

78MADISON

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Case Study

The Naples Beach Hotel & Golf Club Sunset Campaign

How 78Madison used the hotel's existing web cam to generate engagement during the coronavirus pandemic.

OVERVIEW

Due to the coronavirus pandemic, The Naples Beach Hotel & Golf Club closed on Friday, March 27, 2020 through April. Unfortunately this occurred during the hotel's peak season. At a time when consumers are canceling all travel plans, we wanted to keep the hotel engaged with their audience, capture new audiences and stay connected.



SOLUTION

In a world where everything is going virtual, 78Madison wanted to bring consumers one of the best highlights the hotel has to offer... the Sunset! To capture the sunset, 78Madison recommended the resort rotate its existing beach web cam towards the Gulf of Mexico waters. This angle allows people to enjoy the calm, relaxing view of the waves, and the breathtaking view of the sunset from their homes.

Approach

Promote the virtual view of beach and sunset via:

- Email to consumer database (past guests and non-past guests)
- Social Media (Facebook and Instagram); on Facebook we invested just \$100 to target Friends of Friends in Florida over a 4-day period in addition to our followers
- Press Releases (targeted to consumer and meetings media)

RESULTS

YouTube Live Web Cam



2,375%

increase in views during the first sunset the night the campaign launched

Facebook Post



24,854

organic reach



39,390

paid reach with 140 link clicks, 176 photo clicks and 129 shares



564%

increase in page likes compared to previous 7 days

Website Visitors



228%

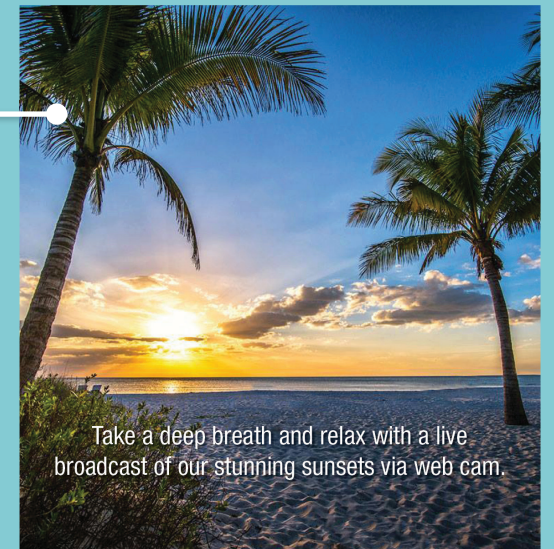
increase in visits vs. one week prior

Media Exposure

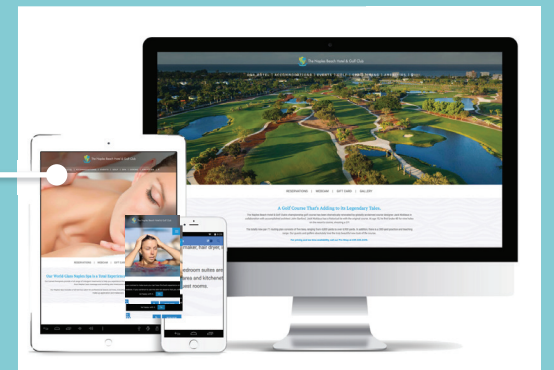
- *SouthernLiving.com* four-paragraph article, publicity value approximately \$56,190
- *Southern Living* magazine's Facebook page, publicity value approximately \$95,700
- *MSN.com* Travel and Lifestyle sections, publicity value approximately \$300,990
- Total Exposure: 24,383,632 impressions
- Total Publicity Value: \$728,310



YouTube Live Web Cam



Facebook Post



The Naples Beach Hotel & Golf Club Website

CONCLUSION

Despite the resort being closed through these unprecedented times, 78Madison was able to garner exposure and engagement to past guests and new viewers for only \$100 in ad expenses, thereby keeping the resort top of mind when consumers are ready to travel again.

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