

DRIVING CONVERSATION WITH BRAND ADVOCATES

Travel & Hospitality



👉 Crisis PR 👉 Custom advocate activation

🗨️ Activate Yosemite influencers to get out the word that Yosemite Valley is open and smoke-free during #RimFire

The #RimFire of 2013 only occurred in a small percentage of the park away from the popular tourism destinations. The messaging from the press during the fires made it seem like visiting was not safe. Fanatical was tasked with helping to spread the word that the park was indeed open, and a visit would not result in death by fire.

- 👉 Find & prioritize 200 influencer targets based on predicted impact
- 👉 Send personalized messages prompting influencers to share our message

🕒 CAMPAIGN SETUP

10 minutes

✅ CONVERSION RATE

40%

📄 REACH

250k



Jim Collison
@JimCPhD

Yosemite Valley is open and gorgeous despite the Rim Fire. Info here: mydnc.co/t1
[@YosemiteDNC](#) [@YosemiteNPS](#) [@VisitCA](#)

📰 PR Newswire

Yosemite National Park Remains Open

YOSEMITE NATIONAL PARK, Calif., Aug. 27, 2013 /PRNewswire/ -- The vast majority of hiking trails and services in...

[View on web](#)

1:02 PM - 29 Aug 2013



YosemiteDNC @YosemiteDNC · 30 Aug 2013
[@JimCPhD](#) Thanks, Jim, for spreading the word about #Yosemite being open!