



PRESS RELEASE

For Immediate Release

Visit New Hampshire Honored with Silver MMA SMARTIES X North America Awards

Concord, N.H. – (Jan. 22, 2025) – [Visit New Hampshire](#)'s Summer 2023 "Discover Your New" campaign is being recognized again, this time with a prestigious SMARTIES X North America Award. The "Discover Your New" campaign received a Silver in the "Best Cross Digital Media Marketing" category. This follows Visit New Hampshire's recent recognition of [Silver and Bronze Adrian Awards](#).

"This recognition is a testament of our ongoing efforts to position New Hampshire as a premier vacation destination," said Taylor Caswell, Commissioner of the New Hampshire Department of Business and Economic Affairs. "The innovative strategies executed in this campaign not only boosted visitation and spending during the summer of 2023, but also played a key role in making it a record-breaking season."

New Hampshire Travel and Tourism, in collaboration with its Agency of Record, [GYK](#), partnered with [Cadent and AdTheorent](#), to reach and engage potential visitors embarking on their travel journey. Cadent and AdTheorent, a digital media platform specializing in creating effective ad campaigns, executed a full-funnel digital strategy that included eye-catching and interactive creative showcasing attractions around the state and enticing visitors to "Discover Your New," way to experience New Hampshire. The media and creative strategy worked together to engage target audiences across multiple tactics to drive potential travelers from destination awareness to visitation and in-market sales. View the video that captures the campaign and media tactics [here](#).

"We are honored to be recognized with an MMA Smarties award for our work with GYK for Visit New Hampshire," said Bill Todd, EVP, Revenue and Growth, Cadent and AdTheorent. "Our mission is to use omnichannel advertising to efficiently drive business outcomes for our partners. We are proud that utilizing our machine learning technology and solutions, we successfully drove potential New Hampshire visitors down the funnel from destination awareness, to visitation, and ultimately in-market spend resulting in a 66.9X return on ad spend."

The SMARTIES Awards are presented by MMA Global, an organization dedicated to elevating marketing practices. The SMARTIES X Global and North America Award programs recognize exceptional achievements of agencies and brands driving innovation in marketing.

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ABOUT THE NH DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #LiveFreeNH tag to see what other people are saying about New Hampshire.

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