

# Tourism Vernon

## CASE STUDY

Tourism Vernon aimed to raise awareness and attract more visitors to Vernon, BC, by showcasing curated travel experiences and local events. To achieve this, they needed an effective way to reach and engage Canadian travelers, helping them plan their ideal Vernon experience and stand out in a competitive tourism market.



## STRATEGY

Postmedia developed a tailored, multi-channel strategy for Tourism Vernon to effectively raise awareness and engage Canadian Travelers. The aim was to help visitors discover Vernon, BC, by reaching them through channels that would generate both interest and active engagement with the destination.

### Key Solutions:

- **Digital Audio Advertising:** Targeted audio ads were delivered to listeners based on demographics, activities, and playlist preferences, providing a more personalized and interactive experience.
- **Sponsored Content on National Post:** Strategically content was placed to showcase Vernon's offerings and engage a broad audience of potential visitors.
- **Programmatic Display Ads:** Programmatic ad networks were leveraged to increase reach and ensure targeted engagement with individuals interested in travel and related activities.

## RESULTS

Through continuous monitoring and optimization based on real-time data, the campaign saw significant improvements, including a surge in audio ad listens, increased clicks, and a reduced cost per lead. The client was very pleased with the outcomes, particularly the high completion rate of the audio ads and the overall increase in listens.

**303K+**

LISTEN STARTS  
BENCHMARK = 220,879

**5,476**

CLICKS

**\$0.01**

CPL

**285K+**

LISTEN – UP TO 25%  
BENCHMARK = 208,719

**282K+**

LISTEN – UP TO 50%  
BENCHMARK = 207,260

**280K+**

LISTEN – UP TO 75%  
BENCHMARK = 206,047

**277K+**

LISTEN – UP TO 100%  
BENCHMARK = 203,402