



***WHAT IS YOUR  
VIDEO MARKETING  
STRATEGY?***

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## ***VISITLEX VIDEO STRATEGY***

*To own the story of Lexington  
and divide it into  
snackable chapters  
for captivating consumption.*

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## *VISITLEX VIDEO BUDGET*

*FY 2016  
\$100K*

*FY 2017  
\$216K\**

*FY 2018  
\$262K\**

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*\*INCLUDES PRDUCTION AND DISTRIBUTION*



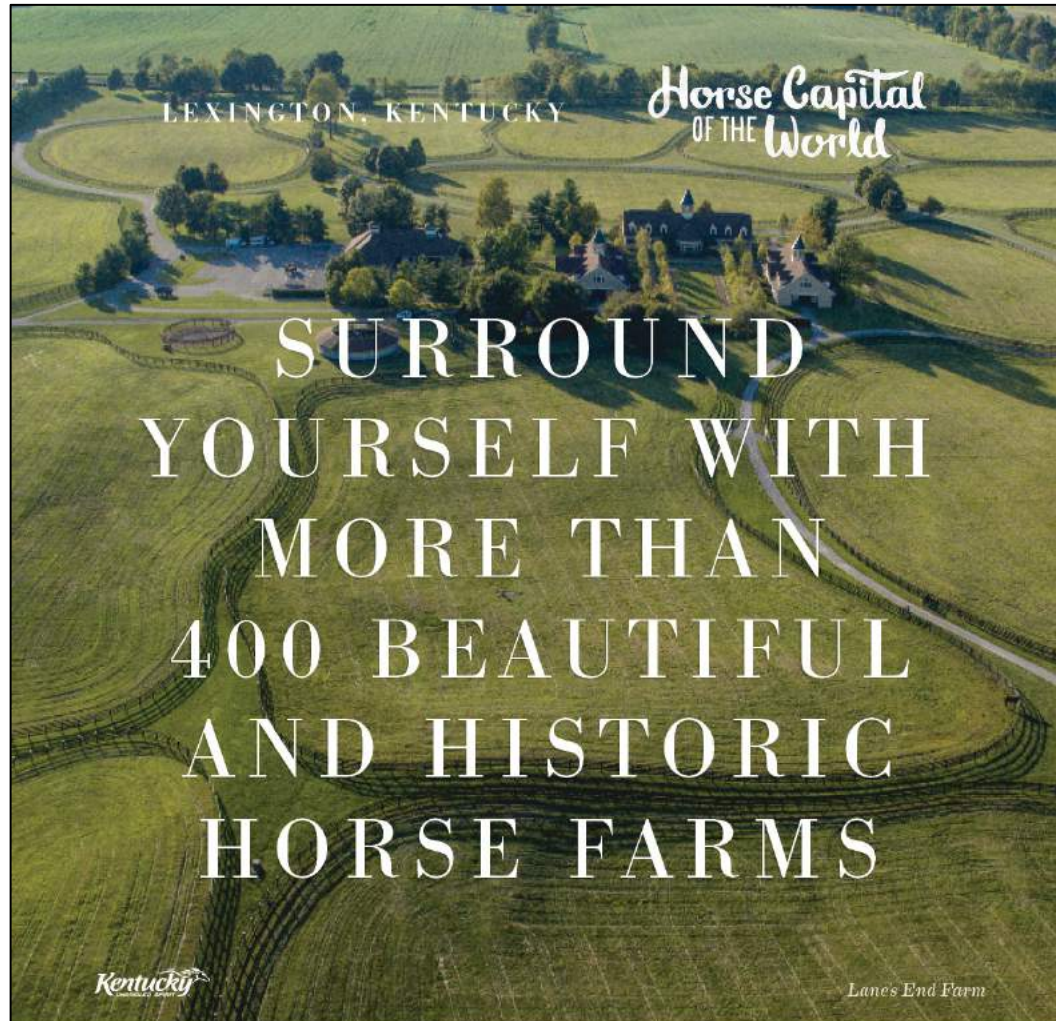


## *VISITLEX VIDEOS*

*Bringing print ads to life.*

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See **Lexington, Kentucky** through the eyes of locals, bloggers, photographers and writers as they share their Lexington experiences and reveal curated local guides just for you. [sharethellex.com](http://sharethellex.com)



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***INSERT VIDEO***

***<https://youtu.be/qgxftCUIgAQ>***

***WOULD YOU LIKE TO SEE  
ONE MORE?***

LEXINGTON, KENTUCKY

THE Best Place IN  
America  
TO GRAB A Drink

# LET THE GOOD TIMES ROLL



Kentucky

Woodford Reserve Distillery

#Share  
THE Lex

Bourbon distilleries, cocktail bars, craft breweries.  
See why **Lexington, Kentucky** is the Best Place In  
America to Grab a Drink, and plan a trip with guides  
curated just for you at [sharethellex.com](http://sharethellex.com).



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***INSERT VIDEO***

***<https://youtu.be/W12ZWguvJqY>***





## ***THANK YOU***

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