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Midland Visitors Bureau



@MidlandCVB

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PRESS RELEASE

For Immediate Release

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MIDLAND CONVENTION & VISITORS BUREAU LAUNCHES AUGMENTED REALITY CAMPAIGN

Midland, Texas (Jan. 29, 2014) — The [Midland Convention & Visitors Bureau \(CVB\)](#) proudly announces the launch of a new augmented reality advertising campaign using image recognition technology. The Midland CVB has partnered with mobile technology company, [BestBuzz](#), to leverage their mobile activation platform to create interactive print media experiences for the 2014 magazine ad campaigns. The new campaign promotes Midland as a destination to tour operators, sports, event, and meeting planners, making Midland, Texas one of the first destinations in the United States to utilize augmented reality in its marketing strategies.

The campaign features six real-life clients the Midland CVB has worked with in the past, including three sports planners, two meeting and event planners, and one tour operator. Each media ad showcases the client at a Midland location (meeting space, sports facility, or attraction) with a quote about their experience in Midland and with the CVB. To engage with the Midland CVB interactive print media ads, audiences use the [free BestBuzz image recognition app](#) to scan the client's faces in the ad, which triggers an augmented reality experience. Each client "comes to life" when scanned and gives a 30-second testimonial about the service they received in Midland. The testimonial video ends with a link to request a free Midland Destination Planning Guide.

"The Midland CVB prides itself on the customized, hands-on services we provide our clients," said Brenda Kissko, tourism & public relations manager of the Midland Convention & Visitors Bureau. "We wanted to utilize a responsive technology to help convey this message to potential clients hosting events in Midland. We have found peer-to-peer testimonials are most powerful and we integrated those into our concept."

The BestBuzz platform provides marketers with the tools needed for creating, managing and tracking dynamic, mobile and social activation campaigns from a single dashboard. Brands such as Coca-Cola, Penguin Random House, MaryKay, and Cadillac have used the BestBuzz platform for events and promotions, and it gives the Midland CVB the flexibility and control to create mobile-enhanced experiences, in addition to gaining access to data, analytics and user activities for tracking ROI from print media campaigns in real-time.

"We love working with partners that approach us with the challenge of building

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memorable, interactive and valuable customer experiences from their advertising campaigns,” says Carrie Layne, CEO of BestBuzz. “These are the types of brands people want to do business with because they are creative and forward thinking. As an event planner interacting with these magazine ads, you can get a real feel for what the experience is going to be like working with the Midland CVB to plan your next big event or corporate meeting. BestBuzz is just a technology platform, so I am very impressed with how the CVB used our image recognition technology and platform to create such an innovative and interactive marketing campaign.”

The Midland augmented reality ads will be published in several industry publications as well as direct mail pieces. Samples of the ad campaign can be found on the CVB website on these three pages:

www.visitmidlandtexas.com/Meetings-and-Conventions

www.visitmidlandtexas.com/Midland-Sports

www.visitmidlandtexas.com/Tours-Groups

For more information on the Midland Convention & Visitors Bureau or to request a free proposal to host an event, call (800) 624-6435 or visit www.VisitMidlandTexas.com.

For more information on BestBuzz, call (781) 728-9913 or visit <http://bestbuzz.bz>.

About the Midland Convention & Visitors Bureau

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

About BestBuzz

Ranked as one of the Top 10 Hottest Startup companies by Startup America and Tech Cocktail, BestBuzz is a platform that helps businesses create, manage and deliver real-time content to fans that scan mobile activation codes from product packaging, in-store displays and print media. Users can download the free BestBuzz mobile app to discover and unlock rewards from their favorite local businesses, brands, media publications, and consumer products. Start scanning QR codes, UPC barcodes, images and logos marked with the BestBuzz icon to instantly earn points and unlock exclusive offers from partners.

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