

# Best Expression of Place Identity Through Design



## Jackson

Entered by Visit Jackson



Research showed the millennial generation to have over 80 million members and a traveling spending forecast in excess of \$200 billion for 2017. Millennials have disposable income and love to travel, but don't travel like generations before. They value substance over superficial, authentic experiences instead of overly-produced excursions and soaking up the creativity and diversity of local culture rather than "touristy" type attractions.

It was recognized that the historical aspect of Jackson's music tradition was important, but to appeal to Millennial travelers it was necessary to reflect the vibrant scene that is happening in Jackson now. Developing a legitimate contemporary pop song that reflects the culture of modern Jackson would be key for Jackson's tourism efforts.

It would take a young, up and coming artist to write and produce a song to capture the essence of the "City with Soul" as they understood it. They would also be able to identify the inherent appeal of our city to the millennial generation. They could capture the substance of our city, authentic experiences, creativity and diversity of our local culture.

We didn't want a jingle or to retro-fit an existing song into a 'promotional' video. Jackson deserved a true authentic lyrical brand, so that's what the artist was asked to produce-one that reflected the authentic culture and fun of Jackson.

When the status quo won't work, change it. The effort was a step outside of the typical comfort zone of tourism marketing campaigns, but the world is changing. WHO is traveling and WHAT they are seeking is changing, and our goal was to ensure that Jackson is on the forefront of adapting to this change. A young up and coming Jackson artist -

Adam "AJC" Collier, was commissioned to write and produce a song, which captured the essence of the "City with Soul," as he understood it.

The subsequent song - My City by AJC and the Envelope Pushers - was the result of this process. Adam's lyrics were then set to a frenetic series of video images that formed the artist taking a tour of all the happening places and events around Jackson. This video would also capitalize on the momentum following Bruno Mars' hit, Uptown Funk, linking both city and state, Jackson, Mississippi, with the likes of Harlem and Hollywood.

This video would capture the historical aspect of Jackson's music tradition, while reflecting the vibrant scene that is happening now in Jackson that will appeal to Millennials. This video would serve as an innovative tool and is truly the gift that will keep on giving, as it can be utilized for Sales, Marketing, and just for fun!

Even as a native of the Jackson area and a graduate of the local college, Jackson State University, the artist revealed a post-production interview that he didn't truly realize the scene that is the "City with Soul".

Visit Jackson's marketing strategy to promote Jackson to the Millennial market was successful. It reached 42% of its target market, Millennials, who surpassed Boomers as the demographic with the largest consumer purchasing power group in the United States with \$200 Billion+ last year. The campaign captured 9,900 views from October 13, 2016 – June, 2017 on its YouTube channel. The video also collected three Gold Addy awards and one Silver Addy from the American Advertising Federation and the Audience Choice Award from the 2017 Crossroads Film Festival.