

4 Travel Brands that Converted New Audiences with TV Streaming

From cruise lines to amusement parks, airlines to hotels, travel brands are reaching and engaging would-be travelers who are eager for adventure once again.

Many have turned to TV streaming ads with Roku and its US households reach of an estimated 155 million people to connect those streamers with the best travel options.

Here are four travel brands that have launched successful TV streaming ad campaigns to capture this surge in traveler interest.

1. A Cruise Line Finds Cord Cutters

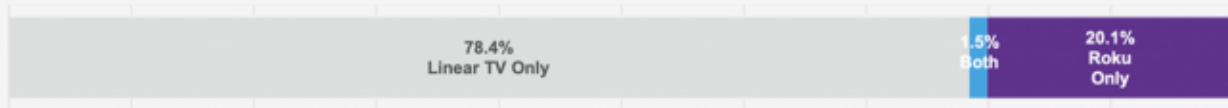
Our survey found that 69% of parents stated that their children influence their shopping decisions the most, followed by spouses (67%), friends, parents, and others. We saw this trend across a number of different product categories.

When a leading cruise line wanted to reach people who couldn't be reached with traditional linear TV campaigns, the team turned to Roku for help.

By tracking linear TV exposure with Roku's Automatic Content Recognition technology, or ACR, the cruise line boosted incremental reach of people 25-54 by 25% above and beyond what was possible with traditional linear TV alone. Additionally, 20% of those streamers 25-54 saw the campaign only on Roku devices.

20% of the audience saw the ad *only* on Roku

Total Reach P25-54 Breakdown
Only Linear, Both, Only Roku



Linear TV

78%

of campaign viewers only saw the ad only on Linear TV

29.6M

Exclusive Reach



Roku

20%

of campaign viewers only saw the ad only on Roku

7.6M

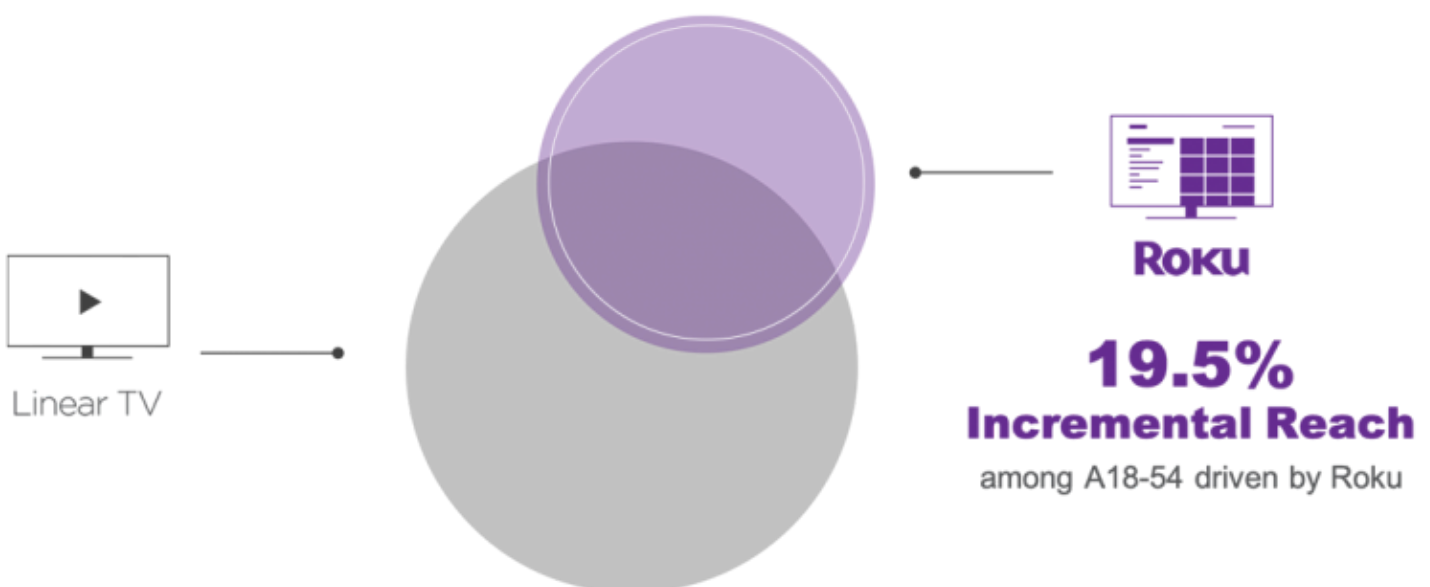
Exclusive Reach

And, by removing overlap between audiences across traditional linear TV and TV streaming, the brand was able to make sure that the ad campaign reached TV streamers while limiting the risk of over-exposing viewers who had already seen the campaign on linear TV.

2. A Vacation Home Rental Provider Expands Audience Reach

When a vacation home rental provider wanted to expand incremental reach, the team partnered with Roku to better understand which audiences they could access via TV streaming.

Roku added more than 19% incremental reach on top of TV



The rental provider achieved 20% incremental reach among audiences 18-54 on top of their traditional linear TV campaign, connecting with an audience that would not have been accessible on linear TV.

3. An Amusement Park Wins with Roku's Brand Experiences

Eager to build brand awareness and favorability, one amusement park partnered with Roku to create a [Brand Experience](#). A Roku Brand Experience is a customized piece of ad creative that can be placed on the Roku home screen, in-stream video, and in search and content tiles. These experiences drive recommendations and aid in content selection that your audience wants to watch.



The image shows a Roku interface with a dark background. At the top left, the Roku logo is followed by 'Microsoft Surface Laptop Go'. At the top right, 'Roku | Options' with a star icon is visible. Below the top bar, the text 'Enjoy a movie on us!' and 'Press OK for fullscreen' is displayed. A central video player shows a woman smiling while using a Microsoft Surface Laptop Go in a sewing studio. Below the video, the text 'Makeshift Spaces Fashion Studio' is visible. To the right of the video, a large yellow text overlay reads: 'Receive a \$4.99 promo code for your next movie rental.' Below this, it says: 'The all new Surface Laptop Go turns any place into your fashion studio. Starting at \$549.' Further down, it says 'Presented by' followed by the Microsoft Surface and Fandango Now logos. At the bottom left, there is an 'Email offer' button with an envelope icon. At the bottom right, small text reads: 'Offer ends 11:59pm PT on 12/20/20, while supplies last. Code expires on 1/19/21. Fandango account required. US residents, 18+. 1 per customer. See full terms at: www.fandango.com/Terms-and-Policies.'

The Amusement Park sponsored an Access Pass (see above for a similar example) that gave streamers a \$4.99 promo code to rent a movie of their choice. The campaign saw a 4x lift in awareness among those exposed to the Brand Experience and a 25% lift in intent to visit the park among those who interacted with the branded banner ad on Roku's home screen.

Results

4x

Lift in campaign awareness among those exposed to the Brand Experience

25%

Lift in intent to visit the promoted location among those who clicked on the Brand Experience

4. A Vacation Destination Drives Audience Consideration

Interested in reaching and engaging potential travelers while boosting perception of their brand, a popular tourist destination ran personalized video ads on Roku to encourage travel to their location.

After seeing the ads, 60% of exposed streamers were likely to consider planning a future visit.

Results

60%

Of Roku streamers are likely to consider traveling to the promoted destination

The New Era of Travel

Roku helps travel brands reach consumers who are making plans to travel once again. And as travelers begin to think about their next big adventure, Roku is here to help your brand capitalize on that enthusiasm and excitement to explore. Brands all across the travel sector have found demonstrable success partnering with Roku, and we can't think of a better moment for brands to capture that energy than right now and with us.

Want to learn more about advertising with Roku? Download our guide, [“5 Ways to Unlock the Power of TV Streaming Ads with Roku.”](#)

Written by:

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