

TRAVEL NEVADA

TNT  CALL

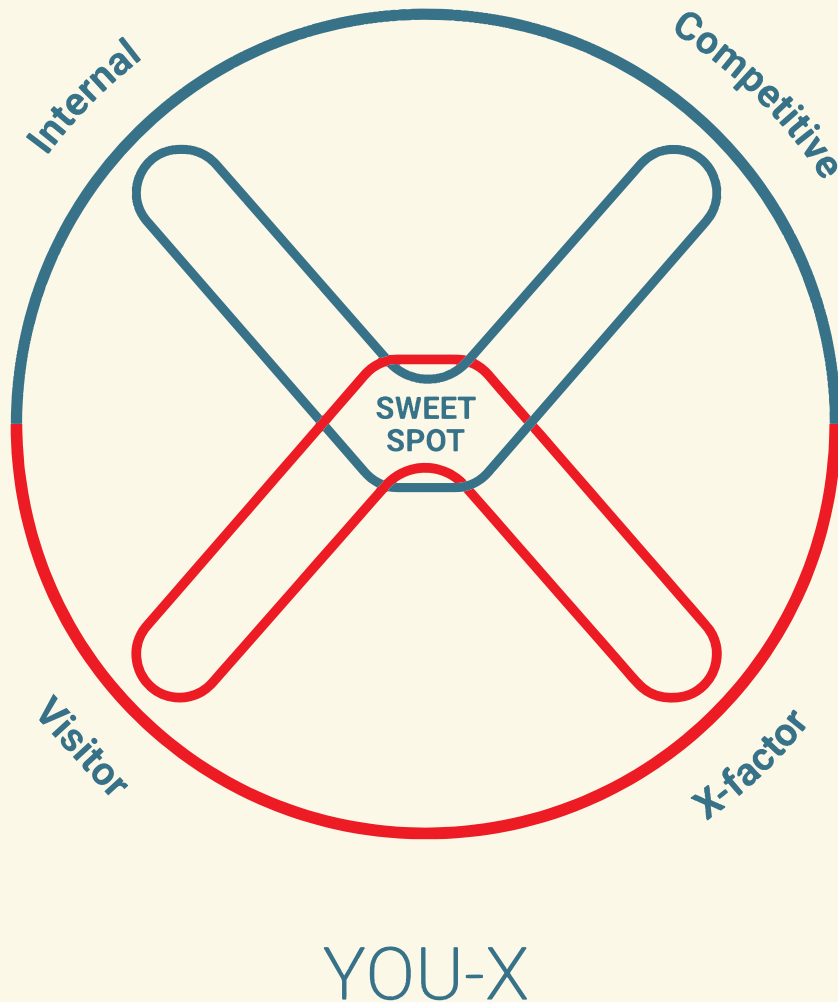
June 28, 2023



**BRAND
INSIGHTS & PLATFORM**

INSIGHTS & PLATFORM

DISCOVERY MODEL & SOURCES

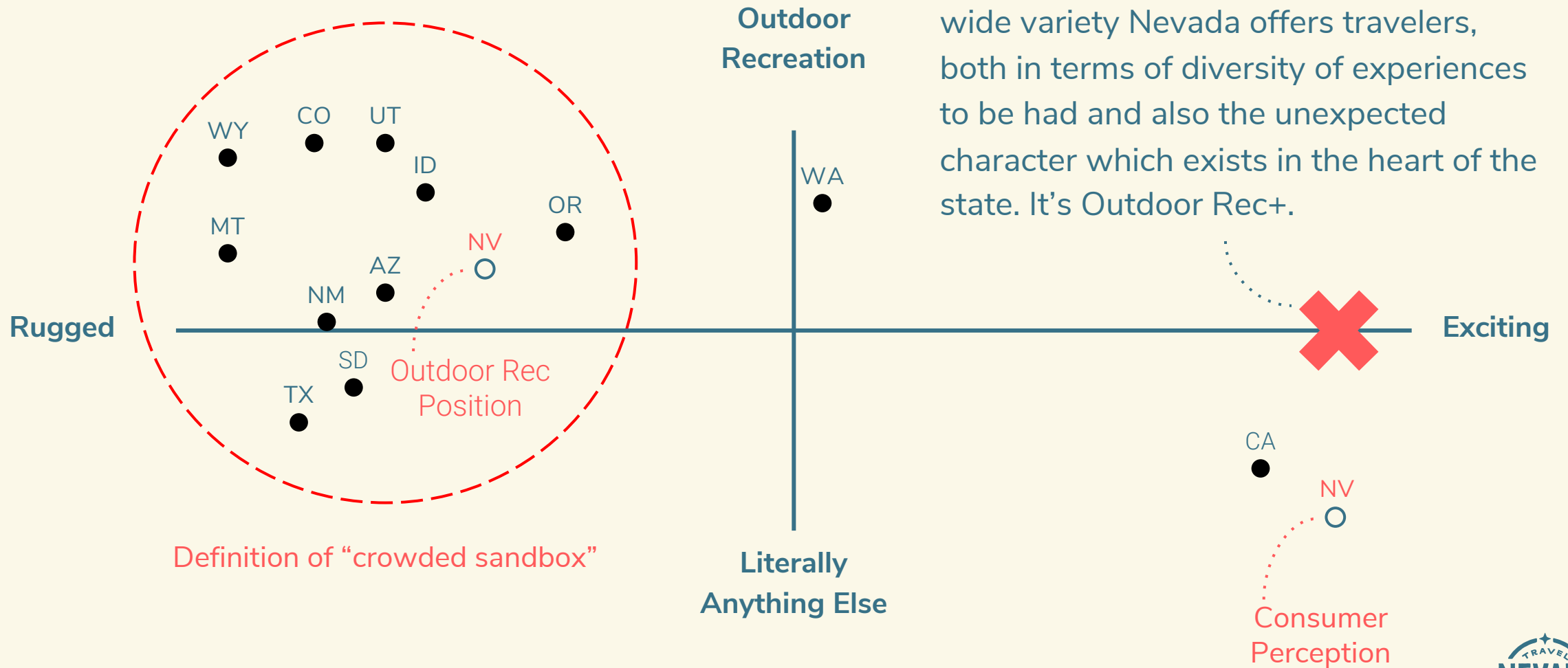


- Destination Analysts Website Usability Study
- Destination Analysts Brand Position Study
- Omnitrak IME Report
- Internal stakeholder brand survey panels
- 12-state competitive analysis
- Comprehensive brand audit + DTCA Strategic Plan
- MRI-Simmons target audience research
- Resonate audience profile data
- TN stakeholder brand workshop
- Wiser Quantitative Brand Research
- 8+ academic cultural/market studies
- 5 years experience serving as TN's digital agency
- First-hand knowledge living, working & traveling NV

BRAND INSIGHTS

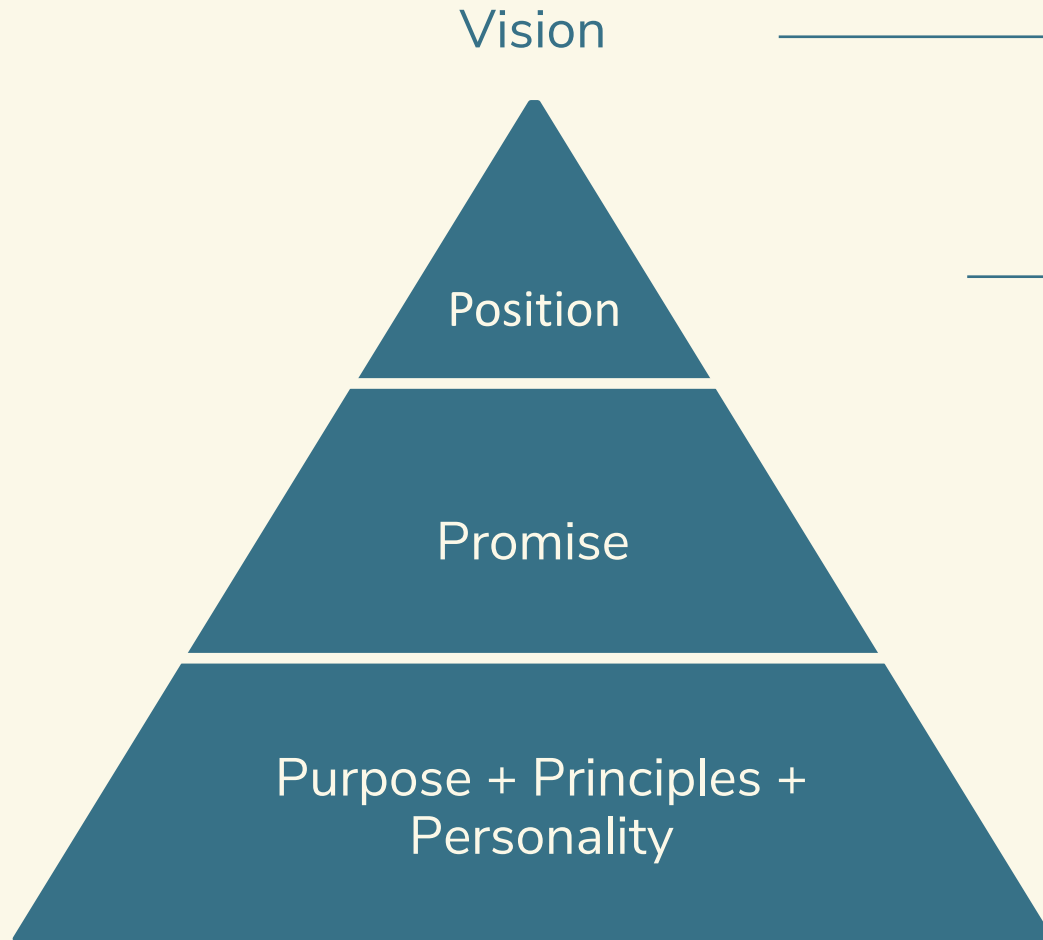
- **Public Lands**
Nevada's land is the people's land, to explore and discover.
- **The Desert**
Nevada is one, and deserts are magical, surprising places.
- **Excitement > Rugged**
People perceive Nevada as exciting first.
- **Doing**
To truly do Nevada, you first have to be willing to do.
- **Las Vegas & Reno**
Vegas and Reno dominates visitors minds, and that's ok.
- **Outdoor Rec +**
Nevada is appreciated for outdoor recreation, but it is loved because those activities play into a larger theme of variety—a key characteristic for the state.
- **Awe & Adventure**
Nevada's assets are highly motivating for visitors who seek awe and reflection and a diversity of exciting adventures.
- **Contrasts & Transformations**
Nevada's uncommon, contrasting character spark elicits transformative travel experiences.

BRAND INSIGHTS



This position leverages the states owned sense of excitement incorporates the wide variety Nevada offers travelers, both in terms of diversity of experiences to be had and also the unexpected character which exists in the heart of the state. It's Outdoor Rec+.

BRAND PLATFORM



BHAG

Where you want to be in 5-10 years

Hearts, Minds & Market

Distinctly stand out among competition

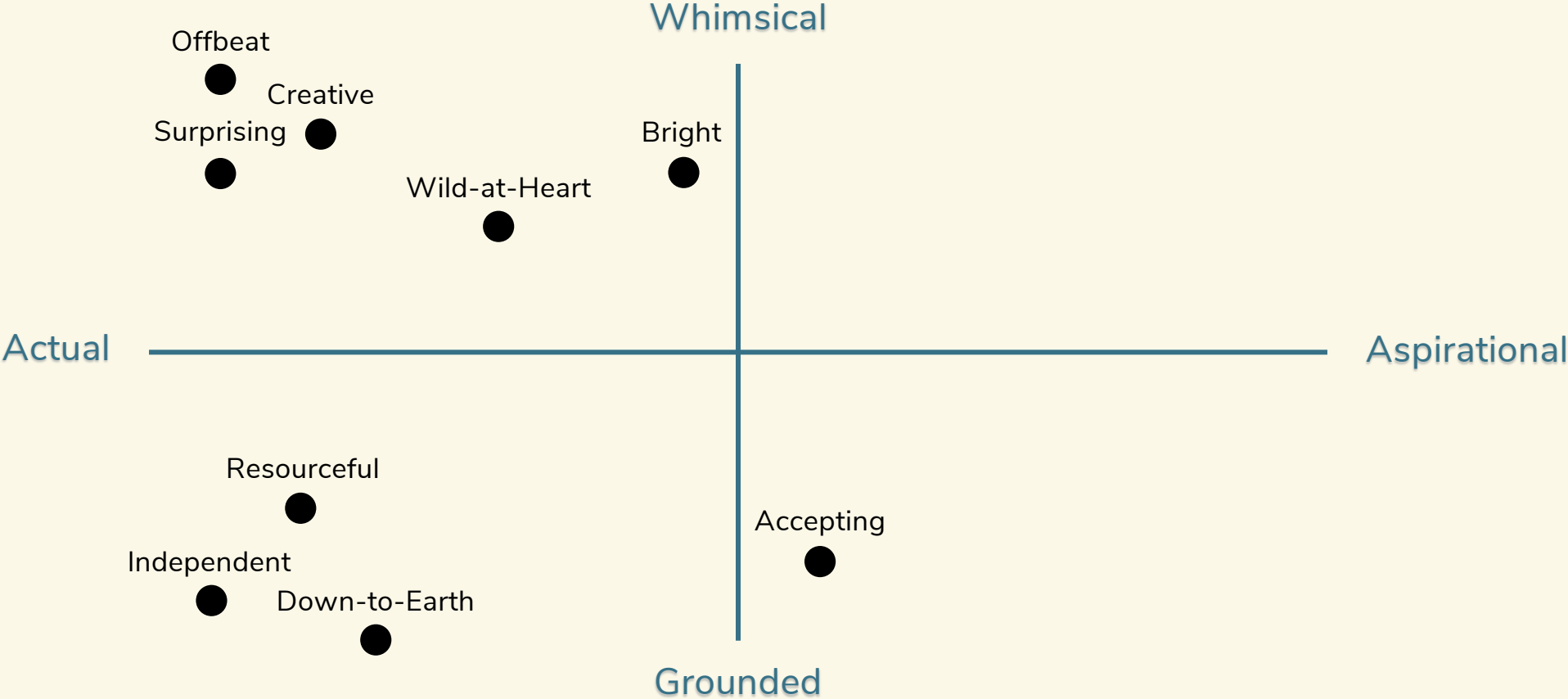
Our UVP

Clear messaging and identity that connects

United culture

Our Why + what we value + how we relate

BRAND PERSONALITY



BRAND PURPOSE

TO SHARE THE HEART OF NEVADA.

To share the heart of Nevada is to share our huge-hearted story with the world, inviting others in to be surprised, to be challenged, to be delighted and to leave changed.

It's to inspire the world to explore our beautifully uncommon backyard and discover our curious character—and characters—in their own time, in their own way.

To share Nevada's heart is to draw the world in, welcoming new ideas and new perspectives, new resources and new opportunities, which enrich our communities and brighten our future.

The Heart of Nevada is our everything—our passion, our pride, our land and our people—and in sharing it we welcome the world to see our Nevada in a new light.

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 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 have to be willing to get a little out there.

BRAND PROMISE

THE SPACE TO BE

Nevada is a space to explore and adventure, to take risks and try something new, to meet someone interesting or to discover something strange, to feel intrigued and to feel alive—and to be left forever better for it. Out in Nevada’s heart is a space both historic and here-and-now, down-to-earth and out-of-this-world, neon-lit and starlit, too, with cities erupting from the wide-open nowhere. Nevada is a space for the wild-of-heart and the curious-of-mind, for those who wonder and those who wander, for the night owls and the early birds. It’s the space to express yourself and to be who you want to be—in your own way and in your own time. Out there amongst towering peaks and valleys of fire is a different kind of space, awe-inspiring and exciting, and when you get a little out there, it’s yours to explore.

BRAND CAMPAIGN CONCEPT

GET A LITTLE OUT THERE

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 odd, 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 MANTRA



GET A LITTLE OUT THERE.

Mantra

Go on, get a little out there.

Into the big-hearted heart of Nevada.

Beyond the neon glow, where the stars sparkle and the desert goes and goes.

A place the wild things call home and the wild-hearted roam.

March to your own offbeat rhythm.

Or walk or bike or hike or meander or wander.

There's always something new over yonder.

A place where you can be you.

Or explore a new side of you.

And do the things you never thought you'd do.

Change your POV. Ride an ATV. Tell reality, "BRB."

Ghost sightings? Who knows. Maybe.



Find unexplained art, have a Picon Punch to fill your heart.

See the sunset from a hidden spring.

Dance in the desert, listen to birds sing.

Find the unexpected, the uncommon and all the things in between.

Here, you'll find anything and everything.

Go on, get out of your routine. out of your comfort zone and out of your box.

Strap on your boots, maybe some scoots, or just wear your dirt socks.

Discover the unknown and uncover the curious.

Only the heart of Nevada can give you this.

So go on, get a little out there.



CAMPAIGN



CAMPAIGN



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

GET A LITTLE OUT THERE.



International Car Forest, Goldfield



BUCKET LIST. NEW TWIST. FIRST KISS.

GET A LITTLE OUT THERE.



**BE A GAZER.
SEE A GEYSER.
FEEL ALIVE HERE.**

GET A LITTLE OUT THERE.



Fly Ranch Geyser



FIRST CUP. OLD PUP. CUDDLE UP.

GET A LITTLE OUT THERE.



Spoooner Lake



GET A LITTLE OUT THERE.

 Red Rock Canyon





GET A LITTLE OUT THERE.



Black Rock Desert



**GET
A LITTLE
OUT THERE.**

 Angel Lake



**GET
A LITTLE
OUT THERE.**

 Overton



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

GET A LITTLE OUT THERE. ▶



**FY24 MEDIA RECOMMENDATION
PAID + EARNED**

FY24 PAID CAMPAIGN



Q1	Q2	Q3	Q4
Asset Bridge	New Campaign Soft Launch	New Campaign Full Launch	
		New Markets Campaign	
		Sports Campaign	New Video Assets
Continue FY23 Momentum	New Content Partnerships & Tactics		
Always On Tactics			

NEW CAMPAIGN

STREAMING VIDEO

Showcase the Silver State on the largest screen in the home.



AUDIO

Inspire & intrigue within our audience's favorite podcasts and playlists.



CUSTOM CONTENT

Continue to produce amazing content, distributed where our target audience spends their time.



Smithsonian

DREAMING – DISCOVERY – PLANNING – LOYALTY

GET A LITTLE OUT THERE, CHICAGO



FY24 EARNED STRATEGY

Generate buzz for travelers with **trusted third-party channels** using key messages that **shift the perception** of Nevada

PERCEPTION-SHIFTING CAMPAIGNS

THIRD-PARTY TESTIMONIALS

TARGET MEDIA RELATIONSHIP BUILDING

ALWAYS-ON OUTREACH

TRAVEL+ LEISURE

Forbes

USA TODAY

Westways
THE MAGAZINE FOR AUTO CLUB MEMBERS

Fodor's Travel

Reader's Digest

Smithsonian
MAGAZINE

The Washington Post

Condé Nast
Traveler

AFAR

PHOENIX

San Francisco Chronicle

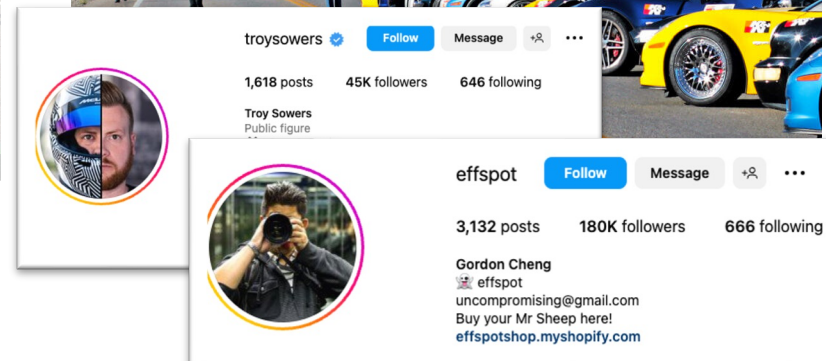
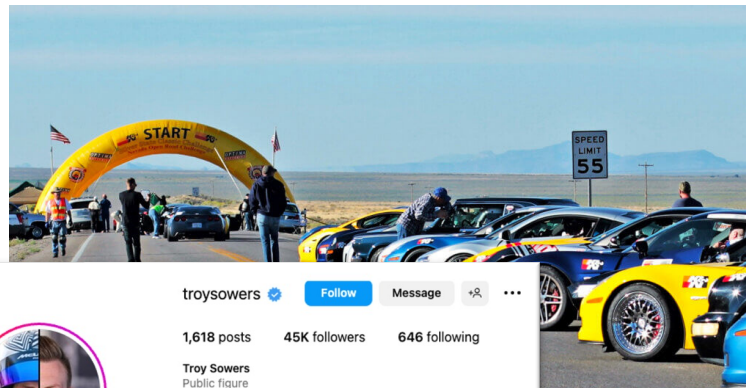
ALLEGIANT TAILGATE TAKEOVER

At a key home Raiders’ game, Travel Nevada will create a unique, **immersive experience** that encourages attendees to “Get A Little Out There” in the rural parts of the state that are just off the strip.



FORMULA 1

Partner with racing influencers for a content creation trip during the **Silver State Classic** and other Nevada experiences along that route, then promote that content (in partnership with Paid) to Formula 1 fans in target markets.



HOW [VEGAS ATHLETE] DOES “NEON TO NATURE”

Engage a Las Vegas-based pro athlete for a **custom broadcast segment** that would be distributed to target markets and nationally.



Deryk Engelland



Andre Agassi

OUTDOOR REC

Develop media-genic content that will both support travelers looking for outdoor rec offerings and be engaging for media:

- **Itinerary Builder + Quiz**
- **Adventurer's Challenge**



EDUCATIONAL + DIVERSE ITINERARIES

Develop and release three different educational itineraries to be shared on TravelNevada.com and pitched to media; proposed as media and journalist FAM trips; and used as the basis of social media content from Travel Nevada.

- Basque POIs (Q2)
- Sustainable POIs (Q3)
- BIPOC & women's-owned businesses and POIs (Q4)

The New York Times

Exploring South Africa's Black Wine Scene

White South Africans con

AFAR

DESTINATIONS ▾

TRAVEL+ LEISURE

Why Ft. Lauderdale Is Among the Most Welcoming Cities for LGBTQ+

Getting to Know Indigenous Peoples in Canada Through Tourism

MEDIA + INFLUENCER FAMS

MEDIA

Themed group FAMs + themed individual FAMs for writers with diverging interests.

- Annular Solar Eclipse
- Super Bowl/Neon to Nature
- Basque



INFLUENCERS

Influencer partnerships to reach national and target regional audiences and audiences with niche interests and to gather important assets.

- Recreate Responsibly messaging
- Diverse representation
- Content rights/video
- Subject matter experts

MEDIA MISSIONS

Media missions offer us the opportunity to engage with multiple journalists at one time. These in-person connections are invaluable for relationship building over time and eventually placing stories with media.

In FY24, FM recommends approaching media missions in two key markets:

- **New York (major media market)**
- **Chicago (new market for Travel Nevada)**



OTHER UPDATES

- We are updating our points of interest across the state in our data platform, Zartico, and that if I haven't reached out to them already that I will be doing so in the next couple of weeks to get their thoughts on top points of interest in their destination.
- New Content Development Manager at Travel Nevada
- Bandwango Pass Opportunities

THANK YOU!

THANK YOU!

