



Media Blitz Touts New Brand

To jump start the tourism season, Hamilton County Tourism will hit regional air waves, magazine pages, computer screens and smart phones with a new advertising campaign. This new effort builds on the successful 2013 campaign, which resulted in a huge return on investment. For every ad dollar spent last year, visitors spent \$158 in Hamilton County.

“Our goal is to build on that success, while also introducing our new brand into a multi-level strategy including print, radio, TV and digital,” said Karen Radcliff, Hamilton County Tourism Deputy Director.

The \$540,000 campaign investment, which launches April 14, will promote Hamilton County getaways focused in four media markets – Chicago, Champaign, Ill., Fort Wayne and Louisville.

Hamilton County Tourism created two new, 30-second radio spots. One features things to do in Hamilton County and another promotes girlfriend getaways, while the 30-second TV spot gives viewers an up-close look at a “visitor’s” travel photos.

In addition, Hamilton County Tourism introduced a co-op advertising program in partnership with Carmel, Noblesville and Conner Prairie, to include two-page ads in lifestyle magazines including Indianapolis, Bloomington, Fort Wayne and Louisville. The editorial-style advertisement offers more content and photography to lure visitors, and includes three new markets designed to increase reach.

Hamilton County’s digital marketing strategy includes comprehensive and responsive SEO plus online ads on search engines and targeted and vertical ad networks focusing on lifestyle and travel.

“We are taking a holistic approach to our marketing, attempting to reach our consumers in the places they are most receptive to our message,” Radcliff explained. “We’re very excited to deliver a multi-layered, digital campaign this year in the same manner in which we built our more conventional ad campaign.”

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