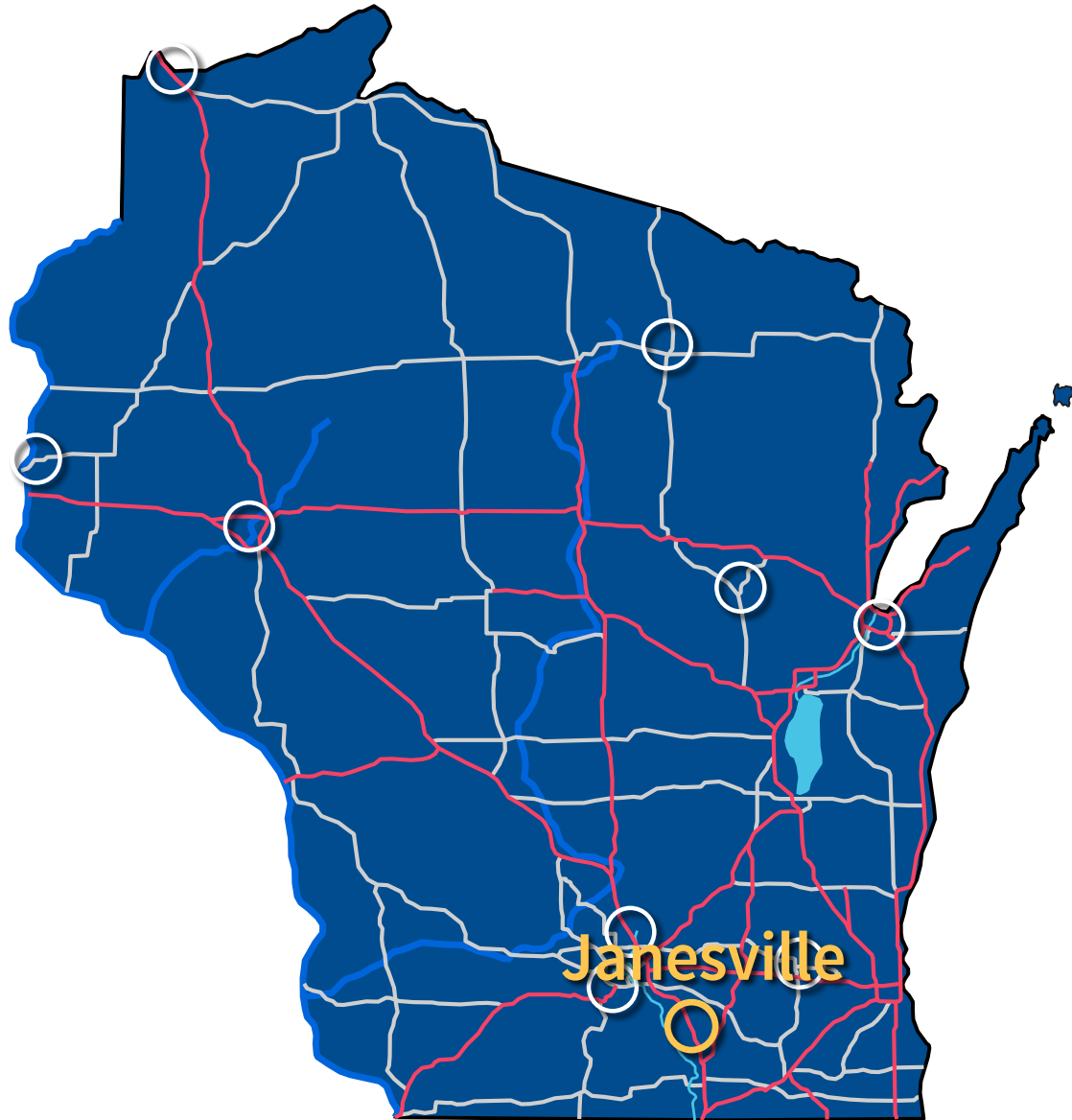
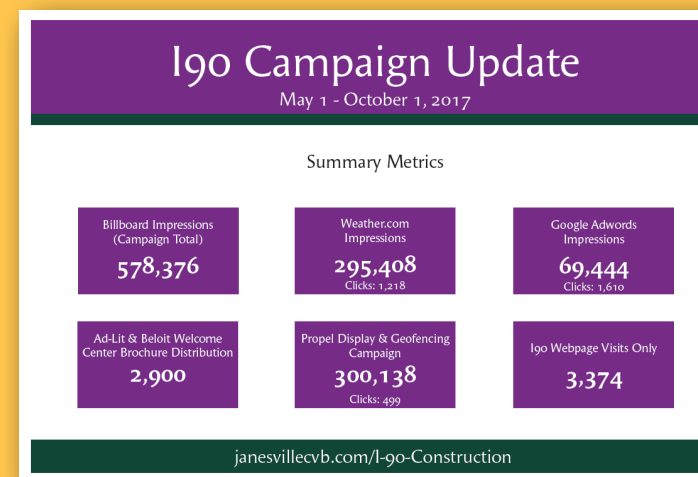
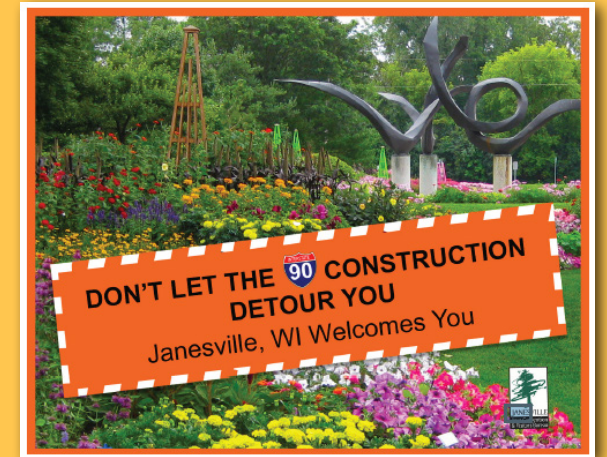


How It's Done



Janesville I-90 Reconstruction

- A promotional campaign was led and funded by the area's Convention and Visitors Bureau (CVB).
- Campaign included ad-buys on weather.com using geofencing to creatively target people planning to visit to the area.



- Challenges included getting busy business owners to participate.
- The CVB invited WisDOT to speak about project details at member meetings which provided a captive audience for information sharing and discussion.

Key takeaways: Consider web ad-buys that will reach your target, are trackable and may be more affordable than TV, radio or print and try to be creative about how and when you reach businesses directly.