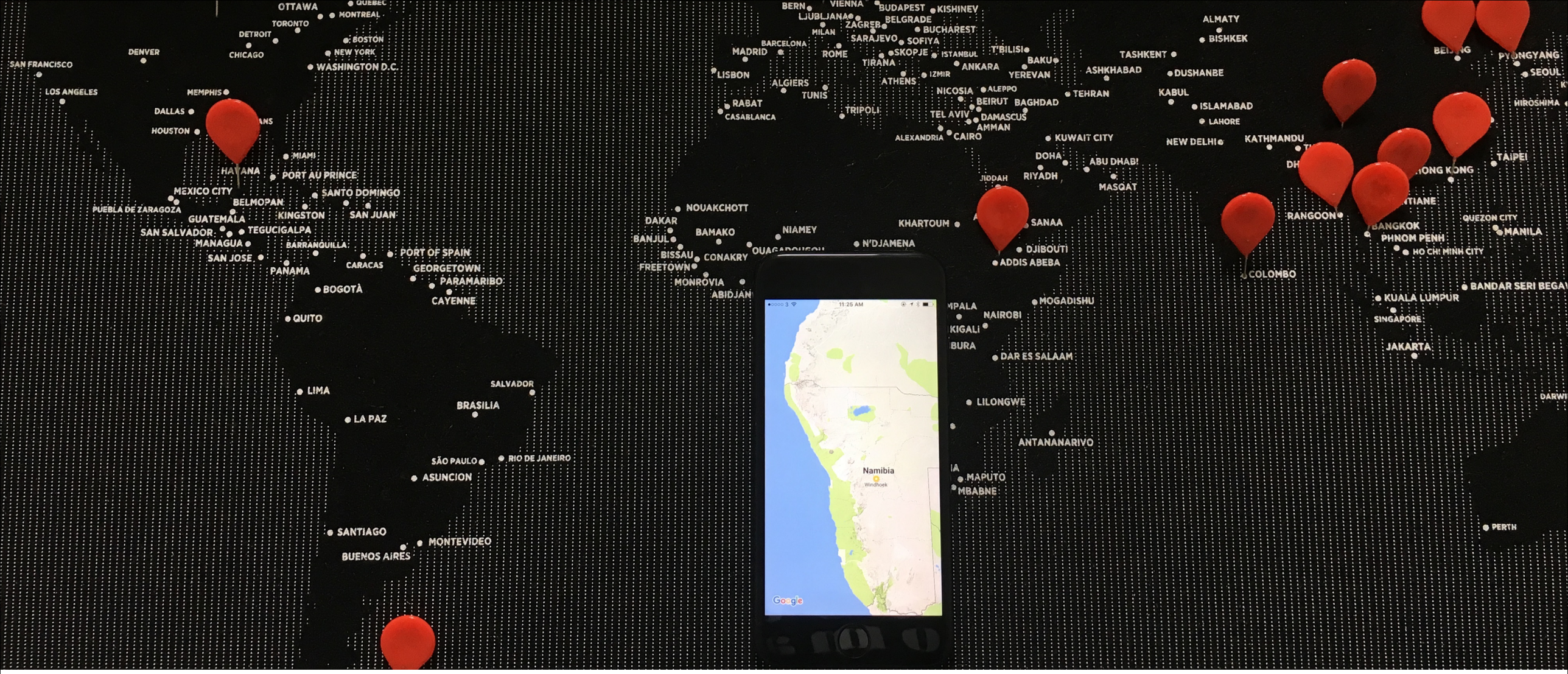


[INSTAGRAM STORIES]

ADVENTURE MARKETING

TARTAN GROUP

ADVENTURE TRAVEL TRADE ASSOCIATION™
www.adventuretravel.biz

[ABOUT]

Welcome to Adventure Marketing. A series of practical reports on relevant marketing topics for the adventure industry.

In this report on Instagram Stories you'll find:

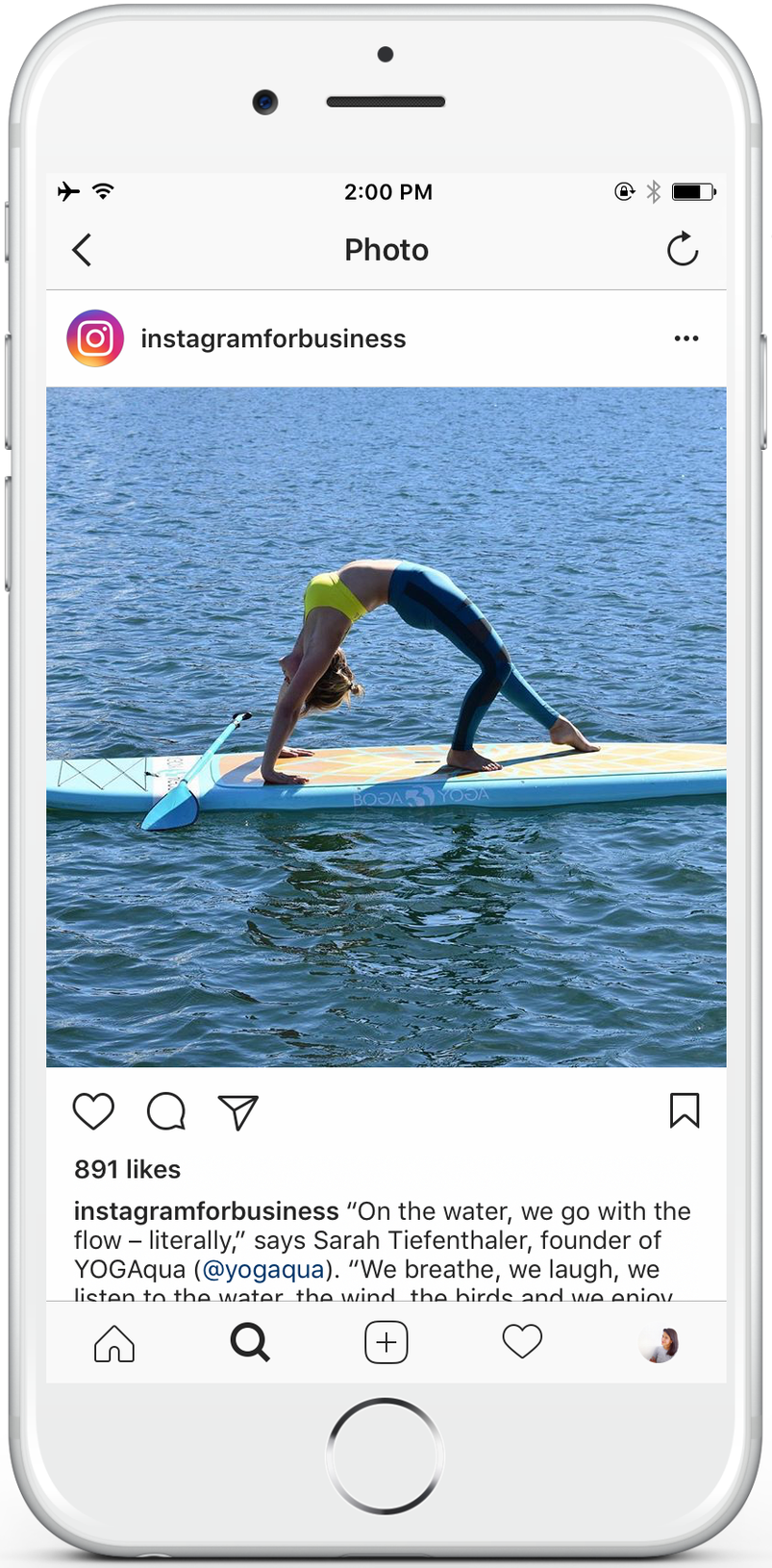
- An introduction to Instagram and Instagram Stories
- Case studies of companies effectively leveraging this platform
- Tips for running ads on Instagram
- A table comparing Instagram to the competition
- Examples of content that works on Instagram stories.

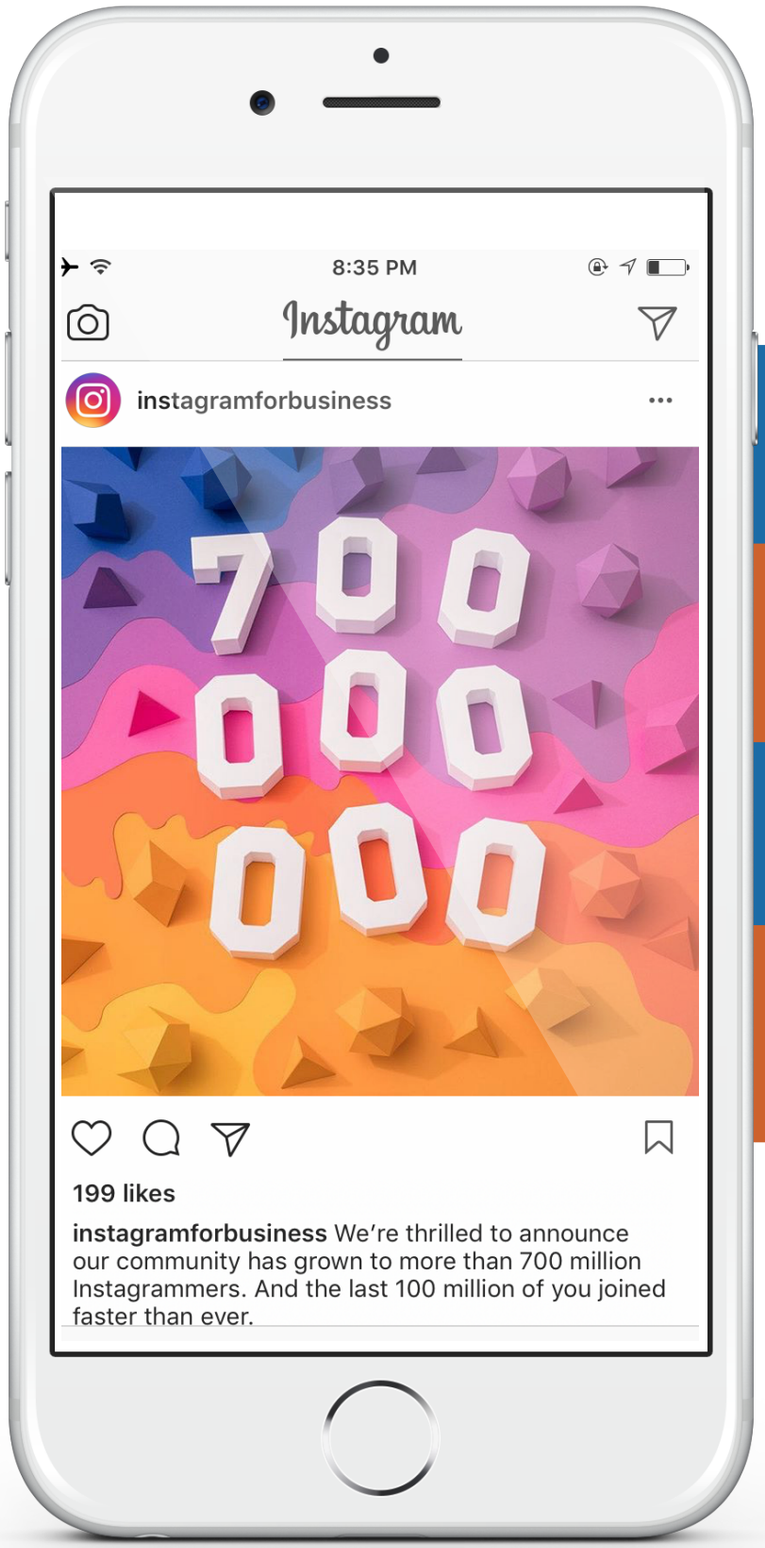
*The size of social networks and their functionalities changes very rapidly. The content in this report is up to date as of April 2017.



[INTRODUCTION]

Instagram is a free photo-sharing application that allows users to share pictures and videos, publicly or privately. Posting content is only possible from a mobile device. It is also possible to share photos from Instagram to other social networks. The highly visual nature of Instagram has made it a useful marketing tool for tourism destinations and companies, seeking to inspire people to travel. Successful Instagram users carefully curate their feed with stunning photos.





1M Active Business Users

8M Business Profiles Created

150M Daily Active 'Stories' Users

700M Monthly Active Users

[INSTAGRAM STORIES]

In 2016, Instagram added a new feature: Stories. Stories is designed for users to share in-the-moment snaps of their day. Stories are viewable for 24 hours from the time they are posted, after which time they disappear. This feature competes directly with the stand-alone platform SnapChat.

Stories was launched at the same time Instagram debuted an algorithm to show content deemed most interesting to the viewer (previously, all content posted was presented to the user in chronological order).

For companies using Instagram as part of their marketing mix it makes sense to use Stories. Stories provides access to the conversational, ephemeral Snapchat-like content without having to use Snapchat, and therefore, without having to build up an audience on a platform separate to Facebook. This report provides an introduction to Instagram Stories, Advertising with Stories, the competitive platforms, and two successful case studies.

Stories has increased the number of daily active users on Instagram:

- Daily active users pre-Stories: **100M**
- Daily active users six months after stories: **150M**

[STORIES: ADDITIONAL FEATURES]

Instagram Stories is an additional feature on Instagram that allows users to post moments and stories from their daily lives. These moments appear in a slideshow format, which viewers can click through. Stories are shared for 24 hours, after which they are deleted from the profile, feed, and history. Stories cannot be liked.

Stories are displayed at the top of the Instagram screen. Algorithms place Stories according to the calculated preference of the user. Stories result in good engagement: one Story out of every 5 results in a direct message from the viewer.

Users can be creative in creating their Stories. They can use filters, art, text, and emojis to share what is happening in the moment.

Business Accounts are also able to create and share stories. The ‘in-the-moment’ nature of Stories allows brands to use a more conversational voice and less polished imagery, creating an authentic connection. This can lead to increased engagement and higher brand awareness.

Advertisers can create a Stories Ad. These are further explained on Slide 16.

[BUSINESS ACCOUNTS]

In May 2016, Instagram launched business accounts. Business accounts have several features not available with personal accounts:

- Connect to a Facebook business page
- Access insights and metrics
- Add important information about a business such as email, phone number, address, and a ‘Contact Us’ button
- Post advertisements

What is a verified badge?

A verified badge is a small blue checkmark next to the username of an Instagram user. It means that Instagram has confirmed the account is authentic.



[INSTAGRAM VS. THE COMPETITION]

	Instagram Stories	Snapchat	Messenger My Day	What's App Status	Facebook Stories
Created in Year	May 2016	2011	January 2017	February 2017	March 2017
Daily Active Users	150m	161m	n/a	n/a	n/a
Total Community Size	700m	301m	1b	1b	1.86b
Tagging	Yes	No	No	No	No
Advertising	Yes	Yes	No	No	No
Advanced drawing options	Yes	Yes	Yes	Yes	Yes
Access in China*	No	No	No	No	No
Ability to delete within 24 hours	Yes	Yes	Yes	Yes	Yes
Business accounts available	Yes	Yes	No (Messenger not available Facebook Pages)	No	No
Analytics	Yes- Insights	No, third party apps are available	No	No	No
Live Option	Yes	No	No	No	No

*All the platforms in the table above live behind China's great firewall. Neither Weibo, WeChat nor QQ offer any such 'short snap' options.

[TIPS FOR A GREAT INSTAGRAM STORY]

- Create a narrative that is easy for the viewer to follow - add in locations, temperature, or time to provide context and upload photos in an order that makes sense.
- Authenticity counts - use content that looks like it was just captured (even if it was carefully curated).
- Instagram only lets users post photos to stories taken in the last 24 hours - however to use photos taken a before, a screenshot will work.
- Be aware that the app will crop uploaded photos to a narrow frame - if possible use the in-app camera for shooting or filming. If a photo looks strange when uploaded to Instagram Stories, taking a screen shot of the photo (and then using the blank space above and below the photo for the text) can be a solution.
- To make a story interesting, use all the formats available: text on a plain background, photos, video, boomerangs, slow-motion shots and timelapses.
- When adding text be conscious that photos only appear to the viewer for 3 seconds.
- To add music to a boomerang (a looped video taken using an app by Instagram), consider using iMovie (or another mobile moving app).

[INSTAGRAM SUCCESS STORY: AIRBNB]

@airbnb

Name of company: Airbnb

Number of Instagram followers: 1.8M

Target Market: American Men and Women, age 18-44

Instagram Stories Objective: : Launch ‘Airbnb Experiences’ - a new service connecting travelers with local experts.

Successful elements:

The Story involved actual storytelling, and was titled ‘Miso Culture.’ The slideshow depicted a host in Japan teaching tourists to prepare a meal and then enjoying it together.

Results: A double digit point increase in ad recall.



[INSTAGRAM SUCCESS STORY: JORDAN BRAND]

@jumpman23

Name of company: Jordan Brand (an independent division of Nike)

Number of Instagram followers: 11.6M

Target Market: Teenage boys

Instagram Stories Objective: Jordan Brand used Instagram Stories to promote its outfitting of the college football team the Michigan Wolverines

Successful elements:

- The campaign was timely: it was used the same day stories was released, so it was able to take advantage of their audiences curiosity in the new feature
- Compiled compelling, authentic content

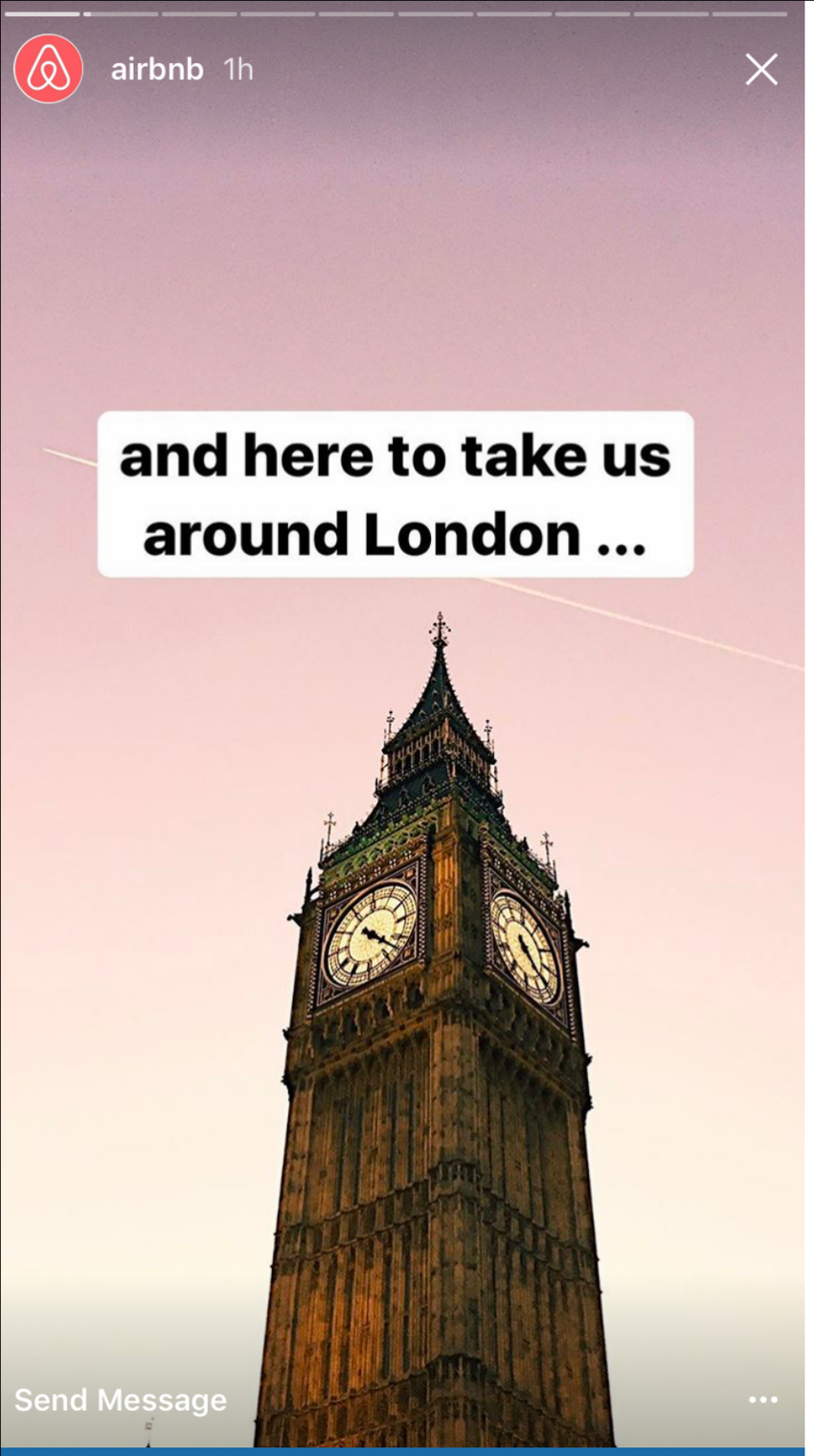
Results: 200,000 views in the first 3 hours and 800,000 views in 24-hours





[STORY ELEMENTS]

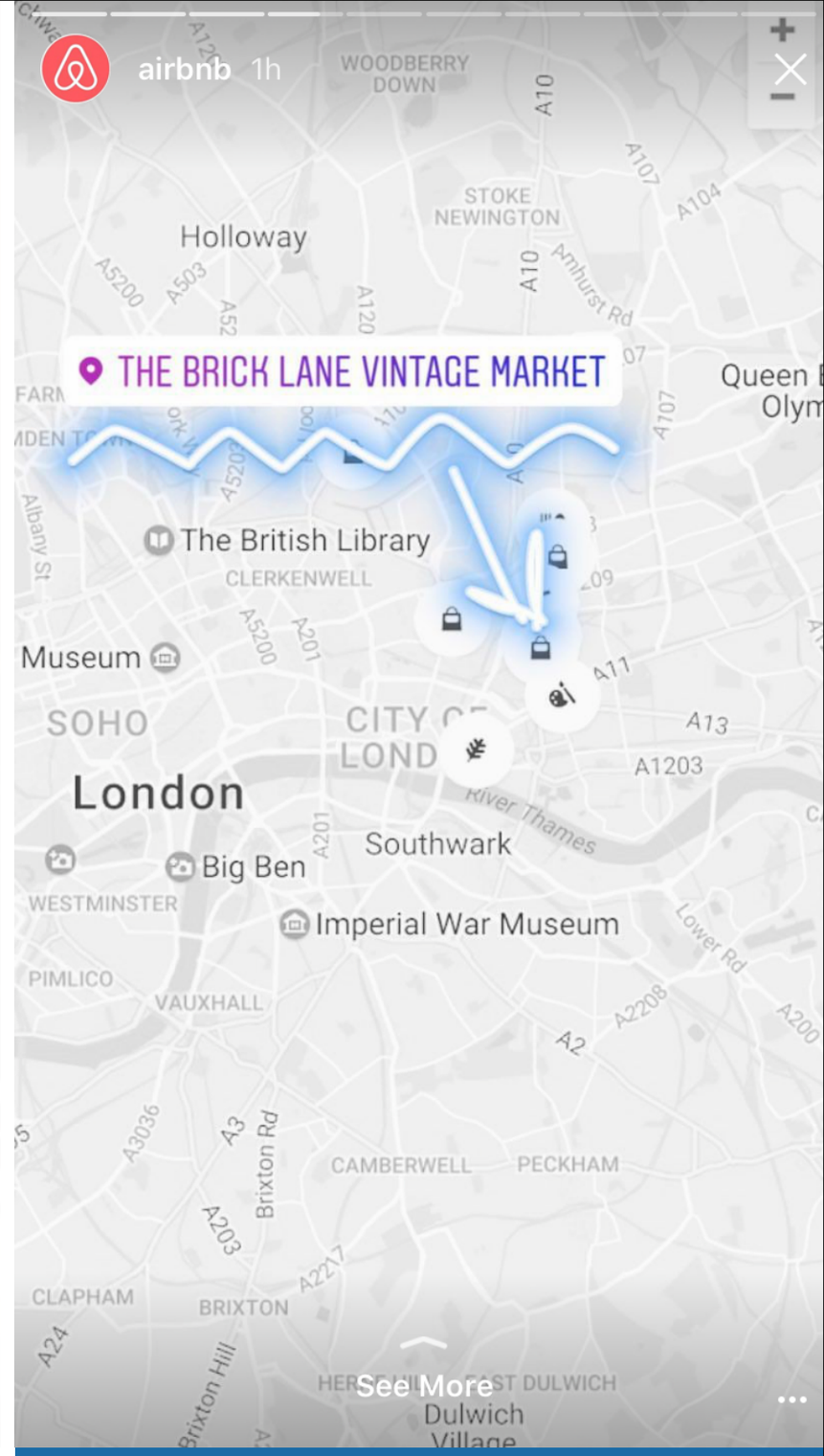
- An Instagram Story is one or more videos or photos, presented in a slide show format that users click through. A great Instagram story is compelling enough to make the user continue to click through to the next photo.
- An Instagram Story can tell a story, be a collection of photos/videos or only one photo.
- Content can be filmed through the Stories functionality or uploaded by swiping down on the home screen. The content that can be added from the camera roll can only be from the previous 24 hours.
  Note: there is no cropping



An example of an AirBnb Instagram Story begins with an introduction to a tourism destination…



Followed by an introduction to the local expert who will be the focus of the story…



And includes maps, snapshots, and short films.

[INSTAGRAM ADS]

Instagram ads are identifiable by the word ‘sponsored.’ An ad can have one of these formats:

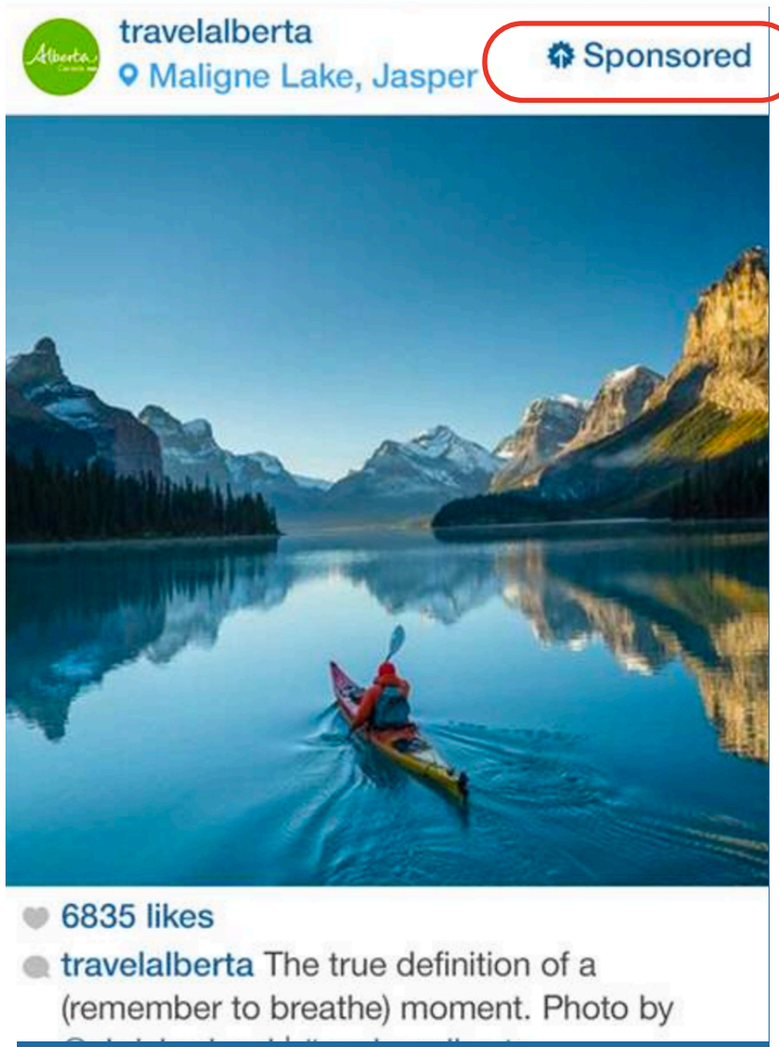
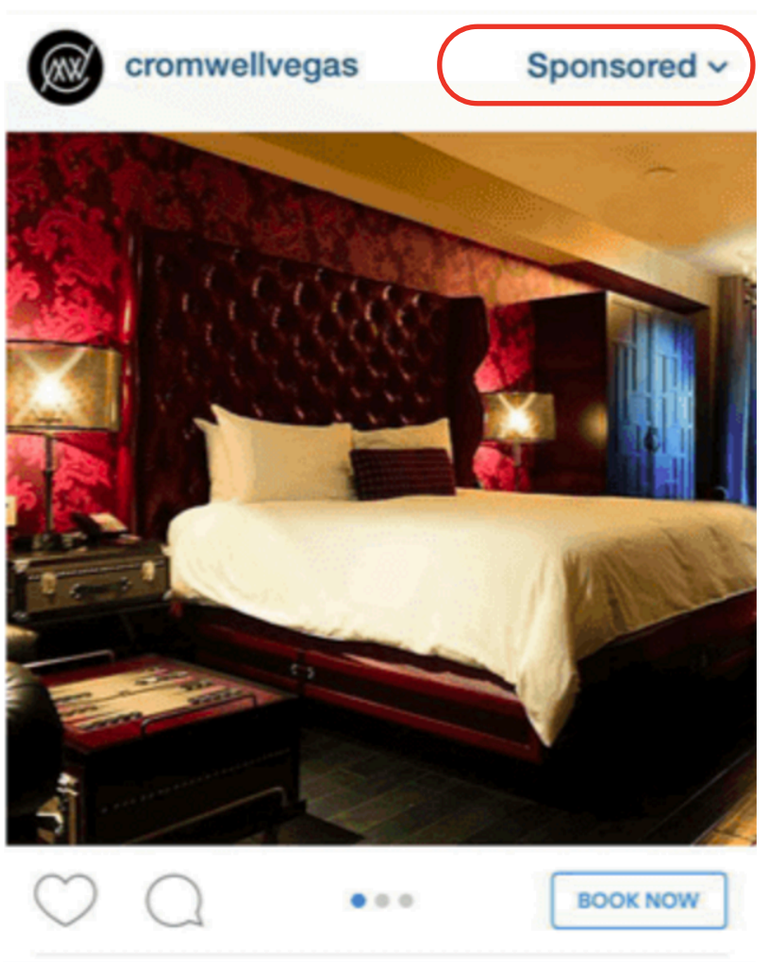
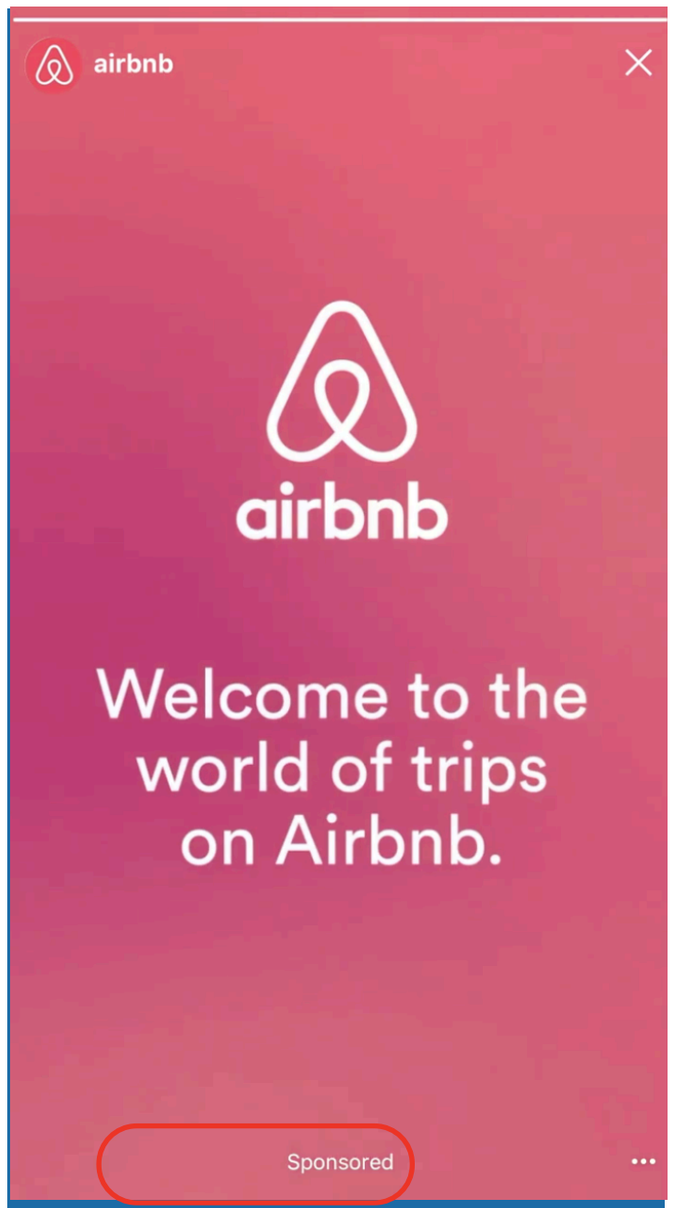


Photo or Video



Carousel (slideshow).
The dots below the photo indicate the number of photos in the carousel. Photos are swiped through by users. Only one caption is permitted for the group of photos.



Stories



CREATING AN EFFECTIVE INSTAGRAM STORIES AD

IDENTIFY THE GOAL

What do you want to accomplish?

KNOW YOUR INSTAGRAM AUDIENCE

Ensure that it is aligned with your goal. Remember: your Instagram audience may not be the same as your general target market.

DETERMINE BUDGET

DETERMINE YOUR MEASURE OF SUCCESS

Stories can be measured by views, clicks or completion rate

CREATE GREAT CONTENT

Ensure you are able to create great content that will catch people's attention. This means great photos, compelling copywriting and smooth editing.

MEASURE YOUR IMPACT

Using Instagram Insights, check to see if your ad achieved the goals you set out for it.

[SUCCESSFUL AD CAMPAIGN: AEROMEXICO]

@aeromexico

Name of company: Aeromexico

Number of Instagram followers: 11.6M

Target Market: Mexicans between 18 - 34

Instagram Stories Objective: Renew brand image and position the company as an airline one can take extraordinary trips with.

Successful elements:

- Nine photo ads featuring aspirational cities (like Buenos Aires and Tokyo)
- Hashtag: #Viajesquemarquan (Trips that impact you)

Results: 37pt ad recall; 3.41 million people reached

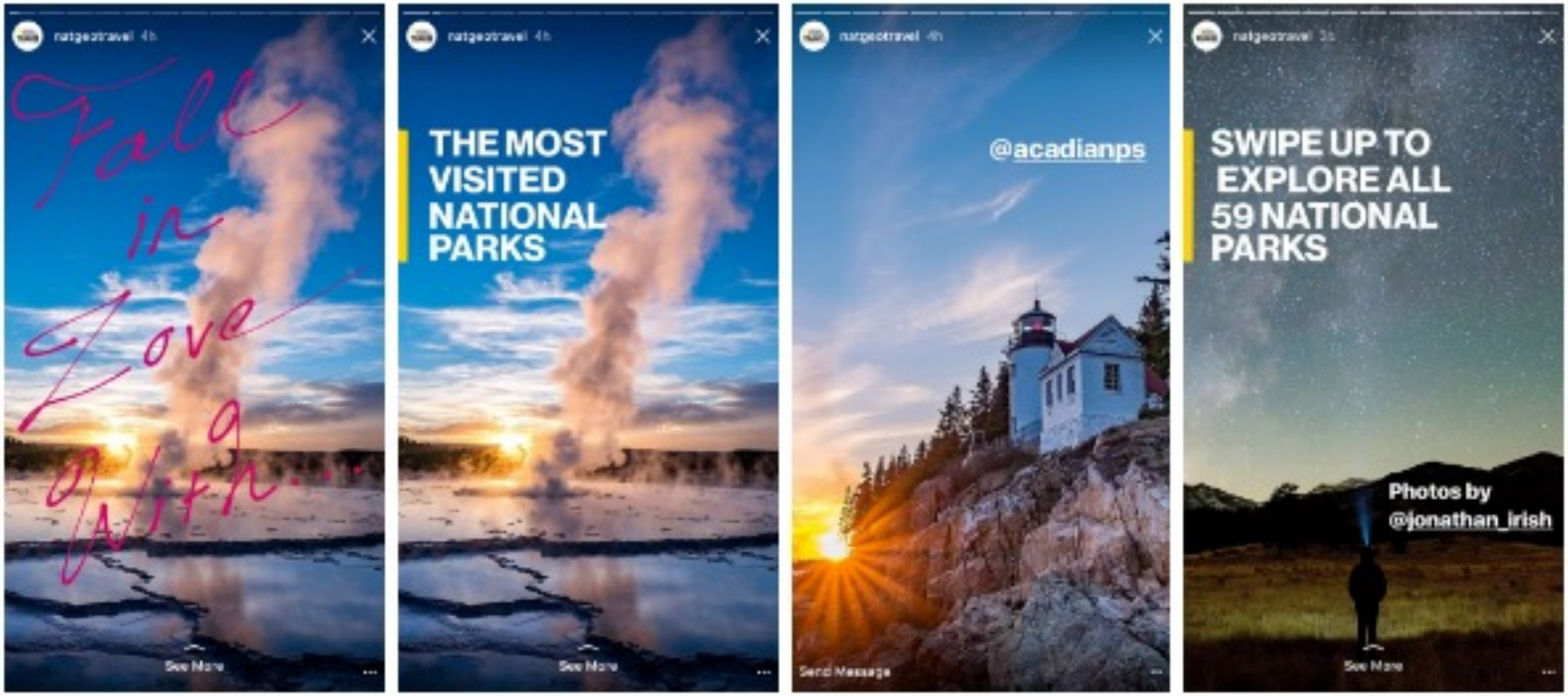


[MEASURING ROI ON INSTAGRAM CONTENT]

The following metrics are easily measurable through Instagram itself. They pertain to regular content (not ads – which is measurable using Insights through Facebook Ad manager).

- Views – Instagram shows who viewed the story while it is still up. Users are able to see the name of the viewer, which is helpful for tracking particular segments. A user only has to view one second of a story to be counted as a view.
- Percentage of views – using the number of views on a Story, it is possible to calculate the percentage of the total audience of followers watched the Story.
- Completion rate – if a Story has more than one image, it is important to calculate how many viewers made it to the end of the Story.
- Clicks/Swipes - with the new CTA, businesses can add a ‘Swipe Up’ call to action which leads to another page. The click through rate is an important indicator to measure to see if the content is engaging with the audience.
- Direct Messages – Users can send Direct Messages, and the number of messages received is a good indicator of how engaged the audience is.

[CONTENT THAT WORKS]



Lists work well on Instagram - National Geographic shared a list of the most visited National Parks on Instagram Stories.

[CONTENT THAT WORKS ON INSTAGRAM]

- ‘Behind the scenes’ - real and transparent content about the brand
- A ‘sneak peak’ of a new product or destination
- Challenges for followers to post a certain photo or theme and tag others.
- Re-post news stories, blogs, awards or other positive coverage of your brand into stories
- Gather feedback: ask the audience about the type of content they want to see
- Behind the scene adventures - post bold videos/photos
- Give the audience a ‘tour’ of a new destination
- Highlight past guests/customers
- Cover events
- Invite industry influencers (or perhaps members of the organization, like guides or marketing team members) to do a ‘take-over’ and provide a glimpse into their day
- Provide useful content -for example, “How to pack light,” or ‘How to travel to Australia with only a carry-on,” etc.

THANK YOU TO OUR 2017 RESEARCH PARTNER FOR INSTAGRAM STORIES

Tartan is a global, integrated marketing and communications firm specializing in promoting sustainable businesses and tourism destinations, providing direct social and environmental benefits to communities around the world through positive tourism development.

Based in Victoria, Canada with team members in Vancouver, Seattle, New York, and Miami, Tartan's goal is to constantly educate consumers about the value of tourism as a significant and positive economic driver. Tartan helps tourism businesses, entrepreneurs, and destinations market and promote their sustainable tourism experiences and best practices to global business partners and consumer markets.

No stranger to the tourism industry, Tartan has worked in more than 40 countries around the world including Canada, USA, Costa Rica, Nicaragua, Korea, Jordan, Belize, Spain, Chile, Australia, and Ecuador.

TARTAN GROUP

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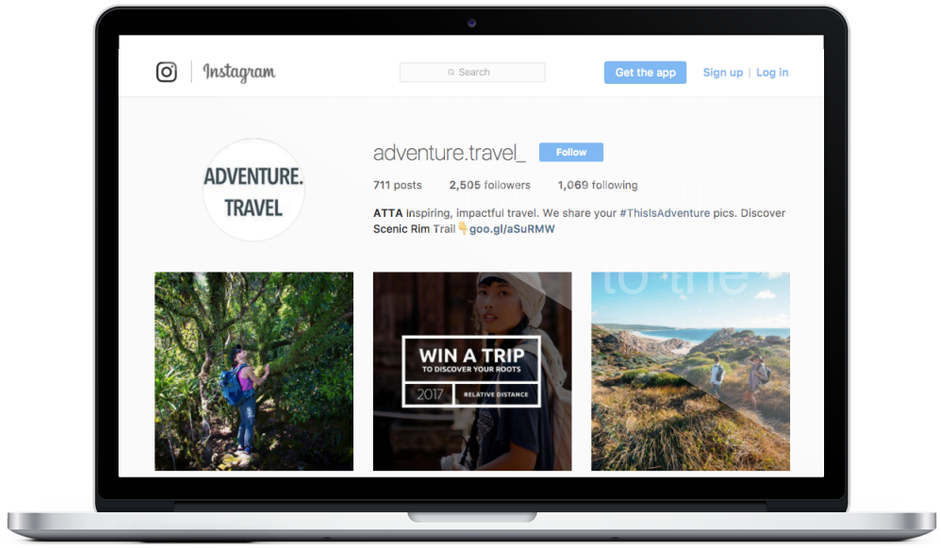
ABOUT US

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,000 members in 100 countries worldwide. Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism. The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future. Through its regional AdventureConnect and AdventureNEXT events and annual Adventure Travel World Summit and AdventureELEVATE trade conference, the ATTA excels in professional learning, networking and partnering services. With expertise in research, education, adventure travel industry news and promotion, members of the ATTA receive competitive opportunities that help establish them as leaders in adventure tourism.

ABOUT OUR RESEARCH

The ATTA strives to produce regular reports that take the pulse of the industry through our membership as well as the global travel industry. In addition, consumer research studies lend insight into the fast paced and changing world of travel and travelers perceptions of it. At adventuretravel.biz, our Research Reports can be located that dive deeply into the motivations of adventure travelers, the size of the industry, the landscape and health of the industry at large, as well as other targeted reports on subjects ranging from Travel Agents to adventure travel in specific destinations.



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