



NEWS RELEASE
For Immediate Release

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Kansas City (March 30, 2023). If you're passionate about your city and wish to share your amazing destination with visitors, JNA Advertising wants to help you out. Play your cards right, and the award-winning Kansas City-based advertising agency will come to your city and produce an advertising campaign for free. No charge. No strings.

JNA Advertising is a branding and creative agency with extensive experience in tourism. As a full-service agency with clients around the country, JNA has its own video production department complete with a fleet of drones.

At the start of the year, this team found themselves without a tourism account for the first time in more than 15 years. Nice weather was approaching fast, which spurred Max Kreutzer, Creative Director, to approach CEO, John Nohe.

Somewhat aggravated, Kreutzer barged into Nohe's office a few weeks ago and said, "We've been cooped up for a month and we gotta get out of here."

With that motivation, Max came up with the idea of "Have Cameras Will Travel."

Kreutzer's idea was simple. "We want to invite people around the country to convince us why we should make a commercial about their city. Once we select the winner, we'll help make that city more famous than it already is," explained Kreutzer.

A week later, JNA launched a social media campaign on Instagram. Within minutes, requests came pouring in from cities across the country, including Dallas; Santa Barbara, CA; and Des Moines.

(more)

Entering is simple. One only needs to comment on the JNA post, or go to jnaadv.com to register. Kreutzer and the team will carefully consider the entries and make a selection by April 30.

Once your city is selected, the JNA creative team will go into action. That will start with a “briefing” dinner meeting between the winning city’s marketing leads and the JNA creative team. JNA will then tour the city and experience it to the fullest extent. (That’s code for eating, drinking and merriment). Working day and night, the JNA team headed by Kreutzer, will figure out how to best capture the city’s best features. Then the video shooting will begin. JNA will also handle all the permissions, releases and legalities.

Just in time for the summer rush, the winning city will have a new, first-class campaign designed to bring in new visitors.

If you want to join the fun, follow JNA on social media and enter your city.

Instagram: <https://www.instagram.com/jnaadvertising/>

Facebook: <https://www.facebook.com/jnaadvertising>

TikTok: <https://www.tiktok.com/@jnaadvertising>

LinkedIn: <https://www.linkedin.com/company/j-n-a-advertising/>

YouTube: <https://www.youtube.com/@jnaadvertising>

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