

TESTIMONIAL West Virginia Department of Tourism



“OOH provided the perfect opportunity to talk to a large volume of people”

“Utilizing these vivid OOH images in such a hectic environment offered commuters the opportunity to escape from the monotony of their everyday environment. This is the fourth year that we have advertised in the Metro Center and we are pleased to have the opportunity to showcase the state through such an eye-catching visual medium.”

Liz Chewing

State Travel Director

West Virginia Division of Tourism

Audience

Adults 25-64

Media Mix

Station Domination

Market

Washington DC

Objective

To create a positive image of West Virginia that would lead to curiosity about the state and travel to West VA.

Rationale

Dominating the downtown transit hub, Metro Center, allowed West Virginia Tourism to encompass commuters with vibrant visuals of the great outdoors in hopes of luring locals and tourist to the nearby state.