

Consumer Research: Aloha Koloa

The client wanted to raise awareness about their Hawaiian resort on Kauai with Vancouverites. Using high traffic LRT locations they placed advertising on the walls and floors to promote the resort and its website. Consumers were invited to sign-up on their website for a chance to win an all-inclusive trip to the resort. One of the installations showed a beautiful waterfall and asked riders to “picture yourself here”, and encouraged them to share on social media with #AlohaKoloa.



Media Agency: Koloa Landings
Creative Agency: Muscle Marketing
Year: 2017

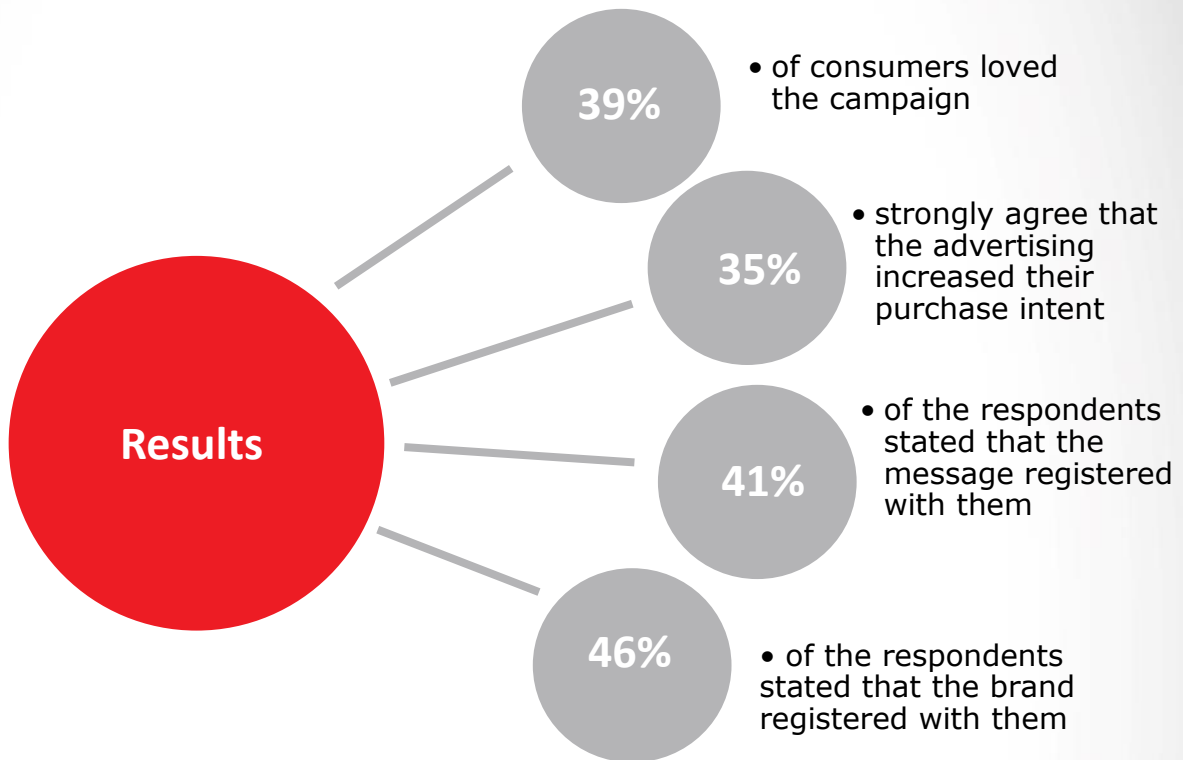


Research Sample

- 400 Adults 25-54
- Plan to travel in the next 12 months or travelled in past 12 months
- Market: Vancouver

Main Message Key Feedback

- Bigger challenge here for a mostly unknown brand. May have needed the full scale of the true ad to come across with full impact.



▶ Consumer Comments on Main Message

“Book a warm vacation out of the cold”

“Take a trip to Hawaii”

“Come and vacation where it’s warm”

“Come to the resort”

Source: BrandSpark Consumer Panel 2017