



TRAVEL SOUTH

Post Campaign Analysis





AGENDA

- 01.** Partnership recap
- 02.** Campaign content and delivery
- 03.** Research Results
- 04.** Looking forward

PARTNERSHIP RECAP

Working with Travel South USA, our mission was to drive international interest and spend by telling the story of the South through the people who know it best.

Through See You In The South and our Born and Raised In... video series, we invited local creatives from each destination to share their personal take on home – revealing hidden gems, cultural moments and everyday experiences.

By combining these authentic local perspectives with expert editorial storytelling, the partnership captured the true character of each state and helped audiences imagine themselves there.



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USA

FULL CAMPAIGN MEDIA DELIVERY

SEP 2025-JAN 2026

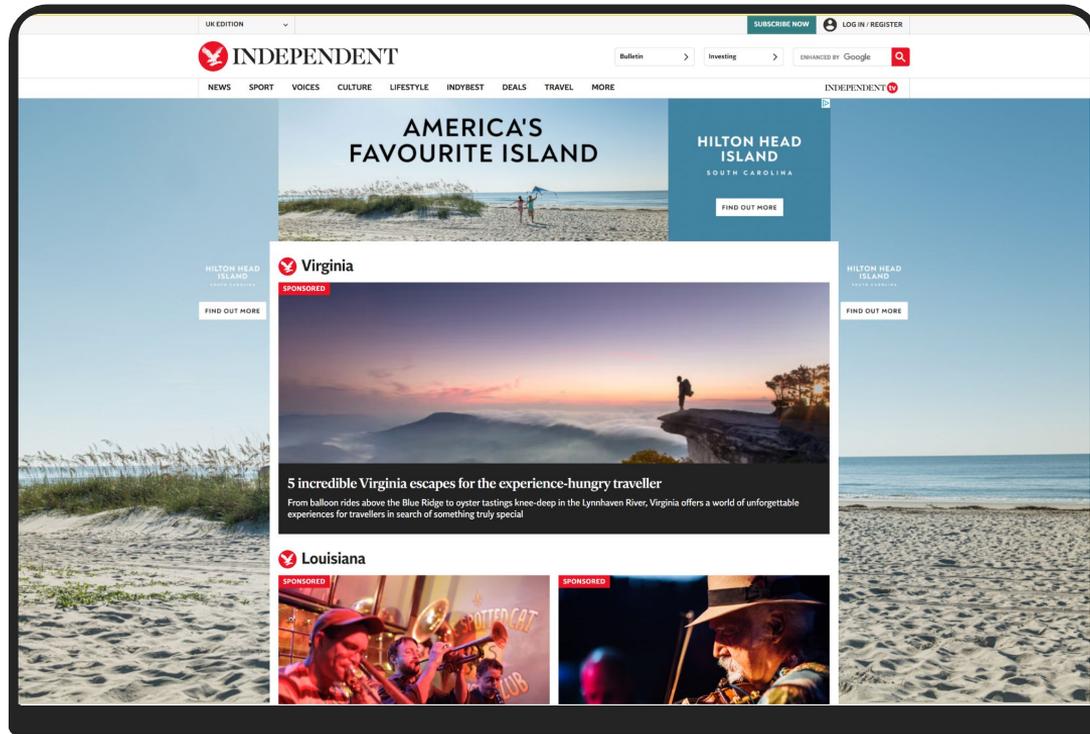
KEY DELIVERIES OVERVIEW

KPI	TARGET	DELIVERED	KPI EXCEEDED
Total Article Page views	25,000	42,877	↑ +71.50%
Average Dwell Time	40	40	+0.0%
Co Branded Traffic Drivers	1,250,000	1,501,457	↑ +20.11%
Brand Story Impressions	3,750,000	3,426,217 (to date)	↑ +XX%
Video Views	1,000,000	1,077,298	↑ +7.72%
Newsletters	1,500,000	TBC	XX Clicks XX% CTR
Article Roadblocks	-	16,300	-



ALL HOUSED IN ONE PLACE

CONTENT HUB



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KENTUCKY CONTENT AND DELIVERY

KENTUCKY

KEY DELIVERIES OVERVIEW

All KPIs exceeded

KPI	TARGET	DELIVERED (as of 16/01)	KPI EXCEEDED
Total Article Page views	5,000	7,020	↑ +40.40%
Average Dwell Time	40	22	-45%
Co Branded Traffic Drivers	250,000	300,887	↑ +20.35%
Brand Story Impressions	750,000	425,677	↑ +XX%
Video Views	200,000	200,006	↑ +0.001%
Newsletters	300,000	TBC	
Article Roadblocks	-	3,508	-
Apple News MPU	-	500,649	-

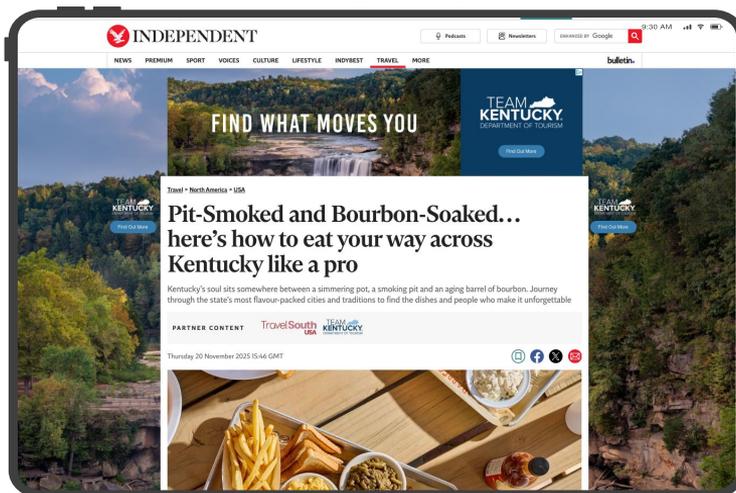


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ARTICLE FEATURE

Pit-Smoked and Bourbon-Soaked...
here's how to eat your way across
Kentucky like a pro



Page views: 7,020
Dwell time: 19s

VIDEO

BORN AND RAISED IN... KENTUCKY

With Chris Abell



Total views: 200,175



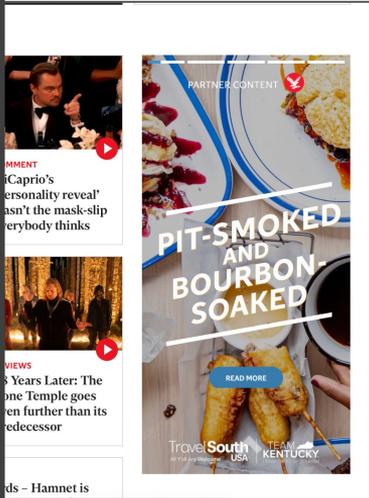
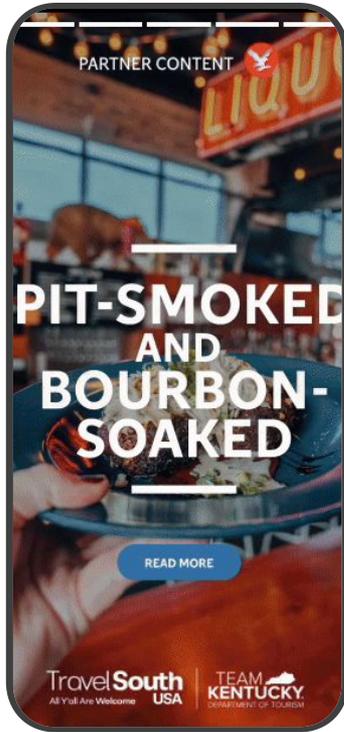
Average time watched onsite: 63s



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BRAND STORY



Impressions: **425,677** (to date)



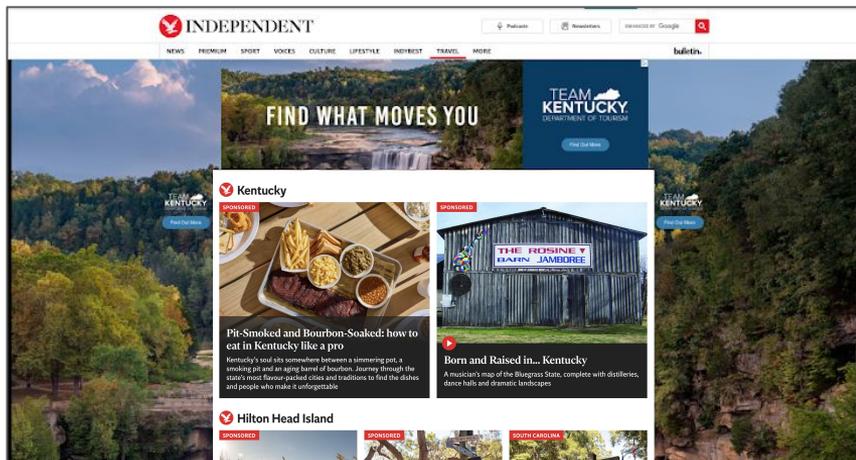
Interaction rate: **2.50%** (vs 1.50% BM)
10,406 Interactions



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DIGITAL DISPLAY ACTIVITY



Impressions: **805,044**



Clicks: **1,285**



CTR: **0.16%** (vs 0.10% BM)



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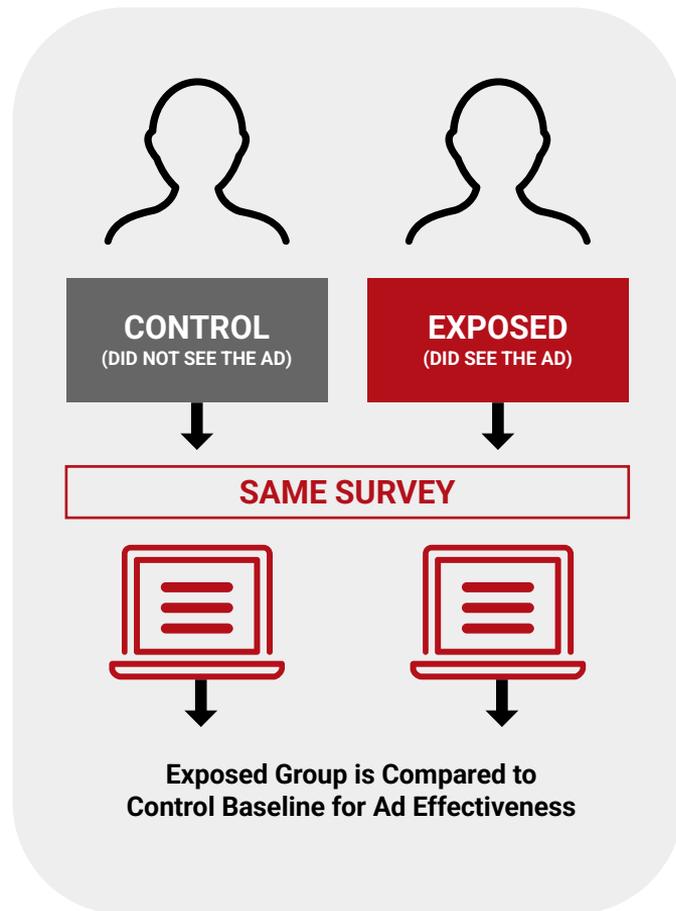
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RESEARCH RESULTS

FORCED EXPOSURE RESEARCH STUDY

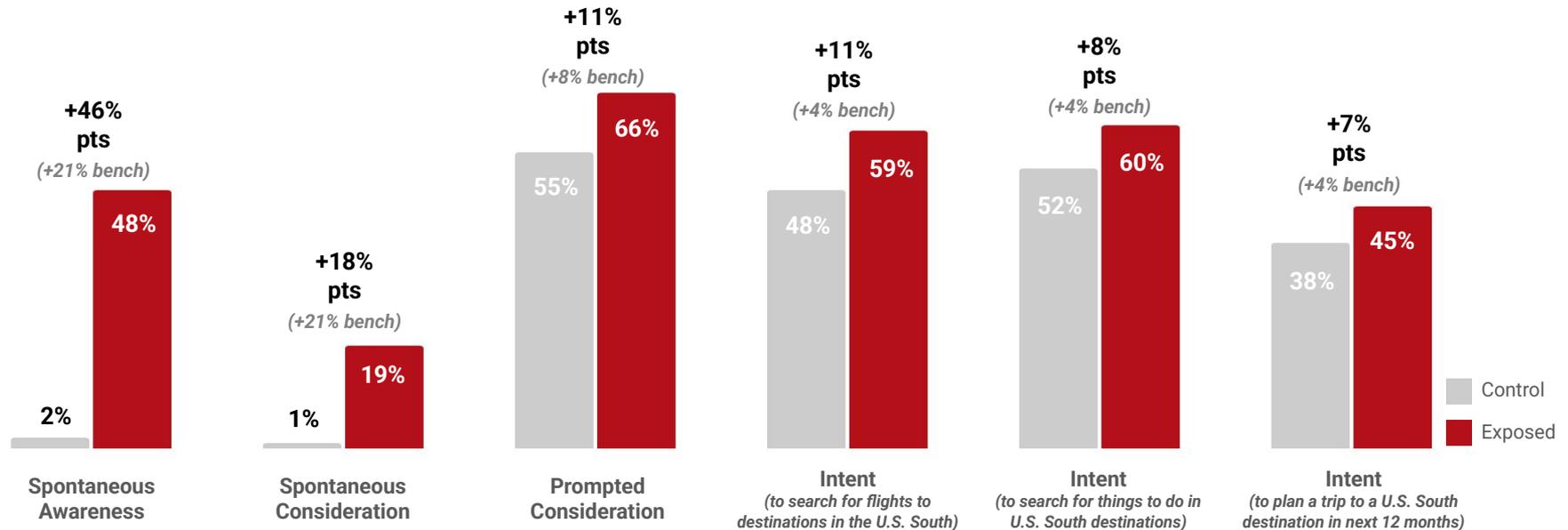
Travel South creative is shown to UK panelists in a forced exposure environment (exposed group), while a separate group of similar panelists views unbranded Independent travel content (control group).

Both groups of panelists then answer a set of questions about the brand and quality of the creative, allowing us to report on ad effectiveness for **Travel South**.



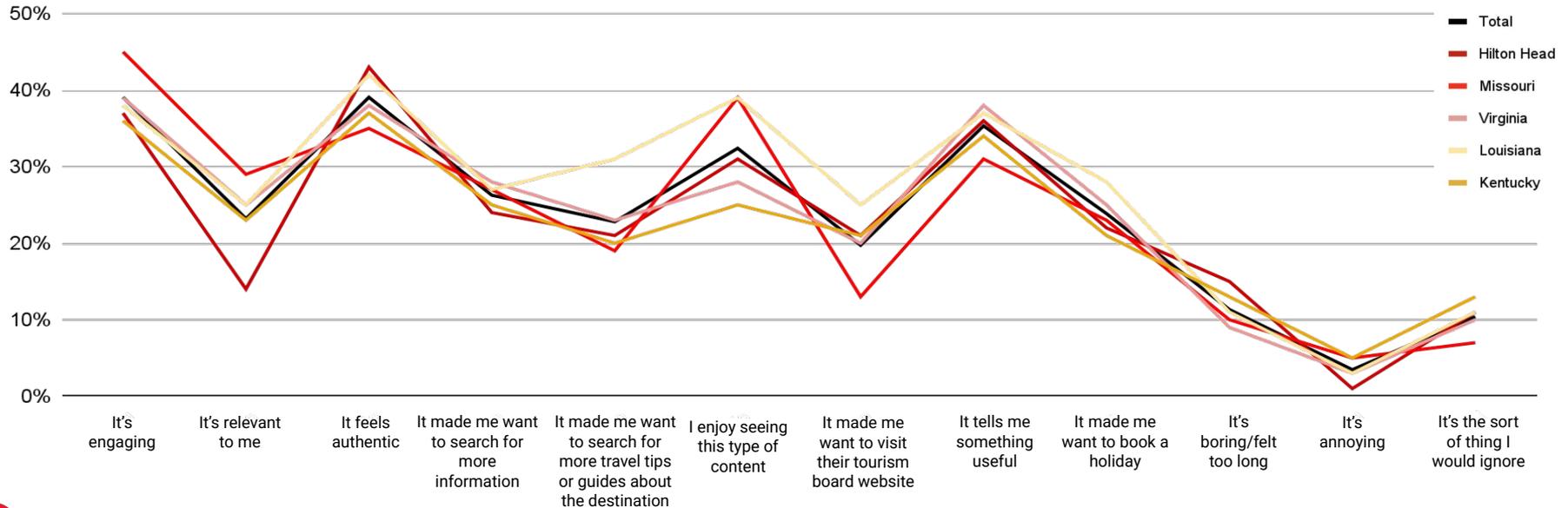
CONSIDERATION AND INTENT

Across all primary KPIs, the campaign delivered strong incremental lift, exceeding benchmarks at every stage of the funnel. Spontaneous awareness more than doubled benchmark performance, while promoted consideration surpassed norms by 37%. Intent to plan a trip was 75% higher than benchmark, lifting average trip intent for featured destinations to 45%. Louisiana's brand story and Virginia's hero video were the strongest drivers of downstream search intent for U.S. South flights and activities.



CREATIVE DIAGNOSTICS

Campaign content resonated strongly, with audiences finding it useful, authentic, and engaging. Notably, 1 in 4 respondents said the content motivated them to search for more information or book a holiday. Missouri content stood out for engagement and relevance, while Hilton Head and Louisiana were perceived as highly authentic. Louisiana content was the strongest driver of deeper exploration, leading intent to search for travel tips and visit tourism websites, while Virginia content was viewed as especially useful.



CREATIVE IMPACT

ARTICLE

44%

65%

46%

BRAND STORY

50%

66%

50%

VIDEO

57%

69%

47%

agreed that the content was the best or better than other travel advertising they've seen.

agreed that the content clearly showed why the destination featured is a must-visit destination.

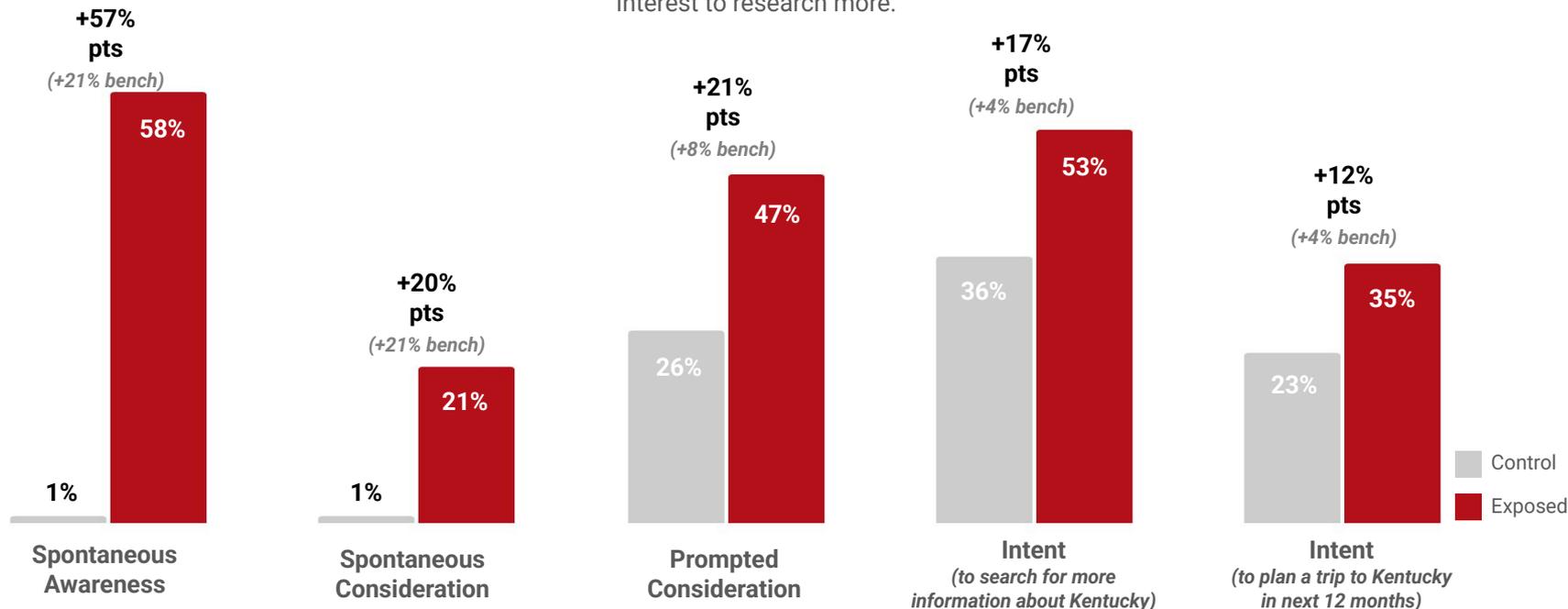
agreed that seeing Travel South partner with The Independent made them feel better about Travel South.



CONSIDERATION AND INTENT



The Kentucky campaign delivered consistent above-benchmark performance across the funnel, with nearly all KPIs surpassing norms and translating awareness gains into intent. Intent to search for more information performed 4x above norm, while intent to book delivered 3x higher lift. The video was most effective at driving spontaneous awareness, consideration, and booking intent, while article was strongest at peaking interest to research more.



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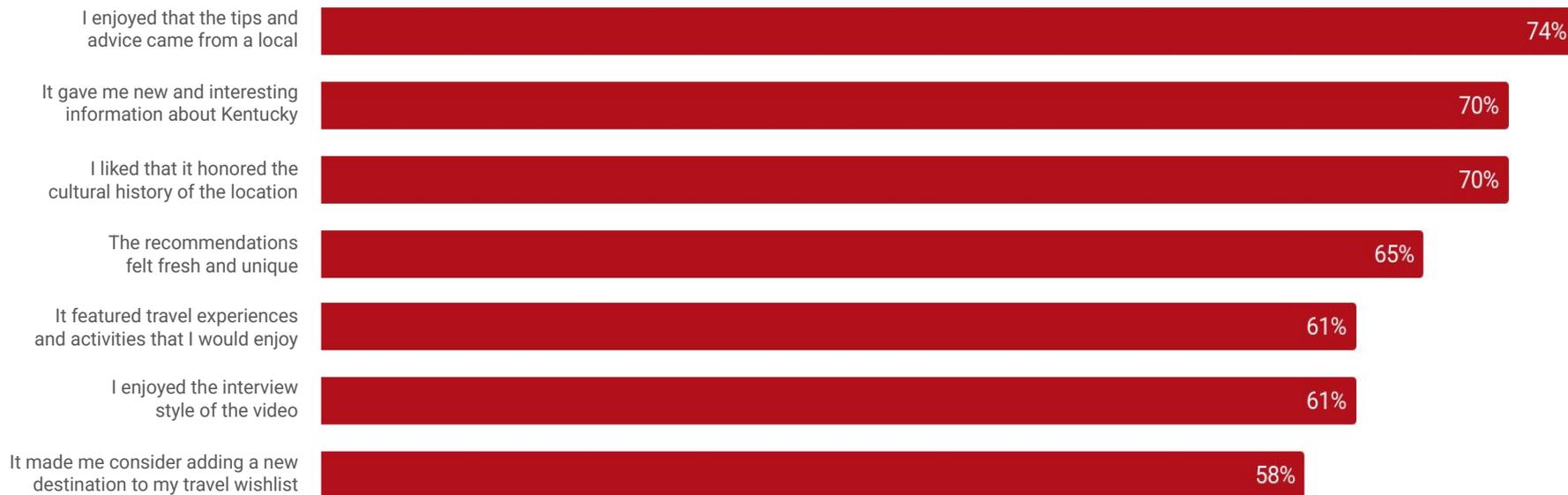
Q. What U.S. locations have you heard travel tips about? ; Q. Which U.S. destinations come to mind as places you might like to visit?
Q. Which U.S. destinations come to mind as places you might like to visit? ; Q. How likely are you to do the following in the near future?
Q. How likely are you to plan a trip to the following places in the next 12 months?

Base – Control (200) Exposed (50)

CONTENT PERCEPTIONS



Kentucky's local perspective and cultural history resonated strongly with respondents. More than 1 in 2 said the content made them consider adding a new destination to their travel wishlist.



CREATIVE IMPACT

ARTICLE

BRAND STORY

VIDEO

46%

62%

56%

agreed that the content was the best or better than other travel advertising they've seen.

68%

74%

70%

agreed that the content clearly showed why Kentucky is a must-visit destination.

46%

50%

46%

agreed that seeing Travel South partner with The Independent made them feel better about Travel South.



FUTURE CONSIDERATION S

LEARNINGS & RECOMMENDATIONS

Born & Raised In...

The Born & Raised In... video series resonated strongly with our audience, reinforcing the power of authentic, local storytelling. Featuring creatives sharing personal recommendations created trust, warmth and credibility, helping destinations feel relatable rather than aspirational. These local perspectives brought nuance and emotional depth to the campaign. Recommendation: continue and expand the series in future activity, using local voices as a central storytelling pillar.

Engaging Brand Stories

Brand Stories delivered outstanding engagement across the campaign, proving highly effective at capturing attention and encouraging interaction. Louisiana led performance, achieving interaction rates exceeding 6%, driven by powerful imagery and social-first video. The format's ability to blend inspiration with action makes it a strong mid-funnel driver. We recommend utilising the engaging nature of the Brand Story format as they bring an interactive element to the campaign.



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LEARNINGS & RECOMMENDATIONS

Lower Funnel (Display Activity)

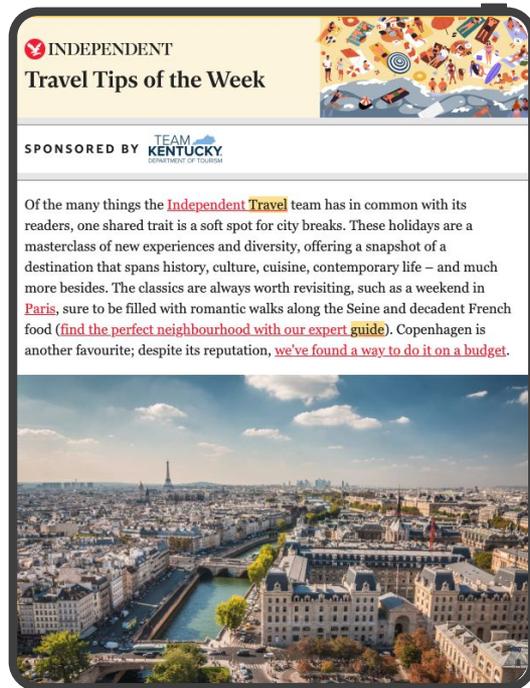
Future campaigns should layer in targeted travel and USA channel takeovers, combined with more precise audience targeting and rotational, state-specific creative. This approach would capitalise on interest generated by editorial and video, maintain momentum, and drive stronger consideration by aligning messaging to audience intent and destination preference.



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THANK YOU

NEWSLETTER/EMAIL SPONSORSHIP



Sent: TBC



Clicks: TBC



CTR: TBC



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