



# The Oneida County A-Z Food Tour

26 MUST-TRY DISHES CREATED BY LOCALS, FOR  
LOCALS (AND VISITORS!)

# Overview

INSPIRATION

HOW, WHY &  
WHERE?

IMPLEMENTATION &  
EXECUTION

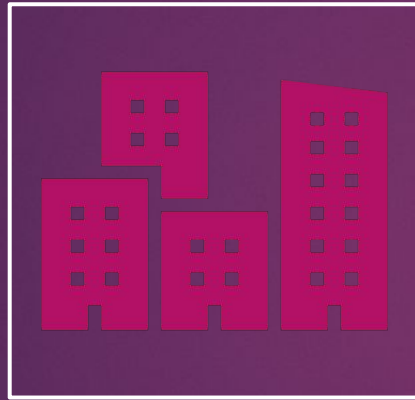




# Inspiration



SEE Conference  
2020



Foodie  
city/county



# How, Why & Where?

## HOW

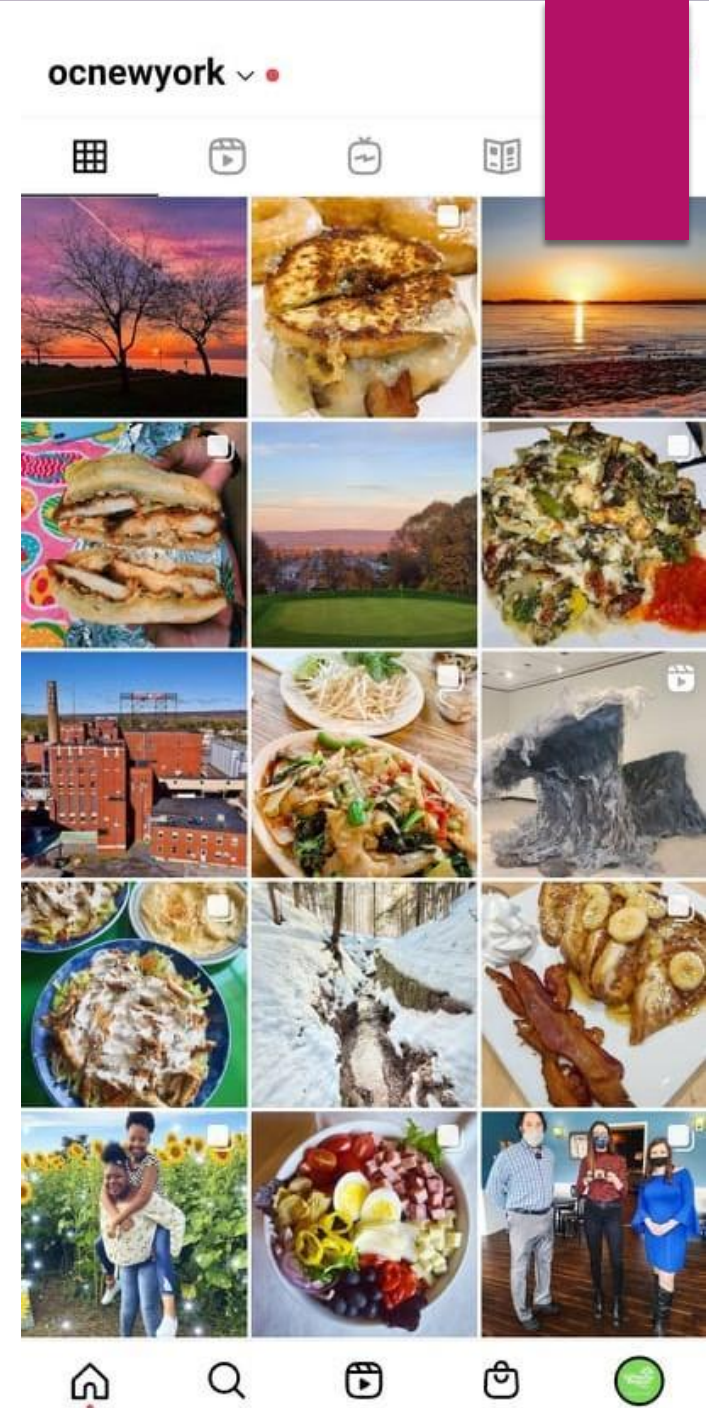
- Working with agency
- Pitching local media
- Internship opportunity

## WHY

- Showcase ethnic diversity of local food
- Help bring more business to restaurants

## WHERE

- Facebook
- Instagram





# Implementation & Execution

Polled public

Looked through Crowdriff

Contacted restaurants


Clean feed & concise

4-month campaign

Promoted posts



# FACEBOOK EXAMPLE

 Visit Oneida County, NY is at O'SCUGNIZZO PIZZERIA. June 8 · Utica · 🌐



📌 🍕 'U' is for Upside Down Pizza from O'SCUGNIZZO PIZZERIA in Utica! We didn't plan for upside down pizza to immediately follow tomato pie but like we've said, our area is passionate about food & O'Scugnizzo is no exception! This pizzeria was founded in 1914 by Eugeno Burlino, who came to Utica from Naples in the late 1800s. They were officially declared the 2nd oldest pizzeria in the country. Initially, he only sold tomato pie for a nickel!

📌 🍕 When Eugeno died in 1958, his son, Angelo, took over. Angelo expanded their menu to include sandwiches & salads and even changed locations. 107 years later, O'Scugnizzo is still in business and they're a community staple. Angelo's sons, Steven and Mike, are the current co-owners and added the option to order their pizzas online. Now, people across the continental U.S. can order these famous pizzas!

📌 🍕 But what's the difference between tomato pie & upside down pizza? With this style of pizza, traditional toppings such as sausage, pepperoni & onions are placed on the crust first. Those toppings are covered with a layer of mozzarella cheese. The pie is then topped with a layer of sauce after it comes out of the oven! The pizza, like traditional styles, is served warm, unlike tomato pie which is usually room temperature.

📌 🍕 Like most, everyone has a preference on their favorite pie from O'Scugnizzo. I personally love the plain cheese. We also love having this pizza as a leftover because you can throw in a pan for a few minutes to warm up the crust and it tastes just as heavenly as when you eat it fresh! If you aren't into pizza, you can also order items like subs, pastas and deep-fried foods from here!

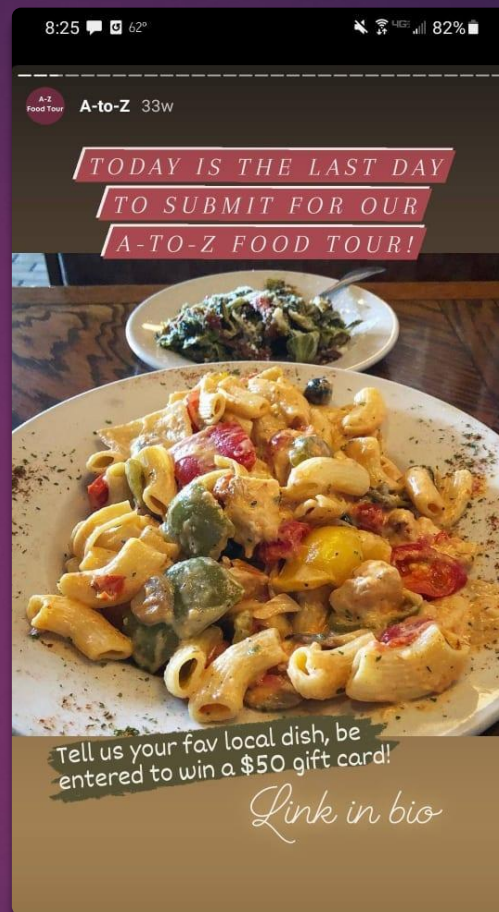
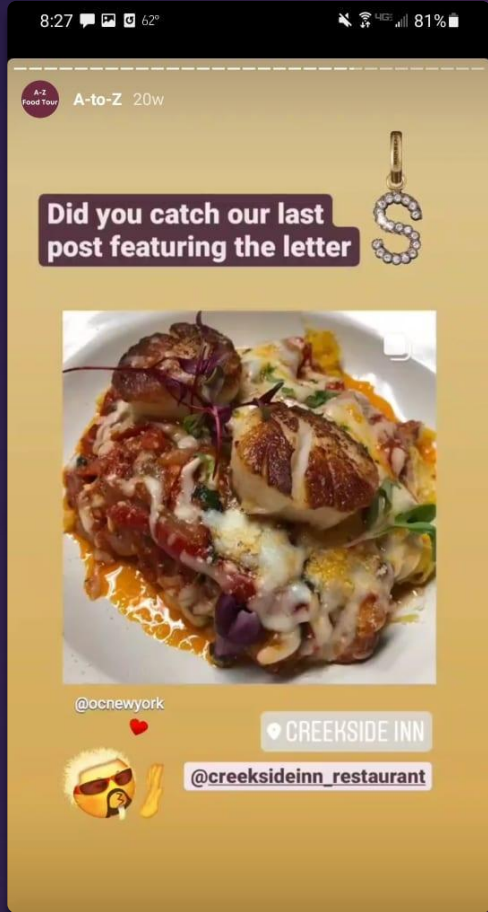
📌 🍕 O'Scugnizzo Pizzeria is located on Bleecker Street in Utica and is open 7 days a week at 9am. We love the feeling of nostalgia you get when visiting this pizza shop and the pride the owners and staff take in their food. And don't forget to ship a pie to any of your friends and family who moved away but are still craving this delicious pie!



  Darby D'Angelo, Travis Rabbers and 742 others

160 Comments 328 Shares





Liked by listenitsliz and 150 others

ocnewyork 🍷🍷 'K' is for Kennebec Loaded Fries at @oceanblueutica in Utica! Ocean Blue is the first (and only) rooftop restaurant in Utica and provides a unique ambiance for happy hours, brunch & dinner. They're an elevated seafood destination set in a spacious setting serving oysters, craft cocktails & more. The owners of Ocean Blue are also heavily invested in our area which we love. They recently opened @ricksfamoussburgers and have soon-to-open @nostrorestobar. Finally, they also have an online market called @lovablefoodmarket that allows anyone across the country to order some of their favorite dishes!

🍷🍷 We discovered the Kennebec Fries when we were doing a video series last summer. The owners brought them out for the video & we've been hooked ever since. While they're considered an appetizer, we may or may not be guilty of eating these as a meal a few times 🤪. The fries have seared tenderloin, cheese sauce, bacon & scallions but you can also sub lobster for the beef! As it seems is the theme of these posts, Ocean Blue had votes for a LOT of different dishes. Some other favorites include:

- Lobster Roll
- Chicken & Waffles (brunch!)
- Bang Bang Cauliflower

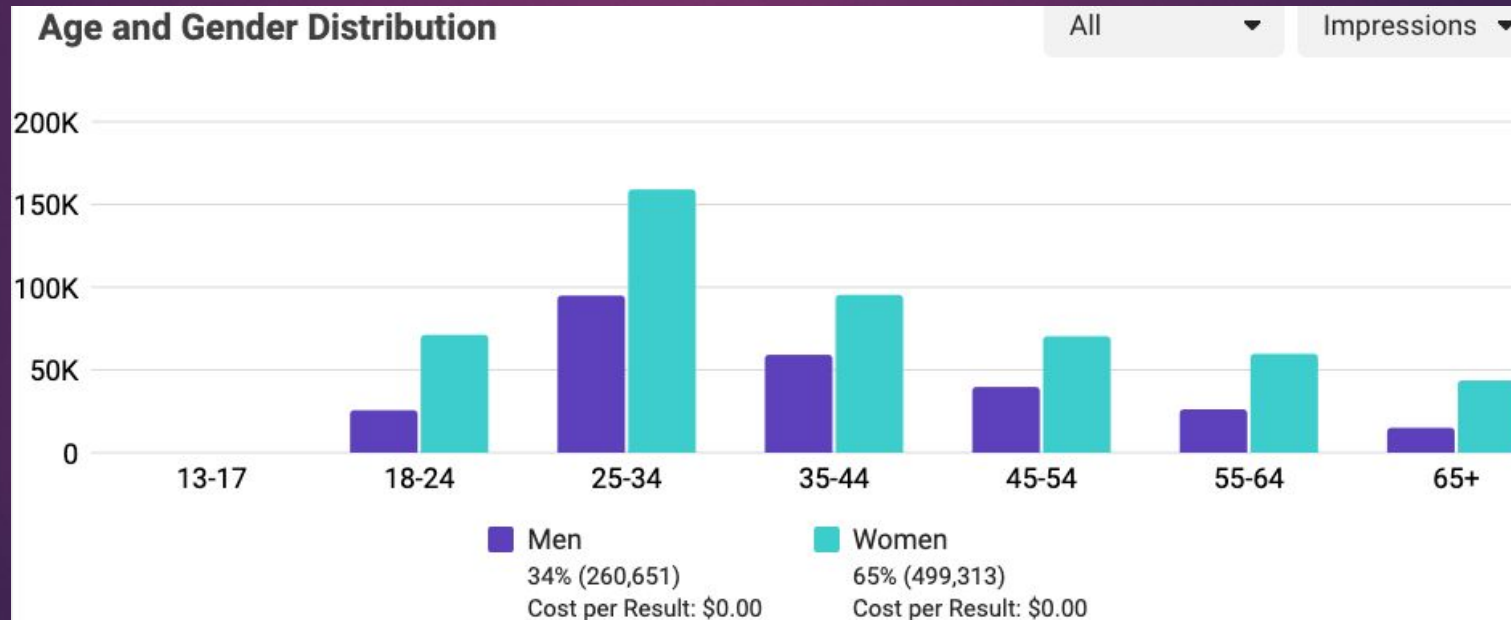
🍷🍷 Ocean Blue is a restaurant that we love having in our community because it is truly so unique. Aside from being a prime location for dinners and brunch, they're also ideal for special occasions and events like showers or birthday parties. They are open 7 days a week & are currently requiring a reservation for dining in. We love visiting here all the time but it's so fun to sit on the patio when the weather warms up. Stop by and tell us what your favorite dish is... And don't forget to visit and support their other businesses in Utica!

darbysdailyeats 😊😊

# Instagram Examples

# RESULTS

Ad Set Name	Results	Reach	Impressions	CTR (All)	Clicks (All)
A-Z   dine out interests Expansion On- exclude fans	60,666 Post Engagements	109,967	747,600	11.06%	82,704
> Results from 1 ad set ⓘ	<b>60,666</b> Post Engagements	<b>109,967</b> People	<b>747,600</b> Total	<b>11.06%</b> Per Impressions	<b>82,704</b> Total





# Challenges

- ▶ Lack of coverage
- ▶ Covering all cities in county/poll results
- ▶ Organizing & choosing
- ▶ Lack of high-res photos
- ▶ Time-consuming
  - ▶ Post creation
  - ▶ Visiting restaurants



# How I Used Crowdriff

- ▶ SEE Conference as inspiration
- ▶ High-res photos
- ▶ Uploaded to Crowdriff
- ▶ Pulled imagery into our website





# Conclusion

- ▶ Creating blog
- ▶ Monthly newsletters
- ▶ Instagram Story Highlight
- ▶ [Instagram Guide](#)
- ▶ [Reels](#)
- ▶ Link in bio





# Crowdriff x Visit Northern Tasmania

20/07/2021

YOU WILL GROW HERE.



# Our environment

Challenges	Opportunity
<ul style="list-style-type: none"><li>- No paid media</li><li>- 7 local area stakeholders</li><li>- Limited interstate travel due to state border closures and lockdowns</li><li>- No international travel</li></ul>	<ul style="list-style-type: none"><li>- Underutilised channels</li><li>- New audience of locals</li><li>- State tourism campaigns to leverage</li><li>- New direct flight routes into the region</li></ul>



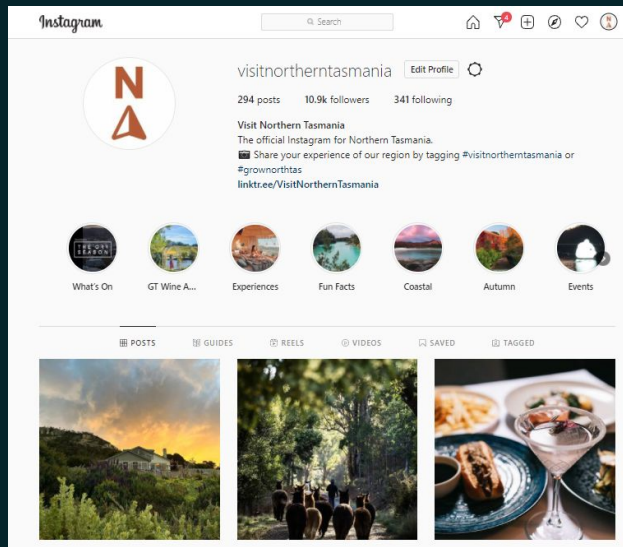
# How we leveraged our opportunities





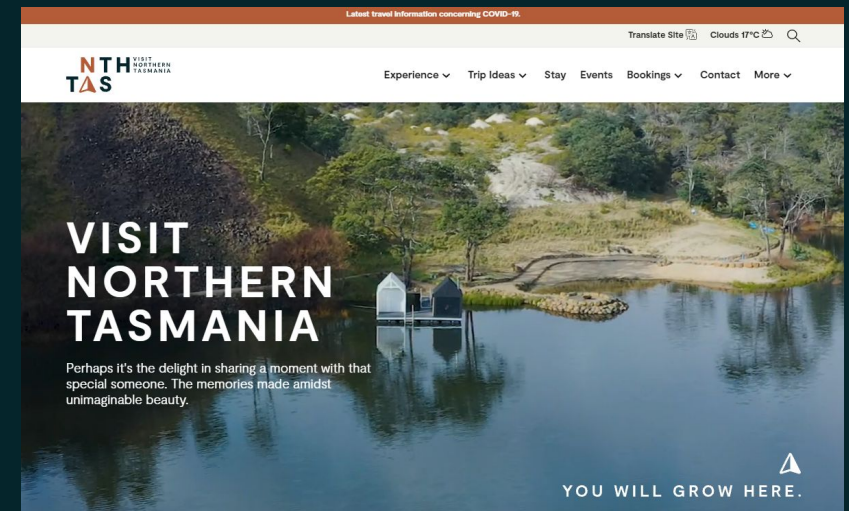
## Under Utilised Channels:

**Overarching goal:** Maintain steady growth and engagement across our owned online channels to build awareness of Northern Tasmania to intrastate & interstate markets.



**Social Media:** For the content to be a key source of travel **inspiration** for Northern Tasmania.

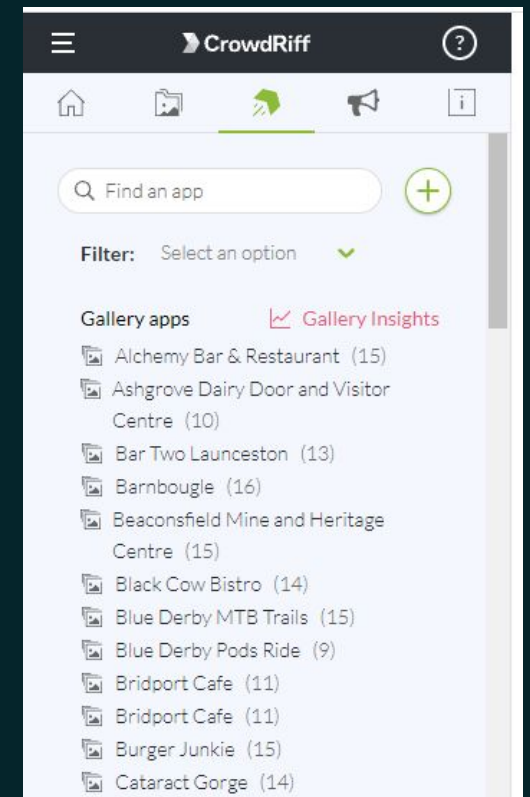
**Website:** to be a vital source of **useful information** for both consumers and industry.



# Used Social Publisher

- **Sourcing content**
  - Created product and region lists to help locate and find content for key product when searching in Crowdriff.
- **Created a roster around our key local area stakeholders**
  - This ensured that sharing content equally across the areas we represent and adding value for those stakeholders.
- **Created product specific galleries**
  - This helped easily find and store content of operators.

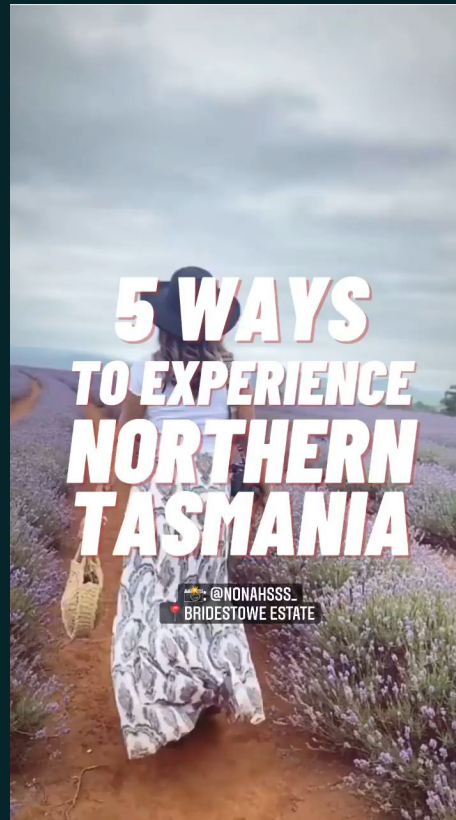
	A	B	C
1	Northern Tasmanian Tourism Product		
2	Product	Product Type	Council Region
3	3 Willows Vineyard	Experience	Meander Valley / Great Western Tiers
4	41 Degrees Salmon	Experience	Meander Valley / Great Western Tiers
5	Adams Distillery	Experience	Northern Midlands
6	Adina Place	Accommodation	Launceston
7	Alum Cliffs	Experience	Meander Valley / Great Western Tiers
8	Antique Shop Longford	Experience	Northern Midlands
9	Antique Shops Cambell Town	Experience	Northern Midlands
10	Apogee Tasmania	Experience	George Town/ East Tamar
11	Apricus	Experience	Launceston
12	Ashgrove Dairy Door	Experience	Meander Valley / Great Western Tiers
13	Aspect Tamar Valley Resort	Accommodation	West Tamar
14	Barnbogle Golf Links	Accommodation	Dorset
15	Barnbogle Lost Farm	Experience	Dorset
16	Bass and Flinders Centre	Experience	George Town
17	Bay of Fires Vineyard	Experience	George Town
18	Beautiful Isle Wines	Experience	West Tamar





# Used Social Publisher

- Focused on interesting UGH perspectives
  - Favoured POV style images with people in the photo showcasing the experience and helping the audience imagine themselves there
  - Created a variety of content
- Resulted in:
  - 44% growth in followers over 10 months (avg. 3.7% growth per month)



# State Tourism Campaign: Make Yourself at Home

- State tourism agency (Tourism Tasmania) campaign: Make Yourself at Home:
- **Aim:** to encourage locals to holiday at home and explore their state.
- Provided insights and product recommendations for the campaign.
- Leveraged and repurposed the campaign activity for our region.

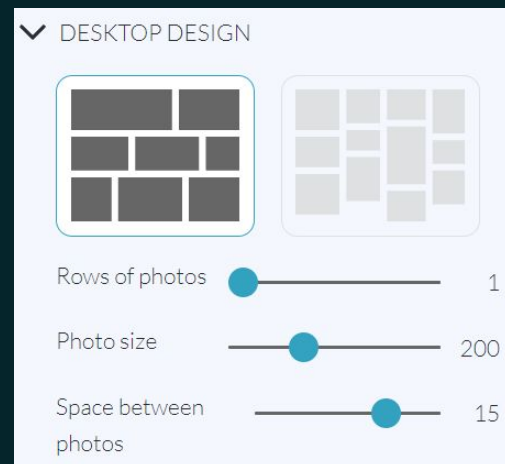
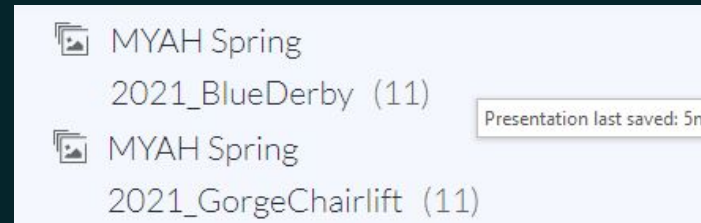
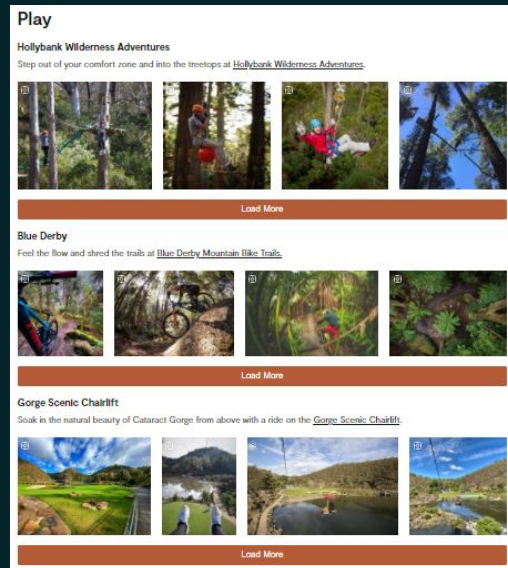
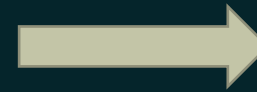
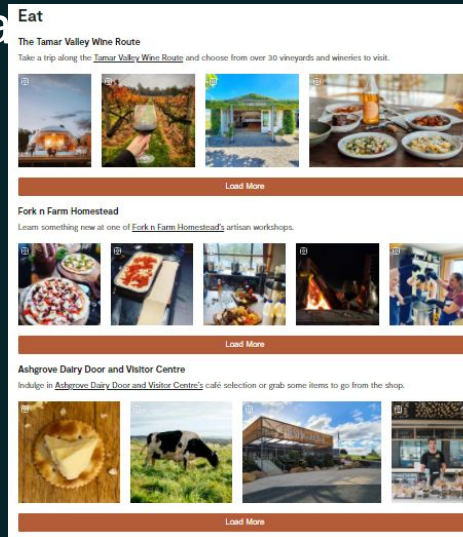
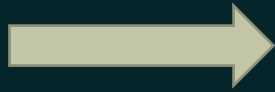
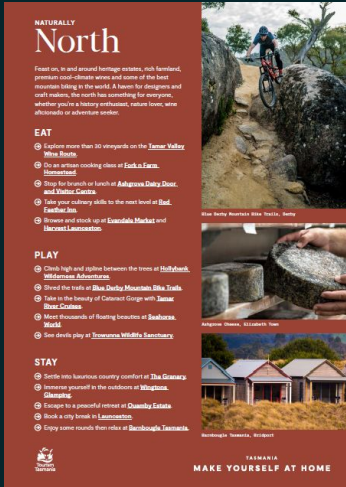


A vertical red poster titled 'NATURALLY North'. It lists various activities in Tasmania under three categories: EAT, PLAY, and STAY. Each activity is preceded by a circular icon with a white symbol. The poster includes small images of a cyclist on a trail, cheese being prepared, and a row of houses. The bottom of the poster features the Tourism Tasmania logo and the text 'TASMANIA MAKE YOURSELF AT HOME'.



# State Tourism Campaign: Make Yourself at Home

- Leveraged and repurposed the campaign activity for our region.



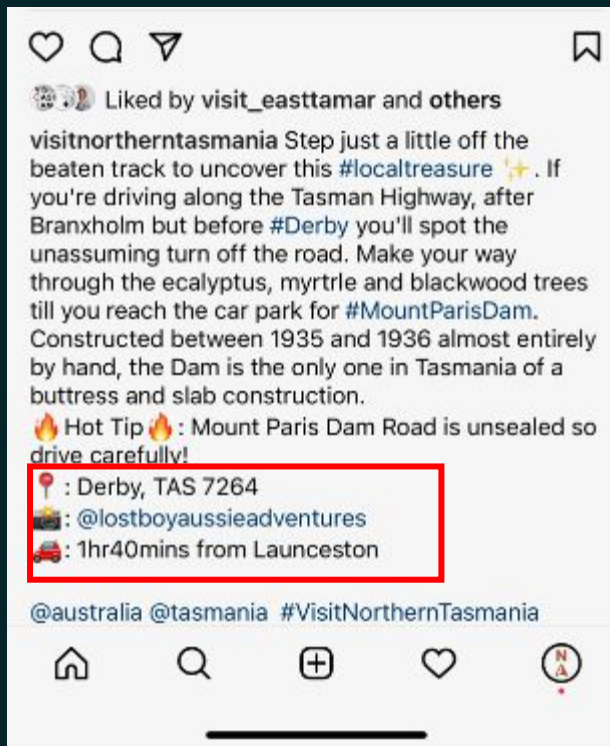
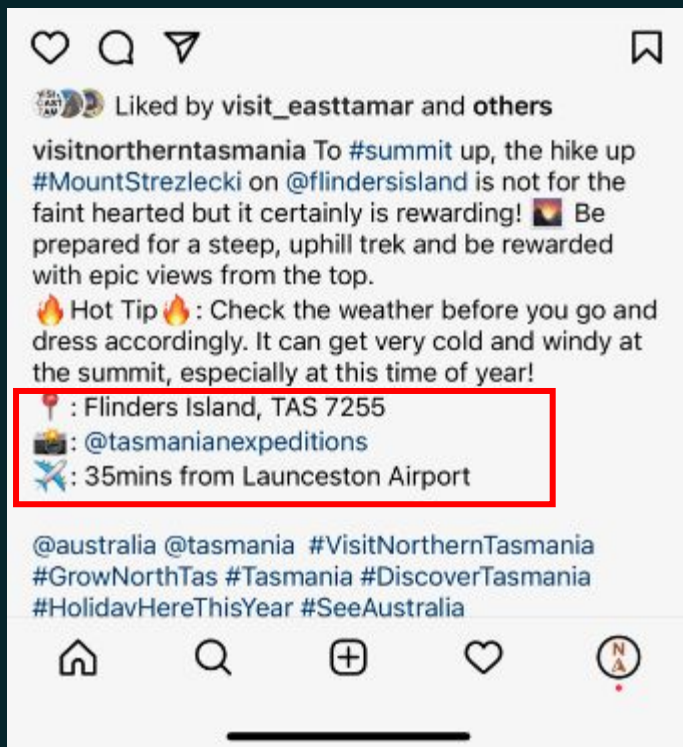
**Tip:** Minimum of approx. 11 images in Gallery required



# New Direct Flight Routes into Launceston

Incorporated a time element in all posts to reinforce easy access to regional activities from Launceston:

: XXmins from Launceston

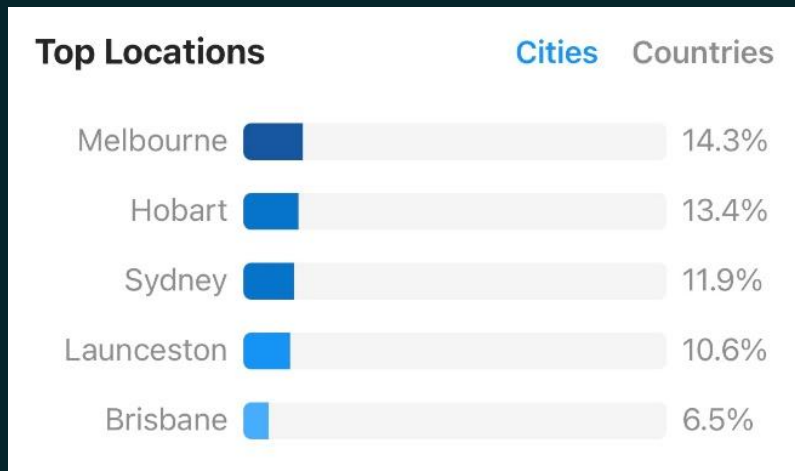




# New Direct Flight Routes into Launceston

Seen a shift in our followers corresponding with the new flight routes from Perth, Adelaide and Brisbane.

## January 2021




## October 2021




# Other results

Content is starting to be shared in local groups

 **iain Gartley** is at Amble'a'While on Tamar. 7h · Rosevears · 🌐

This popped up in my feed this morning, thought worth sharing here.




VISITNORTHERNTASMANIA.COM.AU


**The Ultimate North East Tasmanian Bucket List**  
North East Tasmania is full of unique and wonderful things to exper...


👍 59      13 Comments 7 Shares


👍 Like      💬 Comment      ➦ Share

Top Comments ▾

 Write a public comment... 😊 📷 📧 🗨️

 **Gina Scott** 📍  
Platypus Park Country Retreat in Bridport is a perfect place to stay when visiting the North East and discovering all of the secrets.  
Like · Reply · Share · 6h

 **Vanessa Dawes**  
It's hard to find, but amazing to visit Mt Paris Dam.  
Like · Reply · Share · 21m

 **Shannon Burns**  
Lisa Forthys Love this ❤️  
Like · Reply · Share · 4h

Write a comment...