



CASE STUDY:

ORLANDO NORTH/ SEMINOLE COUNTY VCB

#WeAreON CAMPAIGN

Orlando North/Seminole County offers travelers a unique alternative to the larger, more well-known Florida destinations. As the agency of record for Orlando North, our team has led a number of initiatives designed to deliver the greatest return on investment for the community while reflecting its distinct values and culture. The following case study outlines the #WeAreON campaign, which showcases our expertise in the creative and digital marketing services.

ORLANDO NORTH
SEMINOLE COUNTY



INDUSTRY
TRAVEL & TOURISM



AUDIENCE
LEISURE TRAVELERS
YOUTH SPORTS FAMILIES
WEEKEND GETAWAY TRAVELERS



CATEGORY/TACTICS
DISCOVERY
BRAND EVALUATION
ARCHITECTURE DEVELOPMENT
STRATEGIC PLANNING
ASSET PLANNING
MEDIA MEETINGS
SPORTS
CO-OP



Instagram Story Ad



IDEAS.

Following a major photo and video shoot, our team went on to capture updated stills and footage for the destination. We leveraged the all-new assets to create the “#WeAreON” campaign, with ON having the double meaning of open for business and standing for the destination name of Orlando North. While messaging remained evergreen, it also conveyed a sense of safety, showcasing the destination’s outdoor offerings and letting travelers know Orlando North, Seminole County is a great place to visit.

In addition, we’ve worked alongside Orlando North/Seminole County and numerous local influencers the last two years to create fun and exciting activity itineraries. These itineraries give visitors the chance to carve out their own special way to Do Orlando North and share it with the world. Visitors can explore authentic, hand-picked experiences created by locals filled with hidden gems, off-the-beaten-path adventures and so much more. This past fiscal year, the campaign reached over 53,000 people on social media and brought in over 62,000 individual impressions. The campaign is helpful for those visiting the area for sports tournaments as well as those who travel to Seminole County to visit loved ones.



WORK.

Destination Marketing Campaign Targeting

To accomplish our goals of driving visitation to the County, our campaign targeted two key audience segments: leisure travelers and youth sports.

Leisure Travelers

Targeting the 4–6 hour drive market, we defined Orlando North’s leisure travelers as young couples ages 21–34, and older couples ages 35–49, with children under 18, looking for fun, excitement, and making memories. This segment is interested in outdoor activities including hiking, biking, canoeing, camping, kayaking and enjoying all nature has to offer. Safety is a very current concern for any trip or activity.

Youth Sports

Our campaign also targeted parents of kids aged 8–17 who participate in travel sports. The main priority these parents have is their children’s games but they also enjoy activities while in the destination. Many are taking advantage of their sports travel to extend their stay pre- or post-tournament and turn it into a family vacation. This is a trend called “tourna-cation”—blending a sports tournament with a family vacation.

Paid Social Media Advertising

A key component of our campaign was paid social media advertising, specifically focusing on Facebook and Instagram. We developed static and video ads, as well as Instagram Story ads, broken down by audience. Leisure travelers received a “Do Orlando North” message, while sports parents were encouraged to “Play Orlando North.”

Targeted Digital Marketing

Still focusing on our two main audience segments, our campaign also included sponsored content advertising—designed to blend in with its surroundings for authentic engagement—and a rich media unit.

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Do Orlando North
@DoOrlandoNorth

Put away the recipe cards and let Orlando North's chefs plate up something special. Plan your trip to grab your table.

GET ON WITH DATE NIGHT.

Explore Orlando North restaurants
doorlandonorth.com

Play Orlando North
@PlayOrlNorth

Get out of the sidelines and ON with a little friendly competition. Play, stay and adventure in Orlando North!

GET ON WITH THE GAME.

Find Your Field
playorlandonorth.com

Do Orlando North
@DoOrlandoNorth

It's time to get out of the house and explore more of Florida's great outdoors. Plan your safe escape to a not-so-distant destination.

GET ON WITH THE ADVENTURE.

Discover Outdoor Fun
doorlandonorth.com

Twitter Social Ad



RESULTS.

FACEBOOK/INSTAGRAM

1,440,134

impressions

508,947

reach

9,447

link clicks

2,842

landing page views

TWITTER

361,729

impressions

2,636

link clicks

130,277

video views

INFLUENCER CAMPAIGN RESULTS

67K

impressions

97K

reach

16.7K

likes

1.6K

comments

2.7K

saves

465

shares

KEY TAKEAWAYS

- A destination-first creative platform positioned Orlando North as an open, safe, and authentic alternative to larger Florida markets while reinforcing its distinct community identity.
- Leveraging new photo and video assets allowed evok to deliver evergreen messaging that remained relevant across shifting travel conditions and visitor needs.
- Audience segmentation targeting leisure travelers and youth sports families enabled tailored messaging that supported both vacation planning and tournament-driven travel.
- Integrated paid social, influencer partnerships, and targeted digital media delivered strong engagement and reach, generating more than 1.4 million impressions and thousands of site interactions.
- Evok's strategic approach balanced brand storytelling with performance-driven execution, helping Orlando North drive visitation, awareness, and long-term destination relevance.