



FOR IMMEDIATE RELEASE:

VISITDALLAS NAMES SLINGSHOT AGENCY OF RECORD

Following a formal competitive review, Dallas-based Slingshot has been named Agency of Record for VisitDallas. Work will include brand strategy, creative, and paid media planning and buying. Budget was not disclosed.

“Across the board, Slingshot not only showed a real understanding of the challenges we presented them, they came back with breakthrough thinking for how to tackle them as well.” According to Craig Davis, President and CEO of VisitDallas. “Their passion for travel marketing and for the city itself was clear from the very beginning.”

“Few opportunities could’ve inspired us more than helping tell the story of the city that we love so much,” said David Young, Slingshot’s President and Chief Operating Officer. “You could sense it from everyone in the agency from the moment we were first invited to pitch VisitDallas. This opportunity was special to us all.”

Slingshot entered the pitch with a long track record of success in travel and tourism marketing, having led the growth of Texas Tourism over the course of several years, plus helping Port Aransas Tourism achieve record visitor numbers after the devastation of Hurricane Harvey in 2017.

“2020 has been especially hard on the tourism industry,” Young added. “We knew going into this we had to be mindful of what it will take to make people comfortable traveling to cities again as they continue to ease COVID-19 restrictions. We know that the work we do will have a direct impact on Dallas’ small business community, the arts, and so many other important facets of our city.”

Slingshot’s other travel and tourism experience includes Holiday Inn Club Vacations, Angel Fire Resort, La Quinta, Greyhound Lines, CheapCaribbean.com, and Texas Motor Speedway.

About Slingshot, LLC

Incorporated in Dallas in 1995, Slingshot is a privately held, full-service agency that provides marketing and advertising solutions designed to reach today’s distracted consumer. The agency’s clients include UT Southwestern Medical Center, GNC, Invitation Homes, The Dallas Museum of Art, Newland Communities, Tetra Pak, and Farm Bureau Financial Services. Services include offline and digital advertising solutions, brand and digital strategy, media planning and buying, and creative development. For more information, please call (214) 634-4411 or visit www.slingshot.com.