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**Oklahoma City CVB Launches New Campaign to Reflect Research;  
Highlight OKC's Advantages**

*New "OKC-ing is Believing" tagline and #SeeOKC social media initiatives set to engage visitors and locals alike.*

 [@VisitOKC](#) launches new campaign "OKC'ing is Believing" engaging locals & visitors to #SeeOKC

**OKLAHOMA CITY** – The Oklahoma City Convention and Visitor's Bureau (OKC CVB) launched a new creative campaign – including a new logo, hashtag and advertising creative – to highlight the various ways that Oklahoma City is a premier destination for leisure travel, meetings or conventions.

Based on months of research, the OKC CVB will utilize a new logo and the tagline, "OKC-ing is Believing," created on the premise that those that have visited, worked or lived in Oklahoma City understand the positive progress that Oklahoma City has experienced in recent years.

The CVB revealed the new creative campaign to the public, including members of the media and local industry partners, on Monday, August 18 at an event held in one of the most visible examples of Oklahoma City's recent progress: Vast's special event room on the 50th floor of the Devon Energy Center. Mike Carrier, OKC CVB's president, announced the changes and introduced a video about the creation of the campaign. Attendees received t-shirts with the new logo, designed by local graphics company Tree + Leaf Clothing. In addition, they received window clings with the new logo and social media information and other giveaways to help spread the new creative campaign throughout Oklahoma City.

"Our entire team is very excited about this new chapter in promoting Oklahoma City as a visitor and meetings destination," Carrier said. "Our new logo incorporates the Skydance Bridge, which is a representation of the Scissortail Flycatcher, Oklahoma's state bird. It is symbolic of our connection to our state's history, but it's also a representation of the modern and urban Oklahoma City of today. Our new creative will take us to that next step in showing the world what OKC has to offer."

Beginning today, digital billboards, the CVB website and social media will feature the new logo. In addition, the CVB launched the hashtag #SeeOKC to encourage visitors and locals alike to

share pictures, videos and other content on social media that shows all there is to see and experience in Oklahoma City. Contests will follow the launch of the logo to provide incentive for users to post photos.

### **Research Details**

The CVB and Oklahoma City ad agency Ackerman McQueen partnered to build research over the past year, including a series of focus groups with three travel trade groups, two groups of leisure travelers from the Dallas area and three groups from Oklahoma City, including representative from hotels and attractions.

“Taking on a project like this is no small feat,” Carrier said. “It’s not one that is entered into lightly either. Our current logo has been in use since 2007 and has represented us well. But Oklahoma City has changed significantly since then, and it’s time for us to change with it.”

The findings across the board with both industry groups and leisure travelers were conclusive: Oklahoma City locals know why OKC city is great. And, recent visitors know as well. However, those who had not visited recently or ever before were not as familiar with all of the positive progress in Oklahoma City. Research showed that once focus group participants were shown promotional videos and marketing materials on Oklahoma City they were blown away. The messaging of the new campaign speaks to this disparity. Or to put it another way: OKC-ing is believing.

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### **About the Oklahoma City Convention & Visitors Bureau**

The Oklahoma City Convention and Visitors Bureau (CVB) is a division of the Greater Oklahoma City Chamber of Commerce. The CVB is the tourism information source for visitors to and the citizens of Oklahoma City. As the City’s official destination marketing organization, the mission of the CVB is to contribute to the economic well-being of Oklahoma City and its citizens through the solicitation and servicing of conventions and other related group business, to promote the city as a first-class visitor destination, and to enhance Oklahoma City's name and image.