

Travel Wisconsin: Announces new agencies of record

Posted on Thursday, Sep 12, 2019

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MADISON (Sept. 12, 2019) - The Wisconsin Department of Tourism names Hiebing, Turner and Simpleview as its new agencies of record following a competitive review of Request for Proposals (RFP) from marketing and advertising, public relations and web development agencies across the country. The 2019 Integrated Marketing RFP saw an impressive 27 bids from 17 agencies in nine states.

“We are excited to partner with Hiebing, Turner and Simpleview in promoting our incredible state as a top tourism destination in the Midwest and beyond. Each shared innovative and inspiring ideas for the future of tourism in Wisconsin,” said Tourism Secretary-designee Sara Meaney. “Wisconsin has seen steady growth in the tourism industry, with a solid framework for increased growth in the years ahead. We’re looking forward to working with our new partners to evolve and build what’s next.”

Winner of Ad Age’s Small Agency of the Year for the Midwest Region, Hiebing is a full-service marketing agency with offices in Madison, WI and Austin, TX. The team is spread across multiple disciplines including custom research, marketing science, branding, creative design, digital marketing, media planning and buying, social media and content development. Hiebing’s client roster includes Culver’s, Fiskars, Doctors Without Borders, Schneider, Saris and many more.

“There is a rich story to tell travelers about the State of Wisconsin – and we’re ecstatic to be the agency selected to craft that in a meaningful way. It is a privilege to shine a light on the diversity of resources and attractions in Wisconsin to boost tourism. There are few greater or more exciting opportunities than to inspire travelers to experience the State of Wisconsin – the place more than 100 of our

employees love to call home,” said Hiebing President Dave Florin.

Turner is a leading integrated communications agency representing some of the world’s best destinations, resorts and brands. With capabilities ranging from earned media strategy to experiential & entertainment marketing, social media and travel trade, they specialize in building brands in the tourism, travel and lifestyle categories. Headquartered in Denver, CO, notable clients include Visit Houston, Tourism Toronto, Bermuda Tourism Authority, Chile Tourism, Visit Nebraska, Visit SLO CAL, and Discover South Carolina.

“Wisconsin has all of the ingredients that make an iconic American travel destination: gorgeous, accessible nature; a distinctive culinary voice; and a welcoming, diverse community that wants to share their special home with visitors,” said Angela Berardino, Turner’s Chief Strategy Officer. “We’re proud to partner with Travel Wisconsin, sharing the story of a place where so many of our associates have deep roots and personal connections.”

As the industry leader in destination marketing technology solutions, Simpleview provides products and services to hundreds of destination marketing organizations (DMOs) around the world. They have experience developing and implementing visually stunning and strategic websites powered by their leading destination management system. Based in Tucson, AZ, Simpleview currently works with more than 15 DMOs in Wisconsin. Additional clients include the State Tourism Departments of Texas, Rhode Island, New Mexico, Utah, New York and Kansas.

“Every time I go to Wisconsin, I’m blown away,” said CEO Ryan George. “Great cities, everything you could possibly want to do outdoors, some of the world’s friendliest people, and I think they actually invented comfort food. Wisconsin isn’t just a star of the Midwest, it’s a national treasure, and we’re thrilled to welcome Travel Wisconsin to the Simpleview family.”

Contracts with Hiebing, Turner and Simpleview will span three years, with the option to add two, one-year extensions. Laughlin Constable and Ascedia served as the agencies of record prior to the recent 2019 bid.

About the Wisconsin Department of Tourism

The mission of the Wisconsin Department of Tourism is to market the state as one of the nation’s top travel destinations for fun by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays



a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at www.TravelWisconsin.com.