



TRAVEL SOUTH

Post Campaign Analysis



TravelSouth
All Y'all Are Welcome USA



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.



Travel **South**
USA

FULL CAMPAIGN MEDIA DELIVERY

SEP 2025-JAN 2026

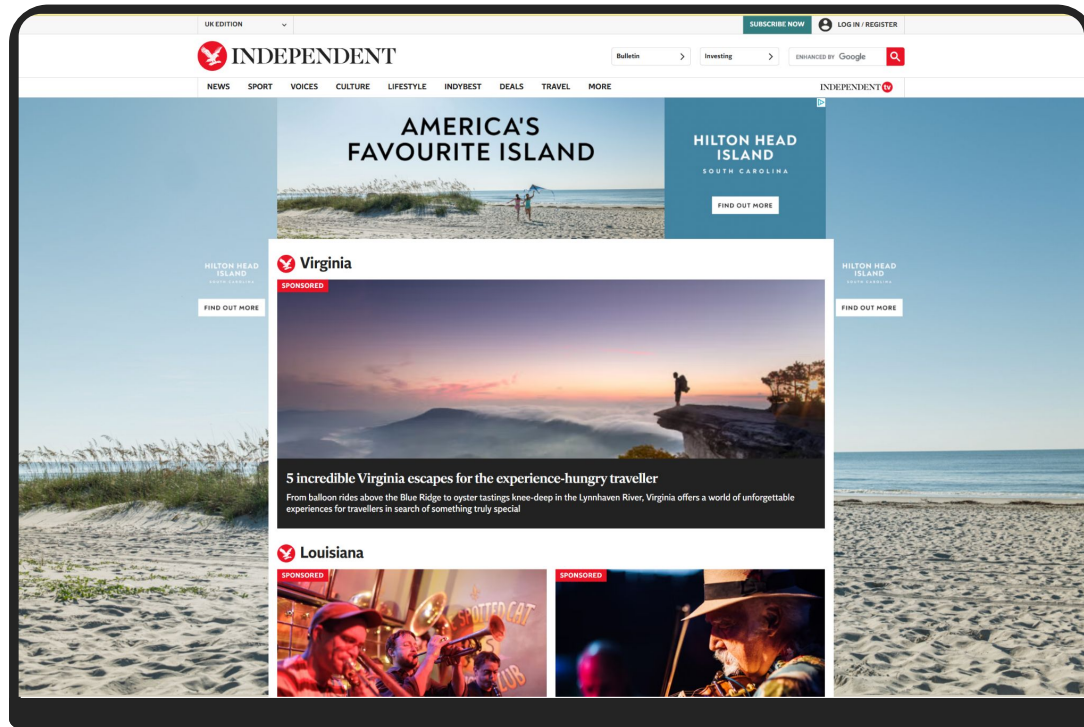
KEY DELIVERIES OVERVIEW

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



TravelSouth
USA

LOUISIANA CONTENT AND DELIVERY

LOUISIANA

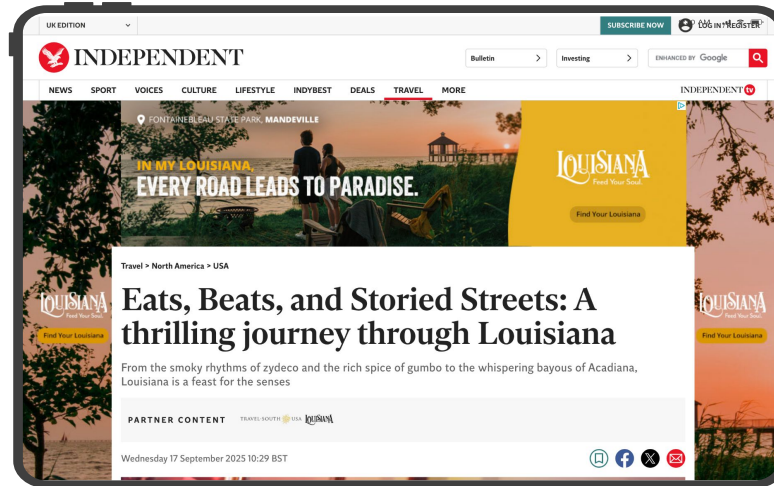
KEY DELIVERIES OVERVIEW

KPI	TARGET	DELIVERED	KPI EXCEEDED
Total Article Page views	5,000	7,800	↑ +56%
Average Dwell Time	40	46	↑ +15%
Co Branded Traffic Drivers	250,000	300,129	↑ +20.05%
Brand Story Impressions	750,000	750,047	↑ +0.01%
Video Views	200,000	218,842	↑ +9.42%
Newsletters	300,000	265,183	1,195 Clicks 0.45% CTR
Article Roadblocks	-	3,172	-
Apple News MPU	-	500,862	-



ARTICLE FEATURE

Eats, Beats and Storied Streets: A thrilling journey through Louisiana

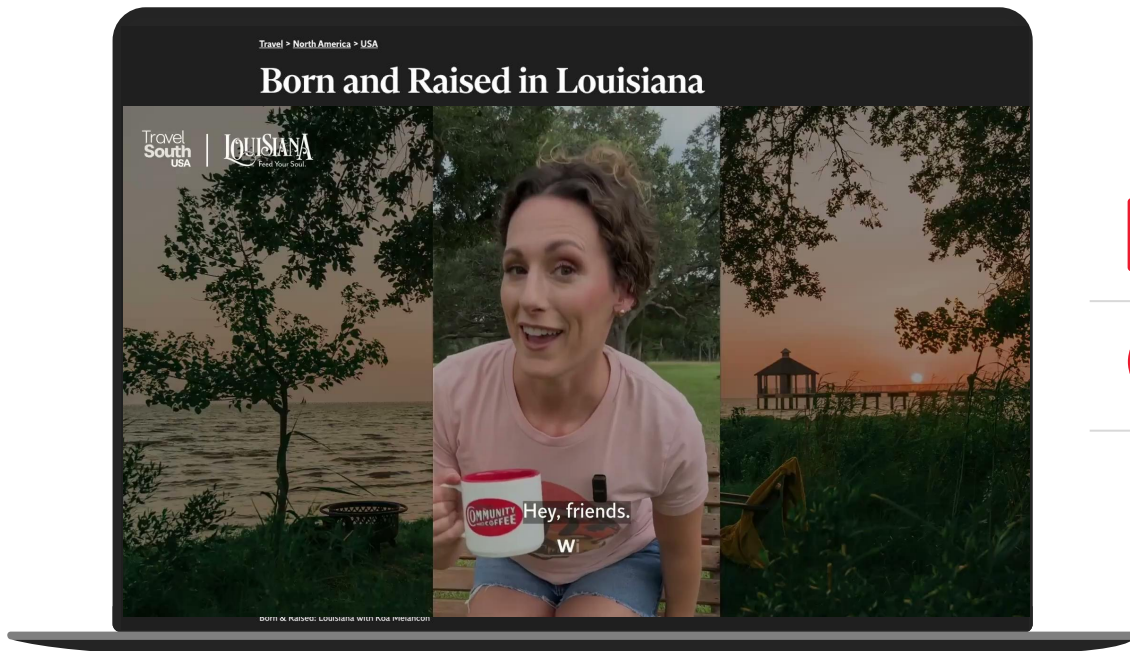


Page views: 6,517
Dwell time: 43s

VIDEO

BORN AND RAISED IN... LOUISIANA

With Koa Melancon



Total views: **218,842**



Average time watched onsite: **52s**



Travel**South**
USA

LOUISIANA
Feed Your Soul.

ORGANIC SOCIAL POST



Total views: 107,000



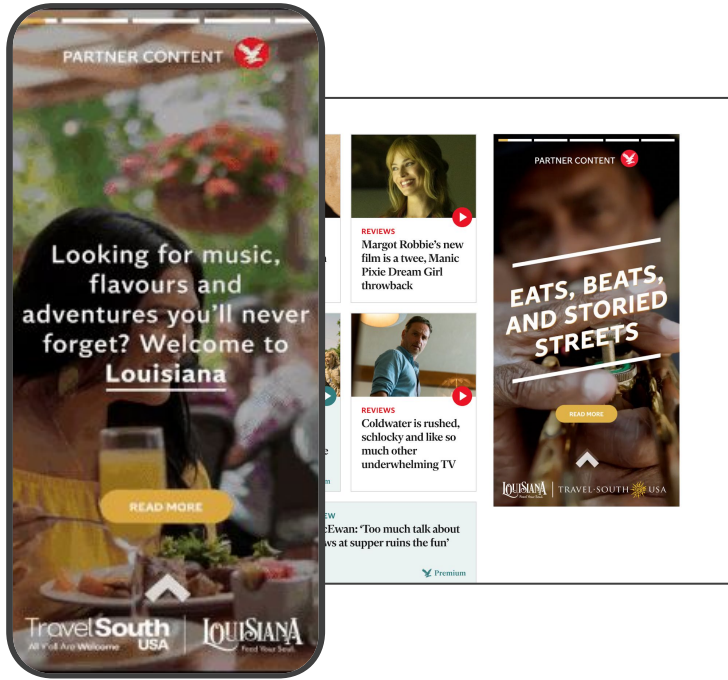
Interactions: 6,800 likes



Travel South
USA

LOUISIANA
Feed Your Soul.

BRAND STORY



Impressions: **750,047**



Interaction rate: **6.33%** (vs 1.50% BM)
47,498 Interactions



TravelSouth
USA

LOUISIANA
Feed Your Soul.

NEWSLETTER/EMAIL SPONSORSHIP



Sent: **265,183**



Clicks: **1,195**



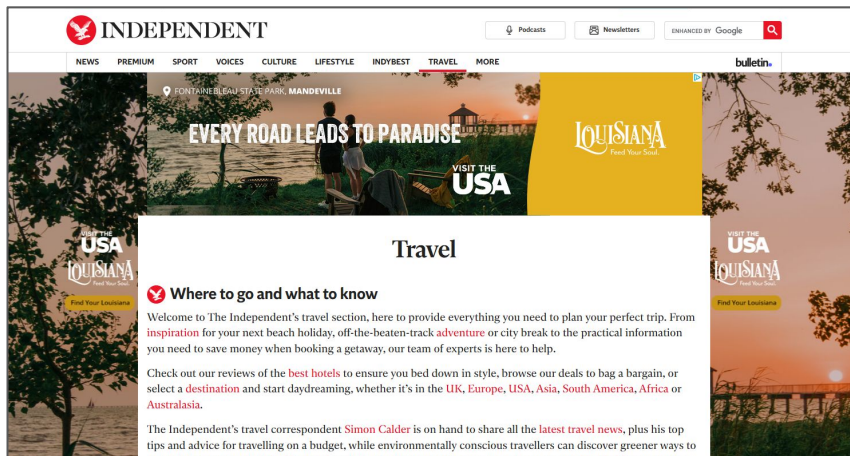
CTR: **0.45%** (vs 0.15% BM)



Travel**South**
USA

LOUISIANA
Feed Your Soul.

DIGITAL DISPLAY ACTIVITY



Impressions: **804,163**



Clicks: **1,689**



CTR: **0.62%** (vs 0.15% BM)



Travel**South**
USA

LOUISIANA
Feed Your Soul.

VIRGINIA CONTENT AND DELIVERY

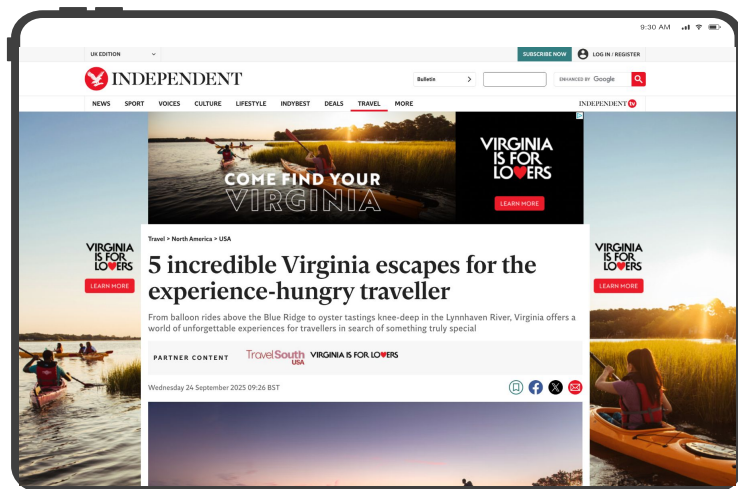
VIRGINIA

KEY DELIVERIES OVERVIEW

KPI	TARGET	DELIVERED	KPI EXCEEDED
Total Article Page views	5,000	9,290	↑ +85.8%
Average Dwell Time	40	44	↑ +10%
Co Branded Traffic Drivers	250,000	300,106	↑ +20.04%
Brand Story Impressions	750,000	750,061	↑ +0.008%
Video Views	200,000	219,718	↑ +9.85%
Newsletters	300,000	265,244	732 Clicks 0.28% CTR
Article Roadblocks	-	1,622	-
Apple News MPU	-	500,709	-

ARTICLE FEATURE

5 incredible Virginia escapes for the
experience-hungry traveller



Page views: 3,031
Dwell time: 44s

VIDEO

BORN AND RAISED IN... VIRGINIA

With Jacqueline Holzman



Total views: **219,718**



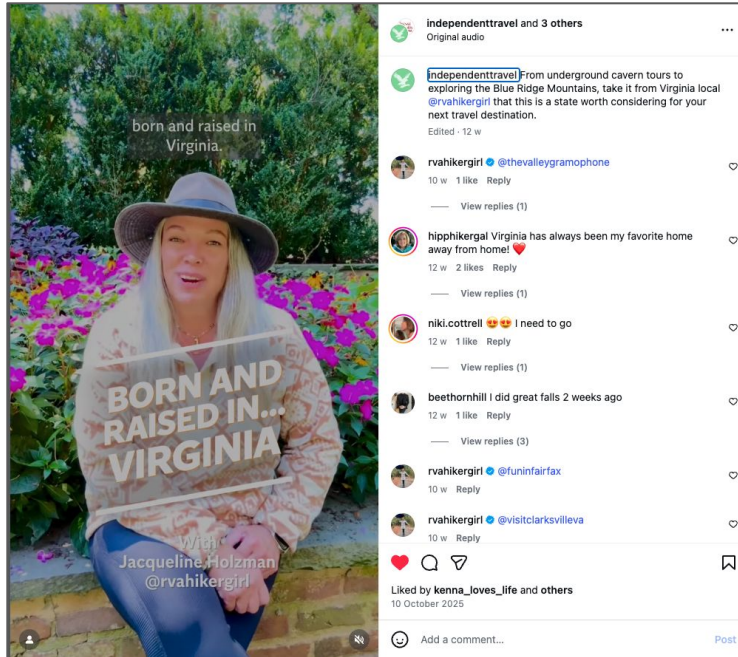
Average time watched onsite: **55s**



Travel**South**
USA

VIRGINIA
IS FOR
LOVERS

ORGANIC SOCIAL POST



Total views: 6,300



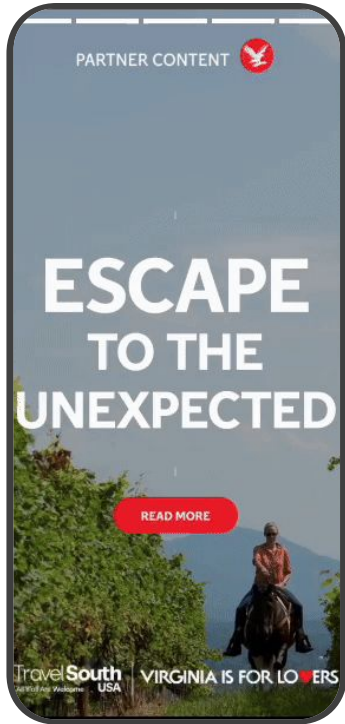
Interactions: 166 likes



TravelSouth
USA

VIRGINIA
IS FOR
LOVERS

BRAND STORY



Impressions: **750,061**



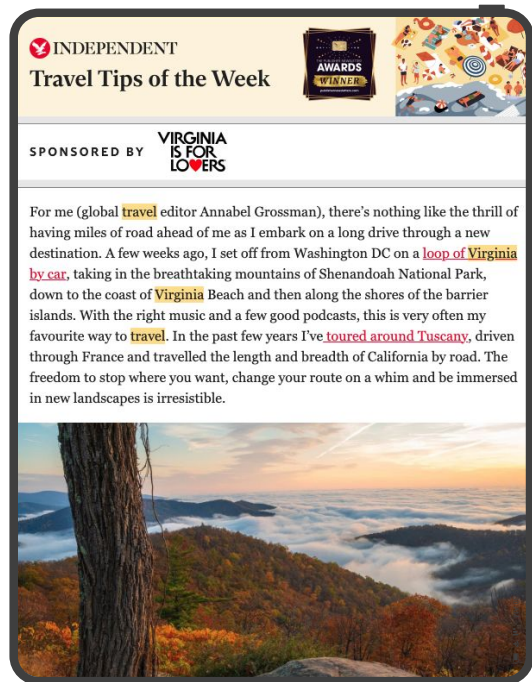
Interaction rate: **1.07%** (vs 1.50% BM)
7,999 Interactions



Travel**South**
USA

VIRGINIA
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NEWSLETTER/EMAIL SPONSORSHIP



Sent: **265,244**



Clicks: **732**



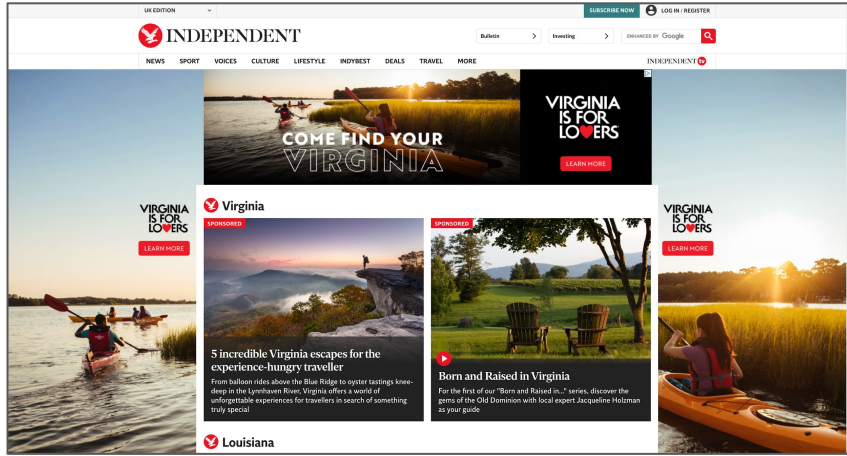
CTR: **0.28%** (vs 0.15% BM)



Travel**South**
USA

VIRGINIA
IS FOR
LOVERS

DIGITAL DISPLAY ACTIVITY



Impressions: **802,437**



Clicks: **1,241**



CTR: **0.60%** (vs 0.15% BM)



Travel**South**
USA

VIRGINIA
IS FOR
LOVERS

MISSOURI CONTENT AND DELIVERY

MISSOURI

KEY DELIVERIES OVERVIEW

All KPIs exceeded

KPI	TARGET	DELIVERED	KPI EXCEEDED
Total Article Page views	5,000	10,206	↑ +104%
Average Dwell Time	40s	41s	↑ +2.5%
Co Branded Traffic Drivers	250,000	300,058	↑ +20%
Brand Story Impressions	750,000	750,058	↑ +0.0001%
Video Views	200,000	219,131	↑ +9.6%
Newsletters	300,000	263,011	356 Clicks 0.14% CTR
Article Roadblocks	–	2,251	–
Apple News MPU	–	500,617	–



TravelSouth
USA

MISSOURI
VisitMo.com

ARTICLE FEATURE

10 compelling reasons to have your
next adventure in the great state of
Missouri

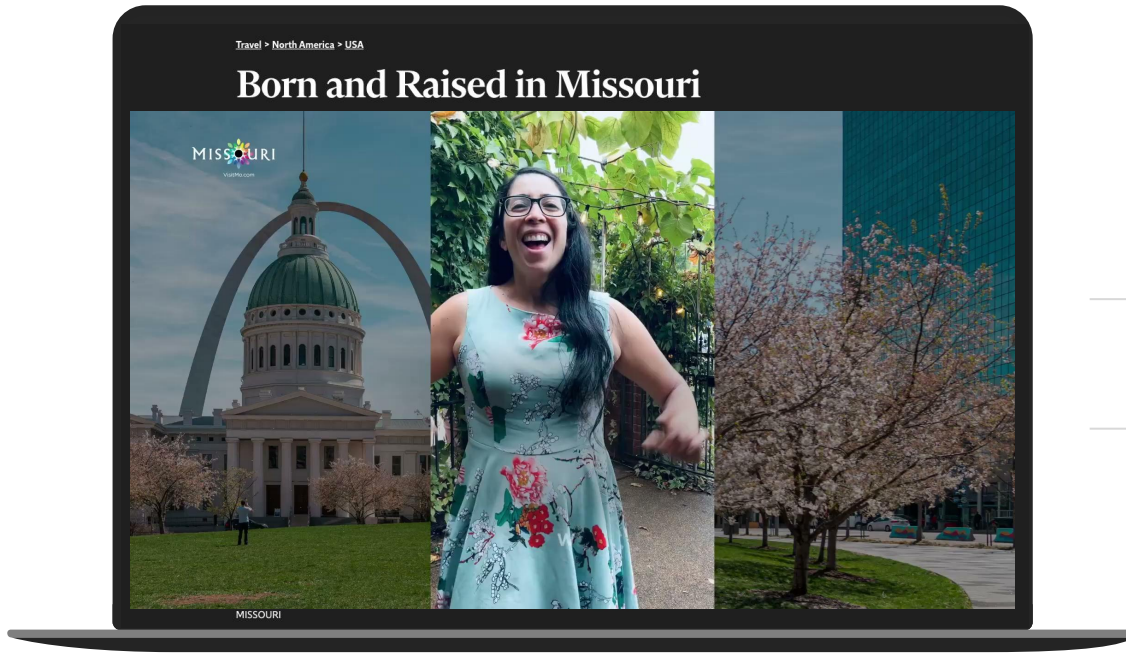


Page views: 5,207
Dwell time: 45s

VIDEO

BORN AND RAISED IN... MISSOURI

With Natasha Bahrami



Total views: **219,131**



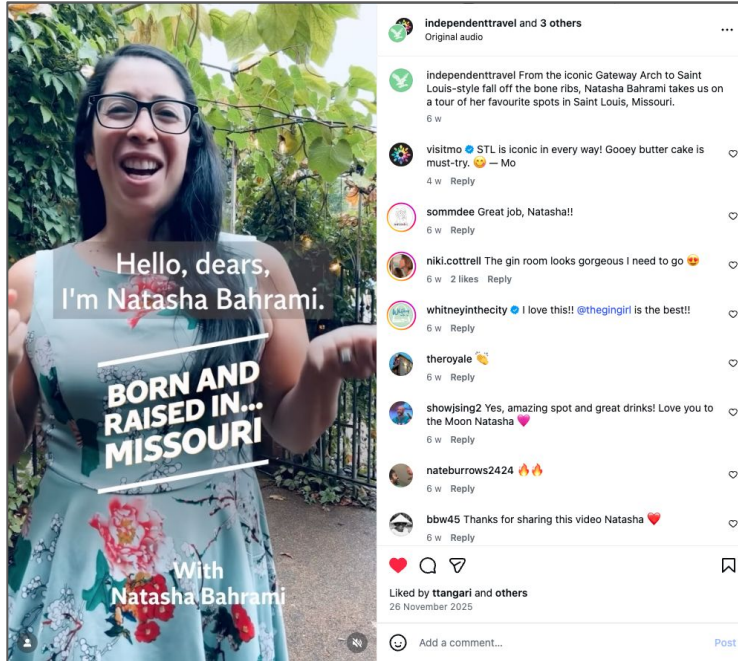
Average time watched onsite: **49s**



Travel**South**
USA

MISSOURI
VisitMo.com

ORGANIC SOCIAL POST



Views: 2.9k



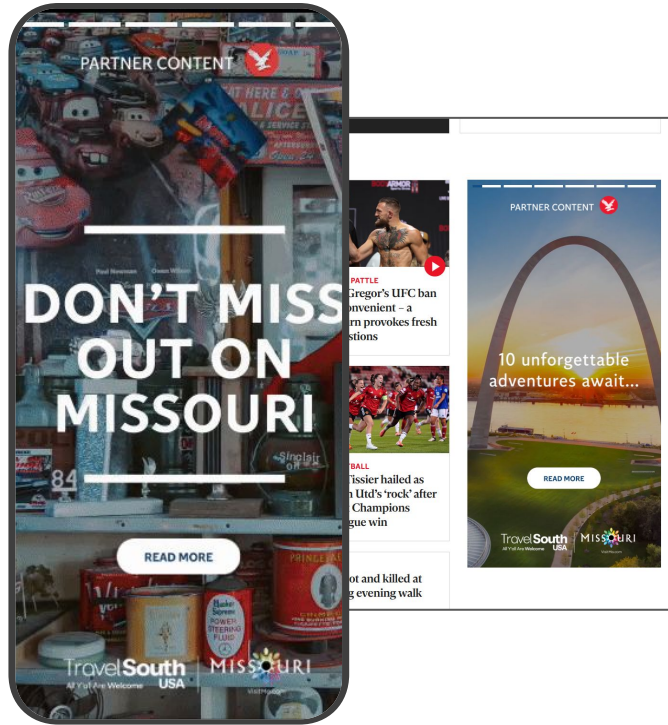
Engagements: 161



TravelSouth
USA

MISSOURI
VisitMo.com

BRAND STORY



Impressions: **750,058**



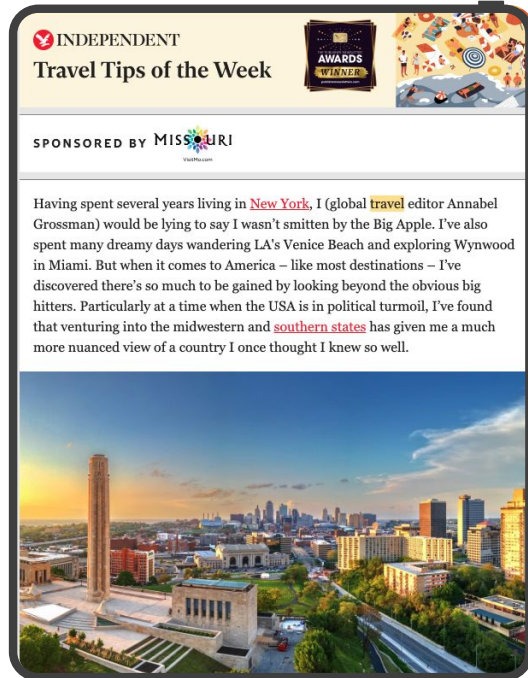
Interaction rate: **2.46%** (vs 1.50% BM)
18,452 Interactions



Travel**South**
USA

MISSOURI
VisitMo.com

NEWSLETTER/EMAIL SPONSORSHIP



Sent: **263,011**



Clicks: **356**



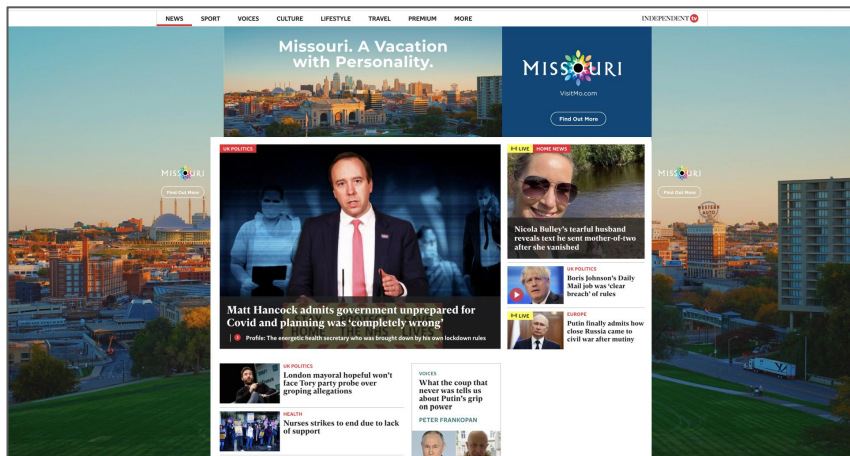
CTR: **0.14%** (vs 0.15% BM)



Travel **South**
USA

MISSOURI
VisitMo.com

DIGITAL DISPLAY ACTIVITY



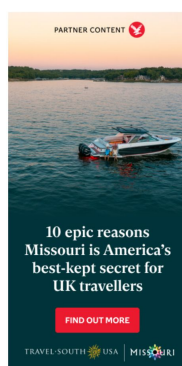
Impressions: **802,926**



Clicks: **1,633**



CTR: **0.61%** (vs 0.15% BM)



TravelSouth
USA

MISSOURI
VisitMo.com

HILTON HEAD ISLAND CONTENT AND DELIVERY

HILTON HEAD ISLAND

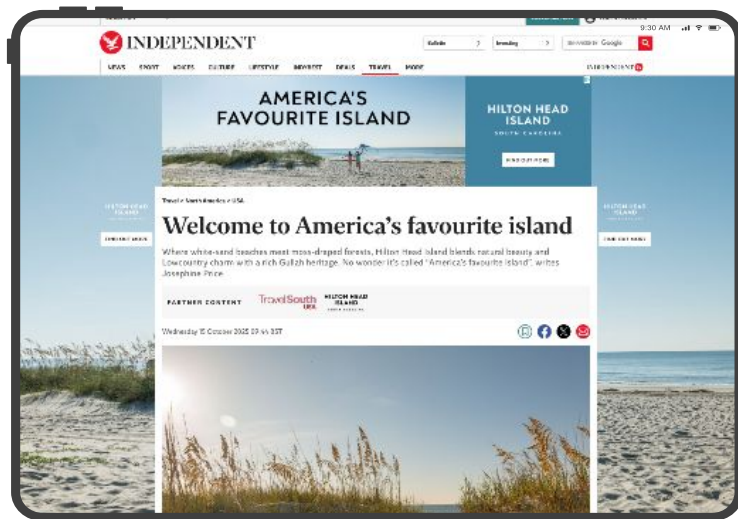
KEY DELIVERIES OVERVIEW

KPI	TARGET	DELIVERED	KPI EXCEEDED
Total Article Page views	5,000	8,561	↑ +71%
Average Dwell Time	40	40	↑ +0.0%
Co Branded Traffic Drivers	250,000	300,277	↑ +20%
Brand Story Impressions	750,000	750,374	↑ +0.05%
Video Views	200,000	219,601	↑ +9.8%
Newsletters	300,000	263,563	407 Clicks 0.15% CTR
Article Roadblocks	-	5,747	-



ARTICLE FEATURE

Welcome to America's favourite island



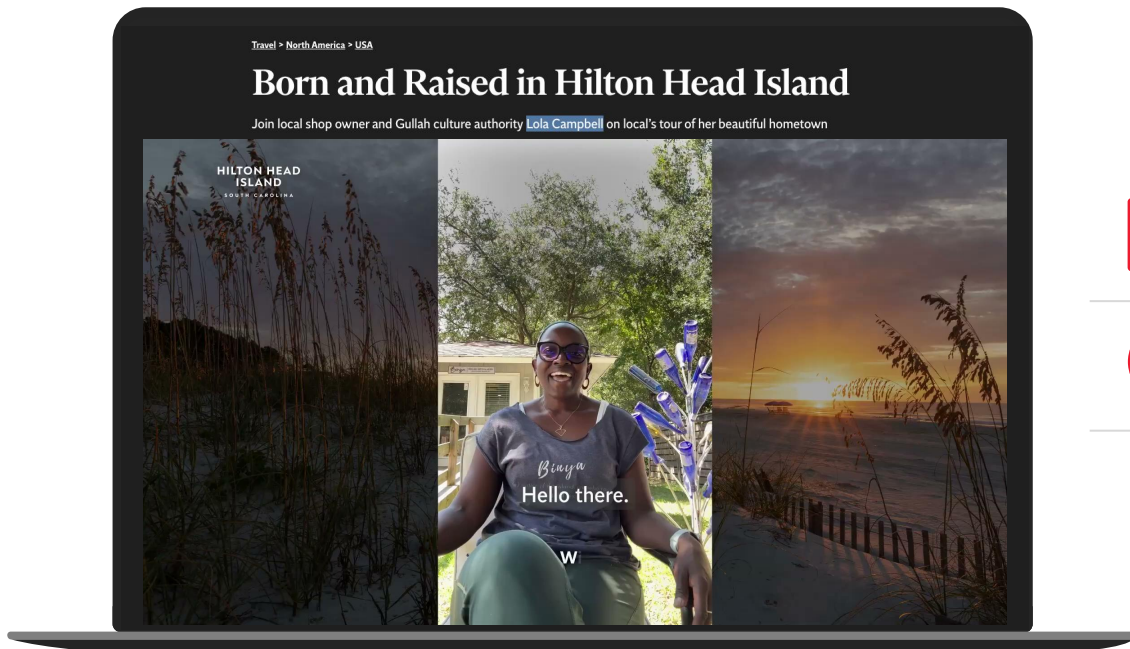
Page views: 5,305

Dwell time: 40s

VIDEO

BORN AND RAISED IN...HILTON HEAD ISLAND

With Lola Campbell



Total views: **219,601**



Average time watched onsite: **52s**



Travel**South**
USA

**HILTON HEAD
ISLAND**

SOUTH CAROLINA

ORGANIC SOCIAL POST



Views: 1.3k



Engagements: 89



Travel**South**
USA

**HILTON HEAD
ISLAND**

SOUTH CAROLINA

BRAND STORY



Impressions: **750,374**



Interaction rate: **5.30%** (vs 1.50% BM)
26,510 Interactions

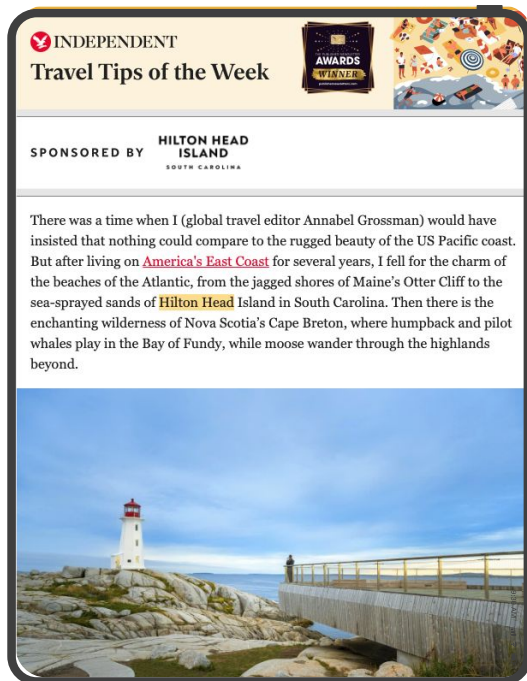


Travel**South**
USA

**HILTON HEAD
ISLAND**

SOUTH CAROLINA

NEWSLETTER/EMAIL SPONSORSHIP



Sent: **263,563**



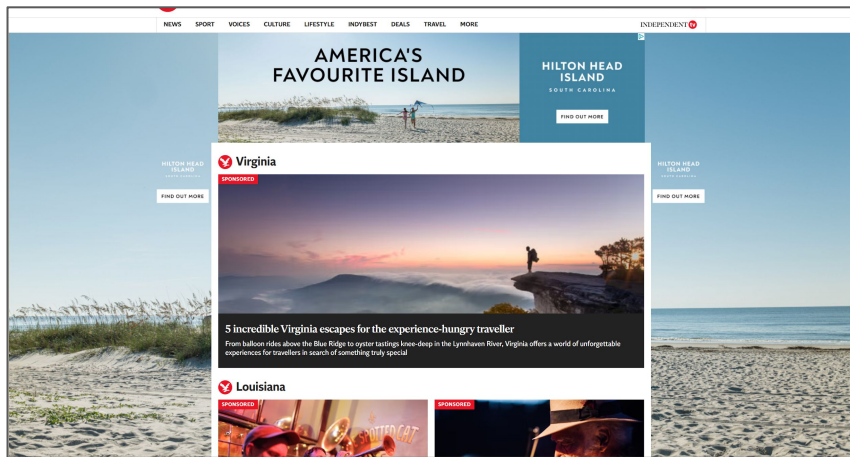
Clicks: **408**



CTR: **0.15%** (vs 0.15% BM)

**HILTON HEAD
ISLAND**
SOUTH CAROLINA

DIGITAL DISPLAY ACTIVITY



Impressions: **306,277**



Clicks: **204**



CTR: **0.34%** (vs 0.10% BM)



Travel**South**
USA

**HILTON HEAD
ISLAND**

SOUTH CAROLINA

KENTUCKY CONTENT AND DELIVERY

KENTUCKY

KEY DELIVERIES OVERVIEW

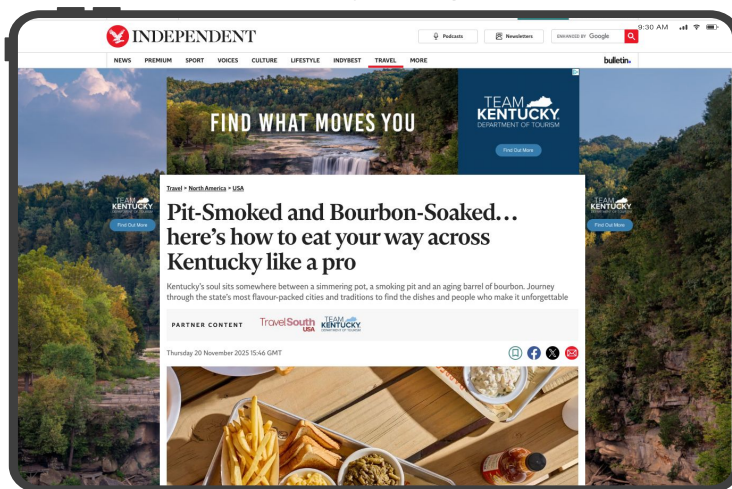
All KPIs exceeded

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	-



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



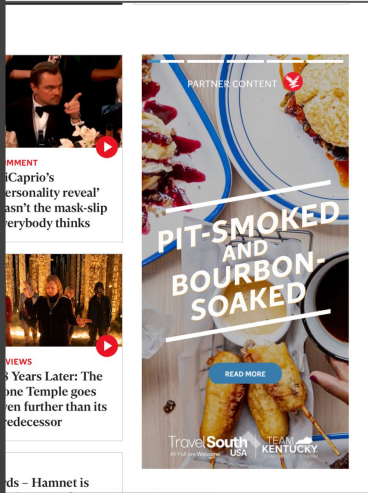
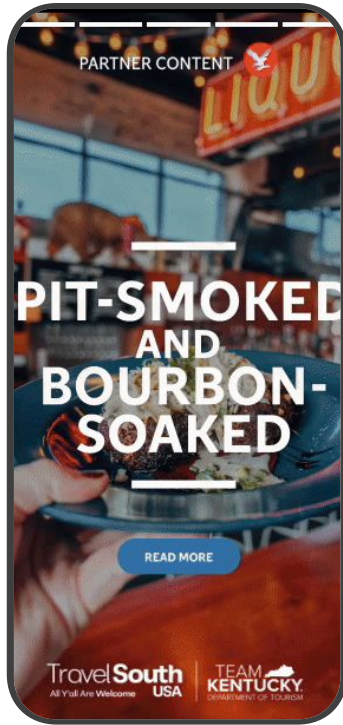
Average time watched onsite: 63s



TravelSouth
USA

TEAM
KENTUCKY.

BRAND STORY



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



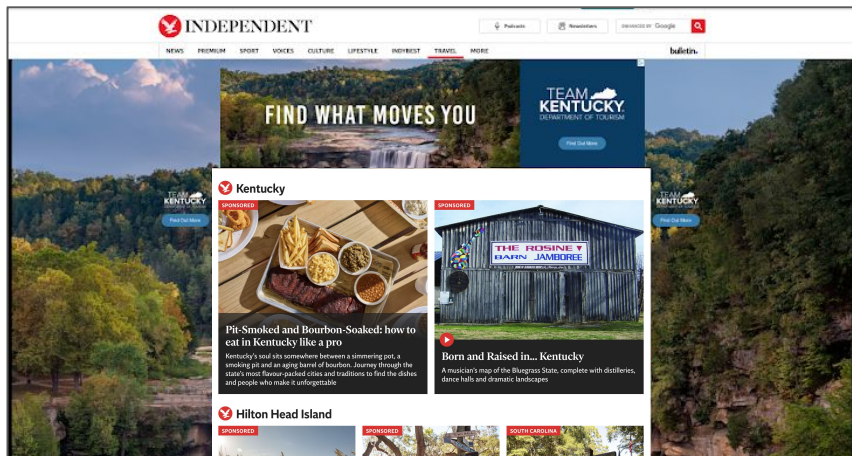
Interaction rate: **2.50%** (vs 1.50% BM)
10,406 Interactions



TravelSouth
USA

TEAM
KENTUCKY.

DIGITAL DISPLAY ACTIVITY



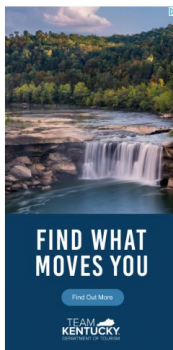
Impressions: **805,044**



Clicks: **1,285**



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



Travel**South**
USA

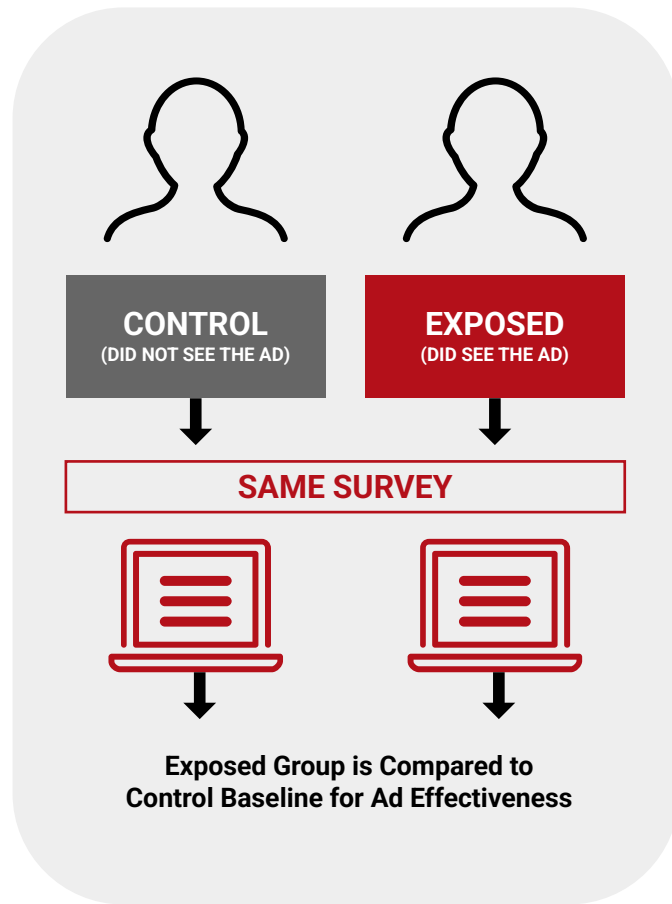
TEAM
KENTUCKY.

RESEARCH RESULTS

FORCED EXPOSURE RESEARCH STUDY

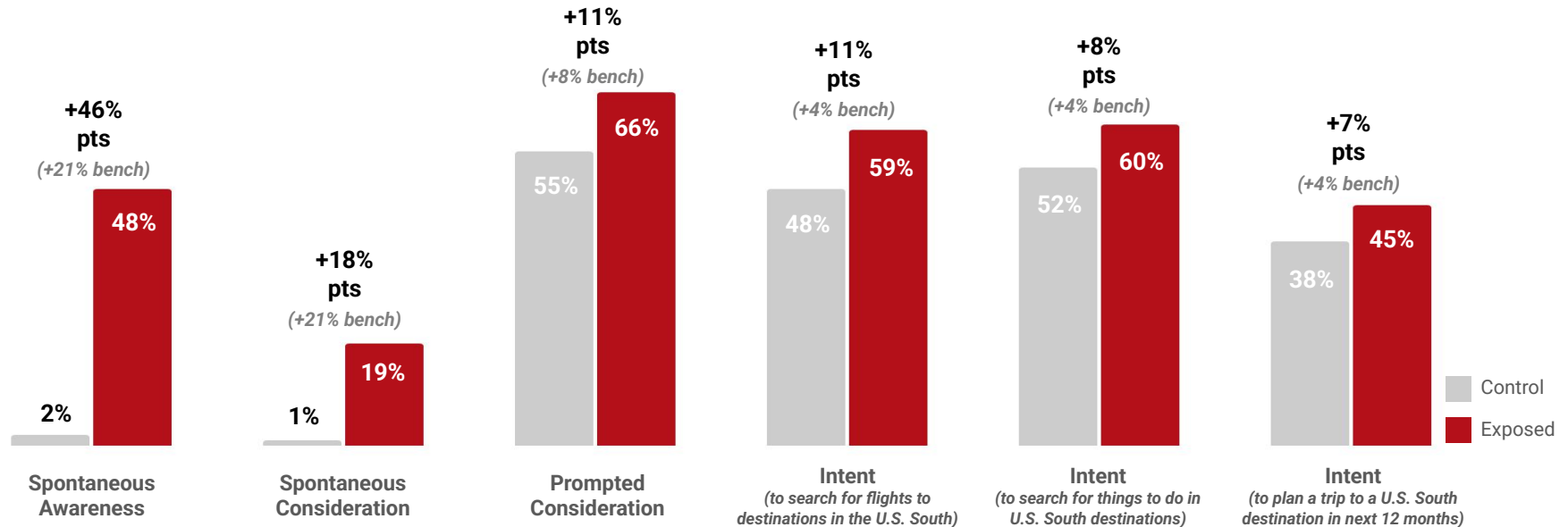
Travel South creative is shown to UK panelists in a forced exposure environment (exposed group), while a separate group of similar panelists views unbranded Independent travel content (control group).

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**.



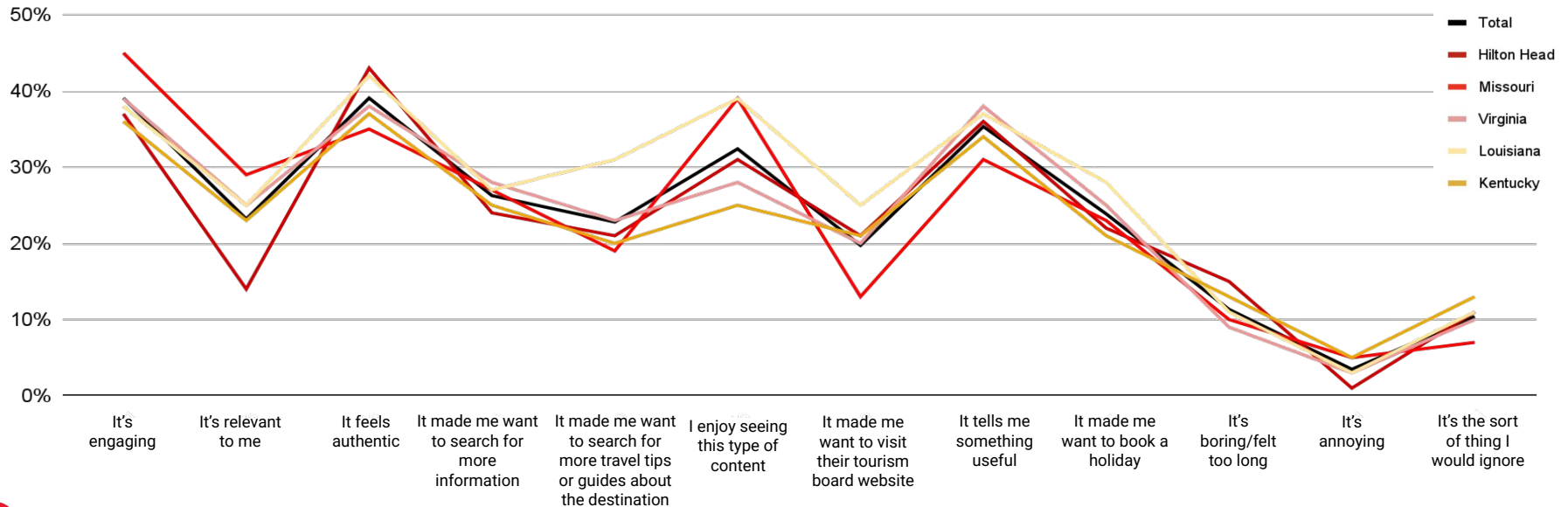
CONSIDERATION AND INTENT

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

BRAND STORY

VIDEO

44%

50%

57%

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

65%

66%

69%

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

46%

50%

47%

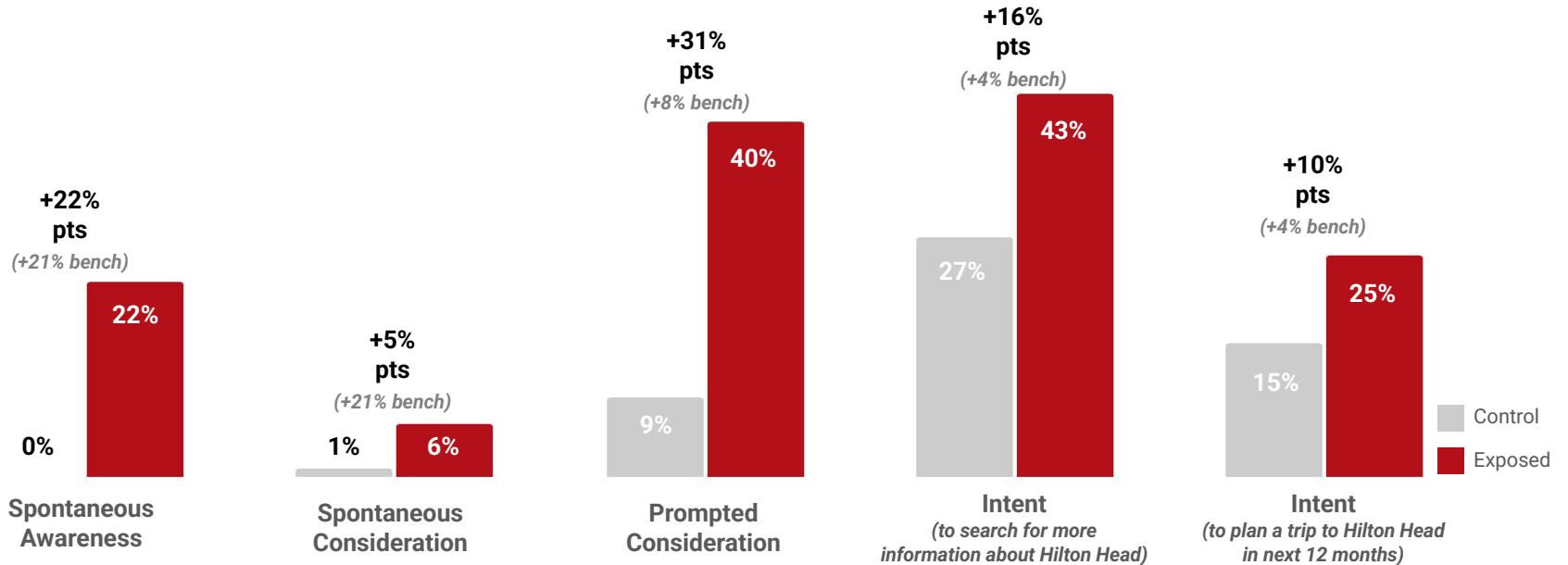
agreed that seeing Travel South partner with The Independent made them feel better about Travel South.



CONSIDERATION AND INTENT

HILTON HEAD
ISLAND
SOUTH CAROLINA

Across all primary KPIs, the campaign delivered strong incremental lift, exceeding nearly every benchmark at every stage of the funnel. Promoted consideration and intent delivered up to 4x benchmark lift, signalling strong movement from awareness to action. The hero video was the most effective format across the funnel, more than doubling brand story performance across all metrics, with articles followed as the next strongest driver.



TravelSouth
USA

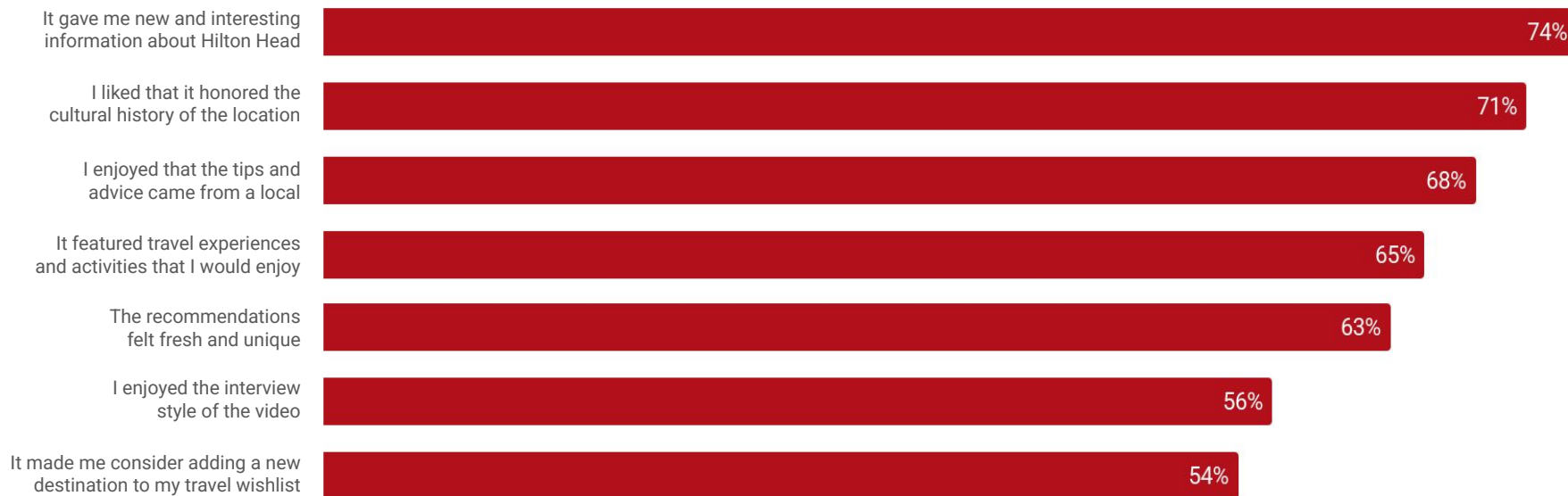
Q. What U.S. locations have you heard travel tips about? ; Q. Which U.S. destinations come to mind as places you might like to visit?
Q. Which U.S. destinations come to mind as places you might like to visit? ; Q. How likely are you to do the following in the near future?
Q. How likely are you to plan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

Base – Control (200) Exposed (50)

CONTENT PERCEPTIONS

HILTON HEAD
ISLAND
SOUTH CAROLINA

Hilton Head content effectively deepened interest in the island, with 3 in 4 viewers saying it provided new and interesting information, particularly appreciating the focus on cultural history and local perspective.



CREATIVE IMPACT

HILTON HEAD
ISLAND
SOUTH CAROLINA

ARTICLE

36%

66%

34%

BRAND STORY

30%

52%

34%

VIDEO

58%

62%

46%

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

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

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



TravelSouth
USA

Q. How does this content compare to other travel advertising you've seen?

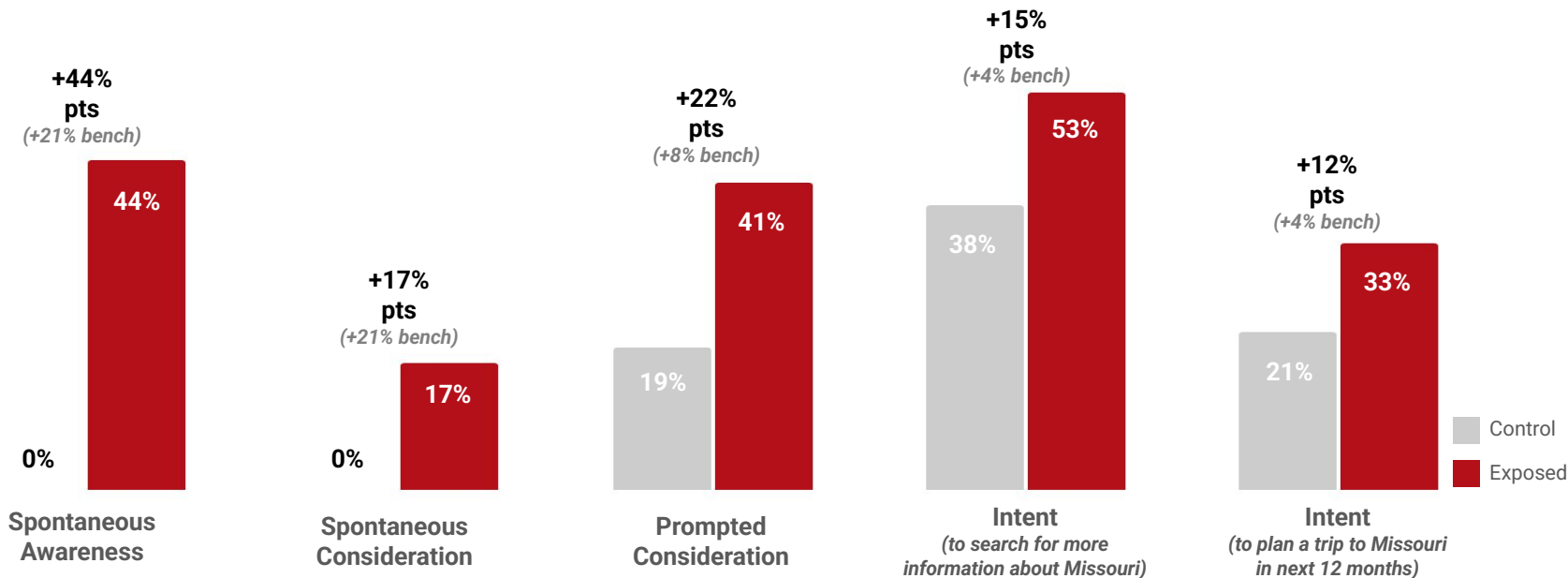
Q. How much do you agree that the content clearly showed why Hilton Head is a must-visit destination?

Q. How does seeing Travel South partnership with The Independent impact how you feel about Travel South?

Base – Exposed (150)

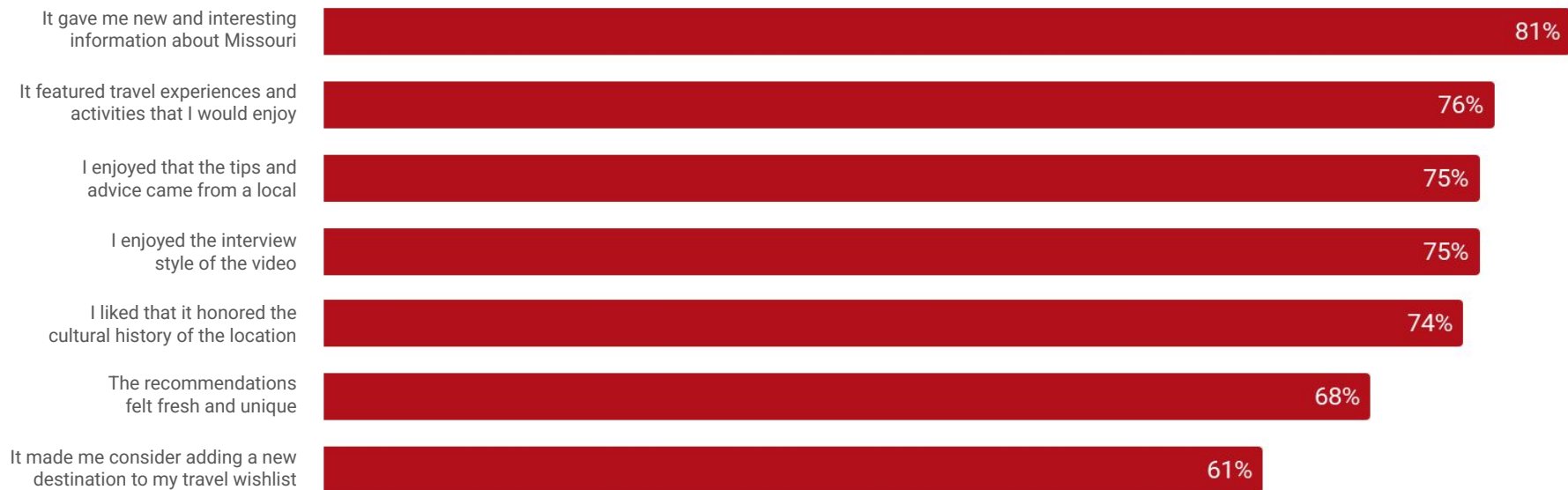
CONSIDERATION AND INTENT

The campaign delivered above-benchmark performance across the funnel, converting strong awareness into downstream intent. Spontaneous awareness and promoted consideration drove 2x+ lift vs. benchmark, while intent to search and plan a trip delivered 3x+ lift, including intent to plan a trip to Missouri. Video led awareness and consideration, while brand stories matched video on consideration and led in driving intent to search.



CONTENT PERCEPTIONS

Missouri-focused content showed strong alignment with perceptions of relevance, with respondents saying that the featured experiences and activities matched what they enjoy when they travel. Positive responses were also seen for the interview-style approach, particularly where tips and advice were perceived as coming from a local source.



CREATIVE IMPACT

ARTICLE

BRAND STORY

VIDEO

48%

58%

58%

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

60%

72%

74%

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

46%

66%

42%

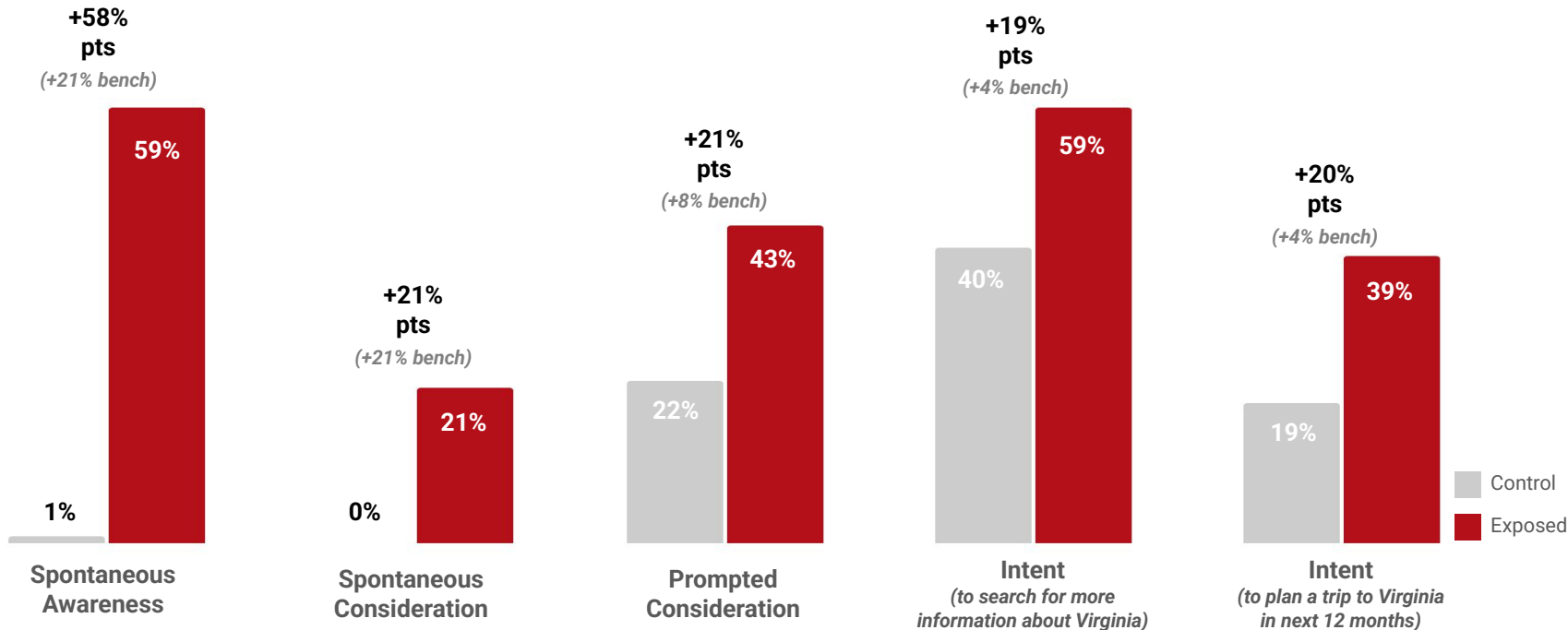
agreed that seeing Travel South partner with The Independent made them feel better about Travel South.



CONSIDERATION AND INTENT



The Virginia campaign surpassed all primary KPIs, with particularly strong impact on intent. Intent to search for and plan a trip to Virginia within the next 12 months was more than 4x above benchmark. The video was the clear standout asset, delivering the strongest results across metrics and driving 20+ percentage-point higher lift in spontaneous awareness and consideration.



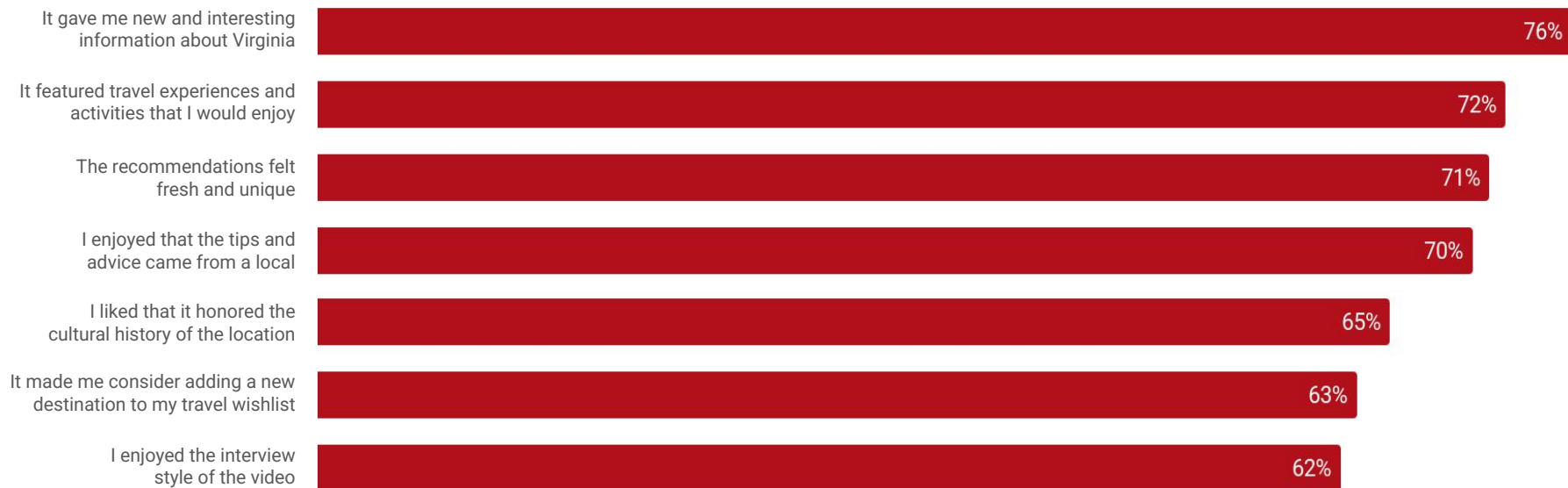
TravelSouth
USA

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

3 in 4 respondents said the campaign provided new and interesting information about the state of Virginia. The activities and experiences featured were relevant to their interests and appreciated that the recommendations felt fresh, unique, and enjoyed that they came from a local perspective.



CREATIVE IMPACT

ARTICLE

BRAND STORY

VIDEO

48%

48%

62%

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

62%

62%

70%

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

48%

48%

60%

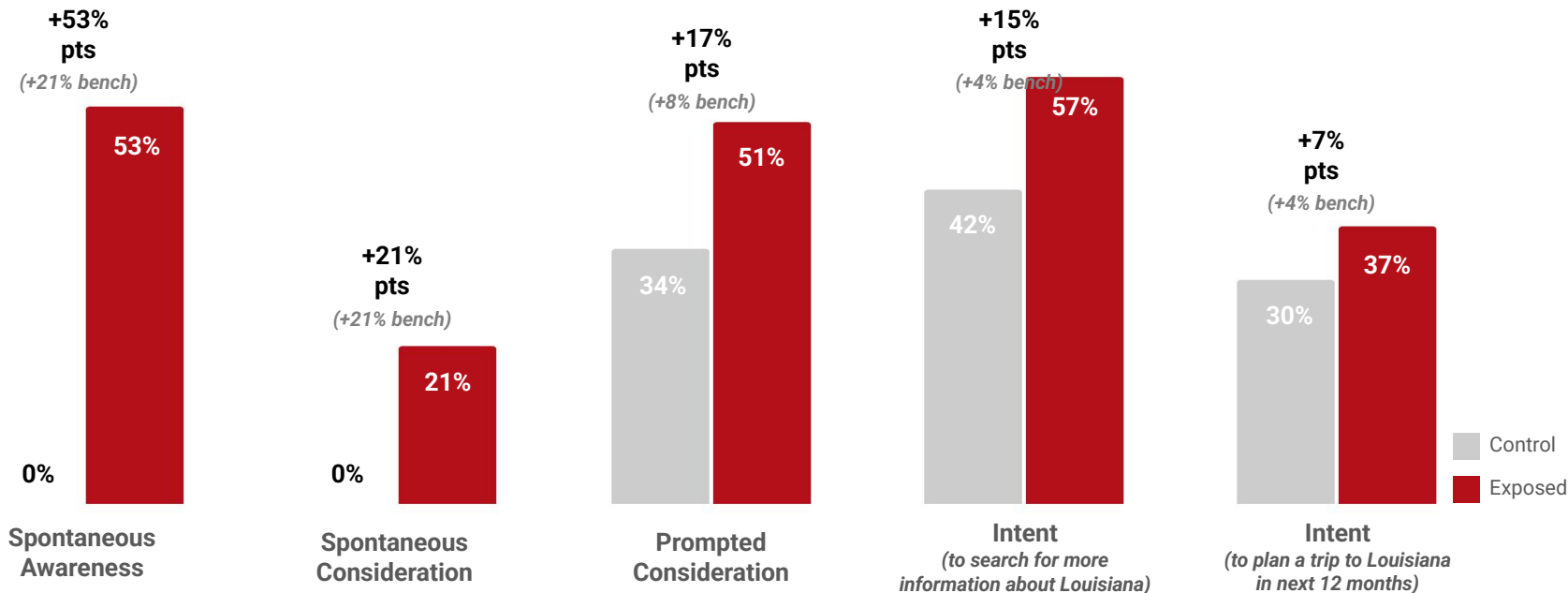
agreed that seeing Travel South partner with The Independent made them feel better about Travel South.



CONSIDERATION AND INTENT



The campaign delivered consistent above-benchmark performance across the funnel, translating awareness gains into strong intent outcomes. For both awareness and consideration, the content successfully brought Louisiana top of mind where it otherwise was not, while intent to search for more information delivered the strongest lift—nearly 4x above norm. The video was most effective at driving upper-funnel awareness and consideration, while the brand story led in increasing intent to search, and article was strongest at driving intent to book.



TravelSouth
USA

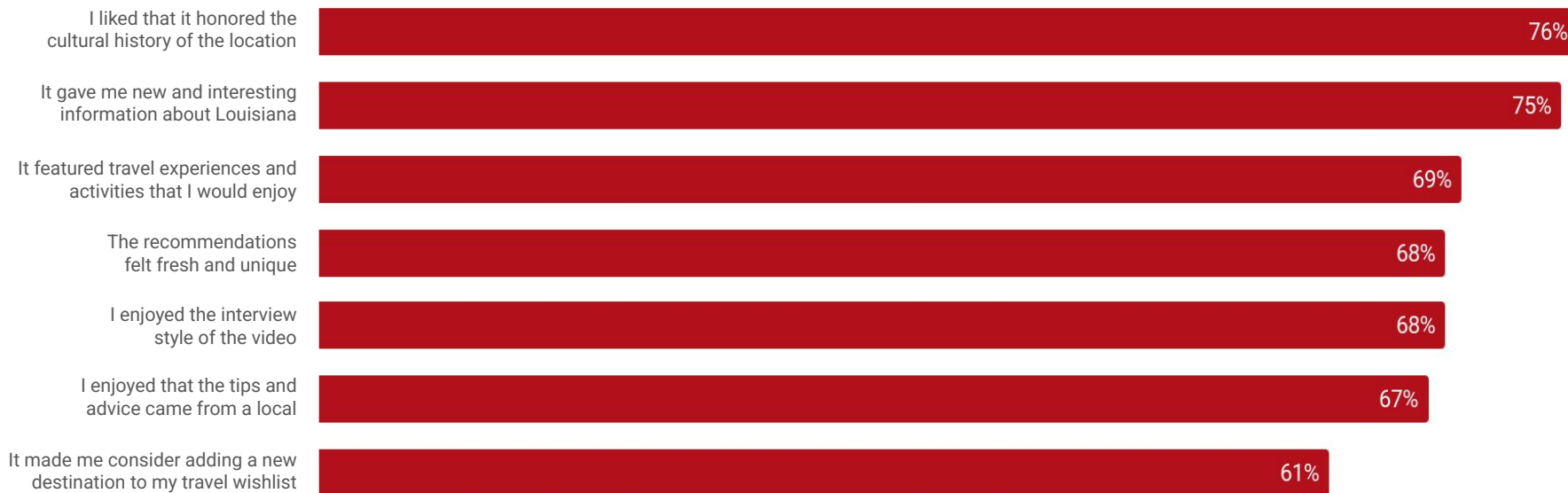
Q. What U.S. locations have you heard travel tips about? ; Q. Which U.S. destinations come to mind as places you might like to visit?
Q. Which U.S. destinations come to mind as places you might like to visit? ; Q. How likely are you to do the following in the near future?
Q. How likely are you to plan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

Base – Control (200) Exposed (50)

CONTENT PERCEPTIONS



Most notably, respondents responded positively to Louisiana's cultural history taking center stage in the content. The recommendations were seen as fresh and unique and aligned well with the types of experiences and activities they enjoy when traveling.



CREATIVE IMPACT



ARTICLE

BRAND STORY

VIDEO

40%

50%

52%

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

70%

72%

68%

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

54%

52%

40%

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



TravelSouth
USA

Q. How does this content compare to other travel advertising you've seen?

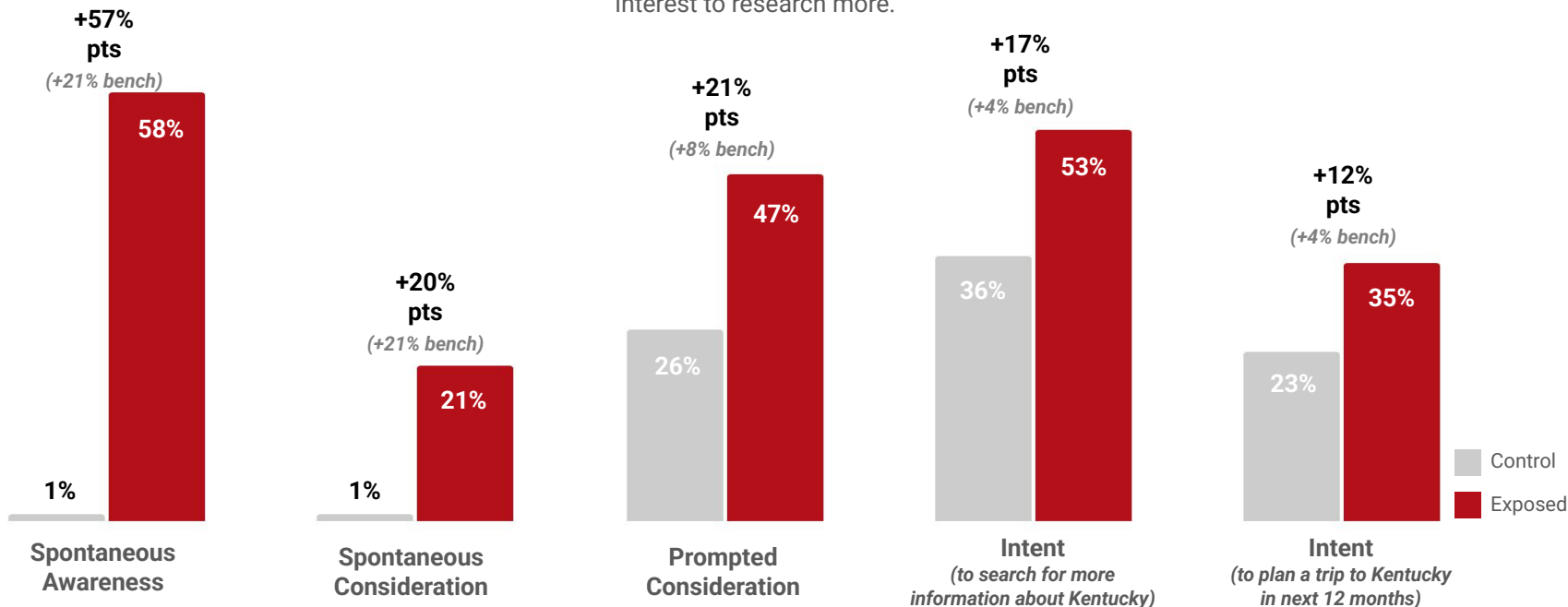
Q. How much do you agree that the content clearly showed why Louisiana is a must-visit destination?

Q. How does seeing Travel South partnership with The Independent impact how you feel 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.



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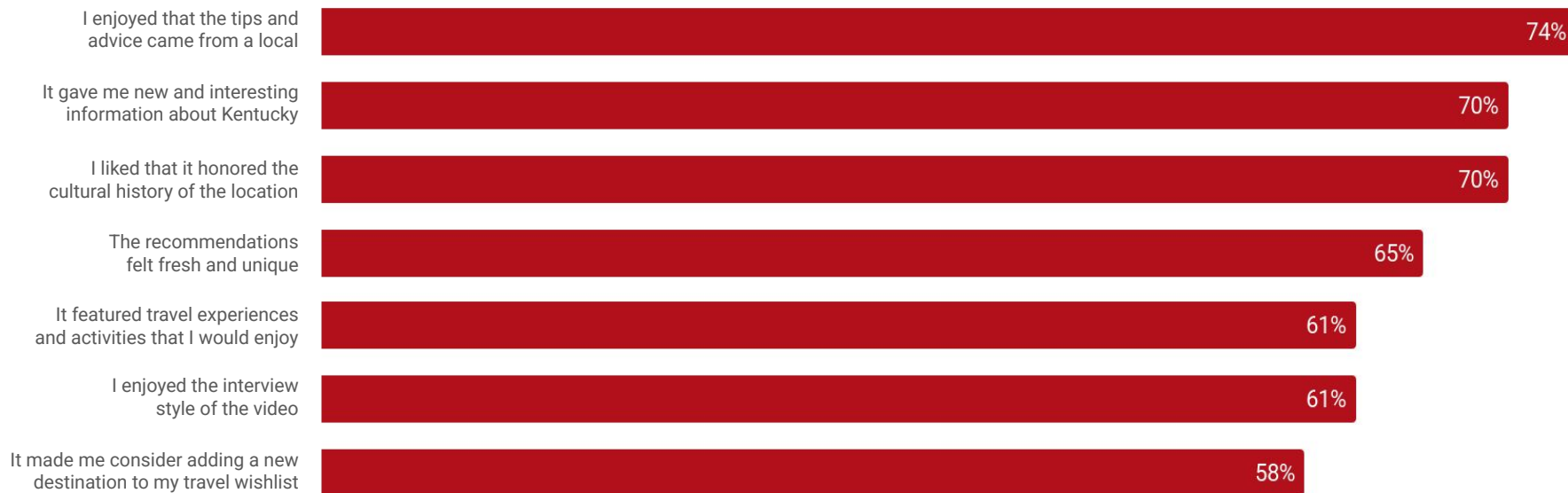
Q. What U.S. locations have you heard travel tips about? ; Q. Which U.S. destinations come to mind as places you might like to visit?
Q. Which U.S. destinations come to mind as places you might like to visit? ; Q. How likely are you to do the following in the near future?
Q. How likely are you to plan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



LEARNINGS & RECOMMENDATIONS

Lower Funnel (Display Activity)

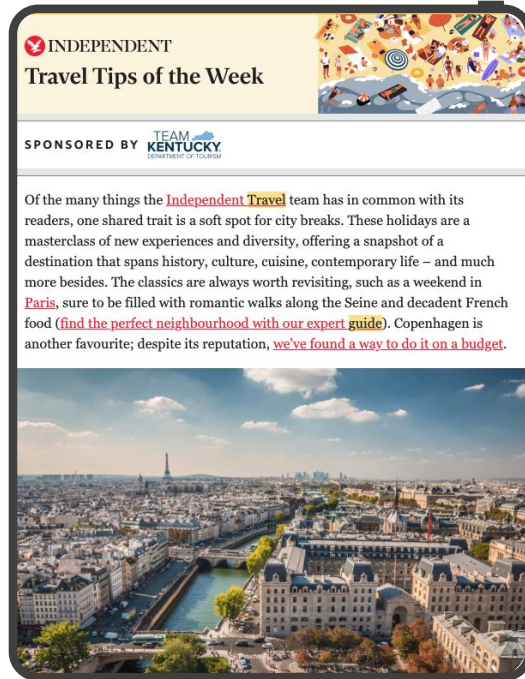
Future campaigns should layer in targeted travel and USA channel takeovers, combined with more precise audience targeting and rotational, state-specific creative. This approach would capitalise on interest generated by editorial and video, maintain momentum, and drive stronger consideration by aligning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



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