

CASE STUDY: WEBSITE REDESIGN

meetNKY | Northern Kentucky CVB



SITUATION

With a recently completed rebrand, meetNKY | Northern Kentucky CVB was ready to revamp their website. Their previous website was built through an agency partner, which limited control and equated to costly edits. In addition, although meetNKY is conveniently located across the river from Cincinnati, they also wanted to establish their own identity and ensure website visitors could easily pinpoint their location on a map.

Looking to take control of the content and share their fresh look as soon as possible, an aggressive timeline was set between the DMO and Simpleview that required strong communication from both sides.

SOLUTION

Simpleview's creative team experienced the unique energy of this waterfront destination firsthand through a Destination Immersion, which also re-energized CVB staff. The trip provided countless takeaways for the visiting staff to translate into meetNKY's colorful website, and proved to be an invaluable investment for the bureau.

Simpleview utilized the CVB's recently updated branding, such as the new logo, into the redesigned site, helping it become the backbone of the new brand. The previous site's information was replaced with fresh photography and content that represented the current vitality of the DMO. Other updates included microsites implementation for CVB members, and a social media integration- a timely addition the CVB wasn't utilizing before. In line with meetNKY's goal, Simpleview created a map at the bottom of their website that is not only visually appealing, but a practical reference point as well. Whether visitors are looking for a relaxed riverboat ride or a zip lining adventure, a riverfront restaurant or high-tech conference facilities, the information is at their fingertips at meetNKY.com.



RESULTS

meetNKY has regained internal control over their website, as they now have the ability to make edits on the fly through the back-end, and visitors experience an easily navigated and responsive design. As an existing CRM customer, the integration with Simpleview CMS illustrated various efficiencies of utilizing both platforms, such as helping with budgeting and providing data streams to fill the CRM listings.

Since updating their site, meetNKY has gone on to secure a 2016 Gold Hermes Creative Award in the Tourism category. meetNKY.com is a powerful model of how DMO websites can grow over time to consistently deliver seasonal customizations, new attractions, offerings and more.