

Northern Indiana Tourism Development Commission marketing campaign wins award



The Northern Indiana Tourism Development Commission (NITDC) was named “Best Cooperative Partnership” by the Indiana Tourism Association at the annual Indiana Tourism Conference held in Plainfield, Indiana on March 5, 2019.

This very successful Indiana’s Cool North digital campaign ran last summer. This campaign received high praise from the judges for the organization’s ability to organize and work effectively with seven different counties in Northern Indiana. NITDC was able to pool the digital resources of all seven County Convention and Visitor Bureaus (CVBs) that make up Indiana’s Cool North to create a high targeted and effect digital campaign that reached millions of people. The digital campaign was a multilayered campaign that featured a series of ads and videos that were placed on multiple platforms. Several highly-targeted ads types were utilized with a variety of niche-based interests and lifestyles targeting. These ads were used to help increase awareness of Indiana’s Cool North and the 7 partnered CVBs in the area. The CVB’s were Elkhart, LaPorte, Porter, Marshall, LaGrange, Kosciusko and St Joe County.

NITDC showed that one of the most effective ways to increase awareness for Northern Indiana is to work in cooperation with neighboring counties. Only by working together were they able to easily surpass every global average for digital campaigns reported by Nanigans in 2018.

Robby Bearss from Northern Indiana Tourism was present at the Indiana Tourism Conference to receive the award on behalf of Northern Indiana Tourism. He was the project manager for the campaign and had this to say: “I am very proud of everyone here at NITDC. It is not always easy to work on big campaigns like this with so many different partners, but our group stayed

focused on making sure the campaign delivered the best results for the region. Because of that we were able to introduce millions of new people to the wonderful things to do in Indiana's Cool North. The Indiana's

Cool North brand was launched in 2017 to convey a fresh image of northern Indiana as a great place to visit, live and work.

NITDC has been driving economic impact through regional collaborations since 1991. NITDC's mission is to be northern Indiana's brand custodian, convener and counselor by engaging citizens, attracting visitors, talent and investments and enhancing sustainable organizations.

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