

SUCCESS STORY

Consejo de Promoción Turística de México

Sparking a Mexican Fanfare

CLIENT

The Mexico Tourism Board's (CPTM) mission is to promote Mexico and its products and destinations across domestic and international markets.



OBJECTIVE

CPTM wanted to drive brand awareness and grow fans on its Facebook page by a certain percentage within a limited time frame. The goal was to increase the number of fans by 25 % in 90 days which would result in 850,000 new fans.

STRATEGY

Adglow has worked with CPTM's marketing agency Starcom for over two years to promote tourism to Mexican destinations locally and globally.

To achieve the objectives set by CPTM, Adglow worked with Starcom to constantly monitor creatives that worked for each market alongside their interests. After testing what was working, new creatives were curated and created in multiple languages to reach higher performance targets.

For this campaign Adglow used three types of Facebook ad formats: Like Ads, Photo Ads and Video Ads. Interests of the audiences included: travel, history, culture, adventure and gastronomy.

In addition, Adglow used Lookalike audiences to reach a larger number of users. The campaign was focused on target audiences located in US, Brazil, Germany, UK, and LATAM.



"Our experience with Adglow has been very positive and we highly recommend them. The correct planning, implementation and the coordinated team work between CPTM, Starcom and Adglow enabled us to achieve excellent results: an increase in 25% of fans on Facebook during a short timeframe of 90 days. In addition, Adglow with its daily monitoring and optimization enabled us to reduce costs while delivering over and above our expectations"

Eduardo Ugalde Digital Director of Starcom