



Promoting McMinnville to foodies and wineaus

With grant funding from a new lodging tax, the McMinnville Downtown Association chose Creative Company to create an integrated campaign to promote McMinnville as a destination for wine and culinary tourism.

After an initial brand exploration, we identified a mobile-friendly website as a critical point of choice for visitors. Supplemented by posters and a print ad campaign, we boosted attention to all that Mac has to offer.

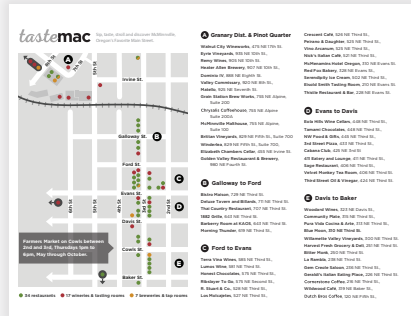
creative company | marketing brains + creative soul





^ Two of the many ads placed

^ Memes for social



^ Facebook cover image

< A downtown guide used on a rack card and on the website

BUSINESS MARKET Destination promotion for McMinnville, Oregon
Local, statewide and Northwest tourists interested in fine food and wine

Taste Mac, the numbers are the “wow!”

CHALLENGE

In 2014 McMinnville, Oregon instituted a lodging tax to fund tourism. The town has a burgeoning food and wine scene that had been drawing visitors without organized promotion. The McMinnville Downtown Association applied for a grant for a campaign focused on downtown's food and wine offerings. With a small budget, the goal was to create buzz that built on accolades as one of America's "foodiest" towns, and the "Best Main Street in the West." Creative Company was chosen to plan, design, build and manage the campaign.

STRATEGY

Once the list of restaurants, wineries and tasting rooms, and breweries and tap rooms was tallied, we knew the numbers said it all. So much in just 14 strollable blocks. We chose the "Taste Mac" theme, created the brand system and built the campaign. A website became a central guide, with reviews and photos of the tree-lined downtown. Ads were placed in high-end magazines targeted to tourists and an AdWords campaign drew more visitors to the website. Rack cards, posters, static clings and coasters brought the message into each location.



RESULTS

Launched in mid-March, 2015, the campaign continues to create buzz. Website visitors come from around the country. Visitor volume has increased significantly.

dine wine brew stroll tastemac

"Accolades from the community, visibility around Oregon and beyond, and a definite buzz all validate the campaign concept and level of exposure we have achieved. Can't wait to see the numbers at end of year!"

-- Jennifer Larsen Morrow
Project Manager / Strategist
Creative Company, Inc.

^ Half page, full page and 2/3 page color ads stand out. Social included Facebook branding and memes to share.

