

Hear About

Brand Refresh

Good brands are always evolving. They need to be solid enough to be trustworthy, but nimble enough to adapt to change. In 2017, the Hamilton County Tourism brand underwent something of an evolution.

“Not a complete redesign, but more of a realign,” said Ashley Ledford, marketing director for HCT.

Updates for 2018 include more original photography and video than ever before. Their marketing team documented 28 different attractions across the county. The food scene, venues, outdoor adventure and summer festivals were all captured. The organization’s commercials, ads and collateral material will all feature these new visuals.

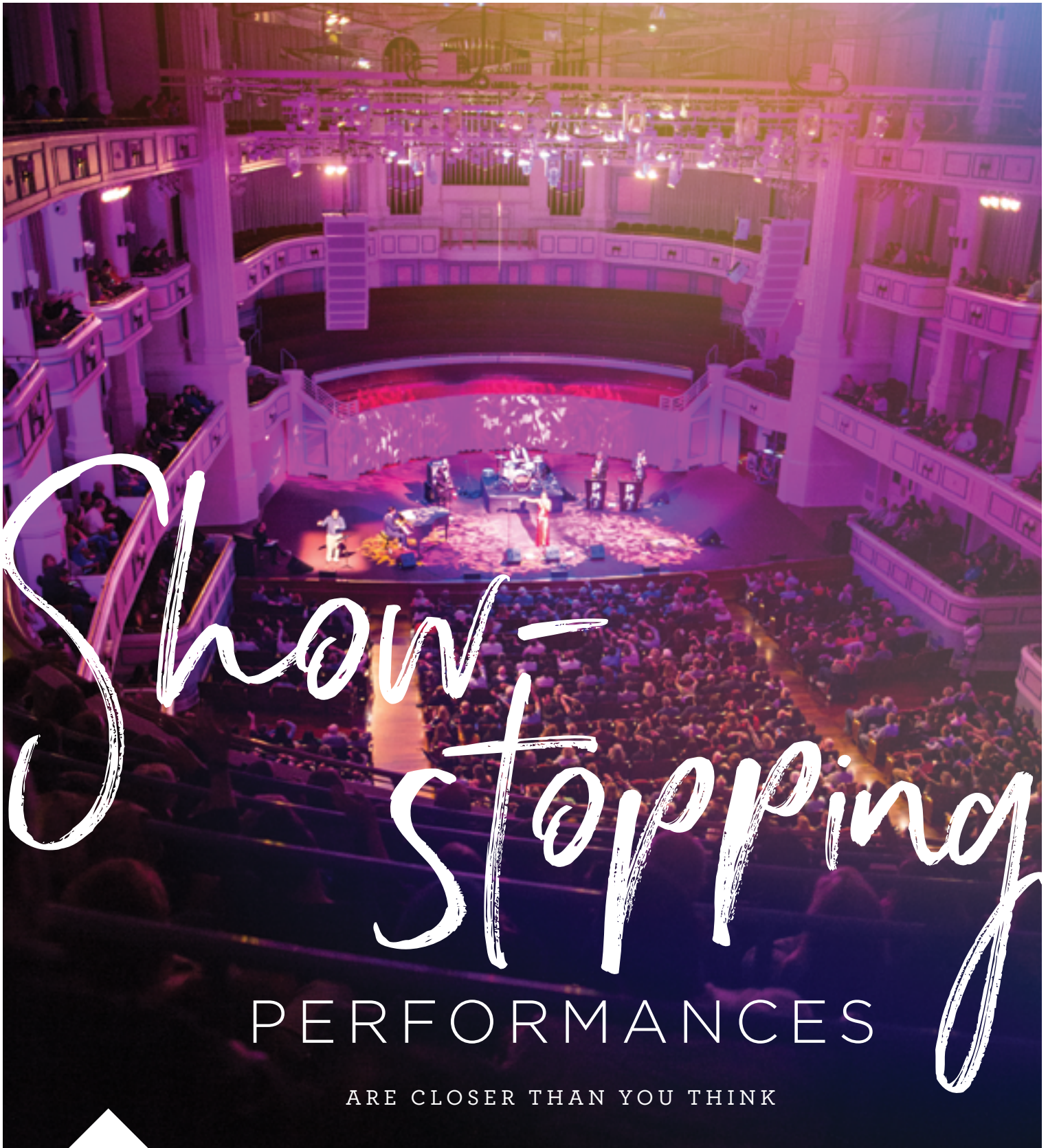
Complementing the new photos and videos is a new handwritten typeface that communicates beauty, excitement and a human touch. Lastly, and most importantly, the new look reinforces the HCT tagline “Closer than you think,” by featuring it on all communication.

“Contrary to popular opinion — a well-researched and conceived advertising campaign that is effective (such as Hamilton County’s), should not be changed abruptly. It should evolve naturally,” said Dan Myers, media director of Three Sixty Group.

[Click here](#) to see a sample of the new 2018 video creative.

Hamilton County Tourism

37 East Main Street
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P 317.848.3181 / 800.776.8687
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Sales Department Introduces “High Five” Lunches

One of HCT’s sales department goals for 2018 is to relationship build with county, civic and government officials. The organization finds its important to educate on their services so that national and regional conferences can be held in the area. One avenue they will take to get this done is the execution of “Hi-Five” Lunches. HCT sales staff will host quarterly lunches with five local leaders and ask them to each invite a colleague who is not aware of the services of the sales department. Through education of their assets and sales strategies, HCT hopes the information will help to pursue conferences of various associations in Hamilton County.

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John Towle Joins HCT as New Sports Manager

A native of Hamilton County will serve as the new sports development manager for Hamilton County Tourism. John Towle started his new role Jan. 22. He will be responsible for positioning Hamilton County as a national player in the sports market as well as developing local clubs and building relationships with key stakeholders. Goals for 2018 include attendance at major sports market tradeshows, sales calls with event owners, generating new sports accounts and leads to hotels and venues and convening with Hamilton County sports leaders on a routine basis.

John, who graduated from Westfield High School and Ball State University with a degree in sociology, most recently worked as the meetings and conventions specialist at Kiwanis International in Indianapolis.

John has been on all sides of the field in the sports world. As a college athlete on the lacrosse club team, coaching at Westfield High School and for Team Indiana Boys All-Star Lacrosse and also as a volunteer where he currently serves on the leadership committee for Indiana Meetings Professional International and as a co-chair for the 2017 ISAE Star Awards.

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