City of Las Vegas

Duration: June 2023 - August 2023

Objective: Achieve a 20% increase in traffic to the newly revamped City of Las Vegas website from the start of the campaign.

Scope of Work: Raise awareness and educate the public about the City of Las Vegas's newly revamped website.

Approach: Implemented a strategic mix of Media Buying and Planning across both traditional and digital platforms, and Content Creation.

Results: Achieved an 80% increase in website visits within the first 15 days of the campaign launch. Utilized platforms included OTT/CTV, Facebook, Instagram, Google Ads, and Outdoor bus shelters.

SUMMARY

In response to the City of Las Vegas's website relaunch, featuring a new design and enhanced integration for better user experiences—like up-to date content on local events, news, and resources—Graphicka developed a campaign aimed at maximizing exposure and engagement with the city's residents and visitors.

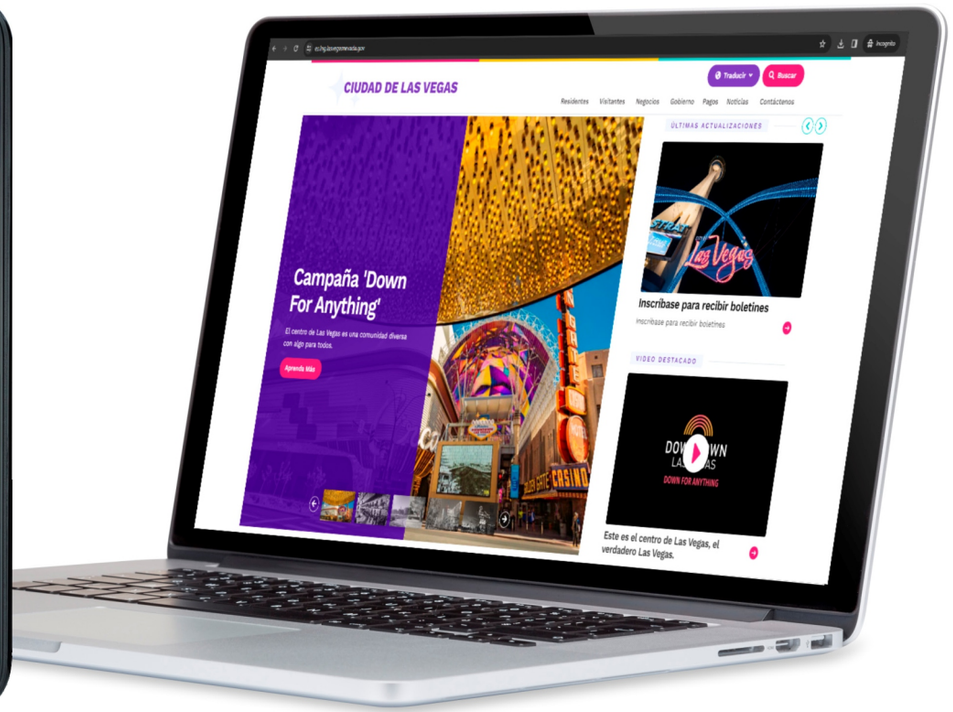
DELIVERABLES

The campaign's success was driven by a carefully curated blend of traditional and digital advertisements, all tailored to resonate with the Hispanic community while adhering to the City of Las Vegas's marketing standards. The core message was distilled into three impactful words: INTERACTIVA, ACTUALIZADA, ESPAÑOL, ensuring clarity and immediate understanding of the website's new features.

ADVERTISING

Graphicka's exclusive media placements featured a variety of channels, including OTT, outdoor bus shelters, supermarket display ads, and a robust online presence with display and social media ads, targeting demographic-specific messaging to engage both younger and older audiences effectively.

RESULTS

The campaign notably exceeded our expectations, maintaining a cost-efficient CPM of $1.84, attracting over 72,000 website visits within three months, and accumulating over 5.5 million impressions. This achievement highlights Graphicka's expertise in delivering impactful marketing strategies with cultural depth.

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