



## Ultimate Ad Challenge was the Ultimate Success \$750,000 of advertising booked in Branson

State tourism offices often develop co-op programs within the state for partners, but giving a platform for multi-state advertising and promotional programming is what UAC is designed to do. From an invitation only list, the group vets 25 different proposals from media companies – big and small, and selects the top 8 to attend and present at Showcase. State reps hear presentations, discuss amongst themselves and select what to purchase.

Congratulations to this year's big winners in the Ultimate Ad Challenge. More than \$750,000 of advertising was booked in Branson, Mo. Look for the creative advertising and promotional programs in:

- Local Palette Magazine
- Sojern
- National Geographic Traveler
- Food Innovation Group- Bon Appetite
- Matador

