



CLIENT:

Scioto County Visitors Bureau

LOCATION:

Scioto County, Ohio



SCOPE OF SERVICE

EDG Creative helped reimagine Scioto County's branding by first researching what amenities are most popular in the Scioto County area. These amenities are displayed as icons in the updated logo and show a cyclist to represent the paths and trails visitors can explore, a kayaker to represent the Ohio River and other Scioto County waterway adventures, trees which signify the parks and outdoor experiences, and the mural wall which depicts the history and is a main attraction of Scioto County. The color choices reflect natural elements and bring a sense of energy and fun. The typography is easy to read with the word "Scioto" being the main focus of the logo. These elements are reflected across other branded materials like social media posts and flyers.

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. With brand positioning came a new logo, color palette, typography, and social media templates.

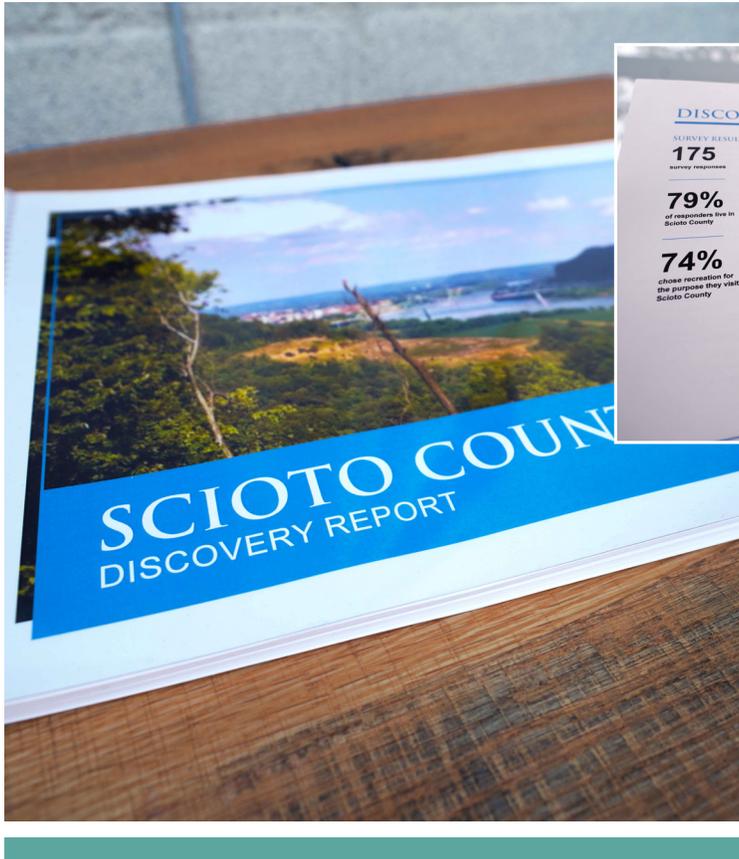
IMPACT

This reimagined logo will be shared and utilized across multiple platforms and will bring a sense of energy and unity throughout Scioto County.

"Very professional in their work and the work was done in a timely manner. Very detailed report and the graphic designs that we received are top-notch! Thank you!"

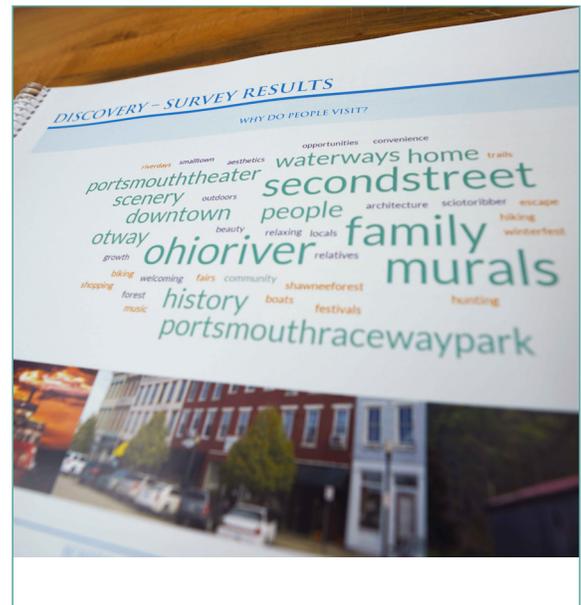
Nathaniel Welch, Executive Director, Portsmouth-Scioto County Visitors Bureau

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 placier.ai
- Brand positioning (audience identification, messaging)
- Updated brand (logo, color palette, typography, templates)
- Measuring success and recommendations
- Void analysis and visitors by origin utilizing placier.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

The discovery report will enhance Scioto County's efforts to attract more visitors to enjoy and explore Scioto County.

"Very professional in their work and the work was done in a timely manner. Very detailed report and the graphic designs that we received are top-notch! Thank you!"

Nathaniel Welch, Executive Director, Portsmouth-Scioto County Visitors Bureau

RETURN ON INVESTMENT TO DATE

- Social media numbers increase
- Updated website
- Increased engagement from the community
- Surge in outside visitation

+2.1 K followers

May 2023  Today

on Facebook

