Case Study | Travel & Tourism

Taiwan Tourism

"Our goal is to help Taiwan Tourism promote and raise brand awareness while tapping into the Malaysian market, especially Muslims through Innity's Social Hub.

The Strategy

- Taiwan Tourism utilized Innity's social hub with various features, such as social plugins and logins, widgets, gamification experiences and many more in order to reach their goals for their campaign to promote brand awareness and to tap into the Malaysian market, especially Muslims.
- The campaign is promoted throughout the whole year with 3 phases.
- It helps to create more engagements with the users as well as educating them about travelling in Taiwan.

Check out the demo!

The Creative Execution

- Taiwan Tourism's social hub is divided into different sections.
    - Social posts highlights
    - Poll games
    - Instagram games
    - Explore and travel Taiwan
    - Categories - Epicurean, Experience, Entertaining, Exciting and Enjoy.
- The hashtag campaign #traveltaiwan gave users the convenience of participating through the social platforms that they are already used to.
- Innity also included gamification in the social hub by creating quizzes and allowing users to earn reward points and badges.

Solution to drive traffic:

Lightbox	**Wifi Login Page**

(Check out the <u>demo</u>)
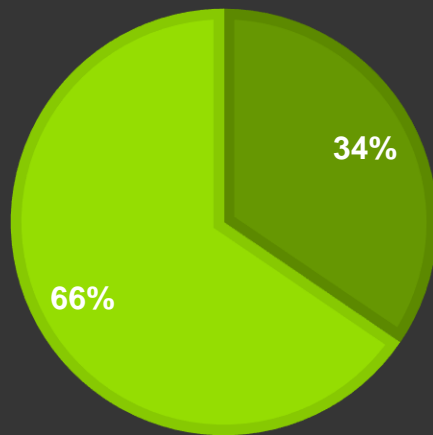

(Check out the <u>demo</u>)

The ad is responsive, it changes from desktop version to a mobile version automatically

The Results:

Social Hub Metrics

■ Returning Visitor ■ New Visitor

34%

66%

Average Time Spent
1:56 minutes

Total Page Views
14,302

Gamification Metrics

Answer Poll: **2.3k**

Answer Pop Quiz: **4.9k**

Invite Friends: **4.9k**

Sharing Post: **2.7k**

Like on Post: **3.3k**

Commented on Post: **4.9k**

Registered User: **2,358**

The figures shown above are based on the campaign's phase 1.

Lightbox

Average CTR
0.74%

Total Impressions
919,358

Wifi Login Page

Average CTR
3.58%

Total Views
41,008

The figures shown above are based on the campaign's phase 1.

For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us: my.sales@innity.com