

DISCOVER

South Carolina

DIVERSITY MARKETING CAMPAIGN



Goals

OVER THE LAST YEAR, TURNER AND DISCOVER SOUTH CAROLINA WORKED TOGETHER TO GENERATE MEDIA AWARENESS OF BLACK AND GULLAH GEECHEE CULTURE THROUGHOUT THE STATE OF SOUTH CAROLINA, WHOSE TIME-HONORED TRADITIONS AND HERITAGE HAVE SHAPED THE STATE'S LOWCOUNTRY FOR MORE THAN 200 YEARS. OUR GOALS WERE TO:

- Create awareness of the Gullah Geechee and Black culture within South Carolina by reaching 150 million potential visitors through media coverage
- Secure at least 20 stories featuring the Black/Gullah narrative
- Conduct informational interviews with locals with ties to Gullah Geechee culture and utilize those spokespeople for media coverage



Strategy

TURNER'S EFFORTS TO SPEARHEAD DIVERSITY AND HIGHLIGHT PREVIOUSLY OVERLOOKED NARRATIVES WAS ACHIEVED BY UTILIZING A SERIES OF STRATEGIES INCLUDING:

- Diversifying targeted journalists
 - Identified and worked with journalists of color, as they have a personal connection to these narratives
 - Sought to raise awareness not only on a larger national scale but also in South Carolina's target drive markets while the pandemic limited air travel
- Conducted informational interviews with South Carolinians with ties to Gullah Geechee to gain a deeper knowledge of the culture, including:
 - Sallie Ann Robinson owner of Daufuskie Island Gullah Heritage Tours
 - Michael Smalls, a 7th generation basket-sewer at Gullah Sweetgrass Basket Creations
 - Tia Clark, owner of Casual Crabbing with Tia



Strategy Cont.

- Hosted a Virtual Culinary event that showcased the delicious and diverse flavors of Gullah Geechee cuisine. Lead by South Carolinian Chef Kevin Mitchell taught the 9 media attendees how to create Anson Mills Benne Seed And Berbere spiced seared black sea bass with coconut braised peas and greens. The overarching goal was to demonstrate how many of the dishes that are considered classic Southern favorites are derived from Gullah culture.



Results

AS A RESULT OF OUR STRATEGIES, WE CREATED A CAMPAIGN WITH RESULTS THAT HIGHLIGHTED AND UPLIFTED BLACK SOUTH CAROLINA AND THE GULLAH GEECHEE CULTURE. RESULTS EXCEEDED THE GOALS SET FORTH FOR THE PROGRAM:

- Reached 172 million potential visitors through media coverage
- 29 stories featuring the Black/Gullah narrative highlights included
- Media coverage for all locals interviewed including mentions in articles such Dana Given's Food & Wine article A New Yorker's Journey to South Carolina to Retrace Her Gullah Roots and DeAnna Taylor's Travel Noire feature How To Spend 48-Hours In Black-Owned Charleston, SC. Tia Clark will also be featured on Chef Carla Hall's new Discovery Plus Show Foodways with Carla Hall, which will premiere in 2022

**Over 172
Million
Impressions**



**29
Articles**

Results

Outlet	Article Title
Food & Wine	A New Yorker's Journey to South Carolina to Retrace Her Gullah Roots
Hayti	Check Off These Bucket List Items When Visiting Charleston, South Carolina
Travel Noire	Check Off These Bucket List Items When Visiting Charleston, South Carolina
Travel Noire	How To Spend 48-Hours In Black-Owned Charleston, SC
Travel Noire	Protect Preserve Pass-On: How The Gullah Geechee Are Holding On To A Sacred Tradition
Forbes	These Women Of The Outdoors Crave Excitement And Adventure
TravelAwaits	11 Inspiring African American History Tours in the U.S.
Lake Oconee Living	Use Your Senses
Vogue	A Charleston to Savannah Guide From the Company Curating More Inclusive American Road Trips
Charlotte Observer	Best in travel 2021: Find out where in the Carolinas is on Lonely Planet's list
Yahoo News	Best in travel 2021: Find out where in the Carolinas is on Lonely Planet's list
Smarter Travel	11 Mouthwatering Cookbooks Inspired By Your Favorite Vacation Destinations
Group Travel Leader (Print)	Middleton Place, Charleston SC
Travel & Leisure	11 of the Best Small Towns in America
Travel & Leisure	How to Take the Ultimate South Carolina Road Trip

VOGUE

TRAVEL

A Charleston to Savannah Guide From the Company Curating More Inclusive American Road Trips

BY KRISTIN BRASWELL
July 3, 2021

FOOD & WINE

A New Yorker's Journey to South Carolina to Retrace Her Gullah Roots

"Gullah people are still here—still thriving, still preserving the land, despite attempts of removal and growing gentrification around them."

By Dana Givens | August 27, 2021

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CREDIT: DANA GIVENS

My cultural identity has always been somewhat of a mystery. Like many African Americans, I have taken ancestry tests and even a trip to the continent in hopes of finding my origin story. My mother and her mother did not know anything about their African roots, either—only that their ancestors arrived in the Lowcountry marshlands of South Carolina.

Results cont.





Outlet	Article Title
Travel & Leisure	The Best Things to Do in South Carolina, According to a Local
Amsterdam News	New Black Attractions to Explore in 2021
Budget Travel	24 Safe Budget Getaways for Spring
Group Travel Leader (Online)	Where Justice Prevailed: Courtrooms of the Civil Rights Movement
Group Travel Leader (Online)	These Churches were Community Pillars During the Civil Rights Movement
Group Travel Leader (Print)	Where Justice Prevailed: Courtrooms of the Civil Rights Movement
Group Travel Leader (Print)	These Churches were Community Pillars During the Civil Rights Movement
Pratesi Living	Kounter Restaurant – Serving up a Slice of Civil Rights History
Greenwich Magazine (Print)	Island Treasures
Family Vacationist	Where to Go on the Perfect Lowcountry Vacation
AAA Carolina's Go	Take a road trip back to simpler times on the Gullah-Geechee trail
MSN	28 Juneteenth Events Happening Across the Country
Essence	31 Juneteenth Events Happening Across The Country
Stamford Magazine (Print)	Island Treasures

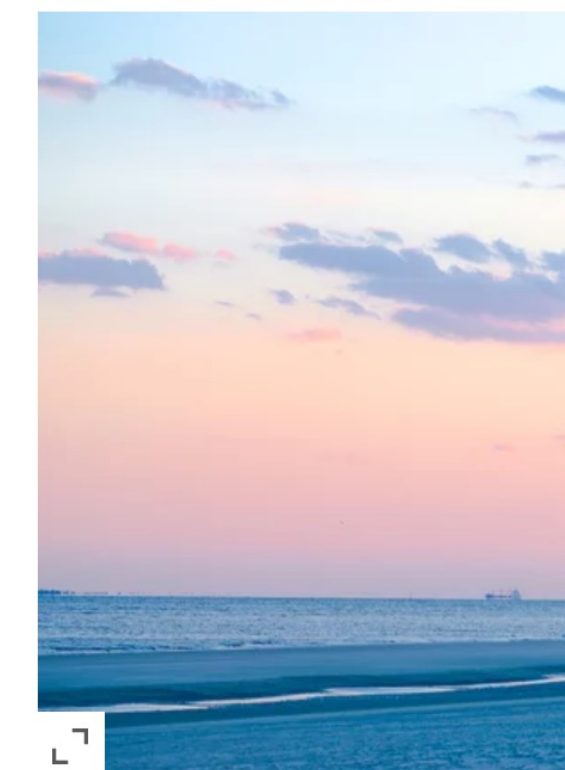
TRAVEL+LEISURE

The Best Things to Do in South Carolina, According to a Local

These are 14 of the best things to do in South Carolina, from the Lowcountry to the Upstate.

By [Elizabeth Rhodes](#) | Updated December 20, 2021

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CREDIT: GETTY IMAGES

Editor's Note: Those who choose to travel are subject to government restrictions, rules, and safety measures. Please check your personal comfort levels and health conditions in your area before departure.

TRAVEL+NOIRE

How To Spend 48-Hours In Black-Owned Charleston, SC

Black Owned Business , Cuisine , Charleston

By [DeAnna Taylor](#) • Sep 27, 2021

