

FASHION FORWARD VIDEO CAMPAIGN

CAMPAIGN OVERVIEW

An urban oasis known for its luxury shopping, The Woodlands invites visitors & meeting planners to indulge in an elevated, effortless experience while on vacation or a business trip. Using a fashion-forward videographer, Visit The Woodlands captured footage of the destination and developed intentional, captivating & action-inspiring video advertisements tailored to specific audiences. The footage was used to create a two-minute video, 30 second videos, 15 second videos, and 6 second videos that were then used for various ads that targeted different audiences and interests.



TWO-MINUTE VIDEO



CLICK SCREENSHOT TO PLAY

INSTAGRAM STORY ADS

0:06 SECONDS

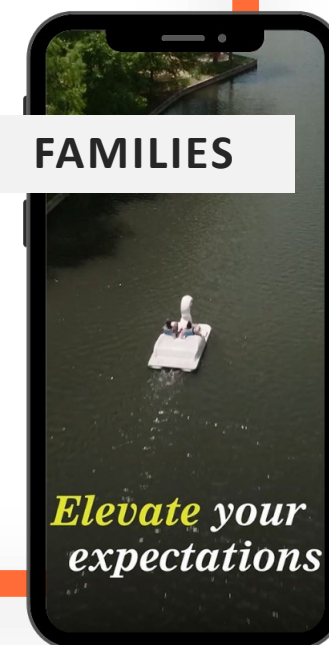
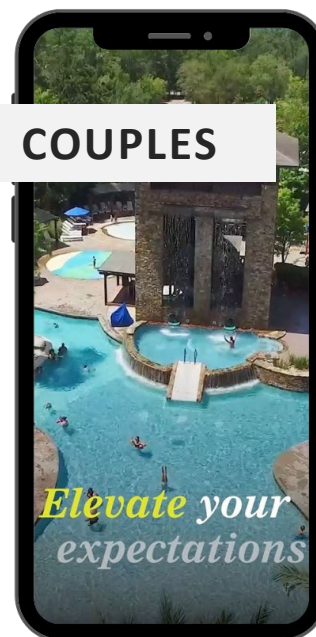
TARGET AUDIENCES

- COUPLES
- SHOPPING
- FAMILIES

PERFORMANCE

- 11,793 CLICKS
- 3.56% CLICK THROUGH RATE
- 1,261,749 IMPRESSIONS
- 39,2421 THRUPLAYS

- AVERAGE SESSION DURATION WAS 90% HIGHER THAN CHANNEL AVERAGE



CLICK EACH PHONE TO PLAY

META VIDEO

0:15 SECONDS

Visit The Woodlands
Sponsored ·

Enjoy an unforgettable family vacation this year in The Woodlands. From outdoor adventures to poolside fun, you'll discover plenty of ways to entertain the family. Play your trip today!

0:04 / 0:15

VISITTHEWOODLANDS.COM
Plan an Ideal Family Getaway in Texas [Learn more](#)

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Like Comment Share

TARGET AUDIENCE

- FAMILIES

PERFORMANCE

- 4,872 THRUPLAYS
- 15,184 CLICKS
- 404,218 IMPRESSIONS



CLICK THE META AD TO PLAY VIDEO

GOOGLE VIDEO

0:15 SECONDS

TARGET AUDIENCE

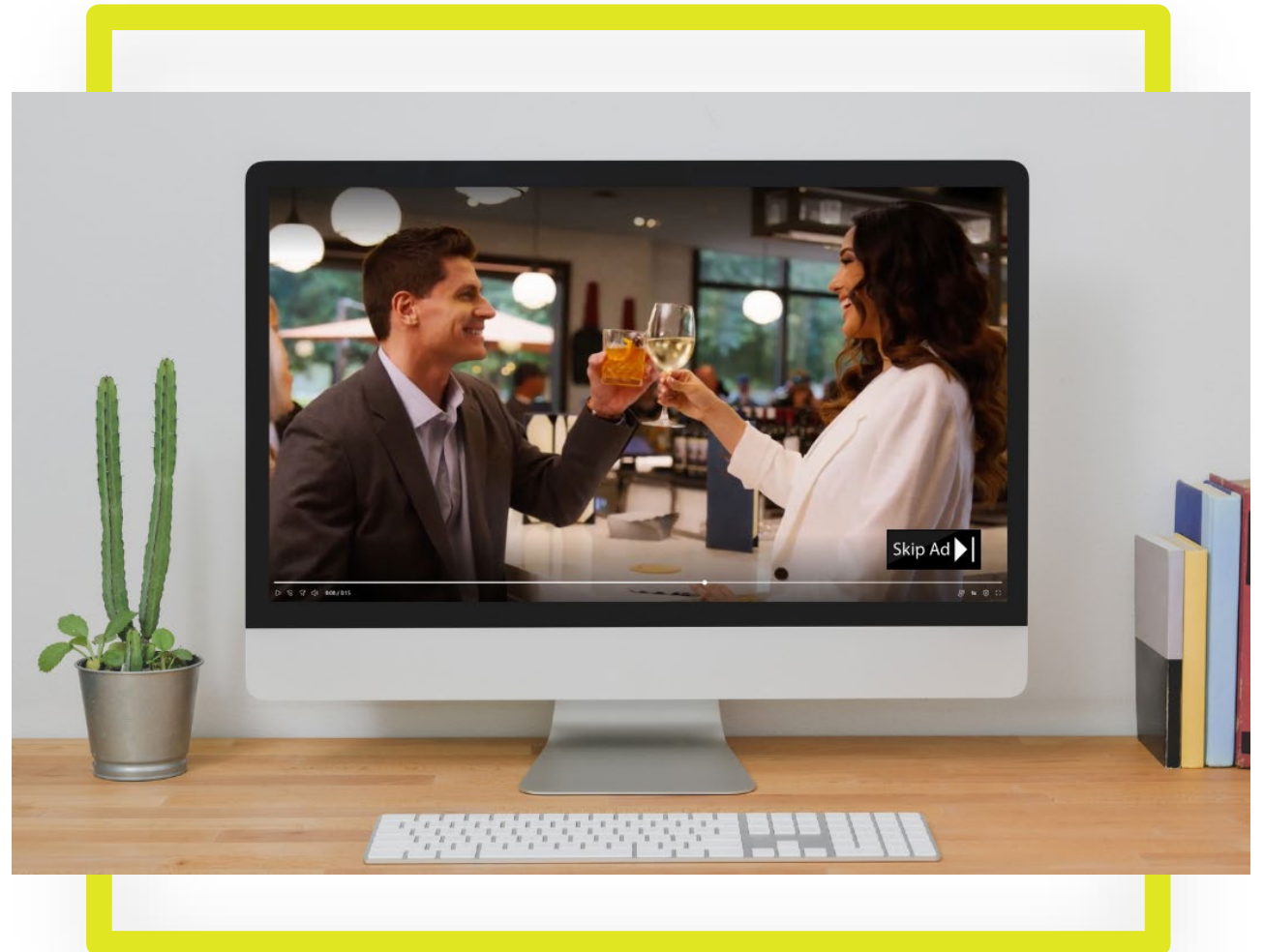
- COUPLES

PERFORMANCE

- 280,106 VIEWS
- 61.36% VIEW RATE
- 456,512 IMPRESSIONS
- LUXURY SHOPPING WAS THE TOP AUDIENCE SEGMENT

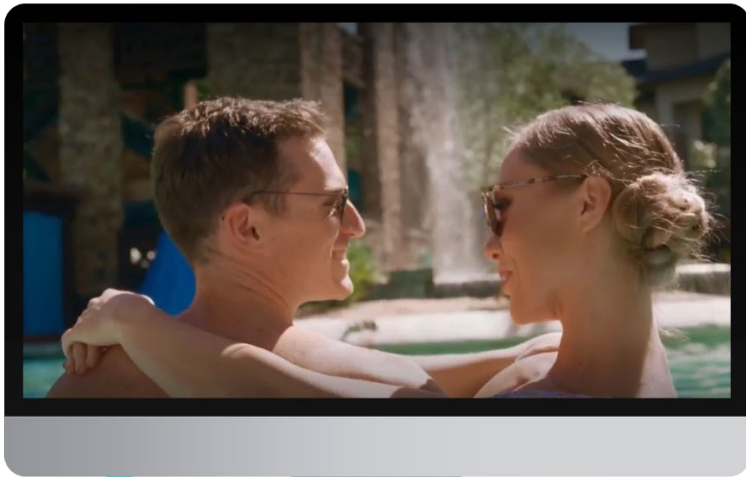


CLICK THE COMPUTER TO PLAY VIDEO

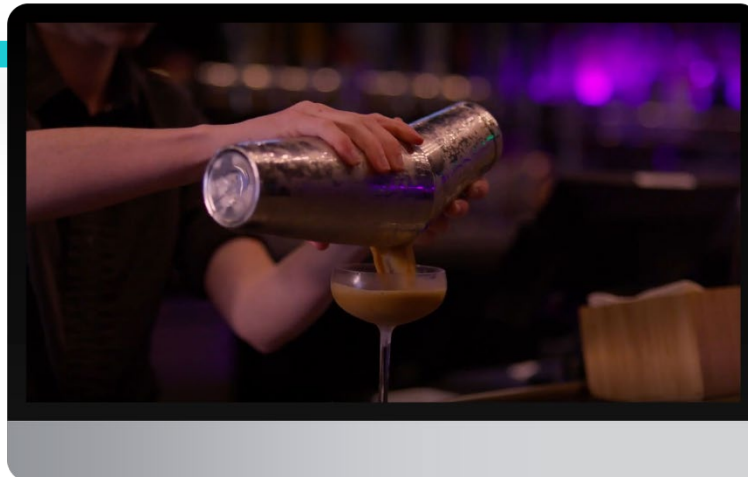


MORE EXAMPLES

0:15 SECONDS



COUPLES



NIGHTLIFE



OUTDOORS



CLICK THE COMPUTER TO PLAY VIDEO

TELEVISION AD

0:30 SECONDS



0:30 SECOND TV SPOT ON NBC

This 30 second video will be aired on NBC during The Chevron Championship, which is being held in The Woodlands for the first time in 50 years after relocating from California.

Visit The Woodlands' video will be aired on this national TV channel six times throughout the course of The Chevron Championship, the first LPGA Major of the year.



CLICK TELEVISION TO PLAY VIDEO

REDEFINE WINTER CHILL

0:30 SECONDS

DATA INFORMED DECISIONS

Leveraging consumer geolocation data, Visit The Woodlands created an actionable campaign focused in key cold-weather markets targeting the traveler ready to enjoy a warmer, chill vacation in The Woodlands. The 0:30 second video was branded for this campaign.

RESULTS TO-DATE (CAMPAIGN STILL IN MARKET)

AMAZON CTV

- 98.55% VIDEO COMPLETION RATE
- 478,566 IMPRESSIONS
- CHICAGO HAD LARGEST NUMBER OF IMPRESSIONS



CLICK TELEVISION TO PLAY VIDEO

MORE EXAMPLES

0:30 SECONDS



COUPLES



FAMILY



OUTDOORS



CLICK THE COMPUTER TO PLAY VIDEO