



# ENTERTAINMENT | TOURISM

## A comprehensive public information or marketing campaign goes hand in hand with innovations in digital media and entertainment.

We're proud of our Quest associates who are outfitted to produce video that not only looks and sounds great but also brings out features of your business or product that cuts through the noise by resonating deeply with your intended audience. Emotional impact goes a long way, and when it comes to reaching the highest number of people in the most impactful and unambiguous way, you can't beat the immediacy and directness of expression of video.

Our in-house video production team is fully equipped with studio lights, green screens, and multiple-camera settings for high-definition digital video shoots. We can adapt our production style to fit a particular concept, angle, or tone; whether it's a talk-show style backdrop or high-end postproduction for compositing a specific background into the frame, we can brainstorm multiple options with you to determine what will work best, based on your goals and budget.

By combining principal photography with creative B-roll and other supplemental footage that we also

produce on field shoots, we can produce a robust mix of handheld and dolly shots, reverse-angle multicamera sequences, drone footage, and motion graphics, all intercut in Adobe Premiere-powered postproduction for upbeat and engaging audiovisual storytelling. When it's time to assemble the final cut, you have the final say — we always give you options.

For final touches, our team includes an audio engineer and a talented post-production crew that works closely with the assigned video editor to assemble a standout soundtrack. The final mixing and mastering can include audio clips from interviews shot onsite, background sound effects added after the shoot, and music produced in-house. It's the perfect blend for a nearly cinematic experience. Take a look at some of what we've done in our video reel.

We supplement our video production with live streaming services, including Facebook Live, and live audio engineering for events.



## When your director of Marketing and Tourism or destination marketing organization needs support, call Quest. Our collaborative, strategic services will promote your city, county, or region, to maximize revenue.

From social media, digital marketing and branding to website design; from search engine optimization to online advertising, Quest can help you attract businesses and visitors by increasing awareness through partnerships, promotional efforts, and events.

With 26 years of experience in the market, we have the insight to successfully promote in-person and virtual events, tourist attractions, conventions, and festivals, among others. We have also hosted housing fairs that help residents find resources, and worked with community organizations and government officials. In the process, we secure funding opportunities while increasing engagement.

The tourism plan that Quest can help you develop will always be based on the priorities of your business. This can be a simple marketing campaign to promote the cultural and historical attractions of your town, or to share shopping ideas in

a historic downtown district — or simply to drive diners to the fabulous downtown restaurants that showcase your city's unique cuisine. Our tourism campaigns can range from creating multi-tiered vacation packages and individualized travel itineraries to planning the logistic of large-scale international events, major sporting events, or convention center-style gatherings with attendance in the thousands.

Our tourism industry focus is primarily on economic development and marketing. We want to give you, in a neat package, the set of tools that will effectively connect your business with the most profitable prospects. And we take an organic approach to develop each campaign in concert with the rest of our digital services: we can increase your social media presence, rebrand your website, and implement an aggressive digital marketing campaign that will increase attendance to your exclusive tourist offerings.