

CINCINNATI'S "SUPER" EXPERIENCE

A CASE STUDY ON LEVERAGING NATIONAL MEDIA

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MEDIA GIFT PARTNERS



4 billion dollars in media exposure for Cincinnati to reach a global audience of 99 billion people

CINCINNATI'S "SUPER" EXPERIENCE

About

When the Cincinnati Bengals won the AFC Championship Game, it began two weeks of the media spotlight being focused on the Queen City.

To take advantage of this once in a lifetime opportunity, Game Day Communications devised a "Cincinnati Media Center" at the site of Super Bowl LVI, and invited travel and tourism partners, economic development partners, celebrities and politicians to meet the media.

Objective

The objective of the center was to leverage the 2022 Super Bowl appearance by the Bengals to raise awareness of the region's potential for talent attraction, economic development and tourism.

Partnerships Made It Happen

Corporate partners made the Cincinnati Media Experience come alive. Those include:

Cincinnati Bell, our technology partner and host for Super Thursday

Zero Hunger Zero Waste Kroger Foundation and partner **Meals on Wheels Southwest Ohio & Northern Kentucky** and host for Super Friday

John Morrell, breakfast and lunch sponsor

Jeff Ruby Steakhouse, media room giveaways

Airheads, providing sweet treats for guests

ArtsWave, arts-related gifts

Cincy Shirts, Bengals-themed t-shirts for guests, media and Westin LAX staff




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The Cincinnati Media Center

The Cincinnati Media Center presented by Cincinnati Bell was open from Monday, February 7 to Monday, February 14 for morning and evening media, both for Cincinnati and in Los Angeles

Each day, a media briefing was sent to Cincinnati, LA, Business and Sports media who were covering the Super Bowl (3,000 plus media). The daily brief collated all Cincinnati news in one document to share with media as a resource.

The ideation and management of the Cincinnati Media Center was provided by Game Day, a Cincinnati-based media and marketing agency. Four from Game Day were on site for the seven days including a videographer/photographer. Over the seven days, Game Day fielded more than 100 media queries from journalists covering the Super Bowl.



CINCINNATI
MEDIA CENTER
PRESENTED BY  **Cincinnati Bell**
connecting what matters CincinnatiExperience.com

Super Bowl Week Media Briefing
Monday, Feb. 8
Cincinnati Media Center
Westin LAX, 5400 W. Century Blvd, Los Angeles, CA 90045

Hours of Operation:
Media are welcome to visit daily from 3 am PDT/6 am EDT until 4 pm PDT/7 pm EDT.

Breakfast is served at 8 a.m. and lunch at 12 p.m.
thanks to John Morrell.



Visuals of Cincinnati (courtesy of Cincinnati Experience):
[Photos & b-roll of Cincinnati](#)


Official Travel Guide to Cincinnati to Celebrate the Super Bowl Game:
[Official website](#)

Story Lines from Cincinnati, Ohio:
Friendly Rivalries: Cincinnati vs. LA

- Julie Calvert, President & CEO, Cincinnati USA Convention & Visitors Bureau and Adam Burke, President & CEO, Los Angeles Tourism & Convention Board will "trash talk" about the importance of tourism and the Super Bowl with LA as host and Cincinnati inviting fans to stay in downtown Cincinnati this weekend. When Cincinnati wins, Burke will make a \$2,500 donation to Tourism Diversity Matters and Calvert will make a \$1,000 donation to the organization
 - Friday, Feb. 11, 11:30 a.m. PT, Cincinnati Media Center, Westin LAX
- The Banks to Host "[Game Day Tailgate](#)" on Super Bowl Sunday from 2 p.m. to midnight.

On Demand Audio/Video:

- [Joe Reedy, Associated Press](#)
 - Joe Reedy, an AP sports writer now based in LA, covered the Cincinnati Bengals for The Cincinnati Enquirer from 2009-2014. Reedy talks LA Rams, UCLA's Mick Cronin and his time with the Cincinnati Bengals.



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Spotlight on Cincinnati

On Thursday and Friday, more than a dozen celebrities, dignitaries and newsmakers were scheduled through the Media Center, including:

- Cincinnati Mayor Aftab Pureval
- Ohio Gov. Mike DeWine and Mrs. Fran DeWine
- 98 Degrees band member Drew Lachey who lives in Cincinnati
- Bengals Legends Ickey Woods, Ken Anderson, Bruce Kozerski, Team Chaplain Vinny Rey and Cedric Peerman
- Woody Keown, President of the Freedom Center
- Jeff Berding, Committee Member of 2026 Cincy LOC for the FIFA World Cup bid
- Cincinnati USA Convention & Visitors Bureau CEO Julie Calvert
- REDI Cincinnati's Kimm Lauterbach
- Film Cincinnati Director Kristen Schlotman
- ArtsWave CEO Alecia Kintner
- Cincinnati Bengals Fan of the Year Jim Foster
- Cincy Nice Co-Founder Billy Thomas
- Kroger's Director of Corporate Responsibility Vanessa Rosales
- Meals on Wheels Southwest Ohio & N. Kentucky CEO Jennifer Steele
- LA Convention and Tourism Board CEO Adam Burke
- ESPN's Jordan Cornette & Cincinnati native
- Cincinnati Business Courier Publisher Jamie Smith



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Media Exposure for Cincinnati

Month of January alone:

National media mentions of Cincinnati as the Bengals charged to the playoffs and then won their first two postseason games, have an estimated value of a whopping **\$46.6 million**. Cincinnati's media coverage during that month reached **1.5 billion people**.*

December 26-February 14

- Print impressions: 93,616,383,885
- Broadcast impressions: 6,351,955,918

Total media:

Impressions: 99,968,339,803

Value: \$4,388,969,514

THE CINCINNATI REGION

MEDIA REPORT
CINCINNATI BENGALS
SUPER BOWL RUN
2022

Print/Online Media
Impressions: 93,616,383,885
Value: \$4,192,146,355

Broadcast Media
Impressions: 6,351,955,918
Value: \$196,823,159

TOTAL MEDIA
179,701 stories
Impressions: 99,968,339,803
Value: \$4,388,969,514

HIGHLIGHTS

- Yahoo! Lifestyle 1.28.2022
- Yahoo! Entertainment 1.27.2022
- Inside Edition (CBS) 1.31.2022
- Entertainment Tonight 2.1.2022
- Yahoo! Entertainment 2.8.2022
- Good Morning America 2.11.2022
- BBC 2.11.2022
- ESPN.com 2.13.2022
- NBC 2.13.2022

PROCESSED BY: **GAME DAY**

Matt Lindner ✓
@mattlindner

The past three weeks are the best marketing Cincinnati has had in years. Legitimately cannot wait to book a flight to [@CVGairport](#) and see the city for myself.

7:14 PM · 2/13/22 · [Twitter for iPhone](#)

6 Retweets 4 Quote Tweets 157 Likes

*all research from Critical Mention