



Advertising Campaign Plan for Milledgeville

TEAM TERRELL

Our Selling Points

HISTORIC CHARM

With Milledgeville being Georgia's old capital, it holds a rich history with landmarks like the Old Governor's Mansion and antebellum architecture.



ADVENTURE

Milledgeville is located along the Oconee River, which offers many outdoor activities like kayaking, hiking, and camping at nearby parks.



Positioning Strategy

Our positioning strategy for Milledgeville focuses on its unique ability to appeal to both adults and children by blending rich historical experiences with easily accessible outdoor activities. Families can enjoy outdoor educational fun at the historical landmarks such as the Governor's Mansion, where interactive and engaging activities bring history to life for all ages.

For those looking for a more relaxing getaway, the Oconee River offers a variety of outdoor opportunities perfect for a short and pleasant weekend.



Four Positioning Strategies

- 1) History Appeal, Milledgeville historic sites, like the **Old Governor's Mansion**, offer immersive experiences that bring the past to life for families.
- 2) Children Appeal, kids enjoy engaging activities such as **scavenger hunts**, interactive exhibits, and outdoor adventures that make learning fun.
- 3) Parent Appeal, parents appreciate the blend of cultural enrichment, **affordable options**, and opportunities for quality family bonding.
- 4) Outdoor Lovers, Milledgeville scenic **Oconee River** and trails provide the perfect backdrop for kayaking, hiking, and family picnics.

Target Audience

Milledgeville, Georgia, is an ideal destination for young families, ages 25–35, seeking a calm, memorable getaway. Located in nearby places and surrounding cities which makes them able to travel to Milledgeville for the weekend. Perfect for families with young children—all at an affordable cost.



Scenario 1: A History Focused Weekend

A young family from Atlanta decides to take a weekend trip to Milledgeville for an educational yet relaxing getaway. Upon arrival, they check into a charming lakefront rental on Lake Sinclair, offering a serene backdrop for their stay. On Saturday morning, they explore the Old Governor's Mansion, where their children participate in a scavenger hunt and interactive exhibits, making history fun and engaging. The parents enjoy learning about the mansion's significance while sharing this experience with their kids. In the afternoon, they stroll through the historic district, stopping for lunch at a local café and browsing family-friendly shops. The day wraps up with a casual dinner at a local restaurant featuring Southern comfort food, leaving the family feeling connected and enriched.



Scenario 2: Outdoor Adventure

A family from Macon plans a quick, budget-friendly escape to Milledgeville to enjoy its outdoor attractions. They begin their day kayaking along the Oconee River, where the kids delight in spotting wildlife while their parents savor the peaceful scenery. After a picnic at a nearby park, they attend a local festival featuring live music, food trucks, and family-friendly activities like face painting and crafts. In the evening, they return to their cozy rental to watch the sunset over Lake Sinclair. The combination of outdoor fun, cultural experiences, and family bonding makes the trip unforgettable while remaining affordable and easy to plan.



Media Plan Phase 1

"Historic Milledgeville – Family Memories in the Making"

- Content will include short Instagram Reels and Stories featuring children engaging in scavenger hunts and interactive exhibits at the Old Governor's Mansion.

Isabella Noor and The LaBrant Family

- Their audiences align with young families. Interactive Instagram posts will provide itinerary ideas blending historical landmarks and local dining.
- To boost engagement, followers will participate in **"Guess the Artifact"** Instagram Story quizzes and giveaways for family passes to historical attractions.

Media Plan

Phase 2

“Outdoor Adventures – Relax, Explore, and Reconnect”

- Content will focus on Milledgeville outdoor recreation.
- Tik Tok content will highlight kayaking on the Oconee River, family hikes, and Lake Sinclair sunsets

Avery Woods and Emilie Kiser

- These creators will post videos showcasing the city’s natural beauty and family-friendly activities.

*Pinterest boards featuring **“Weekend Outdoor Packing Guides”** and scenic itineraries will complement Tik Tok efforts, while Instagram Stories will promote upcoming seasonal festivals and events.*

Part 1: Instagram

Time period: Spring Months (Before the summer peak season)

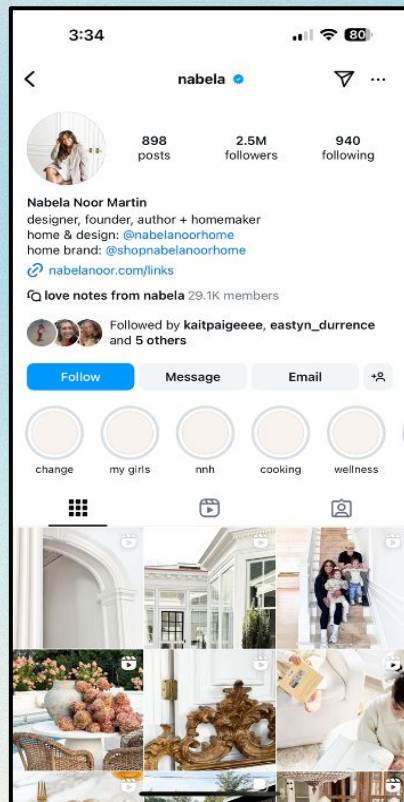
Content Arrangement: This highlights Milledgeville's experiences through Instagram featuring family activities and interactive exhibits.

Why this platform and why this channel?

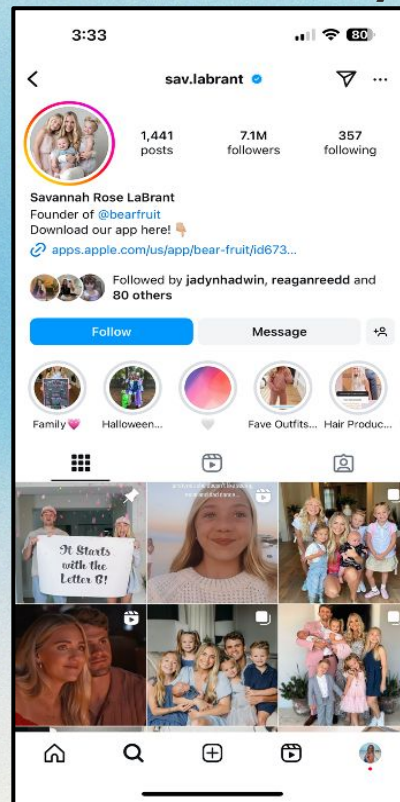
- Instagram is ideal for reaching young families with its visual and interactive features like Reels and Stories, perfect for showcasing Milledgeville's charm.
- Influencers Isabella Noor and The LaBrant Family will share content that highlights family adventures and cultural exploration.

Instagram

Nabela Martin



The Labrant Family



Part 2: Tiktok

Time period: Late summer to early Fall (Peak season for nature-based travel)

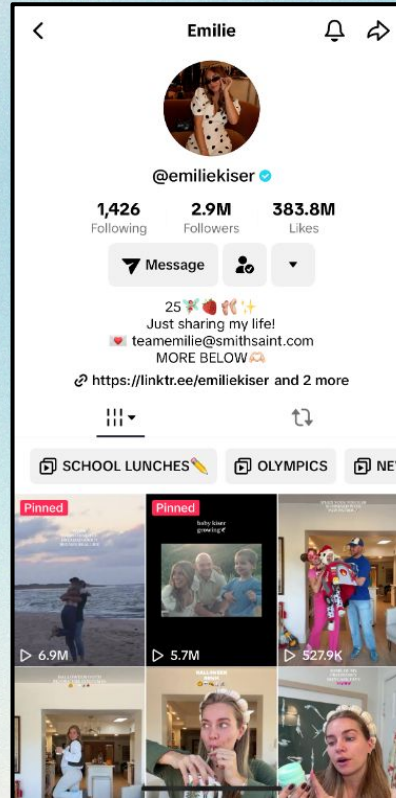
Content Arrangement: This highlights Milledgeville's outdoor attractions and family adventures through TikTok videos of kayaking, hiking, and festivals.

Why this platform and why this channel?

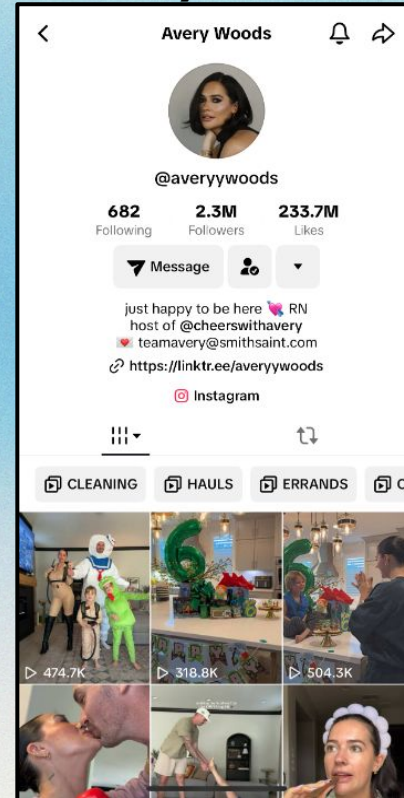
- TikTok's algorithm promotes engaging content which makes it ideal for showcasing Milledgeville outdoor adventures. It resonates with younger audiences, including parents in their late 20s to early 40s, seeking budget-friendly getaways.
- Influencers Avery Woods and Emilie Kiser, connect with this demographic by highlighting activities like kayaking, hiking, and festivals in Milledgeville.

Tiktok

Emilie Kiser



Avery Woods



AI Advertisement Examples

HISTORICAL POEM

Come to Milledgeville, a town so serene,
Where family fun awaits, like never seen.

Historic sites and museums galore,
Adventure and excitement, there is much more.

Stroll through the streets, lined with history,
Visit the Old Governor's Mansion, a sight to see.

Learn about our past, our roots so deep,
In Milledgeville, memories to keep.
Explore the parks, and breathe in the fresh air,
Nature's beauty surrounds you everywhere.

Picnics by the lake, a perfect day,
In Milledgeville charm, families play.

OUTDOOR POEM

Take a tour of the local farms,
Pick fresh produce, in your hands they warm.
Taste the flavors of Georgia's best,
In Milledgeville, a culinary quest.

So pack your bags, and gather your kin,
In Milledgeville, a family win.
Come and discover, all that we have to give, In
this quaint town, where memories live.

Advertisement Critiques

AI poem generators depend on the data they're trained on, so their creativity is limited to existing ideas. This can lead to repetitive or unoriginal work.

Poetry stands out because it captures deep emotions and unique human experiences, which AI struggles to replicate. Without feelings or personal experiences, AI-generated poems often feel mechanical and lack the genuine emotion readers value.

THANK YOU!!