

COMMISSION ON TOURISM MARKETING UPDATE

9/13/23



BRAND ROLLOUT

SEPTEMBER - OCTOBER

- Brand Guidelines Finalized
- Photo & Video Shoot (Noble & Matador Network)
- Website Relaunch
 - Homepage UX/UI Redesign
 - Universal UI Updates to Support Brand Evolution
 - GALOT Campaign Landing Page
- Bring Brand to Market - *Soft Campaign Launch*
 - UNR/UNLV Football Game
 - NV Day Parade
 - Formula 1 Watch Party
 - Superbowl Watch Parties
 - Organic Social Media Rollout
 - Paid Media Activations
 - In-State Public Relations
 - GALOT Branded Media Kits
 - Industry Partner Brand Kits

BRAND ROLLOUT

NOVEMBER - DECEMBER

- Video and Photo Post-Production
- Business Collateral Production
- Bring Brand to Market - *Rolling Campaign Launch Pt. 1*
 - Paid Media Activations
 - Selected Campaign Activations

JANUARY - JUNE

- International Brand Rollout
- Transcreation of campaign
- Website (.biz) Global Updates
- Bring Brand to Market - *Rolling Campaign Launch Pt. 2*
 - Partnerships and Collaborations
 - Selected Campaign Activations