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LUCKIE & COMPANY WINS WILLIAMSBURG DESTINATION ACCOUNT
Named Agency of Record for Williamsburg Area Destination Marketing Committee

Birmingham, AL – Luckie & Company, a full-service advertising agency headquartered in Birmingham, Ala., has announced a new client, the Williamsburg Area Destination Marketing Committee (WADMC). As Agency of Record, Luckie & Company will manage all destination marketing and media planning services for WADMC.

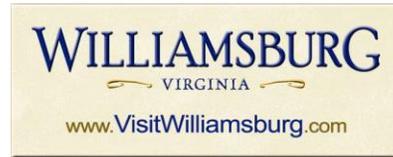
Following an extensive review of agencies up and down the East Coast from Connecticut to Florida and as far west as Los Angeles that responded to Greater Williamsburg's RFP process, WADMC selected Luckie & Company as the new agency of record. Luckie & Company will provide WADMC with a comprehensive marketing campaign including overarching strategy, creative media planning and more. Initial work will drive toward focusing and strengthening the destination's brand voice and personality.

"The strategy presented by Luckie & Company aligns with our organization's goals and provides a foundation to reach our target audiences," said Corrina Ferguson, director of WADMC. "Their creativity inspired our decision to move forward and will hopefully inspire more visits to our area throughout the remainder of 2014 and beyond."

"Research and data were the primary drivers in the creation of this overall strategy," stated Tom Luckie, president and CEO of Luckie & Company. "We are pleased to be able to work with the team in Williamsburg and help them tell their story to potential visitors across the country."

One of America's favorite destinations, the region includes Jamestown, Williamsburg and Yorktown, offering a unique juxtaposition of contemporary and historical experiences for all ages. Visitors can choose from hands-on interactive attractions, scenic outdoor adventures, and arts and cultural experiences, making Greater Williamsburg a top choice among travelers.

For more information about Luckie & Company, please contact John Heenan, chief marketing officer, at john.heenan@luckie.com or visit Luckie.com.



About WADMC

Founded in 2004, WADMC was created by the state of Virginia to represent and promote the Historic Triangle (which includes all of the city of Williamsburg and the counties of James City and York) as an overnight tourism destination. The Williamsburg Area Destination Marketing Committee consists of representatives of the following organizations and institutions: city of Williamsburg, James City County, York County, Williamsburg Hotel & Motel Association, The Colonial Williamsburg Foundation, Busch Gardens Williamsburg/Water Country USA, Jamestown-Yorktown Foundation, Virginia Tourism Authority and the Greater Williamsburg Chamber & Tourism Alliance.

About Luckie

Luckie & Company is a full-service advertising agency offering all the capabilities a marketer needs to succeed in today's global marketplace. Integrative Logic, a division of Luckie, was acquired in 2011 to bring expertise in data, consumer segmentation and digital marketing. Luckie is one of the top independent advertising agencies in the U.S. and has a diverse client portfolio: Char-Broil, Bayer Advanced, GlaxoSmithKline, Little Debbie, Chick-fil-A, Alabama Tourism Department, Regions Bank and Mercedes-Benz, to name just a few. What makes us different is our ability to tell a compelling brand story that moves product, people and markets. We use the science of data and the art of marketing to fuel the magic of storytelling across all media – traditional, digital, social, mobile, owned, paid and earned – with the power to increase sales, improve ROI and grow loyal fans. For more information, please visit Luckie.com.

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