



Actor Josh Duhamel provides voice talent for North Dakota Tourism ad campaign

Bismarck, N.D. – [North Dakota Tourism](#) tapped into homegrown talent for its 2014 advertising campaign that promotes the state's legendary tourism offerings. Actor and North Dakota native [Josh Duhamel](#) provided the voice talent for the television ads that are part of the state's advertising campaign.

Duhamel, who grew up in Minot, N.D., has a career spanning everything from recurring roles in the TV series "Las Vegas" and "All My Children" to supporting and starring roles in movies. He's best known as one of the leads in the blockbuster "Transformers" movie series.

Duhamel is the voice talent for North Dakota Tourism's television ads that showcase the experiences of fishing, hunting, hiking, history, family adventure, outdoors and North Dakota's nationally-ranked golfing. Also highlighted in the ad series is North Dakota's [Theodore Roosevelt National Park](#), the nation's only national park named after a U.S. President.

"The best state in America – my home state of North Dakota – has some awesome new TV ads, promoting all the beautiful scenery and fun things to do and see there. I'm proud of my home state and was truly honored when they asked me to be the voice of their newest *Legendary* advertising campaign," Duhamel said.

With family and friends residing in North Dakota, Duhamel often returns to his home state to visit and take in North Dakota's attractions, events and activities. He's been known to promote his North Dakota activities like fishing and golfing nationally-ranked [Bully Pulpit Golf Course](#) to his Facebook fans and Twitter followers.

"We're excited that Josh is sharing his love of North Dakota to help us promote the state as a premier tourist destination. Those who follow Josh in his career and on social media know he has a lot of pride in his home state and has promoted North Dakota in interviews and on social media well before he provided his voice talent for our TV campaign," North Dakota Tourism Director Sara Otte Coleman said. "So, it was a natural fit for him to do this."

Otte Coleman noted that Duhamel wasn't chosen just because he's a celebrity, but also because his voice fit perfectly with the look and feel of the advertising campaign and complements the visual creative.

North Dakota Tourism's 2014 advertising campaign builds on its *Legendary* brand, which focuses on the state's rich culture and history, scenic beauty and fun things to see and do. The creative direction for this year's campaign is visual and uses stunning imagery that intimately captures the unique North Dakota experience. It plays to the authenticity that defines North Dakota and connects the landscape to the people in a real, emotional, simple way.

"North Dakota's authentic landscapes provide the perfect backdrop for visitors to have meaningful experiences and real adventures," Otte Coleman said.

North Dakota Tourism's 2014 campaign kicked off with its outdoor-themed TV ad, currently running. Five additional ads in which Duhamel is the voice talent start airing in April to coincide with the summer travel season. Audiences in Minnesota, Wisconsin, South Dakota, Montana, Manitoba and Saskatchewan are the targets for the 2014 campaign efforts.

North Dakota Tourism uses a research-driven approach to refine the strategy to keep it on track year after year. The most recent visitor study indicated that outdoor adventure is the driving force behind the majority of visits to North Dakota. Therefore, many of the ads in the 2014 campaign showcase the state's outdoor beauty. In addition, this research prompted the creation of an ad dedicated to Theodore Roosevelt National Park.

Advertising effectiveness research shows that North Dakota Tourism's 2012 advertising campaign produced more than 1.4 million trips to North Dakota, \$231.6 million in visitor spending and \$17.8 million in tax revenue.

North Dakota Tourism's 2014 advertising campaign can be viewed online at [NDtourism.com](#).

For more information contact
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As one of North Dakota's leading industries, tourism attracts visitors to the state's 646 attractions, 357 events and festivals and 886 hotels. In addition, more than 33,000 jobs in North Dakota are attributed to this robust industry.

Follow North Dakota Tourism on Facebook at [www.facebook.com/TravelND](#) or on Twitter at [http://twitter.com/NorthDakota](#) and get tips on what to see and do all year long.