

83 agency



**Visit Angus
Naturally Angus
Campaign Evaluation**

Objectives

Raise awareness of Angus as a visitor destination

Drive visits to the Visit Angus website

Ultimately increase visitors to Angus

Target Audience



Domestic UK Segments (primary):

- Food-loving Culturalists
- Natural Advocates

International Segments (secondary):

- Experience Seekers

Geographic focus:

- Day visitors within 2-hour drive time
- Scotland and North of England
- USA and Canada (Tripadvisor)

Target Audience

- **Food-loving culturalists:** Seek out a relaxing holiday experience where they can enjoy engaging in cultural experiences accompanied by great food and drink. Enjoy short breaks in the UK
- **Natural advocates:** Passionate about Scotland as it offers everything they want from a holiday; breath-taking scenery, a connection with nature and the chance to get away from it all



Proposition

Naturally Angus

- Continued with the campaign proposition for the 25/26 campaign to strengthen brand equity, further build brand awareness, deepen emotional resonance and reinforce the area's natural positioning
- 24/25 succeeded in creating awareness of the proposition, as well as positioning Angus as a visitor destination full of diverse natural experiences. We needed to build on that success and awareness
- Research into 25/26 travel trends and insights confirmed the campaign proposition would continue to connect and convert audiences



Naturally Angus

This messaging communicated:

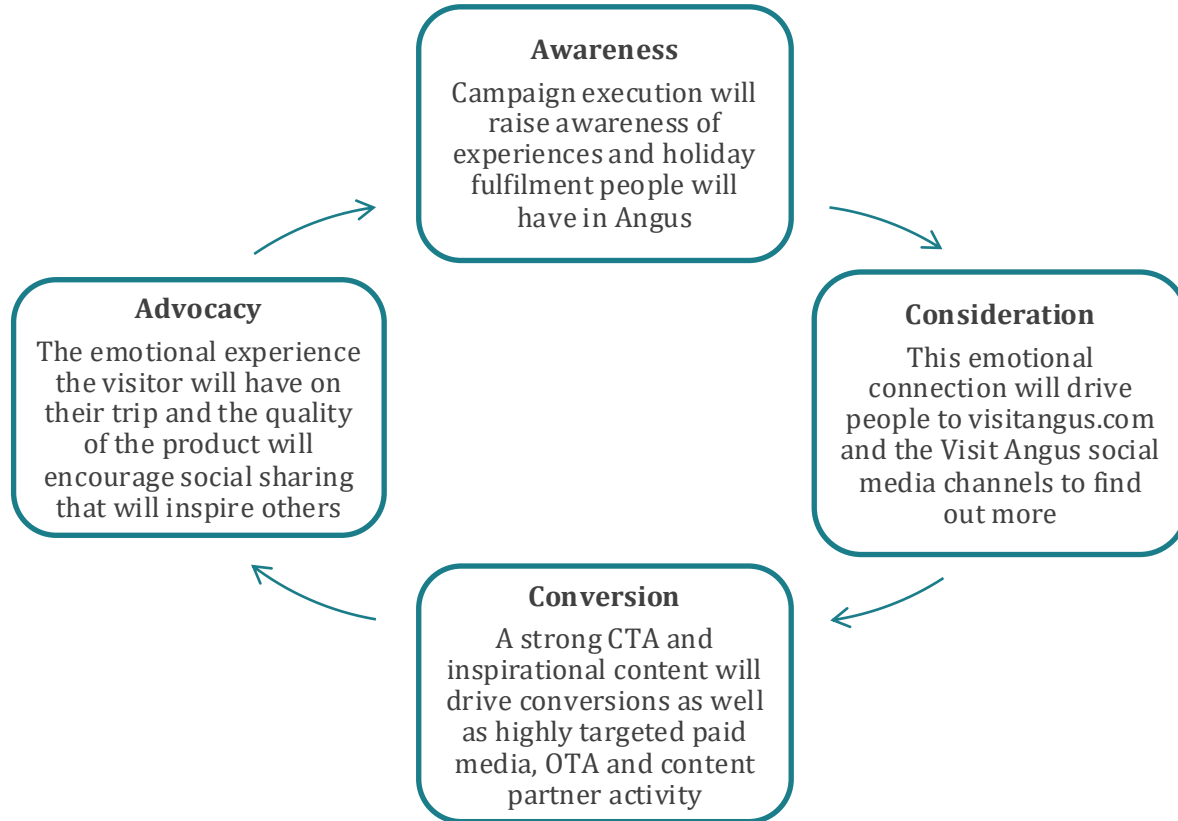
- Angus is the natural choice for your next break because it will fulfil your holiday needs
- A sense of wellness and emotional fulfilment awaits that will provide life enrichment
- A break in Angus will allow you to reconnect to both yourself and your loved ones
- Escape into the many experiences and inspiring scenic settings a break in Angus will provide



A full-page photograph of three people mountain biking on a gravel trail through a forest. The person on the left is a man with a blue helmet and green jacket. The person in the middle is a man with a white helmet and blue jacket. The person on the right is a woman with a black helmet and grey shirt. They are all smiling and looking towards the camera. The trail is surrounded by tall pine trees and green grass. The word "Activation" is written in white serif font on the left side of the image.

Activation

Activation



Activity Plan

Activity	Links/Description
Campaign Video	• Full Length • Social Edit
Paid Social Ad Campaign	• Meta • YouTube • Google PPC
OTA Activity	• Tripadvisor
Media Partnership	• TGO • Coast

Campaign Assets

Video



Branding update for the 25/26 video with the core messages and motivators for the target audience remaining.
Campaign themes incorporated for consistency and a seamless user journey from video to website.
Video was used on the website, paid social ads and OTA activity.

Paid Social Ads & Google

Campaign Overview

- Meta
 - Facebook and Instagram
 - 15s and 60s video
 - Carousel
 - 8 x Still Image Ads
 - Audiences – Natural Advocates, Food Loving Culturalists
 - Geographic – Scotland and North England to Midlands
- YouTube
 - 15s skippable
 - Audiences – Natural Advocates and Food Loving Culturalists
 - Geographic – Scotland and North England to Midlands
- Google PPC
 - Ad groups – Visit Angus, Scottish Holiday, Holiday Together (Families and Retirees), Adventure Holidays, Nature Holidays, Historical Attractions, Food & Drink
- Campaign duration
 - 19th January – 15th February

Results

1,601,554 Impressions

4,134 Landing Page Views

19,773 Link Clicks

2,066 Post Engagement

935,251 Thruplays/Video Views

£7k Spend



Campaign Summary

Summary	Impressions	Link Clicks	Video Views	Landing Page Views	Post Engagement	Spend	CPC	CPE	CPL	Cost Per Thruplay
Meta	589,209	15,999	389	4,134	2,066	£3,498.31	£0.22	£1.69	£0.85	£8.99
Google	20,917	2,030	N/A	N/A	N/A	£1,389.25	£0.68	N/A	N/A	N/A
YouTube	991,428	1,744	934,862	N/A	N/A	£2,100.78	£1.20	N/A	N/A	£0.00
Total	1,601,554	19,773	935,251	4,134	2,066	£6,988.35	£0.35	£3.38	£1.69	£0.01

Landing Page Views stat includes Meta only as we were unable to install the pixel for Google/YouTube, so we could only track clicks on these platforms.

Comparison

Metric	24/25 Campaign	25/26 Campaign
CPC	£0.74	£0.35
CPLPV	£3.03	£1.69
CPThruplay*	£0.02	£0.01
CPE	£4.85	£3.38

- This year's campaign was **more cost-effective** than last year's campaign across all key metrics demonstrating improved learnings and optimisations year-on-year
- The campaign delivered an overall CPC of £0.35, a **significant improvement** compared to last year (£0.74)
- The cost per tracked landing page view (£1.69) on Meta also **significantly improved** compared to last year (£3.03)
- The cost per Thruplay also **improved**, reducing from £0.02 to £0.01
- The campaign also delivered more quality engagement with a **great improvement** on CPE, which reduced from £4.85 to £3.38 compared to last year

Summary

- The paid social ad campaign was **very successful** and **cost-effective**
- Continual **optimisations** ensured the 25/26 campaign **outperformed** the previous 24/25 campaign across all metrics
- Overall CPL for Meta was **£0.85**, which was a **significant improvement** compared to last year's result of £1.71
- The campaign delivered a significantly **lower CPC** across Meta and Google PPC compared to benchmark, which is a great result
- Meta delivered an overall CPC of **£0.22**, a **significant improvement** compared to last year's result of £0.51 CPC
- Target CPC for Google was **£0.95** and we delivered a great **CPC of £0.68**
- CTR on Google was **9.7%** which is a **great result** compared to last year's 8.73%
- The **Arbroath Smokie** and **Glamis Castle** creative **performed well** for both audiences in terms of driving traffic
- The **Arbroath Smokie** ad had a particularly **high CTR** for both audiences, which is consistent with last year
- **Natural Advocates** audience dominated delivery with a better overall performance – this was consistent with last year
- **Still image** drove the highest **volume of traffic**, generating the majority of impressions, clicks and landing page views
- **Videos** on Meta did not achieve high delivery, so we would recommend separating them into their own ad group in future so we can assign budget to spend on video only
- On YouTube, we delivered an impressive overall CPM of **£2.12** which was well below benchmark of **£7.97**
- YouTube ads were skippable, but we still achieved an impressive **65.38% VCR** – users **watched the video to 100%** demonstrating the content was highly targeted and the video was edited well to hold viewer attention to the end
- On Google we delivered an impressive CTR well above a benchmark of **4.00%** at **9.7%** and the “Visit Angus” ad group delivered the highest CTR on Google at **21.71%**

Top Performing Ad Creatives

Visit Angus
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Discover world-class food and drink and breathtaking landscapes that are the recipe for an unforgettable break.



visitangus.com
Naturally Angus

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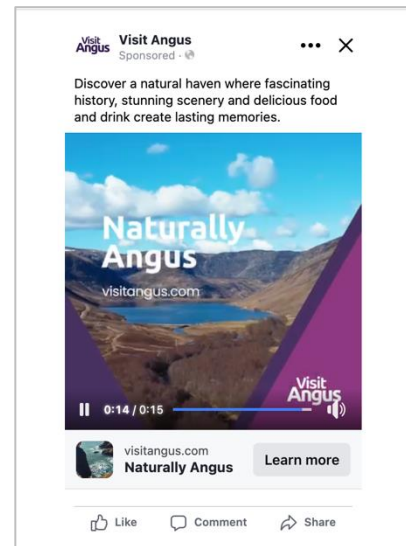
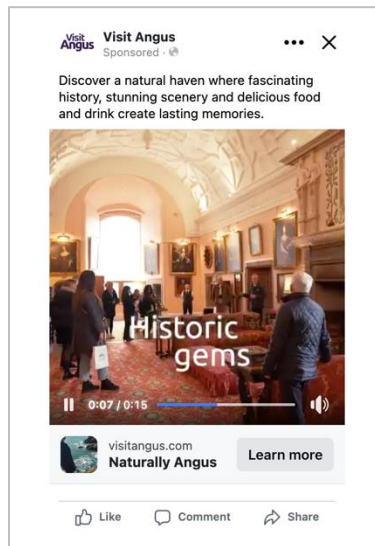
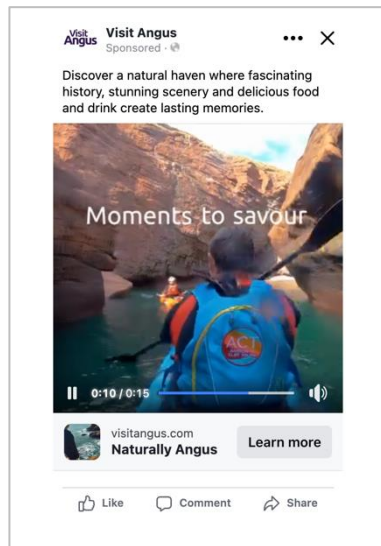
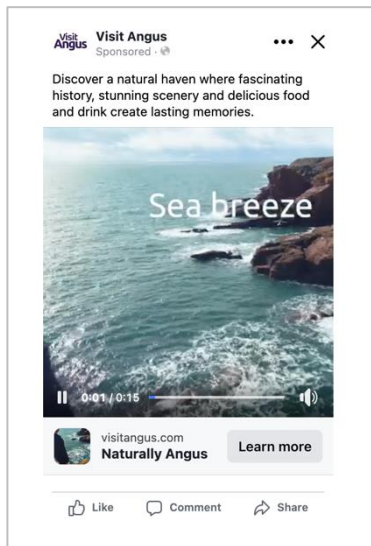
visitangus.com
Naturally Angus

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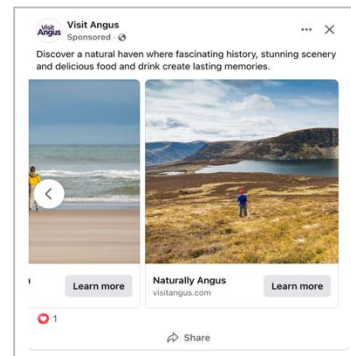
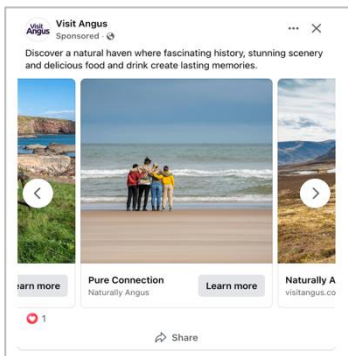
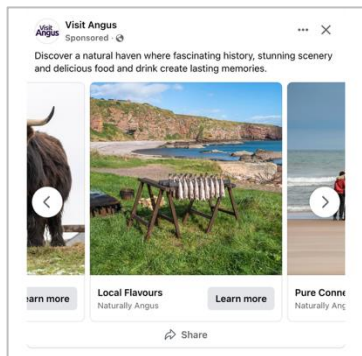
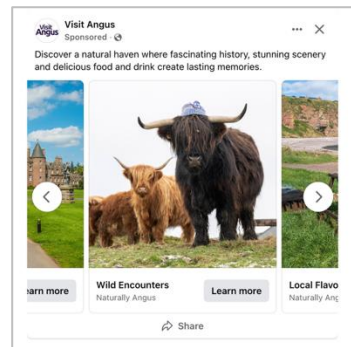
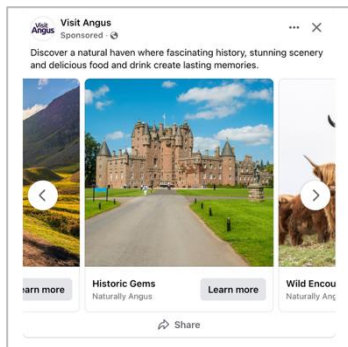
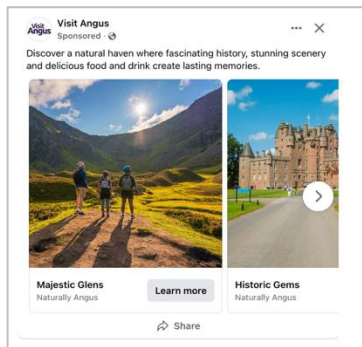
Meta (Facebook & Instagram)

Ad Examples



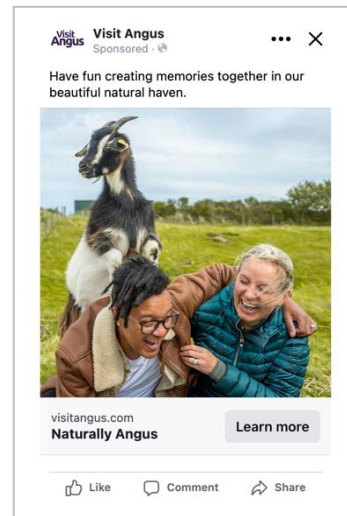
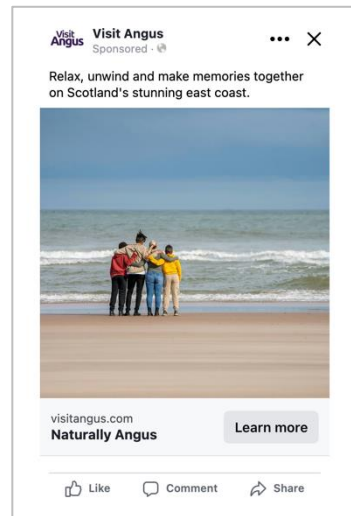
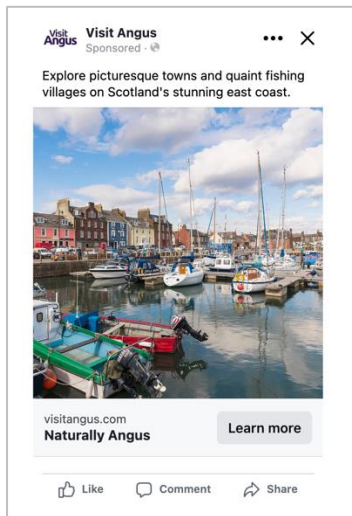
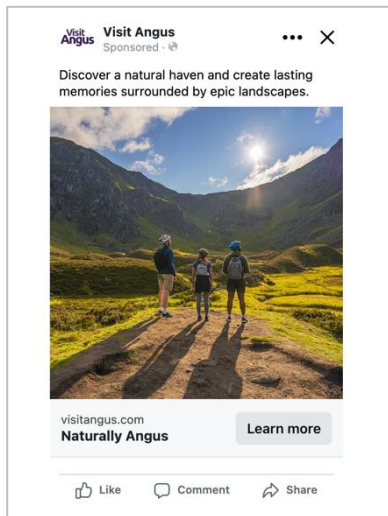
Video – Meta & YouTube

Ad Examples



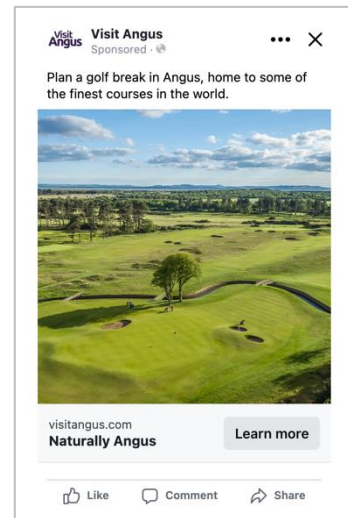
Carousel – Meta

Ad Examples



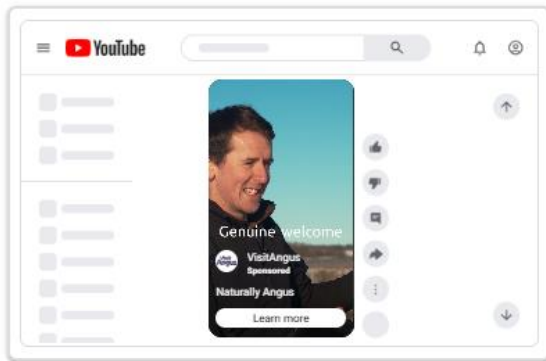
Still Image – Meta

Ad Examples



Still Image – Meta

Ad Examples



Skippable Video – YouTube

OTA Activity

OTA

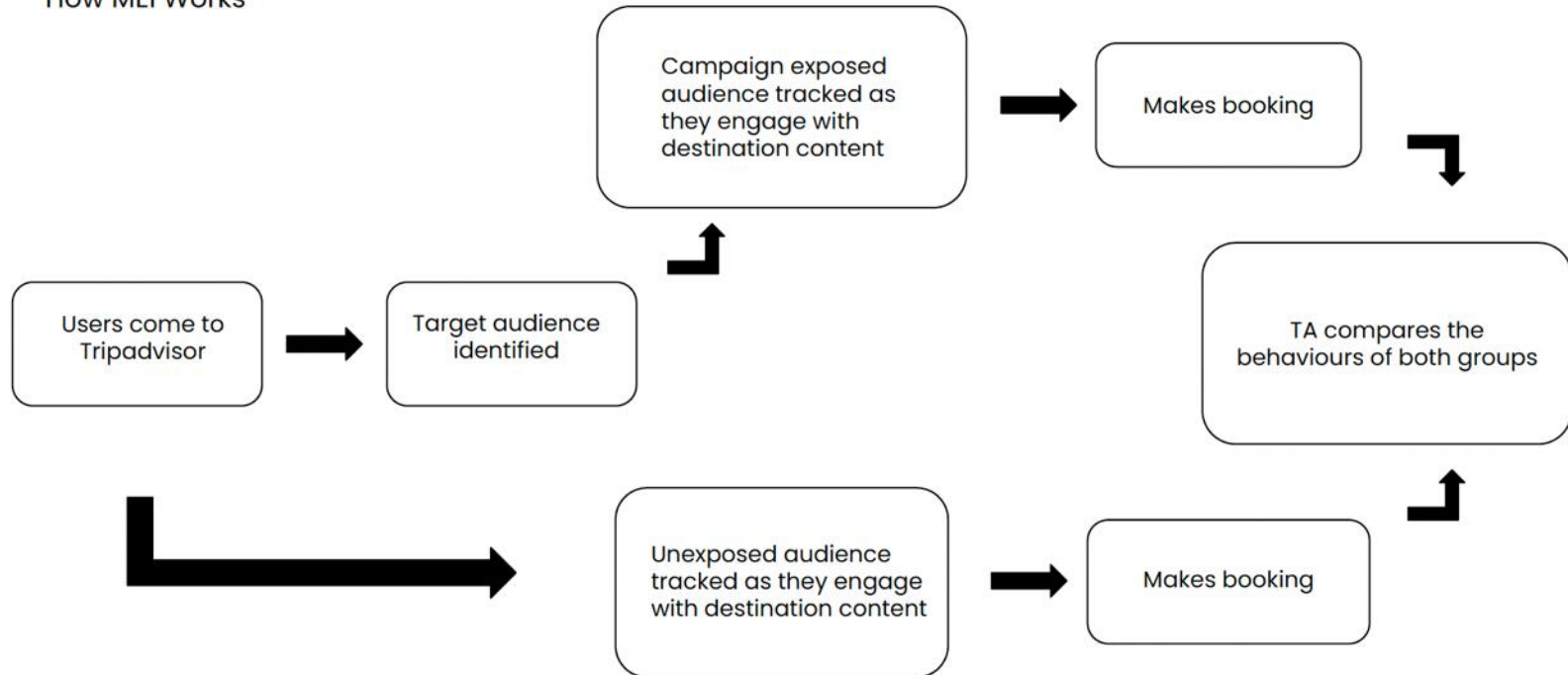


Tripadvisor

- Markets: UK, US & Canada
- Demographics: Wellness, relaxation, culture, history, outdoors, golf and food & drink
- Behavioural: Scotland
- Increase awareness of Angus
 - Measured by unique users driven to Angus content as a result of campaign activity. **Goal 1.1M**
- Increased consideration
 - Measured by uplift in content consumption from campaign exposed users. **Goal 0.15**
- Incremental bookings/ROI
 - Measured by economic impact and ROI. **Goal 5:1**
- Activity:
 - Boost Ad Campaign
 - Explorer Video Campaign
- All activity clicked to Angus landing page on Tripadvisor website

Tripadvisor

How MEI Works



Media Impact Summary

The media effectiveness results show significant uplift in both interest and desire in Angus, with estimated direct bookings increasing by 81% as a result of our Angus ad content

	Unexposed	Ad exposed	% uplift
Pageviews per user	2.8	4.6	+64%
Clicks per user	3.1	4.8	+55%
POI views per user	1.7	2.5	+47%
Hotels page view rate	6.4	9.2	+44%
Attractions page view rate	5.1	7.3	+43%
Restaurant page view rate	5.5	7.1	+29%
Estimated bookings	282	513	+81%

Results above show the effectiveness of the Angus ad content with the % uplift as a direct result of the campaign content

Economic Impact

Considerations:

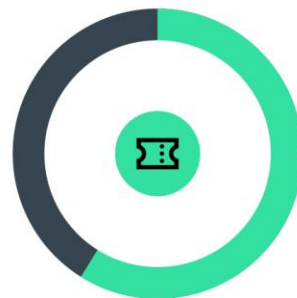
- Full ROI known 90 days after campaign ends
- Benchmark 5:1
- **Data representative up until 01.07.2026**



£20k

Ad Spend gross

How much has been spend on media so far



£172,606

Economic Impact

What is the total economic impact back to the regions as a result of campaign activity.

Hotels, attractions, food and drinks, retail, transportation



8.63

ROI

ROI **from campaign exposed users only**

Traffic Driver Performance

Static/Native Images & Video driving to the Angus destination page on Tripadvisor

1,169,462

Impressions

1,329

Clicks

0.11%

CTR %

160x600 – 0.2% CTR

Best performing Ad
+150% over benchmarks

Source: Tripadvisor internal data



Campaign Highlights

- **Increased awareness**
 - **1.16M additional lookers** to Angus content from campaign exposed users
 - Over **69k more** impressions delivered than the goal of **1.1M**
- **Increased consideration**
 - Users exposed to the campaign are consuming **+47%** more Angus content
 - Final CTR finished on **0.11** higher than overall benchmark of 0.1
- **Incremental bookings**
 - **Direct bookings to Angus up +81%** as a result of viewing campaign ad content
 - **ROI at 8.63** (significantly over benchmark and goal of **5.1**)
 - **£172,606 gross bookings** for Angus
- Best performing ad was the **Corrie Fee** leaderboard
 - **0.2% CTR** (150% over benchmark)

OTA Results Summary

- **1,169,462** Impressions
- **1,329** Clicks
- **£172,606** Gross Bookings for Angus (as a direct result of our ad campaign)
- **£20,000** Ad Spend
- **8.63** Total Overall ROAS (benchmark ROAS is 5, so this is a fantastic result)

Media Activity

Our Media Partners



The Great Outdoors

Campaign Overview

- Digital Branded Article on thegreatoutdoorsmag.com
 - minimum 1,200 views guaranteed
- Sponsored social media post
 - minimum 600 clicks to visitangus.com



Coast

Campaign Overview

- Digital Branded Article on coastmagazine.co.uk
 - minimum 1,800 views guaranteed
- Sponsored social media post
 - minimum 900 clicks to visitangus.com



Results

TGO

- Branded Article
 - Total Reach: 25,218
 - Total Views: 1,992 (target: 1,200)
- Social Media
 - Total Reach: 88,178 (target: 60,000)
 - Total Clicks: 1,046 (target: 600)

Coast

- Branded Article
 - Total Reach: 221,301
 - Total Views: 2,085 (target: 1,800)
- Social Media
 - Total Reach: 91,712
 - Total Clicks: 993 (target: 900)

Delivery

- Delivered a **Campaign Reach** of **426,409** vs a target of 154,500
- **+276% Reach**
- Delivered total **Article Views** of **4,077** vs a target of 3,000
- **+136% Article Views**
- Delivered total **Social Clicks** of **2,039** vs a target of 1,500
- **+136% Social Clicks**
- **2,039 Clicks** to visitangus.com

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Home / News / Naturally Angus: home of the Munros – and so much more

Naturally Angus: home of the Munros – and so much more

Whether you're looking for your next hillwalking HQ or a balance of mountainous beauty and home comforts, adventure is par for the course in Angus - naturally!

Francesca Donovan [Follow @Francesca.Don](#)
19 March 2026 / 16:02 GMT



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When you think of Scotland's mountains, your mind may wander west. But turn to the east and you'll discover plenty of adventure in Angus – naturally! It's a place of never-ending skies, steely seas, towering peaks and glens with the power to help any explorer feel small and escape from the everyday. Nestled between the cities of Dundee and Aberdeen, the tranquil coastal and mountainous region offers cultural indulgences, mountains of freedom – and the deep contentment that comes with your perfect balance of both.

Main image: Loch Brandy in Glen Clova, a hidden gem in an Angus glen | **Credit:** Visit Scotland



15th July 2026
After 20 successful Everest ascents, Kenton Cool is on top of the world
Fresh from his 20th successful Everest ascent, Kenton Cool looks back on two decades of change on the world's highest mountain.
By Hanna Lindon



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Glen Clova. Credits: Visit Angus

Make this eastern gateway to the Cairngorms your next base for adventure and you could be waking up by the sea, spending the day climbing one of its 10 Munros, only to find yourself enjoying the end of play drinking and dining in one of the many Angus eateries or distilleries.

Each charming fishing village or town along the wild North Sea coastline holds its own hidden gem for foodies on the hunt, from farm shops and cosy cafes to perfectly-pulled pints and fine dining. That's because fertile farmland across Angus is known for the world-class produce grown in the area. Local delicacies change with the seasons, keeping those in the know coming back time after time.

How do you keep your cool and stay safe on hot days in the mountains? Here are some tips on beating the heat as a hiker.

By Francesca Donohue

Mountains



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Carrot Hill. Photos: Credits: Visit Angus

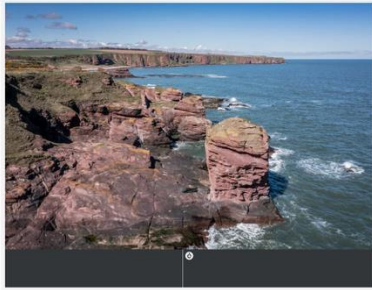
Follow a trail to suit your appetite from picking your own soft fruit, sampling the world-famous [Balcouth scones](#) or having a tipple of award-winning spirits. Angus has something for every taste.

Any nature-lover will certainly find a number of ways to build up an appetite and raise a glass to adventures enjoyed. Set between the sea and mountainous glens, nature awaits on water or land. Drink in fresh air on a quiet stroll along one of Angus's [main beaches](#) - Laman Bay is a local favourite - or stroll along the majestic old red sandstone Seaton Cliffs. Kayaking, boating and paddleboarding provide yet another unique perspective.



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Seaton Cliffs. Alamy. Credits: Visit Angus

One your desired sea salt intake has been reached, head inland to explore on foot. If it was good enough for the father of the Munros, we're betting you'll find a hill day to suit you. Sir Hugh Thomas Munro himself, the first person to systematically list all of the Scottish mountains above 3,000 feet, lived at Lindertis near Kirriemuir in Angus.

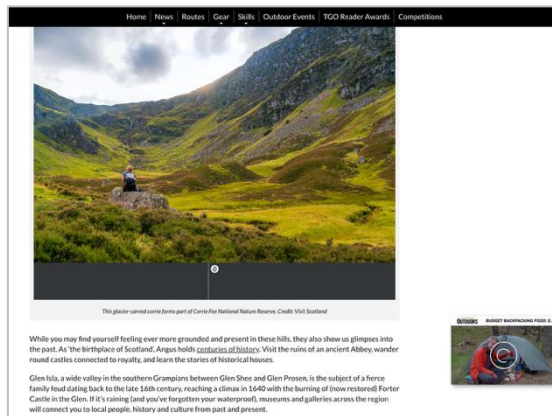
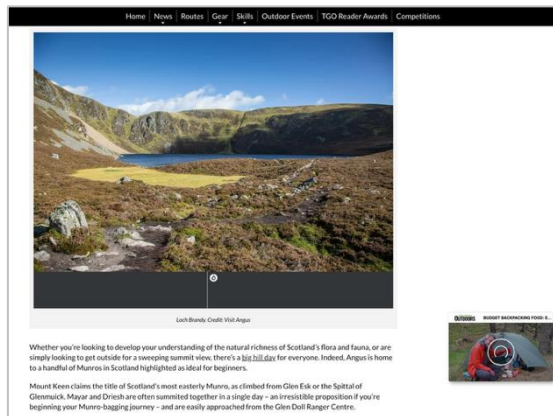
Arguably the most beautiful of the Angus Glens is Glen Clova (north of Kirriemuir), home to the natural inhabitants of Cairn Fee National Nature Reserve and Loch Brandy Look out for rare alpine plants and watch the skies for golden eagles and peregrine falcons.



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Cycling trails abound in the Cairngorms. Credit: Visit Scotland

Whether you're looking for your next hillwalking HQ or a balance of natural beauty and home comforts, adventure is par for the course in Angus; a beautiful, welcoming microcosm of all the majesty of Scotland.

Learn more at www.visitangus.com



Francesca
Donovan



About

Based in a Peak District barn, Francesca Donovan joined The Great Outdoors

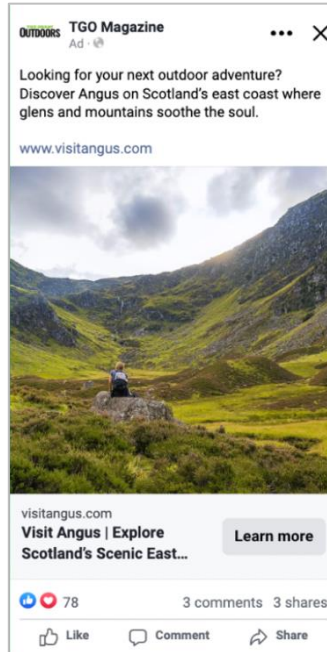
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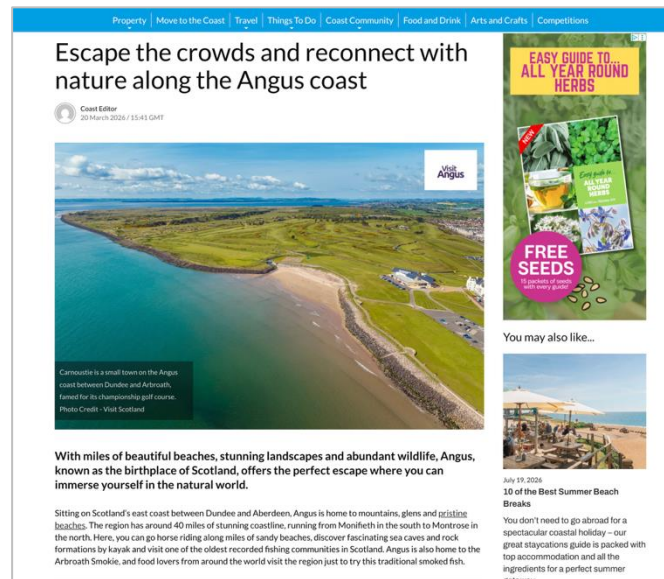
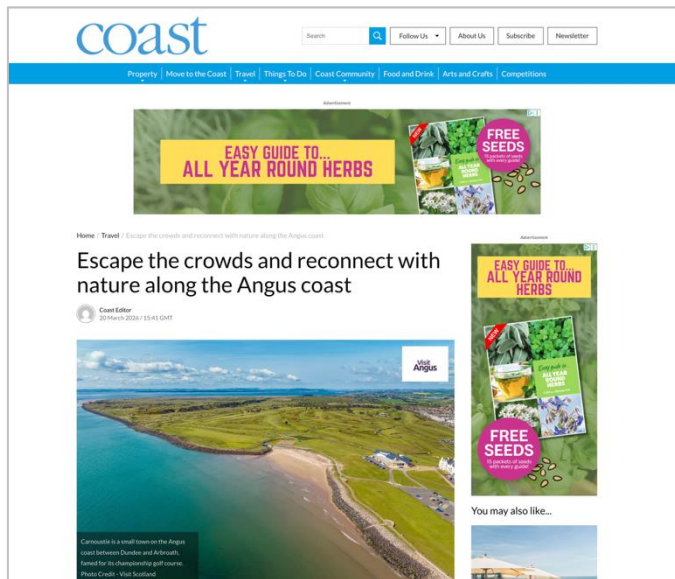


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East Haven by Viki Angus

FOR BEACH LOVERS

Starting at Morwelleth, the long sandy beach runs along the Firth of Tay, with low tide rockpools and a seaside sauna for those who love to warm up after a dip in the sea! A few miles north is pretty Carnoustie Bay, nestled below the famous Carnoustie Championship Golf Course, which hosted The Open in 2018 and is regarded as one of the toughest courses for any golfer to tackle.



Red Castle is a ruined, fortified house on the Morfrew coast of Lunan. Photo credit: Viki Angus

July 11, 2020

Coastal and Seaside Holidays around the UK and Ireland coastline

From luxurious all-inclusive cruises around the British Isles to small group tours and hands-on sailing experiences, there's no more immersive way to explore the coastlines of the UK and Ireland than by taking to the sea.

By Coast Editor



East Haven by Viki Angus



East Haven by Viki Angus

July 11, 2020

Last Minute Summer Stays

If you're yet to plan a summer break, don't panic - you still have a chance to wrap up a great getaway with our collection of coastal accommodation with summer availability.

By Coast Editor



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Travel a little further and you will discover East Haven, one of the oldest recorded fishing communities in Scotland, where you can find a small sandy bay and tidal pools perfect for a family outing. Beyond East Haven, explore Arbroath's West Links Beach - also known as Elliot Beach - which curves along the town's waterfront, offering rockpools and cliff top walks. Arbroath, with its stunning red sandstone cliffs and incredible cave network hidden deep underground, is regarded as one of the greatest kayaking locations in the UK. Here, you can explore the likes of Mermaid's Kirk, which is also a fantastic swimming spot, and Dickenson's Den, known for being one of the prettiest parts of the Arbroath cliff walk.

Further along, stunning Lunan Bay offers over two miles of east-facing sand backed by dunes and low cliffs and overlooked by the ruins of Red Castle. A favourite location for walkers, surfers and birdwatchers, the bay also attracts dolphins and harbour porpoises.



Arbroath Smokies Being Prepared on The Beach at Arbroath. Photo credit: Viki Angus

FOR FOOD AND DRINK

Brimming with excellent local produce, the area offers many delights for foodies. What could be better after exploring the coastline than sitting down to a delicious meal of local seafood? Try the world famous Arbroath Smokies, a renowned smoked haddock produced using traditional methods in the town's smokehouses, which now has Protected Geographical Indication status. You can also explore the Arbroath Smokies Trail, well worth a visit as it links traditional local food with maritime history. In addition, try the Aberdeen Angus beef, and toast your adventures at one of the region's distilleries or breweries, offering everything from local beers, whisky, vodka and gin, which you can learn more about at Angus' many visitor experiences, including one of the world's most sustainable distilleries [Ardbeg](#).



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Morfrew Beach by Viki Angus

FOR HISTORY AND CULTURE

For those interested in the history of Scotland, there are few more significant places to visit than the twelfth-century Arbroath Abbey, from where the Declaration of Arbroath was sent in 1320, confirming Scotland's independence and establishing Angus as the birthplace of the nation. In addition to this, the coastline features important landmarks such as Bell Rock Lighthouse, designed by Robert Stevenson and recognised as the world's oldest surviving sea-washed lighthouse.

It's also worth peeling just 10 miles inland to visit Glamis Castle, which was the birthplace of the late Queen Mother and inspired William Shakespeare's Macbeth.



Morfrew Beach by Viki Angus

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Coast Digital Article

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Arbroath Harbour, Angus. Photo Credit VisitScotland

FOR NATURE LOVERS

The Angus coastline supports an incredible variety of marine wildlife. Estuaries and sandflats are home to wading birds, including oystercatchers, curlews and redshanks, while cliffs host nesting seabirds such as gannets, kittiwakes and puffins in summer. Offshore, bottlenose dolphins and harbour porpoises can be spotted and there are stories of them accompanying kayakers on their adventures around the coves and caves.

Grey and common seals haul out on sandbanks and rocky outcrops, particularly from late summer through to early spring, while the mix of tidal waters, sandbanks and rocky coastline at Lunan Bay in particular, provides important habitats for wildlife and supports a diverse marine ecosystem throughout the year.

Angus is a place where Scotland's natural and cultural heritage meet. From the mountains to the sea, the area is rich in wildlife, fantastic produce, history and traditions, all easily accessible to discover from the transport hubs of Dundee, Perth or Aberdeen.

To find out more go to [Visit Angus](#).



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Auchinzie Beach (c) Visit Angus

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✉ Planning a coastal escape? Discover Angus on Scotland's east coast with sweeping sandy beaches, dramatic sea cliffs and harbour towns waiting to be explored.

Known as the birthplace of Scotland, this is a coastline where you can kayak around coves, spot dolphins and taste the world-famous Arbroath Smokie - all in a day.

Plan your escape now! www.visitangus.com

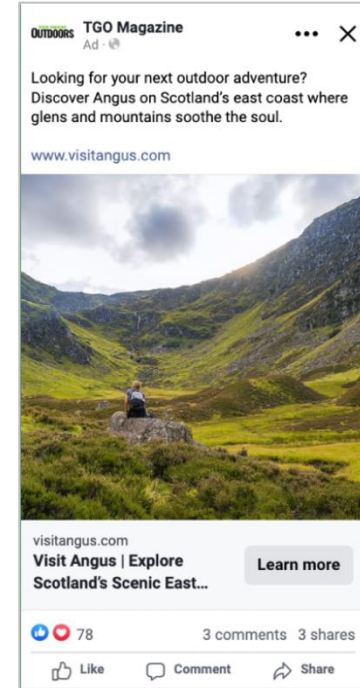
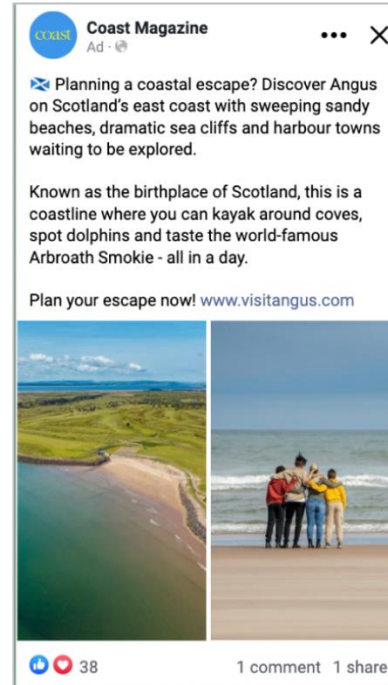


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1 comment 1 share

Media Results Summary

- **426,409** Reach
- **4,077** Article Views
- **2,039** Clicks



Overall Campaign Results

Overall Campaign Results

Activity	Format	Channel/Platform/Media	Results
Paid Social Ad Campaign	• Video • Carousel • Single Image • PPC	• Meta • YouTube • Google	• 1,601,554 Impressions • 19,773 Clicks • 4,134 Landing Page Views • 2,066 Engagements • 935,251 Video Views • £0.35 CPC • £1.69 CPL • £0.01 CPThruplay • 65.38% Video Completion Rate • £7k spend
OTA Activity	• Digital Display • Native • Video • Social	• Tripadvisor	• 1,169,462 Impressions • 1,329 Clicks • £172,606 Gross Bookings • 8.63 ROAS • £20k spend
Media Partnership	• Digital Article • Social	• The Great Outdoors (TGO) • Coast	• 426,409 Reach • 4,077 Article Views • 2,039 Clicks • £3k

Overall Campaign Summary

3,197,425

Reach/Impressions

£172,606

Gross Bookings to Angus

23,141

Clicks to [visitangus.com](https://www.visitangus.com)

2,066

Likes, Comments, Shares, Saves

4,077

Digital Article Views

935,251

Video Views

8.63

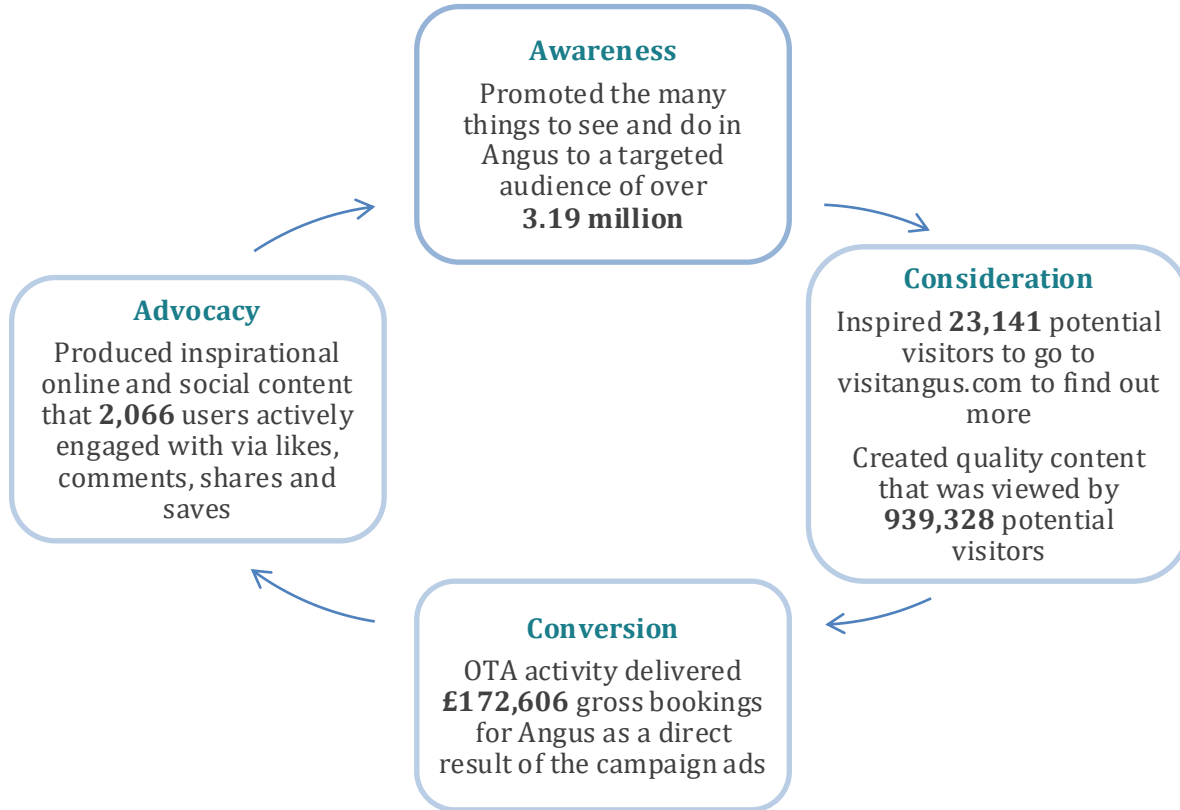
ROAS – OTA Activity

65.38%

Video Completion Rate
(skippable YT ads)

Summary

Activation



Objectives – Re-visited

- ✓ **Raise awareness** of Angus as a visitor destination

3,197,425
Reach/Impressions

939,328
Video & Article Views

- ✓ **Drive visits** to the Visit Angus website

23,141
Clicks to Website

- ✓ Ultimately **increase visitors** to Angus

£172,606
Gross Bookings to Angus
via OTA

Key successes

- All campaign objectives were **met** and **exceeded**
- OTA activity delivered an impressive **ROAS of 8.63** well above benchmark of 5 and resulted in a strong economic impact for Angus
- Tripadvisor campaign delivered a significant **+81% uplift in bookings** as a direct result of users viewing our ad content
- In addition to the economic impact of an additional **£172,606 in bookings** via the OTA activity, the overall campaign will have contributed additional bookings and incremental visitor spend for the Angus area
- Paid social and Google ad campaign delivered stronger results than the previous campaign and was a **very cost-effective** way to promote Angus to a targeted audience in Scotland and North England
- The campaign delivered video views and article views totalling **939,328 users** viewing Angus content
- Campaign content produced strong results, including **23,141 clicks** to the website



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Thank you!

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