



AWARD

The Underdog

WINNER

Oklahoma Tourism & Recreation Department - RoadTripOK

Agency

The VI Marketing and Branding, Retrospec Films



BACKGROUND & CONTEXT

The Oklahoma Tourism and Recreation Department coordinates the agency's marketing and promotions efforts. The division administers programs designed to build awareness of the state as a destination and educates about the economic importance of the Oklahoma (OK) travel and tourism industry.

For the "RoadTripOK" campaign, the department wanted to boost OK tourism. With people hesitant to travel due to the COVID-19 pandemic, the campaign highlighted activities through a socially distant road trip. The target audience for the "RoadTripOK" campaign was travel-intenders aged 18+ living in Oklahoma, Texas, Arkansas, Kansas and Missouri. In-state and neighboring state users were also targeted with the "RoadTripOK" campaign to encourage drivable trips to the state. This became a very effective group to target following the outbreak of COVID-19 in early 2020, as Oklahoma offers many activities that allow people to remain socially distanced.

CAMPAIGN OBJECTIVES

There were three primary objectives for this campaign:

- \$4M generated in hotel revenue in 2020
- 20:1 ROI goal in 2020
- 50% increase in TV screen views in 2020

The campaign also aimed to increase travel consideration among Oklahomans and those in neighboring states, while also increasing subscribers and watch time of the videos on the YouTube channel.

CREATIVE STRATEGY

The creative vision behind the "RoadTripOK" campaign followed four individuals, a group of photographers and videographers, as they traveled around the state of Oklahoma. This crew visited 52 different travel destinations and promoted three different attractions at those destinations. They worked with the state's lieutenant governor along with the Oklahoma Tourism and Recreation Department to coordinate this plan and rolled out a new "RoadTripOK" episode each week.

As these weekly episodes were produced, VI Marketing and Branding activated the campaign by rolling out a new "RoadTripOK" episode each week and promoting these episodes through TrueView discovery ads. With consistent and engaging content, they could show their target audience all that Oklahoma has to offer and encourage them to travel Oklahoma.

The agency capped off the year by promoting the "RoadTripOK" series trailer through TrueView in-stream ads, which promoted the series as a whole.



WHAT ROLE DID YOUTUBE PLAY?

The weekly episodes were promoted through TrueView Discovery ads, which encouraged viewers to subscribe to the YouTube channel, increase overall views, and drive consideration of visiting OK. TrueView in-stream ads helped to expand reach and generate awareness.



OVERALL EFFECTIVENESS

The Oklahoma Tourism and Recreation Department defined success by measuring overall traveler volume and travel revenue generated for the state. Travel revenue for the state is measured by lodging revenue in hotels, cabins, and other overnight stays.

This campaign outperformed benchmarks and generated nearly:

- **~\$7M in projected lodging revenue**
- **33:1 ROI**
- **8,000 increase in subscribers**
- **40,000 total hours watched of the series**
- **60,000 views occurred on TV screens alone**

\$7M in projected lodging revenue

Source: YouTube Analytics and Google Ads

WHY DID THIS CAMPAIGN WIN?

This campaign showcases creativity, personality, and tenacity, showing it doesn't take a big budget to make a big impact. The Oklahoma Tourism and Recreation Department used YouTube tools and regional targeting to promote the state in a relevant and safe way during COVID-19, while engaging and entertaining viewers, all on a limited budget.

LESSONS LEARNED

- **Adapting to Meet the Moment with YouTube:**
The Oklahoma Tourism and Recreation Department designed its campaign for the COVID-19 environment, as well as regional targeting and TrueView discovery and in-stream ads to promote the series.
- **Maximizing Impact on the Big Screen:**
The "RoadTripOK" long-form content naturally leant itself to the "sit back" engagement style of connected TV placements, allowing the audience to enjoy the content and motivating them to action.

"I really appreciated the amount of content created and the weekly programming. I thought it was a really well-done program from the standpoint of a small team and how **they utilized YouTube really well.**"

Kimberly Doebereiner, Director, Future of Advertising, Procter & Gamble

