



Atlas Obscura

x

TravelSouth
USA

TRAVEL SOUTH 2025 CAMPAIGN

10/1/2025 - 12/31/2025

FULL CAMPAIGN OVERVIEW

Plan Recap

We exceeded all goals in our media plan, delivering strong awareness, consideration, and conversion.

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
Custom Content	50,000	87,699	175%	\$101,639
Meta Promotion of Content	10,050,000	12,772,642	127%	\$28,217
AV: Meta Promotion	1,200,000			
Daily Email Content Inclusions of Content	1,200,000	1,449,870	121%	\$5,826
ROS Media	7,525,000	7,922,005	105%	\$6,072
AV: ROS Media	2,500,000	2,624,155	105%	\$39,362
AV: 100% SOV	50,000	588,554	1177%	\$11,771
TOTAL	22,575,000	25,444,925	113%	\$192,887



Atlas Obscura

x

THERE'S ALWAYS SOMETHING NEW TO

DISCOVER

in South Carolina

SOUTH CAROLINA



10/1/2025 - 12/31/2025

PROGRAM OVERVIEW

What We Created

CONTENT & DISTRIBUTION

- Special ""Southern Flavors"" Section of Recipe Hub that will feature the (3) multi-state Recipe Articles(Alabama, South Carolina, Tennessee)
- (1) Recipe Article
- Meta Promotion of Recipe Article
- AV: Meta Promotion of Recipe Article
- (1) Daily Email Inclusion

ONSITE MEDIA

- ROS Media
- AV: ROS Media
- AV: 100% SOV on Recipe Article

BRANDED CONTENT

Recipe Article

For this campaign, we created a custom recipe article centered on South Carolina's Frogmore Stew..

The article generated over **15K pageviews** and delivered a strong **52% engagement rate**.

The piece was also distributed across Meta, featured in the Atlas Obscura daily email, and included in a [Recipe Article hub](#) alongside other Travel South partners.

15K

PAGEVIEWS

ECORIES > THE SURPRISING HISTORY OF SOUTH CAROLINA'S FROGMORE STEW

The Surprising History of South Carolina's Frogmore Stew

This traditional meal of the Gullah Geechee people has deep roots along the Atlantic coast.

DISCOVER SOUTH CAROLINA • OCTOBER 1, 2025



Frogmore stew is a communal boiled dinner with origins on St. Helena Island in Port Royal Sound. COURTESY OF ABRAMS BODKS

time to recipe

"THERE'S NO FROGS IN THIS stew," says Lavern Meggett, laughing. A daughter of the Gullah Geechee matriarch and best-selling author Emily Meggett, Lavern and her siblings now continue their mother's culinary legacy, often while hosting events on the remote island where



DISCOVER

BRANDED CONTENT

Distribution of Article

The article was promoted through paid Meta distribution and featured in the Atlas Obscura daily email to subscribers.

The Meta promotion generated over 2.5M impressions with a **1.7% CTR, which is 3x higher than the industry average.*** The post also achieved a strong **1.02% engagement rate, outperforming the industry average by 3.4x.****

The email inclusion delivered more than 183K impressions with a **0.72% CTR, which is 2.4x higher than the AO average.**

2.5M

META IMPRESSIONS

183K

EMAIL IMPRESSIONS



Audience Response



Liz Blum

Sooooo good and easy to do. Really good eatin'.



Patricia Castellon

We lived in South Carolina and fresh shrimp right off the boats make the most fabulous Frogmore Stew. Great sausage, delicious little potatoes all cooked together is beyond delicious!

10w Like Reply 35  



Katherine Tylee Craig

I love frogmore Stew! We would have cook offs on the dock in Port Royal, SC. Just pour it out on a sheet of plywood and dig in.



Natalie Martin

I live in Mesa AZ lol I am so interested in trying this but i def need someone that knows how to really cook this frogmore stew !



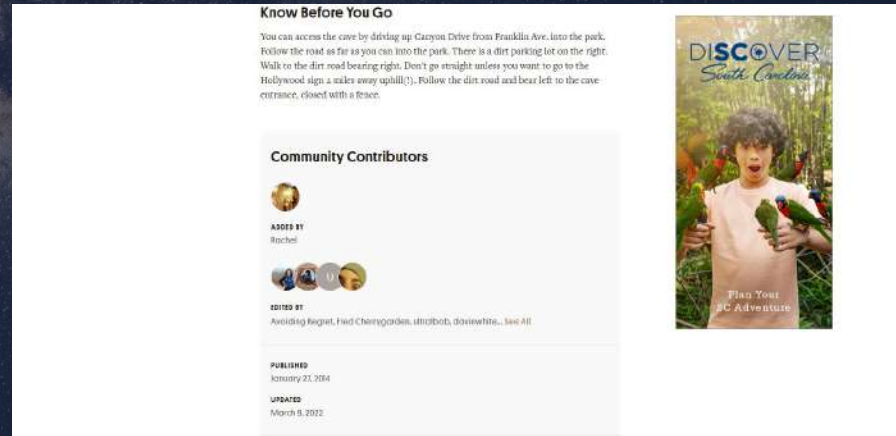
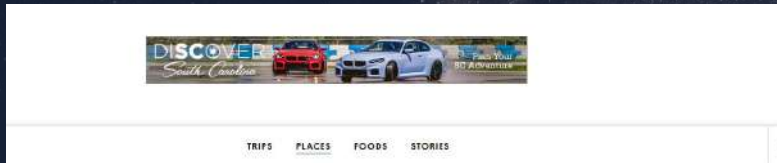
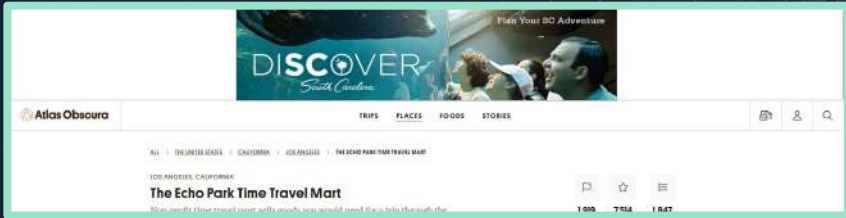
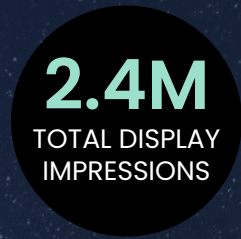
Barbara Gaitley Wyant
Made for dinner today!

DISPLAY MEDIA

Results

Run of site media was deployed across the Atlas Obscura website and delivered over 2.4M impressions, including 716K impressions of added value.

The top performing ad size for this campaign was **970x250 highlighted in green to the right with the highest CTR of 0.04%**.



CAMPAIGN OVERVIEW

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 75% of the plan cost.**

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
Southern Flavors Section of Recipe Hub	-	-	100%	-
Recipe Article	10,000	15,276	153%	\$26,693
Meta Promotion of Recipe Article	2,350,000	2,593,048	104%	\$4,253
AV: Meta Promotion of Recipe Article	150,000			
(1) Daily Newsletter Inclusion	150,000	183,408	122%	\$863
ROS Media	1,666,667	1,750,003	105%	\$1,250

CAMPAIGN OVERVIEW

Plan Recap

PLAN PACKAGE	CONTRACTED UNITS (Views & Impressions)	DELIVERED UNITS (Views & Impressions)	DELIVERY %	ADDED VALUE
AV: ROS Media	583,333	612,387	105%	\$9,185
AV: 100% SOV on Recipe Article	10,000	104,509	1045%	\$2,090
TOTAL	4,910,000	5,258,631	107%	\$44,336

THANK YOU!



Atlas Obscura

x

Travel**South**
USA