



# Nevada Commission on Tourism Meeting

December 2023



# AGENDA

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1. Brand Campaign Rollout (Phase 1)
2. Brand Campaign Rollout (Phase 2 & 3)



BRAND CAMPAIGN ROLLOUT

# PHASE ONE: COMPLETE





# OUR BRAND POSITION

## **Nevada is a little out there.**

The heart of Nevada, literally and figuratively, is a little out there.

It lives out in the wild open landscape, beyond the neon glow, where the state's inspiring scenery, rich history, outdoor recreation and hidden gems can be explored and uncovered, and—being a little out there—it requires a willing spirit and a sense of adventure to experience.

Similarly, Nevada's heart is a little different, a little off-beat and a little out there, too, and it demands an uninhibited sense of curiosity to love and appreciate the uncommon variety—the character and characters—that make the Silver State a surprising place to explore.

In this land of anything and everything, to truly do Nevada you have to be willing to get a little out there.



# OUR BRAND LINE

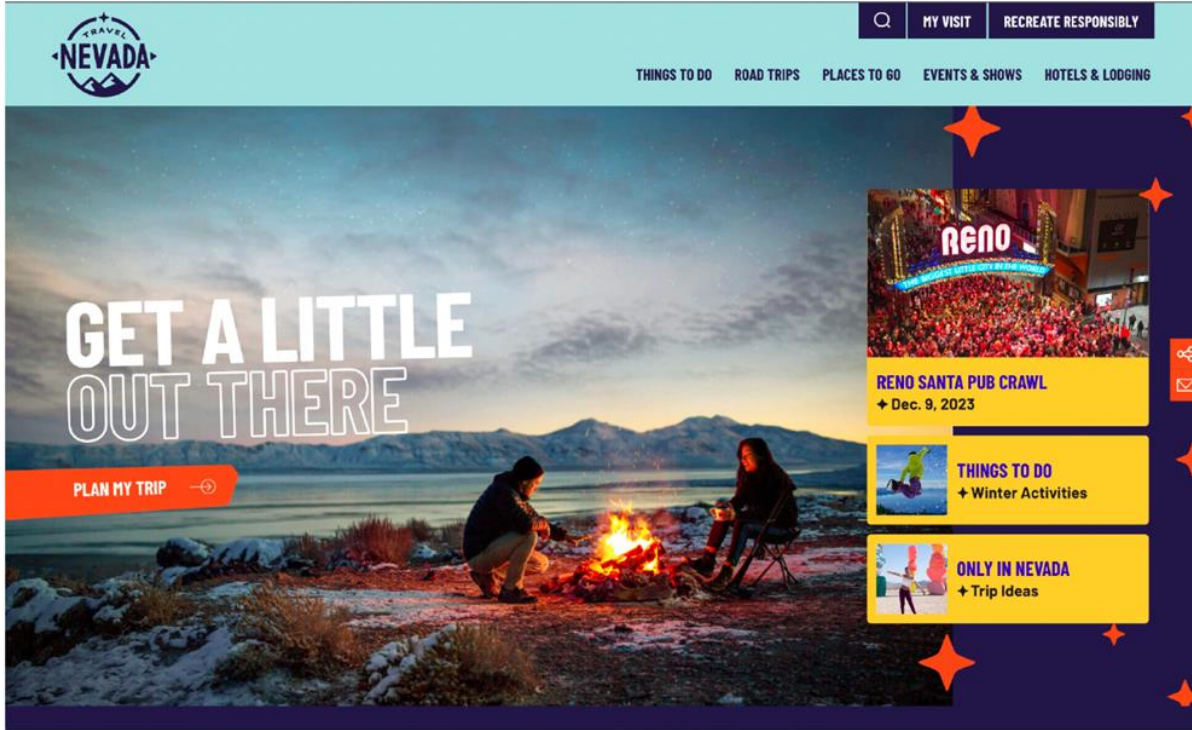
## Get a little out there.

- This line speaks to our number one goal of getting people out of the cities to explore the heart of Nevada.
- It's an invitation, encouragement and call to action to seek our uncommon variety, curious contradictions and to go do and explore—all highlighted by the DA research.
- It's very flexible and can play with unique, sentimental and inspirational.
- It accesses our personality traits: Offbeat, Wild-at-heart, Creative, Independent, Bright, Surprising, Resourceful, Accepting and Down to Earth
- It has an undeniable Nevada voice to it. And feels very ownable for Nevada. Because if one of these western states is doing its own thing, marching to its own offbeat rhythm, it's Nevada, and this line highlights that in the best way.

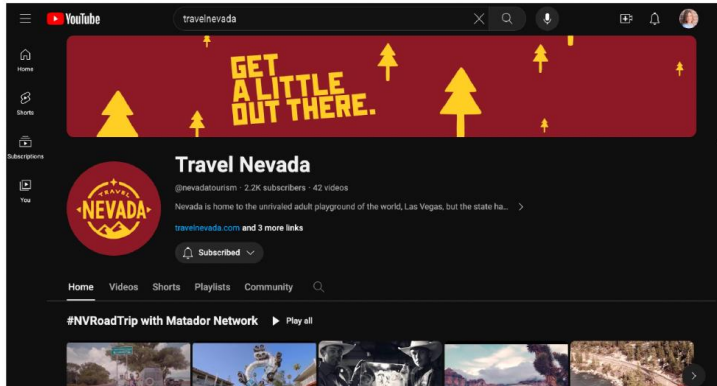


# BRAND LAUNCH RECAP

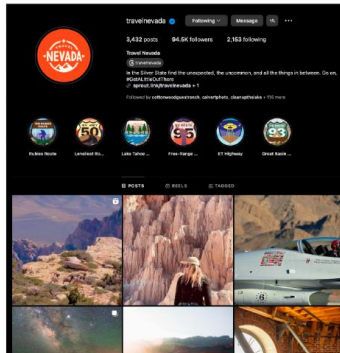
- The brand line and campaign creative was tested with Future Partners in August/September—validating our new brand direction and campaign.
- We started running ads for this campaign in early October using existing photography assets and video.
  - Raiders partnership began with podcast ads, banner ads, etc.
  - Meta and display placements
  - Tripadvisor and Expedia placements
- We launched the new brand line and campaign in-state at Nevada Day with:
  - A partnership with Great Basin Brewing to rename a beer for the day
  - Provided coasters with a QR code to our website
  - A table with Get a Little Out There swag such as t-shirts, stickers, etc.
  - Wrapped the Travel Nevada car for the Lt. Governor's parade participation
  - Reskinned travelnevada.com and our email template designs
  - Sponsored UNR Homecoming Football Game with booth on site and swag giveaways
- Travel Nevada returned to New York for the first time since COVID-19. The event encouraged media to “Get a Little Out There” and learn more about the outdoor recreation opportunities in the state.
- Today, we'll be walking you through some details on our recent photo and video production.



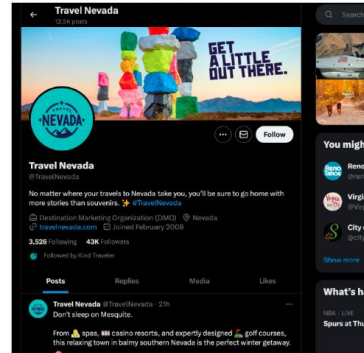
WEBSITE & EMAIL TEMPLATE



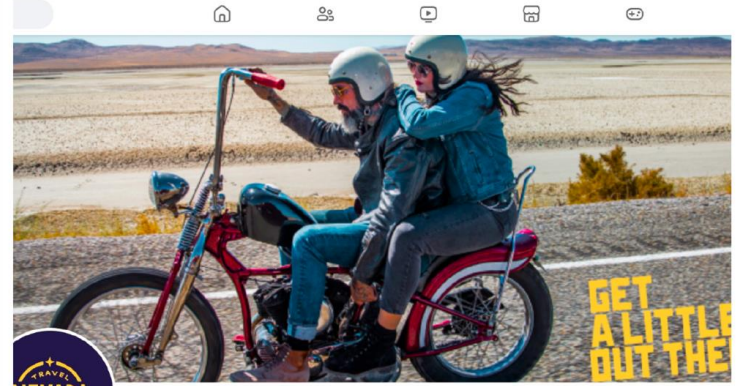
YouTube channel page for Travel Nevada. The header features a red banner with yellow pine trees and the text "GET A LITTLE OUT THERE." The channel name "Travel Nevada" is displayed, along with the handle @nevadatourism, 2.2K subscribers, and 42 videos. A "Subscribed" button is visible. Below the channel information, there are navigation tabs for Home, Videos, Shorts, Playlists, and Community. A featured video titled "#NVRoadTrip with Matador Network" is shown at the bottom.



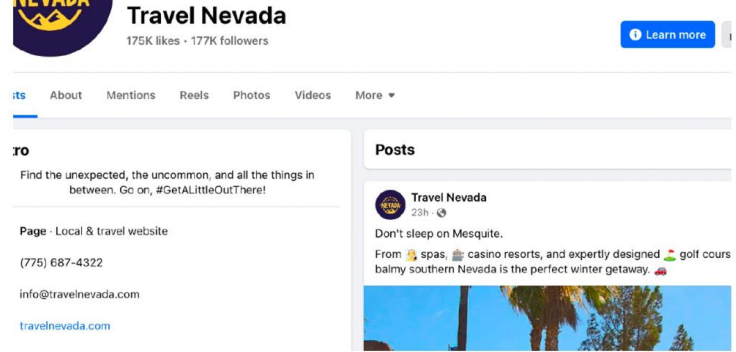
Instagram profile for Travel Nevada. The profile picture is a circular logo with "TRAVEL NEVADA" and a mountain range. The bio reads: "We all know Nevada isn't just the casinos, the economy, and all the things in between. Come, explore the OUTSIDE of NEVADA!" It lists 64.0K followers and 2.1K following. A grid of travel photos is visible below the bio.



Facebook post from Travel Nevada. The post features a photo of colorful, stacked objects and the text "GET A LITTLE OUT THERE." The caption reads: "No matter where your travels to Nevada take you, you'll be sure to go home with more stories than souvenirs. #TravelNevada". It includes a link to the website, "3,526 following", and "43K followers".



Facebook profile picture for Travel Nevada. It shows two people wearing helmets riding a red motorcycle on a desert road. The text "GET A LITTLE OUT THERE" is overlaid on the right side of the image. The Travel Nevada logo is visible in the bottom left corner.



Facebook page for Travel Nevada. The page header shows the name "Travel Nevada" with 175K likes and 177K followers, and a "Learn more" button. The navigation menu includes "its", "About", "Mentions", "Reels", "Photos", "Videos", and "More". The "TO" (Today) section displays a post with the text "Find the unexpected, the uncommon, and all the things in between. Go on, #GetALittleOutThere!". The "Posts" section shows a post from 23h ago with the text "Don't sleep on Mesquite. From spas, casino resorts, and expertly designed golf courses, balmey southern Nevada is the perfect winter getaway."

# SOCIAL PROFILES



**Travel Nevada**  
Sponsored

Tour the heart of Nevada's most iconic landmarks and monuments—it's all in our free guide.

**EPIC CREATIONS.  
FAMOUS LOCATIONS.  
GOOD VIBRATIONS.**



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Get a Little Out There  
Travel Nevada

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Reach new heights and chase down adventure in the heart of Nevada. Get inspiration in our newsletter.

**HEARTS POUND.  
ADVENTURE-BOUND.  
BREAK NEW GROUND.**



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Your next adventure is closer than you think. Discover more only-in-Nevada activities in our newsletter.

**LOOKING FOR STARS?  
CHECK YOUR BACKYARD.  
FUN'S NOT FAR.**



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You don't have to wander very far to get a little out there. Get your free guide to the best of Nevada.

**THE GREAT UNKNOWN.  
CLOSE TO HOME.  
GO AHEAD—ROAM.**



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**SNOOZE EMAILS.  
BLAZE NEW TRAILS.  
GO OFF THE RAILS.**



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**CHALLENGE-TAKERS.  
60 MILLION ACRES.  
IT'S GOT LAYERS.**




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PAID SOCIAL


**PEDAL ➡ FLOOR.  
GONNA SOAR.  
NEVER BORED.**




**GET A LITTLE OUT THERE** ▶



**ROAD TRIP.  
FROM THE HIP.  
ROLL WITH IT.**



**GET A LITTLE OUT THERE** ▶



**EARLY START.  
WILD AT HEART.  
CATCH SOME ART.**



**GET A LITTLE OUT THERE** ▶



STATIC ADS



ALLEGIANT STADIUM ASSETS





NEVADA DAY

PHASE ONE

# PRODUCTION



# THE PRODUCTION TEAM

The Travel Nevada team, Noble Studios and our selected production partner “King Abe Sticks” brought the brand and campaign vision to life. They were selected after an extensive bidding process with in-state and out-of-state production companies.

King Abe Sticks was composed of:

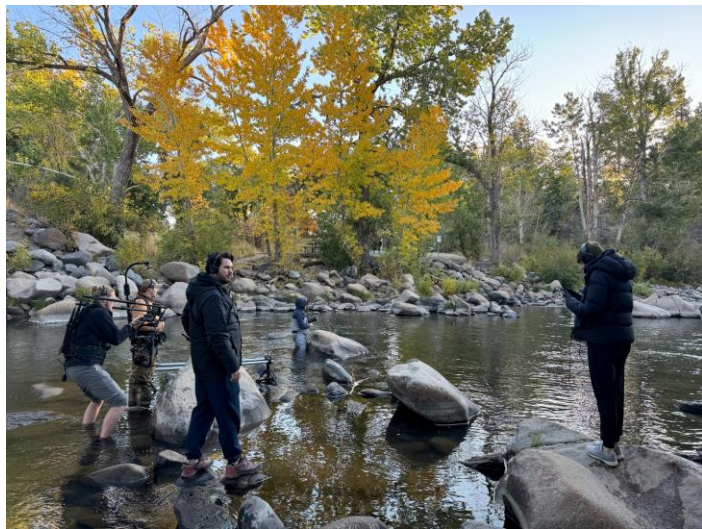
- Abe Froman Productions – Las Vegas, Nevada
- Three Sticks Productions – Reno, Nevada
- Jamie Kingham Photography – Reno, Nevada

They brought a proposal that would allow us to do a complete circle around the state over the course of a 9-day trip and capture stills and video for the new brand and Get a Little Out There campaign.



**KINGHAM.**







# WHERE AND WHAT WE FILMED

- 2,300+ miles driven
- 9 days
- 12,000+ photos captured
- 12 TB of footage captured
- 24 locations (and even more setups), including:
  - Fly fishing in Verdi
  - Strolling through Virginia City
  - Dining in Elko
  - Mountain biking in Ely
  - Sightseeing at Rhyolite
  - Rock climbing at Red Rock
  - Rockhounding in Goldfield
  - Ghost hunting in Tonopah
- Focused on casting diverse ages, races and body types
- Chose activities reflective all types of adventure levels and interests



BRAND CAMPAIGN ROLLOUT - PHASE TWO

# PHOTO: SNEAK PEAK









































EDITORIAL ENTERPRISE  
Mark Twain  
MUSEUM

DELTA

SALE

TABLE







BRAND CAMPAIGN ROLLOUT - PHASE TWO

# VIDEO: SNEAK PEEK





# VIDEO

Brand Mantra Video (DRAFT):

<https://vimeo.com/886597124/64cce094d7?share=copy>

:30 Video (DRAFT):

<https://vimeo.com/886598129/00038e9a73?share=copy>

*Note: Because it has been just 3 weeks since we wrapped the shoot, these are in-progress edits without final color correction or sound mix as of the 11/21 deck submission. Our team is actively collaborating on the final product and a new draft will be posted on 11/27.*



BRAND CAMPAIGN ROLLOUT - PHASE THREE

# NEXT STEPS





# PHASE TWO: WRAP UP

## November - December

- Finalize all Video and Photo Post-Production
  - Mantra
  - 2 x 30 secs
  - 2 x 15 secs
- Business Collateral Production
- Bring Brand to Market - *Rolling Campaign Launch Pt. 1*
  - Update to Ongoing Paid Media Efforts
  - Additional Campaign Activation Production
    - Sagebrush Saloon Passport



# BEGIN PHASE 3

## January - June

- International Brand Rollout
  - Canada
  - Australia
  - United Kingdom
- Transcreation of Campaign for non-English Speaking Countries
  - Germany
  - Mexico
- Website (.biz) Global Updates
- Business Collateral Production Cont.
- Bring Brand to Market - *Rolling Campaign Launch Pt. 2*
  - Brand Partnerships and Collaborations
  - Additional Campaign Activations



Questions?