



2023

H SMAI ADRIAN AWARD

WHERE CHAMPIONS ARE CROWNED | SUPER BOWL CAMPAIGN
INTEGRATED CAMPAIGN | SPECIAL EVENT / EXPERIENTIAL MARKETING

VISIT GLENDALE



ALL EYES ON GLENDALE HOSTING SUPER BOWL LVII

How do you leverage the biggest event in sports to make a meaningful impact on your destination? Hosting Super Bowl LVII, presented a big opportunity for Visit Glendale and our community, but not without introducing a variety of challenges.

While we knew that having all eyes on our city offered us a unique opportunity to strengthen our position the premier sports and entertainment destination in the country, we also recognized that that our lodging properties and local business partners were already expected to be strained and at capacity during the week of the big game. We also knew that our destination would be at 100% occupancy during the week's festivities, and we did not have the ability to influence incremental travel during this time.

With this in mind, Visit Glendale's strategy for marketing the Big Game in 2023 revolved around ensuring that fans knew exactly where the big game takes place and introducing them to the city where champions are crowned.

We took full advantage of the spotlight on Glendale in 2023 to raise overall awareness of the city as a preferred destination to experience sports and entertainment at the highest level, now and in the future.

AN INTEGRATED APPROACH TO PROMOTING A CHAMPIONSHIP CITY

GOING BIG WITH STRATEGIC ADVERTISING EFFORTS

We made sure that football fans knew *exactly where* champions will be crowned on February 12, 2023. Utilizing paid media enabled us to identify and promote to audiences that are likely to travel for the game as well as visit on a leisure vacation.

PLAYING THE LONG GAME WITH PUBLIC RELATIONS

Through focused PR efforts, we helped craft the story that the media shares about Glendale to be one that resonates long after the final whistle. By leveraging relationships with media, journalists and influencers, we're able to make sure the story of the game in Arizona is just the beginning of the Glendale story.

GLENDALE GAMEDAY ON THE ROAD

To make a big splash for the biggest game day in sports, we took Glendale on a road trip. By hosting a playoff watch party and an invite-only media event at one of the most elevated sports bars in Denver, we introduced Glendale to sports fans in one of our top arrival markets.



WHERE CHAMPIONS ARE CROWNED

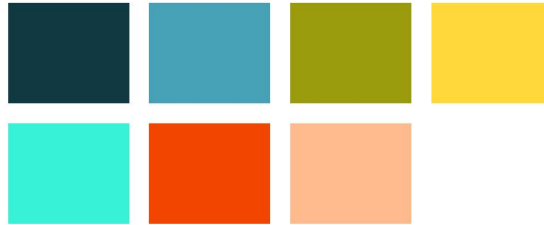
CREATIVE EXAMPLES

An event this big called for its own unique look. Custom for the big game, but still recognizable as Glendale, “Where Champions are Crowned” campaign creative ties the biggest game in football to the city that made it possible. Since the goal of our efforts was to leverage the game to promote our city as a thriving hub of entertainment, nightlife and culture, we subtly sprinkled competition-isms into messaging. This gave Glendale its own unique creative personality, spiced with a heat-inspired color palette for the Big Game.

HEADLINE:
WILD MANGO

SUBHEAD:
AVENIR NEXT REGULAR

BODY:
AVENIR ULTRA LIGHT



VisitGlendale
ARIZONA

Walk to:

- TANGER OUTLETS
- WESTGATE
- TOPGOLF
- EVENTS

IT'S GAME TIME

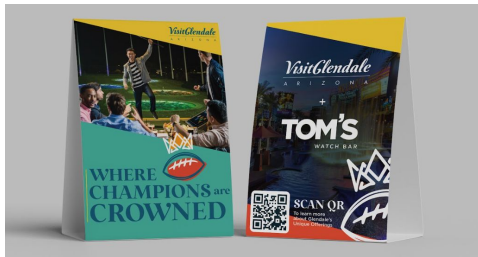
WALK THIS WAY TO FIND ALL THE ACTION



VisitGlendale
ARIZONA

WHERE CHAMPIONS are CROWNED

PLAN TO BE HERE NOW

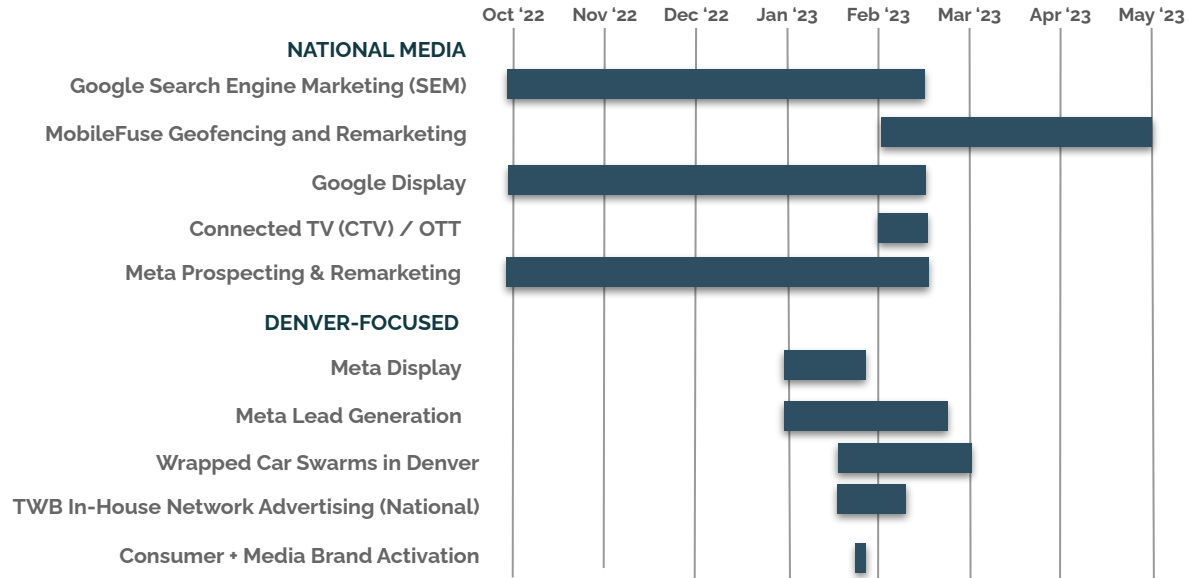


PAID MEDIA TACTICS

We utilized foundational tactics to promote Glendale such as paid search, connected TV, as well as prospecting and remarketing on Google and Meta.

In addition, we leveraged hyper-focused geotargeting and remarketing through MobileFuse. During the game, we targeted visitors to Glendale, as well as Phoenix, to maximize exposure and encourage them to dine and stay locally. Then, we retargeted those individuals for the following few months to encourage return leisure visitation.

Paired with the Denver consumer and media activation events, we launched a Denver-focused campaign to deepen awareness in a top visitation market. In addition to promotion of the events, we launched a lead generation campaign via a giveaway to collect first party data for remarketing.



PUBLIC RELATIONS TACTICS

With a three-prong approach to pitching and promoting Glendale to writers, journalists and influencers, we implemented a comprehensive pre-game, during, and post-game public relations strategy. This included long-lead pitching, newsletters to key media keeping them updated on the host city, FAM trips for media and influencers, week-of media support and post-game follow up to writers across the country.

In tandem with the consumer activation in Denver, we hosted an invitation-only event to engage with Denver- area media, journalists, writers, sports and news anchors. We also pursued Denver-specific pitching to increase awareness and coverage of the destination.



ACTIVATION TACTICS

Taking Visit Glendale to Denver allowed us to introduce new audiences to Glendale and the offerings of the destination “Where Champions are Crowned.” We strategically chose Denver, the venue, and dates for this event to align with our overall mission while leveraging the buzz of the big game and playoff weekend.

The two-part event gave Visit Glendale and participating partners the opportunity to get in front of a very qualified audience of sports fans who travel as well as high quality Denver-area media.

Alongside the in-person activation, we used the opportunity to promote an Ultimate Glendale Getaway Sweepstakes to engage with consumers and pique their interest in the destination. Signups helped build our first-party data lists, which will be critical for marketing efforts in the future of data privacy.





RESULTS

PAID ADVERTISING

Paid media efforts blew awareness and top-funnel KPIs out of the water by exceeding all estimated goals by huge margins! While ad impressions exceeded all expectations and goals exceeded by more than 17X, clicks to VisitGlendale.com exceeded the goal by more than 800% and first-party lead goals were exceeded by 43%.

TOTAL ESTIMATED DELIVERABLES:

2.5 Million Impressions

8,000 Website Clicks

3,000 Leads

TOTAL ACTUAL DELIVERABLES:

44 Million Impressions

60,343 Website Clicks

4,289 Leads



	ESTIMATED DELIVERABLES	ACTUAL DELIVERABLES
NATIONAL MEDIA		
Google Search Engine Marketing (SEM)	4,167 clicks	55,962 clicks
MobileFuse Geofencing and Remarketing	214,300 imp	2,900,000 imp
Google Display	872,100 imp	19,246,304 imp
Connected TV (CTV) / OTT	538,000 imp	537,000 imp
Meta Prospecting & Remarketing	N/A	16,735 clicks
DENVER FOCUSED		
Meta Display	4,286 clicks	1,411 clicks
Meta Lead Generation	3,000 leads	3,753 leads
Wrapped Car Swarms in Denver	580,000 imp	24,229,163 imp
TWB In-House Network Advertising (National)	350,000 imp	350,000 imp
Consumer + Media Brand Activation	5,000 imp	2,000 imp

VISITGLENDALE.COM WEBSITE HIGHLIGHTS

Reporting Dates

October 1, 2022 -
February 12, 2023

297,000+

Website Users

77%

of Traffic from
Campaign Advertising

326%

Increase in Denver-based users
during targeted campaign

PUBLIC RELATIONS

Our main PR objective was to start meaningful relationships with key media outlets and writers and introduce them to Glendale as a premier sports and entertainment destination.

We sent out three newsletters to key media—two with a hook of the Super Bowl and a third with looking at what is coming up in the destination. These newsletters were sent to around 150 writers each time and amassed an average open rate of 64%

NOTABLE COVERAGE:

[The Lady Who Travels](#) // [Headed Out West? Things to do in Glendale, Arizona](#)

- 74,000 impressions
- 18,331 video views
- Potential Reach: 1.3M
- Earned Media Value: \$3,872

[Sports Travel Magazine](#) // [Glendale Makes Its Mark in Sports Tourism World](#)

- Total Readership: 62,457

Glendale Makes Its Mark in Sports Tourism World

2023 Super Bowl host has everything a visitor could desire

Posted On : January 6, 2023 By : Justin Shaw



Glendale, Arizona, sits 10 miles northwest of Phoenix, but the city is creating its own brand as an entertainment oasis that has boomed in recent years into one of the top sports tourist destinations in America.



Things To Do In Glendale, Arizona
Save For Your Next Trip!
theladywhotravels.com

VisitGlendale
A R I Z O N A

Get to Know Glendale —
The 2023 Super Bowl City



The countdown to Super Bowl LVII is on! In less than four months, teams, celebrities and fans will descend on Glendale, Arizona to watch the big game commence inside State Farm Arena. While you'll probably watch the game — or at least Rihanna's halftime show — get to know the enticing city that surrounds the stadium.

Let's explore Glendale together.
See a story you're interested in? Just hit reply to this email to chat!

PUBLIC RELATIONS

TELEVISION APPEARANCE

In conjunction with the Denver media event, we secured an appearance on popular Denver morning television broadcast *Great Day Colorado*, which airs at 9:00am on Fox 31. The segment, which included an accompanying [online piece](#), promoted both the consumer activation at Tom's Watch Bar, but also travel to Glendale, AZ from Colorado for a vacation, what's new and upcoming in Glendale.

Total readership from the online story and video: 2,235,763

Fox 31 has a social media reach of 193K

Locally their audience is 3,979 viewers, with a national audience of 358,000. The earned media value of the appearance was \$49 for every 30 seconds.



CONSUMER ACTIVATION EVENT

In addition to first party data collection, brand penetration in the Denver market and media outcomes, being able to takeover Tom's Watch Bar in Downtown Denver provided a key benefit to the overall campaign by leveraging the excitement for the NFL playoffs and hype for the Super Bowl to be hosted in Glendale, introducing attendees to the host city through in-person and digital efforts.

BY THE NUMBERS

2,000+ estimated patrons in attendance

640,640 Digital Impressions in Denver

23,000 Tom's Watch Bar Subscribers emailed

