VISIT CARSON CITY

The New Brand Campaign

SECTION 01

The big picture

THE VISION

Built to last.

A brand campaign

Raise awareness of Carson City and drive overnight stays

Evergreen

Footage and ideas that stay relevant season after season

Five years

A campaign that gains momentum each year and becomes recognizable to our audience

WHAT WE'LL DO

Three things travelers need.

NOTICE

A reason to notice us

Awareness without differentiation is just visibility

CHOOSE

A reason to choose Carson City

A list of attractions isn't enough

BOOK

Help making the leap from dreaming to booking

An overnight stay and a trip extension have to be earned

THE TRAVEL TENSION

Travelers want a getaway that feels like a real break from everyday life, without sacrificing things to see, do and discover.

THE ANSWER IS OUR BRAND PROMISE

Carson City gives visitors the promise of ease and opportunity.

GOALS & OBJECTIVES

What success looks like

GOALS

Create brand awareness of Carson City as a destination for travelers to visit.

Increase overnight visitation and trip extension in Carson City.

OBJECTIVES

Show travelers that Carson City offers more than a day can hold, making an overnight stay feel like the obvious choice.

Create a campaign that resonates with our priority audiences and works across channels.

Create a campaign that stays fresh each season while remaining recognizable for years to come.

AUDIENCES

Who we're talking to

PRIMARY

Millennials

High planning engagement, particularly families and friend groups.

PRIMARY

Boomers

Strongest booking intent, longer stays and higher visitor value.

FUTURE

Gen Z

An emerging audience with long-term growth potential.

SECTION 02

Creative concept

Meet the character who will carry the campaign.


Ranger Wade

THE CONCEPT

Ranger Wade

Carson City has an official mascot for tourism, and he did not consult anyone before appointing himself. Ranger Wade is the new “Chief Ease Officer” and he has decided that promoting Carson City is a full-time civic duty, and he takes it about ten times more seriously than anyone asked him to.

The concept turns Wade into the unexpected face (and mascot) of a Carson City trip. He's not selling you anything. He's just a public servant with strong opinions and nowhere else to put them. Ranger Wade nails our promise of ease while bring charismatic, funny energy.

SECTION 03

Creative production

THE CAMPAIGN PLAN · FY27 TO FY31

From new face to familiar friend

YEARS 1-2 · WE ARE HERE

Introduce

Introduce The Ranger to our audiences

YEAR 3

Solidify

Solidify The Ranger as the face of Visit Carson City

YEARS 4-5

Recognized

An endearing, familiar character people know, who is associated with the best parts of Carson City

ALWAYS ON. ALWAYS OPTIMIZING.

Sharper insights

Our Growth team actively tracks ad performance and feeds trends with the Creative team. Messaging, creative and spend are refined as the data comes in.

Reach and frequency

In Years 1–2, we go wide to put The Ranger in front of as many of the right travelers as possible. As he becomes familiar, we build frequency so he becomes a familar face for our target audience.

THE SHOOTS

FY27 | Three shoots, one campaign

Shoot 1

November / December

FULL PRODUCTION DAY

- Nevada State Railroad Museum
- Jack C. Davis Observatory

SMALLER PRODUCTION DAY

- Downtown Carson City

Insights Behind the Strategy

Stargazing is a top winter search topic, making this location a strategic choice.

REASONS TO BELIEVE

Living history · Outdoor for every level · Small town charm

THE SHOOTS

FY27 | Three shoots, one campaign

Shoot 2

January / February

FULL PRODUCTION DAY

- Nevada State Museum
- Gateway to Snow and Winter Hub

SMALLER PRODUCTION DAY

- Carson City Hot Springs / Sassafrass / Shoe Tree

Insights Behind the Strategy

The Carson City Mint is a top search topic during the winter months, making the Nevada State Museum a good fit.

Carson City Hot Springs and winter activity pages draw strong traffic throughout the winter season. Featuring them connects our content with travelers as they plan their winter trips.

REASONS TO BELIEVE

Gateway to Tahoe · Easy to visit · Living history

THE SHOOTS

FY27 | Three shoots, one campaign

Shoot 3

April / May

FULL PRODUCTION DAY

- Carson Canyon Railbikes OR
- Kings Canyon Waterfall
- Nevada State Prison ghost tours

SMALLER PRODUCTION DAY

- Public Art and Culture

Insights Behind the Strategy

Kings Canyon Waterfall is an evergreen draw. Search interest holds steady all year and peaks in spring and summer, so the content stays relevant well beyond the shoot.

Before closing, the Railbikes ranked in our top 10 most-visited attraction pages. Their return gives us a built-in “it’s back” moment to reintroduce a proven favorite.

REASONS TO BELIEVE

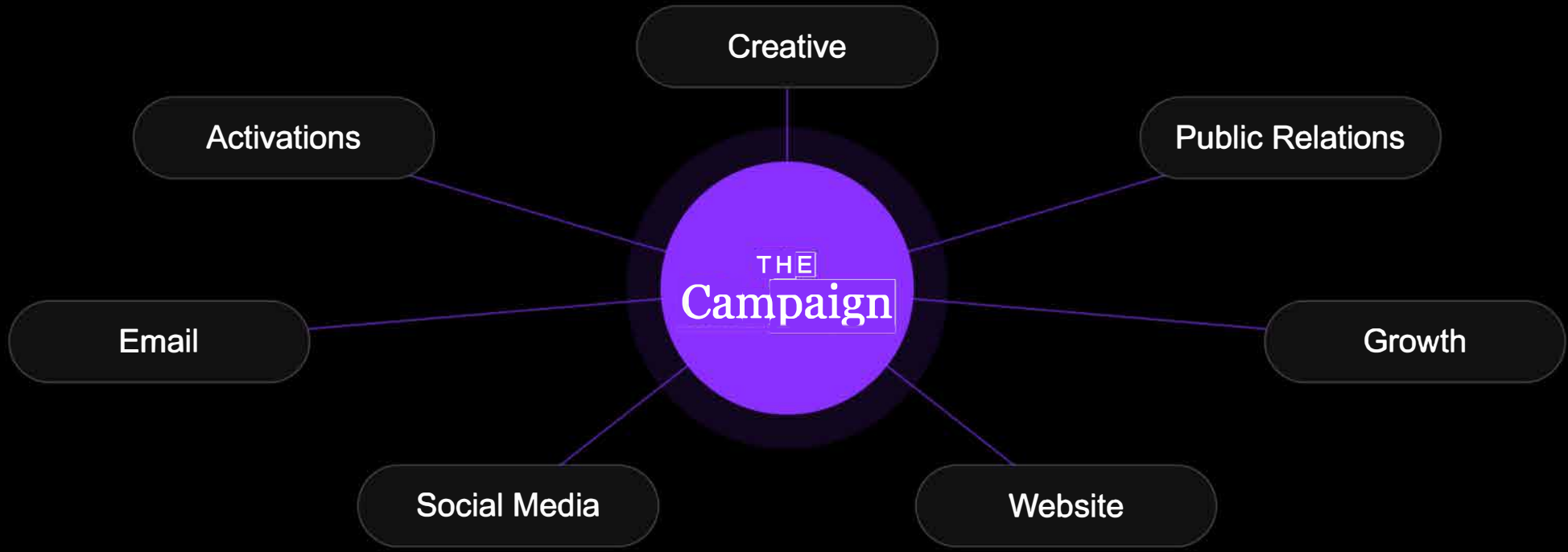
Outdoor fun · Living history · Stories on every corner

SECTION 04

The integrated plan

HOW IT ALL WORKS TOGETHER

One campaign at the center



WHO DOES WHAT

Six parts, one direction

STRATEGY

Guides it

- Research
- Data analysis
- Competitive analysis
- Campaign strategy

CREATIVE

Makes it

- The three shoots
- Every campaign asset, video and static
- All campaign copy

PUBLIC RELATIONS

Earns it

- Press kit
- Media training/media interviews
- Ranger media launch
- Continuous story development and placement

GROWTH +WEBSITE + EMAIL + SOCIAL + ACTIVATIONS

Spreads it

- Channels: YouTube, paid search, paid social, native display, display remarketing, and boosted content.
- Campaign landing page
- Ranger Wade incopoated into emails and social media
- Activation

SECTION 05

Timeline

TIMELINE

The countdown to launch

THE SHOOT & EDITING

November–December

Shooting in Carson City to capture the launch footage and create the campaign assets.

THE LAUNCH

January

The Ranger goes live across ads, PR and a new campaign landing page.

Let’s bring The Ranger to life