

Brand Partnership: Huntington Beach + Red Bull

Visit Huntington Beach partnered with Red Bull Surfing to leverage Red Bull ambassador, Mick Fanning's induction into the Surfing Hall of Fame.

BRIEF

Huntington Beach is a small destination with big appeal to surfers from around the world.

Officially named Surf City USA, Huntington Beach plays host to the Vans US Open of Surfing each year.

Gate 7 was tasked with leveraging this event to raise destination awareness and boost sales from the Aussie surf community.

SOLUTION

The strategy proposed was to leverage current events with a strong Australian tie-in. We touched on the audience's passion in order to spark the desire to travel to Huntington Beach amongst an engaged audience, and provide them with a clear call to action.

This integrated campaign connected with Aussie surfers by associating Huntington Beach with a major surfing event and using a voice they trusted to guide them to and through the destination.

To bring it full circle, we partnered with Flight Centre to create Huntington Beach tacticals which were promoted alongside all campaign content to encourage sales.

ACTION

- Partnered with Red Bull Surfing to create a content series centred around the US Open of Surfing and Red Bull Ambassador, Mick Fanning's induction into the Surfing Hall of Fame, located in Huntington Beach.
- Negotiated partnership with Flight Centre to provide tacticals, split costs 50/50, and serve as call to action.
- Additional media pitching around Mick's induction and participation in the event.

Deliverables:

From Red Bull Surfing:

- Three content pieces hosted on Red Bull Surfing website
- 330,000 display impressions over a four week period

From Flight Centre:

- Display ad and hosted landing page creation with Huntington Beach tacticals on Flight Centre website
- Post-campaign reporting



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(cont'd)

Campaign results were exceptional, delivering strong engagement and an ROI of 65:1.

RESULTS

- 33 room nights in Huntington Beach were booked during the campaign period. While this is a small number, it was significant for Huntington Beach and up 17% YOY for Flight Centre’s bookings to the destination.
- Passenger numbers increased by 42%
- TTV increased by 41%
- 383,005 impressions delivered (16% above negotiated amount)
- 15,816 unique page views with an average time on page above three minutes
- Bonus Red Bull Surfing Facebook post (464k+ followers)
- Also shared on Visit Huntington Beach’s Facebook Page (42k followers)

Further pitching was done around Mick’s Hall of Fame induction, which garnered coverage on two Channel 9 programs: Weekend Today and Channel Nine News.

Weekend Today

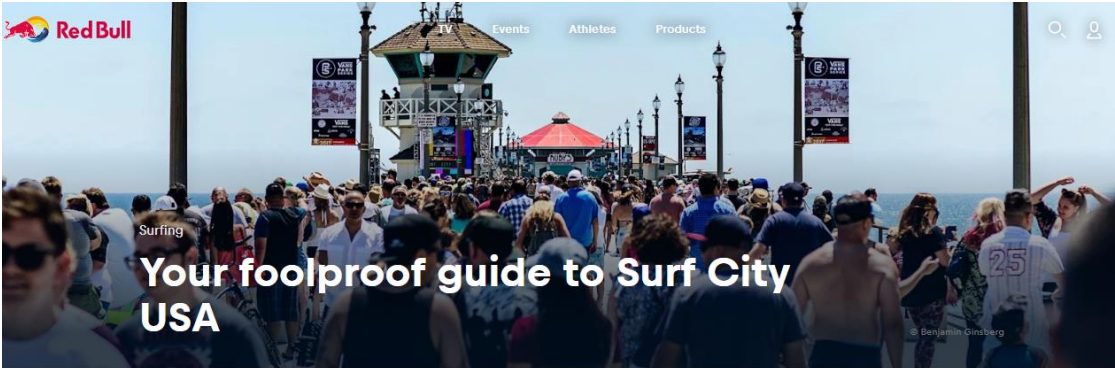
ASR: \$83,935 AUD
Market: National
Duration: 2mins 33secs

Channel Nine News

- Audience: 828,000
- ASR: \$136,901 AUD
- Markets: All capital cities
- Duration: 2mins 48secs

ROI

Total budget: US\$5,000
Media Value Generated: US\$316,584
TTV: \$8,867
Total Value Generated: US\$325,451
ROI: 65:1



Because you know you want to...

By Mimi LaMontagne · Published on 08/09/2017 · 4:20 AM

Huntington Beach, more commonly known as **Surf City USA**, is the epicentre of California surf culture. It's loud, it's proud, it's fun, and it's home to one of the



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