

CAMPAIGN: LONDON ART SWAP

CLIENT: VISIT FORT LAUDERDALE



AWARDS

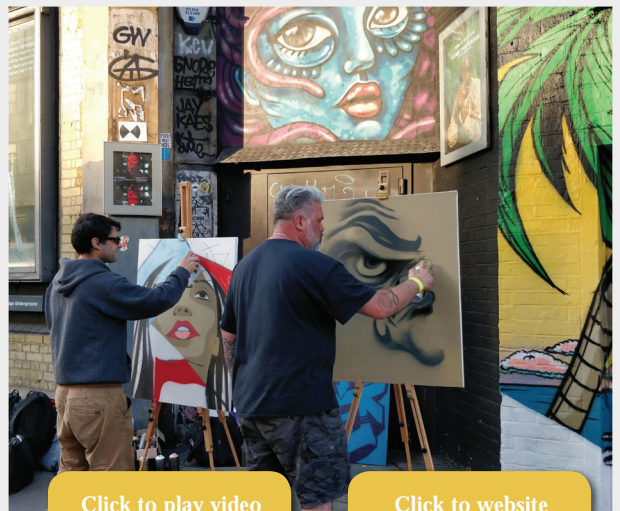
2020 Travel Marketing Awards



Award: Silver
Category: Innovative Marketing

OVERVIEW

The GraffitiKings documented their Fort Lauderdale experiences (on location and after through their bespoke art commission in Shoreditch, London) through their social platforms. All content pieces were hosted on the campaign microsite, with all media pointing to the site. Once there, users could learn more about Fort Lauderdale, enter a competition to win a trip and book a trip with Trailfinders. The media mix focused on Facebook, Instagram and YouTube, which index high against our audience with sophisticated targeting abilities, are cost effective and offer creative ad formats



[Click to play video](#)

[Click to website](#)

RESULTS



5.5 mill

Total
Impacts /
Impressions



+26%

Delivery of
Impressions



6,318

Data
Acquisition



0.18%

Click-through
Response



£55K

Added
Media Value



3:45

Avg. Session
Duration

GREATER
FORT LAUDERDALE
FLORIDA

**Be a part of the
Lauderdale x
London Art Swap**

Wednesday, 3 July 2019
18:30
Dinerama, 19 Great Eastern Street,
Hackney, London EC2A 3EJ



Downtown Hollywood Murals, Greater Fort Lauderdale



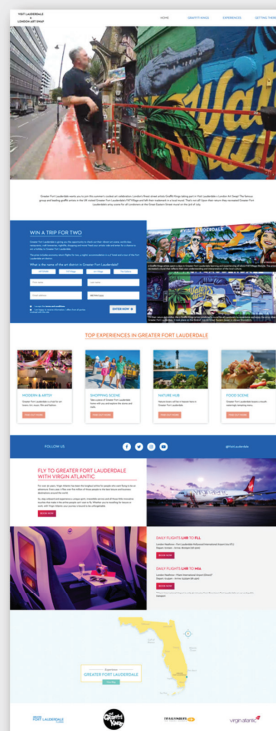
The Graffiti Kings

**Bringing Greater
Fort Lauderdale
inspiration to
London**

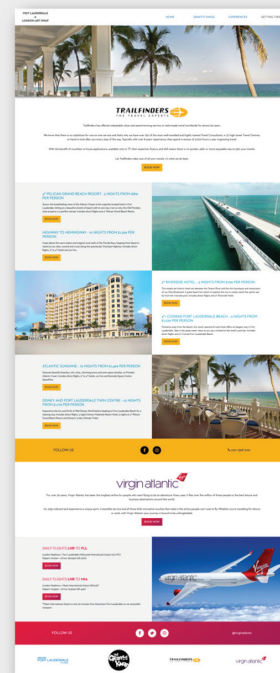
Come join the Greater Fort Lauderdale CVB in the unveiling of a special destination-inspired creation by renowned UK street artists, Graffiti Kings. Expect music, food, fun and paint. Greater Fort Lauderdale is home to an array of street art, murals and the artists who create them.

Welcome to the #LauderdaleLondonArtSwap

Please RSVP to sabeynayake@hillebalfour.com
#LauderdaleLondonArtSwap




Greater Fort Lauderdale website screenshot showing a mural and event information.



Trailfinders website screenshot showing travel packages and a Virgin Atlantic flight.



**DISCOVER
GREATER
FORT
LAUDERDALE**



GREATER FORT LAUDERDALE FLORIDA

**AND THE
LONDON X
LAUDERDALE
ART SWAP**



GREATER FORT LAUDERDALE FLORIDA

**AND WIN
A HOLIDAY
FOR 2!**

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