

A herd of horses of various colors (brown, black, and dark brown) is grazing in a lush green field. In the background, a white barn with a blue roof is visible under a clear sky. The scene is captured in bright, natural light, likely during the day.

HOW WE USE ANIMALS TO MARKET OUR VIDEOS

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INSERT VIDEO

<https://youtu.be/daQ0r05tLX0>

A herd of horses of various colors (brown, black, and dark brown) is grazing in a lush green field. In the background, a wooden fence runs across the field, and a barn is visible on the left side under a clear blue sky. The scene is captured in bright, natural light, likely during the day.

*ATTENTION SPANS
ARE DECREASING.*

A herd of horses of various colors (brown, black, and dark brown) is grazing in a lush green field. In the background, a wooden fence runs across the field, and a barn is visible on the left side under a clear sky. The scene is brightly lit, suggesting a sunny day.

*ATTENTION SPANS
ARE DECREASING.*

*VIDEO CONSUMPTION
IS INCREASING.*

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*MARKETING IS
ALL ABOUT
PERSONALIZATION.*

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*BRED HERE.
BORN HERE.
RAISED HERE.
RACED HERE.
RETIRED HERE.*



“HORSES FILMING HORSES”

INSERT VIDEO

<https://youtu.be/KHM6S5grFp8>

INSERT VIDEO

<https://youtu.be/WU2tZyJ6nUQ>

INSERT VIDEO

<https://youtu.be/bBwu1Jfg0BQ>

INSERT VIDEO

<https://youtu.be/wSXm7k4necI>

Hard Working Moms: New 'VisitLEX' Ad Campaign Enlists Broodmares To Help With Filming

by Paulick Report Staff | 06.09.2017 | 11:49am

SPONSORED BY:



Mares at Mill Ridge Farm helped the Lexington Visitors Center with its latest 'VisitLEX' campaign

Broodmares at Mill Ridge Farm in Lexington were 'hired' recently to help with the Lexington Visitors Center with its latest VisitLEX marketing campaign.

The *Lexington Herald-Leader* reports that the clever campaign features footage that was actually filmed by some of the mares on the farm. That was accomplished by harnessing GoPro cameras to a few willing broodmares, and then just turning them out in a paddock with their foals.



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REPORT
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PR POLL



Do you think the 2018 Pegasus World Cup will fill and be a successful event?

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No

vote



A PAIR OF HORSES SHOT THIS LOCAL TOURISM CAMPAIGN

What Else Do You Expect From the 'Horse Capital of the World'?

By Will Jarvis. Published on Jun 06, 2017



salesforce pardot

The Complete Guide
to Lead Nurturing

10 Nurture Campaigns to Try Today

GET E-BOOK

Ad Age Careers

Landor: Freelance Implementation Artist
Oct 17, 2017

Landor: Client Manager
Oct 9, 2017

TeamSnap: Digital Sales Manager - Remote
Role
Oct 12, 2017

AD OF THE DAY

These New Tourism Ads for Lexington, Ky., Were Filmed by Horses

Cornett and Whit Hiler ride again

By David Gianatasio | June 14, 2017

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A herd of horses of various colors, including chestnut, bay, and dark brown, are grazing in a lush green field. In the background, a white barn with a blue roof is visible under a clear sky. The scene is captured in bright, natural light, likely during the day.

4 TAKEAWAYS

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*DON'T WORRY ABOUT
THE MONEY.*

FOCUS ON THE IDEA.

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*SET UP
“NO BAD IDEAS”
BRAINSTORMING
SESSIONS.*

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*NOT ALL KPIs
HAVE TO BE TIED
TO METRICS.*

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*GET AWAY FROM
TOURISM.*



THANK YOU.

GATHAN D. BORDEN

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