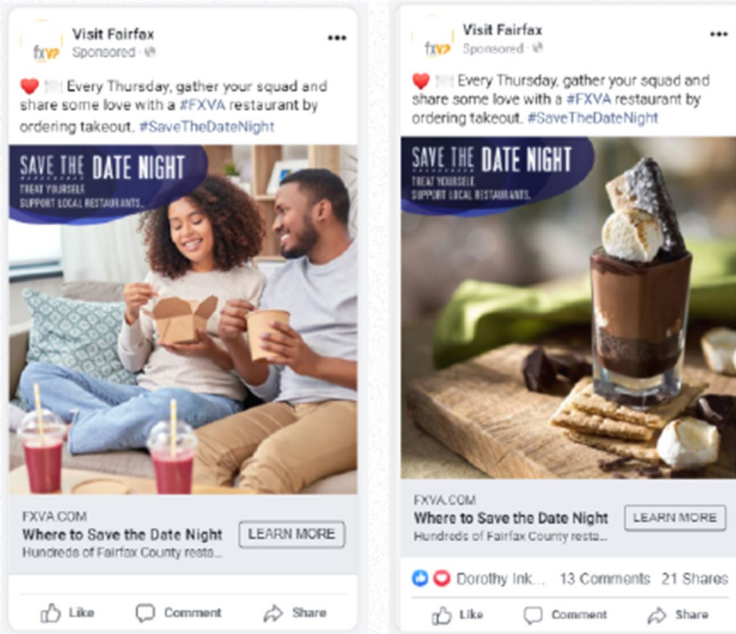


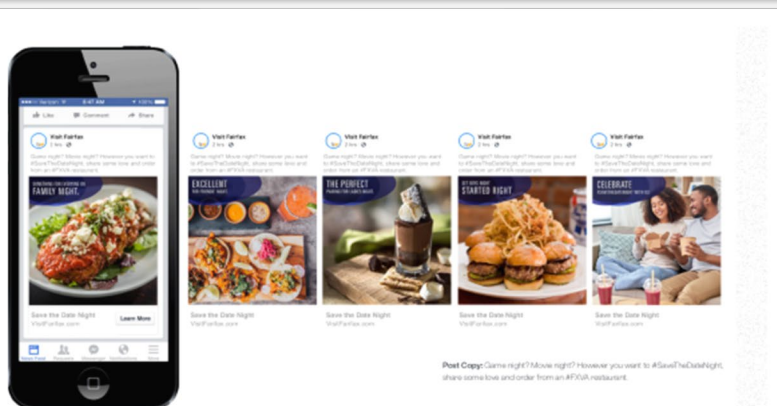
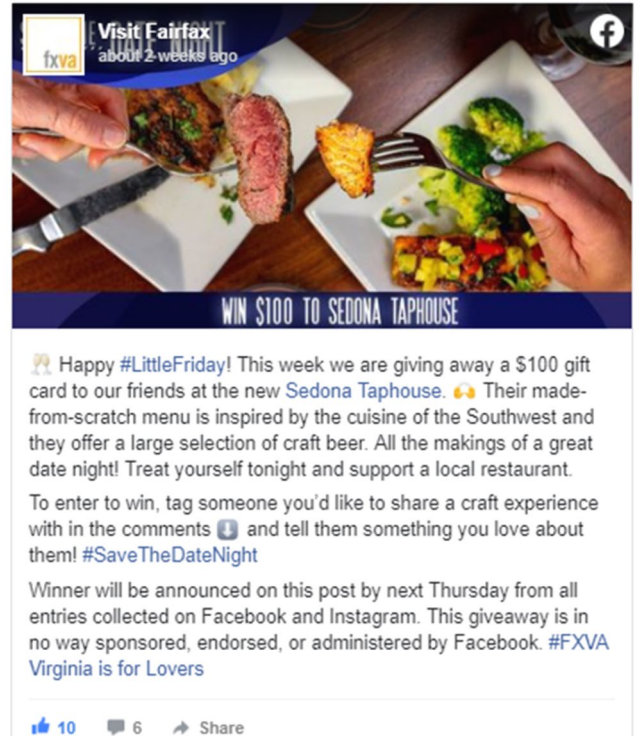
Winter Restaurant Campaign 2020

Advertising

Campaign Banner Ads appeared on social media as well as high-traffic websites. The ads encouraged viewers to “Save the Dave Night” by visiting a local restaurant or ordering Takeout.



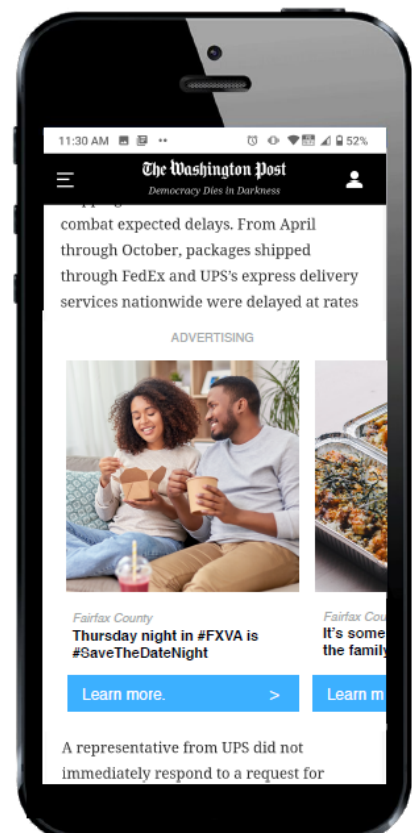
Static Dark Ads - Facebook



Carousel Ad - Facebook



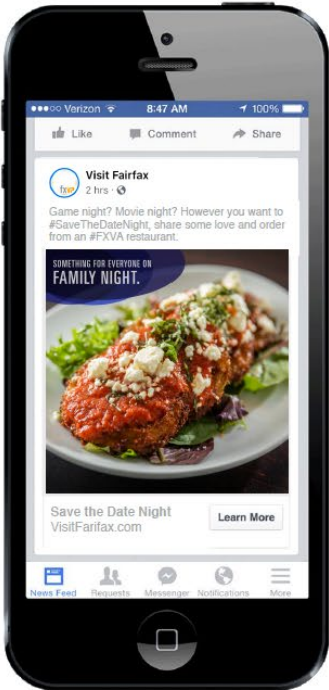
Website/Landing Page Tiles




Advertising Creative

An interactive carousel encouraged viewers to engage with the ad unit. It also emphasized the ways to celebrate “Date Night”: with friends, with family, with the girls/guys, and of course, a significant other.

Facebook Carousel







Visit Fairfax

2 hrs · 🌐

Game night? Movie night? However you want to #SaveTheDateNight, share some love and order from an #FXVA restaurant.




Save the Date Night
VisitFairfax.com




Visit Fairfax

2 hrs · 🌐

Game night? Movie night? However you want to #SaveTheDateNight, share some love and order from an #FXVA restaurant.




Save the Date Night
VisitFairfax.com




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2 hrs · 🌐

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Save the Date Night
VisitFairfax.com



Visit Fairfax

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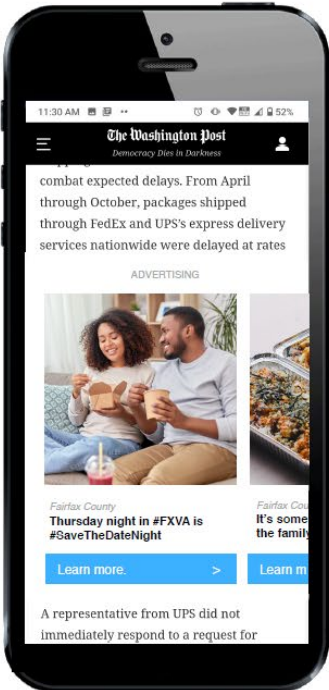
Game night? Movie night? However you want to #SaveTheDateNight, share some love and order from an #FXVA restaurant.




Save the Date Night
VisitFairfax.com

Post Copy: Game night? Movie night? However you want to #SaveTheDateNight, share some love and order from an #FXVA restaurant.


Teds Carousel #2






Fairfax County

It's something for everyone on family night.




Learn more. >




Fairfax County

It's excellent for sharing on friends night




Learn more. >




Fairfax County

It's the perfect pairing with ladies night.




Learn more. >




Fairfax County

It's the sizzling starter for boys night.




Learn more. >



Fairfax County

Treat yourself. Support local restaurants.




Learn more. >

Promoting on FXVA.com

The Restaurant Campaign is prominently featured on the FXVA.com homepage, restaurant page, and throughout the site.

**Fairfax County, Virginia**
Connect with America

MEETING PLANNERS | GROUP PLANNERS | SPORTS PLANNERS | PRESS | BLOG

29°  


THINGS TO DO | EVENTS | HOTELS | RESTAURANTS | PLAN YOUR TRIP | NEIGHBORHOODS

ENTER TO WIN \$2,500! [Take Our Brief Survey](#)



MONUMENTAL


GEORGE WASHINGTON'S MOUNT VERNON



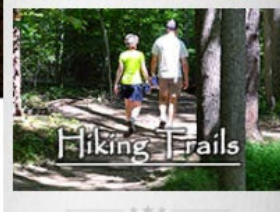
SAVE THE DATE NIGHT
TREAT YOURSELF.
SUPPORT LOCAL
RESTAURANTS



PARKS



**FAIRFAX
COUNTY
BREWRIES**




Hiking Trails




Celebrate Black History Month

Learn about Black history and culture in the Capital Region.




Fairfax County Parks

Get outdoors and enjoy some fresh air.





Save The Date Night

Heated Outdoor Dining, Take Out Options, and a Chocolate Safari!

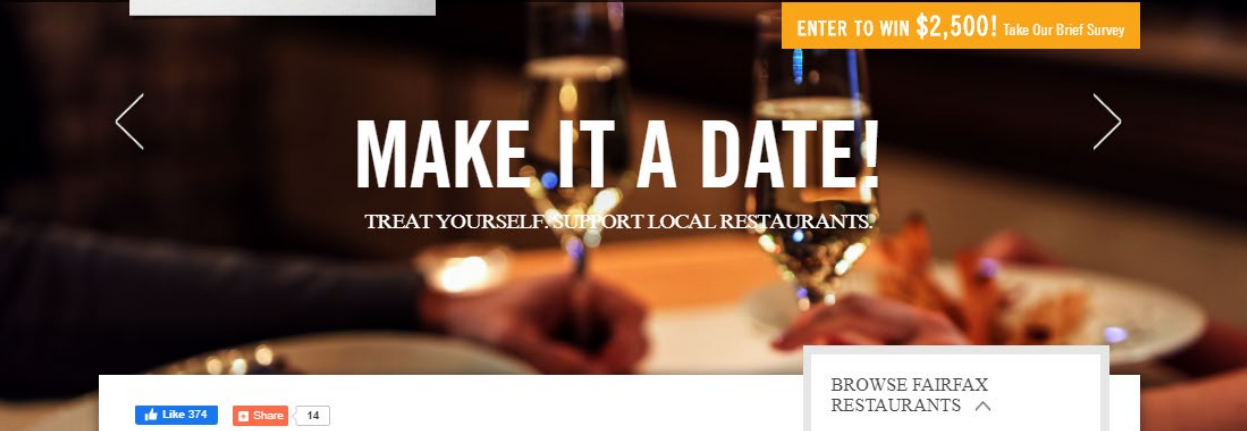
**Fairfax County, Virginia**
Connect with America




MEETING PLANNERS | GROUP PLANNERS | SPORTS PLANNERS | PRESS | BLOG


29°  

THINGS TO DO | EVENTS | HOTELS | **RESTAURANTS** | PLAN YOUR TRIP | NEIGHBORHOODS

ENTER TO WIN \$2,500! [Take Our Brief Survey](#)




 Like 374  Share  14


BROWSE FAIRFAX RESTAURANTS 


FAIRFAX RESTAURANTS


As many of us have adapted our lives to COVID-19, Fairfax County **restaurants have adapted their businesses** to help you safely enjoy the time-honored tradition of date night. Local restaurants invite you to take a day off from cooking and treat yourself to a delicious meal with family or friends. And date night doesn't always mean dinner with a significant other. Treat yourself to a dad/daughter night, a girls' night-in, or dinner and a movie with your best four-legged friend. You deserve it!


Northern Virginia restaurants are open for business, and many offer indoor and creative outdoor dining options ranging from personal heated igloos to patio heaters with BYOB (bring your own blanket). You can also enjoy their gastronomic delights from the comfort of your own home as many offer takeout and delivery. Checkout your options below or [download the Fairfax County Restaurant Trail](#) to keep the possibilities at your fingertips.



**FIND HEATED OUTDOOR DINING**


**SEE HOW LOCAL RESTAURANTS ARE KEEPING YOU SAFE**


**TAKE THE FAIRFAX COUNTY CHOCOLATE SAFARI**





**SHARE YOUR DATE NIGHT. WIN GIFT CARDS.**

**SUPPORT LOCAL RESTAURANTS
ENJOY GOOD FOOD
DOWNLOAD THE FREE FXVA
RESTAURANT TRAIL APP**

**REQUEST A free VISITORS GUIDE** 

 **RECEIVE E-NEWS**

 **DOWNLOAD OUR APP**

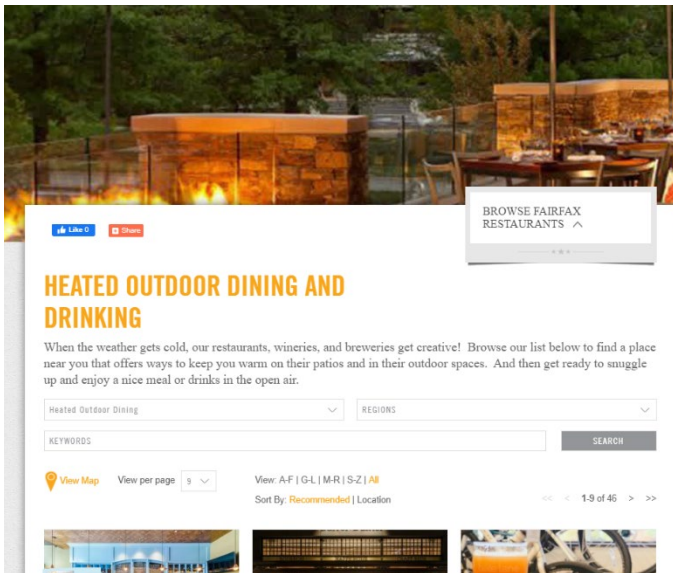
   

Dedicated Landing Pages

Dedicated landing pages supporting each of the four components of the campaign: Heated Outdoor Dining, the Chocolate Safari, Restaurant Safety, and the Share-the-Love gift card giveaway that invites social media followers to tag someone that they'd love to join for dinner and tell them why they love them.

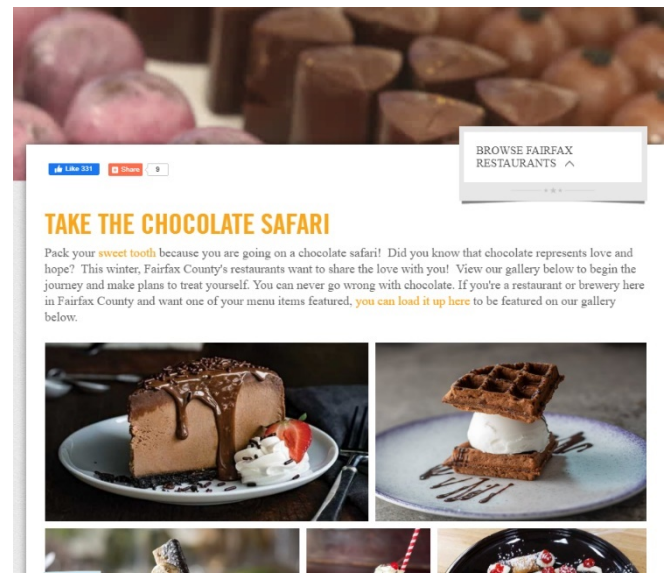
Outdoor Heated Dining

[See Page](#)



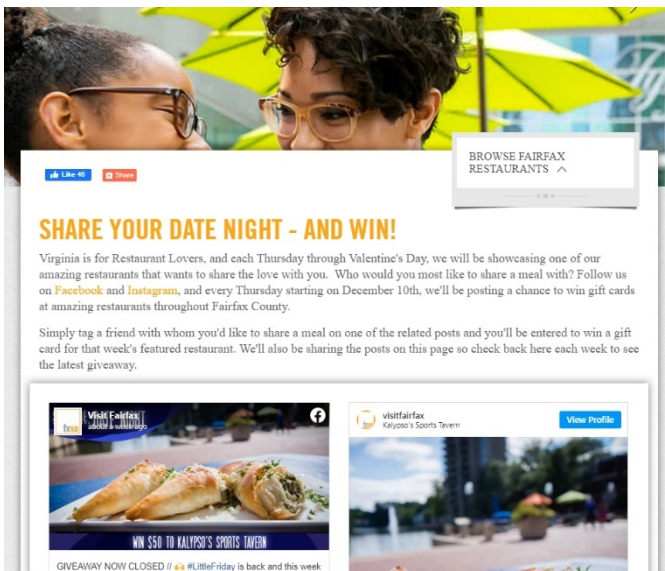
Chocolate Safari

[See Page](#)



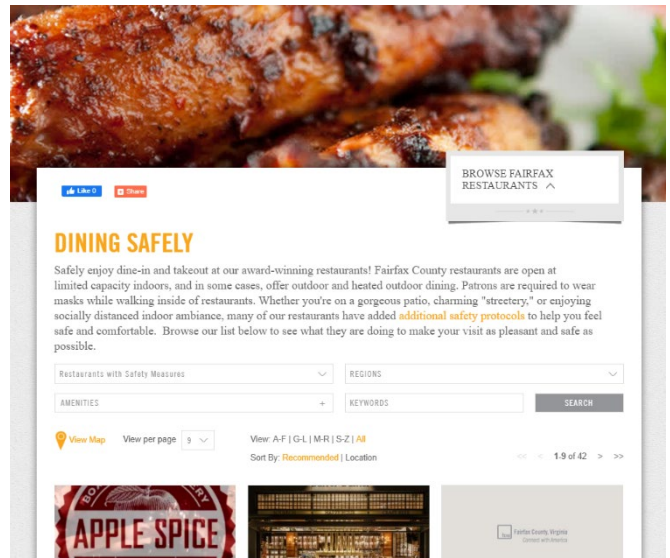
Share the Love Gift Cards

[See Page](#)



Restaurant Safety

[See Page](#)



Storefront Mural at Tysons Corner Center

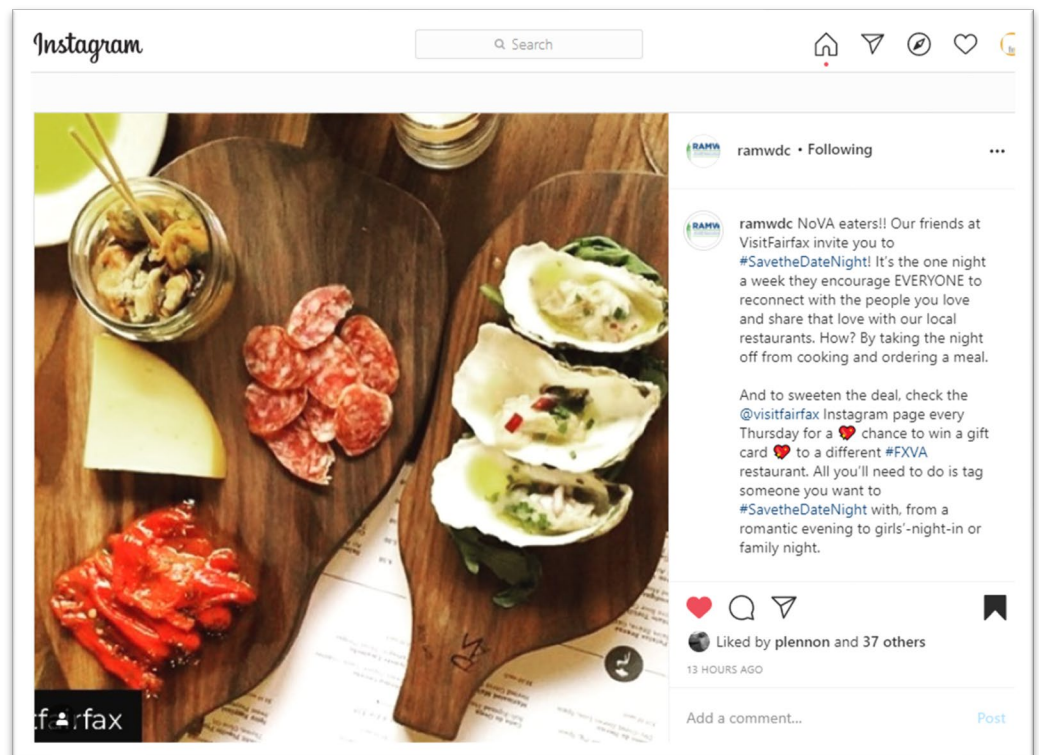
A mural at Tysons Corner Center encourages shoppers to treat themselves by supporting their favorite restaurants.



Media Attention

The Campaign has received significant media attention with particular interest in the Chocolate Safari.

RAMW Instagram



Northern Virginia Magazine



FOOD NEWS

Visit Fairfax Wants You To #SaveTheDateNight And Go On A Chocolate Safari

Winter just got tastier thanks to the local tourism organization.

By Alice Levitt | December 10, 2020

When was the last time you had a restaurant date night? If your answer is March, Visit Fairfax, the official tourism organization for Fairfax County, thinks you might be due to



Home + Trip Ideas + Culinary Vacations

You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia

No binoculars needed! This safari is all about indulging in sweetness — and supporting local businesses.

BY RACHEL CHANG | DECEMBER 10, 2020





Travel + Leisure

4h · 🌐

...

No binoculars needed! This safari is all about indulging in sweetness.



TRAVELANDLEISURE.COM

You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia



You and 44 others

4 Comments 2 Shares



Like



Comment



Share



Most Relevant ▾



Comment as Visit Fairfax



Visit Fairfax

Thanks for sharing! You can find the full list of chocolatey goodness here: <https://www.fxva.com/fairfax-virginia-restaurants/chocolate/>



FXVA.COM

Get Chocolate Treats This Winter



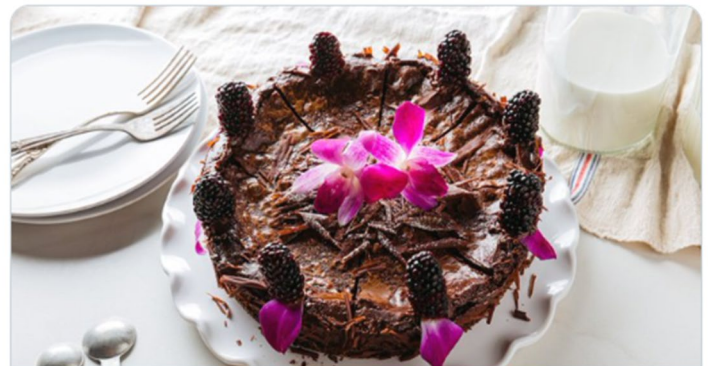
Tweet



Travel + Leisure
@TravelLeisure

...

You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia



You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia

This safari is all about indulging in sweetness — and supporting local businesses along the way.

🔗 travelandleisure.com

12:04 AM · Dec 11, 2020 · True Anthem



EITMonline (Elliot In The Morning)

41m · 🌐



Too bad Elliot's not a sweets guy.



TRAVELANDLEISURE.COM

You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia



You and 3 others

7 Comments 1 Share



Like



Comment



Share



Most Relevant ▼



Write a comment...



Top Fan

Kristen Larsen Schiro

Caboose Commons is a brewery in Vienna and Merrifield.
Great food, beer and coffee!!

Like · Reply · 38m

View 3 more comments



Stay Home For What?

8m · 🌐



For all my Chocolate Lovers near Fairfax, VA.



APPLE.NEWS

You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia — Travel + Leisure

No binoculars needed! This safari is all about indulging in sweetness — and supporting local b...



Visit Fairfax

1 Comment



Like



Comment



Share



Comment as Visit Fairfax



Visit Fairfax

Thanks for sharing! 😊 You can see the full list of chocolate dishes here:

<https://www.fxva.com/fairfax-virginia-restaurants/chocolate/>



FXVA.COM

Get Chocolate Treats This Winter - The Best Chocolate



visitvirginia ✓
@VisitVirginia

...

@VisitFairfax has a chocolate safari to support local businesses and to support your sweet tooth. A win-win in our book. 🙌🙌



You Can Hunt for Sweet Treats on a Chocolate Safari in Virginia
This safari is all about indulging in sweetness — and supporting local businesses along the way.
travelandleisure.com

3:10 PM · Dec 15, 2020 · Hootsuite Inc.

1 Retweet 2 Likes





Fairfax County Announces Winter Restaurant Marketing Program



VRLTA is pleased to share this opportunity for Fairfax County restaurants...

Visit Fairfax has developed a marketing campaign to support Fairfax County restaurants this winter, and you can participate for free! The effort will run December - Valentine's Weekend.

Promotional elements will include:

- Promoting takeout options each Thursday
- Promoting dine-in through specialty menu items (with a focus on chocolate!)
- Pushing the Fairfax County Restaurant Trail
- Establishing consumer confidence around safety
- Making it fun with weekly drawings

Get all the details and learn more here

Visit Fairfax has also created a *Winter Dining Guide*.

[Find this detailed resource here.](#)