



About Client

MONTANA

The Montana Office of Tourism promotes travel and hospitality in Big Sky Country.

www.visitMT.com

Goals of Campaign

- Target adults 25-54 near transit areas of three key markets: Chicago, Minneapolis and Seattle
- Educate audience on Montana tourism to boost travel to Big Sky Country

Highlights

- Eye-catching experiential vehicle
- Engaging, well-trained brand ambassadors
- High definition Montana photo mat and selfie sticks
- “Billy” the bison and other Montana-like props
- Social media hashtag #idratherbeinmt
- Made-in-Montana treats purchased with “social capital”

Results

- 3 cities, 15 total campaign days
- 7,500 huckleberry ice cream cones distributed
- 2,250 bags of bison jerky distributed
- 1,500 Montana-branded water bottles distributed
- 837 Instagram posts, 559 Twitter mentions, countless Facebook posts
- 1.25+ million potential reach on Twitter alone

About dio

diousoa.com // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



Big Sky Country in a Concrete Jungle

Experience Footprint Inspired by Polebridge Mercantile

From ideation to creation and through execution, the Montana Mercantile Tour was truly a turnkey operation led by dio’s talented team. The experience included a food truck converted into a mercantile building, reminiscent of the well-known landmark, Polebridge Mercantile, near Glacier National Park. Set amongst the city landscapes, the mercantile grabbed everyone’s attention. In true guerrilla marketing fashion, the experience moved around the selected cities, targeting highly populated and trafficked areas near transit stations and sports venues.

Howdy! A friendly brand ambassador, dressed in cowboy boots and wearing a large-buckled belt, would approach a passerby and invite him/her to enjoy their own Montana moment – right there on the spot in their hometown. While sharing details about Montana tourism, the team directed visitors to a large high definition photo mat, visually placing participants into a Montana scene. “Billy”, a real bison head, soon became the main attraction. With social capital – or proof that a participant posted to social media with #idratherbeinmt – the participant would receive made-in-Montana huckleberry ice cream or bison jerky. They were also entered to win a free trip to Montana!

Multi-Market Exposure, Social Media Amplification

The tour visited three key markets: Chicago, Minneapolis and Seattle. While the direct interactions were limited by location and time, the campaign had a social media aspect that increased the reach. With a potential of 1.25+ million Twitter impressions, this campaign is sure to drive tourists into Big Sky Country.

“I’ve seen the billboard every day, and I decided I *would* rather be trying to catch a fish with my bare hands in a river in Montana!”

// **Peter, Minneapolis**



For more campaign information, please visit <http://diousoa.com/work/montana/>.