

Brand Partnership: Mad Mex & Los Cabos

Leveraging the broad reach of restaurant chain Mad Mex and travel partner channels, Gate 7 catapulted awareness of Los Cabos to the millennial audience and Australia's travel trade.

BRIEF

Los Cabos Tourism tasked our team with building consumer and trade awareness and engagement around Los Cabos as a travel destination with the Millennial market.

Build integrated brand partnerships between Los Cabos Tourism and related travel brands to increase engagement with the destination for the Australian market.

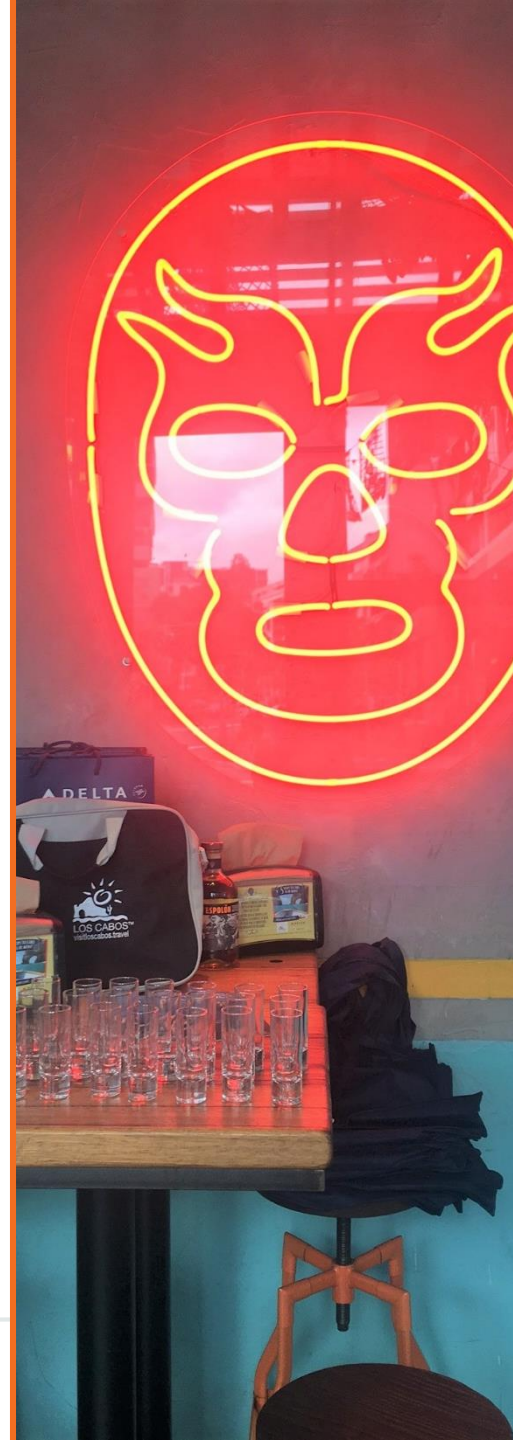
Data acquisition to continue to grow the consumer database.

SOLUTION

- Collaborate with Australia's fastest-growing Mexican restaurants chain Mad Mex.
- Create a consumer-facing competition to win one of five trips to Los Cabos.
- Leverage major event, the Mexican celebration of the Day of the Dead, as the basis/theme of the campaign
- Distribute content across a variety of channels owned and paid channels.
- Out of Home (OOH) amplification.
- Amplify through travel trade publications and events.
- Secure an airline partner to facilitate the final prize.
- Generated a breadth of content to use in future promotions.

ACTION

- Promoted through in-store, social, native, owned channel, and OOH advertising, leverage Mad Mex's platforms.
- Ran native guerrilla marketing campaign with pop culture site, Pedestrian TV, in Australian capital cities.
- Encouraged user generated content promoting the destination.
- Generated a database of relevant and interested consumers for future engagement.
- Increased trade awareness of the destination through trade events held in Mad Mex stores.
- Ran educational campaign through leading travel industry publication, KarryOn, including eDM and social amplification.
- Delta and Virgin Australia airlines were given exposure in exchange for providing prize flights and promotion through their owned channels.



Brand Partnership: Mad Mex & Los Cabos (cont'd)

Trade partners were brought on board to provide prizeing and maximise reach and impact of campaign content.

RESULTS

Campaign results exceeded expectations:

- Mad Mex eDMs associated with the campaign all exceeded the industry average for open rates and CTR.
- Database subscribers increased by 8.91% (goal was 3%)
- 50,791 competition entries

	Mad Mex	PedestrianTV	KarryOn
Social Media	368,000 reached 23,500 engaged	2,099 social engagements	30,353 reached
Website	26,163 users 55,000 page views	254,451 impressions	413 page views (avg dwell time 3+ min)
Native/Guerrilla	110,000 impressions/day		



Agent training event held in a Mad Mex Store



Posters promoting the campaign



Mad Mex content on Instagram