

Martin CJ Mongiello

Self study of advertising from the American
Revolutionary War Living History Center
(ARWLHC) & Experience
in print - and commercials online



www.revwarexperience.com

**INVEST IN
OUR OWN
HISTORIC
TOURISM**

Martin CJ Mongiello
Mongiello Associates
May, 2010

SNAPSHOT: The American Revolutionary War Living History Center (ARWLHC) & Experience produces assorted ads for close to 100,000 readers in two states. This is conducted via several newspapers and magazines. Ads are done in color and black and white but mostly trend towards staying in the black and white realm.

At times, ads are associated with or near The Inn of the Patriots Bed and Breakfast – ranked as the #1 B & B in the world to visit for history for 2009 – 2010. The association is no mistake - as the new Colonel Hambright Inn at the ARWLHC will be run by the same management team.

The influence and branding association is lending confidence in the new ARWLHC project. Pegged at a 60 million USD investment and Regulation D offering under SEC guidelines – the project is labeled as insurmountable by some. It has also shaken many with its size, objective into the year 2065 and 250 Year Celebration program of The Battle of King’s Mountain in 2030.

SELF STUDY: We are pleased with the ads spread and reach except for the fallacy to advertise into the Charlotte market – directly inside of Charlotte, in print. We are reaching Charlotte via digital means as it costs less.



Appeared in numerous newspapers around the two state region



Appearing in monthly nationwide reenactor newspaper

Martin CJ Mongiello

DINE ❁ SLEEP ❁ TOUR
www.theinnofthepatriots.com

704-937-2940



The Inn of the Patriots

Bed & Breakfast

Home of the Presidential
Culinary Museum

*Supporters of the arts, our culture, local
history, performances, natural resources
& our impact on the world when freedom
struck at Kings Mountain...*



www.revwarexperience.com

Appearing in the JOY Theater programs with King's Mountain Little Theater support



**LIVING HISTORY DAY
IN CLEVELAND COUNTY
SEPTEMBER 19, 2009**

**Held at The Inn of the Patriots B & B
301 Cleveland Avenue, Grover, NC
704-937-2940**



**NEW & UNUSUAL CRAFTS
OLD TIME BAKING AND
TASTING - FREE
MEET DR. BEN FRANKLIN
MEET COLONEL
HAMBRIGHT AND MAJOR
CHRONICLE**



Appeared on Channel 19 television

**INVEST IN
OUR OWN
HISTORIC
TOURISM**



www.revwarexperience.com

Appearing in two state coverage newspapers to 100k and on social media websites.

Martin CJ Mongiello

1. Who created these messages? All ad work is conducted by Mongiello Associates and graphic designers at the newspapers themselves.
2. What creative techniques are used to attract my attention? Simplicity, abnormal suggestions, and graphics like the drummer. Atypical images in the modern world.
3. How might different people understand this message? As interesting and unique. Innovative and different.
4. What values lifestyles are represented or omitted in this message? Old world values and old world suggestions of days gone by. A number of our images are also being associated with the new freedom movement of government and rising ranks in our recruiting.
5. Why is this message being sent? To sound the drum for our coming theme park, attraction and resort.

The ARWLHC has had intense lead in to join up and sign up as a FAN on Facebook with almost 3,000 fans in May of 2010. Interactive content is robust. Little television advertising has been done to date and there certainly is room to grow there. The ads run often feature reenactors being showcased as the true success story. Since the ARWLHC is pursuing non-profit status, folks do not mind allowing to photograph them.