



**WHERE WILL YOU GET
TO MEET THE LOCALS?**

**GO BEYOND YOUR EXPECTATIONS.
GO BEYOND YOUR WILDEST DREAMS.
GO BEYOND AND VISIT THE USA.**

Fifty States, the District of Columbia and the five territories, as well as hundreds of cities and thousands of towns and neighbourhoods, offer you unique holiday experiences that will live with you forever.

This year, go beyond and Visit the USA with House of Travel. Better together.

INTEGRATED CAMPAIGN **USA Go Beyond**

An integrated campaign that utilized multimedia platforms and a clever retail partnership in order to reach an audience of more than **3 million** potential Kiwi travelers.

OBJECTIVES

- Educate and drive USA exploration amongst Kiwis while continuing to demonstrate the diversity of the USA experience.
- Shift outbound market share across to the US via a standout multi-platform campaign with a strong CTA travel partner.
- Provide measurable results and return on investment to all campaign partners.

SOLUTION

- Partner with New Zealand's leading media house, NZME to create a multi-platform campaign, connecting with cultural explorers.
- Partner with New Zealand's second largest retailer as the exclusive CTA across all medias
- A partner program designed for ease, reach and value
- Promote a competition to win a trip to the USA

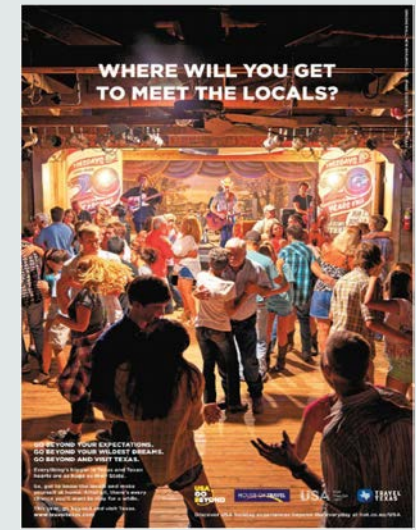
INTEGRATED CAMPAIGN

USA Go Beyond

RESULTS

This campaign generated 14 unique pieces of coverage with a total audience reach of 3M+ across NZ.

- Radio value delivered: \$184k
- 38 x 1hr activations at House of Travel stores across New Zealand
- 6,381 competition entries
- 24.5+m Impressions
- 125,581 Leads
- 2 high-impact print covers
- 31 pages of inspiring print content



NZME Online Digital:

- Dedicated USA hub on NZHerald.co.nz
- Mobile video high impact showcase
- Native homepage feature
- Big reveal interactive
- Video pre-roll
- Home page video pushdown
- Tactical mobile and site-wide banners
- Customised "Grab One" email newsletter

NZME Print:

- Two 8 page special USA features in Travel magazines
- Advertising of inspirational and CTA ads in regional newspapers and NZ Herald
- High impact double page spreads

NZME Radio:

- National advertising across all stations
- Extensive radio advertising across iHeart channels

Consumer Activation

A nationwide brand activation at House of Travel stores across all of New Zealand with ZM Drive show