

Visit Mendocino County

Campaign Extension Ideas

May 21, 2019

Turns Out!



Turns Out!

This idea highlights the notion that one never really knows what we may have an affinity for until one ventures out.

We use beautiful photos of individuals engaged in various activities in Mendocino County and the words “Turns Out” bolded, followed by a line that supports the activity.

EXAMPLES:

A man kayaking in the ocean at sunset.

“**Turns Out** I really like kayaking at sunset in Mendocino!”

A woman with a satin sleep mask on, resting in luxurious bedding in a glamping tent

“**Turns Out** I’m really a pro at sleeping!”

A couple wine tasting on a scenic terrace.

“**Turns Out** we really like Pinot’s from Anderson Valley!”

A young group of friends standing in a large circle, staring upward among majestic redwoods

“**Turns Out** We really love “forest bathing” in the Redwoods!”

Find Your Inner Happy



Find Your Inner Happy

One magical thing about Mendocino is the number of people who leave here with an affinity for something they've never tried before. So many first time yogists, forest bathers, archers, star gazers, beer or wine tasters, etc. are born here.

This campaign uses the activities of Mendocino as an invite to come explore and discover what type of happy you can literally find here.

LINE:

Find your inner Teddy Roosevelt
Find your inner "ohmmm"
Find your inner campfire chef.
Find your inner Frisbee dude.
Find your inner goat herder.
Find your inner Train conductor.
Find your inner mushroom hunter.
Find your inner oenophile.
Find your inner warrior
Find your inner forest bather.
Find your inner creative writer.
Find your inner astronomer.
Find your inner beer connoisseur.
Find your inner glamper.
Find your inner foodie.
Find your inner crab boat captain.
Find your inner cowgirl.

IMAGE:

Big River Kayaking
City of 10,000 Buddhas
Little River Beach
Frisbee Golf Place
Penny Royal Farms
Skunk train ride
Exploring in the woods
Local Vineyard
Paintball place in Ukiah
Circle of young friends amidst redwoods
Woman with a journal overlooking ocean
Dude at night with a telescope
Local brewery
Airstream campsite
Cooking class
Crab boat
Horseback riding

Find Yourself Happy!



Find Yourself Happy!

ONLINE VIDEO: A soft background track plays as a guy is walking through the redwood forest and enjoying the sights and smells of the woods. In the distance, through the trees, we see a crackling fire and the POV draws nearer. The camera reveals a CU of the hiker stepping over a downed branch and he pulls foliage out of the way. He steps into the ring of the firelight and it reveals that the person sitting there enjoying the fire -- is himself sitting comfortably and roasting a marshmallow. The camper gives a hearty wave as he says "Well hello there friend!"

Camera then swings upwards to the treetops bathed in firelight and the moon.

VO: **Find yourself in Mendocino.**

TAG: Find Your Happy. Visit Mendocino.

ONLINE VIDEO: A young woman is leading someone down a path along the Mendocino beach. The mood is light, playful and happy as she glances back at the person she has by the hand who is just out of camera.

Waves are crashing and seagulls are calling as we swing from the face of the woman leading the other individual to the person behind and it's herself, smiling and laughing as she looks up at the seagulls and out to the sea.

VO: **Find yourself in Mendocino.**

TAG: Find your happy. Visit Mendocino.



Sarah, Happy!



_____, Happy!

For this idea we'd use pics of people doing activities in Mendocino. The photos are really unique and shot from close up and interesting angles, almost fisheye. The people have an unusually bright smile. They are beaming. You can tell which activity they are doing by what's in the background or their immediate surroundings. Some are open mouth smiles, like giddy laughter (like someone on a zipline or riding a horse or mountain bike) Others are wondrous (someone looking up at a huge redwood or holding a butterfly or caterpillar or salamander in their hand) Some are serene (doing yoga in the woods, staring at a campfire or sunset) We'd cover all forms of happy across the campaign, shown during activities, captured in a really unique way.

LINE: Find your Happy.

OOH Idea:

A shot of a someone boating on the Big River and the headline reads:
Ted, while kayaking on Big River in Mendocino, found his **Happy!**

A young woman with a giraffe at B Bryan Preserve:
Mary, checked kissing a giraffe off her bucketlist and found her **Happy!**

A family stargazing at night:
The Thomases, learned the difference between Orion and Cassiopeia and found their **Happy!**

This idea could also be pushed out to gather UGC of people who have visited Mendocino and would love to tell their story via social channels.



Happy, starts here!



Happy Starts Here!

Think Cannonball Run or The Amazing Race tailored to the various activity profiles of people who visit Mendocino. It would show routes with a timeline all the cool things you can experience in a 2 or 3 day weekend.

For the:

- Winelovers
- Whale Watchers
- Foodies
- Festival Goers
- “Not Doing a Damn Thing” people
- Spiritual Explorers
- Athletes
- Etc. Etc

Activations:

- Digital Maps that show routes and timelines
- Team up with Spotify to create playlists tailored to the various personas.
- T Shirts that are almost like Nascar or Road Rally in nature

Fresh Mendocino Happy Air (works with any platform)

As a stunt, We bottle air in the Mendocino Redwood forest in glass bottles and ship them down to be sold (or given away at events). The bottles promote VMC's commitment to trying to spread Mendo Happiness everywhere. The bottles are wrapped in our “Happy Manifesto” and once the delightful and joy-inducing air has been released, the bottle can be used as a water bottle afterwards.



This way to Happy!



This way to Happy!

Some people have been so out of touch for so long they might need a little help finding their happy again. It's not very hard, really. It can be as simple as throwing a frisbee for a little while. Or watching some sea lions soak in the sun. Or watching a salamander crawl slowly through the underbrush of a redwood forest. This campaign would be a simple and fun instructional series pointing out the ways you can find your happy in Mendocino

Examples:

How to address a horse on a trail.

Is it hiking? Or is it forest bathing?

Can I eat that?

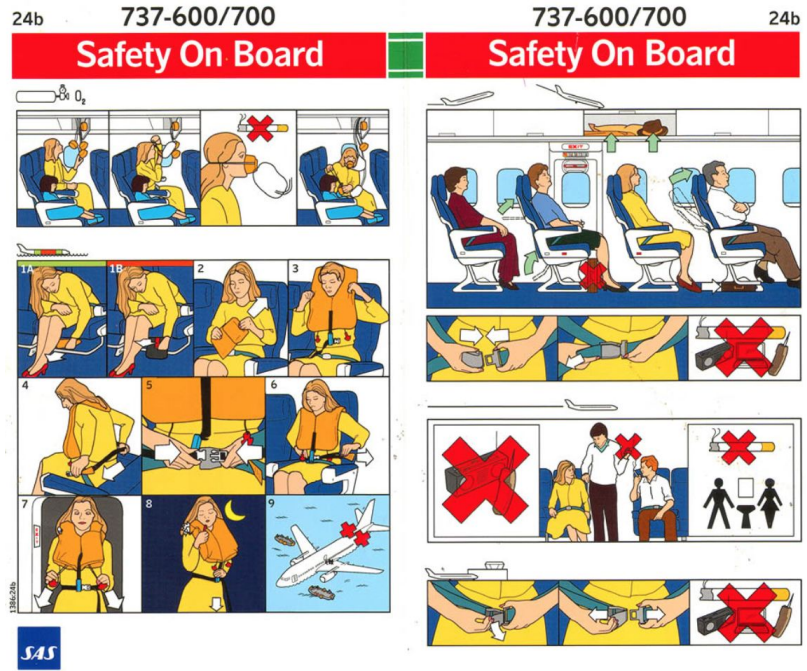
How to recognize constellations.

Did I just wave at seal, or a sea lion?

How to fling that frisbee like a pro.

“Pinot my Grigio” and other wine varieties explained

Whittling basics.



The Destination Inside



The Destination Inside

Most travel companies position travel as an escape. A getting away from your everyday life. And usually a lot of images and information about the destination -- where you'll go. But this idea is about traveling back to a more personal destination -- yourself. When you come to Mendocino, you get in touch with the core of who you are. The person who was pushed down and worn out by the job, the responsibilities, the stress, social media, etc. When you come here, you may walk into a redwood forest, but the destinations you reach is your inner self, your original self, your true self. The happy you, these are emotions you rarely get to feel in your daily 9 to 5. Mendocino is a magical destination indeed. But the place you may unexpectedly discover is within.

EXAMPLE:

Beautiful and interesting shots of Mendocino locations, people and activities with signs that you normally see on a trip. But the location names have been replaced with emotions.

(sign at the entrance to a forest trailhead) NOW ENTERING: CURIOSITY

(road sign) AMAZEMENT NEXT 60 MILES

EXHILARATION tours departing on the hour.

Welcome to WONDER

Other emotion examples:

Confidence Relaxation, curiosity, adventure, connection, balance, wonder, exhaustion, decadence, romance, exhilaration, euphoria, appreciation, independence, simplicity, relaxation

The Destination Inside

(visual inspiration)



Thank you