

# Lolë and the Tourism Authority of Thailand Inspire Travel Through Wellness with CTV

Orange 142 ensured the campaign reached the most receptive audiences, maximizing brand awareness and engagement.

The Tourism Authority of Thailand Toronto (TAT Toronto) was established to promote Thailand as a must-visit destination for Canadian travelers, showcasing its world-class beaches, vibrant culture, and renowned wellness experiences.

**1,147,653**

Impressions

**1,879**

Clicks

**0.16%**

CTR



## About the Tourism Authority of Thailand Campaign

The opening of this office in Toronto reflects Thailand's commitment to expanding its tourism outreach in the Canadian market and providing direct support to potential visitors.

To inspire health-conscious travelers and position Thailand as a premier wellness destination, TAT partnered with Lolë, a Canadian fitness brand known for its high-quality activewear that has attracted a loyal customer base. Through this collaboration, TAT and Lolë launched the ThaiFIT Mini Capsule Collection — a limited-edition apparel line inspired by Thailand's rich wellness culture. The campaign aimed to

convert Lolë customers into Thailand fans and entice them to book a trip. TAT Toronto created a custom landing page to support the effort that seamlessly blended e-commerce with travel inspiration. The page showcased the ThaiFIT Mini Capsule Collection and stunning imagery of Thailand.

Additionally, the page acted as a conversion hub, educating visitors on Thailand's wellness offerings and providing a direct path to travel booking. A strategically placed call-to-action banner directed interested shoppers to TAT's Tour Partner page, where they could explore and book their wellness vacations to Thailand.

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## The Challenge: Reaching the Right Audience with Targeted Awareness

Brand collaborations offer a powerful way to cross-promote products, but there's a big leap between purchasing a pair of leggings and booking a flight to Thailand. To make this partnership truly effective, TAT needed to ensure they were reaching consumers who weren't just interested in fitness apparel but also aligned with their ideal traveler profile — those most likely to be inspired to turn interest into action.



The campaign needed to promote Lolë's ThaiFIT collection and Thailand as a travel destination without one message overpowering the other.

### Dual Branding Approach

The campaign needed to promote Lolë's ThaiFIT collection and Thailand as a travel destination without one message overpowering the other. This required a balanced creative strategy that seamlessly connects fitness apparel with travel inspiration, ensuring that consumers perceived Thailand as a backdrop for the collection and an honest, attainable wellness getaway.

### Hyper-Targeted Awareness, Not Just Reach

With its combination of sight, sound, and motion, television is the perfect campaign channel. But traditional TV advertising casts a wide net, and the success for this campaign would hinge on precision. Rather than simply maximizing exposure, the TAT wanted to deliver Thailand's wellness message directly to people interested in fitness, self-care, and experiential travel.

### CTV-Specific Execution

While CTV is an obvious solution, TAT was worried about acquiring real CTV inventory (glass on a wall) rather than mobile or desktop video, often sold as CTV. This was an important consideration, as TAT wanted to provide a premium, lean-back viewing experience, keeping the focus on high-impact storytelling rather than passive scrolling.

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## The Solution: A Seamless Journey from Brand Awareness to Travel Inspiration

TAT contacted Orange 142, a digital marketing and advertising agency with extensive experience in destination marketing and e-commerce. To support the campaign, the Orange 142 team:

### Audience Development

Orange 142 took a data-driven approach to ensure the campaign reached the right consumers — not just fitness enthusiasts but those with a proven interest in travel and wellness. The audience targeted Millennials and Gen X wellness enthusiasts. Then Orange 142 layered in behavioral and third-party data insights, including purchase behavior, loyalty census, and DMV data, to refine the audience. Combining this data ensured that ads reached consumers with wellness interests and a propensity to travel.

### Multi-Touch Advertising Strategy

To create a seamless journey from brand awareness to action, Orange 142 deployed a two-pronged advertising approach:

### Shop the Collection (November - January)

These ads focused on driving immediate engagement with the ThaiFIT Mini Capsule Collection. The campaign leveraged programmatic display to reach high-intent shoppers searching for fitness apparel and lifestyle brands.

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### Enter the Contest Ads (December 1 — January 10)

These ads included an interactive element, inviting audiences to participate in a contest to win a trip to Thailand. CTV ads ran alongside programmatic display,

### Targeting Strategy

To reach the highest number of potential travelers, Orange 142 targeted qualified users throughout Canada, not just Toronto. The team also deployed contextual targeting, placing ads within Thailand-related content and wellness-focused media to align with user interests.

### Real-Time Optimization

Orange 142 continuously monitored campaign data to ensure peak performance and made strategic adjustments for maximum impact. After the first two weeks, the team analyzed viewing trends and reallocated the budget to the highest-performing inventory source and dayparts. They also adjusted placements based on device performance (e.g., Samsung vs. Vizio).

By fine-tuning ad delivery and eliminating low-engagement placements, Orange 142 ensured the campaign reached the most receptive audiences, maximizing brand awareness and engagement.

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## The Results: Better Than Hoped For Awareness Engagement

The goal of the campaign was to raise awareness, and in that respect, Orange 142 exceeded all expectations. TV, exposure is broader and less controlled. By fine-tuning ad delivery and eliminating low-engagement placements, Orange 142 ensured the campaign reached the most receptive audiences, maximizing brand awareness and engagement.

### Orange 142 surpasses every campaign goal:

	Campaign Goals	Actual Results
Impressions	857,142	1,147,653
Clicks	1,030	1,879
CTR	0.12%	0.16%



#### Exceeded Impression Goals.

The campaign over-delivered on impressions, surpassing TAT Toronto's initial expectations.



#### Increased Traffic to the Travel Landing Page

Despite being an awareness campaign, TAT observed a measurable increase in web traffic to the Thailand travel site.



#### Optimized Brand Exposure

Strategic CTV targeting ensured that ads reached the most relevant audience, unlike traditional.



#### Real-Time Optimization

Orange 142 continuously monitored campaign data to ensure peak performance and made strategic adjustments for maximum impact.

## About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

To learn more please visit [orange142.com](https://orange142.com)



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