

GOOGLE-DMO PARTNERSHIP PROGRAM: Discover Puerto Rico

DIRECT-TO-CONSUMER

DIGITAL PERCEPTION RECOVERY STRATEGY

2019 CASE STUDY

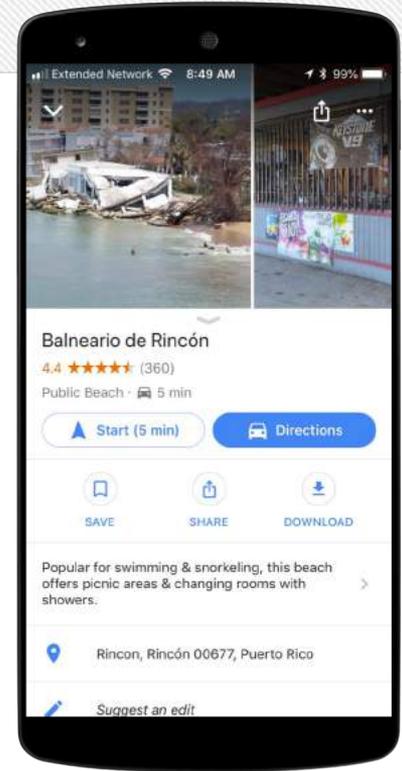
miles
PARTNERSHIP

What does a destination do when its efforts to recover from a devastating natural disaster are being thwarted by thousands of outdated and inaccurate online images that reinforce negative consumer perception?

BACKGROUND

This was the case for the island of Puerto Rico in the aftermath of hurricanes Irma and Maria: Even as recovery progressed across the island, consumers were confronted by images and programmatic content reinforcing the disaster every time they searched for information about the island in Google.

For Discover Puerto Rico (DPR), the DMO formed in the summer of 2018 to help reinvigorate the island's visitor economy, the answer was to combat that content with a consumer-direct digital perception strategy to counteract the negative content. In parallel, DPR also wanted to empower their local industry to join in the effort by providing digital marketing education workshops across the island for tourism-facing businesses.



Objectives

- To understand how and where consumers were encountering problematic, storm-related content within various Google products, including search, Maps and more.
- To show Puerto Rico was open for business and ready to share its welcoming culture with the world through up-to-date, inspiring content showcasing the island's recovery.
- To provide industry partners across the island with tools to better manage their online footprint.

STRATEGY & EXECUTION

TECHNICAL EVALUATION

To better understand the impact of storm-related content within Google's products, Miles conducted a technical evaluation of products like Travel Guides, the Trips app, Maps, YouTube and more.

The review spanned communities across the island and thousands of individual businesses to identify priority areas that appeared most impacted within Google.

STRATEGY & EXECUTION



To begin to address content issues, Miles and DPR used tools provided to destinations as part of the DMO Content Partnership Program launched by Google. This effort included flagging problematic images and technical issues within products.

STRATEGY & EXECUTION



To further expand the initiative, DPR and Miles planned a route for three weeks of content creation, including flat images and 360-photospheres, that circled the western third of the island, as well as a multi-city tour of educational workshops for industry partners.

Immersive content showcasing the current state of the island

Content Creation
360 Images



^ Branding incorporated in 360 images

MAPS Gallery Images BEFORE & AFTER

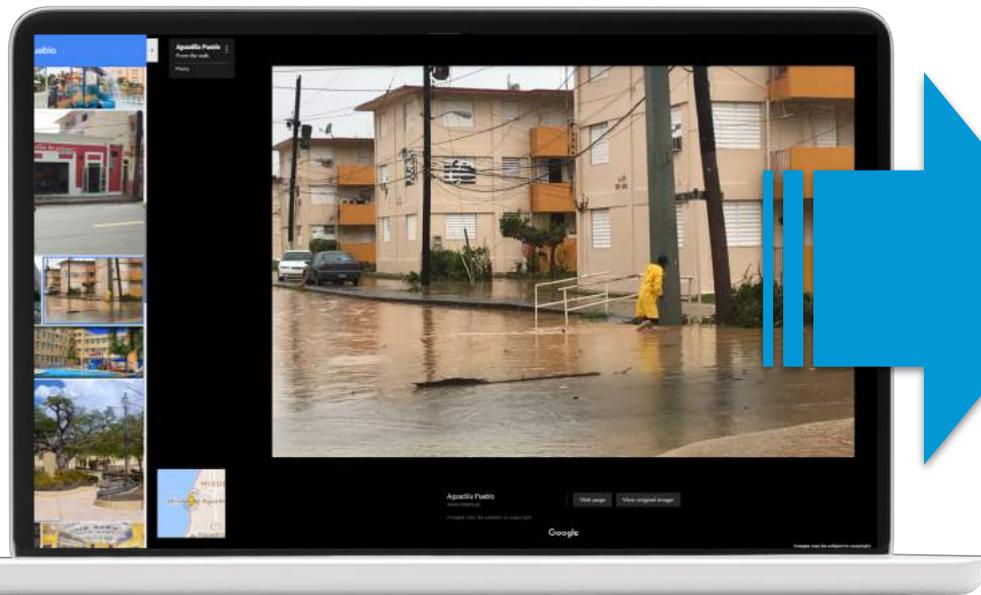
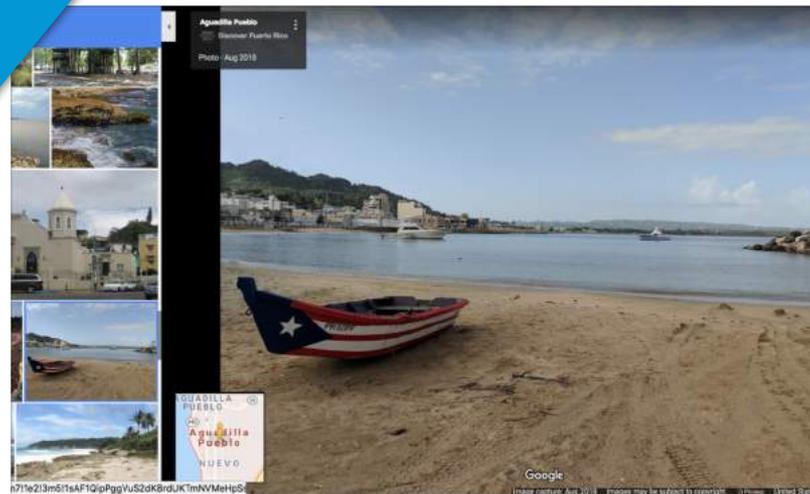
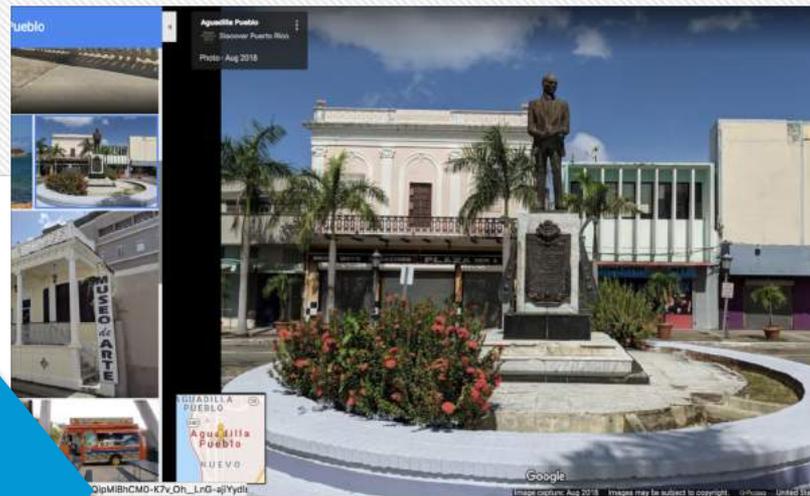


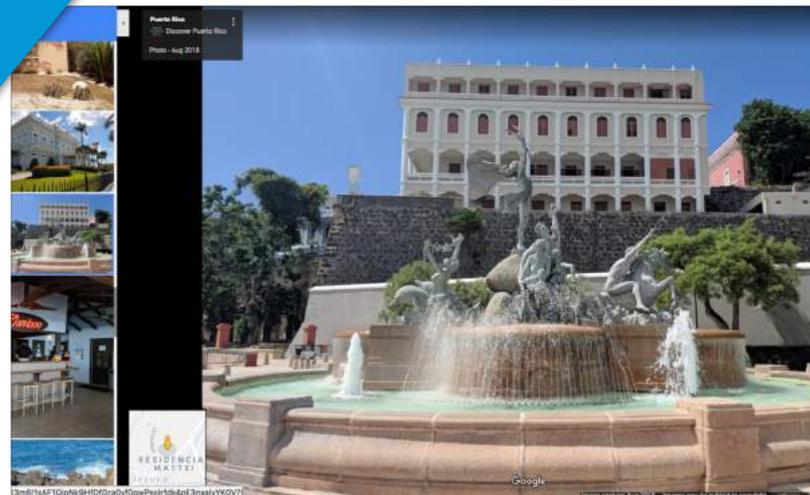
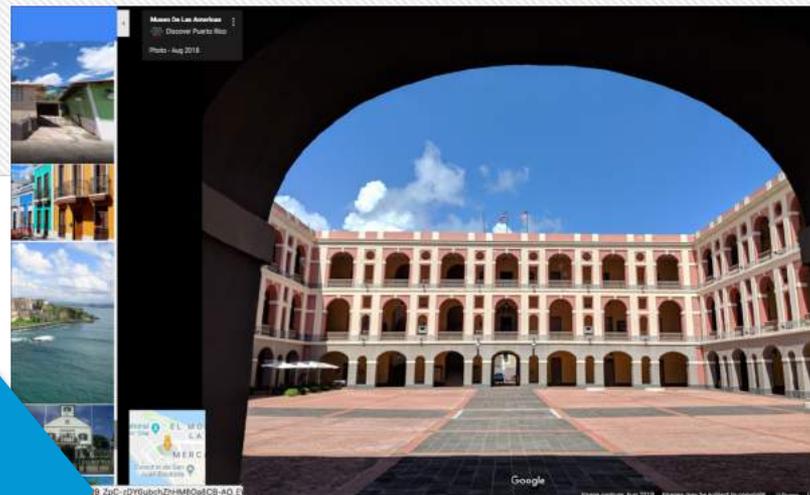
Photo gallery for the town of Aguadilla



MAPS Gallery Images BEFORE & AFTER



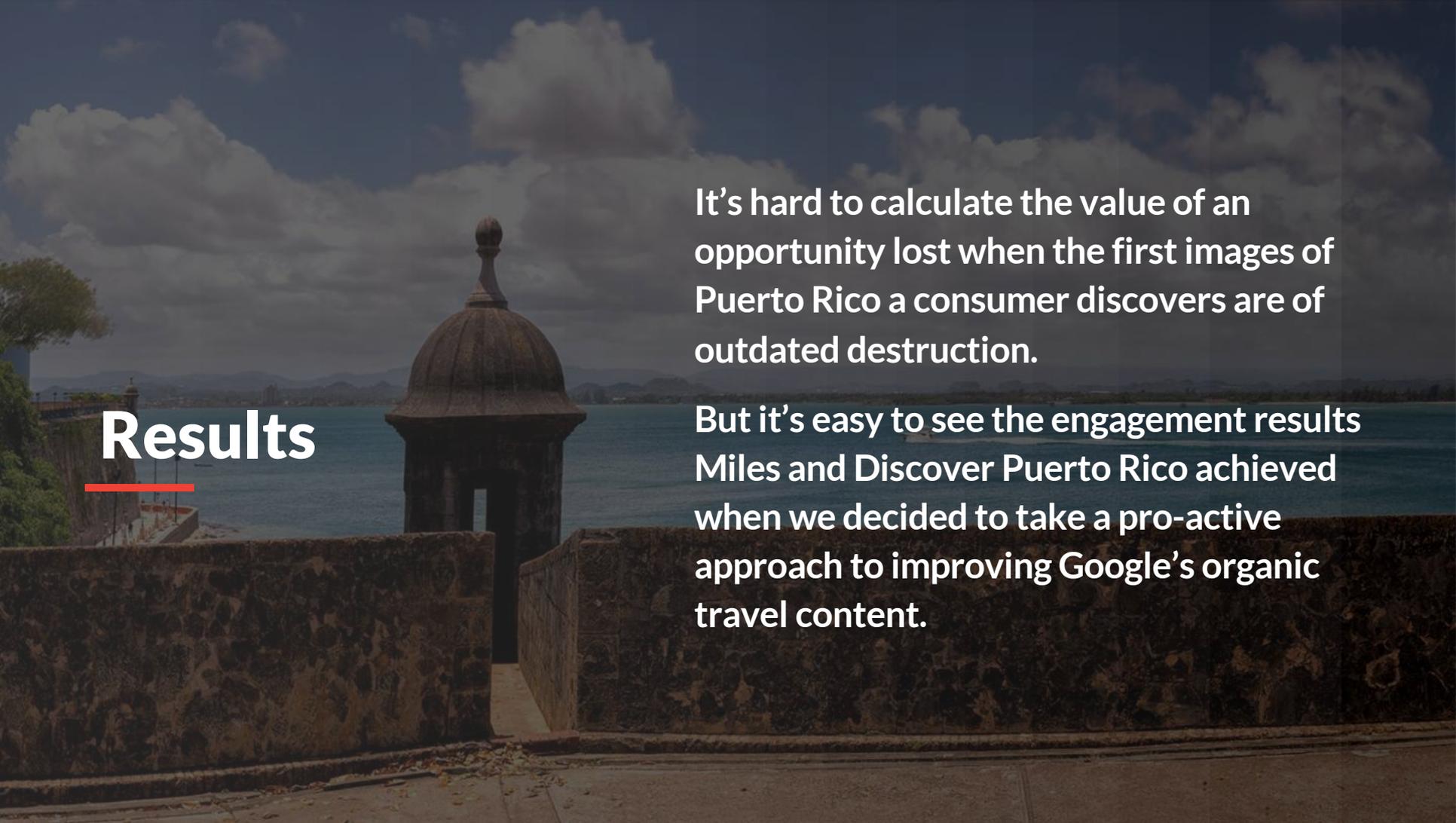
Photo gallery for the island of Puerto Rico



STRATEGY & EXECUTION



Miles worked with Discover Puerto Rico to develop a multi-city tour of educational workshops for industry partners. The program included tactical instruction on improving business listing quality within Google, bilingual how-to materials covering step-by-step processes, and updates from the DMO on the launch of their new website and other marketing initiatives.

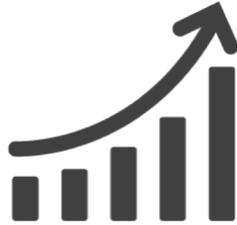


Results

It's hard to calculate the value of an opportunity lost when the first images of Puerto Rico a consumer discovers are of outdated destruction.

But it's easy to see the engagement results Miles and Discover Puerto Rico achieved when we decided to take a pro-active approach to improving Google's organic travel content.

Results



Generated **8,157,275 views** (and growing daily!) of brand-aligned Puerto Rico images and 360s **with zero media costs** in about eight months.



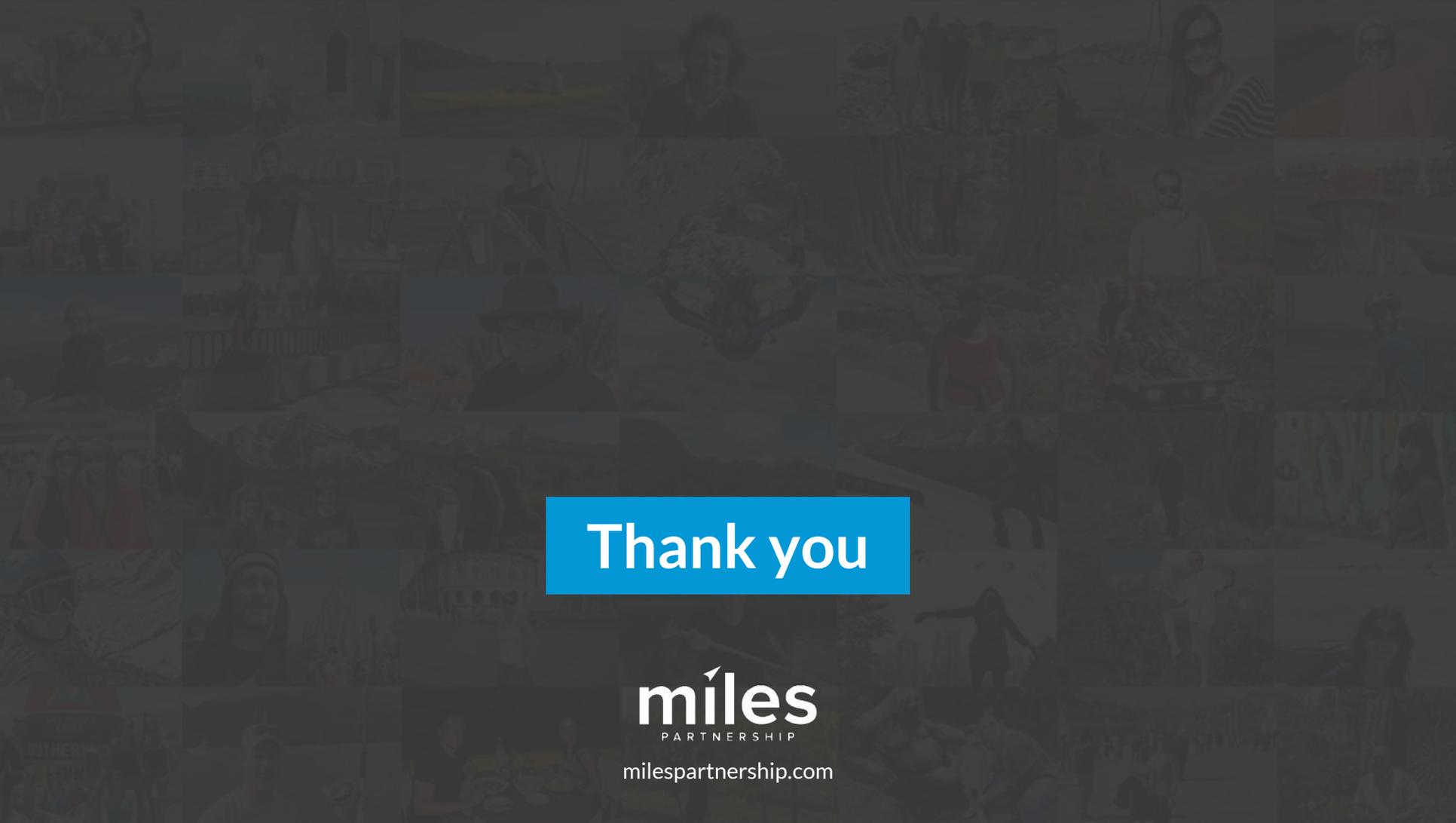
Expedited **removal of images and other content negatively impacting consumer perception** of the destination at a key moment of consideration



Provided educational resources for **more than 200 industry partners** from across the island, empowering them to tell their best Puerto Rico comeback story

Demonstrated leadership as a new organization at a key moment with the island's travel industry

Accomplished **meaningful, long-term impacts** from a program with a relatively small budget



Thank you

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