

## Promotion Through Promo

**IDEAS:** Tourism, Chamber of Commerce, Convention & Visitors Bureau, Associations

Calida Bay was looking to launch a tourism campaign on social media as an effort to bring tourists back to their popular oceanside community. Their goal was to supply local establishments with branded items, touting creative logos that tell the story of Calida Bay.

Recipients of the products were in turn asked to share their swag on social media to promote the city to their friends & family as the place to take their next day trip or vacation.

- At 1/10th of a cent per impression, Calida Bay officials knew that pens had to be a large part of their campaign. They supplied hotels, restaurants, and local shops with pens to use during their work days.
- Knowing that drinkware makes 1,400 impressions over its lifetime, the city pushed the decoration limits so visitors would be proud to show them off on their social feeds.

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A. Harbor - Non-Woven Tote Bag » UDH    B. Maui - 24oz. Aluminum Water Bottle » WCM-C  
C. Crosby Softy » MMN-C    D. Elite Slim Metallic » PWI