

Nominee: Visit Billings

Award: Outstanding Tourism Campaign

Statement of Nomination:

Visit Billings worked with Diversified Transfer and Storage (DTS) to take tourism recruitment efforts on the road - literally. DTS is a nation-wide trucking company with routes through the Pacific Northwest covering several of Billings' key target markets. Visit Billings secured the side panels of five of their tractor-trailers and partnered with several local business to wrap them in stunning imagery meant to inspire interest in visiting Billings and the region. What's more, the trucks include #DriveToBillings, encouraging people who see the trucks to post on social media using the hashtag. Visit Billings' staff will monitor the hashtag and will surprise and delight randomly selected users with a Billings Montana care package. Finally, a landing page is in place on VisitBillings.com to assist in identifying the effort, creating awareness for the campaign, and establishing Visit Billings as a brand to look for along the five different routes.

The trucks will run for at least 2 years, meaning the longevity and national impact of the campaign far exceeds the life of any kind of traditional buy. The campaign includes significant brand lift for Billings, as well as important exposure for Southeast Montana and Montana. The extension into our social channels as well as the connection through our website will generate awareness for our efforts, whether users see the trucks or not. The use of semi-trucks as an alternative media is innovative, effective, and economical. Visit Billings is proud of this campaign and the impact it will have on tourism.

Website or relevant link:

<http://www.visitbillings.com/drive-to-billings.php>

