



Fjord Norway Raises Online Awareness and Engagement with Sojern

Overview

Regional DMO Fjord Norway partnered with Sojern to raise awareness and engagement with their online content. Through subsequent campaigns, they were able to share their captivating video assets with regional in-market travellers, as well as drive website visits to their engaging content.

Channels Used

- Native
- Video

Results

Promoted

Fjord Norway as a destination to aide in regional recovery efforts

>70%

video completion rate (9% above goal) with an eCPV of €0.02

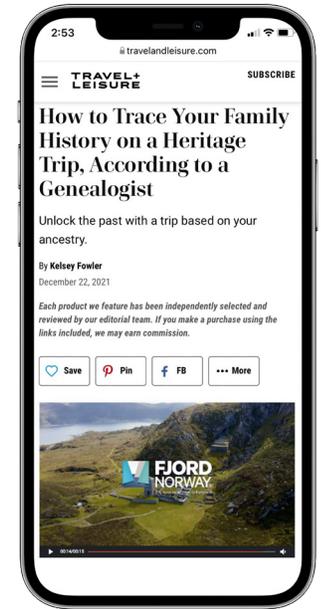
18,000+

in Fjord Norway site interactions at an average CPL of €3.70

“ The Sojern team has been great at providing insights and helping us to make more data-driven decisions. They’re ahead of the game in connecting multiple data points and solving this puzzle for the tourism industry.



Linn Totland
Marketing Manager



Pre-roll Video Ad Example on Mobile

About Fjord Norway

Fjord Norway represents 12 DMOs that make up Western Norway, undertaking international marketing for this region. For the past two years they have also included the domestic market in their efforts. Their aim is to increase traffic and extend the season through targeted marketing, thereby increasing the profitability of travel and tourism in the region.

Challenges

In 2020 and 2021, many previously ardent travellers were reluctant to travel due to border restrictions, financial constraints, or health reasons. Travel marketers needed a way to reach travellers who were enthusiastic to travel. As markets began opening up in 2021, the Fjord Norway team needed a way to raise their region's profile in a targeted way, and one which they could measure.

Approach

Sojern and Fjord Norway launched two campaigns across 2021. The first campaign promoted the region's hidden gems during summer to in-market travellers in Germany, Netherlands, and Denmark. Sojern used captivating video to raise awareness, and native advertising to drive users in the consideration phase to the Fjord Norway website where they could engage with longer-form articles about the region. The second campaign was in response to the opening of Lufthansa's Frankfurt to Bergen route, and used video to inspire would-be visitors.



Pre-roll Video Ad Example on Desktop

Results

Sojern drove high personalisation by identifying users who were actively searching to travel to Norway or competitor destinations, and encouraging them to learn about Fjord Norway. Over the course of the two campaigns, Sojern raised the awareness of Fjord Norway to these key origin markets, and maximised engagements with people who were actively searching for travel. Sojern drove over 18,000 visits to the Fjord Norway website, with an efficient use of Fjord Norway's spend.

Looking to raise your destination's profile? [Speak to Sojern now!](#)