

CHICAGO'S METRO WEST  
**DUPAGE** COUNTY  
CONVENTION & VISITORS BUREAU

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## **DuPage brings home national Telly Award**

*Television commercial win is a first for county tourism bureau*

OAK BROOK, Ill. – The DuPage Convention & Visitors Bureau (DCVB) has been honored with a Telly Award in partnership with Yellow Dog Productions for their Dining in DuPage commercial. The production is the first DCVB television commercial to win an award, marking a shift in the organization's marketing strategy.

“This win was well deserved,” said DCVB Executive Director Beth Marchetti. “We have such a small team, and yet manage to get so much accomplished. This commercial was the collaborative efforts of our staff as well as participating members of our community, and we couldn’t be more proud. It truly showcases our commitment to supporting local businesses, and to embracing the strong diversity in DuPage dining.”

The DCVB is the official marketing arm of DuPage County and is dedicated to attracting visitors to the county and promoting local attractions and businesses. Starting with this television spot, the DCVB has embarked on a plan to promote more narrative and informational content across digital and print platforms. Previously, DCVB's marketing strategy focused on event promotion; the new content marketing strategy will have a storytelling bent in order to better promote the many diverse communities in DuPage County.

“What we did with this commercial is try to showcase our county’s cultural make-up through the dining experience -- that we support locally sourced foods, that we embrace diversity in cuisines, and that we welcome all visitors into our community,” Marchetti said. “In the past, we have focused our marketing efforts on listing attractions our website, or sending out promotional reminders of upcoming events on social media. Now, while we’re still doing all of that, we’ve also added another layer of content marketing to better tell our story.”

The bronze-winning [commercial](#) is a fast-paced showcase of food, beverage, and dining options in DuPage County. The commercial captures the diversity of choices in the county ranging from local breweries and farmer’s markets to upscale dining experiences with top-notch chefs. The commercial ran during WTTW’s popular “Check Please” program.

“It’s important for DuPage to remain competitive in attracting visitors on both a national and local level,” Marchetti said. “The marketing landscape is changing and we have to keep pace or we will lose market share.”

A prestigious judging panel of over 500 accomplished industry professionals judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged against a high standard of merit. Less than 10% of entries are chosen as Winners of the Silver Telly. Approximately 25% of entries are chosen as Winners of the Bronze Telly.

“We are humbled to win our 7th Telly Award,” said Marv Turner, Yellow Dog Productions owner and film director. “This one is unlike others we've done in the past, as it was a collaborative effort with our client. We worked closely with Mery Vieira and Elizabeth Gaucher of the DuPage Convention & Visitors Bureau throughout the creative and production process. Everyone we worked with on the commercial truly cares and has a passion for what they do for DuPage County. We could not have won this award without them and we appreciate the whole team effort.”

*The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County's 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County's tourism and convention business.*

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