



Creating a Brand Ambassador for GoUSA

KOL, BRANDUSA

BACKGROUND

The outdoors has always been a popular topic for Chinese travelers, especially on the GoUSA social media channels. We decided to develop and create a brand new outdoor ambassador to write new exciting content about the great outdoors of the US. Producing one of the most influential KOLs in 2016 for America

OUR GOAL

Leverage Chase Dong's expertise and experience to write unique content about the US National Parks to inspire and spark Chinese travel intention to explore US outdoor.

OUR APPROACH

We sent Chase on 101 days trip, trekking through 32 National Parks and 61 destinations across 13 states. Through the eye of an avid outdoor lover, Chase managed to produce 3,200+ pieces of inspiring images and 106+ unique videos. Tying in with 2016's National Parks Service Centennial, GoUSA Weibo & WeChat shared the unheard, original stories and the unseen sceneries of USA outdoor through the eye of an avid Chinese outdoor lover. Suggestions, tips and itineraries were shared and ultimately produced the first official China outdoors ambassador for GoUSA.



THE NUMBERS

- PR Exposure: 8 pieces
- Total impressions: 6,553,430
- Total engagement: 20,483