

THE 'BOURBON COMES FROM BARDSTOWN' CAMPAIGN WINS THE 2019 DESTINY AWARD.

BOURBON COMES FROM BARDSTOWN

The Bardstown/Nelson County Tourist & Convention Commision worked with Doe-Anderson to produce a multi-faceted media campaign, including OOH, to help increase brand awareness and introduce Bardstown as a unique bourbon-tasting experience.

Aside from winning the Destiny Award, which celebrates the year's best creative work for destination marketing and promotions, the campaign saw a lift in website traffic, driving 23,490 impressions, and increasing organic search traffic by 23.6% YoY.



STRATEGY & TACTICS

- Flight Date: 4/11/19 - 5/26/19
- Campaign intent was to drive tourists to Bardstown, where bourbon has been made for over a century.
- Focused on metro markets with populations of more than 1.5 million that are within a three-hour drive from Bardstown.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

RESULTS

23,490
WEBSITE SESSIONS

23.8%
TOTAL TRAFFIC

23.6%
ORGANIC SEARCH
TRAFFIC INCREASE YOY



OUTFRONT