

Visit California, California Dream Eater leverage film industry's biggest night

Published 2/27/2017 by  [Gwynne Spann](#)

As “La La Land” danced its way into the hearts of audiences around the world, Visit California was singing along in perfect harmony.

Few films land with the same kind of global impact like “La La Land,” the Los Angeles-centered musical starring Emma Stone and Ryan Gosling. And through integrated global social listening — and a little song and dance from the multi-talented California Dream Eater — Visit California was able to turn the buzz into buy-in on Golden State experiences.

In addition to the film’s many accolades, “La La Land” took home six Oscar’s at the 2017 Academy Awards, including Best Director and Best Actress. And with one of California’s most iconic destinations starring alongside the talent, Visit California had the distinct opportunity to remind audiences that the film’s dream destination is, in fact, a reality.

Visit California tapped the six international markets where social listening metrics indicated the strongest concentration of “La La Land” fever, resulting in dedicated social content in [Germany](#), [Australia](#), [United Kingdom](#), [France](#), [Korea](#) and [China](#).

To date, nearly 100 posts across social media in all markets reached over 760,000 consumers, in addition to nearly 23,000 engagements.

Social listening indicated that Asia was an especially huge market for the themed content, and Sina Weibo posts — one of China’s biggest social media platforms — generated approximately 650,000 total impressions. And that doesn’t even take into account the countless bystanders who bore witness to massive “La La Land” flash mobs in [China](#) and [Korea](#).

But the campaign wouldn’t be complete without some truly authentic California style, provided by the California Dream Eater Chase Ramsey.

In an upcoming episode as part of the show’s 28-episode second season, which is streaming now on [Dream365TV](#), Ramsey will sing and dance his way through an entirely musical episode of Dream Eater. Look for it in the coming weeks.

By continuing to leverage the latest buzz and biggest news, Visit California remains on top of the topics that are filling up feeds, while finding new and timely ways to turn inspiration into tangible destination experiences for visitors from around the world.

tags : brand, dining, restaurants, Social, culinary, culinary-tourism, video, oscars, dreameater