

Content & Influencer Marketing: GoPro & Yosemite

In a partnership with GoPro ANZ, Gate 7 was able to leverage their strong social audience to drive awareness of Yosemite, Mariposa County in California.

BRIEF	SOLUTION	ACTION
<p>Our team was tasked with delivering a consumer facing campaign that would deliver the following:</p> <ul style="list-style-type: none">Increased exposure in AustraliaEmphasise off-peak travelDeliver assets for future useFeature Mariposa County outside of Yosemite National Park	<p>On behalf of the Yosemite Mariposa County Tourism Bureau (YMCTB), we partnered with GoPro ANZ to bring four of their brand ambassadors to the destination for an incredible five day trip.</p> <p>Through this partnership, YMCTB could reach a significant, highly engaged audience of adventure travellers.</p> <p>An activity of this nature would ignite the dreaming phase for those previously unfamiliar with the destination, push those who had considered Yosemite further along the sales pipeline, and re-engage those who had already visited the destination.</p>	<ul style="list-style-type: none">Each influencer was required to deliver one short video and at least three images to GoPro ANZ to use on their Facebook and Instagram pages.GoPro ANZ committed to two dates, roughly six months apart, during which they would have social takeovers focused on the destination.All content produced was available for use on YMCTB social channels.Social content was further amplified through Visit California’s ANZ social channels and YMCTB’s social channels.



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The combined social media reach of this campaign was nearly 3M across Australia and New Zealand.

RESULTS

- 54 influencer posts on personal channels garnered a combined engagement of 111.2k and estimated reach of 2.7 million
- Six native posts and 16 stories on GoPro ANZ Facebook and Instagram achieved a combined engagement of 25.4k and reach of 164.7k

Additional amplification:

- Visit California – 1.8M Facebook / 334K Instagram
- Yosemite Mariposa County Tourism Bureau – 90k Facebook / 18.4K Instagram

Content:

- All ambassadors over-delivered on the requirements, providing an average of 15 pictures each
- All imagery is of the destination the winter, driving awareness and desire to travel during the off-season
- Activities, such as ziplining, showcase Mariposa County outside of Yosemite National Park

