



CASE STUDIES





AWAY

A two-year-old suitcase company approached us about driving brand awareness and sales to their flagship product.

SOLUTION

Map Happy traveled over 30,000 miles with the bag, creating an in-depth review with original photography, sharing our opinion.

RESULT

The two posts have culminated in **305,789+ pageviews**, resulting in **\$94,670+ in sales**.

The review dominated the #1 Google search result for the keyword "away review" for years.



Japan National
Tourism Organization

**The country of Japan
set off to promote Shikoku,
a relatively unknown region
of the nation's smallest islands.**

SOLUTION

Map Happy flew to southwest Japan, creating content and photography, showcasing unique aspects of this captivating and remote region.

RESULT

The content generated **131,069+ pageviews** with an average read time of **1:29m**.

Photography was provided to the destination board for further commercial promotion.