

Case Study

North Island Ski Holiday: Weather Based Marketing



About North Island Ski Holiday

North Island Ski Holiday is a website dedicated to providing the best winter experience and winter information in Great Lake Taupo.

The Goals

- Deliver the right message to web users based on weather conditions.
- Increase in user engagement and reach to target audience

The Approach

Tomahawk worked with North Island Ski Holiday to launch weather based ads that target users by serving ads or delivering the message on days with blue skies and sunshine in Mt Ruapehu, the perfect setting for winter activities.

Tomahawk launched a Google AdWords Campaign that feature Great Lake Taupo as the ultimate winter destination in New Zealand

The Results

During the first two weeks of the digital marketing campaign launch, the "weather specific ads" outperformed the "generic ads" within multiple engagement categories such as click through rate, ave time on website, bounce rate and CPC.



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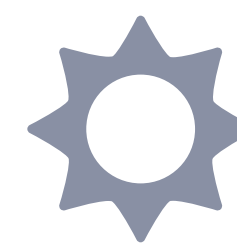
The Great Lake Taupo region, spanning the picturesque volcanic landscape of the central North Island, is enjoying plenty of attention right now as New Zealand's hottest winter resort destination. Mt Ruapehu, home to Whakapapa, Turoa and Tukino Ski Areas, boasts brilliant skiing, snowboarding and sledding in the North Island of New Zealand.

The ads based on the 'perfect winter conditions' delivered higher engagement. 41% Users clicked on 'Weather Specific' ads and spent 40% more time on the website as opposed to users who clicked on the 'Generic' ads.

CPC rates on the 'Weather Specific' ads were 15% lower than the 'Generic' ads.



INTEGRATION



WEATHER SPECIFIC ADS



GENERIC ADS

Weather specific marketing brings the intelligence of triggering marketing campaigns based on a change in weather conditions in a particular geo-location; in this case North Island New Zealand, for domestic travelers. Tomahawk understands that weather as a factor influencing web behaviour is the first step towards designing weather based marketing campaigns. The idea is simple: Blue Skies and Sunshine in Great Lake Taupo equals Perfect Winter Experience.

With the main goal to build awareness and interest to Great Lake Taupo as the New Zealand Ski Holiday Destination in Winter. Tomahawk created a strategy for Google AdWords towards driving interest to those users who were most likely to get inspired by the experience of winter activities in Great Lake Taupo.