



## News Release

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### New Tourism Branding Campaign for PA's Capital City revealed by the Hershey & Harrisburg Regional Visitors Bureau

#### *SIDEBAR: Campaign Creative Samples*

**Harrisburg, PA (Nov. 5, 2015)** – The City Tourism Marketing Committee and the Hershey & Harrisburg Regional Visitors Bureau today unveiled the real Harrisburg Tourism Branding Campaign behind the teaser campaign that first began appearing locally on billboards on October 17, 2015.

Today's sneak peek of the "ExploreHBG" advertising and web site was attended by regional media outlets, community business leaders, and tourism stakeholders who participated in the development of this new campaign.

"The goal of the new branding campaign is to build a strong tourism brand identity for Harrisburg and to begin actively promoting all the activities and experiences in the city," said Mary Smith, President & CEO for the Hershey & Harrisburg Regional Visitors Bureau.

The target audiences are millennials primarily with a secondary older demographic, both living within the "HLLY" area which refers to the media markets of Harrisburg, Lancaster, Lebanon, and York, according to Smith.

Attendees of the launch also viewed a video entitled "[Harrisburg Is](#)" that captured testimonials from local residents and visitors expressing what they love most about the Capital City.

The official launch of the new campaign actually began on October 17, with billboards that were strategically designed to tease the new campaign several weeks before the scheduled reveal.

The strategy helped to peak interest in the local community while also providing the developers additional time to complete and test the new web site [www.ExploreHBG.com](http://www.ExploreHBG.com).

The campaign and web site were always intended to roll out and expand in stages, according to tourism officials.

The teasers were the first phase of the advertising along with the development of the new web site, which would then continue to expand with additional sections being added to feature: [Calendar of Events](#), [Arts & Culture](#), [Dining & Nightlife](#), [Outdoors](#), [Family Activities](#), [Shopping](#), and [Blog](#).

The second stage of advertising, slated to begin on Friday, November 6, will include more detailed messaging and dynamic imagery of the city and experiences, according to Smith.

The advertising campaign will also expand to include more billboards, digital and online advertising, and Pandora radio spots.

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#### **ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU**

The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.

TEASER: Artsy or Outdoorsy?

**ARTSY or OUTDOORSY?**  
Find Your Way

11.6.15

REVEAL 1



**HBG**  
**HARRISBURG**  
Find Your Way Here

GET ARTSY IN THE BURG  
ExploreHBG.com

REVEAL 2



**HBG**  
**HARRISBURG**  
Find Your Way Here

GET OUTDOORSY  
IN OUR PARKS  
ExploreHBG.com

TEASER: Early Bird or Night Owl?

**EARLY BIRD or NIGHT OWL?**  
Find Your Way

11.6.15

REVEAL 1



**HBG**  
**HARRISBURG**  
Find Your Way Here

EARLY BRUNCH  
IN THE CITY  
ExploreHBG.com

REVEAL 2



**HBG**  
**HARRISBURG**  
Find Your Way Here

NIGHTS OUT &  
LIVE MUSIC  
ExploreHBG.com

TEASER: Hand-Crafted or Hands-On?

# HAND-CRAFTED or HANDS-ON? Find Your Way

11.6.15

REVEAL 1



**HBG**  
HARRISBURG  
Find Your Way Here

HAND-CRAFTED  
HAPPY HOURS  
ExploreHBG.com

REVEAL 2



**HBG**  
HARRISBURG  
Find Your Way Here

HANDS-ON  
LEARNING  
ExploreHBG.com

TEASER: New Flave or Old Fave?

# NEW FLAVE or OLD FAVE? Find Your Way

11.6.15

REVEAL 1



**HBG**  
HARRISBURG  
Find Your Way Here

OLD FAVORITE  
RIVER RIDES  
ExploreHBG.com

REVEAL 2



**HBG**  
HARRISBURG  
Find Your Way Here

NEW FLAVORS ON  
RESTAURANT ROW  
ExploreHBG.com

The image displays three vertical digital ad banners for Harrisburg, each with a unique background and color scheme. All banners feature the slogan "Find Your Way Here" in a white, hand-drawn font at the top. The first banner (left) has a black background with a photo of a young boy playing a guitar; it includes a red "HBG" logo, the word "HARRISBURG" in red, and a red "Explore HBG" button with a white arrow. The second banner (middle) has a grey background with a photo of a woman in profile looking at art in a gallery; it includes a blue "HBG" logo, the word "HARRISBURG" in blue, and a blue "GET ARTSY AT 3rd IN THE BURG" button with a white arrow. The third banner (right) has a dark grey background with a photo of a drink; it includes a green "HBG" logo, the word "HARRISBURG" in green, and a green "Explore HBG" button with a white arrow.

COLOR VERSIONS & RICH MEDIA

This section shows four color variations of the Harrisburg logo and slogan arranged in a 2x2 grid. Each variation consists of the "HBG" logo in a white box, the word "HARRISBURG" in a bold sans-serif font, and the slogan "Find Your Way Here" in a white, hand-drawn font. The top-left variation has a red background with a white logo and text. The top-right variation has a green background with a white logo and text. The bottom-left variation has a blue background with a white logo and text. The bottom-right variation has an orange background with a white logo and text.