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Visit Winston-Salem Launches Innovative New Campaign Aimed at Boosting Local Tourism

What to know about the new advertising campaign — and why it's a big deal for the entire city.

FOR IMMEDIATE RELEASE

WINSTON-SALEM, NC (Sept. 26, 2024) — Visit Winston-Salem unveiled its dynamic new advertising campaign at a Brand Launch Party today, September 26, at Benton Convention Center. The new advertising aims to attract leisure visitors by showcasing Winston-Salem as a vibrant, welcoming southern city. The campaign presents pairings of experiences that make Winston-Salem “Twice as Nice” and invites visitors to “Come on In.”

Winston-Salem President Stephanie Pace Brown said, “Winston-Salem is a city firmly rooted in its past while embracing a culture of innovation and creativity. Our new campaign highlights the scope and diversity of our community that make Winston-Salem a great place to visit.”

More than ever, the tourism industry is vital to Winston-Salem, with visitors pumping a record \$1.05 billion into the local economy in 2023. Visit Winston-Salem’s new campaign is building off this momentum to increase brand awareness and motivate travel to the area. These efforts create economic vitality by enhancing the customer base for our local businesses, supporting jobs, and generating taxes.

“Visit Winston-Salem’s public purpose is to benefit the people who live here,” Brown said. “Our purpose is not to benefit the people who visit. We serve them, and we believe our new campaign will attract them to our city. But the beneficiaries of our work are local community members.”

The new campaign will feature a mix of ads that target travelers in key markets as part of a \$1.3 million media buy. The ads were unveiled at today’s Brand Launch Party. They will begin appearing in various mediums (print, digital, and TV) in the coming weeks.

What’s the primary theme of the new campaign?

Playing off Winston-Salem’s duality and hyphenated name, the campaign’s primary slogan is “Twice as Nice.” It’s often accompanied by a secondary slogan, encouraging guests to “Come on in.” (Example: “*It’s twice as nice in Winston-Salem. Come on in.*”) The ads bring this concept to life through a mix of images and videos that highlight various dichotomies in the city. For example:

- “What do you get when you cross Historic Charm + Live Music? A space where history dances to the beat of fresh, vibrant sounds.”
- “What do you get when you cross Lavish Gardens + Colorful Creativity? A living canvas where nature’s beauty greets bold artistic expression.”

[Click here](#) to view and download various multimedia elements showcasing the new ad campaign.

Who is the target audience?

Geographically, the campaign is targeting potential overnight guests who live 150-350 miles from Winston-Salem. Within these regions, there are two key segments the campaign is focusing on:

- Adults who appreciate a refined southern experience, including performing arts, museums, history, scenic beauty, wineries, and high-quality restaurants.
- Adults who appreciate active experiences, including outdoor adventures, contemporary and public art, eclectic food choices, craft breweries, and vivid nightlife options.

What's the main takeaway?

If there's one emotion the ads aim to evoke, it's a sense of being **welcomed**. The goal is to position the city as a warm-hearted destination that will surprise you, inspire you, and welcome you back again and again.

Who created the concept? (And how did it come about?)

Credit Madden Media, Visit Winston-Salem's advertising agency of record, for the "Twice as Nice" concept. Over the past few months, Madden team members have made Winston-Salem their second home as part of their "discovery" process. They toured dozens of sites in the city, chatted with countless locals, and learned exactly what makes Winston-Salem special. These exploratory sessions formed the foundation of the "Twice as Nice" campaign and other branding ideas in the pipeline.

Madden Media President Brett Gordon, who spoke during the Brand Launch event, called the process a "labor of love" for the entire Madden team. "We work with destinations all over the country," Gordon said, "and what struck us about Winston-Salem is how genuine and easy-going the people are and how resilient the city has been over the years. It is one of the most warmhearted, surprising cities we've ever experienced, and we're honored and excited to share its story."



About Visit Winston-Salem

The Forsyth County Tourism Development Authority (FCTDA), dba Visit Winston-Salem, is the official sales and marketing agency for the Winston-Salem/Forsyth County tourism industry. Visit Winston-Salem is charged with developing and implementing initiatives that position the city as an attractive destination for leisure, meetings, conventions, groups, and sporting events. Learn more at [VisitWinstonSalem.com](https://www.visitwinstonsalem.com)

About Madden Media

Madden prides itself on a dynamic approach to destination marketing that blends imagination and curiosity with data-driven insights to kindle meaningful connections between people and communities. The company collaborates with over 200 Destination Marketing Organizations (DMOs), including notable names like Visit Idaho, Travel Wyoming, Discover Puerto Rico, Grand Canyon West, and Visit Tampa Bay. [Madden](https://www.maddenmedia.com) believes in not just promoting places, but breathing life into the stories that make each destination unique.