

## AOT Sunshine To Share ESTO 2019 Submission – Press Coverage

PREPARED BY **NOMADIC** 

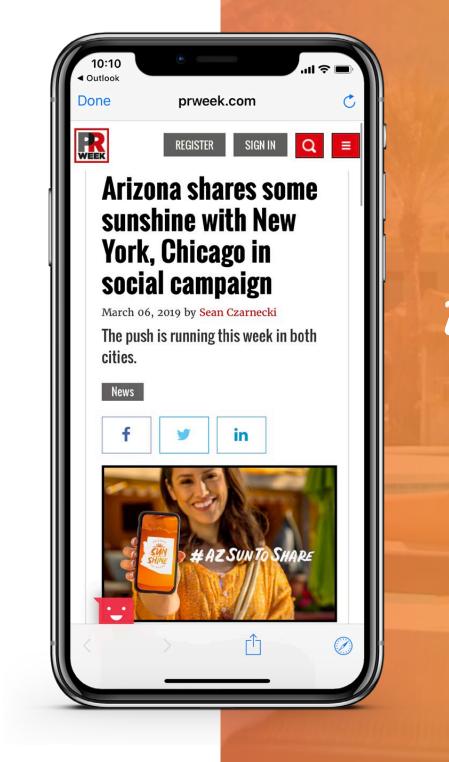


#### **Press Coverage**

## **PR Week**

Posted on March 6, 2019 Potential reach: 331K average monthly readers

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**FG THE SUNSHINE WE DELIVER** is based on the personal needs of the person having issues with winter.

#### **Press Coverage**

## Fox 10 News

Ran on March 8, 2019 Potential reach: 1.8M average monthly visitors to site

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[Arizona Tourism] decided to SPREAD SOME LOVE to those who are just simply tired of Old Man Winter.



# 66

#### **Press Coverage**

## Media Post

Posted on March 6, 2019 Potential reach: 579K average monthly readers

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#### Arizona Tells New York, **Chicago In Tourism Bid**

by Larissa Faw , March 14, 2019



The State of Arizona Office of Tourism (AOT)'s one week social media campaign exceeded expectations largely because winter-wearytargeted Northerners were eager to express their weather frustrations.

The campaign launched in early March and urged Northerners to share their miserable winter experiences on social media.

The campaign was developed with Nomadic



### 66 The clips encouraged viewers to SHARE THEIR OWN STORIES.

AOT SUNSHINE TO SHARE - ESTO 2019 SUBMISSION

#### **Press Coverage**

## ABC15

Ran on March 19, 2019 Potential viewership: 60,371

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...state tourism officials are making a push to GET DEODLE OUT OF THE COLD, AND INTO THE SUNSHINE.

