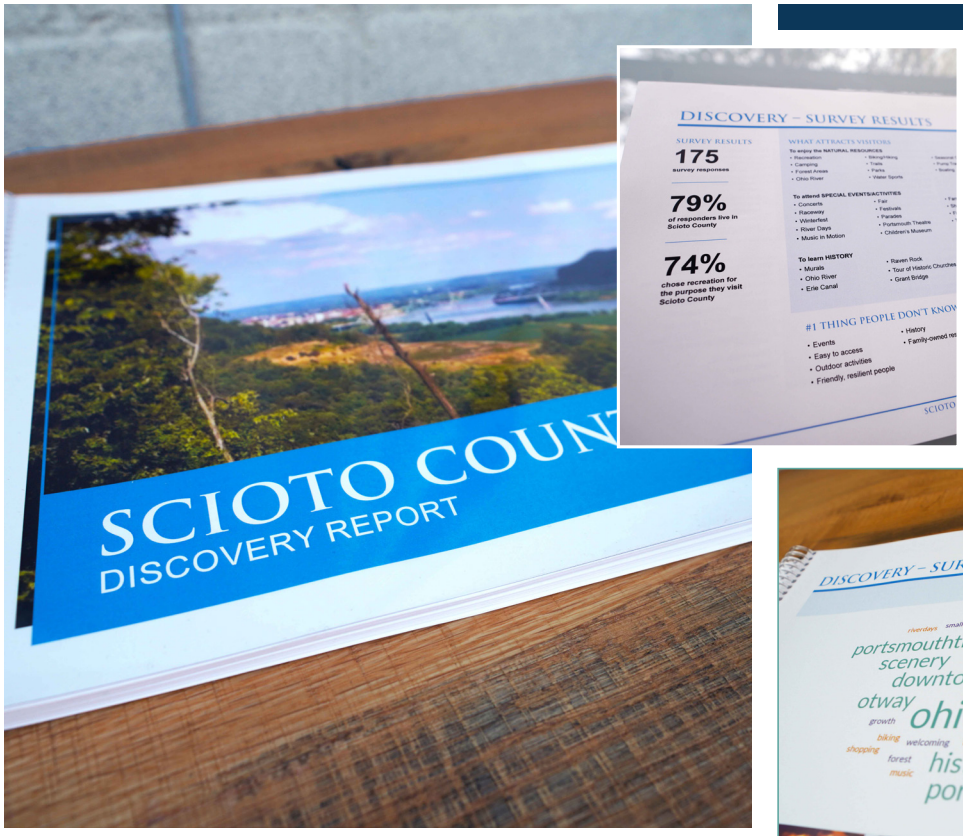
SCIOTO COUNTY MARKETING & ADVERTISING SERVICES – DISCOVERY REPORT



CLIENT:
Scioto County Visitors Bureau

LOCATION:
Scioto County, Ohio

SCOPE OF SERVICE

EDG Creative gathered the following information for the Scioto County Discovery Report:

- Outreach event and survey feedback
- Competitive analysis and demographics
- Digital audit (social media, website, brand)
- Community and tourism quick facts utilizing placer.ai
- Brand positioning (audience identification, messaging)
- Updated brand (logo, color palette, typography, templates)
- Measuring success and recommendations
- Void analysis and visitors by origin utilizing placer.ai

PROJECT DESCRIPTION

The overall mission of this project was to discover what attracts visitors to the area; identify what marketing efforts would best position Scioto County to draw a greater share of the tourism market; and make recommendations for brand positioning, stakeholder collaboration, and advertising channels. A 100-page discovery report was created to organize the above materials and present to the Scioto County board. The information and recommendations in this report provide a playbook of tactics and action items to optimize marketing efforts currently underway.

IMPACT

- 4x social media followers in 1 year
- Updated website
- Increased engagement from the community
- Surge in outside visitation
- $34 million in development funding