



**Cable Television Advertising
The City of Buford, Georgia
(Case Study 5 of 45)**

Adreka's Media Buying Increases TV Commercials of Historic Tourist Destination by 2,400%.

The Situation: Where's Buford, GA?

CNN Money gives accolades to Buford, Georgia upon announcing that the city has a prosperous economic environment. Avid readers of CNN Money that happen to live in Buford, are giddy upon hearing that their beloved hometown was ranked one of the best places to live and run a business by the innovative magazine.

The CNN Money article is a great claim to fame for Buford. However, Buford is continuously overshadowed by its municipality neighbors in their ability to attract and cash in on tourist traffic. The city of Buford has a more profound heritage, a historic shopping district, fantastic food, the largest man made lake in Georgia, a variety of community events, and an overtly friendly populace.

The challenge lies in the geography that surrounds Buford. Buford, Georgia lies sandwiched between 3 municipalities that all have interstate access. In essence, in order to get to Buford, you must drive through the other districts. For the tourist, not knowing of the great restaurants or other amenities within Buford, they may stop in one of the adjoining municipalities even if they were on their way to Buford.

Adreka Advertising was selected by the city of Buford and the Buford Business Alliance to make strategic placements, track and measure the effectiveness of the television commercial, including website analytics to measure the impact of increased traffic to the website.

The Approach: Getting Buford on the Map!

Adreka created a multitude of television and Internet advertising that targeted both men and women, with a higher concentration on the female market and families. In order to heighten awareness of Buford, the media launch was to coincide with the the City's annual Jazz Festival. The city of Buford contracted for 200 commercials to play 30 days prior to the event which was played within a 60 mile radius of the actual event in order to pull in local residence that wanted to have a daily outing of good Jazz, food, and Fun.

The Result: All that Jazz and More!

By purchasing media for several advertising clients simultaneously, Adreka Advertising took the commercial to the next level of success by broadcasting it a total of 4,820 times on 28 different networks that included cable stations in Gwinnett and surrounding counties. Adreka over delivered in its media placements, which gained actual applause at the Buford Business Alliance post event

meeting.

The Bottom Line: Ending on a High Note

Over 2,500 people came to Buford, Ga from surrounding areas for their 1 day music and Jazz festival, putting Buford on the map. Buford, GA has selected Adreka as their agency for media placement for the current and upcoming event schedules and other tourism related marketing and advertising.