

Dept. of Tourism: Wins national HSMIA Adrian awards

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Recognition applauds exceptional public relations and marketing work

MILWAUKEE - The Wisconsin Department of Tourism, along with its agency of record Laughlin Constable, was recently named the winner of three Adrian Awards in a national competition hosted by the Hospitality Sales and Marketing Association International (HSMIA).

Since 1956, the Adrian Awards have recognized travel and hospitality brands and agencies for creativity and innovation in advertising, digital marketing and public relations. More than 1,200 entries were submitted this year and awards were given in Gold, Silver and Bronze levels.

The Wisconsin Department of Tourism and Laughlin Constable received the following awards:

Gold Award in the Public Relations Division for Travel Wisconsin's Frank

Lloyd Wright Trail

To promote and launch Wisconsin's new Frank Lloyd Wright Trail, Travel Wisconsin conducted a robust public relations program that leveraged the anniversary of the architect's 150th birthday and included national media pitches, an influencer partnership and national and international media visits. The campaign resulted in more than 800 million impressions, more than \$36 million in earned media value, 2.9 million visits to the TW.com Frank Lloyd Wright webpage and a marked increase in visits to trail sites.

Silver Award in the Experiential Advertising Division for Travel Wisconsin's Supper Club Concession Stand

Travel Wisconsin partnered with the Green Bay Packers and UW-Madison Athletics to build supper club concessions stands at Lambeau Field and the Kohl Center, complete with authentic menus and real supper club ambiance, including mounted fish and deer, mood lighting, neon signs and a cedar shingle roof. The concession stands were promoted via public relations, online and social media channels and gave visitors a taste of Wisconsin. Sales at the Kohl Center stand outperformed the venue's other stands 4:1 in 2016, and the Lambeau Field stand sales increased 47 percent from the previous year.

Bronze Award in the Integrated Marketing Campaign Division for Travel Wisconsin's Supper Club Integrated Campaign

As part of its Real Fun campaign centered around authentic Wisconsin experiences, Travel Wisconsin celebrated its unique supper club heritage in 2016 with a TV spot, radio ads, billboards, online articles and videos, public relations and social media efforts, a Supper Club Showdown contest and two brick-and-mortar concession stands at Lambeau Field and the Kohl Center. The integrated campaign resulted in 9.1 million visitors to TravelWisconsin.com (an all-time high), more than 197 million earned media impressions and \$9.2 million in earned media value and more than 391,000 votes on the Supper Club Showdown contest, among other successes. In total, visits to Wisconsin grew 2.3% in Wisconsin and spending increased 3.3% in 2016.

The latest recognitions add to the Department's collection of more than 104 awards for its marketing, public relations, advertising, social media and website programs since 2011.