

FOR IMMEDIATE RELEASE

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**MASSACHUSETTS LAUNCHES INNOVATIVE ADVERTISING
CAMPAIGN TO SHOWCASE THE COLORS OF THE
COMMONWEALTH**

*New Marketing Effort Uses Cutting Edge Technology to Demonstrate the Broad Array
of Activities,
Destinations and Attractions Massachusetts Has to Offer*

(Boston) March 12, 2009 – The Massachusetts Office of Travel and Tourism (MOTT) today announces the launch of its latest advertising campaign to promote the Commonwealth as a tourism destination rich in history, fun, excitement, color and diversity. The two spots feature a colorful use of innovative animation technology.

In the spirit of cost efficiency, MOTT and its advertising partner, Connelly Partners (Boston), decided to reuse the footage that was filmed last year for MOTT's *90 spots in 90 days* advertising campaign. Because that footage was filmed over such a long time period, it provided a comprehensive look at the entire state of Massachusetts. The creative teams took that footage and applied new animation technology that combined images from the entire Commonwealth and increased the color saturation of each individual clip. The result is a colorful river of images that flows from one Massachusetts attraction to another.

“Because we’re a state filled with so many diverse opportunities, it’s always a challenge to show consumers the breadth of what Massachusetts has to offer in a 30 second spot,” said Betsy Wall, executive director of the Massachusetts Office of Travel & Tourism. “We have a responsibility to the destinations, hotels, attractions, shops and restaurants to find new and innovative ways to market this incredibly diverse state. This campaign uses such amazing creative technology; it breaks through the clutter and shows consumers that it really is *all here* in Massachusetts.”

The campaign launches next week in the Boston, New York, Providence, Hartford and Albany media markets, which are all major sources of tourism traffic into and throughout Massachusetts. The spots can be seen in-market on popular television shows such as American Idol, The Office, 30 Rock, Heroes, Ugly Betty and 60 minutes.

The print campaign, which complements the colorful broadcast spots, features three monochromatic concepts that show Massachusetts in Red, Blue and Green. This campaign will be featured in *Budget Travel*, *Boston Magazine*, *AAA Car & Driver*, *The New Yorker* and *Yankee Magazine*.

Over 21 million domestic and international travelers visited Massachusetts in 2007 and spent over \$15.1 billion, making tourism the third largest industry in the Commonwealth. The Massachusetts tourism industry generated \$944 million in state and local tax revenues and supported 127,800 jobs.

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel-related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. Tourism is an integral part of the state's economy, generating more than \$944 million in state and local taxes and \$15.1 billion in travel related expenditures. The industry supports 127,800 in-state jobs.

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