



Targeted video campaign encourages business travellers to explore Abu Dhabi

The challenge: Promote Abu Dhabi as a luxury travel destination and encourage business travellers to extend stays

As a world-renowned metropolis, Abu Dhabi welcomes business travellers from across the globe. But beyond its many boardrooms, the cosmopolitan city also has much to offer after the conferences end.

With exceptional leisure facilities, decadent fine dining and a rich cultural heritage, Abu Dhabi has all the hallmarks of a luxury travel destination. That's why the Department of Culture and Tourism – Abu Dhabi (DCT) wanted to create a campaign that would not only capture the attention of jetsetters, but also those already travelling to the city on business, by encouraging them to extend their stay and explore all that Abu Dhabi has to offer. In order to do that, however, it needed to better understand its audiences and what would ignite their interest.



The solution: An immersive, targeted campaign

DCT created a series of 'made in Abu Dhabi' experiences designed to appeal to two of its key audience pools: 'business travellers' and 'culture vultures'. Corresponding videos were also produced to match these experiences, bringing to life everything from the city's scenic golf courses and futuristic, soaring skyline, to its vibrant coffee houses and cultural diversity.

Next, precision targeting with LinkedIn Website Demographics identified which audience groups were engaging with this content on the DCT website (www.visitabudhabi.ae). This granular data was then used to connect the most relevant experiences and videos to the right people.

Company profile:

The Department of Culture and Tourism – Abu Dhabi (DCT) regulates, supports, develops and markets Abu Dhabi's tourism industry through a range of activities aimed at promoting and preserving the distinctive heritage and culture of the United Arab Emirates.

Why use LinkedIn?

LinkedIn Website Demographics segmented visitors based on LinkedIn profile information such as job titles and industries. This professional data revealed a number of specific audiences within the overarching 'business travellers' and 'culture vultures' pools, including career changers, senior executives, high-net-worth individuals, and media and travel influencers.

By re-targeting these newly identified audience segments based on the content they engaged with, DCT was able to match up each group with the 'made in Abu Dhabi' experience and video that was most relevant to them. Continuous A/B testing of the content against the different audiences using metrics such as view rate and completion rate also helped to maximize views and engagement.

"We were looking to target our specific segments as part of this campaign, and LinkedIn provided the perfect platform to tailor our approach in reaching our audience," says H.E Ali Al Shaiba, Executive Director of Tourism and Marketing at the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi). **"We are very pleased with the results, and the way in which the various LinkedIn products were used to make it a success."**



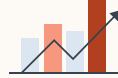
LinkedIn products used:

- LinkedIn Website Demographics
- Sponsored video
- Sponsored content

Results: Relevant content delivers a promising awareness boost

The campaign, which ran before the global pandemic impacted travel, offered DCT valuable insights, not only into its multifaceted audience but the type of experiences and content that resonates with each audience pool. By applying these insights, DCT was able to deliver relevant, memorable encounters and boost traffic to its website. Looking ahead, this level of audience insight will help DCT to plan for future campaigns and target those most likely to want to visit Abu Dhabi.

45%
uplift in company
page visits, month
on month



Video completion rate
47% higher than the
travel and tourism
industry benchmark
on LinkedIn



Engagement rate
22% higher than the
travel and tourism
industry benchmark
on LinkedIn



View-through rate 47%
higher than the travel
and tourism industry
benchmark on LinkedIn



Click-through rate 56% higher than the travel
and tourism industry benchmark on LinkedIn



LinkedIn's campaign was a great achievement, helping us define new audience pools, create new experiences for these groups, and encourage engagement. The insights gleaned from the campaign provided us with valuable information that we can use to strategise future experiential content and campaigns, allowing us to continue improving digital experiences, and boost growth, reach and engagement."

| Ali Al Shaiba, Executive Director of Tourism and Marketing at the Department of Culture and Tourism – Abu Dhabi.

Examples of campaign:

Click on links below to view examples of the campaign.

Enjoy golf

Old charm meets futuristic buildings

Live a reality of extraordinary experiences

A hub for diverse cultures, diverse experiences and diverse stories

Where culture and tourism exceed your business and leisure needs