

September/October 2023

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

VISIT DUBLIN'S "YOU'RE IN LUCK" REGIONAL CAMPAIGN EXCEEDS GOALS

Recognized as Top Creative by AdAge

“Dublin is a place filled with wholesomeness and charm and we wanted a campaign that brought that forward and left a fun, lasting impression.”

— Jason Majewski

Visit Dublin's regional campaign reached a record of more than 45 million impressions in key Ohio and out-of-state markets in 2023. The award-winning campaign was named "Editor's Pick" for creativity in *Ad Age*, the national media outlet with more than 2 million unique monthly users.

The regional campaign, which was created six years ago to increase awareness of Dublin among families in regional markets, ran from June - August and again in October using digital media to reach parents 25-44 years old who identified as leisure travelers in Cincinnati, Cleveland, Detroit, Indianapolis, Pittsburgh and other markets.

In addition to 45 million impressions, there were 5.6 million views and 75,000 clicks to Visit Dublin content. The campaign optimization efforts far exceeded its goals with 60 percent more video views than originally estimated. These results were achieved with catchy new creative and thoughtful media planning to reach each target audience at least 3-5 times throughout the campaign.

"How do you get people talking about a mid-sized town with an Irish name in the middle of Ohio? You don't take yourself too seriously," said Jason Majewski, creative director at Cornett (Visit Dublin's marketing agency) and Dublin, Ohio native. The video campaign "You're in

Luck" played into early 90's sitcom nostalgia to position Dublin as a true hidden gem and the lucky break for busy millennials looking to get out of town for a little adventure.

"Humor and a little bit of kitsch felt right to connect with busy parents looking for a quick little getaway," said Sara Blatnik, Marketing Director at Visit Dublin. "The invitation of 'You're in Luck' was simple - Let's have fun and Dublin is a great place to do it."

"Dublin is a place filled with wholesomeness and charm and we wanted a campaign that brought that forward and left a fun, lasting impression. We pretty much asked 'what if this town was a sitcom?' And brought it to life with visuals and music," said Majewski.

The campaign included three video spots featuring a custom jingle and 12 accompanying static executions and ran across Google Display Network, YouTube, Meta (Facebook & Instagram) and Pinterest platforms.

Planning for the 2024 campaign is underway with strategies for a March public relations event aimed to attract Dublin, Ireland residents to visit the Midwestern city of the same name.

See the campaign and videos at visitdublinohio.com/luck.

VISIT
Dublin
OHIO

www.VisitDublinOhio.com



Briefs

INAUGURAL VISIT DUBLIN WEEK RAISES LOCAL AWARENESS

Visit Dublin Staff celebrated the first-ever Visit Dublin Week on September 18-22. The week was created to celebrate Dublin's hospitality industry, local businesses and Dublin residents who make our city a great place to work, live and visit. The week included a partner appreciation day, open house at the Visitor & Information Center, various presentations, staycation giveaways for Dublin residents and more. Nearly 700 residents visited the Dublin Visitor & information Center during the week.



VOTERS' CHOICE AWARD WINNERS ANNOUNCED IN NOVEMBER

The inaugural Visit Dublin Voters' Choice Awards launched on September 18th to showcase the best of the best in Dublin. The community-driven contest recognizes and celebrates the local businesses and experiences that make our city thrive. More than 600 nominations representing over 120 Dublin businesses were submitted and daily voting for the 16 categories was available throughout October. To date, more than 10,000 votes have been cast. The winners will be announced at a public event at the North Market Bridge Park on November 16th.

For the Record...

Top Instagram Post
Fox in the Snow Opening



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +13%

VISIT DUBLIN OHIO MEASURES

July/Aug. Website Visits (% change YTD)..... +45%
Free Media Impressions (YTD) 494,394,109
Facebook Fans (% change YTD).....+9%
TikTok Followers (% change YTD) +603%
Instagram Followers (% change YTD) +35%
YouTube Views (% change YTD).....+9%

PARTNER PREVIEW: THE COLOR BAR

The Color Bar is a unique beauty experience that specializes in all hair services with a mission to give the best experience with a look that can be created at home. The Color Bar specializes in a range of services from hair color and haircutting to styling and hair extensions and strives to bring luxury and indulgence to the salon experience. Their team of experienced hair stylists are knowledgeable of current trends and are on a mission to inspire every client to achieve their personal best. Visit The Color Bar at 6630 Riverside Dr. or thecolorbarsalons.com.

SMALL MARKET MEETING GENERATES LEADS

Staff attended the Small Market Meetings conference in Cedar Rapids in September and met with 17 national meeting planners interested in bringing their future conference to the City of Dublin. These meeting planners represent businesses and corporations searching for smaller to medium-sized destinations. Staff distributed leads and is coordinating site visits for several events including YoungHearts Events, National Center for Chronic Disease Prevention & Health Promotions, Great Escapes, and more.



"Visit Dublin enhances the Quality of Life for area residents by attracting visitor spending, consumer interest and entrepreneurial investment into the community."