DOWNTOWN

SUMMERLIN®

FASHION • DINING • ENTERTAINMENT

CASE STUDY #1

Advertising Case Study- October 2014

Context- While not a traditional tourism destination, in many ways, Downtown Summerlin is positioned as a destination for the Las Vegas Valley. After years of recession-related dormancy, the project's rebirth was positioned as a shopping, entertainment and dining destination enhancement to the master-planned Community.

Concept- One of the strengths Ad Us offers is unique, integrated marketing approach that leverages its relationship with the Las Vegas Review-Journal, The Views (Community Publications), and reviewjournal.com. Ad Us worked cooperatively with the Las Vegas Review-Journal to include native advertising and custom content integration on reviewjournal.com, along with strong rich media presence on the site and extended audience reach through Ad Us exchanges.

Execution- A custom channel, including nav bar integration, was created on reviewjournal.com. Editorial and custom-content (native content) were aggregated within the channel to create audience awareness and engagement with Downtown Summerlin prior to its opening. The most engaging content was reverse published and distributed as a print piece through The Views community newspapers. Additionally, Ad Us reached strategically targeted audiences through targeted digital exchange advertising and retargeting.

Results- Paid advertising tactics executed by Ad us represented 30% of overall site traffic to the clients website. The quality of traffic delivered outperformed the site average in terms of time spent on site. The Grand Opening's success resulted in Ad Us being named as the digital agency of record for Howard Hughes Corporation's Downtown Summerlin project.

Digital Advertising Case Study- March 2014

CASE STUDY #2

Digital Advertising Case Study- March 2014

Context- Las Vegas Motor Speedway is home to NASCAR Weekend and several NHRA events that attract fans from across the country. Ad Us was tasked with increasing digital engagement with fans prior to NASCAR Weekend 2014, focusing on key feeder markets – Phoenix, Salt Lake city, Denver, and Southern California – as well as the Las Vegas Valley.

Concept – Using 1st party data captured through visits to reviewjournal.com and lvms.com, identify audience targets and look-alikes to refine digital targeting and retargeting strategies to increase audience engagement.

Execution – 1st party data was layered over multi-platform exchange data to develop audience profiles for display retargeting across multiple platforms. Using this data, look-alike segments were identified to expand audience reach.

Results – Transparency between the client and Ad Us provided insight into analytics and data which resulted in the ability to maximize campaign performance. The digital data also provided audience insight that is being applied both online and offline marketing decisions and that will be used in future campaigns. Las Vegas Motor Speedway was thrilled with the results Ad Us delivered and as a result, we have secured additional campaigns from the Speedway, and are in the process of developing a relationship with NHRA on a national level.

CASE STUDY #3
WYOMING TOURISM

Context – Prior to being brought to Las Vegas by Stephens Media to form Ad Us, the team worked with Wyoming Tourism on its Forever West campaign. Wyoming Tourism publishes a printed visitors guide and posts a downloadable digital replica on its website. The team was tasked with increasing digital engagement and downloads to a broad audience.

Concept – Using a broad-based, multi-platform campaign, reach audiences who are likely to visit Wyoming.

Execution – The campaign started as a general campaign, and as data was captured, specific audience segments began to emerge. Outdoor enthusiasts, and hunting and fishing categories were expected, and the campaign data showed that golf enthusiasts were also a key audience category. Women who enjoyed photography were another segment that was identified. With segment identification, the campaign tactics were adjusted to optimize reach to these audience segments. Category-targeted mobile advertising played a big part in this campaign.

Results – Downloads of the guide exceeded the client's expectations, and overall client satisfaction was high. As a result of the success of the Forever West campaign, Wyoming Tourism has remained a client of the Ad Us team's successors.