



MEDIA CONTACTS:

Danielle Johnson, Wisconsin Department of Tourism

Phone: 608-266-0458

Email: djohnson@travelwisconsin.com

Lisa Marshall, Wisconsin Department of Tourism

Phone: 608-267-3773

Email: lmarshall@TravelWisconsin.com

FOR IMMEDIATE RELEASE

AN AWARD WINNING YEAR FOR WISCONSIN DEPARTMENT OF TOURISM'S MARKETING EFFORTS

MADISON, Wis. (Jan. 7, 2015) –The [Wisconsin Department of Tourism](#) closed out 2014 with an impressive list of regional, national and international awards including four Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards in the categories of travel, advertising, digital marketing and public relations excellence. The Department's marketing efforts have garnered 28 awards last year.

"I am proud of the fun, creative and effective ways we market and promote travel in Wisconsin. Our work is being recognized alongside top national brands such as Microsoft, Hilton Worldwide, PayPal and Hertz," said Tourism Secretary Stephanie Klett. "These 28 awards in 2014 bring us to an unprecedented total of 62 awards received since 2011."

Highlights from the 2014 awards include:

Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards (November)

- Gold award for creative design and content in a social media campaign promoting "Fall in Wisconsin" with Green Bay Packers wide receiver Jordy Nelson.
- Silver award for overall public relations efforts in 2013.
- Silver award for creativity in out-of-home advertising by transforming bus shelters into camp scenes in Chicago and Minnesota.
- Bronze award for the "Wisconsin Traveler" E-newsletter.

GovDelivery Outreach and Impact Award (October)

The Department was also honored with an award in the design category for its creative use of design and messaging to help drive public engagement and build public trust.

W3 Awards from the Academy of Interactive and Visual Arts (September)

W3 Awards honor outstanding websites, web marketing, web video, mobile sites and social content.

- Gold in the tourism website category
- Silver in the travel website category
- Silver in the government website category

Milwaukee 99 Awards (September)

United Adworkers Milwaukee 99 awards recognize the best creative work from Milwaukee advertising agencies.

- Silver in the package design category for the public relations press kit
- Silver in the experiential advertising category
- Award of merit in the outdoor/transit single category
- Award of merit in the environmental design category



- Award of merit in the ad photography campaign category
- Two awards of merit in the ad photography single category

Public Relations Society of America (PRSA) Bronze Anvils (June)

The Department received four Bronze Anvils, which recognize public relations tactics that demonstrate creativity and importance in strategic public relations.

- “Wisconsin Traveler” E-newsletter (the only award in the newsletters category).
- Social media campaign promoting “Fall in Wisconsin”
- Travel Wisconsin 2013 Press Kit
- Media relations initiative to promote “Green Bay Packer Jody Nelson Learns There’s No Place Like Wisconsin” ad campaign.

PRSA Paragon Awards (June)

The Department received nine Paragon Awards including “Best of Show” for the overall 2013 Wisconsin Department of Tourism PR campaign. This was the second year the Wisconsin Department of Tourism received a “Best of Show” from the PRSA Paragon Awards.

- Best of Show and Award of Excellence in Integrated Communications, Government for “2013 Wisconsin Department of Tourism PR Campaign.”
- Award of Excellence in Social Media Campaign – Ongoing – for “Promoting Travel Wisconsin with Jordy Nelson on Social Media.”
- Award of Excellence in Integrated Communications, Government for “Travel Wisconsin Goes Hollywood.”
- Award of Excellence in Tactics: Poster for “Airplane! The Commercial Poster.”
- Award of Excellence in Tactics: Email Newsletter for “Wisconsin Traveler E-Newsletter Redesign.”
- Award of Merit in Social Media Campaign – Ongoing – for “Travel Wisconsin’s Sweaterize Yourself Facebook App.”
- Award of Merit in Integrated Communications, Government for “Jordy Nelson Learns There’s No Place Like Wisconsin in the Fall.”
- Award of Merit in Tactics: Press Kit for “Travel Wisconsin 2013 Press Kit.”

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest’s premier travel destination for fun by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at www.travelwisconsin.com.

###