

Hardeman County

We developed a plan to position Hardeman County as a tourist destination. Using the County's historical assets we were able to capitalize on the advantages of Heritage Tourism and a recent ten million dollar face lift for Bolivar, the County Seat. We had to be cognizant the brand was not only real, but also had to be one that made the turnstile turn, as tourism was going to be the life blood of the county. So we built the brand around LIVE music.



Banners



Open Mic Ad



Hardeman County CD