

VISIT BILLINGS

In FY 2015, Visit Billings dominated the busiest concourse in Minneapolis airport with an unexpected tourism awareness campaign. The installment showcased breathtaking photography of iconic Montana with vivid messaging, leading travelers into a Visit Billings branded experience featuring two *large-as-life* characters, Gus the nine-foot grizzly bear, and Charlie the six ½-foot bison.

The design's friendly, light-hearted tone appealed to a broad audience – from GenWe to Boomers. The spirited call-to-action "Picture Yourself in Montana" invited travelers to take their picture with Gus and Charlie, and upload it to VisitBillings.com/win for a chance to win airline tickets to Billings, Montana, an idyllic gateway destination to Yellowstone National Park. A responsive landing page was easily navigated on tablets and mobile devices, creating a seamless user-experience for participants.

The objective of the campaign was to generate awareness for the region by serving a highly qualified audience of travelers. The installment launched during Thanksgiving week and remained through mid January—eight weeks total, serving 1.9 million domestic and 500,000 international travelers.

A secondary objective of the campaign was to gain social media exposure through the photo contest. As a campaign extension, the winner's Montana experience will be featured on Visit Billings' social media channels later this year.

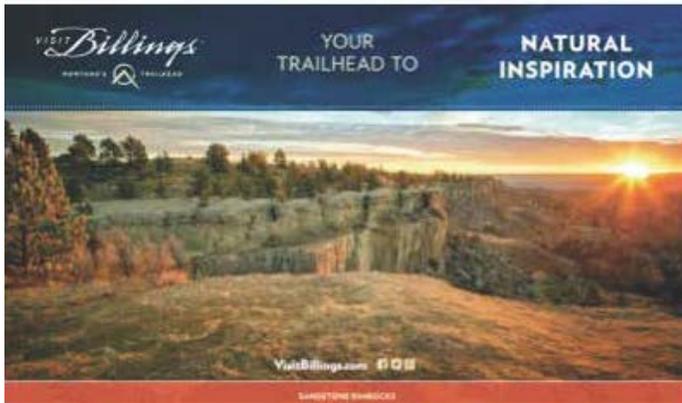
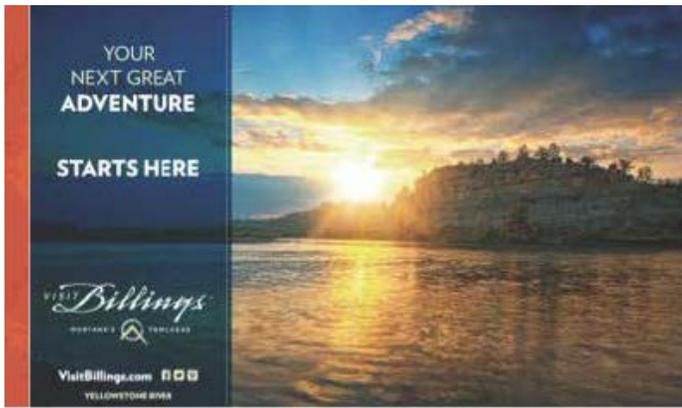
Visit Billings is deserving of the Outstanding Tourism Campaign of the Year award because they were not afraid to strategically extend a modest budget to reach a staggering number of travelers with relevant, innovative creative, and impart a lasting and favorable impression of our great state!

CAMPAIGN PHOTOS

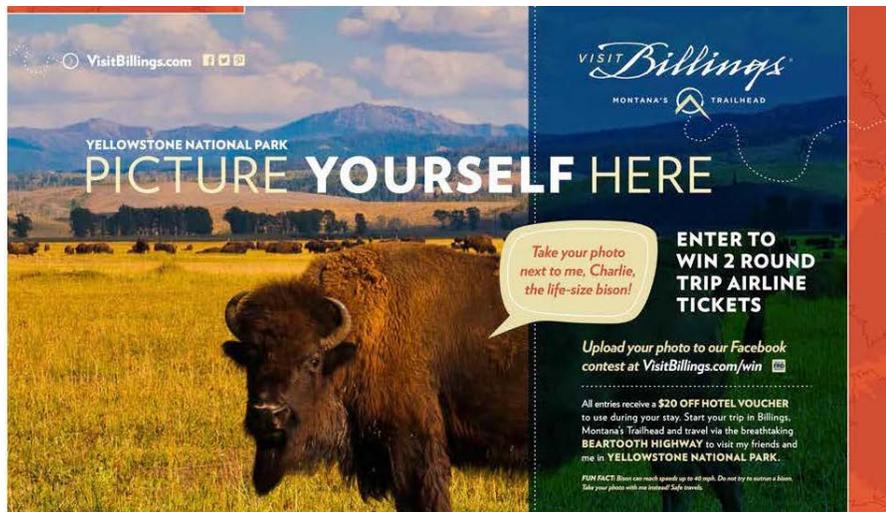




WINDOW CLINGS



GIANT WALL WRAPS



CONSECUTIVE OVERHEAD SOFFITS



COLUMN WRAPS

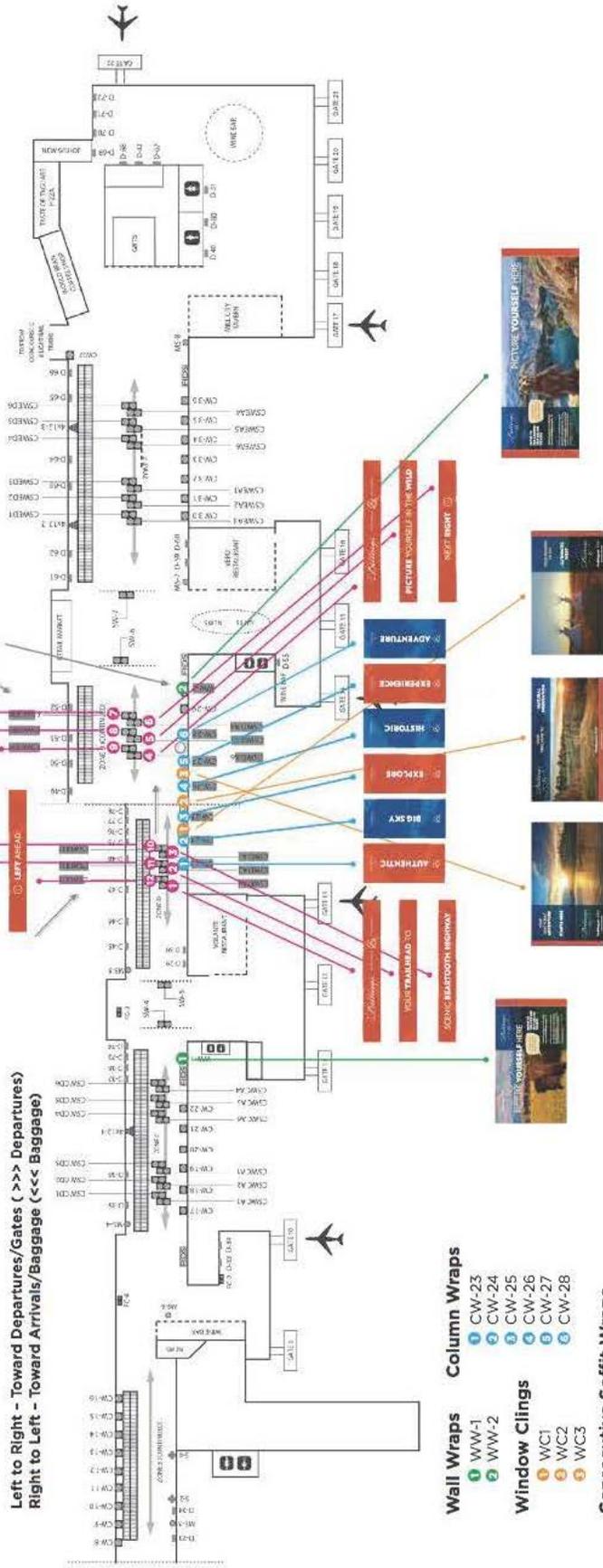


CAMPAIGN SIGNAGE SCHEDULE

CLEARCHANNEL
airport
 MINNEAPOLIS - ST. PAUL INTERNATIONAL AIRPORT
 Concourse G - Center

Visit Billings MSP Airport Graphics Signage Schedule

Left to Right - Toward Departures/Gates (>>> Departures)
 Right to Left - Toward Arrivals/Baggage (<<< Baggage)



Wall Wraps

- 1 WW-1
- 2 WW-2

Window Clings

- 1 WC1
- 2 WC2
- 3 WC3

Consecutive Soffit Wraps

- 1 CSWDA3
- 2 CSWDA2
- 3 CSWDA1
- 4 CSWDA6
- 5 CSWDA5
- 6 CSWDA4
- 7 CSWDD6
- 8 CSWDD5
- 9 CSWDD4
- 10 CSWDD3
- 11 CSWDD2
- 12 CSWDD1

FACEBOOK PHOTO CONTEST

Visit Billings Photo Contest Facebook Page

