

Visit Carson City Campaign Concept Overview

KPS3

Campaign Goals

- » Raise awareness about Carson City as a tourist destination.
- » Increase/maintain the percentage of travelers that think there is enough to do in Carson City for at least two days.
- » Drive traffic to the website.
- » Stay true to the established Visit Carson City brand.



VISIT CARSON CITY BRAND

Positioning Statement

Carson City is a relaxed, outdoorsy, family-friendly destination that provides travelers a place to call home as they explore the history and natural wonder of northern Nevada.



VISIT CARSON CITY BRAND

Brand Promise

Through our warm greetings, our rich history, and our diverse, majestic landscapes, Carson City is a place you want to stay. It holds the heartbeat of Nevada and is where our western history was forged. We are the center point of the Nevada experience.



VISIT CARSON CITY BRAND

Brand Pillars

- » Rich history
- » Heritage and culture influence
- » Inclusive community
- » Family-friendly
- » Room to discover and wonder



Where we are in the process

1. Research
2. Create Strategic brief
3. Develop two unique creative campaign concepts
4. Test both creative concepts (qualitative & quantitative)
- 5. Finalize the selected campaign assets**
6. Launch campaign



Strategy

We will focus on raising top-of-funnel awareness for potential visitors and reminding past visitors to come back to Carson City. Our messaging will focus on attractions, activities, and affordability. We will target people who may have an interest in booking a trip so we can persuade them to choose Carson City.

Tactics

Carson City's marketing and communications strategy is inclusive of the following advertising mix:

- TV / Video
- Billboard
- Print
- Social Media

A blue-tinted photograph of a mountainous landscape. In the foreground, three people are standing on a rocky outcrop, looking out over a valley. The background shows rolling hills and mountains under a clear sky. The overall mood is serene and scenic.

Campaign Concept

Concept Overview

CAMPAIGN CONCEPT

This concept is rooted in feelings of nostalgia that every person has felt about a past vacation. We'll remind our potential visitors of the family trips they once took as kids to inspire them to visit Carson City to make their future best memories here. The campaign will highlight attractions in Carson City as the perfect backdrop for outdoor adventures, historical and cultural discovery and timeless mountain charm. Our visitors can recreate, relive and forge new vacation memories that will be reminisced on and shared for a lifetime.



Concept Overview

CAMPAIGN CREATIVE MESSAGING

Fighting in the backseat is a rite of passage. Rides are powered by two legs. The only flash is from a camera. We'll tell adventurous stories of how those skinned knee souvenirs came to be. And one day we will realize, these moments in the car—in the mountains—on the river—by the fire—these are the good old days. Live them now in Carson City.



Key Messaging

- » Carson City is the perfect destination that allows you to connect with your family and friends.
- » The range of attractions, alpine beauty and welcoming people will make you feel like you're taking a road trip just like you did with your family and friends.
- » The type of memories you'll be able to make in Carson City are the ones that will last a lifetime because they're genuine and non-materialistic.
- » Carson City allows you to slow down or speed up at your pace. It's a true getaway.



A blue-tinted photograph of a city street scene. In the foreground, there are several wooden park benches. A group of people is walking across a crosswalk in the middle ground. The background shows buildings and trees. The word "Questions" is written in white text in the center of the image.

Questions