



Leonards



Seven Valleys – Video / BA Campaign Update | 27 Sept 2022

Lithgow Tourism | Leonards Advertising

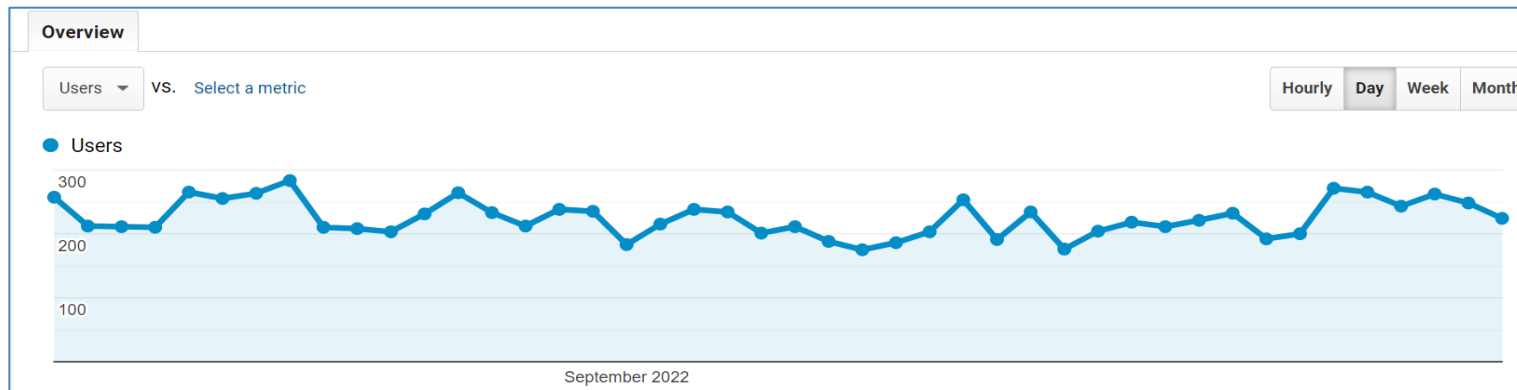




Summary

A simple brand awareness campaign has been running for The Seven Valleys from 15 August, featuring video only across social media, YouTube and Google platforms. The campaign is designed to run on minimal weekly investment to keep brand present and top of mind, during the down period between previous long term Seven Valleys campaign (completed end of June), and new campaign launch planned for Summer delivery.

Google Analytics



Reporting Dates:
15 August – 27 September 2022

Users: 9,077
 New Users: 8,841
 Sessions: 10,592
 Number of Sessions per User: 1.17
 Pageviews: 18,227
 Pages/ Session: 1.72
 Avg. Session Duration: 1 min 11 secs

Top 5 most visited:

- | | |
|---------------------------------|-------------|
| 1. Home Page | 2,554 users |
| 2. /member/lake-wallace-camping | 1,277 users |
| 3. /accommodation | 1,007 users |
| 4. /member/4wd-tracks | 532 users |
| 5. /whats-on | 473 users |

General ads are mostly directing users to homepage: <https://sevenvalleys.com.au/> where there is a 1 min 31 sec average time of page – indicating a very engaged audience.

If we compare users on site between campaign activity (15 Aug – 27 Sept) to previous period (2 Jul – 14 Aug) where there was no campaign activity in market, we can see a **+43.92%** in users on site.

Other key metrics including New Users, Sessions and Pageviews are all also up significantly.



Digital Media Breakdown

Social Media: 15 Aug – 27 Sep 2022

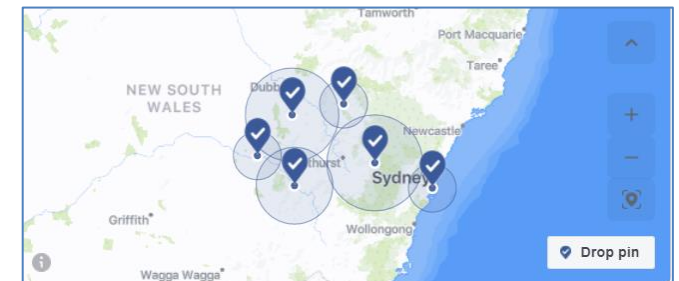
A new format has been trialled for The Seven Valleys social media campaign which includes video and images within a 'collections' style. It has encouraged amazing clicks, reach, CTR and CPC – and some attention within comments. For the first time since The Seven Valleys brand has been in market, people have taken notice and questioning the new name, making the perfect platform for The Seven Valleys to respond and engage with local and surrounding communities.

Adgroup	Link Clicks	Reach	Impressions	CTR (link clicks)	CPC	Spend	End Date	Budget
Seven Valleys_ Video-branding	4,536	93,707	294,582	1.54%	\$0.36	\$1,638.72	31 Oct 2022	\$3,000
TOTAL	4,536	93,707	294,582	1.54%	\$0.36	\$1,638.72		\$3,000

Collections format runs across mobile device only, and is a whole screen experience making more engaging and aesthetically pleasing.

Static images were used alongside video showcasing accommodation types – complimenting video and offering a soft CTA. This combination has encouraged excellent CTR and continues to drive quality traffic on site.

Social media ads are running across both Facebook and Instagram, geo targeting Sydney, Greater Western Sydney, and Central West. Audience has been fairly even spread amongst age and gender groups with a slight skew towards females (53% F : 46% M).



Due to budget, just 2 x adgroups have been implemented for **discovery** (people with interests in outdoor enthusiasts/ adventure travel/ travel & tourism etc.) and **re-targeting**.

After just over 6 weeks in market and as we head into October for last 4 weeks activity – suggest updating ad copy. We have capacity to run upto 3 x ads per adgroup which could comprise of a further collections ad (Halloween video & images?) on rotation with single image ads for testing.



Current Ad: Collections Format

Find me here > <https://fb.me/1QO4z2UtP2zY7bR>

Seven Valleys Tourism & Events
Sponsored · 🌐

Inspiring natural beauty and countless attractions to explore & discover. The Seven Valleys is a paradise for the outdoor enthusiast.

The Seven Valleys
Plan your stay

Accommodation Ideas

Escape to the country this Spring, we have so much to offer – whether you are looking for family farm stays, couples retreats, camping, glamping, a little luxury or something totally unique ... we have something for everyone here in The Seven Valleys.

Find out more

Swipe to Load Website

Post reactions: 309
Post comments: 24
Shares: 41
Post saves: 35
3 second video plays: 59,379
Video plays to at least 15 secs or to completion: 11,166

Joanne Elliott
This looks so wonderful. ❤️
Like Reply Hide 5w

Cara Oloman
Yesssss. This is awesome. Bring it!
Like Reply Hide Send Message 3d

Matthew Conlon
Need a treetops adventure park
Like Reply Hide Send Message 1d

Marika Connolly
I didn't recognise what I was looking at, and where it is. Are we ashamed to be called Lithgow Tourists Information Centre?
Like Reply Hide 5w

Ashley Maree Howden
Marika Connolly it's Lithgow and always will be Lithgow
Like Reply Hide 3w

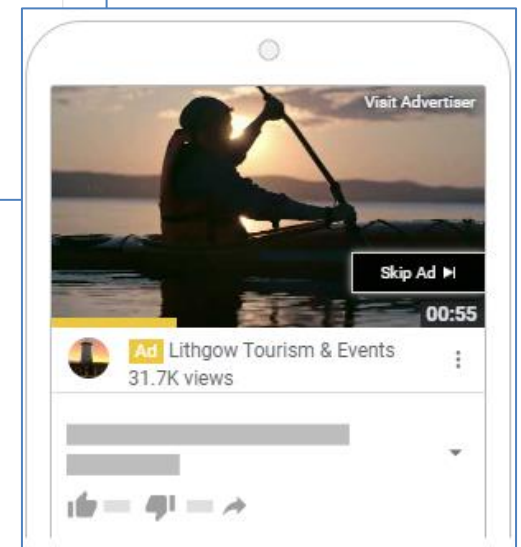
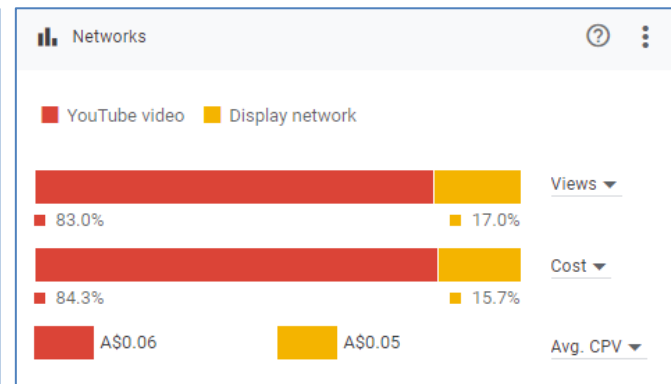
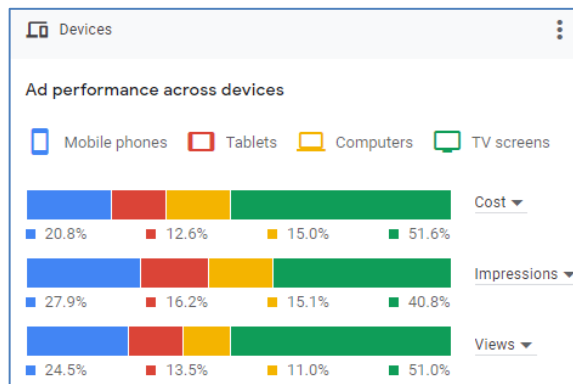
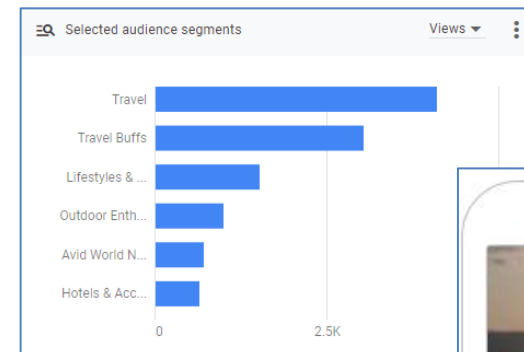
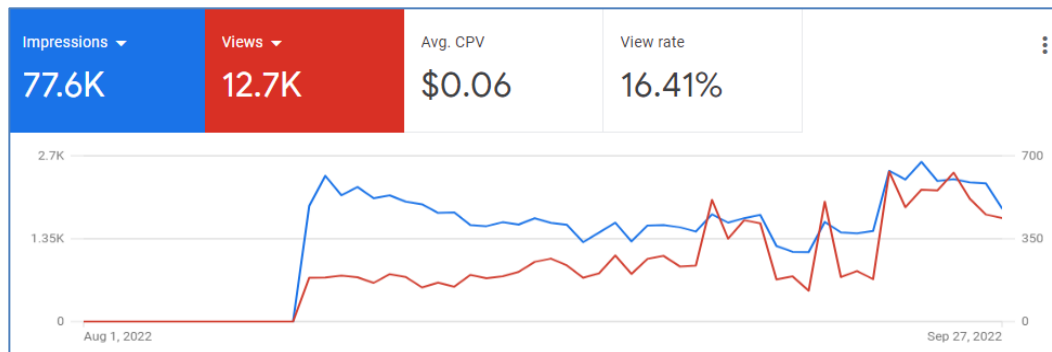
Marika Connolly
Ashley Maree Howden love the add, but what if you are a outsider the name means nothing to them....
Like Reply Hide 3w



Google - Video: 15 Aug – 27 Sep 2022

Both 30 second and 60 second video versions are running across YouTube and Google Partners, utilising both behavioural targeting and re-targeting adroups. As the campaign has progressed, view rate has grown week on week.

Campaign	Views	Interactions	Impressions	View Rate	CPV	Spend	End Date	Budget
Video_Aug-Oct22	12,763	26,403 engagements	77,741	16.42%	\$0.06	\$828.30	31 Oct 22	\$1,500
Sub TOTAL	12,763	26,403	77,741	16.42%	\$0.06	\$828.30		\$1,500





Placements include the following sites and channels: Dailymail, SMH, 60 Minutes Australia, ABC News, Trip in a Van – Roadtrip Australia Series, The Australian Armour & Artillery Museum, Royal News Network, Expoza Travel, Daily Motion, Daily Mail, 4WD 24-7, History Time, Sky News, 7News... **and many more!**

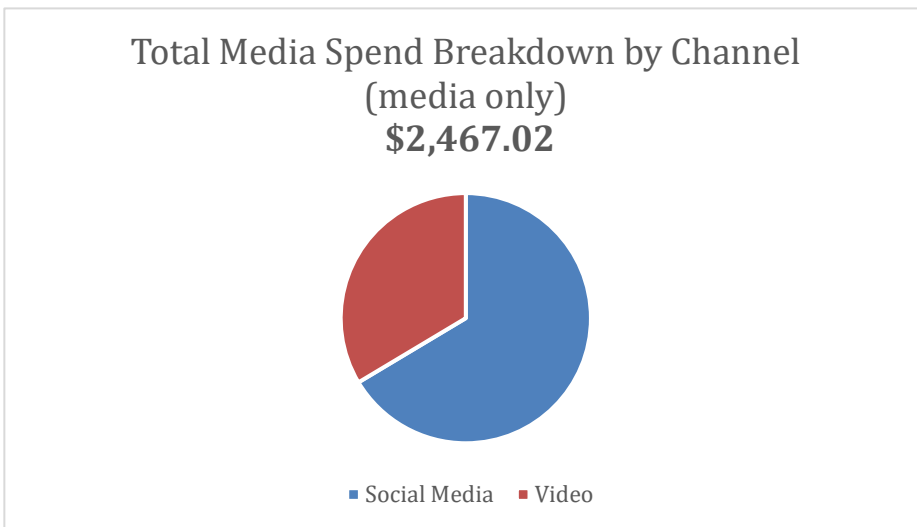
Targeted Locations:

1. Sydney: 60,417 impressions ; 9,800 views
2. Greater Western Sydney: 13,474 ; 2,38 views
3. 100 miles around Orange: 3,850 ; 625 views

Bids have been increased for Greater Western Sydney and Central West in order to try to distribute impressions more evenly. Increase in bids have also been made across mobile. Video is a fantastic part of campaign to drive brand awareness and recognition through reach and frequency – however does not typically encourage huge click through rate.

Recommend adding in 6 second bumper ads of 10 second un-skippable versions in order to maximise on impact and response.

Budget:



Summary:

Ads will continue to run until 31 October 2022 with approx. half the budget to go. Please feel free to supply updated copy for final 4 weeks of campaign activity for immediate updates – specifically surrounding Halloween as one of the key drivers of footfall to the region in October.

THANK YOU!