



2019 DESTINATIONS COUNCIL DESTINY AWARDS
Branding & Integrated Marketing
< \$500,000

Bardstown 2018-2019 Campaign

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The Background

Bardstown is a small town in Kentucky of just over 13,000 people located less than an hour's drive from Louisville. The Scottish settlers who arrived in the late 1700s recognized that the region's limestone-filtered spring water and fertile soil made for the perfect place to grow corn and wheat and distill American whiskey. Since that time, the area has been home to a number of bourbon distilleries (if you don't choose to look the other way during those 13 years of Prohibition).

In addition to being home to the greatest concentration of world-renowned bourbon distilleries, Bardstown is also home to a number of other cultural attractions, including Federal Hall – best known as the farm referred to in the Stephen Foster anti-slavery ballad, “My Old Kentucky Home” – natural spots of beauty and The Kentucky Railway Museum.



The Challenge

Like a lot of visitor bureaus, Bardstown Tourism had been feeling pressure from its stakeholders to explain everything it had to offer – historical attractions, entertainment options, natural landmarks... This had resulted in a soup of random and disjointed marketing messages – most of which were targeting audiences that were aging.

Meanwhile, around the world, bourbon was booming. Sales volume tripled over the previous 10 years with Millennials (a generation currently comprised of 22- to 37-year-olds) as big drivers of that consumption. Because Millennials loved bourbon, sought authentic experiences and had money and time to travel, marketing the region's bourbon tourism to the demographic seemed a no-brainer. But this change was uncomfortable to a number of stakeholders, so Bardstown Tourism and its advertising agency, Doe-Anderson, had to develop a compelling case for change that helped drive consensus.



The Solution

Positioning

The solution is a campaign that is laser-focused on a single message that staked the region's rightful claim to America's native spirit:



The Solution

The Connection Strategy



Louisville	Lexington	Cincinnati
Frankfort Ave	East High St.	Over the Rhine
Bardstown Rd.	Euclid Ave.	Friday Market
Butchertown	Main Street	North Side
Market St.	UK Campus	Walnut Hills

With the insight that Millennials are the driving force in authentic travel experiences, we sought to target males ages 25–34 and introduce Bardstown as a unique and immersive bourbon-tasting experience with an authentically local vibe.

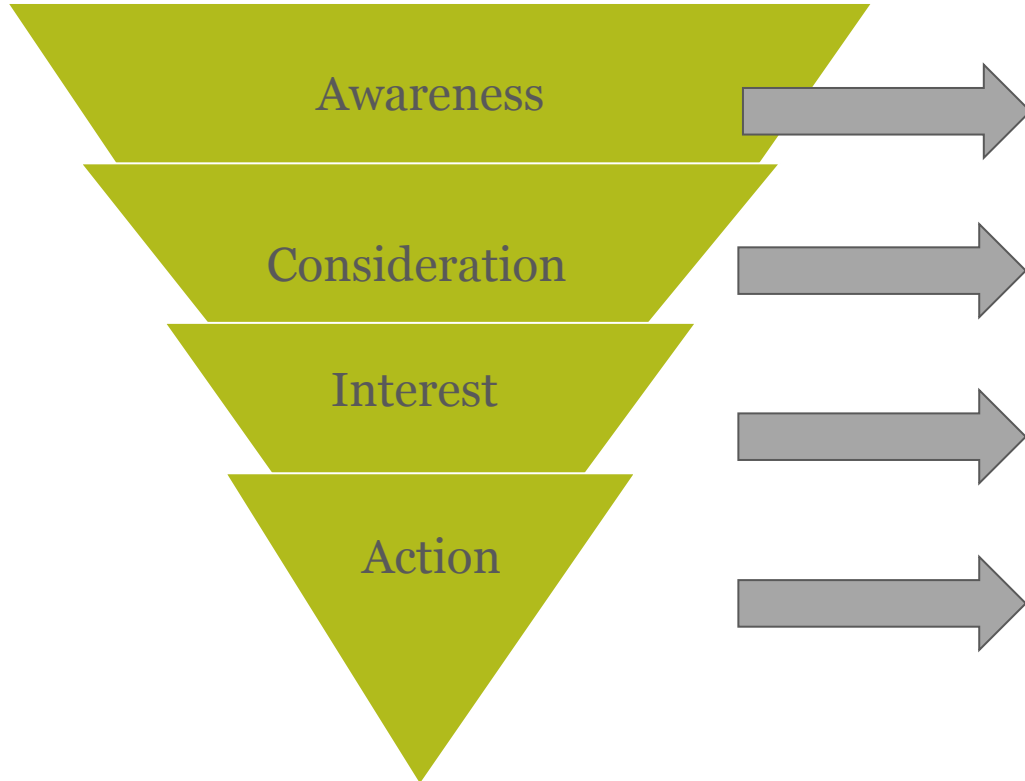
To optimize exposure with a small budget, we focused on metro markets with 1.5MM+ populations that are a one-to-three hour drive from Bardstown. In these markets, we leveraged digital media and out-of-home opportunities to reach neighborhoods where our target Millennial males eat, drink and play.

Nashville was also added as a focus market in the 2019 spring campaign within digital media.



The Solution

The Connection Strategy



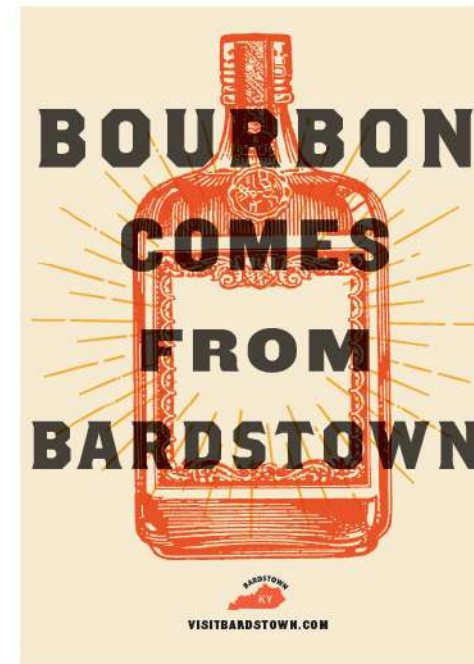
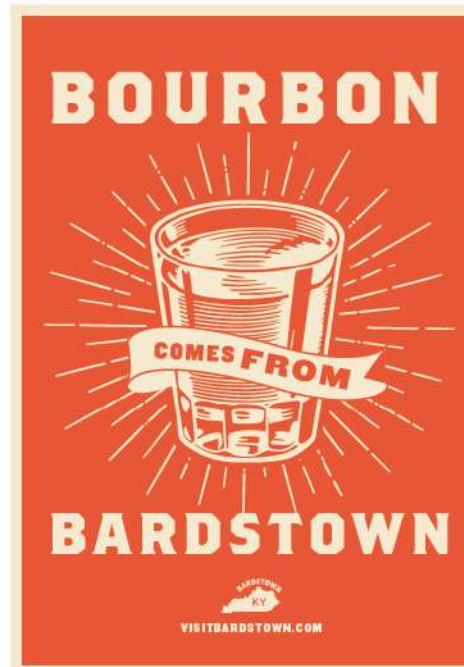
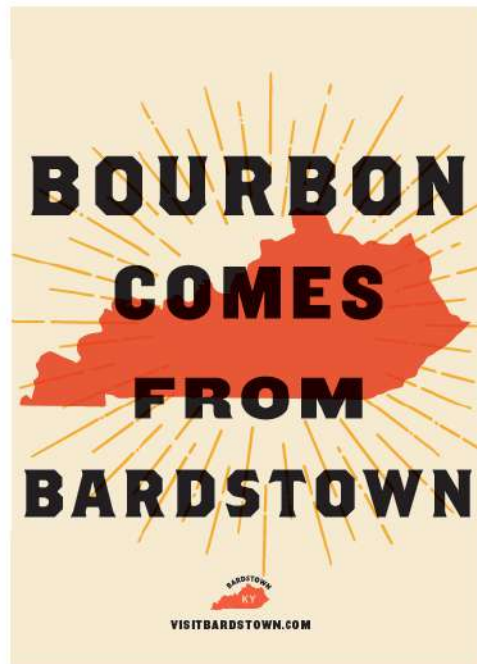
Mindset	Job to be Done	Points of Contact
This bourbon tastes great – it might be fun to learn more about how it's made.	Make bourbon synonymous with Bardstown.	Bar coasters and table tents, outdoor billboards/posters.
I'd like to visit a bourbon distillery. I wonder where the best ones are located.	Tell deeper stories about Bardstown.	Digital display and mobile video, native, social media.
Let's visit Bardstown – that is the Bourbon capital of the world!	Provide weekend itinerary ideas/options.	Search/SEM, visitbardstown.com, visitors guide.
I'm going to plan a weekend trip so I can visit several distilleries. Fall would be a good time to go.	Convert through call-to-action.	Distillery tour reservations, hotel bookings, restaurant reservations, social handles.



The Solution

Creative Expression

Combined with a retro-hip visual treatment, this message was plastered over billboards, posters, bus shelters, t-shirts and, well, pretty much anything we could get our hands on, including table tents and coasters in target bars and restaurants. New photography by a Kentucky native brought Bardstown to life in a captivating way for online audiences who weren't familiar with the town's scenic beauty.



Out of Home: Billboard & Shelter



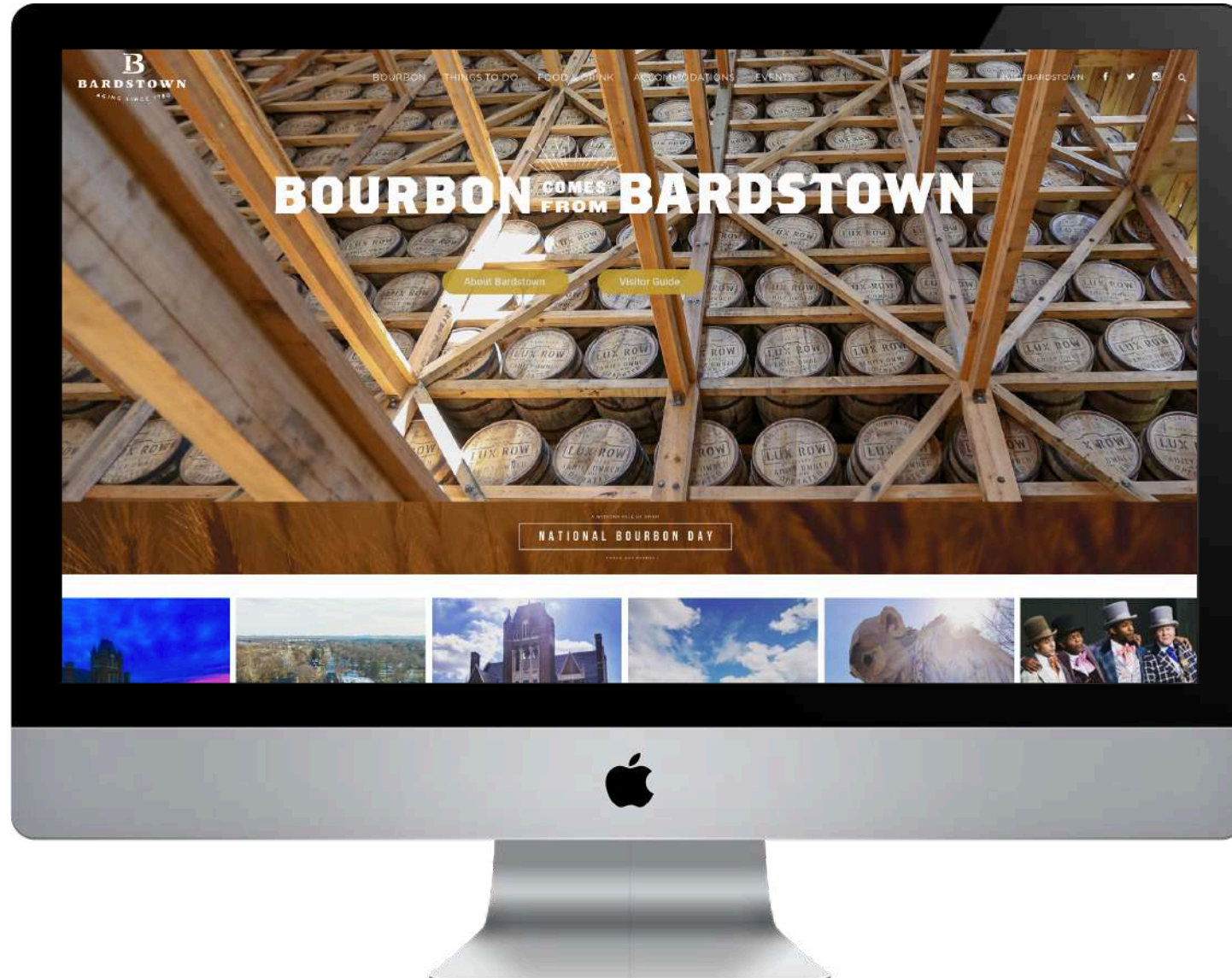
Out of Home: Billboard



On-Premise: Bar Media | 10 locations per market



Website: visitbardstown.com



Digital: Display



In-Read Scroller Unit



Yieldmo Mainstage



Digital: Social, Banner & Native

 **Visit Bardstown**
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Bourbon comes from Bardstown. Start planning your getaway and discover why Bardstown, Kentucky is the Bourbon Capital of the World®



visitbardstown.com
Visit Bardstown, Kentucky
Bourbon Capital of the World®

[LEARN MORE](#)



YOU'RE JUST A SIP AWAY.

FINISH PLANNING YOUR TRIP

BARDSTOWN KY

Kentucky
UNBROKEN S'WIT



Kentucky

sponsored by Bardstown Tourism

Bound For Bardstown: How to Spend 48 Hours in the Bourbon Capital of the World®

The ultimate guide to Bardstown's must-see history, distilleries and more.

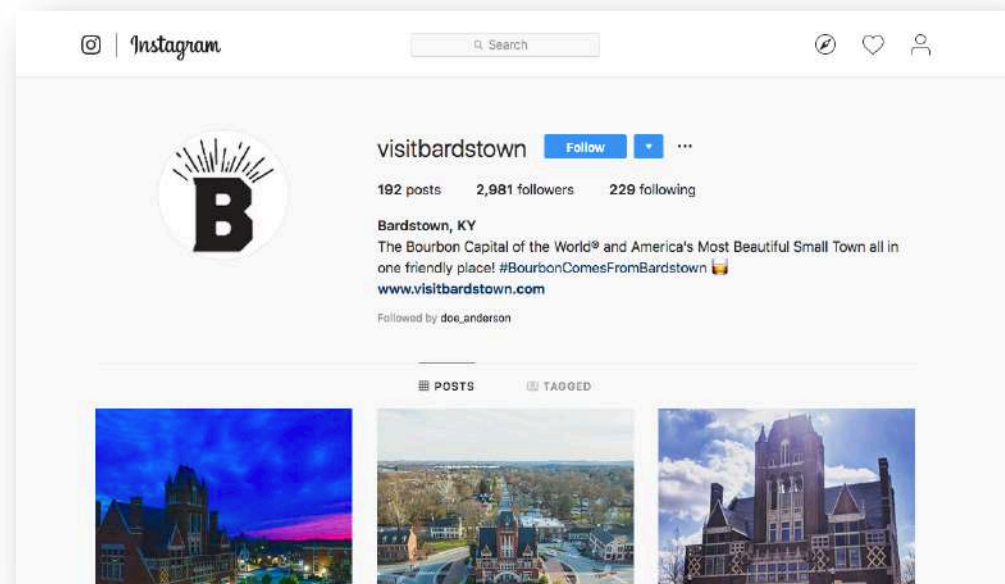
Facebook & Instagram Feed/Stories

Search Retargeting Banner

Native Display



Social Media Channels



Apparel



Visitors Guide

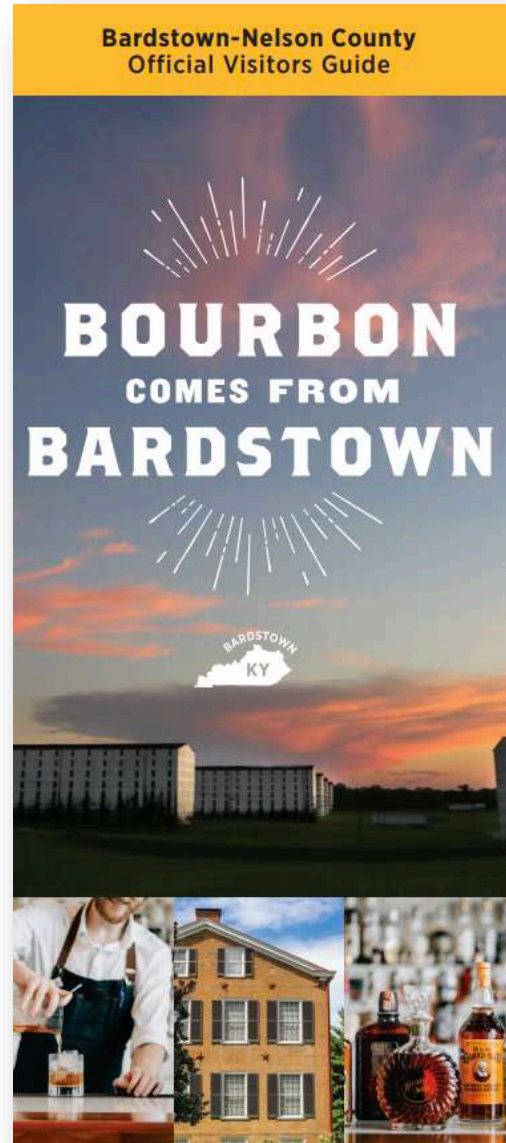


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THERE'S NO LAW THAT SAYS BOURBON HAS TO BE MADE IN BARDSTOWN.

But once you step out of your car and breathe in the fresh country air, walk our gently rolling hills, take in the vast fields of wheat and corn and experience true Southern hospitality, you start to get the sense that Bardstown was made for making bourbon.

It's a place to relive history, tour bourbon distilleries, indulge in fine Southern cuisine and explore the great outdoors as only Kentucky can offer. So whatever you're looking for, you'll find it in Bardstown. We recommend you pour yourself a drink (bourbon for the adults, sweet tea for the younger folks) and start planning your visit today.



The Results

Overall sessions attributed from our digital efforts to visitbardstown.com were **23,490** sessions, resulting in **35,229** pageviews on the website.

We saw a **23.6%** increase in overall organic search traffic during the same period our digital campaign was running.

Our efforts not only assisted in driving traffic to our website, but the digital campaign was also able to drive **784** sessions to local business websites, helping bolster the local economy.



The Results

Our out-of-home campaign got picked up by one of Louisville's largest local news stations (WAVE3) for "taking over Louisville" in a big and noticeable way. This was all accomplished with a spend of **\$142,332** on digital and out-of-home, making the campaign a great success on a small budget. See it for yourself!



[Play Video](#)





Thank You

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