



ODINN

*locally crafted brand awareness*



WORKING  
WITH US



**In 2012, Kristin Luna and Scott van Velsor fused decades of working in the journalism and marketing spaces to form Odinn Media, Inc., through which they've worked with CVBs and DMOs of all sizes across the country, using a combination of words, photos, and videos to generate innovative and authentic messaging that complement economic initiatives and tourism promotions.**

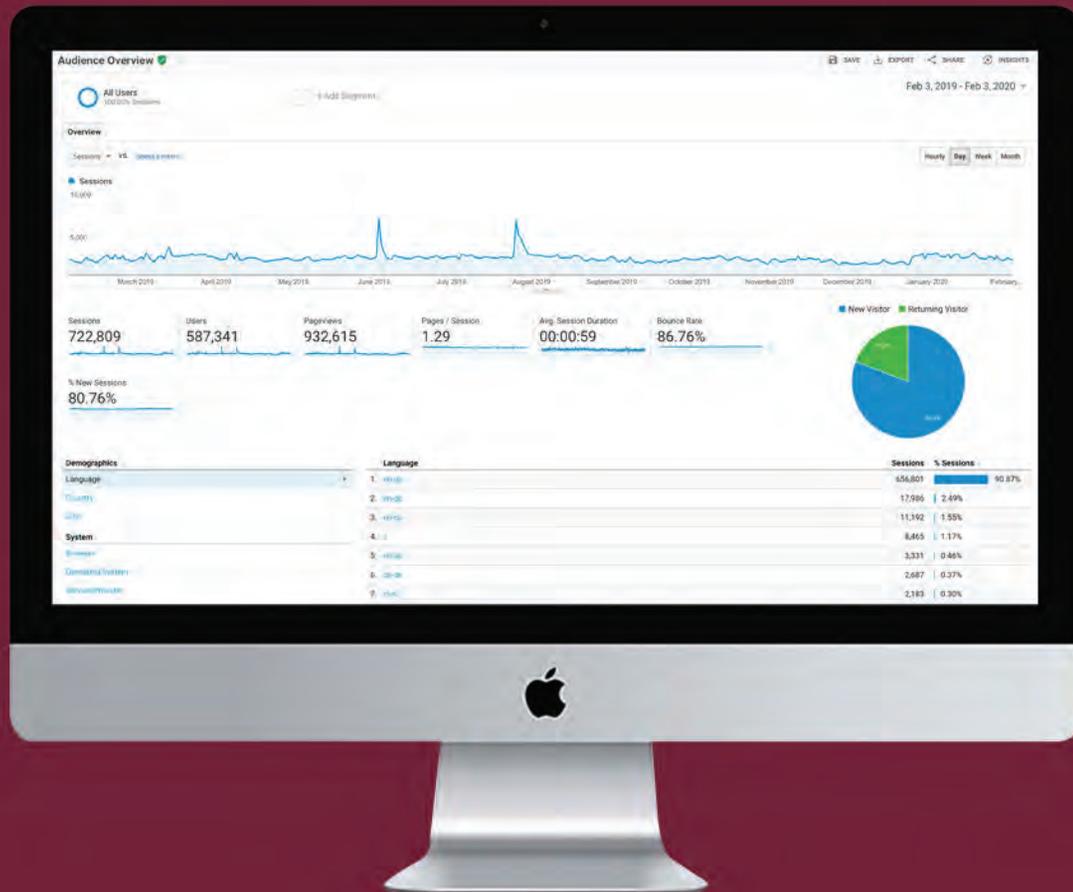
They collaboratively write stories on a regular basis for a host of national and local publications—such as Parade, Travel + Leisure, AFAR, Conde Nast Traveler—as journalists, in addition to providing consulting services on digital marketing strategies and new media tactics to tourism entities around the globe while also creating content for their award-winning blog, Camels & Chocolate.

Odinn Media frequently is tapped to teach marketing workshops and speak at tourism industry conferences, from various state governor's conferences to major media events.

Odinn's past and current roster of marketing clients include Tennessee Department of Tourist Development, Visit Franklin, The Natchez Trace Compact, the Grand Ole Opry, Tennessee Distillers Guild, Rutherford County Convention & Visitors Bureau, Huntsville/Madison County Convention & Visitors Bureau, Blount Partnership, Walton County Tourist Development Council, Dollywood, Source Cincinnati, Oklahoma City Convention and Visitors Bureau, Texas Tourism, Visit Savannah, New Orleans & Company, Visit Lexington, South Dakota Tourism, Visit Florida, Visit Britain, Cayman Islands, West Virginia Tourism and Experience Columbus, among dozens of others.

# ANALYTICS

CAMELSANDCHOCOLATE.COM



ANNUAL PAGEVIEWS

932,615

DEMOGRAPHICS  
AGES 25-34  
40%

% MALE VS FEMALE

25 VS 75

RSS SUBSCRIBERS

5,000+

More than 80% of Camels & Chocolate's readership is located in the U.S. The average reader is an adventurous woman in her mid-30s with a professional degree who takes several luxury trips a year—think: ski vacations, beach getaways, city breaks over long weekends—both for work and vacation.

# UNITED STATES AUDIENCE



Region	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
	625,331 <small>(All Total: 86,317,722,267)</small>	80.06% <small>Aug (All User: 81,796,32,862)</small>	500,637 <small>(All Total: 81,774,652,216)</small>	87.00% <small>Aug (All User: 81,796,32,862)</small>	1.27 <small>Aug (All User: 7,291,499)</small>
1. Tennessee	125,285 (20.02%)	70.25%	88,013 (17.58%)	85.34%	1.30
2. Texas	52,139 (8.34%)	83.57%	43,570 (8.70%)	88.73%	1.22
3. California	39,147 (6.26%)	84.85%	33,218 (6.64%)	86.86%	1.30
4. Florida	38,216 (6.11%)	83.34%	31,848 (6.36%)	88.50%	1.22
5. Georgia	34,968 (5.59%)	78.82%	27,561 (5.51%)	87.45%	1.25
6. Oklahoma	31,181 (4.99%)	81.64%	25,455 (5.09%)	88.81%	1.19
7. New York	26,622 (4.26%)	83.14%	22,133 (4.42%)	86.54%	1.31
8. Illinois	25,095 (4.01%)	81.80%	20,527 (4.10%)	87.18%	1.25
9. Ohio	18,803 (3.01%)	82.79%	15,567 (3.11%)	87.87%	1.24
10. North Carolina	16,978 (2.72%)	82.22%	13,959 (2.79%)	87.33%	1.27

TOP  
FIVE  
STATES

TENNESSEE

FLORIDA

TEXAS

CALIFORNIA

GEORGIA

Based in the Nashville area, Kristin and Scott's audience comprises many drive-market states—Tennessee, Florida, Georgia and North Carolina are all in the top 10—with substantial readership in Texas, California, New York, Illinois and Oklahoma.



---

# SPEAKING, WORKSHOPS AND PRESENTATIONS

A seasoned public speaker, Kristin regularly presents on myriad topics like digital marketing and content strategy for professional development workshops, universities, conferences, nonprofits and other organizations. "Refining Your Marketing Strategy for a New Decade," "Take Better Tourism Photos with Your iPhone & Other Tricks of the Trade," "Working with Media and Influencers: Best Practices for Outreach, Storytelling, Press Trips and More" and "How to Create a Brand Ambassador Program for Your DMO" are just a few recent talks she's given. She's also available for on-camera interviews.

Recent speaking gigs have included presentations for:

- Walton County Tourist Development Council
- Rotary International
- eTourism Summit
- Wyoming Governors Conference
- TravelCon
- Tennessee College Public Relations Association
- Middle Tennessee State University
- University of Tennessee, Knoxville
- News Channel 5 (Nashville)
- WSMV (Nashville)



# CLIENT LIST





## CLIENT: OKLAHOMA CITY, OKLAHOMA

Realizing that much of the work in marketing their destination could be done in-house instead of subcontracted to an expensive agency, the Oklahoma City Convention & Visitors Bureau reached out to Odinn with an innovative idea: a long-term partnership with a singular focus. In order to promote the new \$288 million convention center to meeting planners, the city's tourism arm sought us out as digital storytellers to share Oklahoma City's truth through a journalistic traveler's lens, promoting leisure travel to the general populace but with our sights set on raising awareness of OKC as a viable destination for the meetings and conventions audience.

Kristin's experience writing about such topics for trade publications like PCMA, Convene magazine, and others paired with our collective experience telling the story about mid-sized cities has created a stream of steady content to a wide audience on multiple channels of digital and print consumption, as well as ample assets for them to promote to their own audience, both through digital and print publications and trade show booths. Our project has already been used as an example of success at several industry events, such as the Public Relations Society of America's Travel and Tourism Conference and Women in Travel Summit.

*After much research and talking with a few agencies, we were running out of ideas on a project we felt could have momentum. Kristin had been on my dream list to work with for a while and I am so glad I reached out when pitching to her the idea of being an ambassador for OKC for the next several years. After the initial call with her and Scott, I instantly knew their knowledge, connections and understanding of what we wanted to accomplish would be a perfect fit for our CVB. We're two years in and not only has Kristin connected our ambassador program to a major trade publication in our industry but she's written several evergreen pieces, provided us with photos, pitched OKC to other outlets and exposed our city to audiences we might not have reached. I look forward to the rest of this project with Odinn, and I know we picked the perfect team to help tell OKC's story as we roll out a new convention center, a modern streetcar and a 70-acre downtown park, just to name a few.*

**Tabbi Burwell | Senior Communications Manager at Visit Oklahoma City**



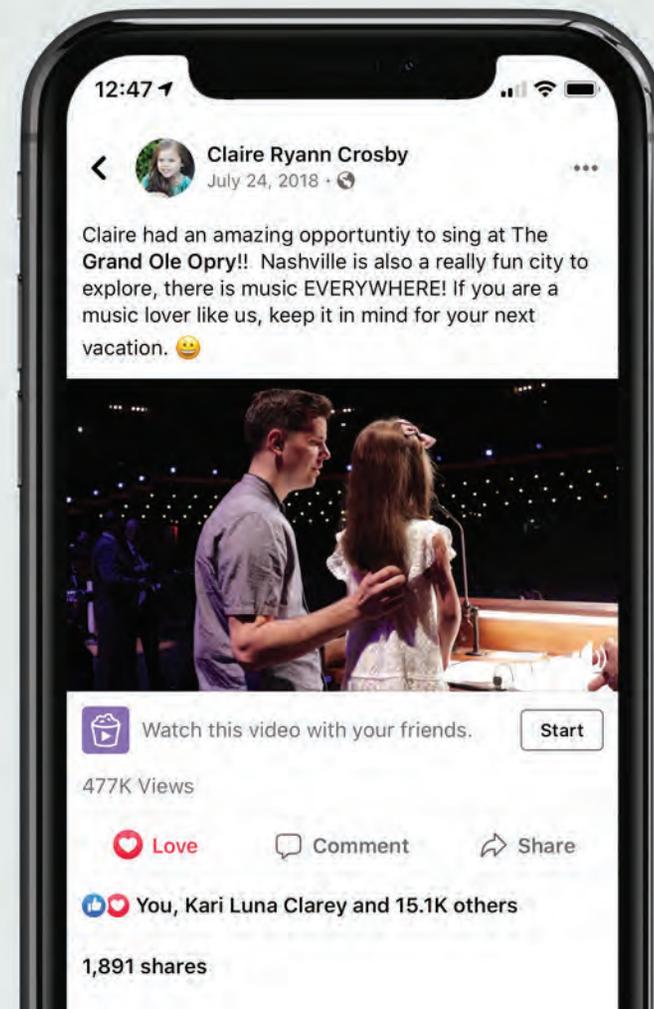
## CLIENT: GRAND OLE OPRY

When the executive producer of the Grand Ole Opry first approached Odinn for assistance working with new media in 2016, we proposed a long-term, intentional program that branched outside of the typical social influencer motif.

We were responsible for bringing in voices from a wide range of demographics and niches from the digital ecosystem to the Grand Ole Opry, and in the first year alone, we activated 46 different content creators.

In year two, we expanded the scope to bring in even bigger names in the digital storytelling landscape from additional hub markets and niche demographics, driving tourists to visit Nashville utilizing the Opry brand as a centerpiece of every story and social media activation.

At the completion of the program, Odinn had contracted 78 content creators with a combined following of more than 30 million and an estimated reach that exceeded 100 million.





## CLIENT: VISIT FRANKLIN

Visit Franklin first reached out to Odinn in 2016 when their website and social media presence were upgraded to better match modern digital consumption habits. Their initial request was for us to help promote the Civil War history of the area, then they expanded the relationship the following spring to ask for our assistance in marketing the new Masters & Makers trail, a precursor to the Tennessee Whiskey Trail.

In the past three years, we have worked as contractors for Visit Franklin numerous times, now on annual contract with the organization, a partnership that has prompted millions of impressions and earned media in such outlets as *Conde Nast Traveler*, *Travel & Leisure*, *Airbnb magazine* and Nashville's WSMV news station.

*Kristin is the epitome of a professional and sets the standard of people I aspire to work with! Her work reflects a genuine desire within her to both discover unique perspectives of an assignment then also share it with her audience in a fun, informative way. Each project she has been a part of with Visit Franklin has performed well beyond expectations and whenever industry colleagues are looking for an influencer, she is without hesitation my first suggestion. Kristin has a unique ability to be fantastic at her work yet even more incredible as a person.*

**Matthew Maxey | Associate Director  
of Public Relations at Visit Franklin**



## CLIENT: TENNESSEE DISTILLERS GUILD

After the state tourism board hired Kristin to cover the launch of the Tennessee Distillers Guild's newest economic product, the Tennessee Whiskey Trail, the guild's board tapped Odinn to help raise brand awareness by documenting travel to all 26 participating distilleries and telling the individual stories of the regions and partner cities through articles, photos, social media, and video that the trail could use on its own promotional channels. Still the most comprehensive look at a signature brand of the state of Tennessee on any medium, the guild project ranks amongst the most ambitious of Odinn's to date.

*Kristin and Scott helped the Tennessee Distillers Guild launch the Tennessee Whiskey Trail. We're still using the materials and attention from that launch today, and that was two years and nearly 12 million visitors later. It's hard to overstate the impact of their project on the successful launch of the Tennessee Whiskey Trail.*

**Heath Clark | Board of Directors of the Tennessee Whiskey Trail**



## CLIENT: TENNESSEE DEPT OF TOURIST DEVELOPMENT

Odinn has worked with the state on an as-needed basis since 2013, performing various marketing-related projects and canvassing Tennessee for new promotional stories. Most recently, the state hired Odinn to present two all-day workshops on social media, marketing, and digital strategy to the state's tourism and hospitality partners.

The workshop covered the following:

- Hands-on photography training
- Improving media relations
- Fine-tuning social media plans
- Editorial calendar mapping
- Marketing coaching for partners
- Storyboarding an experiential campaign

*Kristin and Scott put on an amazing photography workshop for our Tennessee Tourism partners. They provided hands-on training, tips & tricks, and even encouraged participants to put their new skills to use and take photos with their phones outdoors. We had only positive reviews from our partners!*

**Sara Beth Urban | Middle Tennessee  
Division Manager of Tennessee  
Department of Tourist Development**



**ODINN**

*locally crafted brand awareness*

## GET IN TOUCH

Website: [www.odinn-media.com](http://www.odinn-media.com)

Blog: [www.camelsandchocolate.com](http://www.camelsandchocolate.com)

Email: [camelsandchocolate@gmail.com](mailto:camelsandchocolate@gmail.com)

Facebook: [www.facebook.com/camelsandchocolate](http://www.facebook.com/camelsandchocolate)

Pinterest: [www.pinterest.com/lunaticatlarge](http://www.pinterest.com/lunaticatlarge)

Instagram: @LunaticAtLarge

Twitter: @LunaticAtLarge