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City of Duluth Communications Office

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SUBJECT: City of Duluth Wins Tourism Marketing Awards

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City of Duluth Wins Tourism Marketing Awards

[Duluth, MN] The City of Duluth announced its marketing videos: “Love it Like We Do,” “Love Winter Like We Do,” and “A Duluth for Every Season” have won bronze in the “Campaign: Promotional TV” category in the record-breaking 44th Annual Telly Awards. The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks, production companies and including Adobe, BBC World Service, Netflix, Dow Jones, Complex Networks, Jennifer Garner, A&ENetworks, Hearst Media, Nickelodeon, National Geographic Society, ESPN Films, RYOT, Partizan and Vimeo.

Links to the videos

- Love it Like We Do: <https://youtu.be/PkCF2H7Wzb4>
- Love Winter Like We Do: <https://youtu.be/cOGIEOTNd-A>
- A Duluth for Every Season: https://youtu.be/hvjqsA_pZ3E

Additionally, the City of Duluth announced it has won two silver District 8 American Advertising Awards in the “Website” and “Photography” categories.

Creative submitted

<https://l-s.sharefile.com/d-s992340d3d6504f7b9f77546282e6b338>

“This is further proof that our new tourism model is not only working – it’s turning heads,” said Mayor Emily Larson. “With thanks to our tourism industry partners here in Duluth, to Senior Economic Developer Tricia Hobbs, and to Belmont Partners and Lawrence and Schiller we are forging ahead with a tourism marketing strategy that is seeing growth and expansion. I am proud of that work and I am proud of Duluth for showing the rest of the world what Duluthians already know: this is the place to be.”

The videos and website were some of the first creative elements to be released under the city’s new tourism model, after time was spent surveying industry members, stakeholders, as well as current and potential travelers about what sets Duluth apart.

“It’s been really great to see the energy and excitement from our industry partners with the new creative campaign,” said Hobbs. “The brand came together through collaboration and discussion with industry stakeholders – and the subsequent creative highlights all of what makes Duluth so special. It’s an honor to receive recognition from leaders in the field of marketing and advertising.”

“From day one in our partnership with the City of Duluth, we’ve worked to elevate Duluth’s tourism brand and ensure that in every avenue and platform, the city is seen as the top-tier destination that it is,” said Shelli Lissick, partner at Belmont Partners. “These awards – along with feedback from the Duluth tourism industry and the

results themselves – are confirmation that Belmont Partners and Lawrence and Schiller are doing just that in our collective work within the new model of the Duluth Tourism Collaborative. They're a hearty endorsement from industry experts that Duluth is standing out from a crowded playing field. It's an honor to work with this great city, Visit Duluth and Duluth's tourism businesses and we look forward to continuing this momentum."

"The fresh perspective on Duluth's selling points as a destination, combined with powerhouse marketing capabilities, has elevated the city's brand equity and reputation," said Haley Hedstrom, CEO of Lake Superior Zoo. "The campaigns and creative show the full picture of what Duluth has to offer across the city beyond just Canal Park."

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About the Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include Green The Bid, SeriesFest, Video Consortium, Ghetto Film School, We Are Parable, Future of Film, NAB, Stash, NYWIFT, Production Hub with support from The Commercial Director's Diversity Program.

About the American Advertising Awards

District 8 American Advertising Awards is the nation's largest advertising competition. Each year the competition begins at the local level with the 210 AAF clubs across the country.

Entries must first be submitted in a local competition to be eligible for the American Advertising Awards (ADDY®) process. The local winners advance to one of the 14 regional district competitions, and District winners advance to the national finals. The American Advertising Awards (ADDY®) national judging is held in conjunction with the [AAF National Conference](#).

About the Duluth Tourism Collaborative

Duluth Tourism Collaborative consists of the City of Duluth, Visit Duluth and the Duluth Entertainment Convention Center (DECC), in partnership with Belmont Partners and Lawrence and Schiller. The goal of the collaborative is to increase leisure travel, as well as conventions, events, and sports tournaments to the great port city.