

Chalk.



Moroccan Tourist Office

TARGETED AWARENESS

The Moroccan National Tourist Office wanted to build awareness around key locations and tourist activities. Messaging also had to highlight the short distance from Europe. The campaign was to run in December 2014.

Our target audiences were couples and families in the AB demographic with a weighting towards the South East of England. We also wanted to leverage lead generation to build further communication with holiday makers in the future.

We built a bespoke landing page which included a competition for lead generation. We also got to work building Display banners and a creative matrix for Facebook.

For Display we built bespoke audience targeting across RTB, plus a travel site whitelist.

Across Facebook we targeted the same AB demographic overlaying 'frequent travellers' category targeting.

RESULTS //



We delivered over **30M** impressions and **20K** clicks to the microsite.



77% of all clicks converted into leads.



Average CTR of **0.07%**.
0.11% across Facebook,
0.04% across Display.



Lead target was superseded by **978%**.

186 City Road London, EC1V 2NT

+44 (0)203 700 3071 // @chalkglobal // chalkglobal.com