



# CINCINNATI EXPERIENCE

2014-2022 OVERVIEW

## TOP 10

The Cincinnati Enquirer named @CincyExperience one of the top 10 best Instagram accounts to follow in 2019

## 40K

@CincyExperience followers on Instagram (2022)

## 3X MORE

Engagement rate compared to industry standards for social media

## 11.6B

Impressions (2014-2022)

The number one goal of **Cincinnati Experience (CX)** is to show the world what an amazing place the region is for building a life, a business, or an awesome getaway. CX was formed in 2014 to elevate Cincinnati's reputation by telling positive stories that define the region to national media outlets. To-date CX has placed more than **941 stories** and earned over **11.6 billion impressions**. With its website, social channels, and through building relationships with the media, writers, and digital influencers, CX has effectively merged its earned and owned marketing efforts in order to promote the region we all know and love. Publications, editors, and journalists have grown to know CX as a reliable source—one that delivers key spokespeople, great interviews, hard facts, and inspiring photos.

CX has been building and brewing its own way since it started. And we're not done. A region fueled by dreamers, doers, innovators and makers, Cincinnati glitters with a view and vibe unmistakably its own. Here, east meets west, north meets south, old meets new and reinvention reigns. We're raw, real, and full of heart, buttoned-up and tatted-up, rich in tradition and alive in the times. A vibrant mix of cultures and contrasts, we come together across bridges, regions, and backgrounds to create a community we're proud to call home.

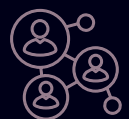
### AT CINCINNATI EXPERIENCE WE:



**PROMOTE**  
our region and its unlimited opportunities through global publications, and digital and social media

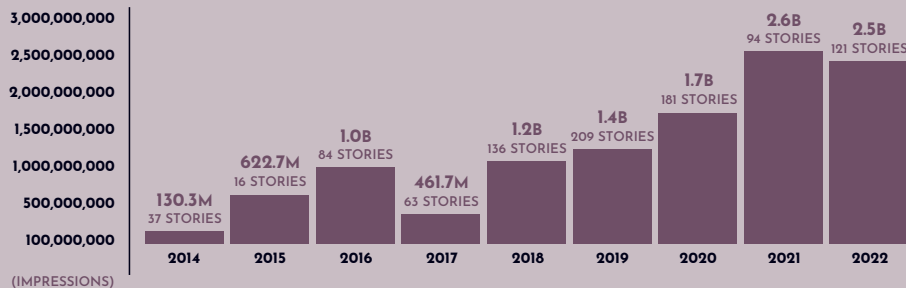


**CONNECT**  
with influencers to share experiences unique to our region and to discover new audiences



**COLLABORATE**  
with local organizations to share information and showcase our area's latest events, initiatives and achievements

## IMPRESSIONS & STORIES EARNED IN NATIONAL MEDIA OUTLETS



CININNATI EXPERIENCE LEVERAGES KEY REGIONAL EVENTS TO AMPLIFY THE POWER AND REACH OF OUR COLLECTIVE STORY AND DEVELOP AN EMOTIONAL CONNECTION TO OUR REGION.

For example, in 2022:



### BENGALS WIN AFC CHAMPIONSHIP AND PLAY IN SUPER BOWL LVI

When the Bengals won the AFC Championship, CX coordinated a collaborative effort to take full advantage of the world stage and promote the region.

#### PR EFFORTS INCLUDED:

- Media kit available for download on CincinnatiExperience.com.
- The "IT IS US" video promoted through a Google search and display campaign.
- Real time communication of world-wide social media posts from a "digital war room" manned by Empower.
- Cincy Media Center at Westin LAX providing content and story ideas about living in, working in and visiting Cincinnati.

#### RESULTS:

- 99B Cincinnati mentions in the months of January & February
- 3M impressions achieved for "IT IS US" video



### CININNATI MUSIC FESTIVAL

CX used the third week of July—which saw Cincinnati's inaugural **Black Tech Week**, the dedication of the new **Black Music Walk of Fame**, and the return of the **Cincinnati Music Festival**—as a reason to invite national media outlets and established content creators to town to learn about our city's history and culture.

#### PR EFFORTS INCLUDED:

- Hosting 3 media teams and 4 influencer teams over four days of events in downtown Cincinnati.
- Providing media and influencer guests with a custom welcome box filled with Cincinnati favorites.

#### RESULTS:

- 16 story placements
- 93 posts published over a three day period with 31.3K engagements and 433.1K reach
- \$520.9K EMV



### BLINK®—A FESTIVAL OF LIGHT & ART

With an estimated 2M people expected to attend Blink 2022, CX invited national media outlets and established content creators to the 30+ block immersive arts festival—from the banks of the Ohio River to north of Over-the-Rhine.

#### PR EFFORTS INCLUDED:

- CX partnered with MeetNKY and Hijinx to host 5 media and 3 influencer teams during the four day festival.
- CX sponsored the Cincy Nice Social House.

#### RESULTS:

- 8 story placements
- 336.9K impressions
- \$2.4M EMV



## A SAMPLE OF EARNED STORIES FEATURING THE CININNATI REGION (2014-2022)

### DAILY BEAST

This Midwest City is Getting Something Right—So Don't Miss It - 2022

### Forbes

4 Reasons Cincinnati is On Our Radar - 2015

America's Most Affordable Cities - 2015

Blink, Cincinnati. Don't Miss It - 2022.

Contemporary Arts Center Cincinnati Shatters Myths Of The Midwest, Historically And Today - 2022

### FORTUNE

Cities with Up-And-Coming Downtowns - 2014

### msn.

Can't Afford a Trip To New York City or San Francisco? Go to Cincinnati Instead - 2022

### OUT Traveler

Cincinnati is a Hidden Midwestern Gem Ready to Surprise - 2022

### POLITICO

How Cincinnati Salvaged the Nation's Most Dangerous Neighborhood - 2016

### THE WALL STREET JOURNAL.

A Power Surge in the Rust Belt - 2014

### TODAY

Fiona the Hippo Celebrates Her 1st Birthday with a Big Party - 2018

### TRAVEL+ LEISURE

40 Places to Visit in 2017: Cincinnati Takes Center Stage - 2016

The 15 Best City Hotels in the Continental U.S. - 2022

### TRAVEL+NOIRE

8 Cities Black Americans Should Consider For Career Growth In 2022 - 2022