



J N S | N E X T

CASE STUDIES



CASE STUDY

THE CHALLENGE

In partnership with Visit Palm Springs, JNS Next introduced the “You be you” brand campaign, an initiative shaped by over a year of in-depth research and strategic analysis. Drawing from diverse data sources including past media performance, Placer.Ai, GA4, social listening, and more than 5,500 consumer surveys, the campaign demonstrates how multiple streams of information can come together to build a cohesive, authentic and timely message. “You Be You” is an invitation for travelers to embrace their authentic selves in one of the most welcoming and vibrant destinations in the world, and celebrates the city’s legacy as a trailblazer in inclusivity, creativity and self-expression.

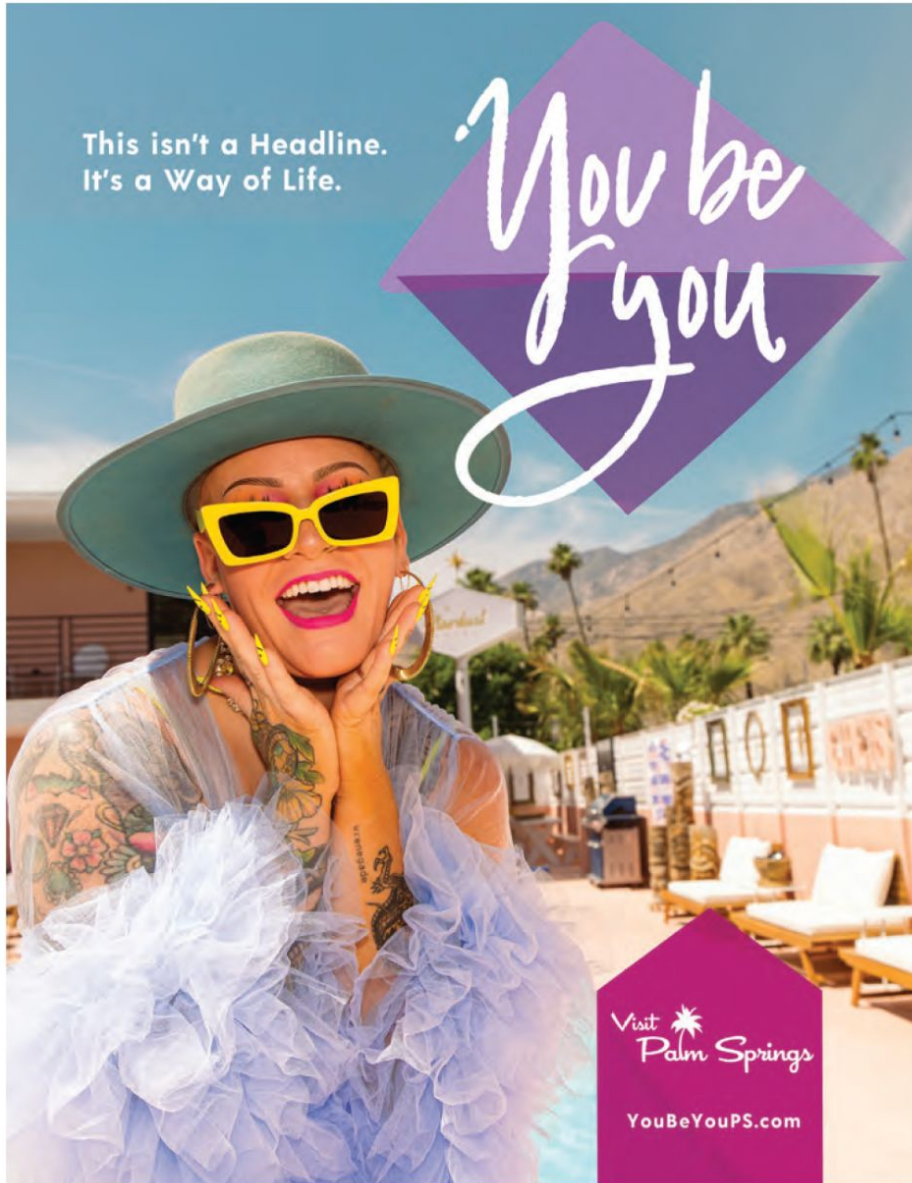
GOAL

To position and drive awareness of Palm Springs as more than just a destination. It’s a feeling. It’s a state of being. “You be you” isn’t a tagline. It’s a truth that’s been woven into Palm Springs for generations. A place known for its bold lifestyle, creativity, and the celebration of self-expression. It’s where the vibrant meet the peaceful, where retro energy meets modern confidence, and where everyone belongs, especially the parts you’ve been hiding.

Because Palm Springs doesn’t ask you to fit in. It reminds you that you already do.



[Watch the YouTube Campaign Video Playlist](#)



CREATIVE STRATEGY



EXECUTION

In Palm Springs, the invitation is simple: be unapologetically you. And let your self-expression thrive. Locals and visitors energize a vibrant mix of creativity, inclusivity and modern sophistication that keeps Palm Springs timeless yet ever evolving. This campaign amplifies that story, shifting from a simple introduction to an open invitation; a call to live freely, love deeply and truly **be you** in Palm Springs.

The campaign celebrates the city's legacy as a trailblazer in inclusivity, creativity and self-expression. From solo adventurers and love-struck couples to proud families, fabulous friend groups or remote work visitors, Palm Springs is a destination where everyone belongs. **You be you comes to life through cinematic video, digital and traditional channels, social media platforms and in-person** for those traveling to the destination to be themselves.



RESULTS:

The Visit Palm Springs “You be you” campaign launched in September 2025 and while our social and digital media click through rates and engagement have far exceeded industry benchmarks, we are in the early stages of measuring success.

As the campaign progresses, we will have data on everything from the first step of the consumer journey (website visits and accompanying actions such as deeper page visits, visitor guide requests and eNewsletter sign-ups) to the last step in the form of visitation and consumer spending tied to media.

Given the positive sentiment and feedback from viewers so far, and the fact that local stakeholders fully embraced, adopted and have started to amplify the campaign, utilizing messaging and assets from our toolkit for their own use, we believe that media metrics and real world business impact will be very strong by the end of the fiscal year.

REAL WORLD IMPACT



J N S | N E X T

MEDIA RESULTS

Campaign KPIs: **visitation and consumer spending**. If one or both of these things are below expectations, we do not feel the campaign was successful, even if we did increase web traffic or drive more video views. We build campaigns around these core KPIs.

To ensure we are measuring what truly matters, we work with vendors who cannot only measure website-based actions such as landing page views, visitor guide downloads or newsletter sign-ups, but **visitation and spending attributed to media** campaign exposure. We not only build comprehensive dashboards to measure success along the way, but provide detailed post-campaign wrap up reports that provide a road map for success for future campaigns.

Campaign Timeframe	6 months
Media Investment	\$80,000
Individuals Reached	1,500,000 unique individuals
Destination Visitation	22,700 consumers
Consumer Spending	\$5,600,000 (cc transactions)
Return on Ad Spend	70:1



BRAND + MEDIA CASE STUDY

JNS Next, as part of the Vision Collab (an alliance of four independent agencies) conducted in-depth research and developed the platform that brought Dallas's new brand to life. We conducted qualitative research with over 1,500 surveys, 31 one-on-one stakeholder interviews, 8 qualitative focus groups, 3 customer advisory board groups and 3 brand workshops. We also conducted quantitative research with 14 consumer focus groups in 7 national markets, 4 local focus groups, 3 customer advisory board groups and 1 national study. Then, we really got to work.

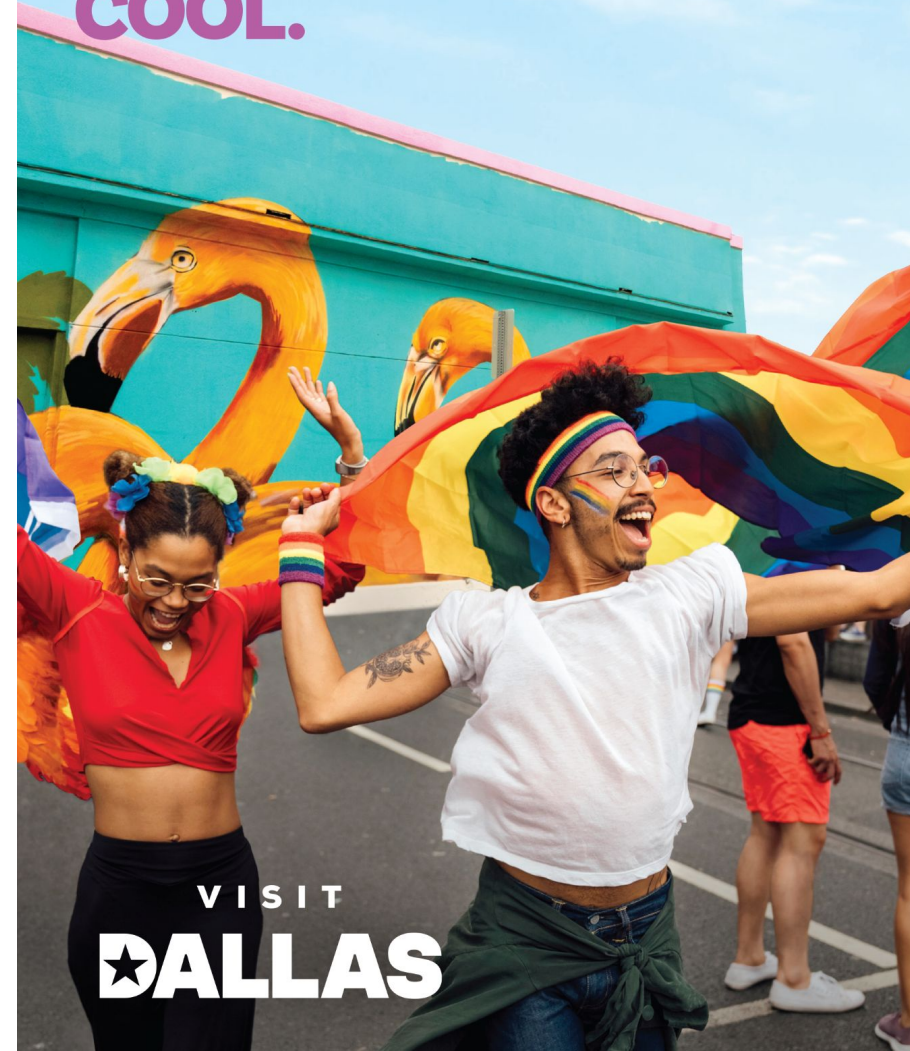
We successfully redefined what Dallas is: a maverick, can-do spirit, with the creative expression of just the right amount of swagger. We elevated Dallas as a bold, welcoming, must-visit destination to benefit our community and visitors.

JNS Next served as the advertising partner for Visit Dallas working under Greenhaus Agency, and **we strategically launched the brand locally with a full-funnel media and advertising blitz.** The campaign was seen across billboards, digital OOH, bus wraps, wallscape/murals, print ads, digital ads, content stories, streaming audio, CTV and more, in both English and Spanish.

THE CHALLENGE

Create and launch a new brand, positioning and marketing campaign for Visit Dallas. Fill and support Dallas hotels during the upcoming 5-year remodel of the Dallas Convention Center to support lost room nights.

ONLY PACKING
COWBOY BOOTS
AND ROLLER SKATES?
COOL.



LEISURE STRATEGY

Nationally, we identified new key markets that Dallas had yet to reach, utilizing a market analysis tool to understand potential ROI.

The audience approach for the FY24 campaign shifted from an attitude-based model to a pillar-based one, emphasizing a more structured and brand-focused strategy. Instead of segmenting out specific personas based on demographics (families, LGBTQ+, diverse communities), our approach involved integrating these elements throughout the entire campaign, incorporating them into targeting, media placements, and creative components across all tactics. Our strategy involved reaching specific demographics within each audience segment that delved into the characteristics of each segment.

We created 7 new audience segments and launched the campaign in a three tier market strategy during a key need-period for Dallas. This included a market takeover of Chicago (a new advertising market for Dallas with high ROI potential in the leisure and group side) including billboards (during and on Chicago's Pride Parade route - another key audience group for Dallas, LGBTQ+), print publications, digital OOH, streaming audio, CTV, high-impact ads, OTAs and programmatic storytelling solutions. Other key expansion markets included Los Angeles, New York, Philadelphia, San Francisco, Seattle, Atlanta and more. We focused these emerging markets on awareness tactics and messaging, as they had not been exposed to Dallas messaging in the past. Our in-state and other feeder markets that were more aware of Dallas offerings focused on lower-funnel conversion based tactics and messaging.

MEETINGS STRATEGY

We created a first-to-market meetings advertising solution with CVENT aimed at generating net-new self-contained meetings bookings and revenue for hotels, taking share from out-of-market competitors such as San Antonio, Nashville, Chicago, and more. We focused on generating business during identified need dates at our hotel partners.

At the same time, to launch our new meetings campaign, we took over the arrivals experience at San Antonio International Airport during CVENT Connect (the first time this event was taking place outside of Las Vegas). Attendees were shown Dallas creatives throughout their airport journey, and ahead of the convention, to get them in the right mindset for the show. We also debuted a new booth design, and carried the creative throughout the city on Digital OOH units for attendees outside of the convention center between high-traffic attendee areas.

We also geofenced the event (as well as other key meetings events) to target planners, as well as gather a pool of attendees for retargeting. Our performance max and LinkedIn campaigns also focused on retargeting and successfully optimizing towards RFP submissions.

THE RESULTS

We successfully launched the brand locally, generating buzz and awareness throughout the neighborhoods all across the city. During the national brand rollout months of June through September 2024, we generated over 194M impressions to key targets. Our Tripadvisor **economic impact increased from \$5.7M to \$6.8M and a 50% lift** in clicks to book and 100% lift in estimated bookings from ad exposure. Our Expedia campaign generated over **\$37M in gross bookings** throughout the Fiscal Year.

Meetings: Generated net-new proposals for \$94.7M in RFPs over the course of 3 months from 407 new RFPs and over **244,000 in potential room nights**.

In 2023, 27 million visitors spent \$6.6 billion in the City of Dallas, with a total impact of \$10.5 billion to the city's economy, supporting over 59,000 jobs. This was an increase of nearly 5%. Visit Dallas was directly responsible for over 2.4 million room nights and \$2b in economic impact (more than 20% of all visitor spending)

LODGING **\$1.8 billion**

FOOD/BEVERAGE **\$1.6 billion**

RETAIL **\$1.3 billion**

TRANSPORTATION (local and air) **\$900 million**

RECREATION/ENTERTAINMENT **\$800 million**

The Fiscal Year ended with **386 million impressions** across Display, Traditional, Paid Social, Google, Video and Audio tactics; up from 243 million the previous year. An **increase of 58% YoY**.





THE DALLAS
BRAND IS:
A MAVERICK,
CAN-DO
SPIRIT.

**BRAND PILLARS:
CORE VALUES**

- FOR DISCOVERY OF HISTORY
- CREATIVE, CULTURAL, & INNOVATIVE
- ARTS & ENTERTAINMENT
- NATURE-INSPIRED
- SPORTS & RECREATION

OUR BRAND PERSONALITY

**PHOTO
STYLE:
WHAT DOES
DALLAS SWAGGER
LOOK LIKE?**



VISIT DALLAS

#1 ARTS DISTRICT IN AMERICA

- WE CAN ENTERTAIN
- HISTORIC LIVE MUSIC VENUES
- MUSEUM EVENT ACTIVATIONS
- GALLERY RECEPTIONS
- SKYLINE TAKEOVERS



LARGEST HOTEL PIPELINE IN THE U.S.

- 189 NEW PROJECTS ON TAP
- 24,627+ FRESH ROOMS COMING
- NEW RITZ CARLTON AND JW MARRIOTT PROPERTIES

WHY MEET IN DALLAS?

'cause we can

VISIT DALLAS

ADDING A MILE OF MARGARITAS TO THE AGENDA.

'cause we can

VISIT DALLAS



PUTTING DALLAS HOSPITALITY ON THE AGENDA.

'cause we can

VISIT DALLAS

REDEFINING "CAPACITY" WITH 22,000 NEW HOTEL ROOMS.

'cause we can

VISIT DALLAS



BRAND CAMPAIGN

CASE STUDY

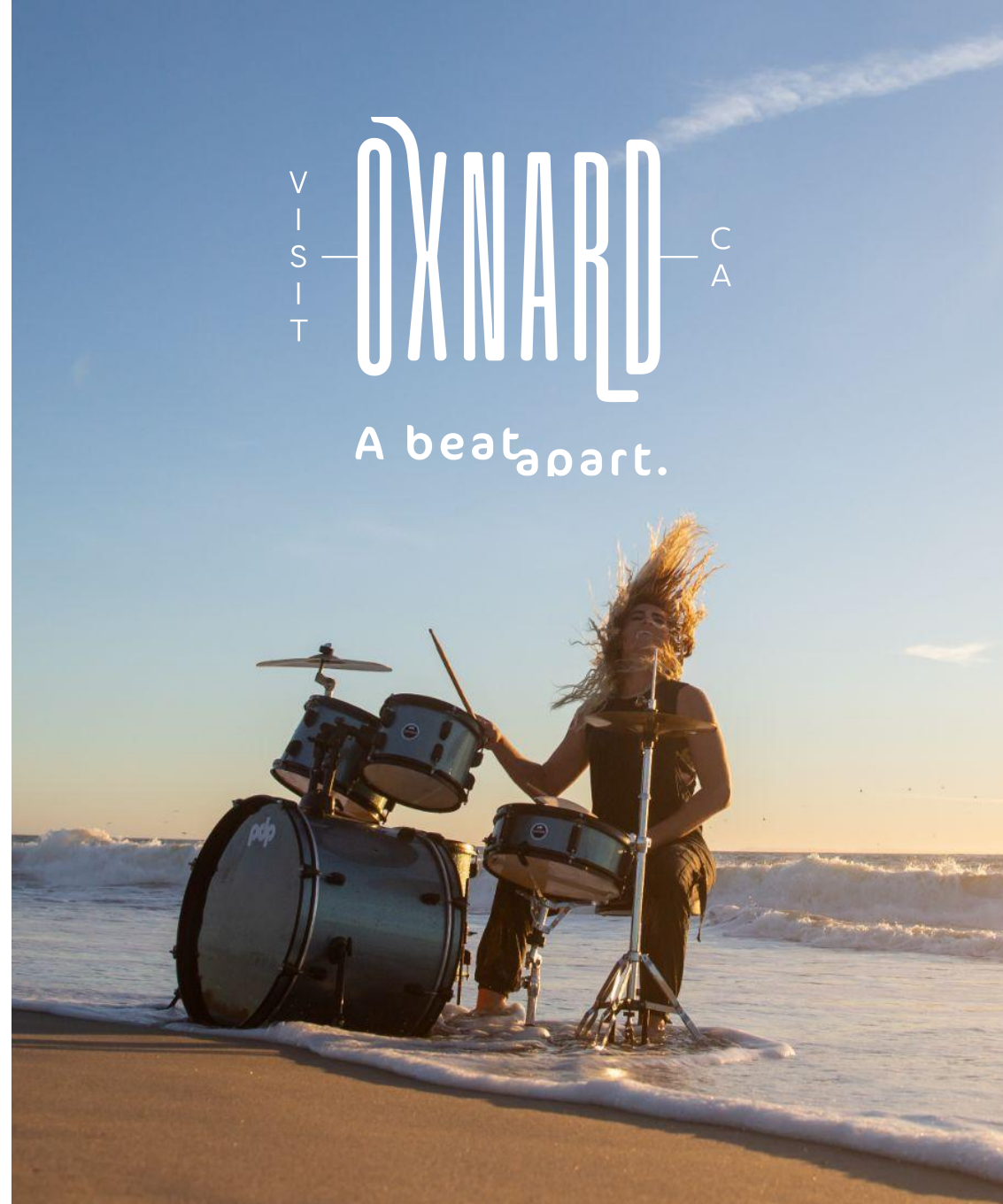
JNS Next partnered with VIsit Oxnard to position and drive the City of Oxnard's awareness as a **vibrant, eclectic destination** while enticing visitors to experience the city's authentic blend of Mexican culture, musical heritage, and funky experiences. The goal was to **drive tourism and increase visitor engagement**.

JNS Next was given the opportunity to develop a **refreshed brand position** to be used across all media platforms. This included an overarching brand tagline, a visual identity that encapsulates Oxnard's offerings, and a compelling narrative that highlights its beach experiences, rich Hispanic culture, dynamic food scene, and deep-rooted community pride.

THE CHALLENGE

Oxnard, California, a coastal town packed with maritime experiences, serves as the gateway to the Channel Islands and boasts highly ranked beaches recognized by Condé Nast and Travel & Leisure. However, despite these attributes, Oxnard struggles with low brand awareness as a vibrant tourism destination. Neighboring coastal cities such as Ventura and Santa Barbara overshadow Oxnard due to their higher brand recognition and stronger marketing reach. As a result, Oxnard is often overlooked as a place to stay overnight, limiting its full tourism potential.

V
I
S
I
T — OXNARD — C
A
A beat _{to} part.





CREATIVE STRATEGY

Visit Oxnard: A Beat Apart

Concept Statement: Visit Oxnard's "A Beat Apart" encapsulates the city's vibrant, diverse cultural rhythms and unique lifestyle, showcasing it as Southern California's best-kept secret. Aimed at reintroducing travelers to an authentic, pristine, and uncharted destination, this concept leverages emotional appeal to highlight Oxnard's distinct story and local pride. Offering great value, it positions Oxnard not just as a place to visit but as a personal and vividly engaging experience that resonates long after the journey ends. "A Beat Apart" serves as an emotional anthem, using video and storytelling to deliver a "different beat" compared to its neighboring coastal cities, inviting visitors to experience Oxnard as a place to call their own.

EXECUTION

The campaign was featured in a long-form destination video along with: :30 and :15-second videos for television, digital platforms, and social media.

To further boost community engagement and support local businesses, an additional campaign, "Ox Marks the Spot," was launched to target visitors within a 50-mile radius. This campaign showcased key locations, experiences, attractions, and dining opportunities, rallying local stakeholders in a fun, edgy, and authentic way to promote Oxnard.

CREATIVE APPROACH

Authentic Storytelling:

Utilizing compelling storytelling techniques to showcase Oxnard's unique essence, highlighting its cultural heritage, music scene, and culinary delights.

Engaging Content:

Showcasing Oxnard's vibrant experiences while encouraging visitor interaction across various platforms, including social media, blogs, and video content.

Immersive Experiences:

Allowing visitors to fully immerse themselves in Oxnard's rhythm through interactive music events, cultural festivals, and culinary tours.

Collaborations and Partnerships:

Creating authentic experiences highlighting Oxnard's local talent through collaborations with artists, musicians, chefs, and cultural organizations.

Vibrant Visuals:

Capturing the energy and spirit of Oxnard's unique vibe through dramatic visual storytelling, including high-quality photography and video.

Integrated Campaigns:

Reaching target audiences efficiently while driving engagement through integrated marketing campaigns across digital, print, and experiential channels.



THE RESULTS

Increased brand awareness and visibility for Oxnard as a distinct coastal destination.

Elevated community engagement and support for local businesses.

Higher visitor engagement, particularly from target demographics seeking authentic and immersive experiences.

Strengthened **stakeholder collaboration** in Oxnard's tourism ecosystem.

The “A Beat Apart” campaign successfully repositions the City of Oxnard as a vibrant, must-visit coastal destination. Through a combination of immersive storytelling, striking visuals, and strategic partnerships, JNS Next helped Visit Oxnard carve out a unique and compelling identity, ensuring it stands apart from neighboring competitors.



Watch Brand Video: https://www.youtube.com/watch?v=u9_1JE_fUqI



CASE STUDY

THE CHALLENGE

Position Greater Palm Springs as a must-visit destination with unique experiences and hotels through innovative strategies and impactful media presence. Drive overnight visitation to the destination hotels and vacation rentals, while increasing overall economic impact of tourism and destination vitality. Promote Greater Palm Springs as a great leisure and group meetings destination.

THE SOLUTION

Over the last 17 years, JNS Next has created comprehensive marketing and advertising campaigns to distinguish Greater Palm Springs from its competitors, and drive overnight visitation via smart audience targeting combined with diverse and impactful media across the United States and abroad.

The Right Media Mix: The plans have included a mix of print, digital, organic and paid social, television, cable, CTV, outdoor, radio/streaming audio and activations within key drive and fly markets. JNS Next also created a comprehensive off-season campaign from May through September including a summer message and co-op program for partner participation. These programs and campaigns have consistently driven off-season visitation through strong value propositions for potential tourists and enhanced our partners ability to extend their budgets and reach audiences and market they may not otherwise would have been able to.

The Right Audience: While we continue to focus on specific content pillars (Families, Outdoor Adventure and LGBTQ for example) we realize that nobody falls exclusively into just one of these pillars. Everyone has diverse interests and as such our audience strategy blends broad “travel intender” targeting with audience segmentation to generate significant reach across all target markets, but also allowing us to speak to more specific personas to highlight all that the Coachella Valley has to offer.

visit  greater
palm springs
find your oasis



2025 APPROACH

Leverage data and insights to build and execute a full-funnel marketing campaign to drive incremental leisure and business travel and economic impact in the Coachella Valley.

- Media approach that incorporates the customer journey from awareness to conversion incorporating seasonality and always on tactics
- Focused budgetary support during key/seasonal periods that need stimulus to meet stakeholder needs
- Own the Active Desert identity and showcase VGPS as a blend of luxury, wellness, and outdoor adventure to defined audiences
- Amplify inclusive and diverse businesses and experiences within the VGPS community throughout marketing efforts
- Prioritize personalized content and creative partnerships to meet travelers where they are to create excitement and drive engagement
- Paid Social approach that is specific to each platform and audience
- Double Down on Domestic segments: Drive and 1-stop markets where a vast majority of visitation originates



STRONG PERFORMANCE METRICS

Visit Greater Palm Springs achieved exceptional results in 2025 through innovative campaigns, strong partnerships, and targeted initiatives. Our efforts increased overall visitation and economic impact, supported stakeholders, strengthened community engagement, and drove year-round demand, solidifying them as a premier travel destination.

In Q4 of 2024, we helped to **successfully launch their brand campaign**, *Escape Your Ordinary*. By generating significant reach and frequency across all key audiences and markets we achieved HUGE economic impact and incremental visitation/spending results as measured by partners such as Arrivalist and SMARI.

- Arrival lift (Arrivalist): **+27.2%**
- Spend Lift (Arrivalist): **+28.3%**

Throughout 2025, we executed a dynamic, multi-channel advertising strategy that significantly amplified brand visibility, drove social and website engagement, and **delivered over 31.1B impressions** across all campaigns and platforms.

- Digital Impressions: **383.1 million**
- Television Impressions: **29.6 billion**
- Billboard Impressions: **1.1 billion**
- Paid Social Media Impressions: **39.5 million**



REAL ECONOMIC IMPACT

The results speak for themselves.

Visit Greater Palm Springs' **2025 SMARI study** revealed that our campaign had significant influence on incremental travel, spending and ROI.

- Incremental Trips: **1,178,890**
- Incremental Spending: **\$2,408,471,973**
- ROI: **\$1,004**
- Cost/Aware HH: **\$.20 (SMARI benchmark is \$.39)**

While many destinations faced challenges in 2025, Visit Greater Palm Springs saw **strong YOY lodging increases** per Amadeus hotel data.

- Room Nights Booked: **+2.8%**
- Revenue: **+6.3%**
- Occupancy: **+2.3%**
- RevPAR: **+5.6%**

We continue to build on these successes by refining and expanding marketing efforts to boost brand awareness, increase engagement, and encourage off-peak visitation.



AGENCY OF RECORD CASE STUDY

THE CHALLENGE

Beginning April 2023 the challenge was to position Greater Ontario, California, as the "gateway to the Southern California experience." With its central location and myriad of value accommodations, it was essential to showcase the region as an ideal destination for visitors seeking outdoor recreation in nearby mountains, premium outlet and luxury shopping, and theme-park getaways. It is also an ideal place to host meetings, conferences, and large-scale events. A key goal was to drive attendance to signature events, raise awareness of the region's attractions, and encourage meeting planners to choose Greater Ontario as their preferred venue.

We created and executed a **regional destination rebrand** paired with a comprehensive marketing strategy. By focusing on using Greater Ontario (GOCAL), accessibility, variety of venues, and calendar of high-profile events, we started promoting GOCAL as an unmatched destination for both leisure and business travelers. We strategically developed **content and marketing campaigns** highlighting the area's diverse attractions, including local events, cultural offerings, and unique dining experiences, while showcasing the Ontario Convention Center and Toyota Arena as premier venues for meetings and events.





IMPACTS

By showcasing the region's diverse leisure offerings and leveraging authentic user-generated content (UGC), GOCAL has successfully engaged a broader audience. High-quality Reels and stories highlighting unique experiences, local businesses, and signature events have further strengthened the connection with both residents and visitors. This approach has led to substantial increases in engagement, followers, and overall interaction across all social media platforms and accounts, driving greater visibility and interest in the region.

Domestic visitation increased 66% YoY while international visitation increased 180% YoY after the launch of this rebrand.

Total Revenue Booked at Ontario Convention Center:
\$5.4 Million, a **38% YoY increase**

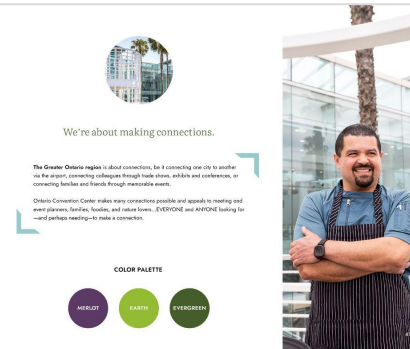
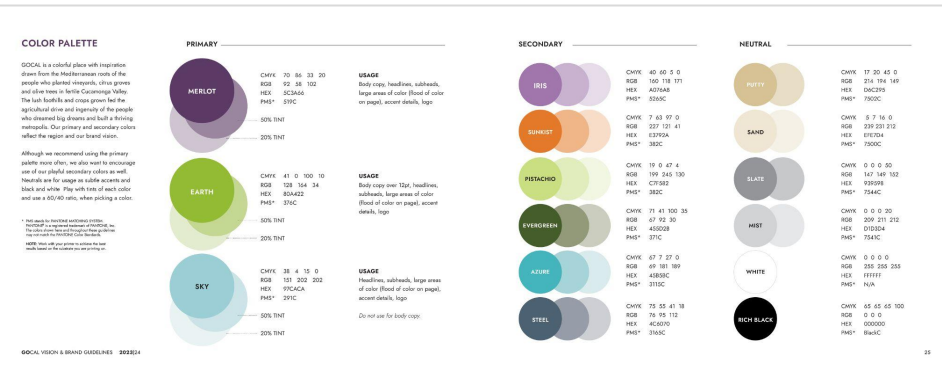
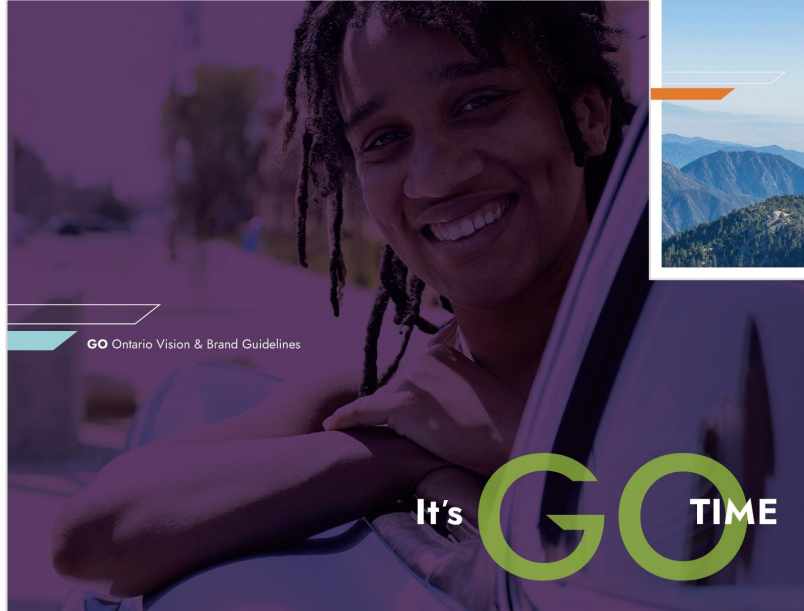
Total Economic Impact: **\$110 Million, a 14% YoY increase**

Through consistent messaging and a focus on the unique benefits of holding meetings, conferences, and large-scale events in Greater Ontario, we helped drive both tourism and business growth while reinforcing the city's role as the gateway to the best Southern California has to offer.

FY 23/24 RESULTS - LEISURE + GROUP

Impressions: 33,509,287 **↑ 315%**
Engagements: 908,674 **↑234.1%**
Post Link Clicks: 126,231 **↑154.3%**
Audience: 52,305 **↑52.4%**
Video Views: 2,650,414 **↑496.3%**







For those who like to
GO, GO, GO.

The vibrant West End of the I.E. is where it's all happening. Begin the journey along the iconic Route 66, soaking in the rich tapestry of SoCal's history. Cruise towards the majestic San Gabriel Mountains for an epic hike. Take a leisurely stroll through charming small-town vibes. Explore Ontario Mills and Victoria Gardens for the trendiest fashion finds. Delight your taste buds with global bites at chic eateries. Cap off your adventure with a front-row experience at the Toyota Arena. It's a journey that guarantees wide-eyed grin from start to finish.

GOCAL
GREATER ONTARIO
CALIFORNIA

So much, so close. SoCal.
GO-CAL.org



Brand Video:
<https://youtu.be/ii8JQ8zpaLw>

GO play.

PLAN NOW

GOCAL
GREATER ONTARIO
CALIFORNIA

GO taste.

PLAN NOW

GOCAL
GREATER ONTARIO
CALIFORNIA

BRANDING AND DESIGN CASE STUDY

THE CHALLENGE

Beginning April 2023 the challenge was to position Healdsburg, California, as the "premier California wine country experience." With its prime location in Sonoma County and myriad of luxury accommodations, it was essential to showcase the region as an ideal destination for visitors seeking best-in-class wine and food, outdoor recreation, boutique and luxury shopping. It is also an ideal place to host meetings, conferences, and events.

JNS Next drove both leisure and group business to the destination through a **new brand** and marketing campaign, content marketing, advertising, social media, video and photo services and more. The organization's objective was to **increase hotel occupancy and revenue**, build their brand identity and develop a cohesive advertising campaign to convey the attributes that make Healdsburg a premier destination for travelers.

JNS Next also helped streamline the merge of the organization (Stay Healdsburg, through Healdsburg TID) and the Healdsburg Chamber of Commerce with a cohesive brand mark and marketing campaign.

STAY HEALDSBURG
Sonoma Wine Country



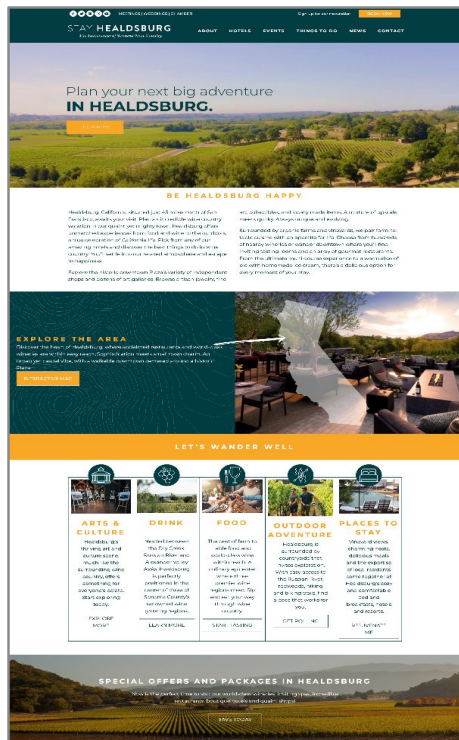


HEALDSBURG
CHAMBER

STAY
HEALDSBURG

BRANDING AND DESIGN

ADVERTISING



VIDEO AND PHOTO PRODUCTION



Healdsburg Brand Timeline



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

MAY 2021
Relationship start

JULY 2021
Stay Healdsburg and TID
rebrand rolled out

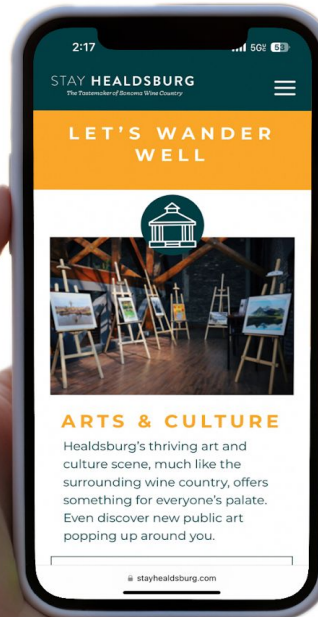
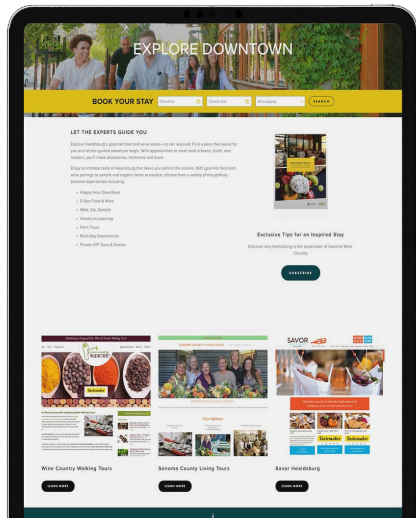
APRIL 2022
New Stay Healdsburg
website launched

FEBRUARY 2022
Chamber and Stay Healdsburg rebrand
rolled out and new website launch

JUNE 2023
Healdsburg
Video, Digital &
Social Media campaign

Stay Healdsburg
THE TASTEMAKER OF SONOMA WINE COUNTRY

STAY HEALDSBURG
The Tastemaker of Sonoma Wine Country



HEALDSBURG, CALIFORNIA | A Sense For Life

Healdsburg is the perfect place to live, love, and play, while enjoying the relaxed, luxurious, and authentic lifestyle of Sonoma County wine country.

WORK in Healdsburg
Join our dynamic business community, where local talent and local support are the cornerstones of success. We have you covered with resources and support for your business.

LIVE in Healdsburg
We're so proud to live in a wine country community, where local talent and local support are the cornerstones of success. We have you covered with resources and support for your business.

PLAY in Healdsburg
Healdsburg is the heart of Sonoma wine country and attracts those who love the lifestyle that is Sonoma wine country. Healdsburg is a vibrant, diverse, and authentic community.



MEDIA STRATEGY CASE STUDY



Sonoma Valley's business community has long collaborated to drive visitation, but planning was often based on seasonality assumptions rather than precise demand signals.

To uncover where support was truly needed, we built a **custom data framework leveraging Placer.ai** and partner datasets:

- Custom geographic polygons across Sonoma Valley to analyze localized foot traffic
- Analysis of **348K annual visit nights** and **246K annual trips**
- Filtered to 35+ mile travelers, isolating true visitors (non-commuters)
- Spent over 2.5 hours within destination
- Year-over-year comparison (**2023-2024 & 2024-2025**) to identify consistent demand gaps

KEY INSIGHT:

Visitation and overnight stays showed **predictable declines during specific months and weekends**; revealing clear, repeatable windows of underperformance.

"The opportunity wasn't more events—it was better timing."





A DATA-LED ACTIVATION THAT SCALED WITH SUCCESS

THE APPROACH

Using these insights, Sonoma Valley aligned its business community around a targeted solution: Sonoma Sips (2025) — a week-long, low-lift tasting incentive designed to drive visitation during a historically soft period.



EASY TO ADOPT

Easy to wineries to adopt



FOCUSED ON IMPACT

Focused on incremental overnight visitation



TIMED PRECISELY

Timed precisely to identified demand gaps

THE RESULTS

+10.8%

Increase in Foot Traffic
During activation

+3.8%

Lift in Overnight Stays
YoY

STRONG PARTNER PARTICIPATION

Across the destination

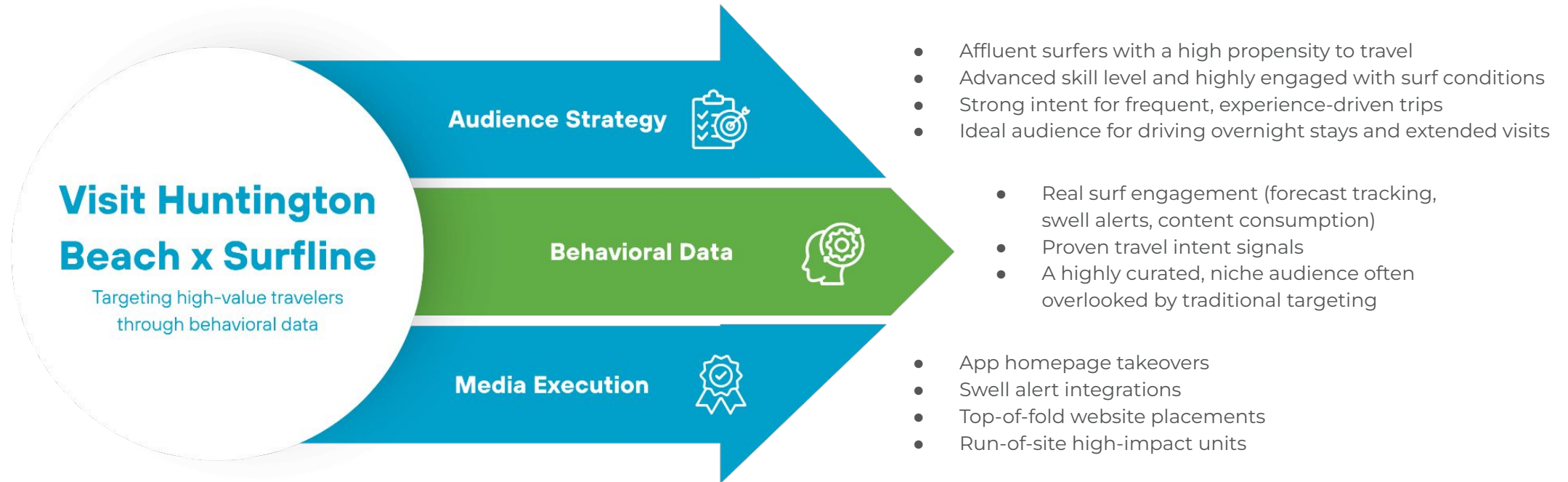
THE IMPACT



What began as a one-week pilot expanded into a month-long program, with ongoing data (2024–2026) now guiding 2027 planning.

FROM INSIGHT TO ALIGNMENT TO SUSTAINED **GROWTH.**

MEDIA STRATEGY CASE STUDY



UNEXPECTED INSIGHT

Performance data revealed something unexpected — **Hawaii emerged as a high-engagement, high-conversion market**, despite not being previously targeted.



Turning Real-Time Insight Into Market Growth

How a mid-campaign pivot unlocked a new high-value audience



SIGNAL

Hawaii showed early high engagement and conversion despite not being initially targeted.



PIVOT

Budget was reallocated from underperforming markets while Hawaii was introduced as a priority target.



STRATEGY

A precision pivot guided by real-time audience behavior and performance signals, focusing on high-indexing segments.

OUTCOME

1,466
Trips Generated

2,187
Visit Nights

Key Result: Hawaii quickly became a top-performing market, exceeding benchmarks for a previously untapped audience.