

Nominee: Big Sky CVB

Award: Outstanding Tourism Campaign

Statement of Nomination:

Big Sky CVB, along with agency Fuseideas, executed a summer tourism advertising campaign intended to elevate awareness of Big Sky in key markets. The overall strategy was to drive qualified web traffic to visit their website and influence online and offline actions. The online intent was to persuade engagement on the website and increase email signups. Offline, the goal was to increase lodging tax (through resort/hotel bookings) and visitor center traffic. The campaign positioned Big Sky as the perfect vacation for couples and families who crave an active adventure vacation with variety. The creative emphasized that you can hike, bike, kayak, zipline and more – all within a short drive from Yellowstone National Park. The objective was to leverage Big Sky's proximity to Yellowstone and position it as "The Little Town that's Next to Everything."

The Summer 2015 Campaign ran from 4/27/15 through 9/13/15 and included digital display, print, radio, out-of-home, SEM and paid social media (Facebook). As a result of the campaign, Big Sky reported a 42% increase in website traffic, an impressive 73% increase in visitor center traffic, a stunning 300% increase in brochure mailings and a record-breaking 20% increase in lodging tax collection, over the year prior!

Big Sky followed this summer campaign with a 2015/2016 winter campaign promoting the "Biggest Skiing in America" - which is prominently featured on all creative from print, digital and out of home. The campaign is on track to exceed last year's performance.

Link below provides more detail of campaign strategy.

Website or relevant link:

visitbigskymt.com

Website or relevant link:

<https://fuseideas.egnyte.com/dl/A5LBbH8mQm>

Website or relevant link:

<https://youtu.be/nxRaFtziJyM>

