

July/August 2017

# Bureau Biz

News and Information from the Dublin, Ohio Convention & Visitors Bureau—Where Irish is an Attitude



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## REGIONAL CAMPAIGN DRIVES AWARENESS, CITY PROFILE

*Generates Nearly 7.5 Million Out-of-State Impressions*

This spring the Bureau launched its annual regional awareness campaign to extend their reach beyond Ohio and encourage weekend visitation among families. The goals of the campaign included creating awareness and engagement amongst visitors in Pittsburgh, Indianapolis, Detroit and Lexington and resulted in nearly 7.5 million impressions.

After the Bureau’s first-ever regional campaign last year, staff was tasked with creating an innovative multi-touch campaign in order to move visitors further down the conversion funnel to make a trip to Dublin. This included a media strategy with multiple consumer touch points.

The first placement would connect with the target audience by reaching them with high impact out-of-home placements surrounding family friendly locations to drive awareness for Dublin and connect the Dublin CVB with these family friendly moments. These placements included bus shelters and streets decals surrounding areas like the Pittsburgh Zoo, the Children’s Museum of Pittsburgh, the Carnegie Science Center and others.

To reinforce these out-of-home placements, the Bureau digitally targeted the desired audience through location based media and served ads to their mobile devices while in these family friendly moments. To continue to

engage users, the campaign coupled the location based mobile ads with digital ad placements that would retarget users. When a user showed interest and clicked the ad they were sent to custom landing pages providing more information on the activities featured in the creative. Once the user left VisitDublinOhio.com they were retargeted with Dublin content while browsing other sites to remind and entice them to return for more information.

In order to make all these paid placements work together, the Dublin CVB constructed a creative campaign that would appeal to the target audience. Research indicated that Dublin’s target visitors are aware of the area, but have a lack of understanding on specific things to do. The Bureau created the “Weekend To-Do List” messaging using top attractions and events in the area to drive awareness. A short video was also created as a secondary way to engage users.

Campaign results also included nearly 19,000 visits to website landing pages and a .33 percent click through rate on digital placements. Throughout the duration of the campaign the target markets of Pittsburgh, Indianapolis, Lexington and Detroit contributed to 28 percent of all site sessions to VisitDublinOhio.com.

The Bureau plans to reproduce and expand the campaign in the coming years using results from the past two regional campaigns to continue to optimize campaign dollars and reach new visitors.



[www.visitdublinohio.com](http://www.visitdublinohio.com)



# Briefs

## Downtown Dublin Alliance Moves the Needle

The Downtown Dublin Strategic Alliance continues to make strides in raising awareness and traffic to the area. With unique restaurants, attractions and hotels in the area, the Alliance has seen great success in their social media collaboration. Thus far, the social media committee has collectively reached nearly 100,000 people with Downtown Dublin messaging. As Downtown Dublin continues to grow the Alliance is working on a plan to create a unified brand and messaging campaign to reach visitors and residents. This plan will include a paid media strategy for the area along with a PR plan to create buzz about everything the area has to offer.



## New Meetings Marketing Focus in 2018

As Dublin's hotel and meeting facility product continues to grow, the Bureau is focusing on driving an increased level of business to Dublin meeting facilities and raising awareness and appreciation for Dublin as a meetings destination among professional event planners. Last fall, the Bureau retained the nationally known Meeting Marketing Agency, Digital Edge, to build a strategy to bring new, regional leads to Dublin facilities. The foundation of the campaign is the robust Meetings & Events section on the new Bureau website that will create interest and be the conduit to collect planner leads. The paid campaign begins this August and will run through June targeting regional Meeting Planners through monthly digital marketing on Facebook and an email marketing program to inform planners and generate qualified leads.

## 2017-2018 DUBLIN CVB BOARD MEMBERS ANNOUNCED

The Dublin Convention and Visitors Bureau announced its Board of Directors for 2017-18. Phil Smith has been appointed Board President; Sondra Kowaluk, Past President and Dr. David Lee, President-Elect. Newly elected Board Members include: Bob Hoying, Crawford/Hoying; Gerrilyn Rozich, Cardinal Health; Tim Wolfe, Marriott Northwest; Amy Numbers, Constructive Communications; and Dave Cecutti, Ohio Capital Conference. Additional Board Members include: Pete Fingerhut, Frank Willson, Heather Baxter, Nichole Brinker, Craig Baldrige, Becky Miller, Michelle Crandall, Clay Rose and Scott Dring.



## For the Record...

### LODGING TAX

	Change
Year-to-Date Bed Tax.....	-0.5%

### DUBLIN CVB MEASURES

Website Visits (% change YTD).....	+33%
Free Media Impressions (YTD) .....	43,500
Facebook Fans (% change YTD).....	+2%
Twitter Followers (% change YTD) .....	+7%
Instagram Followers (% change YTD) .....	+73%
YouTube Views (% change YTD).....	+31%
Fairy Door Trial Completions (YTD).....	1,904

## Partner Preview: Our CupCakery

The sweetest shop in Dublin is known for their handcrafted cakes and cupcakes for special occasions. But did you know they offer classes, camps and a build-your-own cupcake bar? Check their calendar of events for your next date night decorating class, to start your kids young at a Pastry Chef Camp or for a Mother/Daughter outing. Our CupCakery has a private room for your next girlfriend's getaway or private party baking class. Stop by the shop at 16 N. High Street in Downtown Dublin to see, smell and sample their creations! [www.OurCupCakery.com](http://www.OurCupCakery.com), 614/659-1555.

