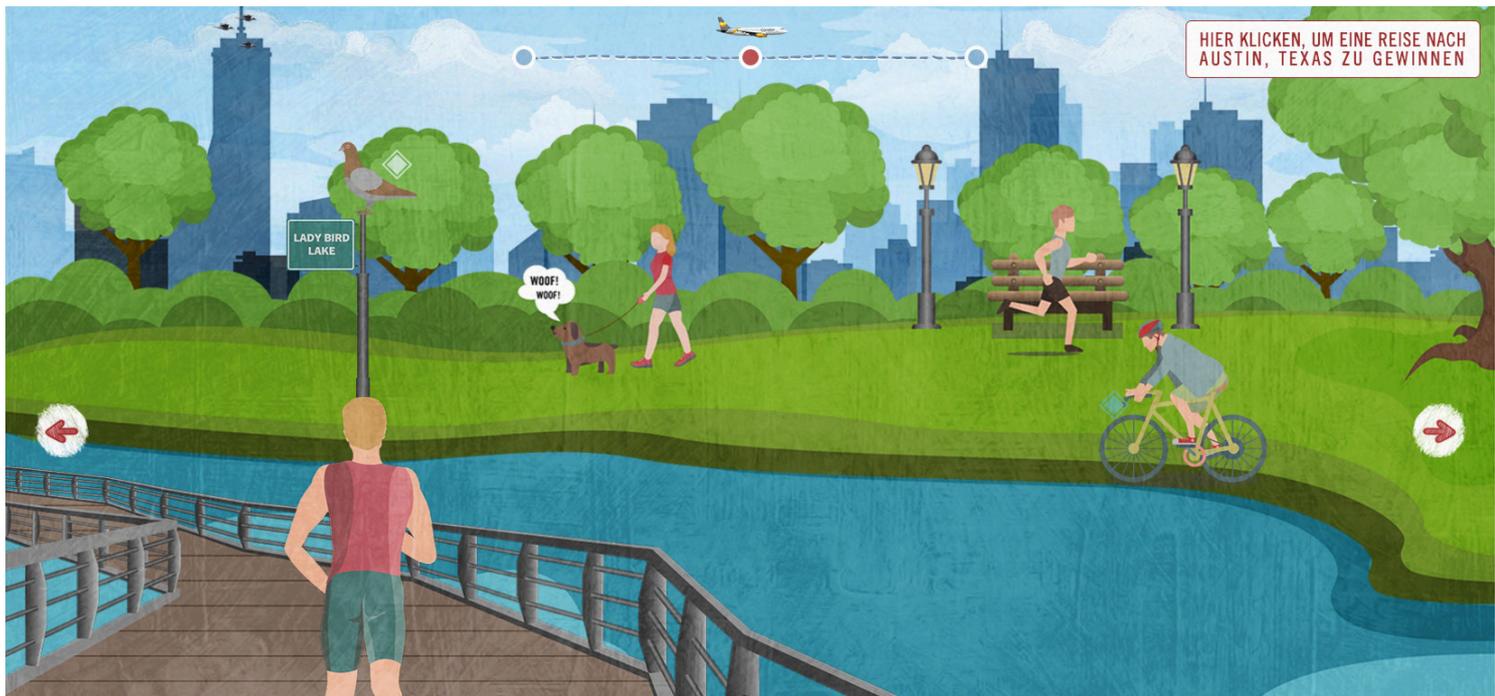


Best Use of Social Media



Austin

Entered by Visit Austin



To help ensure Condor Airlines' Austin/Frankfurt flight launch was successful, we set out to promote the new flight and create awareness of Austin in Germany. The digital campaign we created included a custom-built microsite, incorporating a competition, promoted with a paid social media and influencer campaign.

In the campaign, we showcased what Austin offers visitors with an engaging, easy to use and playful digital microsite. Knowing German travellers' areas of interest from past campaigns, in addition to the flight, we promoted Austin's food trucks, barbecue, outdoors activities, live music, nightlife and our Formula 1 track, Circuit of the Americas.

To support the primary objective of awareness while enticing users to engage with content to educate them about Austin, we integrated a competition that lived on a custom-built microsite and through social content. The campaign was executed entirely in German, and supported by not only a media buy, but influencer support from travel and foodie tastemakers on Instagram. These influencers lived in Germany and had relevant audiences Visit Austin would not have been able to reach through their own channels. We also set out to obtain competition entries and email opt-ins for both Visit Austin and Condor Airlines.

For the Afternoon in Austin campaign, users were invited to explore 3 different scenes in Austin, Texas, and discover unique photos, gifs, and engaging content to share on social media. They were also offered the opportunity to enter to win a trip to Austin for two including roundtrip tickets on Condor Airlines, a hotel stay, and \$500 gift card for dining and shopping.

To amplify the campaign, we ran website click ads and promoted posts in German on Facebook and targeted German residents who were interested in international travel, music, urban environments, outdoor activities, culinary topics etc We also partnered with travel and culinary influencers in Germany to spread the word on their own channels, reaching an even larger relevant audience.

The results showed the success of a highly-targeted campaign, with more than 97% of engaged users being German residents and 96% users accessing the site through social media. The campaign was also supported with not only media, but German resident travel influencers, allowing the Austin CVB to reach audiences beyond Austin's owned channels, and garnering more than 4.5 million impressions. Other highlights of the campaign include nearly 2,500 competition entries, 900 email opt-ins, more than 25,000 unique visits to the microsite, 41,000 pageviews of the microsite and 86,000 campaign engagements.