

# SOCIAL CAMPAIGN

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ANSLEY AND REMY  
ADBR 150

# CONTENT

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**A city unlike  
any other**

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Tweets

Instagram Stories

Instagram Carousel

VISIT  
**SAVANNAH**  
EST.  1733



# **#SAVANNAHVERSUS**

**A day spent in  
Savannah is better  
than anywhere  
else.**

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Our campaign focuses on the wide variety of activities and sight-seeing opportunities in Savannah, comparing them with cities that have similar experiences.

We took a slightly sarcastic tone and poked fun at other cities and some negatives associated with traveling to them, as opposed to Savannah.

# TWEETS



**Visit Savannah** @visitsavannah · Nov 07 :  
You could brave the subway to see the Botanical Gardens in NYC, or you could take a stroll and see the native plant life in Savannah. #SavannahVersus #HereBetterThanThere



13.1k 11.2k 36.3k 97.4k



**Visit Savannah** @visitsavannah · Nov 07 :  
You could get drenched trying to sight-see in Seattle, or you could leave the umbrella and stroll through sunny Savannah. #SavannahVersus #HereBetterThanThere



13.1k 11.2k 36.3k 97.4k



**Visit Savannah** @visitsavannah · Nov 07 :  
You could walk over sidewalk-covered cobblestones in Philadelphia, or you could see original, uncovered ballast stone on River Street. #SavannahVersus #HereBetterThanThere



13.1k 11.2k 36.3k 97.4k

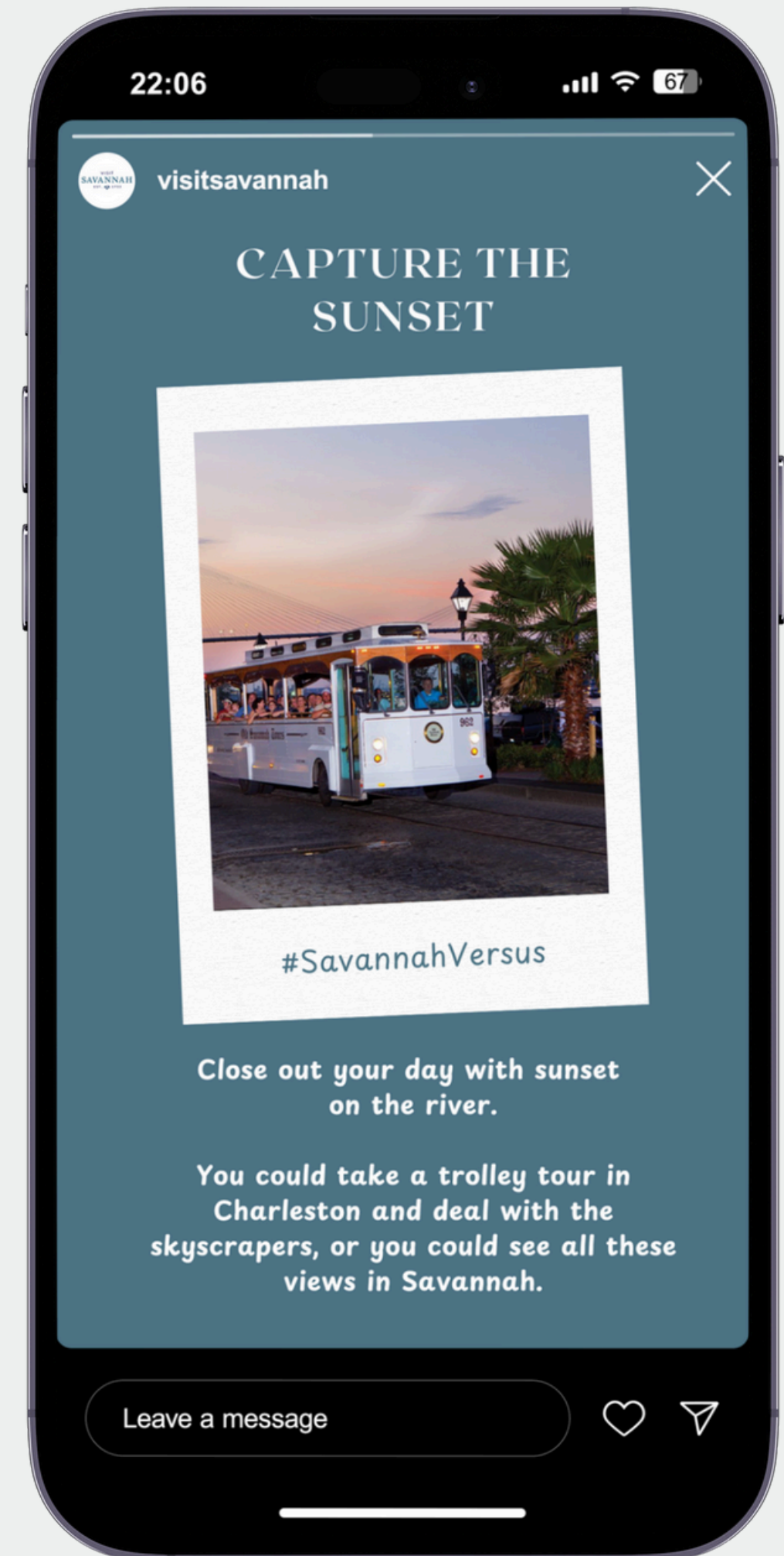


**Visit Savannah** @visitsavannah · Nov 07 :  
You could get altitude sickness up in Colorado, or you could take a train ride at the Georgia State Railroad Museum. #SavannahVersus #HereBetterThanThere

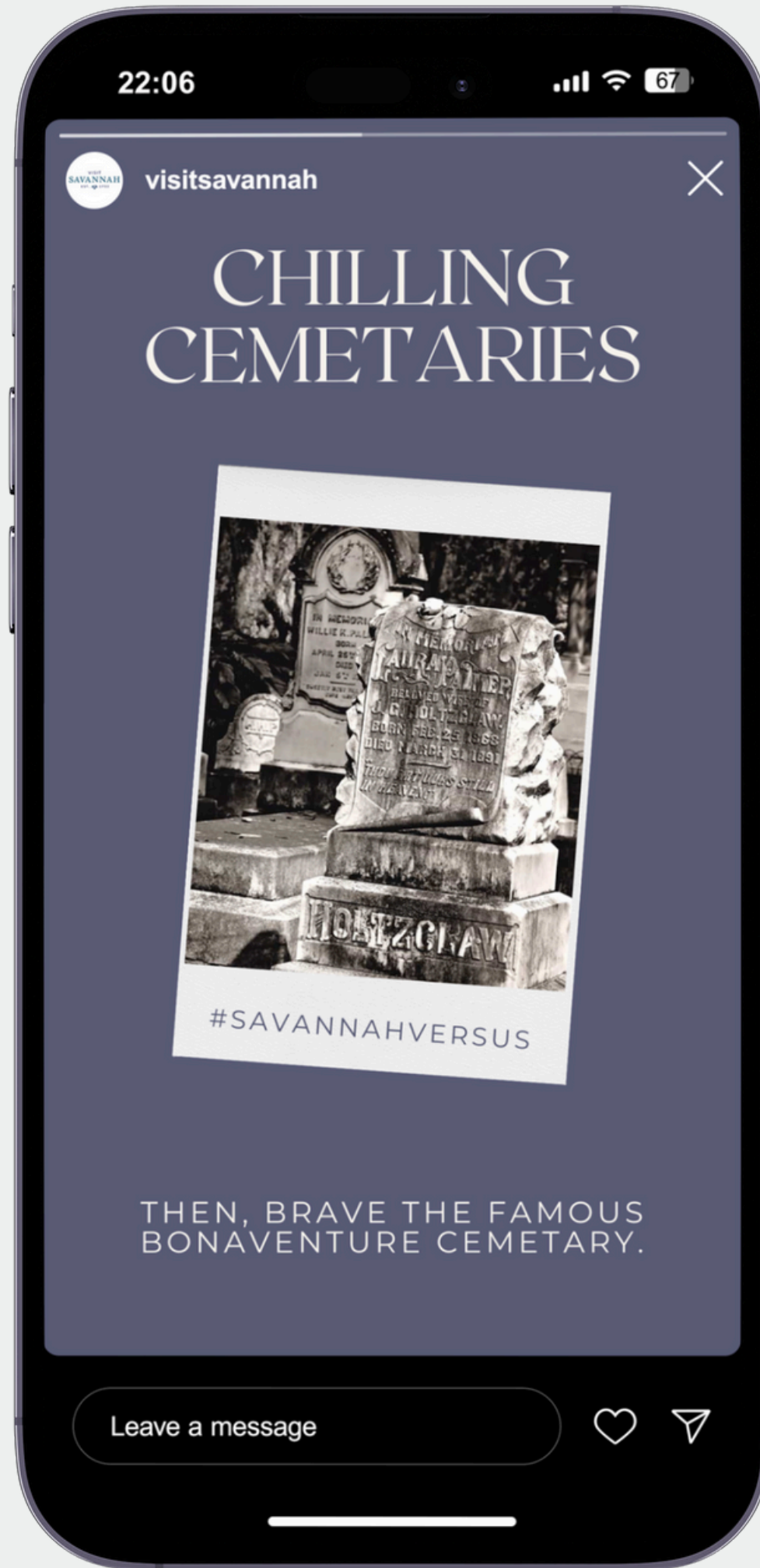


13.1k 11.2k 36.3k 97.4k

# INSTA STORY



# INSTA STORY



# Instagram



visitsavannah



362 likes

**visitsavannah** Experience dazzling architecture, cobbled streets, and locomotive history all in one day. No need to travel to separate cities, Savannah has it all. [#SavannahVersus](#)



# THANK YOU

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