



# Proximity Campaign: Changing the Stereotype

DIGITAL CAMPAIGN, BRANDUSA

## BACKGROUND

To many Chinese travelers, New York, Los Angeles and San Francisco are the three cities that best represent the U.S. We wanted to change this stereotype and educate Chinese travelers that there are a lot of destinations and attractions nearby the well-known gateway cities.

## OUR GOAL

Using a digital campaign to promote both small and large U.S. destinations that are easy to access from major gateway cities, and encourage Chinese travelers to explore more of the U.S.

## OUR APPROACH

For this campaign, we took a global campaign and re-imagined it for the Chinese travelers. We first chose the 10 most attractive U.S. gateway cities for Chinese and promoted destinations that were close and could be visited within one itinerary. We then created a unique landing page on GoUSA.cn, populated the page with information on attractions, driving route, itineraries, inspiring pictures and more. The landing page was promoted across leading media platforms, and as a result, GoUSA's social posts received some of the year's highest engagement. The key to the campaign was localizing a global campaign concept into social content that resonates well with the Chinese travelers.



## THE NUMBERS

- Total impressions: 429,000,000+
- Total website page views: 54,000,000+
- Total Weibo engagement: 19,000+
- Total Weibo hashtag reads: 90,000,000+