

Client: Freedom Trail Foundation

Project: “More Boston” Print and OOH Campaign

Description:

There are many icons with which people associate the city of Boston. Baseball. Baked beans. The Charles River. Distinct accents. But more than anything else, Boston is known as the birthplace of America. It's no wonder the Freedom Trail is historically Boston's most-visited attraction.

To help our client come back strong after the first year of the pandemic—the Freedom Trail Foundation was restarting its guided, costumed tours after 18 months of no tours—we got the word out that a trip to Boston without a trip to the Freedom Trail is no trip to Boston at all.

The campaign appeared on 30 bus shelters throughout the city, local publications and visitor guides, rack cards and social media. Our “Boston cream pie” ad even earned us coverage in Boston Magazine for becoming a top post on the /r/Boston subreddit.

Visitors responded. Huzzah!

- The 30 street signs placed in downtown Boston and throughout its neighborhoods, on major roadways leading into the city, and at high-traffic public transit areas delivered an estimated reach of 8,300,000 impressions.
- The 75,000 rack cards and 200,000 maps printed and distributed to Boston and Cambridge hotels as well as area information centers reached an additional 434,000 potential Trail visitors.
- The two-page ad spread in the Greater Boston Convention & Visitors Bureau Official Visitors Guide reached more than 115,000 tourists.
- The targeted social media campaign reached more 500,000 visitors.

And, best of all, even with limited capacity and a tour schedule significantly reduced as compared to pre-pandemic tour sizes, tourists came back for “More Boston,” using the Freedom Trail as a gateway to explore the city, its historic sites and other attractions, and local merchants. Travelers came from Boston's neighborhoods, the regional drive market and from throughout America to once again explore the Foundation's unique, entertaining and informative celebration of Boston and the American Revolution. Tours regularly sold out and historic sites were often at capacity.

In a divisive time in America, the campaign got more people visiting and talking about the Freedom Trail and freedom in America. What's more Boston than that?

**As Boston
as the
Green
Monster**

You haven't experienced
Boston until you've visited the
16 Freedom Trail® historic sites.

THE FREEDOM TRAIL | **Look for
the red
bricks.**

TheFreedomTrail.org

**Don't miss out
on visiting
Boston's iconic
Freedom Trail® sites.**

Boston Common | Massachusetts State House | Park Street Church | Granary Burying Ground | King's Chapel & King's Chapel Burying Ground | Boston Latin School Site/Benjamin Franklin Statue | Old Corner Bookstore | Old South Meeting House | Old State House | Boston Massacre Site | Faneuil Hall | Old North Church | Paul Revere House | Copp's Hill Burying Ground | USS Constitution | Bunker Hill Monument

**Get the most immersive
Boston experience.**
Hear about Boston's history firsthand from 18th-century costumed guides and on-site experts. To get information about tours, historic sites, programs and more, visit TheFreedomTrail.org.

MY LOCAL | ALL INCLUSIVE Boston | B local

THE FREEDOM TRAIL

Look for the red bricks.

As Boston as duck boats

You haven't experienced Boston until you've visited the 16 Freedom Trail® historic sites.



B local

THE FREEDOM TRAIL

Look for the red bricks.

As Boston as a cream pie

You haven't experienced Boston until you've visited the 16 Freedom Trail® historic sites.



B local

THE FREEDOM TRAIL

Look for the red bricks.

As Boston as the Green Monster

You haven't experienced Boston until you've visited the 16 Freedom Trail® historic sites.



B local

THE FREEDOM TRAIL

Look for the red bricks.

As Boston as clam chowder

You haven't experienced Boston until you've visited the 16 Freedom Trail® historic sites.



B local

Don't miss out on visiting Boston's iconic Freedom Trail® sites.

Boston Common | Massachusetts State House | Park Street Church | Granary Burying Ground | King's Chapel & King's Chapel Burying Ground | Boston Latin School Site/Benjamin Franklin Statue | Old Corner Bookstore | Old South Meeting House | Old State House | Boston Massacre Site | Faneuil Hall | Old North Church | Paul Revere House | Copp's Hill Burying Ground | USS Constitution | Bunker Hill Monument

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