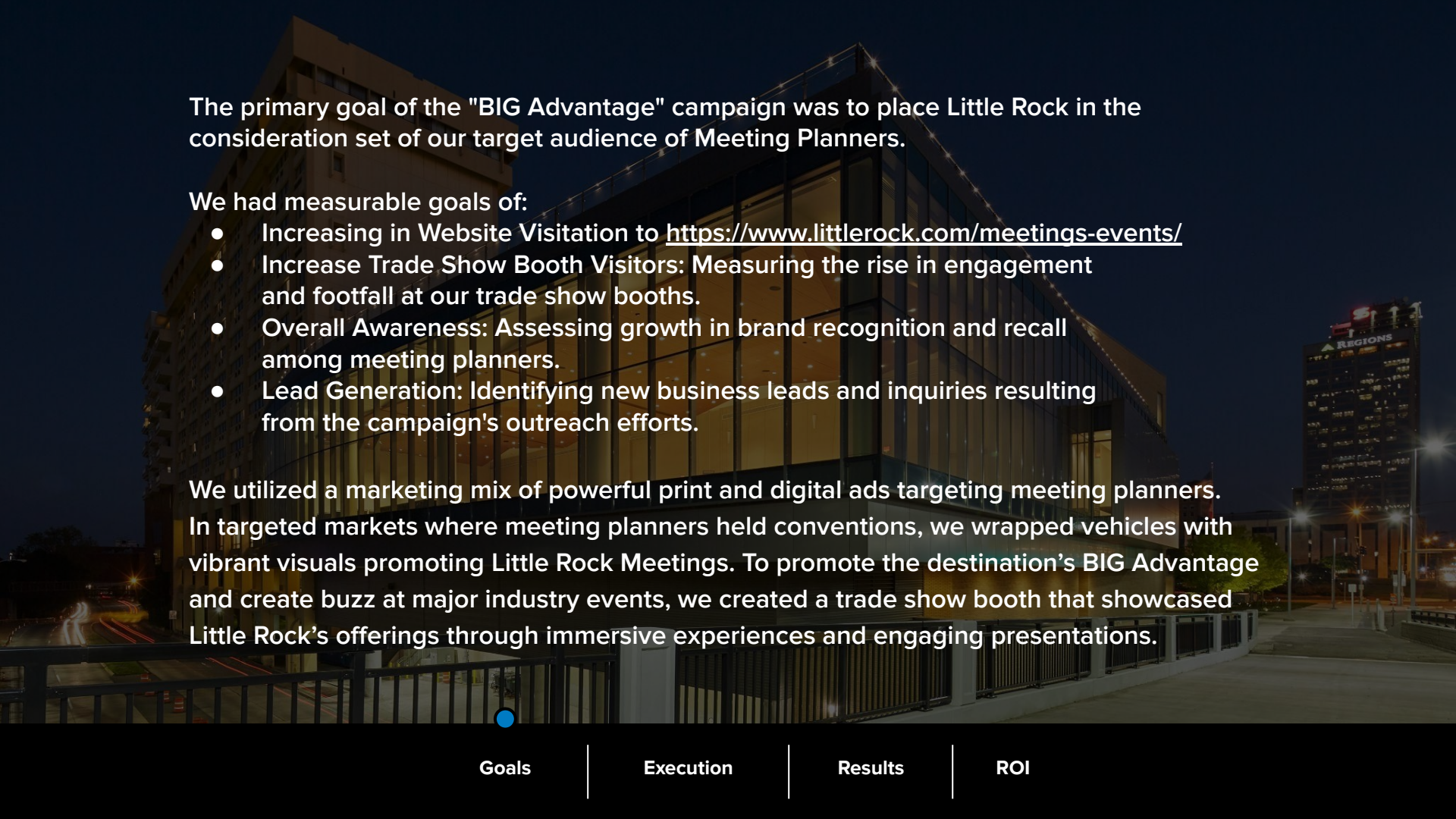




2024 ADRIAN AWARD ENTRY : Advertising

Little Rock Big Meetings Advantage



The primary goal of the "BIG Advantage" campaign was to place Little Rock in the consideration set of our target audience of Meeting Planners.

We had measurable goals of:

- Increasing in Website Visitation to <https://www.littlerock.com/meetings-events/>
- Increase Trade Show Booth Visitors: Measuring the rise in engagement and footfall at our trade show booths.
- Overall Awareness: Assessing growth in brand recognition and recall among meeting planners.
- Lead Generation: Identifying new business leads and inquiries resulting from the campaign's outreach efforts.

We utilized a marketing mix of powerful print and digital ads targeting meeting planners. In targeted markets where meeting planners held conventions, we wrapped vehicles with vibrant visuals promoting Little Rock Meetings. To promote the destination's BIG Advantage and create buzz at major industry events, we created a trade show booth that showcased Little Rock's offerings through immersive experiences and engaging presentations.

Goals

Execution

Results

ROI

Little Rock



ADVANTAGE.

If you're looking for the perfect meeting location, nobody offers bigger advantages than Little Rock. From one-call planning assistance to exceptional values on hotels and venues, we're ready to make you Big on Little Rock. Start now at LITTLE ROCK.COM/MEETINGS-EVENTS



Little Rock



VALUE.

One call. One point of contact. One resource to help you plan one unforgettable meeting. That's the Little Rock advantage. Talk to our experienced team today about how we can help you – and make you Big on Little Rock. Start now at LITTLE ROCK.COM/MEETINGS-EVENTS



Little Rock



APPEAL.

If you're looking for the perfect meeting location, nobody offers bigger advantages than Little Rock. From one-call planning assistance to the kind of history your attendees can take pride in, we're ready to make you Big on Little Rock. LITTLE ROCK.COM/MEETINGS-EVENTS



Goals

Execution

Results

ROI

Little Rock



POSSIBILITIES.

If you're looking for the perfect meeting location, nobody offers bigger advantages than Little Rock. With 7000 hotel rooms, a 220,000 square foot convention center and an experienced team, we're ready to make you Big on Little Rock. LITTLE ROCK.COM/MEETINGS-EVENTS



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Goals

Execution

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ROI

Little Rock

BIG

ADVANTAGE.



START PLANNING >

Little Rock

BIG

ADVANTAGE.

START PLANNING >

Little Rock **BIG** **ADVANTAGE.**



START PLANNING >

Little Rock **BIG** **ADVANTAGE.**



START PLANNING >

Little Rock **BIG** **ADVANTAGE.**

Goals

Execution

Results

ROI



Goals

Execution

Results

ROI



One call. One point of contact. One resource to help you plan one unforgettable meeting in Arkansas's capital city. That's the Little Rock advantage.

SINGLE CONTACT FOR MEETINGS & CONVENTIONS

EXPERT TEAM READY TO ASSIST IN PLANNING

OVER 7000 HOTEL ROOMS

220,000 SQ. FT. CONVENTION CENTER

Learn more at [LITTLE ROCK.COM/MEETINGS-EVENTS](https://littlerock.com/meetings-events)

Goals

Execution

Results

ROI



Goals

Execution

Results

ROI

Results

- Engagement and footfall at our trade show booths increased by **142% YOY**.
- Increased website visitation to <https://www.littlerock.com/meetings-events/> by **30%**.
- Increased new business leads and inquiries.
- Positive feedback on recall among meeting planners who attended the conference.

Goals

Execution

Results

ROI

ROI

While still in the initial stages of the launch, we are projecting continued website traffic increases, increased newsletter sign-ups, and meeting inquiries. As meeting contracts are signed over the next few months, we will better understand the overall campaign performance.

Goals

Execution

Results

ROI



2024 ADRIAN AWARD ENTRY : Advertising

Thank you