

LAMAR + VISIT JACKSONVILLE FLORIDA

VISIT JACKSONVILLE AND THE BEACHES



MOBILE IMPRESSIONS:
247,003

% ABOVE INDUSTRY AVG:
402%

TOTAL OOH IMPRESSIONS:
4,822,624

CLICK THROUGH RATE:
.57%

PARTNERS:

BlueBite

YEAR: Summer 2016

OOH MEDIUM:

5 Digital Billboards

POIs:

Proof Brewing, Grasslands Brewery, Lake Tribe Brewery, Brass Tap, Growler County, Capital City Amphitheater, The Pavillion

MARKET:

Tallahassee, FL

CAMPAIGN:

The main goal of the Visit Jacksonville campaign was to raise awareness of Jacksonville, FL as a vacation destination for Tallahassee residents. The target audience was active adults (35-54), cultural (35-54), and culinary (21-45). Visit Jacksonville used three unique creative executions to speak to these targets. They also placed strategic OOH around the Brewery District, entertainment venues and culinary hubs. Including mobile allowed Visit Jacksonville to extend the message's reach by targeting individuals at the right place and right time. The campaign highlighted Jacksonville's Ale Trail, culinary destinations and renowned chefs. The campaign was also used to promote Jacksonville's restaurant week event.



AD COPY	CLICKS	PER DAY	IMPRESSIONS	CTR
Best Chef List	526	12.5	82,374	0.64%
Ale - Jax Ale Trail	435	10.4	82,063	0.53%
Restaurant Week	450	10.7	82,566	0.55%
Total:	1,411	33.6	247,003	0.57%