

CASE STUDY

State of Ohio - Ohio Tourism Division 2008 Multicultural Marketing Campaign

Overview:

The Ohio Division of Tourism invested in multicultural marketing to raise Ohio's profile as a premier travel destination. The Division expanded its reach by targeting African and Hispanic-American populations in Ohio and the surrounding contiguous states.

Strategy:

Singleton & Partners employed the following strategies:

- Educated multicultural populations in the target states about the vast number of multicultural attractions in Ohio
- Up-sold the extended stay concept for tourists traveling in and to Ohio
- Enhanced and increased industry partnerships
- Established new and non-traditional relationships



Results:

Singleton & Partners delivered the following results:

Singleton & Partners created a marketing campaign that resonated with the target population - "Livin' for the Weekend in Ohio". All components of the campaign support the extended stay message and positioned Ohio as a major travel destination for multicultural audiences.



The Multi-media campaign included an 8-page multi-cultural event booklet (top), a dynamic :30 and :60 second commercial set to the music of the O'Jay's "Livin' for the Weekend" (above), hispanic newspaper ads (left). Singleton also provided on-line banner ads, art direction for the multicultural website, promotional products, banners, and many other pieces branded with the campaign message.



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Multicultural Marketing Solutions

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