



AUDIENCE | MEDIA | ANALYTICS

# CASE STUDY

## CHALLENGE:

Meeting planners are an elusive and over-targeted audience segment within the destination marketing industry. Their media habits are fragmented across all of the usual channels, which are already cluttered to unimaginable levels. Combined, this makes connecting with this highly valuable segment all the more challenging.

## GOAL:

Create a unique, custom media strategy to elevate Baton Rouge from the competition while minimizing investment and maximizing presence & impact.

## STRATEGY:

Capture meeting planners' attention by promoting Visit Baton Rouge's brand value through native content within industry leading platforms. Foregoing the ubiquitous full-page ad, Morgan & Co.'s planning team partnered with publications to create a 2-page spread of client-driven content, produced and written by the publication's editorial staff.

## BENEFITS:

- Enhanced credibility through content produced by editorial staff
- Greater presence to tell Baton Rouge's story vs standard ad format
- Digital and print presence, reaching an established target audience segment
- Marketing extensions: downloadable PDFs for Visit Baton Rouge's sales team, sales kit, website and social media

# Visit Baton Rouge

OFFICIAL TRAVEL RESOURCE



# MORGAN

Morgan & Co. is an Audience|Media|Analytics agency. If you're in need of a unique media strategy to elevate your brand over the competition and clutter, contact us today.