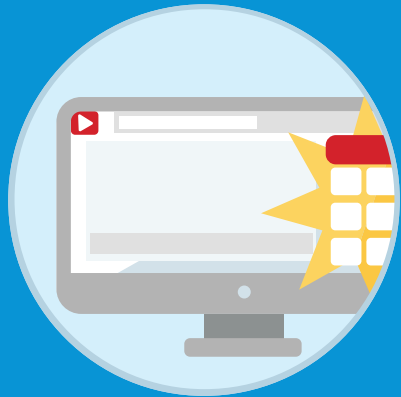


LOUISIANA IN ACTION

2024-2025 Video Remarketing Campaign



IN PARTNERSHIP WITH:
LOUISIANA TRAVEL ASSOCIATION



You know what they say, a picture is worth a thousand words, and if that's the case, then video is worth a million. With YouTube securing the title of the second most-used search engine, there's no better time to take full advantage of the power of video as part of your search strategy.

Video marketing has an established track record of establishing brand recognition and building trust. Making this the perfect opportunity to bolster your brand and foster continued interest in your destination with ExploreLouisiana.com co-branded videos.

WHAT'S IN IT FOR YOU?

- **Increased ROI.** According to the YouTube team, running three-to-six-second bumper ads had 107% higher ad recall and 134% higher purchase intent than the longer, 30-second video ads. This can result in increased ROI for your destination as potential visitors recall your video marketing efforts.
- **Target Interested Audiences.** By implementing a remarketing tag on your website and utilizing ExploreLouisiana.com's existing tag, we will be able to develop a robust remarketing pool. This pool will be served targeted video advertising designed to develop an emotional connection to Louisiana and your destination while further encouraging meaningful action.



SIGN UP BY

June 30, 2024



CAMPAIGN TIMEFRAME

Flexible according to your marketing calendar



PRODUCTION CYCLE

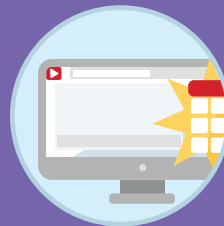
Please allow 2 weeks for material creation

	Bronze	Silver	Gold
RATE	\$2,340	\$3,550	\$5,100
CAMPAIGN LENGTH	1 month	2 months	3 months
ESTIMATED VIEWS	9,500+	20,000+	33,500+

NICHE TARGETS

- Culinary
- Outdoor Recreation
- History, Art, Culture
- Festivals & Events

HOW IT WORKS



Interested travelers visit
LouisianaTravel.com



After leaving, they see your
video ad before, during, or
after another video



You are only charged when
your video is watched or
engaged with for 30 seconds
(or to the end)

Let's chat about your new Video Ads—
contact me today!



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FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

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LOUISIANA
TRAVEL
ASSOCIATION

08/07/23