



POWERED by STORYTELLERS

Irving Convention & Visitor's Bureau Sizzle Reels

Cementing Irving, Texas as a Leader in Leisure

The Road to the 2017 Gold Adrian Award

The Purpose

The main intent of this video undertaking was to position Irving, Texas as a leisure capital of America. A special emphasis was placed on the vast array of live music events that are hosted by Irving's various music venues.

With the brand-new ICVB website and collateral in mind, this venue needed a series of videos that would complement the fresh and creative branding surrounding the project. The fast-paced, high energy feel of these sizzle reels were conceptualized to work in unison with the collateral whilst adding a little extra flare.

The Project

The final deliverables included two 60 second sizzle reels, two 30 second sizzle reels, one 15 second reel, four silent versions as well as a reel with and without overlaid text for signage.

With the final product in hand, the videos were used to target three main audiences. First and foremost, leisure travelers of all ages. Drawn in by the energy and the glamour of these fast-paced reels, travelers would get a sense that Irving was the center of it all.

Secondly, meeting and event planners were a key sector. Those in search of a venue to hold their next gathering needed to look no further. The reels do an incredible job of showcasing the high-end feel of the meeting spaces in addition to their versatility in accommodating various group sizes.

Potential attendees for events at the Irving Convention Center were the final priority when crafting these reels. With such a broad docket of events that occur in the ICVB and throughout Irving, attendees of every interest and orientation are sure to find something that fits their taste.

The Performance

The videos were promulgated through the Cvent ad network, social media, both the Irving Convention Center and Irving, Texas websites and used as a sales tool. The results on the sidebar of this document represent only the first phase of this long-term strategy. Each day the videos are generating added views and further spreading the news about ICVB and Irving, Texas as a whole.

155,520
IMPRESSIONS

14,569
VIEWS

2,096
FB VIEWS