



Email: Effective email communications for a destination is the key to lifting click-through and conversion to visit. Multiple testing of variables and customization of message down to granular segments is critical but always keeping in mind all of these actions need to be considered within the guidance of acceptable ROMI.

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Hilton Head Island
Segmented communication to this destination, carefully crafted images and copy with a twist.



Newport Beach Email
Email reflecting the destination's relevance to the target audience and paying it off with further engagement for Newport Beach.



Club Pogo
Email promotion to reactivate and redeem a \$10 Off coupon online.



Door County
Industry co-op emails delivered to engage industry partner consumers to four special seasonal promotions.



Fairfax
Email targeting meeting planners highlighting locational benefits, advantages and resources with a special focus on FXVA's Family Reunion Workshop downloadable information, app, guide, hotels & attractions.

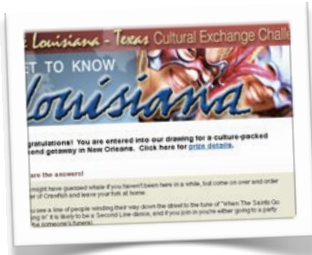


Lucite
A Thank You email for website signup.



Interactive Ads: As the name implies, interactive ads engage the consumer in a fashion related to the content in which they are placed and with which the consumer can participate prior to potentially taking some further desired action.

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Louisiana Office of Tourism
Interactive online ad campaign targeting neighbor Texans to participate in a LA/TX Cultural Exchange game and sweepstakes.



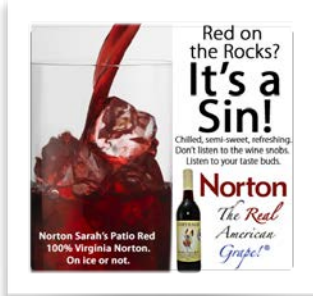
Club Pogo
A comprehensive interactive flash tour to promote a two-week Free membership.



New Orleans
Floating closable ad promoting "Enter to Win \$1000" by taking a brief survey.



Club Pogo
On-site ad spotlighting member players.



Chrysalis Norton Wine
Promoting the launch of a new ecommerce site with a semi-sweet red that tastes best when chilled.



New Orleans
Promoting GLBT tourism to New Orleans.



New Orleans
Retargeting ad to increase New Orleans' Facebook following.



VHDA
Virginia Housing Development Authority ad targeting Hispanics to sign up for free home-buying classes.



NationalCapital Alert
Interactive ad to promote signups for free text and email alerts from the National Capital Region.



Cowles Ford
Ad promoting Free iPad with any new or used car purchase.



BodyMedia FIT
New Year ad promoting the on-body monitoring system.



Pogo
On-site, expanding ad promoting the new Word Whomp Underground game.



eCards: eCards are low cost viral tools, usually including some kind of incentive to encourage consumers to share information with friends via email. When included in newsletters they typically are among the highest volume of actions taken from the email and thus increase the perceived value from taking the time to read it.

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Fairfax County

A three part eCard promotion using a sweepstakes sign up and referral of a friend to promote opt-in to their newsletter.



Shreveport-Bossier

Ongoing promotion incentivizing subscribers to the newsletter to invite others.



Club Pogo

Animated Spring 7-day FREE Guest Pass promotion.



Club Pogo

Animated holiday eCard offering 2 weeks of free play.



Club Pogo

Animated eCard coupon that promotes 5 days of free play.



eNewsletters: Email newsletters to qualified subscribers are consistently ranked by marketers as their highest ROI marketing channel. Providing the right type of newsletter varies by destination and consumer type in the DMO world. Finding the right balance is an art form eBrains uniquely masters due to a combination of former DMO marketers on staff, our vast experience of creating and optimizing content for dozens of clients and delivering more than 50 million DMO emails each year.

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New Orleans
eNews publications designed to maximize delivery, viewership and interactivity.



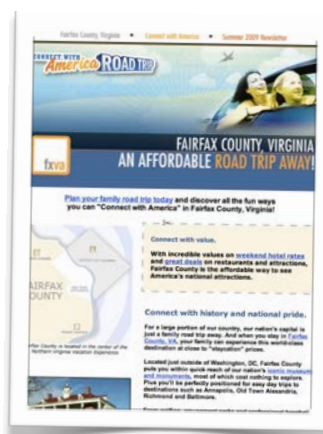
Door County
eBrains conceived and implemented Door County's email newsletters and the Insider Tips format which has proven to be very successful.



Shreveport –Bossier
Monthly newsletter that incorporates efficient use of information links. Also includes an eCard sweeps plus a widget (mileage/fuel calculator) created by eBrains.



Kissimmee
Monthly newsletter featuring dynamic content based on recipient-selected category of interest.



Fairfax County
Newsletter that is also hosted as a blog and includes several social participation elements.



Websites & Landing Pages: Whether it's a website or a component in a marketing campaign or promotions, we make sure that web destinations speak to and engage their targets, are intuitive and are designed with a strong and consistent brand identity.

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Virginia Housing Development Authority
Educational website that offers on and offline classes for Spanish speaking homebuyers.



Chrysalis
eCommerce site for the the branding, promotion and sale of Chrysalis Norton Wine, *The Real American Grape*.™ made from a native Virginia grape.



Moms In Hawaii
Website designed as an online and "in real life" community environment that is created by moms, for moms.



Beach Vacation Fun
Website dedicated to beach vacation offers.



National Capital Alert
Website where people can register to receive customized, no-cost Washington, DC emergency alerts to mobile or through email.



Salugen
Website for a biotechnology company that develops proprietary laboratory tests to personalize pain medicine therapies.



Fairfax County, VA
Landing page for a promotion to encourage tourism to Fairfax County during the inauguration celebration.



Palm Beach County, Florida
Landing page for a promotion targeted specifically to golfers to take a Palm Beach golf vacation.

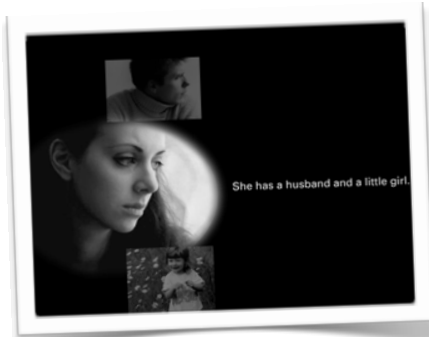


EA Sports
Microsite promoting a contest to sign up and win a trip to Hawaii.



Flash Creative: Powerful communications can be as simple as a sentence or image, but in the online space consumer expectations and needs are often higher. In those instances motion, sometimes combined with emotion, are required and Flash is a very impactful tool eBrains employs with targeted regularity.

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National Cancer Coalition

Awareness fundraising video promotion dedicated to ensuring the continued opportunity for patients to participate in clinical trials. Music by Sarah McLachlan.



Mannatech

Video introduction to a live presentation of a new online office system at a member convention.



eBrains

Holiday Blues Jukebox, interactive flash holiday card featuring a working jukebox of great blues music.



Stewart Golf

Flash video promotion of Club Caddies, a remote control motorized golf caddy.



Mobile: Convenience, value and accountability go into our measurable mobile online marketing solutions for travel & tourism.

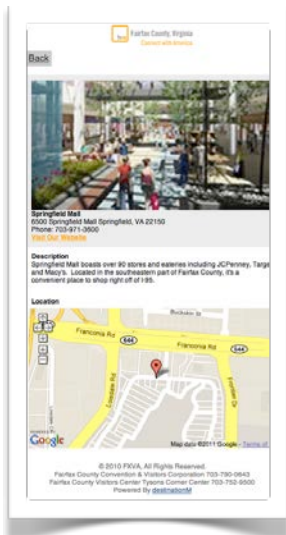
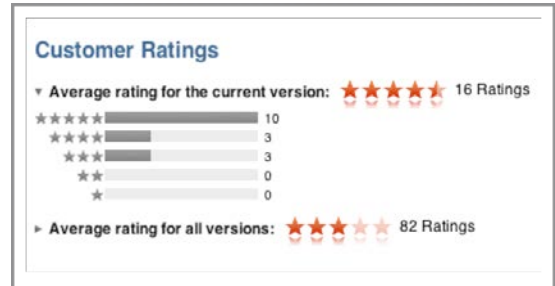
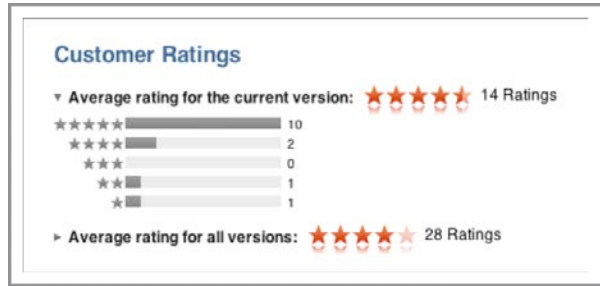
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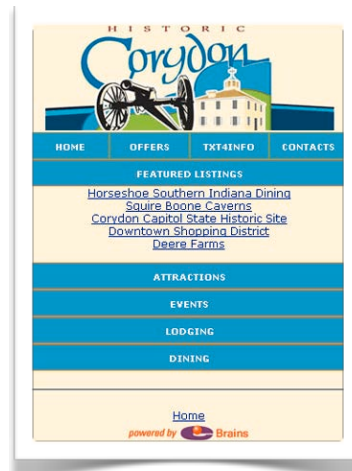
Fairfax County, VA
Official visitors guide App for Fairfax County and Northern Virginia.



Virginia
Official visitors guide App for Virginia.



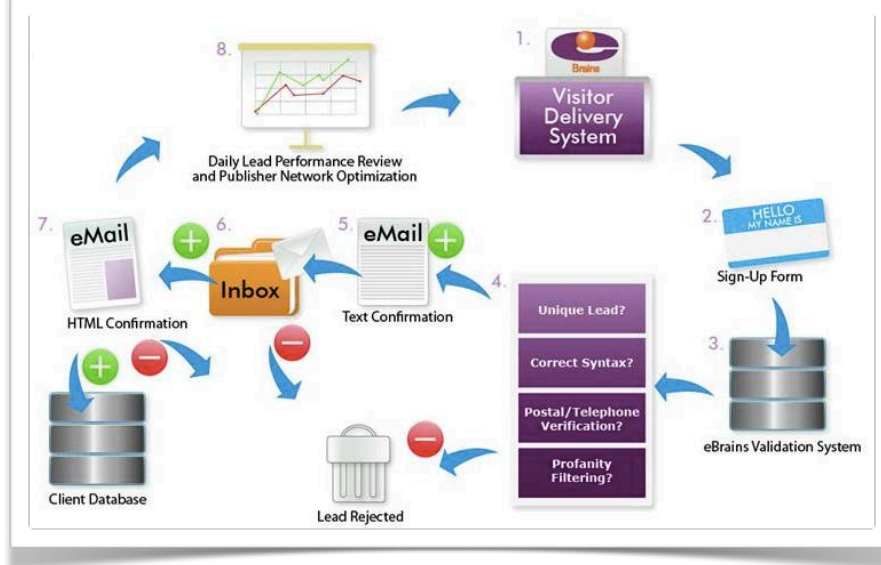
FXVA WAP
Official WAP destination guide for Fairfax County, VA.



Harrison County WAP
WAP promoting Harrison County, Indiana with everything a visitor needs to know.



Lead Generation: Online lead generation requires an experience-based science of simple offer messages that clearly define the offer and benefits. eBrains takes it two steps further through validation and welcome emails before a prospective lead becomes a real lead.



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Beach Vacation Fun
Welcome email for inquirers to this newsletter.



Door County
Welcome email for Door County online inquirers.



Pocono Mountains
Thank You email for requesting information on Ski & Stay packages.