

Pocono Tree Ventures

Problem

How does a local resort draw attention to its aerial adventure spot in order to peak interest in the resort's all-around amenities?

Solution

Create a unique OOH campaign that strategically places the billboard as a part of the tree-ventures story.

Background

Pocono Tree Ventures (PTV) is an OOH aerial adventure spot that is part of a resort located near the Poconos in Pennsylvania. They have golf courses, a restaurant, villas and places where a family could stay and play. Their main objective was to showcase their zip lines in order to peak interest in the rest of the resorts' amenities.

Objective

PTV demographic is ages 4-100. Children as young as four can navigate a tree course that is only a few feet off of the ground. For older adults they have five courses that increase with difficulty as you progress. After you've accomplished the tree courses you can zip line through more trees on their 1,000 ft. zip. PTV's objective was to come up with a billboard campaign using posters and bulletins to showcase a part of the business that would show up well on billboards.

Strategy

The team came up with two separate campaigns. One for the posters and the other using one bulletin. The posters showed young kids and older kids having fun harnessed in and climbing the trees. The second part of the campaign, the bulletin campaign, used a billboard that was set back near trees so that it became part of the story. The team then tied two brightly colored pieces of rope to the trees and tied the other ends to trees behind the billboard. The billboard itself had two images of people who looked as if they had zipped right through the billboard. This was unique because PTV usually adds extensions to a billboard in order to create something eye-catching, but this method actually took away from the space in order to achieve the desired results.

Plan Details

Markets: PA

Flight Dates: April 2016 - August 2016

OOH Formats Used: bulletin and posters

Target Audience: males and females ages 4-100

Budget: PTV used a significant portion of their budget on this campaign. Many of the other resorts in the area have a "heads in beds" philosophy so they put a great deal of money into advertising overnight stays. PTV wants to put emphasis on adventure



therefore put 40% of the budget for the quarter into this campaign.

Results

PTV has had a steady increase in website traffic and an increase in people who aren't staying at the resort but instead have chosen to spend a few hours of their day zip-ping and climbing the adventure courses. The goal of the campaign was accomplished.

Testimonials

"For many people zip lining is on their bucket list. Adams Outdoor Advertising helped us to sell the experience of Pocono Tree Ventures to people across all demographics in a way that is a total shift in thinking." Gina Bertucci, VP of Marketing

Audience Metrics

Target Audience TRPs: 662.07

Target Audience Reach: 47%

Target Audience Frequency: 14%

Additional Relevant metrics: CPM \$7.54,
1,590,542 impressions

