

CASE STUDY

Austria



How We Lured Czech Tourists to Austria for Skiing and Adventure

Austria is a great destination for adventure lovers and skiers alike. Together with the Austrian National Tourist Office, we reminded Czech travelers of just how beautiful this neighboring country is. You see, at the beginning of the campaign, we measured that only 25% of Czechs perceive Austria as their favorite winter holiday destination. And we decided to change that.

The focal point of the campaign was the series called Austria free and active starring the Olympic athlete David Svoboda and his brother Tomáš. Together, they take the audience through the most beautiful places in Austria, into caves, on bobsled runs or climbing up an icefall.

We added two articles to the series in the Seznam Native format, one offering summer hiking tips, and the other provided interesting information for skiers and non-skiers alike. They can try bobsledding or mushing. We also addressed the readers with an advertorial article placed on Sport.cz. We also included a podcast in the mix called A piece of Austria, where travelers, adventurers and athletes shared their experiences. The podcast was created in collaboration with the creators of the popular Travel Bible, and we also prepared a landing page for it. We also supplemented the campaign with a commercial article in print, in the supplement of the Deník Právo daily newspaper, where we placed a QR code leading readers to the series.

How did we get the campaign out among the people?

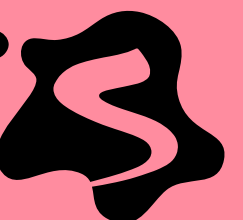
We have placed the series on the internet television Stream.cz, which is visited by an average of 2.5 million users per month. We published the podcasts on all available podcast platforms and created a special landing page for them, which was created under the Seznam Zprávy banner. We have also placed the Seznam Native articles there.

Another channel we used was the social networks of the protagonists of the series and podcasts. We also supported the series on the social networks of Stream.cz and through advertising positions on this platform. Due to the success of the first episode, the algorithm started recommending other episodes. We also reached the audience through native ads on Stream.cz and Seznam.cz and other content sites.

How did we measure success?

Our competitors in this campaign were all destinations to which Czechs travel on holiday. Our pre-campaign measurement showed that 30% of Czechs stayed in the country, making the Czech Republic the main competitor. Our aim was to increase Austria's preference from the original 25% by at least 5 percentage points.

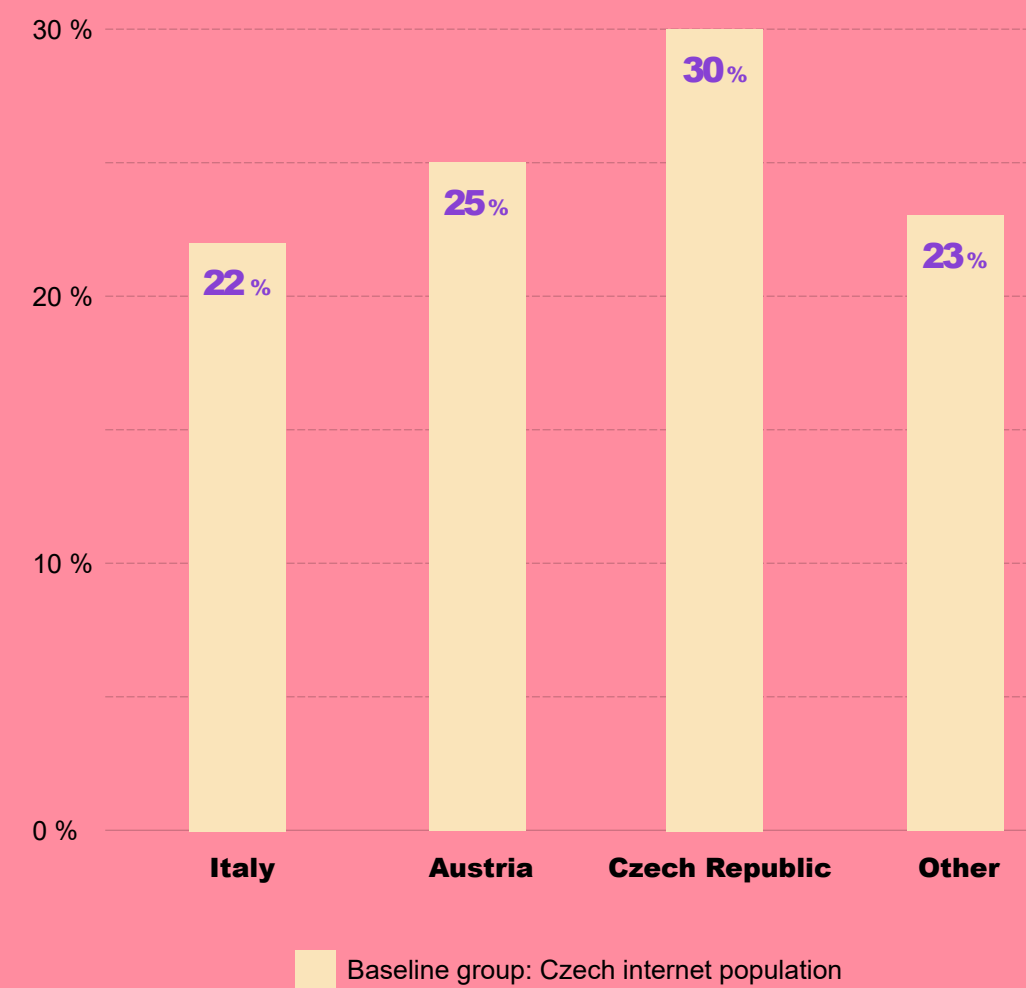
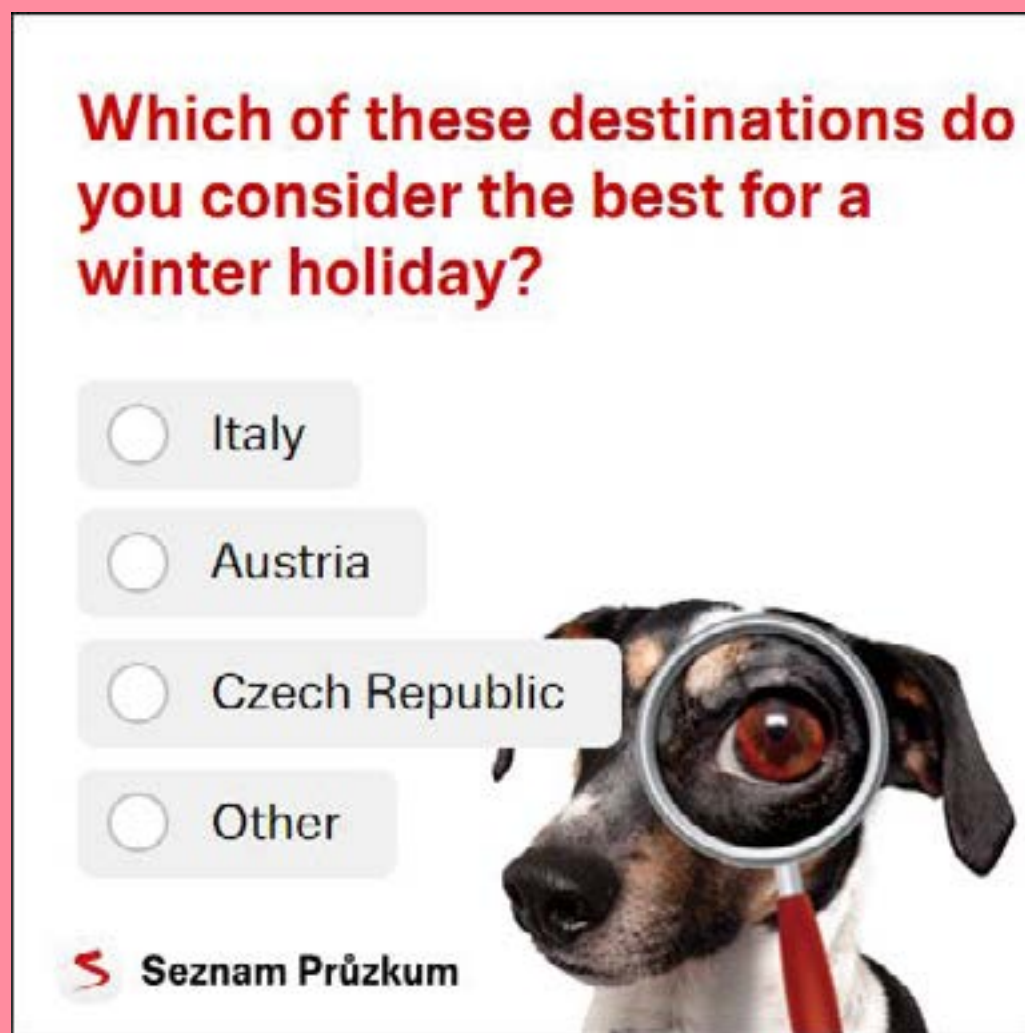
We further measured success differently within each channel. The nine-part series on Stream.cz was supposed to get at least 20,000 plays per episode, for a total of 180,000 views during the two-month campaign. Each Seznam Native was supposed to get 50,000 views and the podcast was supposed to get at least 10,000 listens.



What results did the campaign bring?

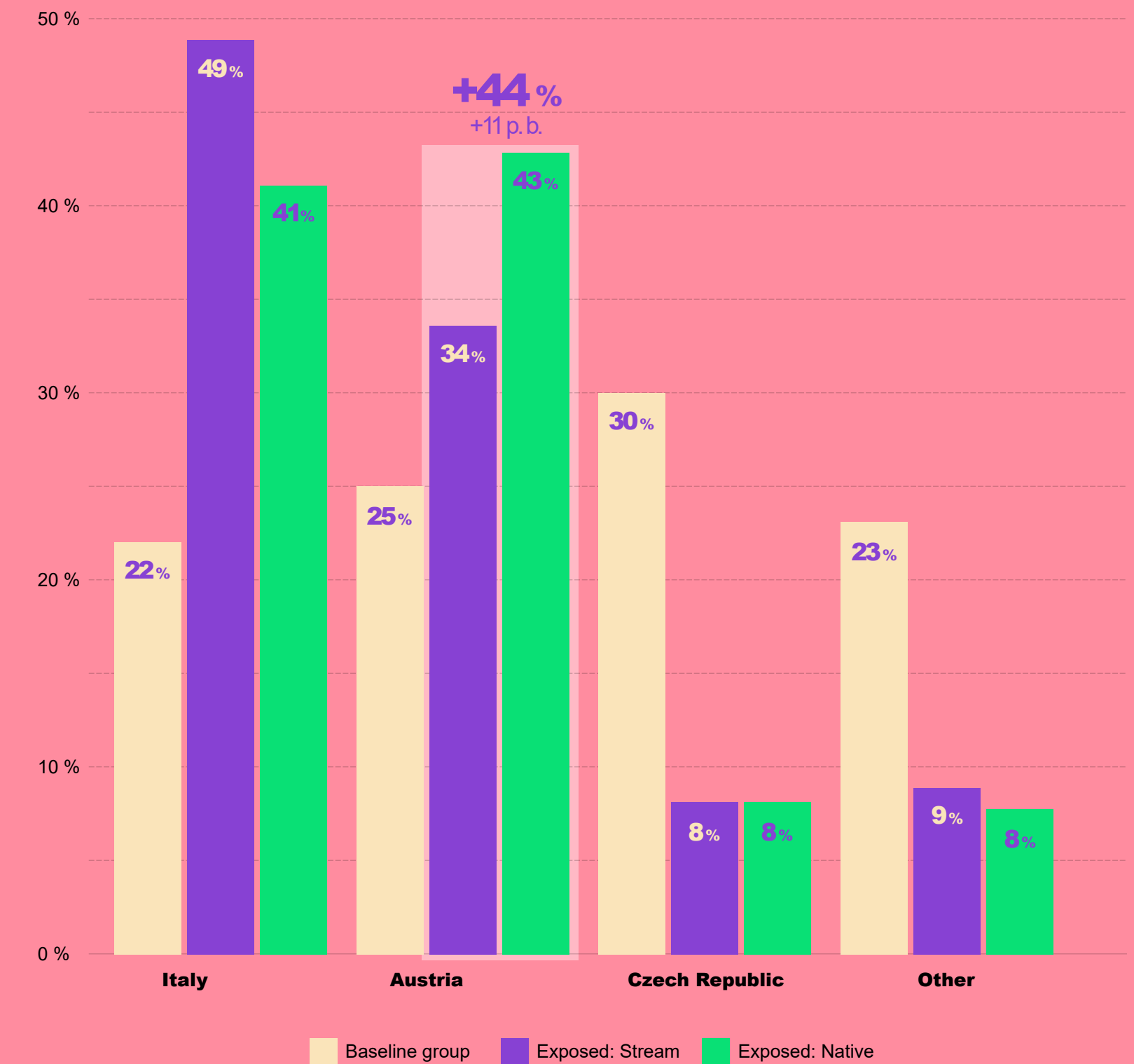
- The series with the Svoboda brothers has reached over half a million views and the numbers are still growing. We have thus tripled the original target.
- Seznam Natives have accumulated 184,000 views, surpassing the plan by 84,000.
- We measured the impact of the campaign using the Seznam Brand Lift tool, which showed that we managed to increase interest in Austria as a winter holiday destination by 44%, or 11 percentage points. This is 6 more than the target we had set prior to the campaign.

The survey question we asked our readers was as:



Brand Lift results: Which of the destinations do you consider the best for winter holiday?

*Source: 2022 Brand Lift, baseline group size n=1309



Brand Lift results: Which of these destinations do you consider the best for winter holiday?

*Source: 2022 Brand Lift, baseline group size n=1309 and exposed group size=1101



This campaign won among competition from all around the world. It won a gold medal in the Best Integrated Campaign category at the Native Advertising AWARDS 2023.



Whether you want to promote a service or a product, do it in an interesting way. Grab your customer's attention and serve quality content to them. Do you not know how to do that? At Brand Studio we are not afraid of challenges.

**Contact us and we will be happy to help you:
seznamnative@firma.seznam.cz.**

Who made this campaign?

Key account manager: Lucie Lacinová

Project manager: Jitka Damková a Karolína Otevřelová

Manažer dat a výzkumu: Miloš Uldrich

Video: Matouš Vaněk a Jakub Pexa

Logo a grafika seriálu: Anna Fatrdlová

Design: Lukáš Modrý

Animace: Ondřej Karpíšek

Kód: Jana Koudelková

Text: Radka Balajková

Advertorial online & print: Lucie Fumfálková

Podcast: Travel Bible



Seznam Native Léto v Rakousku



Seznam Native Rakouské zimní radovánky



Seriál Rakouskem svobodně a aktivně



Podcast Kousek Rakouska

