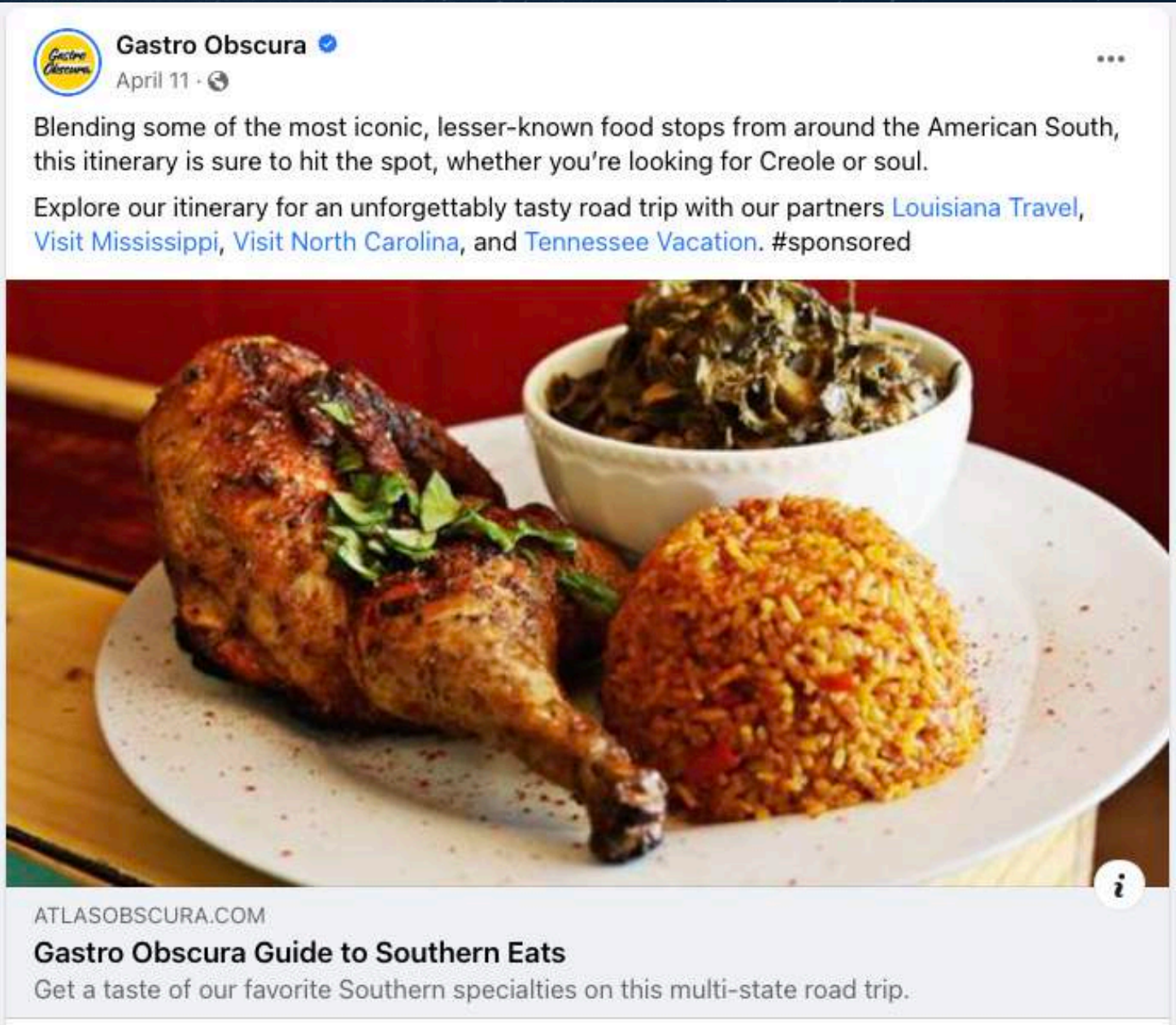


BRANDED CONTENT

Guide Promotion: Facebook, Twitter

INSIGHTS

- The Facebook post creative and copy enticed our Gastro Obscura audience giving us a solid 3.11% engagement rate, over 16x higher than travel industry benchmark of 0.19%.*
- Our Tweet spurred a high interest in the Gastro Obscura Guide. We saw a healthy CTR of 0.43% and an engagement rate of 0.64%, over 16x higher than the travel industry benchmark of .04%.*



BRANDED CONTENT

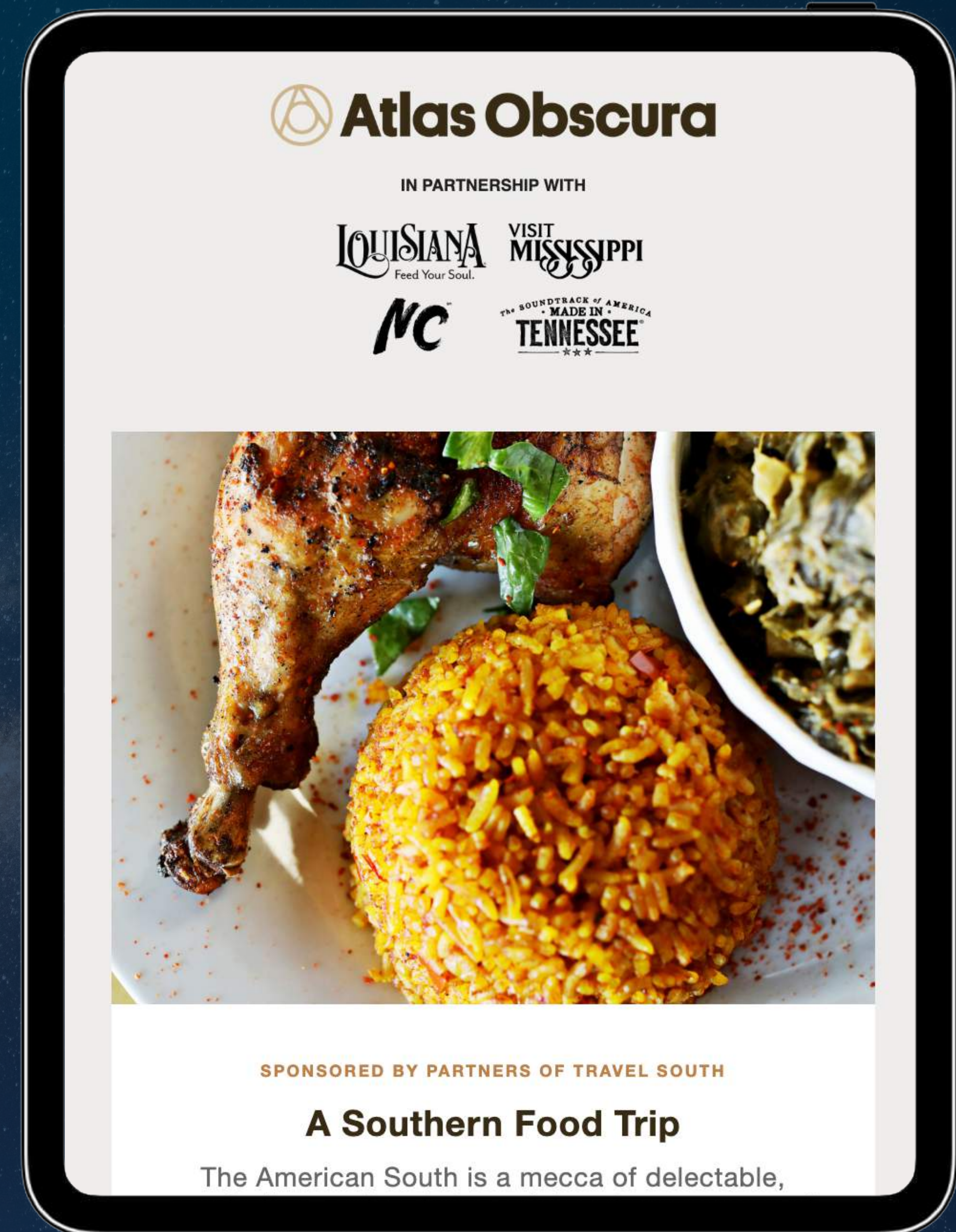
Guide Promotion: Email

KEY HIGHLIGHTS

- Our Dedicated Newsletter had 233K opens and 5K clicks with a strong open rate of 36%, beating our benchmark of 30% and *80% higher than the travel industry average**. The strong open rate indicates that our audience wanted to learn more about southern gastronomy and unique places to find it.
- The “See All Spots” button on the dedicated email resulted in 54% of the clicks to the newsletter, making it a strong driver of traffic to the content.
- The Newsletter Inclusion of the guide drove an additional 266K opens and 2.3K clicks to the itinerary with a CTR of .88%, almost 3x our benchmark of .3%.

INSIGHTS

- The high volume of clicks on both the dedicated newsletter and the inclusion show that the content successfully engaged audience interests and curiosities.



THANK YOU

 **Atlas Obscura** × TRAVEL · SOUTH  USA

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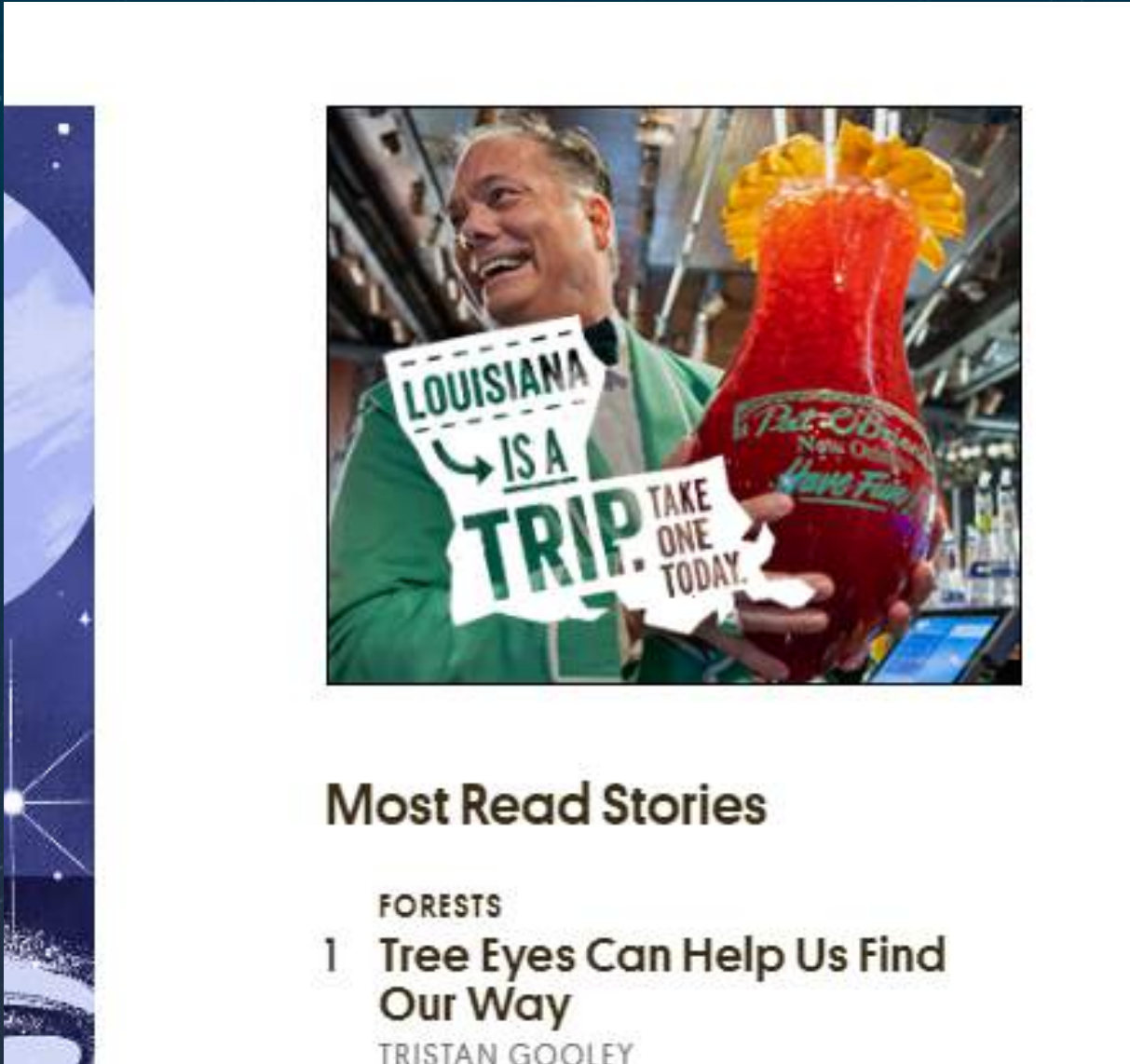
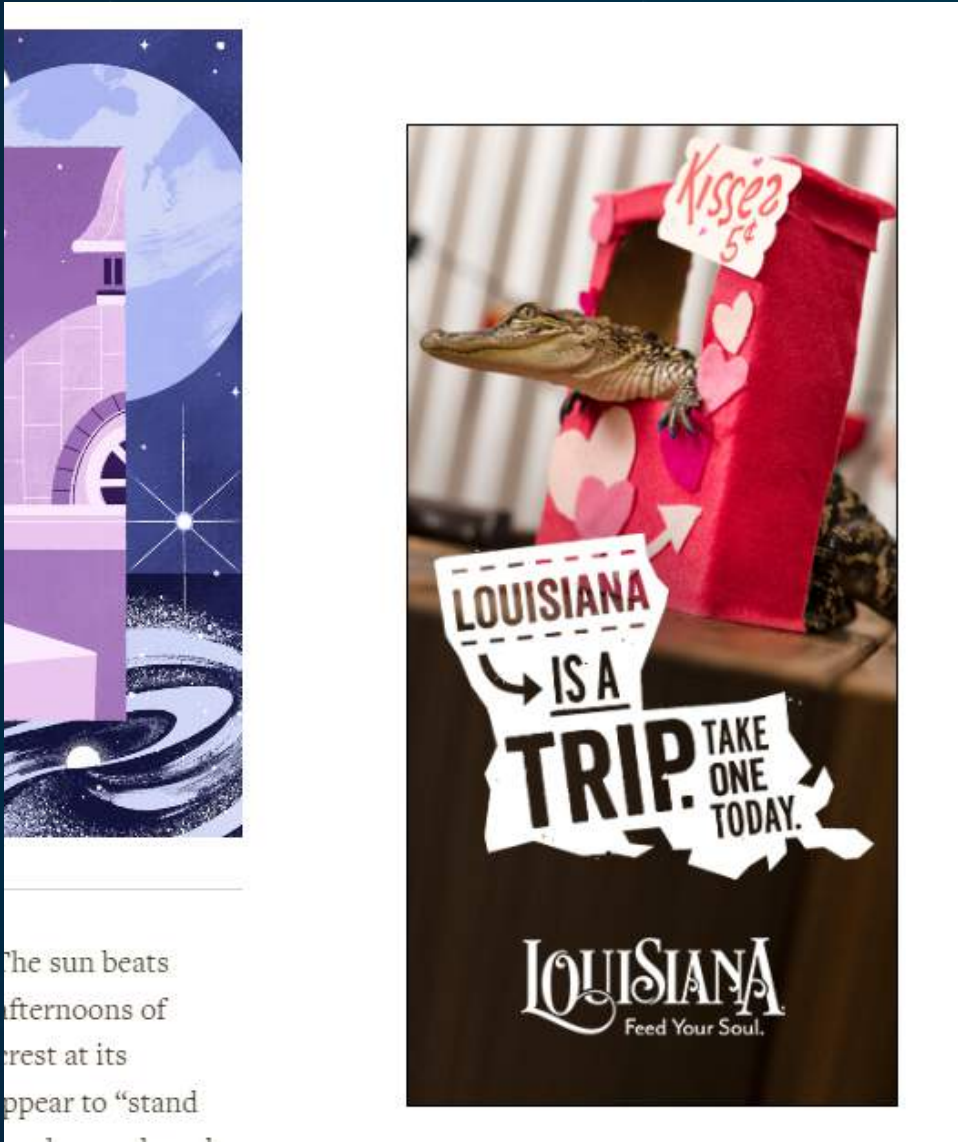
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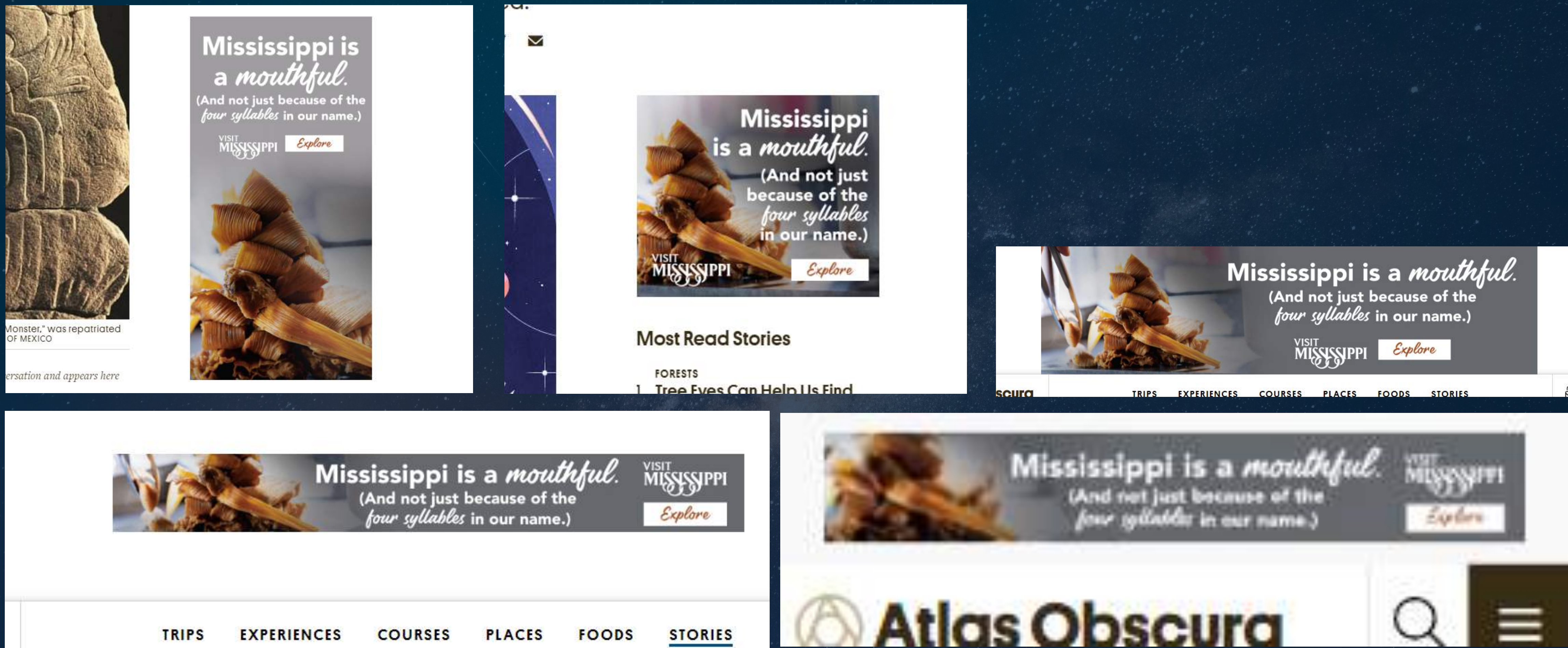
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APPENDIX

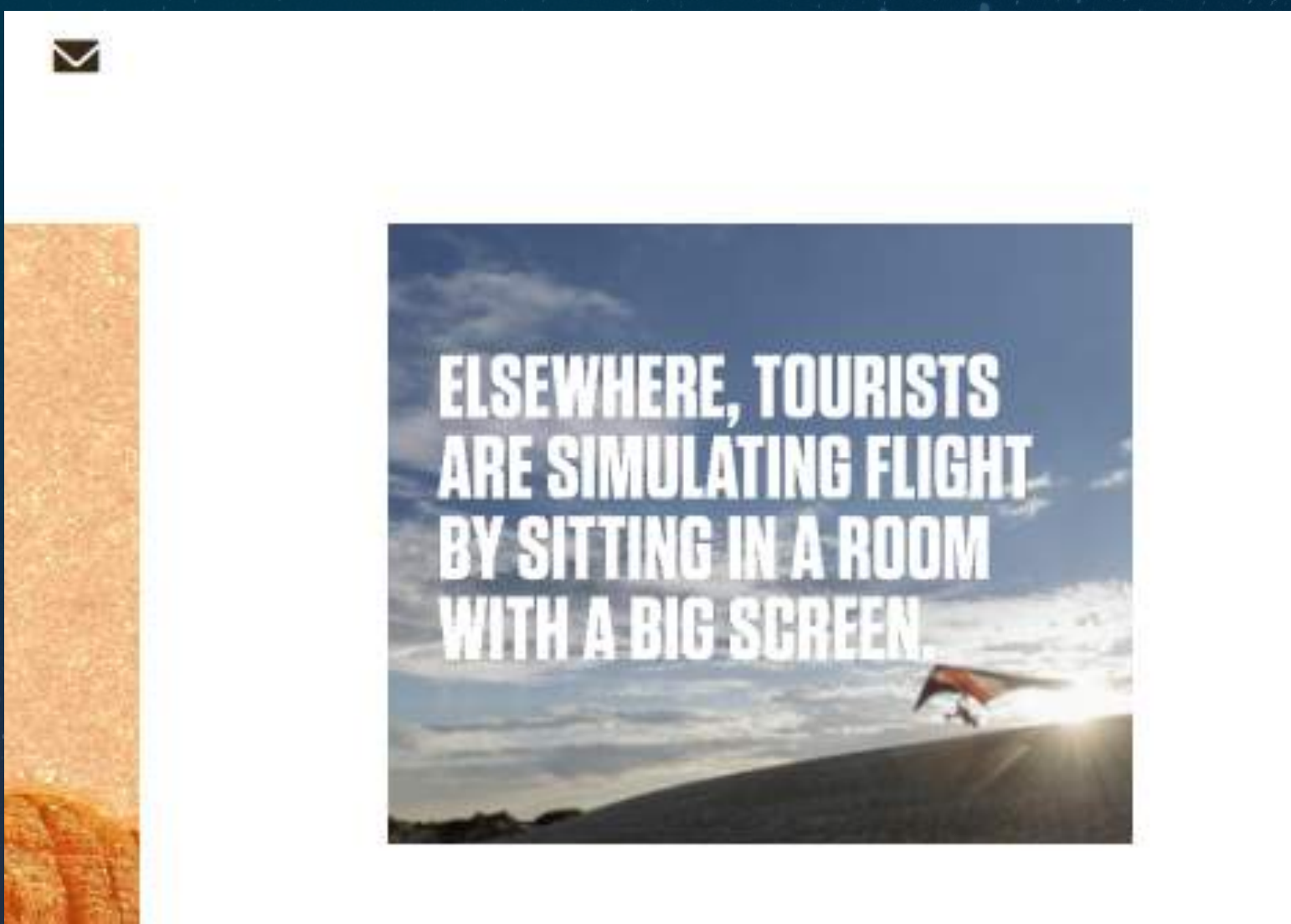
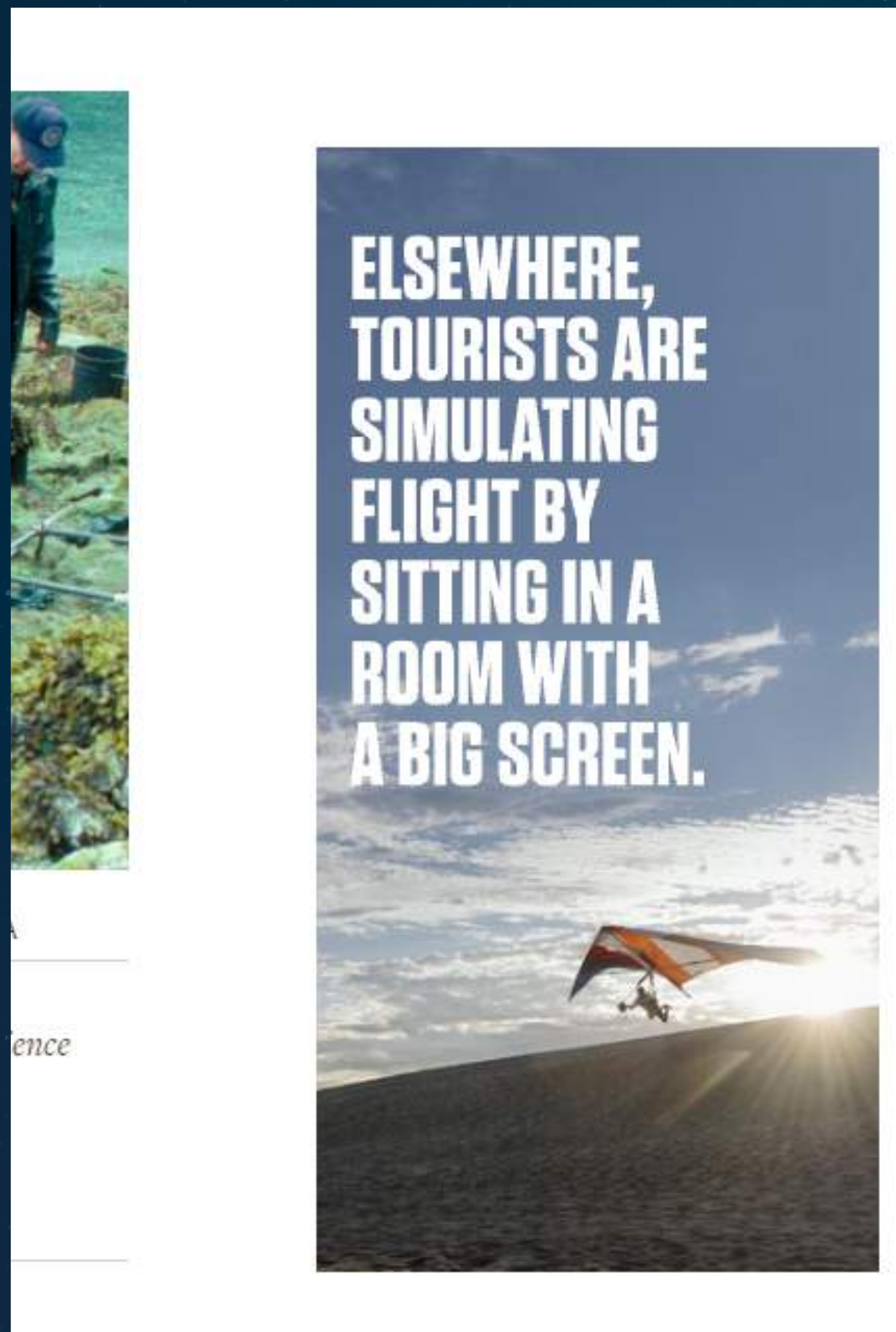
References – Louisiana



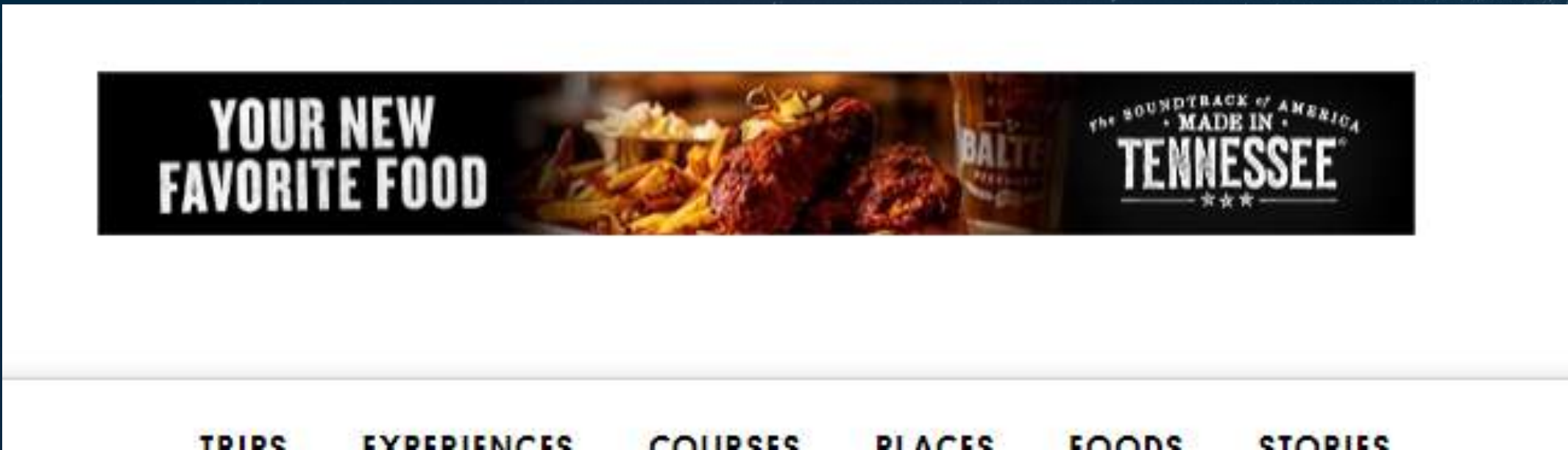
References – Mississippi



References – North Carolina



References – Tennessee



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