



CASE STUDY:

MACHINE GUN AMERICA

AUTOMATIC ADRENALINE CAMPAIGN



Machine Gun America set out to make its mark as Central Florida’s first adult-oriented tourist attraction—a destination designed to deliver adrenaline and authenticity in equal measure. To help introduce this bold concept to Orlando’s competitive tourism market, evok Advertising developed a comprehensive campaign focused on positioning Machine Gun America as a safe, high-energy experience for thrill-seekers and convention travelers alike.

Through a fully integrated approach combining branding, digital media, public relations, and on-site activations, our team crafted a message that balanced excitement with responsibility. The result was a powerful identity and media strategy that not only captured global attention but also solidified Machine Gun America as one of Orlando’s most talked-about attractions.

-  **INDUSTRY**
TRAVEL, TOURISM & ENTERTAINMENT
-  **AUDIENCE**
THRILL SEEKERS
TOURISTS
CONVENTION GOERS
TRAVELERS
-  **CATEGORY/TACTICS**
PPC
PRINT
DISPLAY ADS
PUBLIC RELATIONS,
RETARGETING CAMPAIGNS
SOCIAL MEDIA MARKETING
OUTDOOR ADVERTISING
IN VENUE ACTIVATIONS
BRAND IDENTITY & DEVELOPMENT
WEBSITE DESIGN & DEVELOPMENT

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MGA MACHINE GUN AMERICA
ORLANDO

SHOOT REAL MACHINE GUNS
AT ORLANDO'S MOST THRILLING ATTRACTION

Become a daring zombie hunter, a sharp shooter in the Wild West or a big screen legend with our exhilarating shooting experiences and fire fully or semi automatic machine guns and classic handguns with live ammunition for an unforgettable rush. Whether you're a first-time shooter or a gun aficionado, you'll find the thrill of a lifetime at Machine Gun America.

10% OFF
YOUR SHOOTING EXPERIENCE

Bring this special offer in to MGA and receive 10% off of any regular priced shooting experience.

Cannot be combined with any other coupon or special offer. To be used for live shooting or simulation experiences only, no merchandise. Restrictions may apply.

MACHINEGUNAMERICA.COM
5825 W. IRLO BRONSON MEMORIAL HIGHWAY • KISSIMMEE, FL 34746
407.278.1800
No Children under 13 allowed for shoot. Children ages 13 to 17 must be accompanied by an adult.



MGA MACHINE GUN AMERICA
ORLANDO

10% OFF*

Bring this special offer in to MGA and receive 10% off of any regular priced live shooting experience.

*Minimum purchase of \$100. Cannot be combined with any other coupon or special offer. To be used for live shooting experiences only, no merchandise. Restrictions may apply. Offer expires 12/31/15.

MachineGunAmerica.com
5825 W. IRLO BRONSON MEMORIAL HIGHWAY • KISSIMMEE, FL 34746 • 407-278-1800

Print Ads



IDEAS.

Evok aimed to introduce Machine Gun America as Orlando's first adult-oriented tourist attraction. Our team sought to encourage audiences to take advantage of this non-family-oriented activity for adults to enjoy, which was particularly important to the large number of meetings and convention attendees that visit Orlando each year. It was vital to reach a large and viable adult audience in the Orlando area as well as tackle head-on the polarizing topic of guns.

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Lightbox Displays



WORK.

Evok positioned MGA as an exhilarating, yet totally secure “Automatic Adrenaline Attraction,” located in a state-of-the-art facility and staffed by highly trained former military and police personnel as their Range Safety Officers. Our team developed a cohesive brand identity that featured rugged, military, and Americana characteristics that embody the MGA experience. We recognized that public relations and social media needed to be at the core of any communication plan given the polarizing nature of the gun topic in America. We executed a digital display and PPC campaign to efficiently drive traffic to the attraction’s website, designed and developed by our team as well.

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Video



Website



T-Shirt Design



RESULTS.

MGA became the number one attraction in the “Things to Do in Orlando” TripAdvisor category. Results include:

36,560

total website referrals

\$2.77 million

estimated Ad Value

22.5 million

impressions globally

1.7 million

Facebook page impressions, a growth of 2,448%,

75%

percentage that store traffic growth exceeded objectives by, reaching 12-month goal in half the time

50%

of visitors purchased live shooting experience with the average spend more than 33% above goals

KEY TAKEAWAYS

- A bold, multi-channel campaign successfully positioned Machine Gun America as Central Florida’s first adult-focused tourist attraction, generating international attention and record engagement.
- A strong brand identity and messaging framework balanced excitement and safety, transforming a polarizing concept into an accessible, high-adrenaline experience for thrill-seekers and travelers.
- Strategic use of digital advertising, public relations, and social media delivered over 22 million impressions worldwide and drove significant web traffic and conversions.
- The attraction exceeded store traffic goals by 75% within six months, with 50 percent of visitors purchasing live shooting experiences at an average spend more than 33% above target.
- Machine Gun America achieved the number one ranking in TripAdvisor’s “Things to Do in Orlando” category, solidifying its reputation as a premier destination and validating the campaign’s success in blending innovation, strategy, and measurable results.