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Visit Omaha's OMAR the Troll Wins Big

OMAHA, NE. February 25, 2020 – Visit Omaha wins seven Nebraska ADDY awards for its OMAR the Troll campaign. The awards, which honor excellence in advertising, were presented Saturday, February 22, 2020 at a ceremony in Omaha.

Visit Omaha and Swanson Russell, a local advertising agency, collaborated to create a new attraction for Omaha's riverfront, [OMAR the Troll](#). The OMAR campaign included a bronze OMAR statue that was created and installed under the Bob Kerrey Pedestrian Bridge (aka Bob), an OMAR book, videos, a Snapchat filter, and an integrated promotional campaign that included social media advertising.

The Omaha and Lincoln chapters of the American Advertising Federation (AAF) awarded the OMAR campaign with three gold ADDY awards for Best Installation, Best Printed Collateral, and Best Branded Content. In addition, OMAR received the top honor of the evening, Best of Show. Visit Omaha also received silver ADDY awards for OMAR copywriting and animation, as well as a Silver ADDY for [BobWalking](#), a social media campaign aimed at increasing visitation to the bridge. A panel of three independent creative directors in Ohio, Florida and California judged all entries.

Conducted annually by the AAF, local winners go on to compete in district competitions held concurrently across the country. District winners, are then forwarded to the national American Advertising Awards.

In 2018, Visit Omaha's [Now Serving Omaha](#) campaign, promoting local restaurants, won a Nebraska Gold ADDY Award in the video category.

Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha and Douglas County.

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