

MINUTES of the NEVADA COMMISSION ON TOURISM
MEETING OF THE MARKETING COMMITTEE
WEDNESDAY, NOVEMBER 29, 2023

The Marketing Committee was called to order by Chairman Fletch Brunelle at 3:01 p.m. on Wednesday, November 29, 2023, Online via Zoom. Copies of the minutes, including the Agenda ([Exhibit A](#)) and other substantive exhibits, are available and on file with the Department of Tourism and Cultural Affairs and on the Travel Nevada website at www.travelnevada.biz/publicmeetings.

Committee Members Present

Fletch Brunelle, Chairman
Christina Erny
Edward Estipona
Kyle Horvath

Committee Members Absent

[None]

Staff Members Present

Caroline Sexton, Chief Marketing Officer, Travel Nevada
Tracie Barnthouse, Chief Public Relations Officer, Travel Nevada
M. E. Kawchack, Deputy Director, Department of Tourism and Cultural Affairs
Keelie Cox, Marketing Manager, Travel Nevada

Others Present:

Gabbi Hall, Creative Director, Noble Studios
Monica George, Senior Client Success Manager, Noble Studios
B.C. LeDoux, Partner and Chief Creative Officer, Noble Studios
Patti Butler
Jeff Deikis, Noble Studios
Katie Grinsell, Production, Three Sticks
Austin
Aurthur

Chair Brunelle:

Good afternoon, everyone. I would like to call to order the Marketing Subcommittee meeting of the Nevada Commission on Tourism. It is November 29th, 2023, at 3:01 PM. Can you please confirm that the meeting was properly posted?

Caroline Sexton:

Confirming that the meeting was posted properly.

Chair Brunelle:

Excellent. Thank you. Can you please call roll?

Caroline Sexton:

[Roll was called.] All Committee members are present. We have a quorum.

Chair Brunelle:

Excellent. Now, we will move on to Agenda Item A, Opening Comments. Caroline?

Caroline Sexton:

We have a bit to get through today, but we are really excited. I know we did not have any updates ahead of the last Commission meeting, so we have been working a ton on the creative campaign. Some of you might have seen those things happen in the wild. Kyle, we got to come right to your backyard over the last little bit. Tracie is going to give us an update on some of the earned media and things that have been going on over the last quarter.

We are going to discuss our production and where we are with the direction we are going; hopefully get some good feedback from you on the photo and the video side. We will also talk about the next steps. Additionally, which is out of order because it is the first item on our agenda, there has been one open seat on the committee for a little while. We have some options to fill that but wanted to have just a brief discussion on that before we move forward.

Chair Brunelle:

Excellent. Thank you.

We will now move on to Agenda Item B, Public Comment.

Is there anyone on the call for public comment? If so, each speaker is limited to three minutes, and we will talk about agenda items only. So, is there anyone on the call that would like to speak? [There was no one.]

Hearing none, we will move on to Agenda Item C, Approval of the Minutes.

This is for the June 1st, 2023, meeting. Are there any proposals by way of motion for a matter relating to those minutes?

Edward Estipona:

I motion to approve the minutes.

Kyle Horvath:

I will go ahead and second that.

Chair Brunelle:

Okay. We have a motion and a second. All those in favor say aye.

Committee Members:

Aye. Aye. Aye.

[Motion passes unanimously.]

Chair Brunelle:

None opposed. All right.

Next, we will move to **Agenda Item D, Addition of New Marketing Committee Member**. Caroline?

Caroline Sexton:

Gabbi, would you mind throwing the presentation up for us? I think we have had our fifth seat open for a little while. I have a recommendation for someone kind of in the outdoor recreation and marketing space located here in Reno. His name is Bobby Styler. As discussing that with the Committee, we did want to just double check and see if anyone else had opportunities for that. I was able to talk with Edward and Fletch about this ahead of the meeting. I know Fletch has a recommendation for someone who also owns a small agency in Las Vegas and is reaching out to him as well. His name is Scott, so I am going to check and see if he is interested; and we do have the opportunity to add multiple people if we have multiple good candidates that we would like. But I just wanted to double check if anyone else on the Committee currently has any recommendations they would like us to reach out to, to make sure we cover all of our bases and go from there. I wanted to open that up for discussion. If not, we will go ahead and send around the resumes for Bobby. And then, should Scott be interested in joining, we will send around his resume too and go from there.

Chair Brunelle:

That sounds like a good plan to me. I do not have any questions. Committee members?

Edward Estipona:

Neither do I.

Kyle Horvath:

I do not have a better idea. So, this sounds good.

Chair Brunelle:

Okay. So, we do not have a motion to give for this because you are going to send around the resumes. Can we make a motion to recommend someone then once we see the resumes?

Caroline Sexton:

I guess it is not necessarily something we have to vote on as long as there are no objections. We will just move that recommendation along to the Commission and let them know we are adding either one or two new members to the Committee.

Chair Brunelle:

All right. Then we will move to **Agenda Item E, Earned Media Update**.

Tracie Barnthouse:

I appreciate the opportunity to update you on the earned media activations and initiatives that we have undertaken here at Travel Nevada. For the record, I am Tracie Barnthouse, Chief Public Relations Officer, at Travel Nevada. I will briefly walk you through some of the Q1 activation initiatives we worked on this past quarter [[Exhibit B](#)].

Before every fiscal year, we have a strategy meeting where we come up with a Top 100 outlet list, which includes the Top 100 outlets we want to have coverage in throughout the year. We then scale our key

performance indicators (KPIs) to that Top 100 list. So, you will see these goals in here to secure 40 placements in Top 100 outlets. We report each quarter on how we are pacing with those goals. We are looking pretty good overall with our goals in Q1. We were able to secure 14 Top 100 placements in the first quarter, which is pretty good for the first quarter of the year, and I know we will achieve that goal as we run out the rest of the fiscal year: To secure fifteen feature placements. We had three in Top 100 outlets, with at least one key message. We identify those by brand pillars and what the marketing team really highlights.

We make sure we take those messages into our earned media coverage and pitch those to media accordingly. We try to secure at least 75% of those earned key messages into earned coverage. We are usually pretty good at that with a hundred percent in Q1. We hosted eight Top 100 journalists in the state over the quarter. We had one top 100 journalists this fiscal, we have nine more confirmed FAMs for Q2, so we're looking pretty good with that metric. Hosting eight influencers in state, we had three in Q1. And then, as you will see in the notes, we have six more in Q2, Q3, and then engaging 40 Top 100 media contacts. That is via desk sides via virtual briefings, via email pitching, reactive and proactive. We have done a hundred Top 100 outreach this quarter so far. So, we are looking pretty good as far as our KPIs go on our domestic Earned Media. The next slide, we partnered with a head of Formula One. We partnered with a Motorsport influencer, Heather Storm, who came out to the state and participated in a road trip from Las Vegas up to Ely, where she was part of the Silver State Classic. The team in Ely was fantastic to work with. We got her a custom-made Travel Nevada helmet that she put stickers all over, and she was sharing that with her audience and her followers. So, this was a great initiative that we had ahead of Formula One.

Our one Top 100 media FAM that we hosted was from The Manual. This is Mike Richard. He did the Loneliest Road in America. We are still expecting his coverage but the feedback from his trip was really great, so we're looking forward to some great coverage there. And then the next slide, showing the three influencers that we hosted in Q1. So, we had @feedthemalik, she did the Lake Tahoe Loop and focused on a BIPOC itinerary around the Reno, Lake Tahoe region. We had Jeremy Jensen who focused on astrophotography. And then we had Mindy Michaels from @MindyOnTheMove who was out in the Ruby Mountains, and we were able to get some great content and assets from her about the Ruby Mountain Balloon Festival. So, that was some assets that we were lacking a little bit in our marketing inventory, so she was able to kind of both use her influence and her photography skills to help fill a gap in photography and videography. The next slide is a highlight of some of the coverage that we received. The next couple slides are some snapshots of some coverage.

These are all from our Top 100 list. We have AAA via Travel and Leisure. The next slide is Thrillist and then HGTV. And then the next one is AFAR and the Travel. So, some great coverage in nationally recognized publications over this quarter. So, what is next? In Q2, we have three influencers that we are hosting or have hosted. We had Amanda Paulson of PRETTY FN SPOOKY. She was focused on haunted paranormal in Nevada. I am really excited to come back to your guys' next Marketing Committee meeting because her results have been amazing. We will let that number grow a little bit longer over the next couple months and have a huge number, but right now it is pretty big. So excited there. Then we have HoneyTrek who were a part of that last bullet on there about the Eclipse, which I will get to next. They were part of that bigger initiative. And then we had Mama and Minis. Every quarter we have identified as a need to have an in-state influencer travel throughout the state. Mama and Minis came up from Las Vegas for the Nevada Day Parade and she was able to share that with her audience. That is kind of something that we are always looking at. I feel like a lot of people think Las Vegas is our capital, so it is

always nice to get somebody from Vegas up to Carson City and share with their audience Carson City and Nevada Day, and the importance of that day in Nevada.

Finally, to cap it all off, we had a great media press trip in Ely for the Great American Eclipse Festival. Kyle and the team in Ely did such an amazing job, and we were so happy to help amplify that message by bringing some top tier media out for a few days to attend the event and all the other activities that were going on. You can see here we had AAA, Westways, Nat Geo, AFAR, Space.com, and Lonely Planet; and their content has equally been pretty amazing so far, but where we're holding off on some more print coverage, which always kind of tends to delay a little bit. So, a little highlight from me on the Earned Media, and thank you again for the opportunity for jumping on your meeting and sharing a little bit. I rarely get to do this, so I am happy to talk with you all about what we are doing on the PR side of things.

Chair Brunelle:

Thanks for the update, Tracie.

Kyle Horvath:

Thank you, Tracie. That was a great update.

Tracie Barnthouse:

Thanks.

Chair Brunelle:

All right. We will then move on to **Agenda Item F, Brand Campaign Rollout.**

Caroline Sexton:

Awesome. Before we kind of dive into the fun stuff, the pretty production things that we have to present today, we kind of wanted to do a little bit of a recap of what's gone on since we last spoke back in June. Centering ourselves on what is behind this campaign and all of the work that we've done to build the brand platform [[Exhibit B](#)]. I want to recap that our brand position, which is really where this brand line kind of evolved from is that Nevada is a little bit out there.

The heart of Nevada both 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 odd, a little offbeat, 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 must be willing to get a little out there. That is kind of teeing up some of this moving into the next slide. That is what built on this brand line. So, kind of going here, we really do believe that this brand line speaks to our main goal, which is to get travelers to, not just know Las Vegas and all of its wondrous things or even to just know Reno, but to really get out into all of the corners of Nevada, into that heart, into the outdoors. It is an encouragement to really go after some of the uncommon variety that our state has to offer. We like to talk about things as curious contradictions that we have some of the darkest places on earth as well as the brightest place on earth, really showing people that and getting them out there to explore.

It is a very flexible line. It can play with a sentimental side, kind of the quirky, unique, odd side, and is also inspirational. And then, really hones in on all of the personality traits that we defined as well; offbeat,

wild at heart, creative and dependent, bright, surprising, resourceful, accepting, and down to earth. We really feel that it has an undeniable Nevada voice to it. So, it feels like something Nevadans can really own. It feels authentic to who we are and who the spirit or personality of Nevada is. You will see a little bit later in our slides as we do some of the recaps of our launch of how quickly it has been adopted by locals here. It is anchoring us back on how we got here before we jump into talking about some of what we have done already. To launch, we have kind of been doing what we call a rolling rollout. We broke up the brand and launched this evolution and the rollout of the campaign into three phases. We are currently in the middle of phase two.

Before we launched the campaign, we did want to recap what we tested. We utilized Future Partners to do an in-depth focus group on three separate groups of people. We did an in-state set, and an out-of-state set from our target markets. We had a variety of demographics, ages, backgrounds, socio-economic, all of that tested the brand line as well as some of the campaign creative. It was received really well. It was awesome to see. We even had what we call a rip reel, so a little concept video that felt very similar to what we were planning to produce, that we got to show them there, as well as some static ads and the brand line itself in a few different font treatments. And that was to validate the direction that we were moving with the campaign and what we were doing there. We saw that people were really excited about the variety of Nevada that we were showing with that. Nevadans in those focus groups were excited to show people the things that are not kind of stereotypical Nevada. That was really awesome to kind of validate that our train was moving in the right direction. We started in early October. This was before we had done the production shoot that we are presenting on today, so we were utilizing the new brand and campaign creative, the graphics, the colors, the fonts, the styling, all of that with newly, re-edited content that we had. So, photos and images, and video from the last shoot that we had, we kind of re-edited those so they felt a little bit closer to what we were trying to achieve. We made selects from that shoot that felt closer to the direction we were moving with this campaign and paired that with all of our creative for our digital media.

Those have been in the wild since October 1, and kind of when we switched all of that over. We have a partnership with Allegiant Stadiums to have some podcast ads, banner ads, all of that kind of stuff. We were the media partner for a couple of games, so had some step-in repeats that got to be shown on the press conference. Everything from Meta and display, all that. Then we really focused on our main rollout to the public. We anchored that around Nevada Day. We were able to do a lot in-state around that. We had press releases that went out alerting local state media about the new campaign. We got some great traction with that locally and nationally as well with a couple of placements. We partnered with Great Basin Brewing who had a beer garden set up in Carson City for the Nevada Day parade and we had a booth there. We had some amazing cutouts for photo ops. We printed a ton of new swag.

One thing that we have really been focusing on, not just this campaign but for Travel Nevada as a whole, is focusing on more sustainable products and high-quality things; things that people actually want to keep for a long time. So, we had hats and beanies and shirts and stickers and all of that good stuff. Also, as part of our Great Basin partnership, they allowed us to rename a beer for the day. So, it was a "Get a Little Out There" beer. It even had a tap handle. We printed coasters, which we will continue use. They spread those around to all of the Great Basin locations and they are just going to keep using those until they are gone. Which is great. We had a couple of options with the coasters, and a QR code that led back to our website. We also wrapped the Travel Nevada vehicle, and the Governor was in the Nevada Day parade with that re-skinned travelnevada.com. All our email templates were updated to reflect the new brand and kind of announce it out to our audiences. Then one thing I forgot to mention on here is we

also sponsored the homecoming University of Nevada, Reno football game, which is also Nevada Day weekend.

We had a table at Nevada Day. We went right from the parade in the morning to the football game in the evening and had a table there, as well. We had a photo op light there. There was a big sign that lit up and had balloons all over it, it read "Travel Nevada." We had our popups there as well for more photo ops and passed out stickers and all of that stuff for people there. It was really great. It was received really well. We also sent swag boxes to a lot of our in-state partners. Hopefully you guys got yours. If not, it is on the way. I just wanted to help introduce the brand and the campaign to all of our partners that will potentially be utilizing the brand or at least interacting with it so that they could understand it. We included our brand mantra with that, a QR code back to our website.

Another awesome thing we did was our first media mission in New York City. It was the first one since Covid, so that was really awesome. We had a lot of our partners come out for that. We had Commissioner Jane Moon from Fallon. We had some of our team from the Las Vegas territory. We had some people from North Lake Tahoe, Nevada. It was really great to have so many people show up. And then we had an amazing turnout for media and we got to fully brand that whole event with "Get a Little Out There." It was received really well, and we were excited, really focused on outdoor rec. We had a Sagebrush Saloon. It was amazing. We have a couple of recap photos from all of that that has been going on. We have a couple of static ads. There is a picture of the wrapped vehicle, that tap handle that I was mentioning, one of the cutouts that we did as well. Then we also have, as you can see there, a sticker that was found literally the next week that somebody had already put on their car. So, we have been seeing them around town, around Carson. So, it's been really awesome to see people fully adopt it and we're really excited moving forward.

And I think that is it on the recap. We are going to move into production. I am going to kick it over to Gabbi from Noble Studios to talk about some of what went into our decisions and how we chose to approach the production and some of the details around that. And then we will get into showing all of the fun stuff.

Gabbi Hall, Creative Director, Noble Studios:

Thank you, Caroline. I am also joined on our side by Monica George, B.C. LeDoux, and Jeff Deikis, so you may hear from them as we go through. It has been a whirlwind of a month. We did an incredible production and we wanted to start by talking about who our production team was. So, we went through an extensive vetting process with production companies, not only in state, but out of state. Sending them a brief on the scripts, the mantra, what we wanted to do, what the vision was. We got a very large selection of bids. There were eight production companies in total that we talked to. And ultimately, we landed on the group that we deemed King Abe Sticks. And this was actually a collaborative effort.

Abe Froman Productions based out of Vegas, Three Sticks Productions based out of Reno, and then Jamie Kingham Photography, also based out of Reno, came together to put together a bid playing on all their strongest assets. Abe Froman has been in production forever, has a great connection, especially in the Southern Nevada area. Three Sticks is a very young and hungry company. They have a very creative team. They have a full staff, so they were able to bring a huge group of people on the road with us. That made the production really successful. And then Jamie Kingham, I know a lot of people are familiar with. He has been in the area forever, brought a ton of great experience and good vision, and understood what we wanted to accomplish. I think most importantly of all this group of people, they came excited about the vision that we had. They did that rip reel that Caroline alluded to that we used in testing. They understood

the tone and the personality that we were trying to convey very quickly, and they made it possible for us to do nine days on the road, which most production companies did not offer. We spent essentially two weeks starting in Reno and going all the way around the state, which I'll talk about a little bit on the statistics of.

We do have photos from all over the state. We started in Verdi. We did fly fishing the very first day in Verdi, and the team, as you can see, was standing in the water. We went to the Alien Research Center, International Car Forest, Spencer Hot Springs. We stayed at the Mizpah in Tonopah. We shot at Sand Mountain at sunrise. I mean, we covered a lot of territory with a really phenomenal group of people. We kept the energy high, and captured some beautiful stuff, and I'm going to walk you through quite a few photos that we captured. But just to give you a sense of just how much geography we covered, it was about 2,300 plus miles driven across the state, across nine days. In total, if you were to look at the raw photography, it was more than 12,000 photos captured, 12 terabytes of footage captured, which is just insane, 24 locations, and then we had multiple setups at some of these locations.

As I mentioned, we captured everything from 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, and ghost hunting in Tonopah. So, covered a lot of ground. Each day was about three to four scenes typically. I think the other important thing to note about this production was we really focused on casting everything from diverse ages and races and body types. We wanted to make sure this was a representative of welcoming as many people as possible to come and experience our state, regardless of adventure level. It is not all extreme, but we do represent our more extreme outdoor enthusiasts, which you will see in rock climbing. We are really proud of everything that we've been able to capture in a somewhat short amount of time and turn into photo and video.

Today I will be showing you not only a series of photos, but what we will also be showing you is a first cut. So, this is not final, but a first cut of the mantra and our first 30-second spot for this new campaign. All right. So, here is a little photo sneak peek. Like I said, we captured 12,000 photos if you look at the raw file, so this is certainly not everything that was captured, but we will give you a sense of some of the fun that was had on the road and some of the things you are going to start seeing rolled out in ads here in December. So, first off, we have our international car forest.

You can see obviously diversity and casting is well represented here. But also, when you think about our brand personality and platform, this has that energetic feel. It feels lively, it feels exciting, and it feels unexpected. It does not just feel like desert, and it is not necessarily outdoorsy. So, this one is a great one to represent this new contrast and contradictions brand platform that we have put out there. And we were able to play multiple setups and different scenes. We were able to play with things like this woman was actually a dancer in Las Vegas. We cast her, and she drove up to meet us at the International Car Forest. We were able to capture some things that feel like true tourism experiences like dining, but also fun and adventure and energy. We went to Lamoille Canyon. The other thing we all joked about as a crew is we experienced all four seasons on this trip. We were sweating in Southern Nevada, and we were freezing in Lamoille but we got to experience all four and it gives us a lot more weather diversity than we might've expected, typically, on a shoot. And so, that really played in our favor as well. One thing I think is also worth noting as you look at the photography is we really focused on color of wardrobe. As you all know from the new brand, we have a really bright color palette.

We have a lot of color to play with, and as a rule, with our brand guidelines with layouts, we want to pull colors in our layouts that are featured in the photography. We really focused on pulling through those

colors into our photography. Here she has kind of a pink legging on. We have a color in our color palette called Nevada Neon that is more of a magenta color, and we will be able to pull that through in ad layouts. So, this was incredibly intentional in terms of how we shot. We focused obviously on really getting a little out there. When we went mountain biking out near Ely, we were on some dirt roads that are probably the craziest dirt roads I have ever been on.

It was a really phenomenal opportunity to experience those far-out places of the state and be able to articulate that even more in our campaign moving forward. We did shoot in the Valley of Fire. We have some more images that are representative of road tripping through the state, which is obviously critical. We shot with two older friends out at Fort Churchill, so we captured a little bit of that ghost town and history. This is more of that soft adventure, right? Someone who does not have to be an extreme rock climber to experience the state and really enjoy it. We have mountain biking, giving that sense of space to be in wide open spaces. We got nice sunset light and just had an incredible group of mountain bikers thanks to Kyle. So, thanks so much for hooking us up with those guys.

Kyle Horvath:

They had such a good time with you.

Gabbi Hall:

Oh, good. I am glad. They were a hoot, and they were good troopers and, I forget the dog's name, but we had a really cute dog that hung out with us the whole time. So, we were all big fans.

Kyle Horvath:

That always makes the adventure better.

Gabbi Hall:

Exactly. We went to Spencer Hot Springs shooting one morning and we happened to run into this woman, Nikki, who was actually an influencer, full-time van lifer. She has been living on the road for quite a few years now, and she sort of walked over to our production and we were chatting, and she agreed to be a part of it, which was really cool. We had not intentionally cast her, but she had this adorable dog. And we were able to capture these moments of van life for people who are really road trippers and spend this life on the road. We have some really cool footage of her dancing on top of the car, which you'll see in the mantra. We left room on the trip for this kind of spontaneity, and it led to some really interesting things. Then we shot at the Mizpah. We have a little bit of a ghost hunting scene. We wanted to skew younger.

We have them in our brighter colors but a little bit of a different way to show ghost hunting and that sort of side of the state. We went horseback riding outside of Las Vegas. It was fun. Our lead castmate here actually trains horses at Disney, so she was very comfortable on a horse. We were able to do a lot more than you would think. We also made sure to capture a mix of those kinds of closeup expressions and also wider landscapes to give that sense of place. We went out to the art near Beatty and Rhyolite. We had this wonderful family. They brought so much energy and another great representation of diversity and expanding those represented in our materials. We went rock climbing out at Red Rock one morning. We had really great couple that came out. They are more of our extreme adventurer. She used to be a performer with Cirque du Soleil, so she was kind of up for whatever we wanted to do, but the sunrise was definitely something special. And you can see we were able to get her more extreme, hanging off the side of the rock, bringing in more of those colors with wardrobe. We went out to the Alien Research Center and shot outside. Wanted to obviously tie into our Area 51 affiliation. We got a little bit playful with them

jumping as if they are being quote unquote, you know, alien abducted. We also have some cute portraits of them as well that are a little more like someone taking a photo in front of this icon. Fly fishing in Verdi.

This was really great. Our talent here is actually a fly-fishing guide from the Pyramid Lake area. She is from the tribe and was really great to work with, so we're able to represent that local culture. We were really excited that she was willing and able to participate. She was awesome to work with.

We did go shoot at the Clown Motel, so we have a variety of things of them actually like walking in with luggage. But then we have more kind of playful, this is an attraction kind of a thing, and we have the kid in the red nose, and there is a pretty good crew photo somewhere of all of us in red noses from this stop. Went out to Virginia City, really adorable family. This one was more about showing off the old school nature, the old-time western town, as well as diversity, and they were a great family to work with. We did a little bit of sandboarding out there. You can see this is a great one to kind of show how we are pulling in color with wardrobe because we have that high contrast blue and orange combination. We got amazing night skies out at Great Basin. It was pretty sensational. I had personally never been out there before, so to see it in person is something special, and we're excited to share some of these night sky photos with the world. Now, I am going to hop into video sneak peek. These are first cuts, so they're not the final color correction and there's still sound mixing that needs to be done but we wanted to give you the full flavor of the mantra and one of the first thirties. This is just an opportunity for us to show you where we're at and if you have any initial thoughts to get any of those notes. But we're very excited about how this is playing. I'm going to start with the first cut of our mantra.

[Video Presentation](#)

That is our mantra long-form video. It will be used once it's finalized across the website. It's something that you all can use as you're talking about what is the new brand, what does it stand for?

As you can see from all the footage in there, there was a lot of stuff that I did not even show you in the photos that was able to be captured, which is pretty cool. And then next up I have a 30-second video to show you again, in first cut mode. There may be some light changes to pacing and obviously color and sound mix will be finalized but this would be more like an advertisement. These can be used in state, out of state. It is something that we'll start rolling out in December, as well.

[Video Presentation](#)

Awesome. So, that is our mantra and our 30-second spot. That is the end of my section. Caroline, I will pass it back to you.

Caroline Sexton:

We will pause here for discussion.

Kyle Horvath:

I thought that was amazing. I thought the emphasis on color was really noticeable in all of the still images. It is amazing when attire is paid attention to how much it makes or breaks the shot. So, cool on that. The videos were sweet. I cannot wait to start sharing this stuff. You guys did an amazing job.

Gabbi Hall:

Thank, thank you.

Edward Estipona:

I love that the people come in different forms and shapes. I noticed it right away. Every single destination spot, you have got the best-looking people, and they are not regular people, and I do not think they're relatable. I think these people are relatable. You got a little bit of everything. And I love, and I have said this all along since the beginning of this, I love the pacing and the language, the poetry to it. I think it adds to all the wonderful video and imagery. But I just think it is what makes this campaign even more unique because you do not see too many destination campaigns that plays on words from a poetry standpoint. Everything is always, insert logo here kind of thing because we have some similar scenery, similar outdoors to some of the western states, but I think this is what really will set us apart, and I always believed that this campaign specifically, has a lot of legs to it and can go very far. And it is fun. Very, very fun.

Caroline Sexton:

Thanks, Edward.

Chair Brunelle:

Christina?

Christina Erny:

That is what I was going to say. I think it was really well done, and I was going to say the same thing. The color and the poetry is really awesome, you guys. Nice work.

Gabbi Hall:

Thank you.

Chair Brunelle:

Congratulations.

Caroline Sexton:

Thanks so much. We are looking for approval to present those to the Commission. As Gabbi's mentioned, we do have some fine tuning that we are going to do. But in essence, those are essentially it. We are also working on an additional 30-second spot, and then there will be two 15-second cuts, so those will be really short form for social and those types of things. It will all kind of come through with that same lens.

Chair Brunelle:

Do we need to review phase three? Because I know there are a couple more slides that talk about the paid media effort and has a couple of other things with Allegiant, et cetera, before we make a motion on phase two and three. Is that correct?

Caroline Sexton:

Yes. Let us go ahead and move through that next step. As I mentioned in this rolling rollout, the big focus that we are on right now has been on the production, getting all of these assets edited and finalized. And then as they become ready, we will be swapping those out for some of the creative that is already in the wild. We are also focusing right now on our internal collateral. So, it is a lot of the things; how the brand is being communicated on the industry development side, needing updated letterhead, all that kind of stuff that filters down from the outside. We started outside and now we are focusing on the inside as well. A big portion of our efforts that are going to be moving into the final phase of this are focused

around sports. We did not want to be remiss in talking about those. Fletch is probably still recovering from the city just a few weeks ago with F1.

So, just wanted to touch base on some of the things that we have done in our play surrounding the Super Bowl this year, as well as Formula One. I know Tracie already mentioned some of those items with the influencer that we hosted, the press trip. On the F1 side, we also have been working with satellite radio focus spot, Atlas Obscura. We are focusing on the Neon to Nature Road Trip and really showing people that they do not have to just come to Las Vegas for those big sporting events, but they can get outside of the city as well to explore some of the other things that are really close by. We have a lot of targeted display ads and social media ads that have a sports focus, or a messaging focus that shows people that Nevada has more than just what we can get in Las Vegas. We looked at this as an opportunity, not really to change people's itineraries for these trips that they are coming around, but hopefully for the next time they come to the state, next time they come to a Raiders game or next year for Formula One, as well. You can pop over to the next slide, Gabbi. As part of our Allegiant partnership, this was a big part of our media plan that we presented back in June. I wanted to touch base on a few of those things that came along with that. I

It is a really robust opportunity that we have had and are focusing on. We have the logos and marks, so we have had the rights to use that logo in the state of Nevada on any of our advertising to promote that. We do have away game title spark -- title sponsors sit on the Chicago Bears game. We had those press conference backdrops, all of that. We do have a 30-second radio spot and we also had a 30-second, pre-game, in-game, and post-game commercial, and we had that available in both English and Spanish. We have highway billboards and run of site banners; some of those that we showed earlier from the homepage takeover. We have a run of podcast, which is a 30-second spot, as well. We also have a few reserved seats that we are still trying to figure out exactly how best to use those. We have had a couple of ideas for media spots to utilize those, as well as a potential giveaway. We have not nailed down exactly how best to use those yet, but we have some really good ideas and we are working with Tracie's team on those. Then we have retail promotion rights as a part of that, as well. And then a big partnership, again, more on the PR side of things. It is kind of a collaboration between the paid media and the PR side.

We have Deryk Engelland, a retired defenseman for the Las Vegas Golden Knights, who is coming and doing a show about how he does Neon to Nature. That will be a really awesome spot to get out there. It is a broadcast segment. That will be really fun. It is filmed in Boulder City and will be in those target markets for distribution there. Again this, a collaboration with the PR team, but also have some FAMs that are focused around Super Bowl around that Neon to Nature. We are calling this a Super Southern Nevada FAM where we can help educate visitors who are coming to Las Vegas about other things to do in Southern Nevada, so we will be having these three journalists there for that. And that was kind of the wrap up for next steps with a focus there on our sports initiatives.

Chair Brunelle:

Very good.

Caroline Sexton:

Go ahead, Edward.

Edward Estipona:

I do not need to tell you this, but having served on that Commission, there are going to be members of the Commission that are going to hammer you because all they see is Southern Nevada, Southern Nevada,

Southern Nevada. Just be prepared to have other things to present outside of that. I totally understand what you guys are going for. You are trying to reach people that are visiting. The majority of visitors are coming through Southern Nevada.

We are going to try to get those people to come visit the rest of Nevada. I understand that logic a hundred percent. But there is not that logic. And I remember I would sit in that meeting when I was on that Commission and I would have two of them next to me and I would have to like, almost basically grab them and just like, "I understand where you're coming from, but there is a bigger logic to this beyond just North versus South." I am putting this out there because I do not want you guys to get thrashed. The work is too good, but I do not want you to get thrashed for this stuff and I just know the tenor.

Caroline Sexton:

Definitely. No, I appreciate that feedback. One thing I actually was remiss in mentioning, and I need to double-check that and actually include it in the slides, that I hope will help a little bit with that. But we are also planning some Super Bowl watch parties, which will be both in the South and the North. This is a way to get excitement around people who couldn't get tickets to the game, couldn't afford them, whatever it may be, other people that are going to be watching the game. On the in-state side, we're currently in the works on finding a couple of partners. We're looking at breweries, restaurants, even some casino properties, to try and figure out the best fit to sponsor a Super Bowl watch party. One of the things that we wanted to capitalize on the northern side is the Super Bowl in Las Vegas. I'll definitely try and hone in on that.

Edward Estipona:

The presentation earlier to what you guys were already starting to do in October. Play up the parade. Show more imagery of the parade, show more imagery of the UNR game. Again, I'm just telling you where to not get thrashed.

Caroline Sexton:

Yes. I think that is all very helpful.

Chair Brunelle:

The other part of that, Edward, is looking at the imagery and the video and also the still photography. It's everything else in the great state of Nevada and being able to showcase that to the 200 plus million people that are going to be watching the Super Bowl and the 350 million that watch Formula One.

Edward Estipona:

Right! Again, I am in on what you guys are doing. However, I remember the last commission meeting that I attended in June. I remember when it was presented, and I was excited for them to see it. We presented a media plan, and the media plan was very Southern focused. And it was "Where's Northern? And where is this?" I totally get it, but you have got to go where the people are. And until we drag more people up here, that is not necessarily some of the things. So, anything you can do to offset it is -- the imagery was great because it is everything but southern Nevada. It is actually everything in Nevada. There was a little bit of Washoe County because you had Pyramid Lake in there, so that'll make them happy but it was so much all of Nevada, which is beautiful, but they're going to get hung up on that. That media plan is where they're going to get hung up on.

Caroline Sexton:

That is a good call. We might look at maybe how we can break that up and so it is not one just big hanging point at the end.

Edward Estipona:

Yes. That would scare the crap out of me, and I'm not there to help you guys.

Tracie Barnthouse:

Caroline, we do have a map where we track and make sure that we are being equitable across the entire state for where we're sending media, where we're sending influencers. So, maybe we include that in the presentation so they see we are covering the state and we are very mindful of that, too.

Caroline Sexton:

Okay, awesome.

Edward Estipona:

When I was looking at that last media, I was seeing the media plan, and right after that you had the Southern Nevada FAM, the Super Fam, and I am thinking, Oh, if only that was Northern Nevada.

Caroline Sexton:

I know. Definitely. Awesome.

Kyle Horvath:

I was curious. I really thought it was genius to parlay all the attention on F1 and kind of share to the other car events that were happening outside of the state. Tracie, I would lean on you. Was that considered successful? I feel like that might have been like the first time that we did something like that. Again, I thought it was really brilliant to use that exposure.

Do you think that's something that you guys would do again, and is that something that you're also trying to do for the Super Bowl in using that attention to kind of expose the rest of the state? I know it is hard in Northern Nevada in February to get FAMs out there to enjoy recreation and stuff like that. But, going off of what Edward said, I agree fully. What ways are you exposing, not so much football, but just sport in Nevada in general while all eyes are on us for the Super Bowl? And then I've got another question after that once you go ahead and respond.

Tracie Barnthouse:

We are definitely focusing on more niche influencers. I would consider Heather, who did come out for the Silver State Classic, to have more of a niche audience. Coming up we have a bird watcher. We have anglers to go fishing in Pyramid Lake. So, we are focusing a little bit more on maybe smaller followings, but very passionate people who follow them for their specific activity that they like to do. So, the Super Southern Nevada press trips that we are putting together are all the itineraries including things to do beyond the strip.

The idea being if you are coming to Southern Nevada for a sporting event, get off the strip and go do some of these things and then come back and have your amazing experience. All of them do include that. When we pitched the media who are coming out for those trips, there is five now, we have a couple more that were firmed up yesterday. They are all coming with the understanding that they are going to publish their articles before the Super Bowl, so hopefully that helps with that message, as well. I would consider the

Heather Storm Initiative successful. It is something that I would definitely look at again, like the OATBRAN trip across the state. That is another one that I am eyeing. Those very kind of specific only in Nevada sort of activities that we can shine a light on, I think are really popular and people don't know about. I love uncovering those for people that do not realize we have them.

Kyle Horvath:

Cool. Well, those are definitely two great opportunities with F1 and Super Bowl to expose people to the rest of the state. My other question was about the Super Bowl watch parties. I think those are great ways to bring people together that are not able to attend the Super Bowl. Are there any planned outside of the state in markets that we have already kind of invested in, like Chicago and places like that? Are we going to do a Nevada watch party in those markets?

Caroline Sexton:

Yes, our original thought was to do watch parties; kind of the same approach. But what we were uncovering as we were doing some research in Seattle and Chicago and some of those areas, they do not do watch parties like we do in Nevada. We are in the process right now of looking at who to partner with, but we have a couple of different approaches. There are still some parties but there is not as many opportunities as there are in our neck of the woods. We have looked at some people who are doing ticketed parties so looking at sponsoring those more from a way where we would send them some branded items like beer buckets, coasters, swag to giveaway. I always forget the name of that game that you play with the little check boxes, squares, or something like that.

Maybe doing branded games like that where they could have stuff to give away at those parties. And then one thing that has come about in our research is that a lot of the people who we talked to, spoke about how maybe they do not do a party but their takeout sales are extreme and that's really where a lot of their revenue comes from during the Super Bowl. We have been brainstorming some ideas to sponsor something in that realm where maybe we sponsor their takeout boxes, or we include an insert that's part of a contest that people could sign up for. Something along those lines. Our original plan was to go to Chicago and some of our other markets and be on the ground and host a party. But just with what we uncovered in the research, we thought it would be a little bit better to shift some of the focus to our in-state, and then do kind of some remote activations with those. So, we are having a meeting tomorrow to review some of the potential partners that we can have in those markets.

Kyle Horvath:

Cool. I think it is a good idea.

Caroline Sexton:

Thanks.

Edward Estipona:

Another question. You guys got a ton of imaging footage. The way the images were shot, do we have the ability to do any virtual reality (VR) capability with any of them down the road? Because when you are at these watch parties, I am just thinking, wouldn't it be cool to be at the stars at the Great Basin and never having witnessed that, wouldn't it be cool to be able to at least get a flavor of it? Right? So, I am just curious if we have any footage that we could use for something like that.

Gabbi Hall:

I can speak at least on the production side. We did not shoot anything that would be used for virtual reality necessarily, but I am not sure if Travel Nevada has anything in the larger library that could be used for an application like that.

Caroline Sexton:

Yes, we do have some stuff on the docket. It was not VR, but we did have a really awesome 360-degree video that we played at the media mission, and we have been looking to produce a stargazing one. There have been a couple of activation ideas that have popped up surrounding Super Bowl that we are interested in investigating there. Some of that will need to be gathered still. But yes, that is kind of an idea that we have been playing around with. One, in particular, was a star gazing kind of dome where you could walk in and experience that.

Edward Estipona:

I think with Apple's release of the Vision Pro, which will be coming out sometime soon, I think it will open your guys' world—and there may be some opportunity to even work with Apple now because not everybody's hitting them for this stuff yet; but to be some of those images because they always put some of these stock things already built into it. Maybe there is an opportunity to put something in Nevada. You know? It is a crazy little idea, but if you hit a home run with that, that is a lot of, “wow.”

Caroline Sexton:

Yeah, that is a great idea.

Gabbi Hall:

It is a little out there. Dare we say.

Edward Estipona:

And it is, but that is what this campaign's about, so therefore we need to go out there.

Gabbi Hall:

Exactly.

Caroline Sexton:

Love it.

Chair Brunelle:

All right. Any more questions or comments?

Christina Erny:

I have one more that I would like to contribute. I know under the earned media, you guys had some goals and KPIs. When you are bringing it to the commission, putting some of the data-driven decisions that got you to these placements and including that in this deck and the audiences that you will reach, I think that that would be helpful to not just paint the pretty picture but also say, “Look at all this. It is rooted in all this data information. These are the audiences. These are the numbers. This is what we are going to get out of it, and this is our goal from it.”

Edward Estipona:

Remind them their intention is to be able to get to as many people as we can to get out to Nevada in different places. When you can say the Super Bowl is going to bring “X amount” of thousands of people, or a million people, whatever it is, that is a million people or thousands and thousands of people that are going to go right through. That brings some of the logic back to that campaign is using that data of why the F1 and so on, and how many people did that bring and which means now they are going to go to other parts of Nevada, which they never would have in the past. They would have just gone to Vegas and been done with it.

Caroline Sexton:

That is great feedback. I think we can definitely pull in some of that and remind people of our target audiences. And then definitely on the IME we can add a little more information it on the slide on how many people were in the focus groups, who those people were, and maybe pull out even a couple of those actual findings that were provided in the report. I think that will be helpful.

Edward Estipona:

If you want to send any of that stuff back to me to even just look at—I look at it with a certain lens, I really do—I am more than happy to look at it before you guys go in front of the firing line.

Caroline Sexton:

Appreciate it. Thank you, Edward.

Chair Brunelle:

All right. I am going to go ahead and make a motion. So, I am going to move to approve the creative campaign production direction as presented and it to the Nevada Commission on Tourism for final approval.

Edward Estipona:

Move. This is Edward Estipona for the record.

Chair Brunelle:

Do we have a second?

Christina Erny:

Second.

Chair Brunelle:

All those in favor? Aye.

MULTIPLE:

Aye. Aye.

[Motion passes unanimously.]

Chair Brunelle:

Okay. Motion carries. All right. Before we begin to wrap up the meeting, we are at that time for public comments again. We will now move on to our final item of business today, **Agenda Item H, Public Comment**.

So, is there anyone that would like to make any public comments? Hearing none. I would like to ask for a motion to adjourn today's marketing subcommittee meeting at 4:05 PM.

Kyle Horvath:

I will make that motion to adjourn.

Edward Estipona:

I second.

Chair Brunelle:

All those in favor?

MULTIPLE:

Aye.

[Motion passes unanimously.]

Chair Brunelle:

All right.

B.C. LeDoux:

Thank you all.

Chair Brunelle:

Motion carries.

Kyle Horvath:

Good work, everyone.

Edward Estipona:

Thank you, guys.

Caroline Sexton:

Thank you everyone.

Chair Brunelle:

Thank you. Meeting is adjourned [at 4:05 pm].

EXHIBITS

[Exhibit A](#) is the Agenda.

[Exhibit B](#) is a PowerPoint presentation titled, “Marketing Update Presentation,” introduced and presented by Caroline Sexton, Chief Marketing Officer, Travel Nevada; and further presented by Tracie Barnthouse, Chief Public Relations Officer, Travel Nevada; and Gabbi Hall, Creative Director, Noble Studios.