



# Creating Amazing Illinois' DNA in China

ILLINOIS, CHINA SOCIAL MEDIA

## BACKGROUND

We launched and established a social media presence for Illinois in China, and our strategy was to develop content to show how much there was to do in Illinois through a core campaign to spark interest.

## OUR GOAL

Create a launch campaign to promote Illinois as a travel destination and gain a better understanding of the Chinese audiences' existing impressions of Illinois.

## OUR APPROACH

We asked the audience to share how they would explore Illinois. We also provided the audience four popular categories among Chinese travelers to refer to: road trips, photography, entertainment and food. With the help of travel and lifestyle KOLs sharing their good memories of Illinois, the launch campaign proved to be very effective, because it targeted the audience's emotional touchpoints and effectively generating organic engagement. The result? Over one million impressions and 5 times more participants than our original KPI.



## THE NUMBERS

- Total impressions: 1,280,000
- Total participants: 27,000