

Los Cabos

Challenge:

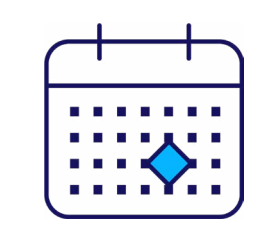
Los Cabos, a premier travel destination in Mexico, sought to enhance its visibility and appeal among German travellers, particularly those engaged with the UEFA Euro 2024 tournament.

The campaign aimed to improve brand awareness, consideration, and purchase intent by leveraging high-impact prDOOH advertising. However, the challenge was twofold: standing out in an intensely competitive tourism market and effectively engaging an audience largely unfamiliar with the destination.

**LOS
CABOS**

Market

- Germany



Campaign Dates

- June - July 2024



Target Audience

- 18+, with an interest in travel

Solution:

The strategy involved using static digital screens (D6 format) strategically placed in key locations where football fans would congregate during the tournament.

The goal was to capture the attention of German travellers at the right moments and enhance their awareness and perception of Los Cabos.

Campaign Plan:

The campaign ran from June 2nd to July 31st 2024, targeting adults aged 18+ in Germany, with a special emphasis on football enthusiasts.

The creatives focused on showcasing Los Cabos as a vibrant, luxurious, and activity-filled destination, ensuring that messaging aligned with audience interests.

Key elements of the campaign included:

High-visibility prDOOH

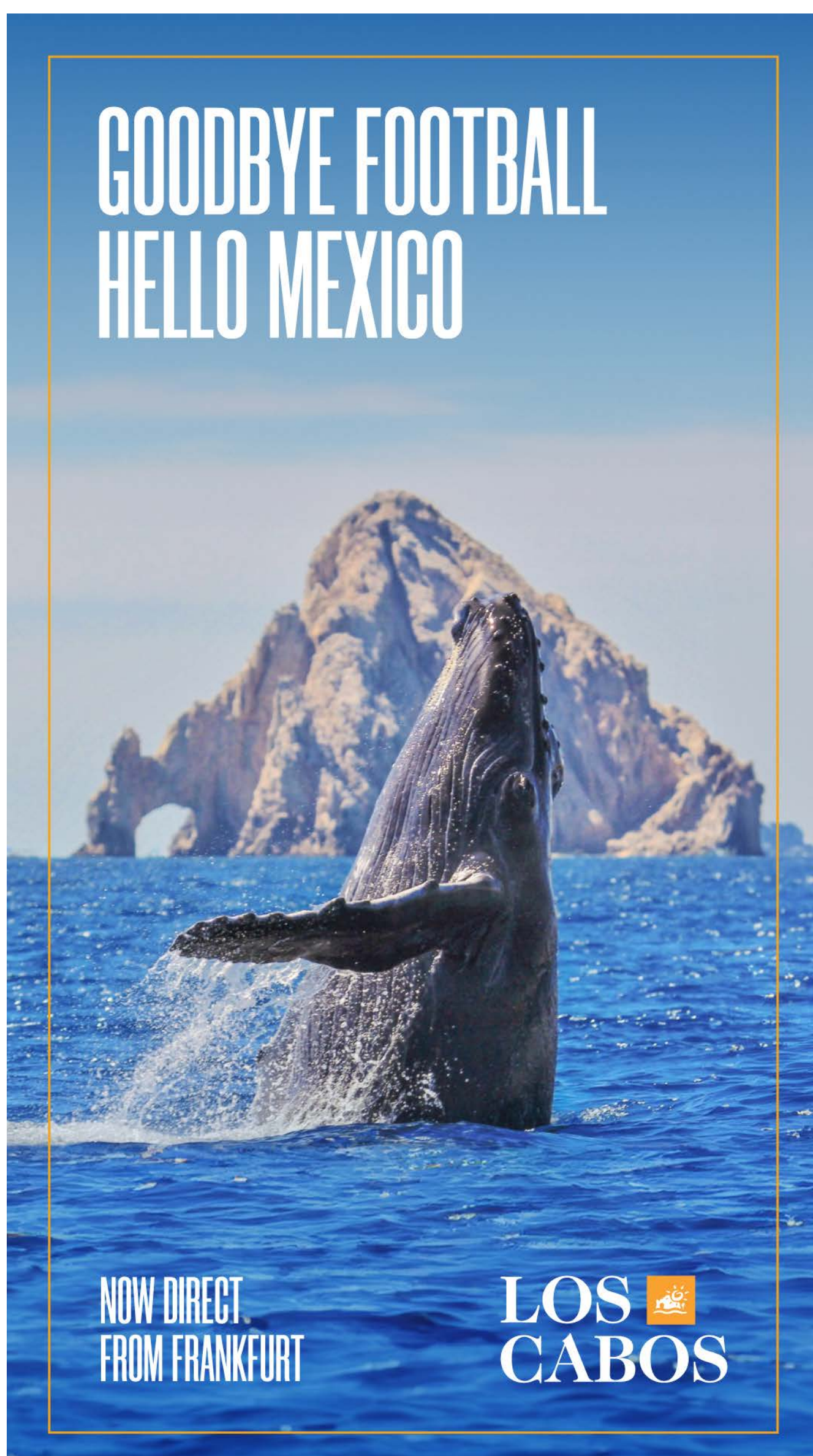
placements: Digital billboards and static screens in high-traffic areas ensured repeated exposure

Emotion-driven messaging:

Advertisements highlighted Los Cabos as a diverse, luxurious, and adventure-friendly destination

Strategic targeting:

Locations were chosen based on crowd behavior during the football season to maximise engagement



Results:

The campaign delivered notable uplifts across key brand metrics, indicating strong engagement and positive reception among the target audience. Spontaneous awareness of Los Cabos saw a slight increase of 1%, aligning with the On Device Research benchmark.

Among football enthusiasts, prompted awareness increased by 5%, demonstrating effective cut-through within this key segment. Brand consideration also experienced an overall increase of 6%, with the most significant growth seen among females and the 18-34 age group, both of whom exhibited a 12% increase. Additionally, those who had never visited Los Cabos before displayed a 7% rise in consideration, illustrating the campaign's effectiveness in attracting new audiences.

In terms of brand perceptions, the campaign contributed to a stronger positioning of Los Cabos as a safe destination, with a 4% increase in this perception. Additionally, the idea that Los Cabos offers activities for everyone saw a 6% uplift. Among football enthusiasts, the perception of Los Cabos as a luxury destination increased significantly by 9%, reinforcing its appeal within this audience segment. The messaging also resonated well, with nearly half of the respondents recognising the message that "Los Cabos is the destination for everyone."

The campaign's creative execution also generated a strong emotional response. Overall, 72% of viewers responded positively to the campaign, significantly surpassing the On Device Research benchmark of 64.5%.

72%**of viewers
responded
positively****5%****Awareness
Increase**

Football enthusiasts and luxury travellers showed the highest levels of engagement, with a 77% positive response rate. The advertisements evoked curiosity and surprise among audiences, with 29% expressing intrigue and 27% expressing excitement. Many respondents found the campaign visually appealing and inspiring, with comments highlighting the beautiful landscapes and vibrant energy of Los Cabos. One viewer noted that the advertisement made them want to learn more about the destination, illustrating its effectiveness in sparking interest.

The campaign's impact extended beyond perception shifts to tangible behavioural intent. Approximately 72% of exposed respondents reported taking or intending to take action, a figure that exceeded the On Device Research benchmark of 61.5%. Online searches about Los Cabos emerged as the most common post-exposure action, followed by discussions about the ads with others. Football enthusiasts and female audiences were particularly responsive, demonstrating a high likelihood of further engagement.

Summary:

The Los Cabos prDOOH campaign successfully improved brand perception and engagement among German travellers, particularly football enthusiasts and younger audiences. While spontaneous awareness gains were modest, the campaign excelled in brand consideration, emotional response, and intent to take action, demonstrating its ability to capture interest and drive consumer engagement.

Future campaigns could build on these insights by focusing on deeper storytelling and interactive experiences to further solidify Los Cabos as a top-tier travel destination in the German market.