

Orange 142's Pigeon Forge Family Challenge Campaign Sparks Engagement and Earned Media Wins

Pigeon Forge, Tennessee, is a vibrant mountain small-town destination nestled in the foothills of the Great Smoky Mountains.

Known for its family-friendly attractions, scenic beauty, and Southern hospitality, it draws millions of visitors each year in search of fun and adventure.

300,000

Total Episode Views

4,000

Hours Watched

\$713,000

Earned Media Value

147,000

Social Engagements



Pigeon Forge: Vegas for Kids

Pigeon Forge, nestled at the foothills of the Great Smoky Mountains of Tennessee, ranks among the country's most popular family vacation destinations. Known for its mix of outdoor adventure, entertainment, and southern hospitality, Pigeon Forge offers a memorable experience for visitors of all ages. Attractions include Dollywood, The Island in Pigeon Forge, The Old Mill, WonderWorks, Mountain Mile, and many others.

Basically, Pigeon Forge is Vegas for kids.



To learn more please visit orange142.com

The Challenge: Let the Fun Shine Through

There's no shortage of destinations billing themselves as family-friendly, but only one Pigeon Forge. Pigeon Forge wanted to connect with families in a fresh yet compelling way, highlighting the variety of experiences that make the destination stand out when families decide where to vacation. Rather than relying on traditional "things to do" content, a key goal was to bring the town's personality to life in an authentic, dynamic, and fun way.



Pigeon Forge wasn't interested in a run-of-the-mill campaign. The team wanted a format that could build momentum over time, something that kept potential travelers engaged from their own homes. By creating a campaign that unfolded week by week, they hoped to generate anticipation, spark conversations, and get kids saying, "I want to go there."

The strategy needed to be playful enough to entertain families, yet purposeful enough to drive measurable outcomes through engagement, brand awareness, and visitor numbers.



Success begins with selecting the right strategy and influencer for your campaign goals. We can help you identify the perfect creator based on audience engagement, content fit, and alignment with your goals, as well as screen them to ensure brand safety and suitability.

To learn more please visit orange142.com

The Solution: Family Challenge Influencer Campaign

Building on the success of a previous [Extreme Adventures influencer campaign](#), which drove millions in earned media value and strong engagement, Orange 142 took the influencer model one step further. This time, the influencers weren't just individuals but entire families.

The *Pigeon Forge Family Challenge* was a five-week YouTube series designed to showcase the destination through the eyes of five unique families. Each family brought its own social media following and personality to the campaign. Every week, a new challenge was revealed—from pancake-eating contests at The Old Mill to outdoor adventures and dance-offs shot at iconic local attractions.

This episodic approach was a deliberate move to keep potential travelers engaged over time. The idea was to more than entertain, the team wanted to build sustained excitement and emotional investment. The weekly cadence encouraged viewers to follow along, root for their favorite families, and most importantly, imagine their families participating in the fun. It was a campaign designed to spark the magic moment when kids turn to their parents and say, "Can we go to Pigeon Forge?"

The campaign strategy centered around:

Influencer-driven storytelling: Each family brought their own social media following and unique energy to the competition, giving the campaign an authentic and varied appeal.

Social-first content: Every episode included bite-sized, shareable moments to maximize organic reach and engagement across platforms.

Strategic partnerships: The campaign collaborated with local businesses and entertainers and even included a special video message from Dolly Parton herself, tying in a beloved local icon to drive deeper emotional resonance.

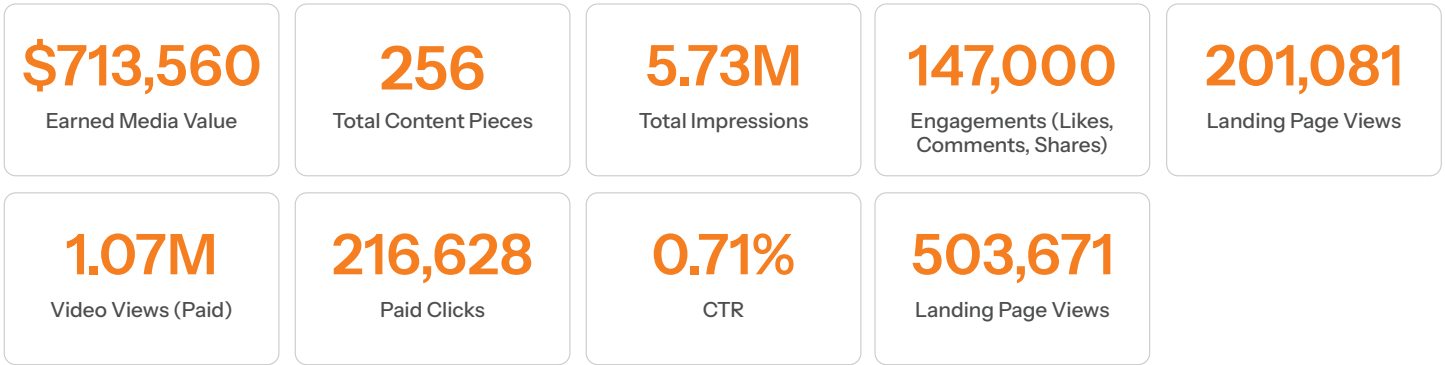
"Well, hi, My Pigeon Forge fans. Have you heard about the Pigeon Forge Family Challenge? Well, we found five fabulous families and put them to the test with a series of fun competitions around town. Which family is going to be crowned the Pigeon Forge Family Challenge grand champion. Well Pigeon Forge Family Challenge is coming to YouTube." — **Dolly Parton**



To learn more please visit orange142.com

The Results: Off the Charts Awareness and Engagement

Running from February 6 through March 31, the Pigeon Forge Family Challenge captured over **300,000 episode views** and more than **4,000 hours of total watch time**, a remarkable level of engagement for any campaign. Other successes included:



@dollfactory 1 year ago

Loved this!! Would love to see Pigeon Forge!!

👍 2 🗨️ Reply

📌 PF • 1 reply



@chachab9239 1 year ago

Pancake stack. Now that's fun. 😊

👍 3 🗨️ Reply

📌 PF • 1 reply

PF @pigeonforge 9 months ago

Hi! We would love to send you a My Pigeon Forge shirt! Will you send us a PM on Facebook with your shirt size and mailing address? <https://www.facebook.com/MyPigeonForgeTN>

👍 🗨️ Reply

The Champions

The Falin family was crowned the Pigeon Forge Grand Champions—by Dolly Parton herself! The Falins are a full-time RV-living family travel brand and were thrilled to be a part of the Pigeon Forge Family Challenge.

“When we found out we’d been selected for the challenge, we couldn’t wait to share the news with our audience,” explained Mom. Part of that joy was a love of the destination itself.

“We just keep coming back because Pigeon Forge has something magical about it. The Pigeon Forge Family Challenge was a great way to show our audience — and so many others — what the heart of Pigeon Forge is all about.”



To learn more please visit orange142.com

About Orange 142 Influencer Services

Orange 142 can elevate your destination's visibility through our targeted social media and influencer marketing campaigns, ensuring you capture attention in this competitive landscape.



Success begins with selecting the right strategy and influencer for your campaign goals. We can help you identify the perfect creator based on audience engagement, content fit, and alignment with your goals, as well as screen them to ensure brand safety and suitability. Your DMO has specific expectations and compliance requirements, which our team ensures are met. We structure agreements for the DMO and influencer, clarifying deliverables and payment. We can also manage contracts, billing, and commission structures to streamline collaboration.

Ensure your influencer has a game plan to create the content you need! We will develop curated itineraries that showcase key attractions and experiences and coordinate with local businesses, hotels, and attractions to secure accommodations, tickets, and VIP perks. We work closely with influencers to define deliverables, including videos, social posts, and stories. We take steps to ensure you receive high-quality content that resonates with travel audiences while maintaining brand authenticity.

Learn more by visiting [Orange 142 Travel & Tourism Organic Marketing](#)

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

To learn more please visit orange142.com