

pilch & barnet

leaders in destination marketing

A NOT SO MODEST PROPOSAL

Pilch & Barnet knows **destination marketing**. Over the past 11 years, we've developed brands and executed marketing campaigns for more than **100** communities, counties, regions and organizations. **We are good at what we do** and we love doing it. ♥

THEY LIKE US, THEY REALLY Like US!

41,000 CONTACTS ON SOCIAL MEDIA
nearly the total student enrollment at UW-Madison!



THE FRUITS OF OUR LABOR

PROMOTIONS THAT GO BOOM!
Recent Facebook contest for Middleton **BOOSTED** fan numbers by

220%

LIFE OF THE PARTY:

One of our Facebook posts for Porcupine Mountains, MI (2,400 fans) earned

45% ENGAGEMENT
(Industry average is .96%)



AIN'T IT TWEET? WE SENT OUT **263,000** CHARACTERS' WORTH OF TWEETS IN 2011

SIZE ISN'T EVERYTHING:

Population of Boulder Junction, WI:

960 FANS ON THEIR FACEBOOK PAGE:

3,300

or nearly 4 TIMES the population of the town!

DAILY DOZEN: WE POST

4,500

UPDATES TO



EACH YEAR

That's 12 times a day!

A COOL MILLION:

Our websites attracted **1,000,000 VISITORS** IN 2011 ALONE



WE ♥ THIS TOWN

The Heart of Madison is at our doorstep

HOW MANY STEPS FROM THE P&B OFFICE TO...



Madison-minded commuters

OUR EMPLOYEES **COMMUTE TO WORK BY...**

WALK - BIKE - BUS



67%

CAR



33%

We eat local

IN A TYPICAL WEEK THE P&B TEAM AVERAGES...



Who do we cheer for?

WISCONSIN BADGERS

102%*

* COUNTING PETS FORCED TO WEAR JERSEYS

WAIT! THERE'S MORE...

UW-MADE MINDS: every P&B employee attended a UW-system school >>>

WHAT'S IN A NAME?

We have **2 ERIKAS** (E1 and E2) and **2 ALS** (Girl Al and Boy Al)



WE OWN 40 PETS >>>



1 MOUSE



1 GUINEA PIG



1 EEL