



**FOR IMMEDIATE RELEASE**

Contact: Kate Gray  
Director of Marketing  
Office: 502.214.2906  
Cell: 502.314.9598  
kate.gray@scoppechio.com

## **SCOPPECHIO BRINGS KENTUCKY'S UNBRIDLED SPIRIT TO AMERICA** **ACTIVATING BRAND OBJECTIVES THROUGH EXPERIENTIAL MARKETING**

**Chicago, IL – May 22** – To continue its successful efforts in promoting travel and tourism to the state of Kentucky, Scoppechio, Kentucky's largest advertising agency, is using a spectacular experiential marketing concept. A massive, 13-foot MegaViewer, weighing 1,000 pounds, was first placed in Times Square on March 23 – 24 and allowed NYC travelers to walk up and experience the many exciting adventures to be had in Kentucky. The MegaViewer then traveled to Atlanta's Piedmont Park for the Dogwood Festival held April 7 – 9, and now heads to Chicago over Memorial Day weekend, May 27 – 29.

"Our client, The Kentucky Department of Tourism, came to us with a challenge to memorably convey the distinctive and exciting things that await you when you visit our state," said Jerry Preyss, CEO at Scoppechio. "We worked closely with our experiential partner, CivitasNow in Columbus, and created this retro looking, giant MegaViewer that you can walk up to and, with a flick of a lever, rotate through a variety of Kentucky's must-see and visit destinations. The idea is once you try it, you'll consider Kentucky for a short weekend of fun or even a longer vacation," Preyss said.

Some of the noteworthy experiences highlighted by the MegaViewer :

- **Horses:** Churchill Downs™ Racetrack & the Kentucky Derby™, the Kentucky Horse Park & the International Museum of the Horse and Keeneland Racecourse
- **Outdoor Adventures:** Land Between the Lakes National Recreation Area, Red River Gorge Geological Area, Lake Cumberland State Park and Big South Fork National River & Recreation Area
- **Bourbon:** Kentucky's historic Bourbon distilleries
- **Iconic Local Attractions:** Muhammad Ali Center, Louisville Slugger® Museum & Factory, National Corvette Museum® and National Quilt Museum

In addition to the viewer itself, brand ambassadors directed interested parties to iPad kiosks to sign up for more information about planning their next trip to Kentucky.



Kristen Branscum, Commissioner of Kentucky Tourism, says, "The MegaViewer is a fun way to showcase the memorable moments you can have in Kentucky. Whether you've got the kids in tow, looking for your next couples' getaway or want to retreat into nature – Kentucky's where you should be headed on your next vacation."

Next, the MegaViewer will be stationed at the Navy Pier in Chicago over Memorial Day weekend, Saturday, May 27 through Monday, May 29, with more stops to be added in 2017. "The idea is to use the MegaViewer in states and locations where our research tells us people have a predisposition for travel and experiences," said Preyss. "Kentucky tourism is growing and we expect the MegaViewer to help accelerate this trend."

#### About Scoppechio

Scoppechio is an independent, full-service omnichannel advertising agency located in the heart of the Louisville business district. With billings over \$200 million and with over 170 employees, including a dedicated healthcare division, it serves a broad client portfolio that includes GE Appliances, Yum! Brands Inc., Darden Restaurants, Community Health Systems (CHS), LG&E and KU Energy, and more. Founded in 1987, it is one of the largest independent agencies in the U.S. To learn more, visit [Scoppechio.com](http://Scoppechio.com)

#### About CivitasNow

CivitasNow, founded in 2011, is an experiential marketing firm based in Columbus Ohio. CivitasNow specializes in campaigns & media installations that engage with your customers in a thoughtful way - relying on experience, instinct and human decision making to chart the course. Clients include Major League Soccer, Converse Shoes and The United Way. For more information, visit [civitasnow.com](http://civitasnow.com)

#### About Kentucky Department of Tourism

The Kentucky Department of Tourism is an agency within the Tourism, Arts and Heritage Cabinet, which promotes the Commonwealth as a travel destination. Tourism in Kentucky has an economic impact of more than \$13.7 billion, supports about 186,000 jobs and generates more than \$1.4 billion in taxes. To learn more, visit [KentuckyTourism.com](http://KentuckyTourism.com)

###