



VISIT
THE WOODLANDS
TEXAS

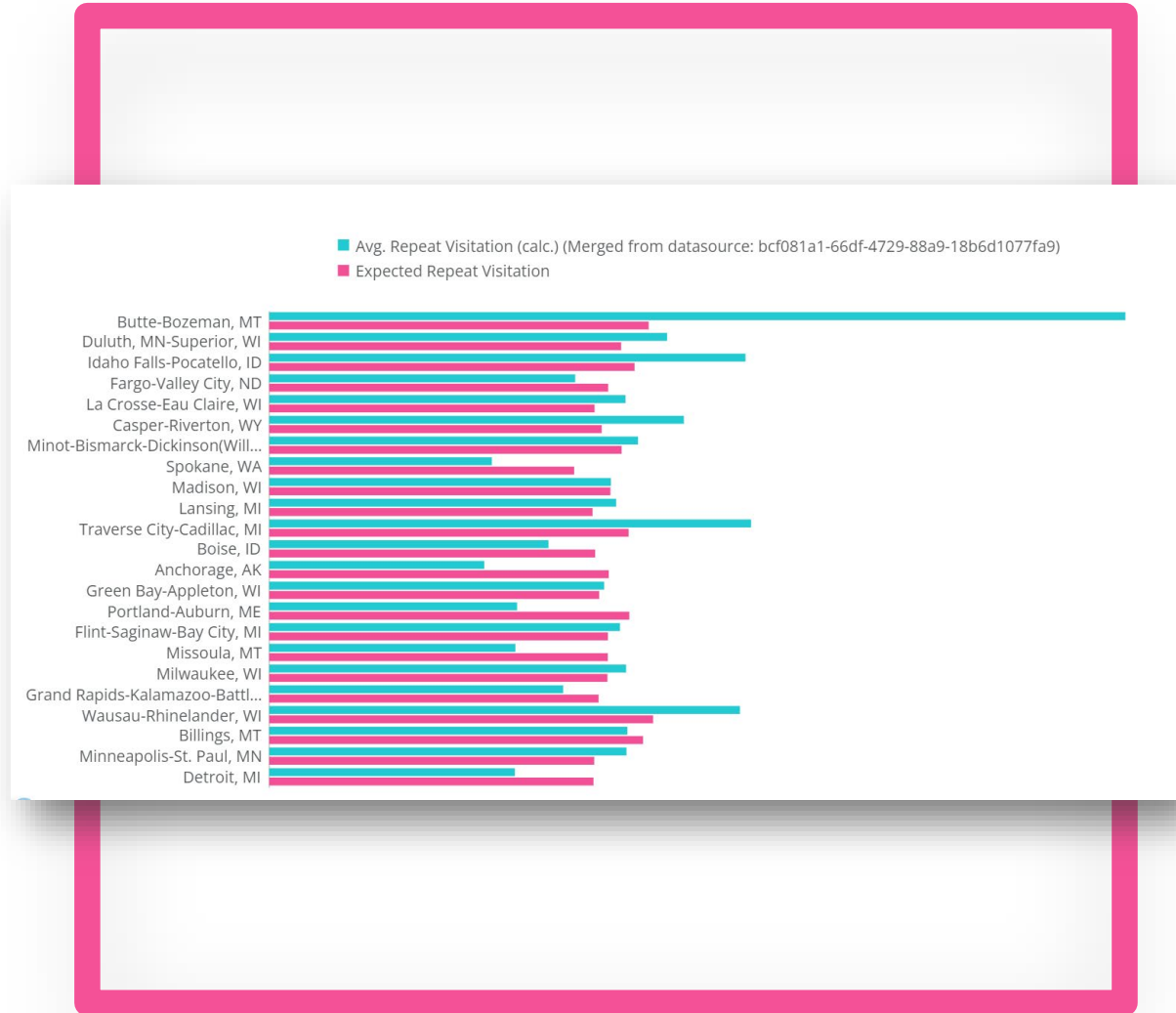
REDEFINE WINTER CHILL

AVA AWARDS, DIGITAL AD CAMPAIGN

REDEFINE WINTER CHILL

CAMPAIGN BRIEF

Leverage consumer-data to create an actionable campaign focused in key cold-weather-markets targeting the traveler ready to enjoy a warmer, chill vacation in The Woodlands.



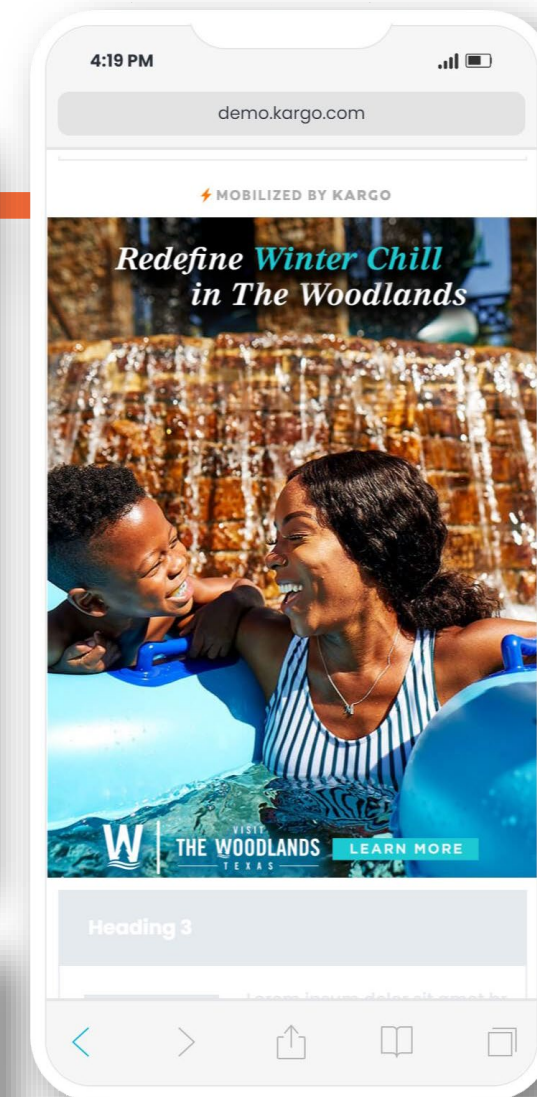
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TARGETING PARAMETERS

- Top 5 Coldest U.S. States
- Top U.S. Market by Repeat Visitation vs. Expected Repeat Visitation
- Top U.S. Market by LOS vs. Expected LOS
- Top U.S. Market by Total Measured Arrivals

TARGETED METROS

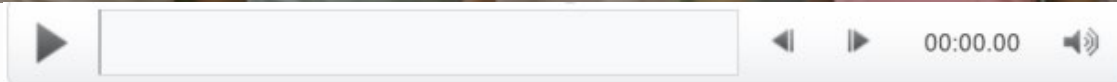
- Milwaukee, WI
- Madison, WI
- Detroit, MI
- Minneapolis-St. Paul, MN
- Grand Rapids-Kalamazoo-Battle, MI



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PLACEMENTS

- High Impact Native
- Instagram Reels
- Digital Out of Home + Remarketing
- Amazon CTV + Remarketing
- Prospecting & Remarketing Banners & Video Pre-Roll



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CAMPAIGN PERFORMANCE

Note: Campaign launched in December 2022 & will run through early March 2023. Final campaign performance results to come.

Placement	Impressions	Clicks	Video Completions
High Impact Native	951,912	1,143	N/A
Instagram Reels	469,285	4,638	15,478
Digital Out of Home	50,839	N/A	N/A
Digital Out of Home Remarketing	84,126	239	N/A
Amazon CTV	111,358	N/A	109,398
Prospecting & Remarketing Banners & Video Pre-Roll	604,903	2,181	20,805
TOTALS	2,272,423	8,201	20,805