



KY Tourism Selects Creative Alliance for Three Year Marketing Contract

Agency's New Strategic Alliance Development Department Key to Multi-Year Efforts

LOUISVILLE, KENTUCKY, USA, January 30, 2014 /EINPresswire.com/ -- Kentucky Tourism, Arts & Heritage Cabinet Selects Creative Alliance for Three-Year Marketing Contract
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LOUISVILLE (January 30, 2014) --- Creative Alliance, Inc., has been awarded the prestigious Kentucky Tourism marketing account, which is overseen by the state's Tourism, Arts & Heritage Cabinet under the direction of Cabinet Secretary Bob Stewart. The selection was made last month after presentations by an undisclosed number of competing agencies. Stewart cited Creative Alliance's new Strategic Alliance Development Department and its strength in putting together mutually beneficial public private partnerships as key reasons why Creative Alliance was chosen to lead the state's tour and travel marketing efforts. "Creative Alliance offered us tangible and strategic opportunities to extend our budget which in turn extends our reach," said Stewart. "That's what this business is all about now and we see our working with Creative Alliance as the first of many strong partnerships made possible by this collaboration." Kentucky's planned tourism marketing priorities include strong emphasis on its state park system, one of 11 agencies that the Cabinet oversees. Working within the scope of the state's recognized tourism strengths, including outdoor adventure, food and dining, and bourbon and craft distilling, Creative Alliance has actively engaged its newly formed partnership division to identify and encourage the sharing of complementary resources, customers, channels, footprint, technology and relationships with partners that allow each participant to elevate their brands and possibly generate revenue by leveraging assets in a mutually beneficial exchange.

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Said Creative Alliance CEO Debbie Scoppechio. "Partnerships have been an integral part of Creative Alliance since our founding. As we formalize our depth and breadth of experience into our Strategic Alliance Development Department, it is exciting to be able to offer the Kentucky Tourism, Arts & Heritage Cabinet a coordinated diversity of partnership development skills including planning, sales, programming, and ongoing management of opportunities. We're ready to help all of our clients reap the rewards of strategic partnering."

The Kentucky Tourism, Arts & Heritage Cabinet includes the Kentucky Department of Travel and Tourism, Kentucky Department of Parks, Kentucky Horse Park, Kentucky Dept. of Fish & Wildlife Resources, Kentucky State Fair Board, Frankfort Convention Center, Kentucky Artisan Center, Kentucky Arts Council, Kentucky Heritage Council, Kentucky Sports Authority, and the Kentucky Historical Society. The three-year agency contract represents a total expenditure of approximately \$9 million.

Creative Alliance was founded in 1987 by Scoppechio and two creative partners. Since then, Creative Alliance has grown to more than \$180 million in annual billings and 165 employees, making it the largest advertising agency in the state of Kentucky and one of the top 100 agencies in the country. Creative Alliance continues to serve its first client, KFC, Inc. Through the years, Creative Alliance has

cultivated an impressive list of successful international, national, regional and local clients representing health care, financial services, business-to-business, packaged goods and multi-unit retail.

About Creative Alliance

Creative Alliance is the state's largest advertising agency, with more than \$180 million in annual billings. They employ 144 advertising professionals that provide marketing, advertising, promotion and public relations planning and services to a wide range of local, national and international clients for more than 25 years.

Key clients include Community Health System (CHS), KFC, Kentucky Humane Society, Long John Silver's, Inc., Kentucky Community and Technical College System (KCTCS), LG&E, Humana, General Electric and Jewish Hospital and Healthcare Services. For more information, go to www.cre8.com.

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