

## CASE STUDY

### BREWSTER COUNTY



**WATERLOO**  
**MEDIA**  
AUSTIN, TEXAS

## OBJECTIVE

Increase brand awareness and visitors to Big Bend National Park.

## STRATEGY

Programmatic display and video pre-roll ads across 3 markets targeting outdoor enthusiasts, leisure and family travelers and people who frequent national parks. The campaign served over 2 mil impressions and drove over 20k visits to the website.

## THE RESULT

**14%** increase in park visitors

“In 2017, Big Bend National Park had its busiest year on record. With 442,641 visitors coming to the park, this surpassed even 2016’s visitation, which saw 388,390 people coming to the park –this accounts for a 14% increase from the previous year. Chisos Mountain Lodge remain[ed] booked throughout the summer for the first time in history.”

Jennette Jurado

Big Bend National Park News  
Release, January 16, 2018