



**CASE STUDY:**

# CLAY COUNTY TOURISM DEVELOPMENT AUTHORITY

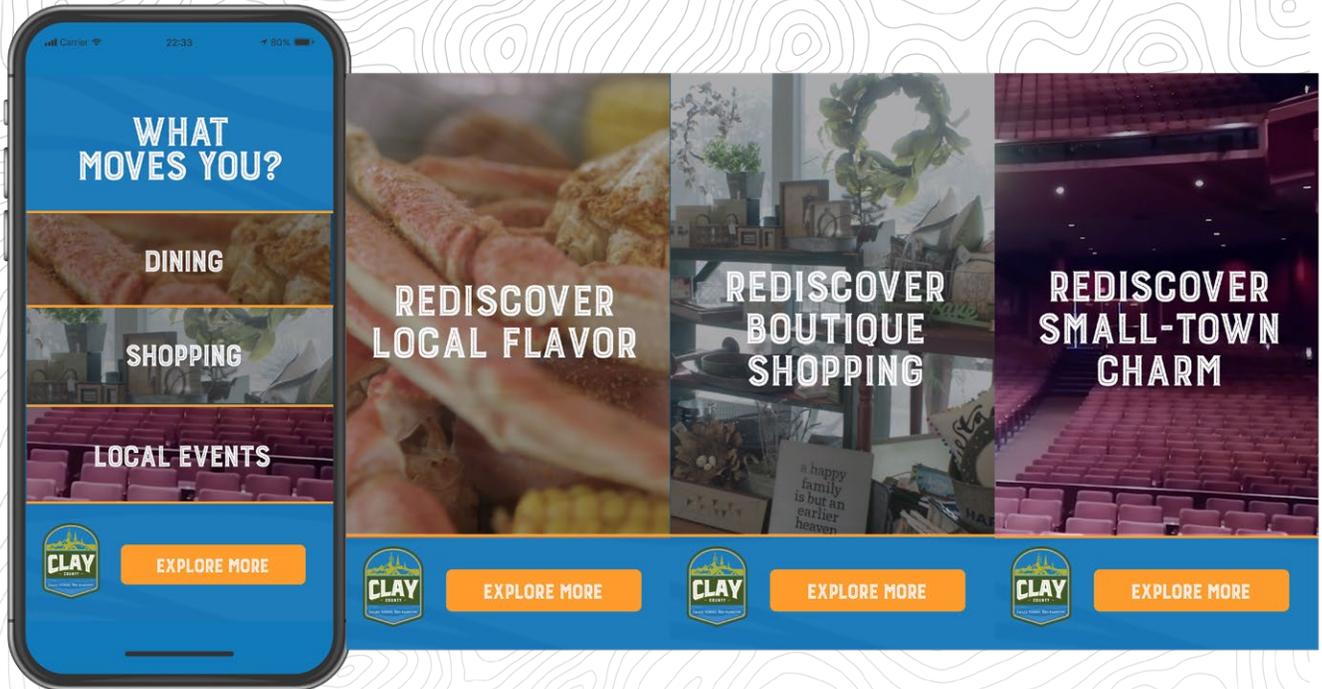
## COVID-19 PANDEMIC RECOVERY CAMPAIGN



We undertook a significant revamp of the Clay County tourism website, enhancing its functionality and user experience. We developed a unique selling proposition (USP) that positioned Clay County as an event-driven destination tailored to visitor interests. The site features an innovative itinerary creator that dynamically suggests events and activities based on user preferences, engaging visitors with personalized options. Our comprehensive ad campaigns, enriched with vibrant social content and videos, effectively communicated this new positioning, driving increased interest and engagement with the destination.

-  **INDUSTRY**  
TOURISM
-  **AUDIENCE**  
IN-COUNTY RESIDENTS  
DRIVE-MARKET VISITORS  
ORGANIZATIONS
-  **CATEGORY/TACTICS**  
DISCOVERY  
BRAND EVALUATION  
STRATEGIC PLANNING  
ASSET PRODUCTION  
MEDIA  
CO-OP

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Mobile Rich Media Unit

## IDEAS.

The coronavirus pandemic's impact on tourism was a global force, with traveling limited to essential trips for a large part of 2020. In the fall, with most Florida businesses back open at least at limited capacities, Clay County was in need of a destination recovery campaign. Funded by the CARES Act, the campaign's primary goal was encouraging visitation while reassuring travelers of the area's health and safety measures.

Understanding current social-economic conditions and shifting traveler preferences in the midst of the pandemic, our campaign objectives were to:

- Promote "staycations" within the area
- Invite visitors and residents to shop from local businesses
- Market event opportunities in the drive market
- Bring/keep events home for small groups and business meetings

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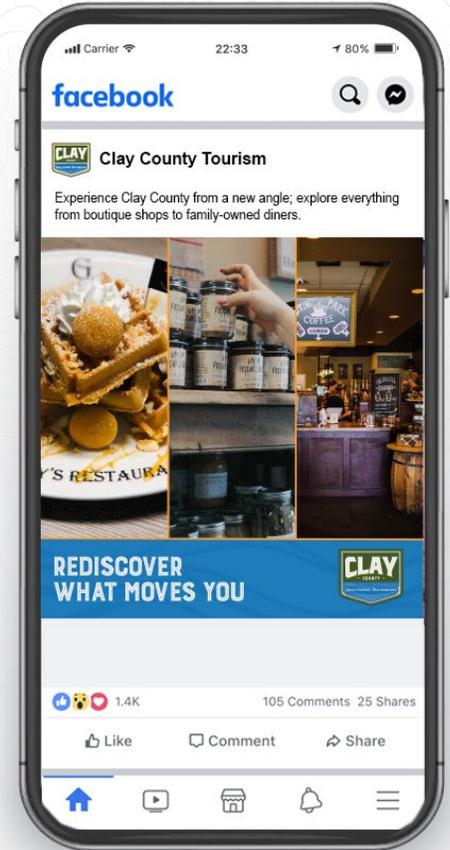
# WORK.

### DIGITAL MEDIA STRATEGY AND TARGETING

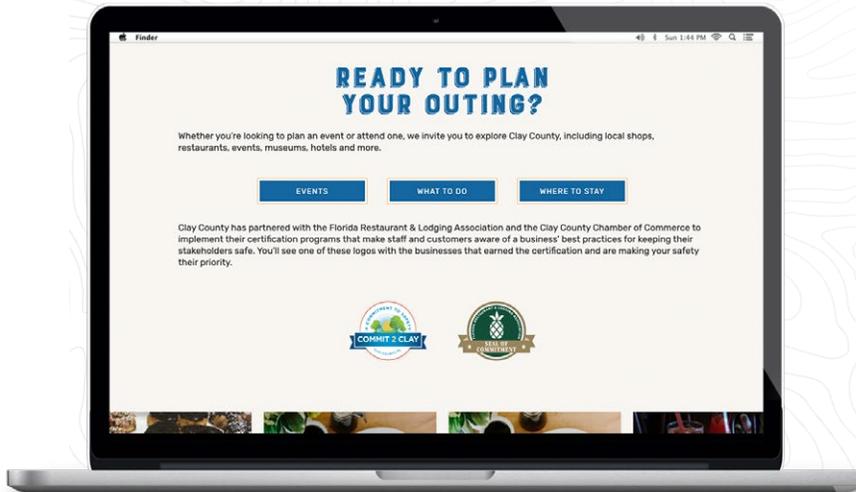
The evok team developed a digitally centric plan that incorporated social media, digital media, and promotional support. Our overall approach was to segment the plan into three target audiences, each with specific tactics, geo focus and messaging. These included:

- In-county 'Staycation'
- Drive-market events messaging
- In-county business decision makers

To encourage action from our primary audiences, paid media did most of the heavy lifting, reaching residents and outer markets alike, and providing reach at the best possible cost per impression. Tactics included mobile rich media, programmatic banner ads, pay per click, sponsored content and paid social ads.



Social Mobile Banner Ad

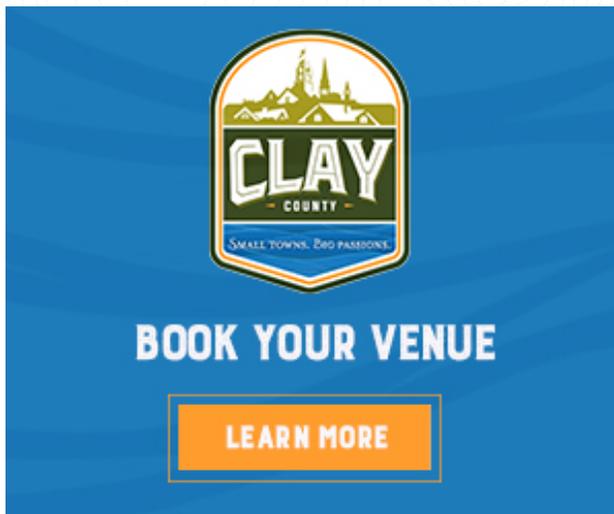
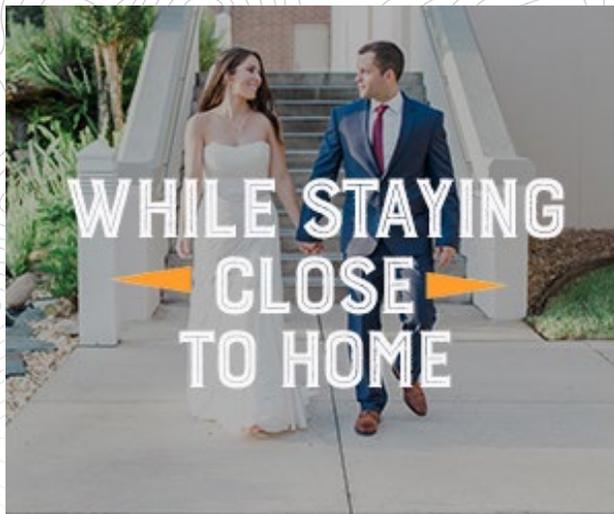


Business Partner Campaign Page

### PARTNERING WITH LOCAL BUSINESSES AND STAKEHOLDERS

Additionally, we called for Clay County tourism partners to commit to be a Certified Safe business in order to be featured on the campaign landing page. Clay County partnered with the Florida Restaurant & Lodging Association and the Clay County Chamber of Commerce to implement certification programs and further instill confidence in residents and travelers.

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Programmatic Banner Ads



## RESULTS.

The Clay County recovery campaign was successful in reaching their target audiences and communicating that Clay County will be there once they are ready to travel again. From campaign launch in October through December, our media saw the following results:

**8,272,380**  
IMPRESSIONS

across marketing tactics

**21,349**  
CLICKS

across campaign advertising

**\$.32**  
COST PER CLICK

on Staycation paid social compared to industry average of \$0.63

**\$.99**  
COST PER CLICK

on Events paid social compared to industry average of \$3.08

**1.99%**  
CLICK-THROUGH RATE

on Staycation paid social compared to industry average of 0.90%

**7.42%**  
CLICK-THROUGH RATE

on Weddings PPC compared to industry average of 2.79%

## KEY TAKEAWAYS

The Clay County Tourism Development Authority's recovery campaign utilized data-driven, emotionally resonant strategies in times of uncertainty. By combining audience segmentation, digital precision, and authentic messaging, we successfully encouraged safe local travel, supported small businesses, and restored community confidence during the pandemic recovery period. Our campaign unified residents, visitors, and tourism partners under one mission—to safely rediscover Clay County's charm while strengthening its local economy.

Through targeted paid media, dynamic creative assets, and strong stakeholder collaboration, evok delivered engagement and efficiency well above industry benchmarks. With millions of impressions, exceptional click-through performance, and record-low cost-per-click metrics, this initiative demonstrates how thoughtful strategy and meaningful storytelling can reignite tourism demand and drive measurable impact, even in the most challenging market conditions.