

PERFORMANCE THRILL RIDE

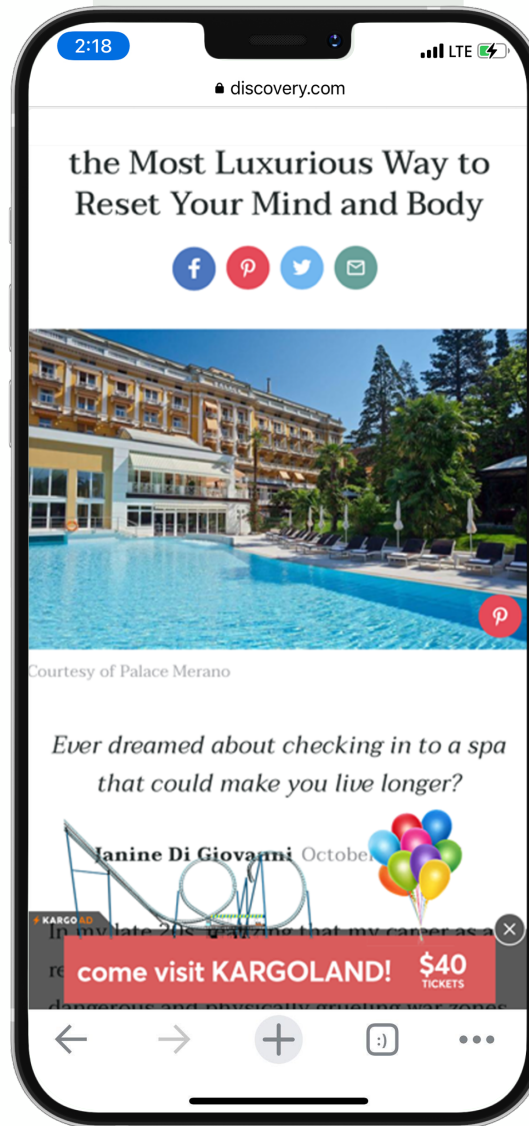
CHALLENGE

How do you get residents to engage with their state's biggest amusement park?

SOLUTION

You carefully target nearby prospects and give them both eye-catching traffic drivers and info-loaded expandable experiences. By putting deals and the promise of fun times right in front of consumers, CTR and Brand Favorability both soared among local consumers.

BREAKOUT



SLIDE-TO-REVEAL



+23%
BRAND FAVORABILITY

+15%
CONSIDERATION

0.85%
CTR
0.5% Benchmark