

VisitLEX Invites Tech-Weary Travelers to Experience “Real Life” in Lexington, KY

If you aren't in Lexington, Kentucky, you aren't really living. So said the VisitLEX campaign that was launched this past summer when leisure travel opened back up in Lexington.

The “Lexington Is Real Life” campaign was a series of online videos and print ads aimed at techno-overdosed quarantiners within a short drive of Central Kentucky who've been trapped at home with nothing but the unfulfilling likes of Netflix for the past several months.

The ads appear as promos for more boring lockdown pastimes before flipping the script with clever copy and beautiful images that showcase the wide-open spaces of Central Kentucky and the safe outdoor activities it affords visitors even in the midst of pandemic precautions.

“Take an online Zoom course,” suggests one of the five videos with a stale blue card. Then it cuts to exhilarating GoPro footage captured while ziplining through a forest canopy.

Would-be travelers are then directed to a companion landing page for more details on these so-called “small-batch experiences”—unique area attractions like kayaking excursions and tours of bourbon distilleries and horse farms that cater to small groups—as well as additional resources like best practices for safe travel.



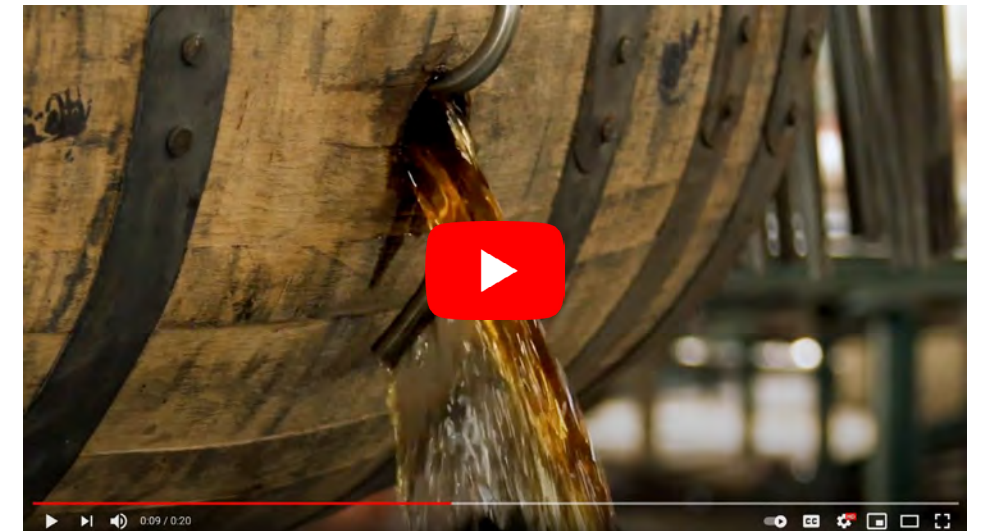
Click to view “Now Streaming”



Click to view “Finally, A Stable Connection”



Click to view “Take an Online Zoom Course”



Click to view “It's Time To Unplug”



Click to view “Hug Responsibly”



Click to view “Our Backyard Is Better Than Yours”

A fun collection of illustrated digital postcards rounds out the “Lexington Is Real Life” campaign. These shareable retro works of art dovetail with VisitLEX’s ongoing #ShareTheLex initiative, giving passionate locals a convenient way to invite their friends and family to experience all that Lexington has to offer.

In *real* life, of course.

The campaign was featured on [Adweek](#).



Illustrated postcards





LEXINGTON, KENTUCKY

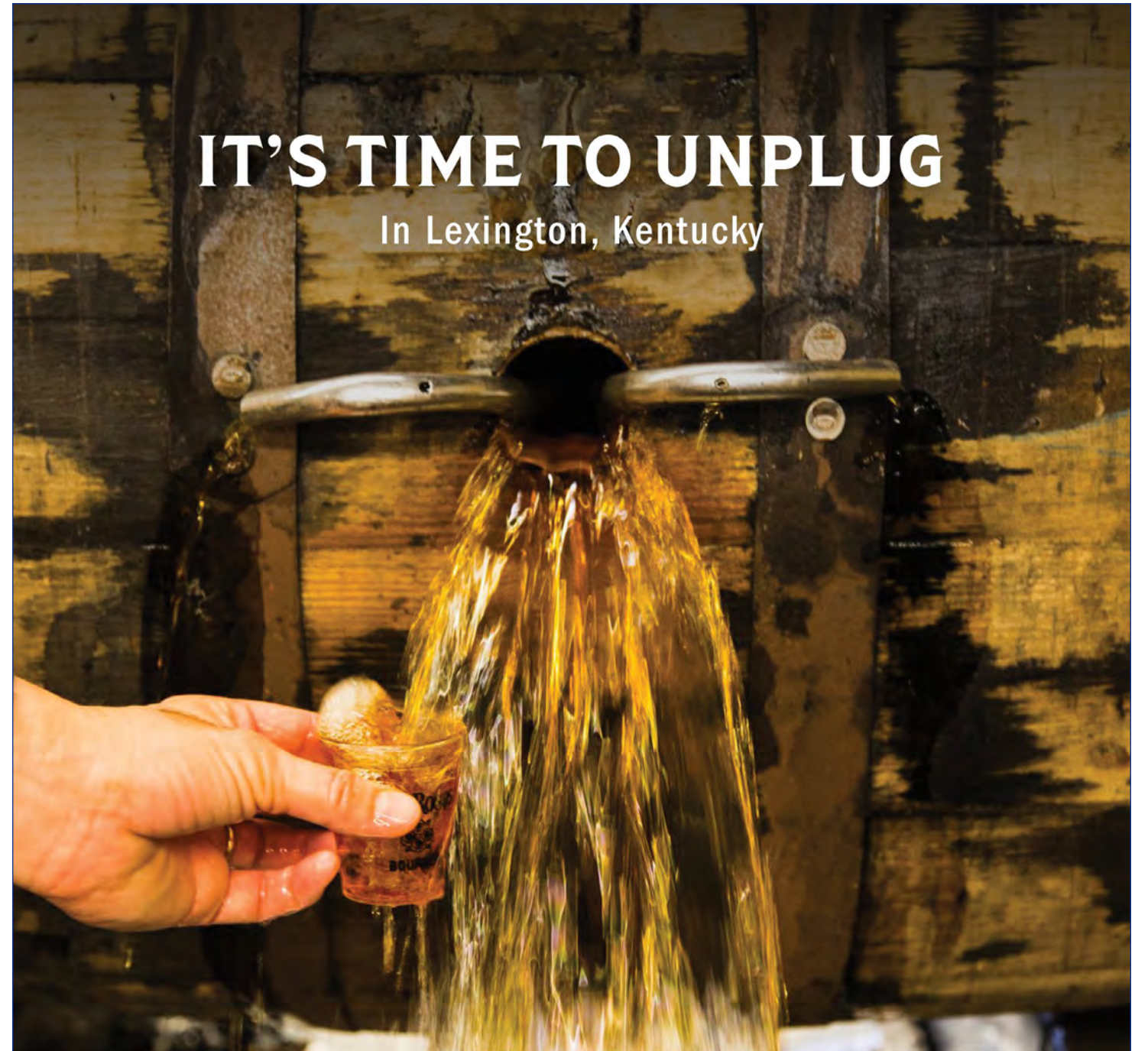
FINALLY, A STABLE CONNECTION

#sharetheLEX

It's time to disconnect from your spotty wi-fi and reconnect with what really matters, in the safe, wide-open spaces of the Horse Capital of the World. Lexington is real life. Plan your trip today at VisitLEX.com.



VISIT LEX



IT'S TIME TO UNPLUG

In Lexington, Kentucky

You've been bottled up long enough. Unplug and let loose in the safe, wide-open spaces of Kentucky's historic bourbon country. Lexington is real life. Plan your trip today at sharethelex.com.



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Digital ads

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Central Kentucky Wants to Lure Crowd-Wary Tourists With 'Small-Batch Experiences'

VisitLEX campaign contrasts its open spaces with your daily life in quarantine



Agency Cornett says two-thirds of the American population lives within driving distance of central Kentucky. VisitLEX

BY T.L. STANLEY PREMIUM AUGUST 10, 2020 MetricTheory

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