

UNIQUELY WISCONSIN



JOIN US IN HIGHLIGHTING WHAT MAKES OUR STATE SPECIAL

PROJECT DESCRIPTION

Wisconsin is rich with traditions, landmarks and gorgeous natural resources. We are asking Wisconsin counties to join together to highlight and promote the uniqueness of our state. This will be accomplished using video, audio, podcasts and social media. Your involvement includes highlighting what is unique about your county and region, doing so in a humorous and engaging way.

Favorite area of Wisconsin?

What does "Up North" mean to you?

Which border is better, river or lake?

Brandy or Whiskey Old Fashioned?

Best fish for a fish fry?

DELIVERABLES

Weekly Short-Form Digital Discover Wisconsin Series "Two Minute Tour"

- Two minute documentary series that tell the stories of Wisconsin within participating counties
- Digital shorts released on social media, YouTube, and DW App

Know Your Wisconsin

- Engaging and informative news stories found within our counties
- Shared across select Wisconsin TV news affiliates, DW social media, DW podcasts, and WCA publications

Discover Wisconsin Original Production - Documentary

- Full length professionally developed documentary inviting viewers to see what makes Wisconsin wonderful

Discover Wisconsin Social Media

- Millions of impressions, views and placement across all social media channels (Facebook, Instagram, Twitter, etc.)

Discover Wisconsin Full Episodes

- Complete production and distribution of full Discover Wisconsin episodes during the historic Season 35
- Episode released across DW Regional TV network, social media, YouTube, and DW app

Television Network Exposure

- Multiple :30 second commercials every week of the Discover Wisconsin schedule across the Regional Television Network

"The Cabin" Podcast - Dedicated Podcasts

- Fun and hearty debates between hosts and county guests on topics selected for campaign

Passport to Adventure

- Invite our viewers and fans to explore our state with destination specific promotional giveaways/contests

NEXT STEPS

As the state comes out of the COVID-19 pandemic and ARPA resources are made available to counties for various programming, it's our hope to highlight ALL of Wisconsin and drive tourism and economic development to your county, your region and all of Wisconsin.

Cost:

A small investment of \$60,000 from your county.

We look forward to partnering with participating counties to help tell the unique stories of Wisconsin.

For more information, please contact:

Mark O'Connell
Executive Director - WCA
o'connell@wicounties.org

Josh Schoemann
County Executive - Washington County
County.exec@washcowisco.gov