

Dollywood/Pigeon Forge Co-Op Campaign

The objective of the Dollywood/Pigeon Forge - Co-Op campaign was to increase awareness of Dollywood's seasonal festivals and on-site resort among individuals strongly considering a visit to Pigeon Forge. The campaign aimed to leverage the target audience from the Destination Marketing Organization (DMO) partner, Pigeon Forge, Tennessee, and provide a compelling reason for them to visit Dollywood.



STRATEGY

To attract more visitors to Dollywood, the marketing strategy targeted people already interested in Pigeon Forge through their digital media campaigns and mobile ID audience segments. The goal was to capture these individuals' attention and encourage them to choose Dollywood as their next destination.

EXECUTION

THE CAMPAIGN RAN FOR NINE MONTHS:

The campaign ran for nine months, from March to December, ensuring prolonged exposure to the target audience during their decision-making process.

THE PRIMARY MARKETS TARGETED:

The primary markets targeted included GSA, Nashville, Atlanta, Chattanooga, Lexington, Charlotte, Huntsville, and Birmingham.

Additionally, the campaign strategically had core markets:

such as Knoxville and Tri-Cities and ten other market sets that made sense for driving tourism, such as Chicago, Charleston, Greensboro, and Washington, DC.

The tactics used in the campaign included Video Instream, Mobile Audio, Native, Display, and Search-Based Display. These channels allowed for a multi-faceted approach, reaching the target audience across various platforms and formats, ensuring maximum visibility and engagement.

RESULTS

The campaign successfully served 30 million impressions to the target audience, creating significant exposure for Dollywood's seasonal festivals and promotions.

THE CAMPAIGN GENERATED OVER 137,000 QUALIFIED CLICKS

to the designated landing page, demonstrating strong interest and engagement from the target audience.

The overall click-through rate (CTR) of 0.44% exceeded the industry average, indicating the campaign's effectiveness in capturing the attention and driving click-throughs.



OVER 50,000 VISITORS IN 2022

can be attributed to Orange142's co-op advertising approach, meaning these consumers were exposed to our advertising campaign and ultimately visited the destination.

This led to less than \$10 per visitor conversion from Orange142 advertising.

The Dollywood/Pigeon Forge - Co-Op campaign effectively leveraged the existing audience from the DMO partner, Pigeon Forge, to increase awareness and consideration of Dollywood as a destination.

The campaign successfully reached and engaged potential visitors by aligning the messaging with the audience's interests and intent, resulting in significant impressions and qualified clicks. The campaign's strategy and execution demonstrated the power of collaboration and targeted marketing, highlighting the importance of leveraging existing partnerships and audiences for mutual benefit.

Get in touch to find out more.



"Escalating media costs and segmented audiences are providing a challenge to all marketers. Creating a co-op strategy with a variety of partners sharing the same broad objective has been incredibly helpful in Dollywood expanding its marketing base. Utilizing the talents of SME firms like Orange to assist in strategy development, execution and tracking has shown to be very effective."

— Pete Owens, Vice President Marketing and Public Relations, Dollywood.

Data-driven analytics. Creative thinking. Leading-edge technology. We want to use our tools and knowledge to meet your needs and enliven your business. **We are Orange.**

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