

Greater Wilmington Convention & Visitors Bureau

Brandywine Passport Digital Campaign 2017



RESULTS

Digital Ad Network

889,797 Impressions | 1,135 Clicks

Geo Fencing

454,361 Impressions | 734 Clicks

Video Pre Roll

1,114,335 Impressions | 53.5%
Completion Rate | 5,809 site visits

Objective

Increase Brandywine Passport ticket sales on an individual and group basis. Brandywine Passport is a one time cost ticket that grants admission to 11 attractions in the Delaware valley to attractions such as Longwood Gardens, The Nemours Mansion, The Delaware Art Museum and more.

Solutions

DBCi and the Greater Wilmington Convention & Visitors Bureau worked together to create a 3 month, multi-digital product campaign throughout Delaware and surrounding states on the East Coast with ads highlighting the 11 featured attractions for 1 low cost.

Targeted online banner ads and video pre roll were delivered to a select audience of females between the ages of 35-64 who live in and around Delaware and who have an interest in travel, art, historical parks and gardens, history and other additional qualifiers.

Location based targeted was completed by serving mobile ads to tourist who visited attractions such as Washington DC, Botanical Gardens, Historic Art Museums and more.

