

# TESTIMONIAL Virginia Tourism



**“We had a 142% increase in unique visitors in the month the campaign ran”**

*“VTC increased awareness/interest/web traffic/consumer inquiries to the virginia.org website throughout the campaign. Virginia.org saw 544,135 unique visitors throughout the Outdoor campaign and a 10.6% increase in page views as well. Also, we had the highest visitation since the new site debuted a few years ago— we even surpassed our November 2008 numbers right after the election. The client is very pleased!”*

**Jovandra Cox**  
Director of Advertising  
Virginia Tourism Corporation

## **Audience**

General Market

## **Media Mix**

Station Domination  
Fullback Bus Displays  
Full Brand Rail Cars

## **Market**

Washington, DC

## **Objective**

Create a media environment in the DC market to communicate their brand messages in a cost effective manner.

## **Rationale**

To increase reach and frequency to potential visitors for Virginia destinations. Outdoor advertising in a heavy commuter location in DC was essential to anchor their media mix in the market.