

Case Study: Building Awareness

A brand awareness campaign with
Austria National Tourist Office



Summary

- The Austrian National Tourist Office engaged Sarah & Terry Lee of LiveShareTravel and Abi King of Inside the Travel Lab in a campaign to promote a selection of its luxury hotels, known as Austria's Finest Experience Hotels.
- The project involved two short trips to Austria, in September 2014, to stay at three of the Finest Experience Hotels, promoting them on social media and through blog content.
- This was the latest of many campaigns the two sites have completed with the Austrian National Tourist Office, and resulted in excellent engagement and a considerable amount of multimedia content, given the short nature of the trips.



Campaign actions

- LiveShareTravel and Inside the Travel Lab visited three hotels in Austria, promoting them through real time social media updates, using the hashtags #VisitAustria, and a dedicated hashtag #15hotels (the number of properties in the Finest Experience Hotels group) for analytical tracking.
- This was followed with the publication of four stories, plus inclusion of one of the hotels in a 'best of travel 2014' story.



Campaign results: editorial and video

- The following stories were published resulting in more than 5,000 page views:
 - [Carving out the luxury experience in Tirol, Austria](#)
 - [Mountain magic at one of the most luxurious hotels in Austria](#)
 - [Spa, swim, stride in Austria](#)
 - [More mountain food: Maultaschen in Austria](#)
 - [Best places to go: seven travel stars from a year of travel](#)
- Two videos garnered more than 11,000 YouTube views.



One of the most luxurious hotels in Austria: Bio Hot...



Kaiserhof Hotel one of the most luxurious hotels in...



Campaign results: social media

We judge social media results in more than just numbers. Here we detail the numbers of engagements as well as highlighting sentiment expressed by followers.

Facebook

Reach (opportunities to see): 16,015

Engagements (likes, comments and shares): 689



Campaign results: social media

Twitter

According to the Tweetreach report exposure of 962,000 (or opportunities to see), reaching more than 239,000 Twitter accounts.

One of the top links from Twitter was to the Finest Experience Hotels page on the Austrian National Tourist Office's website.

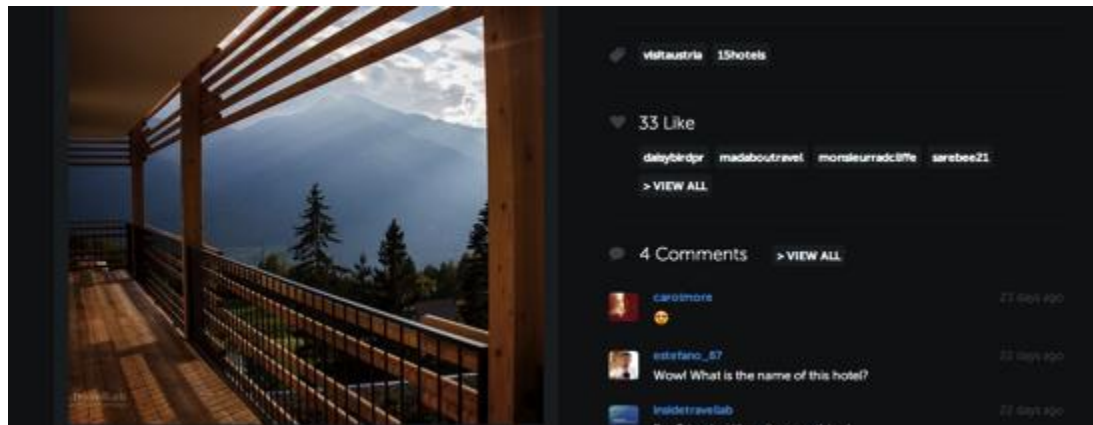
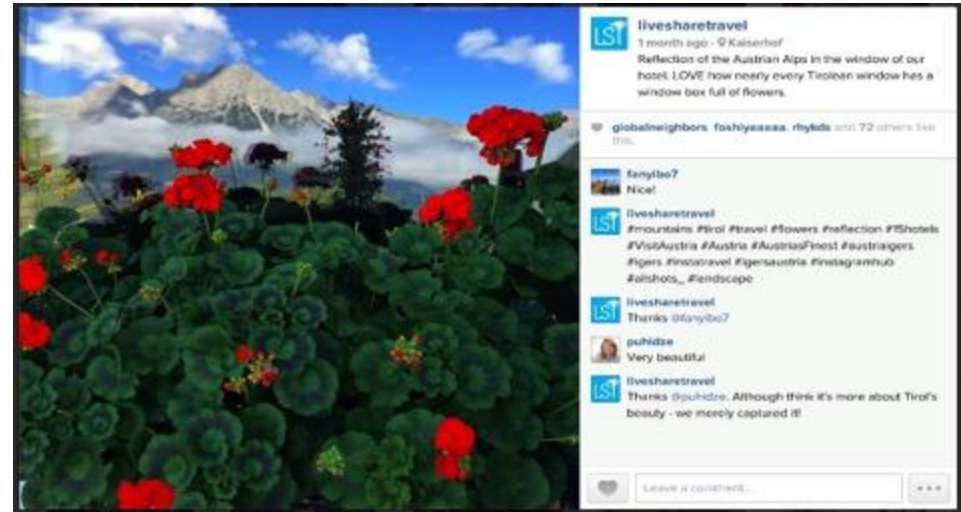


Campaign results: social media

Instagram

18 photos, 3 videos produced

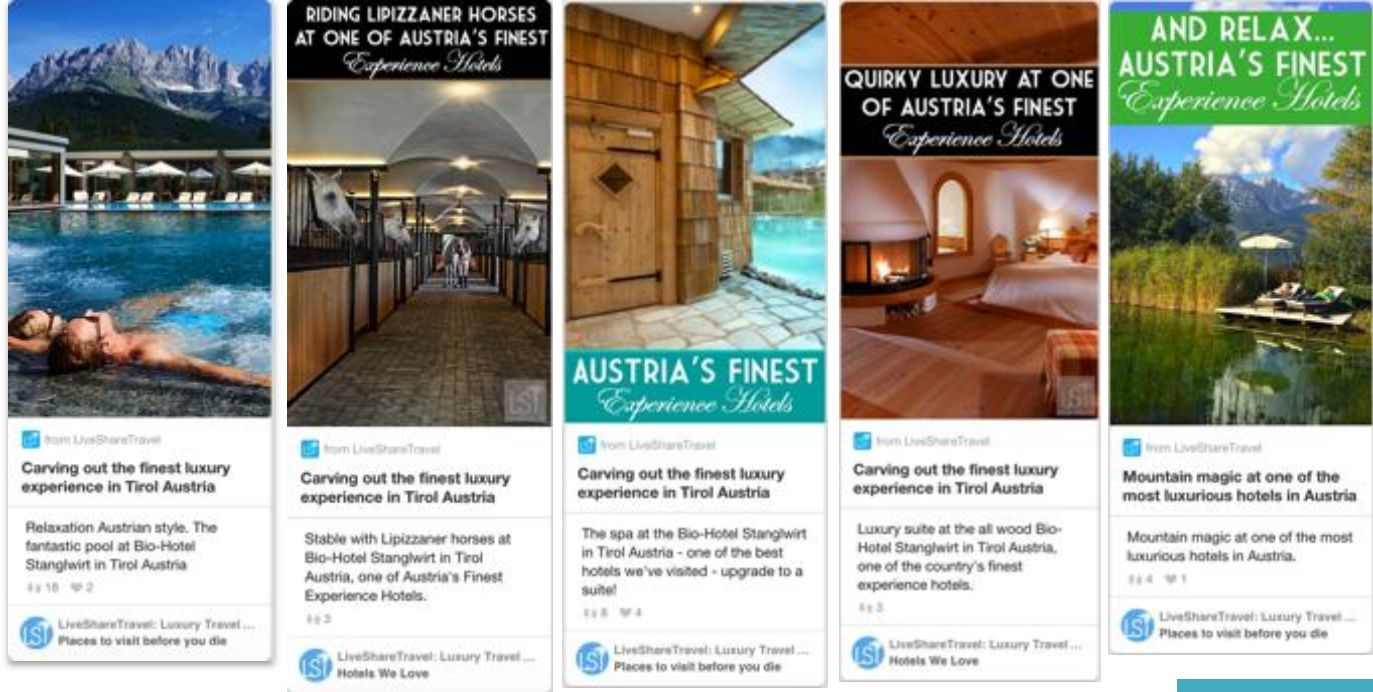
745 engagements (likes and comments)



Campaign results: social media

Pinterest

Numerous pins highlighting the hotels' features were created and shared on Pinterest, including on group boards and independently by readers.



Our client said

“Abi King, Sarah and Terry Lee were amongst the first bloggers the Austrian National Tourist Office worked with. Over the years we have formed a very good partnership. Whether working on a campaign, or looking for advice, they have always supported us/pointed us in the right direction.

“We hope to continue this relationship with Captivate, and look forward to further collaborations in the next years.”

Martina Jamnig, Austrian National Tourist Office



Conclusion

Austria's Finest Experience Hotels project was a relatively small UK market campaign. It included two blogs taking short visits to each hotel. However, it achieved substantial success, building awareness of this group of 15 hotels, with particular reference to the three visited.

It offered extensive online exposure for each hotel, plus it created a desire among travellers to visit them.

Using the Online ROI Calculator, the campaign resulted in a Return On Investment of more than 11 times the cost, and an AVE in excess of £30,290*.

*Currently the calculator measures just post performance and Twitter. Therefore other engagements, such as Facebook, YouTube, Instagram, Pinterest are not included in these figures.



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Captivate's services include:

- Developing concepts and managing marketing campaigns
- Blogger outreach and provision
- Editorial content production
- Social media marketing campaigns
- Video production
- E-book production
- App development
- Training and seminars

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