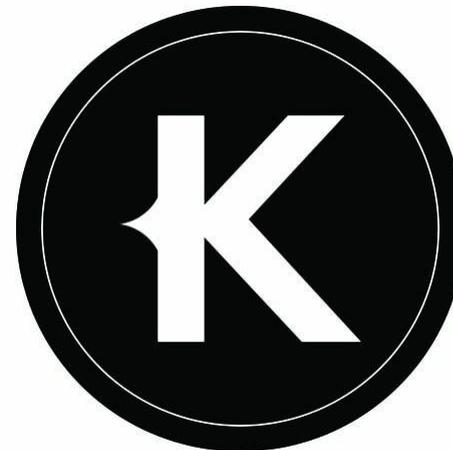


**RTO 9**



Final Report  
**Culinary Campaign 2021**

*April 16, 2021*

Brought to you by **Alphabet**®

## CAMPAIGN OVERVIEW

### AUDIENCE

Geo: Kingston, Frontenac County and their surroundings

Demographic: A25+ who are interested in culinary, food & wine, dining, restaurants, etc

### MEDIA & PLATFORM

**Total Media - \$25,000**

**Facebook & Instagram**  
Carousel, Video

**Stackadapt**  
Native ad & Connected TV

**YouTube**  
TrueView 15s & 30s

### TIMING

March 1 - April 11, 2021

# CAMPAIGN OVERVIEW

Mar 1, 2021 - Apr 11, 2021



3,070,188

IMPRESSIONS



19,917

CLICKS\*

*\*All clicks on ads*



123,271

VIDEO VIEWS\*

*\*Completed video views from Facebook video placement, YouTube and Connected TV*

# INSIGHTS & RECOMMENDATIONS

Mar 1, 2021 - Apr 11, 2021

## OVERVIEW

This campaign was created as a partnership between Kingston and Frontenac County to promote culinary offerings in the region. Through a variety of written and video content pieces, the campaign showcased the variety of producers in the Frontenac region, and where in Kingston you can purchase their products in either restaurants or food shops. The objective was to create awareness about what the region has to offer, and drive clicks to the [visitkingston.ca/culinary](https://visitkingston.ca/culinary) microsite to explore content.

Overall, the campaign generated more than 3M impressions, 13K link clicks, and 123K completed video views. The Connected TV placement was used as an awareness tactic and was optimized towards impressions. All other placements were optimized towards clicks which drive people to our landing page to read more.

The campaign was served through both Frontenac and Tourism Kingston Facebook and Instagram pages with an evenly split planned budget. They generated over 1.1M impressions in total with more than 14K clicks on ads which makes our Click-Through-Rate 1.27%. This is above Facebook's industry benchmark of 0.99%.

YouTube placement generated a total of 293K impressions with 56K completed views and 1.7K link clicks. We were only targeting people who are interested in culinary and food & dine within Kingston and Frontenac area, which aligned our target audience well with our campaign objectives.

Stackadapt is a programmatic network which was used for native content ads. Our campaign generated over 1.5M impressions with 3.3K clicks to the site at 0.21% CTR, which is above the platform benchmark for the food & drink category at 0.05%. We also leveraged Stackadapt's Connected TV network as an awareness tactic to showcase our video content to people who are interested in food & drink, and people who use Connected TV devices within our targeted geographic region. This is a forced view placement, which means users can't skip the ad, however dropoff can occur due to switching channels, turning off devices, or exiting the app. The platform's benchmark for View-Through-Rate (VTR) is 90%, and our ad exceeded the benchmark with a VTR of 98.13%. There was 56,073 total views.

## DIGITAL ADS

Mar 1, 2021 - Apr 11, 2021

## FACEBOOK &amp; INSTAGRAM

Media	Impressions ^	Link Clicks	Clicks (All)	CTR
Facebook & Instagram	1,170,056	8,066	14,805	1.27%

\*Facebook CTR benchmark for the travel & hospitality industry is 0.9%

## YOUTUBE

Media	Impressions ^	Views	Link Clicks	VTR
YouTube	293,017	56,069	1,788	19.14%

\*Views reported are completed views which would only be recorded when someone finishes watching the ad.

\*\*VTR = View Through Rate

## STACK ADAPT

Media	Impressions ^	Link Clicks	Views	CTR	VTR
Stackadapt Connected TV	57,140	-	56,073	-	98.13%
Stackadapt Native Ad	1,549,975	3,324	-	0.21%	-

\*Stackadapt Connected TV ad is a forced view placement. Although it is non-skippable, viewers can choose to switch channels/turn off devices/exit an app when an ad plays which is the primary reason for any dropoff to occur.

\*\*Views reported are completed views

\*\*\*Platform benchmark for Native Ads for food & drink category is 0.05%



# Thanks!

Any questions?