

# Discover Atlanta: Orange 142 Addresses Multicultural Audience Impact

The objective of this campaign was to analyze the differences in engagement between two distinct audience segments: a broad audience and a hyper-focused audience. Our broad audience was tailored to the family demographic, encompassing a diverse group of individuals with a wide range of interests who were contemplating travel to Atlanta.

The influence of African American travelers has profoundly impacted Atlanta's cultural fabric, leaving an enduring mark on its history and vitality. Their presence and contributions have fueled the city's evolution into a nexus of African American excellence, fostering a rich tapestry of art, music, cuisine, and activism that resonates profoundly within its streets. Their influence continues to sculpt Atlanta into a beacon of diversity, resilience, and empowerment, defining its identity in a profound and enduring manner.



## How Orange 142<sup>®</sup> Delivered Results

### LAUNCH STRATEGIES

Orange 142 launched a broad campaign for family travelers and a hyper-focused campaign for black travelers. This segmentation allowed campaigns, creative, and copy to be highly tailored to the specific wants and needs of these audiences.

### FAMILY TRAVELERS

**Interests:** Home Decor, Travel, Pets, Family Vacation, Cooking/Recipes, Dining Out, DIY Home, Women's Fashion, Beauty & Wellness.

**Sample Content:** Southern Living, Food & Wine, Travel & Leisure, Garden & Gun.

### BLACK TRAVELERS

**Interests:** Travel, Vacation, Cooking/Recipes, Dining Out, Civil Rights, Beauty & Wellness, Black History, Black Owned Businesses.

**Sample Content:** Ebony, Essence, Vibe, Jet, Upscale Magazine, Black Enterprise.

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## Orange 142 Tactics

Orange 142 executed many tactics for these campaigns. The results showed that the black traveler audience demonstrated higher engagement metrics compared to the family audience. Specifically, black travelers had a higher click-through rate (CTR), longer average engagement time, and a higher engagement rate.

They also exhibited a lower bounce rate, indicating a more favorable response to their targeted content.

## Overall Results

Overall, the results indicate that tailoring content and campaigns to a hyper-focused audience, in this case, black travelers, led to better engagement and response due to strong content alignment and accurate media placement. This highlights the importance of understanding your audience and crafting targeted content to achieve more meaningful and impactful outcomes.

### Orange 142's Strategy Produced the Following Results:

**25 sec.**

Black Traveler AVG  
Engagement Time

**2 sec.**

Family AVG  
Engagement Time

**12.4%**

Black Traveler  
Engagement Rate

**9.3%**

Family Engagement Rate

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