



**Atlas Obscura**

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Visit North Carolina



# TRAVEL SOUTH UIC 2024 CAMPAIGN: IMMERSIVE NATURE GUIDE

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**Campaign Report:**  
**9/1/24-3/1/25**

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PROGRAM OVERVIEW

# What We Created

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## CUSTOM CONTENT

- (1) Interactive Multimedia Guide

## STRATEGIC MEDIA

- Social Media Distribution
- Email Distribution
- Run of Site Media
- 100% Takeover on Campaign Content

# Plan Recap

We exceeded all goals in our media plan, delivering strong awareness, consideration, and conversion. Over delivery and added value placements amounted to a **total added value that is equal to 116% of the plan cost.**

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
(1) Interactive Multimedia Guide	5,000	6,212	124%	\$45,950
Meta Promotion of Content	3,000,000	5,193,836	148%	\$32,908
AV: Meta Promotion of Content	500,000			
(1) Inclusion in Daily Email	220,000	647,886	294%	\$7,780
Run of Site Media; NC	1,250,000	2,116,481	169%	\$12,131
Run of Site Media; AR	1,250,000	2,226,259	178%	\$13,668
AV: Run of Site Media; NC	250,000	416,545	167%	\$5,832
AV: Run of Site Media; AR	250,000	446,337	179%	\$6,249
100% Takeover on Campaign Content; NC	2,500	2,827	113%	\$57
100% Takeover on Campaign Content; AR	2,500	2,766	111%	\$55
Licensing of 5x custom Photographs per Partner	-	-	-	\$2500
<b>TOTAL</b>	<b>6,725,000</b>	<b>11,059,149</b>	<b>164%</b>	<b>\$127,128</b>

# CUSTOM CONTENT

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CUSTOM CONTENT

# Interactive Multimedia Guide



Visit North Carolina



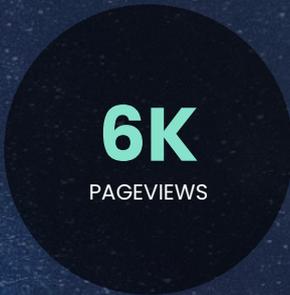
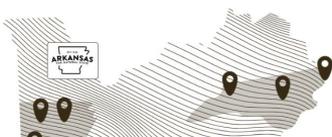
HOLEN KULJA PHOTOGRAPHY

**Diverse ecosystems in these two great states offer endless adventures for nature lovers.**

WHILE MANY MILES SEPARATE ARKANSAS AND NORTH CAROLINA, there is a distinct throughline between the two. Arkansas is home to Wahzhazhe Summit, the highest point in the Ozark Mountain range, just as North Carolina's Mt. Mitchell is the highest peak in the vast Appalachian Mountains. Forming Arkansas' eastern border, the Mississippi River feeds waterways and wetlands throughout the state, just as the Roanoke, Yadkin-Pee Dee, and Cape Fear river basins saturate North Carolina.

The result of these varied landscapes is not only a wide variety of state and national parks, but a superlative biodiversity that makes

Click on  to learn more



We developed one [Interactive Multimedia Guide](#) to showcase the beautiful outdoors and wildlife of Arkansas and North Carolina. This guide featured videos, maps, and images of unique locations, with a read along guide for our users.

The Interactive Guide was published on our website and promoted across email and social media. The social performance was particularly strong. On the other hand, we believe the onsite engagement suffered somewhat due to the nature of the guide having two non contiguous states – a valuable learning for future campaigns. We broke the Meta promotion out by state, and that was successful – with an average Engagement Rate (ER) of **0.73% which is 2.4X higher than the industry average.\***

\*Source

# SOCIAL PROMOTION

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## DISTRIBUTION

# Social Media



## PERFORMANCE SUMMARY

One Facebook carousel, one static image, and one Instagram carousel were created and distributed for the Guide, featuring Arkansas copy and social handshakes. Collectively, these three posts generated over 3.1 million impressions, 15K+ engagements, an engagement rate of 0.49%, and a **CTR of 0.79%—2.6% higher than the industry average.\***

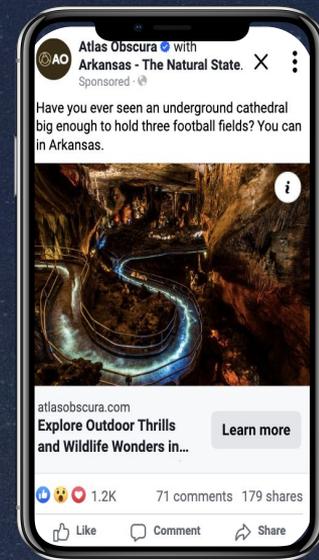
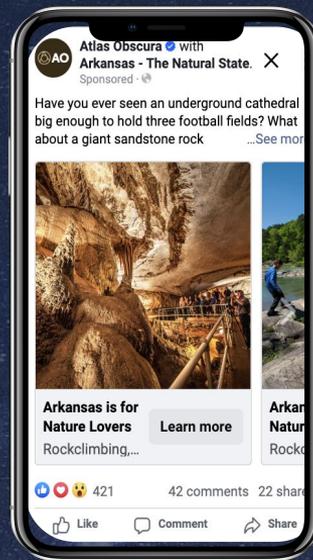
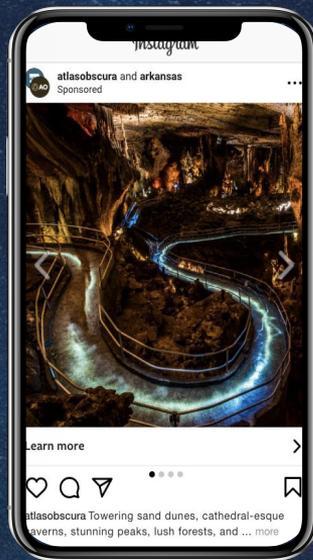
The top-performing post was the Facebook static image (far right), which garnered over 1.1 million impressions, a **CTR of 1.02%—13% higher than the industry average** and an **engagement rate of 0.61%, surpassing the industry average by 15x.\*\***

# 3K

REACTIONS

# 3.1M

IMPRESSIONS



\*Source \*\*Source

META PROMOTION

# Audience Response

5.1M

IMPRESSIONS

5K

REACTIONS

Out of the six total posts promoting the Multimedia Interactive Guide, they collectively received over 38K engagements, 288 shares and over 183 comments.



**Susan Dana Kennedy**

We moved here from the northeast 30 years ago, and love it so much



**George Branch**

Blanchard springs is beautiful one of the best caves to visit in the country



**Johnny Jackson**

I would love to do that!



**Kathleen Kennedy**

I am putting that on my bucket list.



**Carol Skolnik**

It's a great state!



**Deb Stover Villarreal**

Yes. Bucket list big time!



**Gisele Lapointe**

Had no idea. Thank you for sharing.



**Cris Barker**

Oooh ! I got to go check this out!!!!



**Sandra Lawrence**

Gosh, learned something today...would like to see this....🤔



**Dianne Conroy**

I'm going to have to check this out.

CAMPAIGN OVERVIEW

# LinkedIn Post

We posted on LinkedIn to promote the Multimedia Interactive Guide, tagging both Arkansas Tourism and Visit North Carolina for added visibility. This additional post received over 352 impressions.



**Atlas Obscura**

13,689 followers

1d · Edited ·

Towering sand dunes, cathedral-esque caverns, stunning peaks, lush forests, and postcard-ready scenery at nearly any time of year.

Arkansas and North Carolina may be miles apart, but they both offer beauty and biodiversity—and endless opportunities for outdoor fun.

Click the link to explore more natural marvels in these two great states: <https://lnkd.in/edXGVW8q>

Big thanks to our tourism partners [Arkansas Tourism](#), [Visit North Carolina](#) and [Travel South USA](#).



Explore Outdoor Thrills and Wildlife Wonders in Arkansas and North Carolina

[atlasobscura.com](https://atlasobscura.com)

You and 11 others

3 comments · 3 reposts

### Reactions



# EMAIL PROMOTION

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STRATEGIC MEDIA

# Newsletter Inclusions

647K

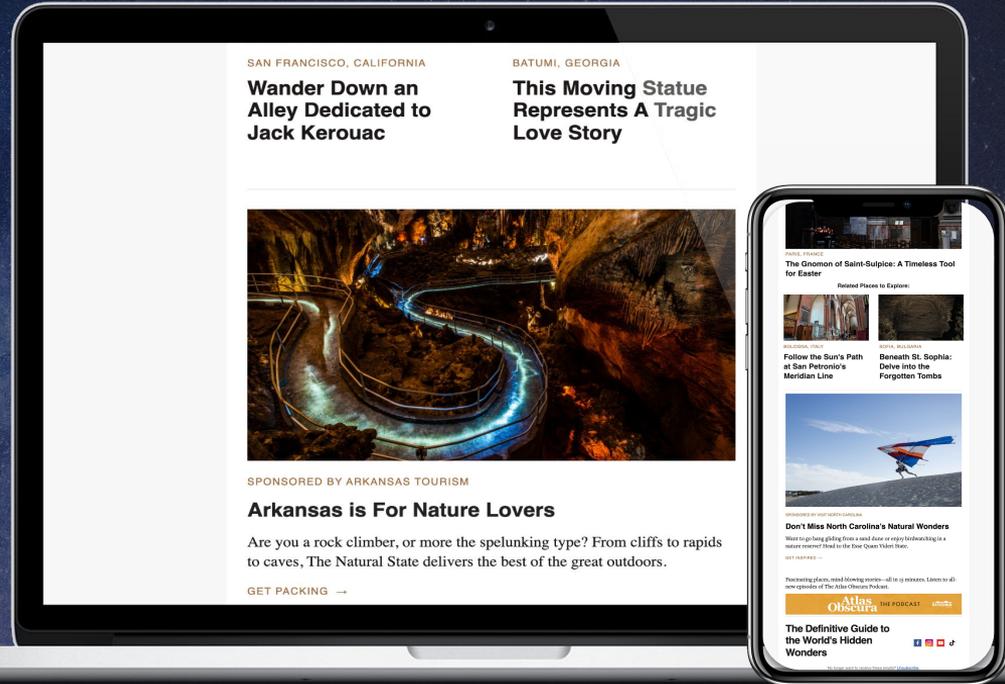
IMPRESSIONS

\$7K+

ADDED VALUE

## PERFORMANCE SUMMARY

We sent two Newsletter Inclusions to our 1.4M Atlas Obscura subscribers, promoting the Multimedia Interactive Guide. One Inclusion had Arkansas Tourism copy and the other Visit North Carolina copy. The two inclusions generated over 647K impressions and drove over 830 clicks back to the Guide.



# DISPLAY MEDIA

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## STRATEGIC MEDIA

# Onsite Media



## PERFORMANCE SUMMARY

Run of Site media delivered over 2.6M impressions, including the planned media and the additional 449K impressions of added value.

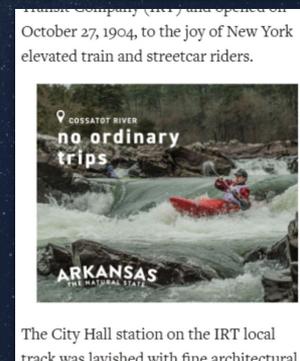
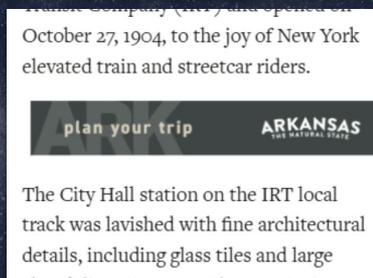
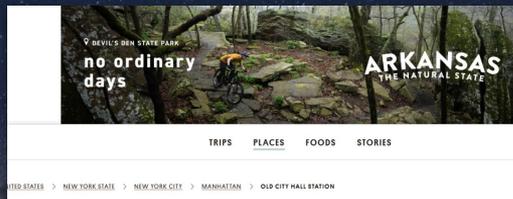
The top performing ad size was 300x600 with the highest CTR of 0.04%.

**2.6M**

IMPRESSIONS

**\$20K**

ADDED VALUE



# THANK YOU!

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**Atlas Obscura**

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Visit North Carolina

