

# California STAR Search Training Activation

Visit California stood out from the crowd at the Visit USA and Discover America expos, encouraging travel agents to try their hand at TV presenting and share their top California tips at a unique green screen video booth

## OBJECTIVES

- Create an interactive experience to ensure the Visit California stand shines and attracts strong attendance at the Visit USA/Discover America B2B expos
- To generate buzz and publicity around the launch of California STAR (Visit California's digital training platform) for the travel industry
- To drive travel agent registrations for California STAR

## OVERVIEW

Visit USA, Australia and Discover America, New Zealand are the most prominent USA focused B2B events Down Under, providing Visit California with the opportunity to reach over 1,300 travel agents across 5 key cities.

A fun and interactive booth activation is key to attract strong attendance from the agents, who are spoilt for choice when it comes to the plethora of US destination exhibitors competing for their attention.

The timing of the expos coincided with the launch of Visit California's digital training platform for the travel industry, California STAR – and driving agent registrations was a key objective.

Knowing Australian and Kiwi agents are motivated by high value prizes, Gate 7 created the first ever 'California STAR Search', a video competition to find the agents with best California travel and selling tips. The five winners earned a place on a content creation fam in California.

This provided an enticing incentive for agents to visit the Visit California booth at the expos, whilst also driving California STAR sign-ups through the competition entrants.



BY KARRYON NEWS  
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Are you an Aussie day-to-day but a Californian at heart? Or a Travel Agent that related to Katy Perry's 'California Gurls' so much you played it on repeat through 2010 and even for half of 2011?

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# Case Study – California STAR Search Booth Activation, Visit California

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## STRATEGY & KEY TACTICS

- Attract agents to Visit California booth at B2B expos through 'California STAR Search' video talent competition
- Agents invited to test their TV presenting skills at the expos, using a fun green screen video booth to film their top tips for selling California
- Post-expos, finalist videos uploaded onto microsite and an industry competition was launched, asking fellow agents to vote for their favourites
- Promoted heavily via travel trade media, KarryOn and Travel Daily
- Five winners whisked off to California on a content capturing fam where they were recorded on location experiencing all the amazing things California has to offer
- Resulting video content leveraged as educational tool on California STAR digital training site, providing localised Aussie-perspective from our five competition winners/California ambassadors

## RESULTS

- Record engagement at Visit California booth at both expos
- 84 agents filmed their top tips and entered competition
- 15 finalist videos put forth to travel industry to vote – resulting in an impressive 552 votes

