### Visit Mendocino County

Campaign Reboot 05.26.2020





#### The Ask

Develop a campaign to build awareness that Mendocino County is open for business leveraging the "Find Your Happy" campaign platform.



#### Campaign Deliverables

Digital (included)
Social



Campaign Concepts





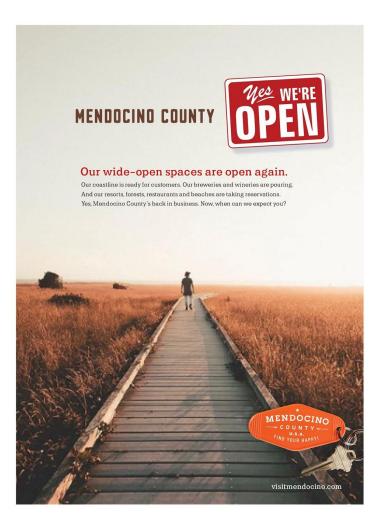
#### Yes, We're Open

Our audiences have been sheltering in place for months. The walls are closing in and the kids are going stir crazy. It's time to get out. Far outside the city where clean air and open spaces greet our unmasked faces. This campaign will let our audiences know, in no uncertain terms, that Mendocino County is open and ready to break visitors free from the shelter in place.





## MENDOCINO COUNTY MENDOCINO COUNTY Get back on track to nature! Our coastline is ready for customers. Our breweries and wineries are pouring. And our resorts, forests, restaurants and beaches are taking reservations. Yes, Mendocino County's back in business. Now, when can we expect you? visitmendocino.com







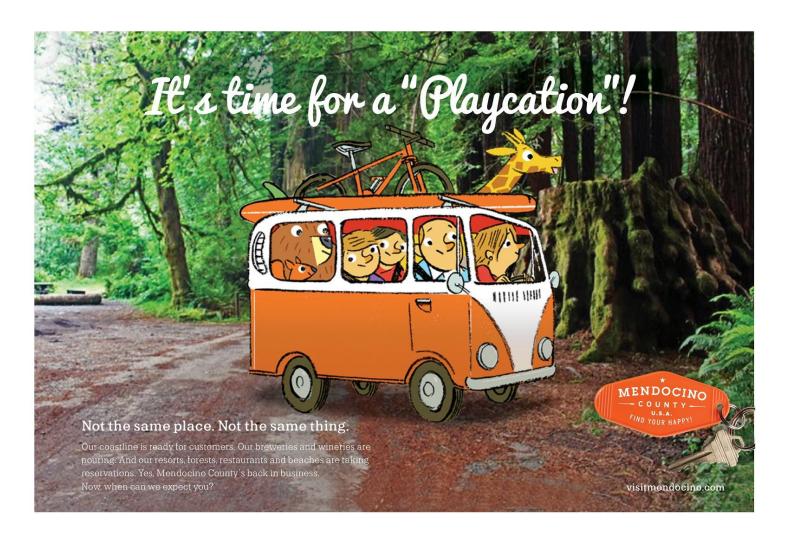




#### Mendocino County. It's Different up here!

While sheltering in place has changed the way we conduct our lives, it hasn't changed our need to play. Play is not a luxury but a necessity for human beings. Let's show our audiences that there is no better place to play than Mendocino County and no better time than now.









#### Not the same place. Not the same thing.

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Now, when can we expect you?

MENDOCINO

— county —

U.S.A.

FIND YOUR HAPPY!

visitmendocino.com





#### Mendocino County. Breathe Deep

Living behind a mask is not how human beings were meant to enjoy this beautiful earth. You wear a mask for so long, you sometimes forget who you were beneath it. This campaign showcases that there is place not too far away where the land is beautiful, the hospitality is real and the air is naturally sweet. This is where you want to take off your mask and breathe deep.



# Treathe DeepIN MENDOCINO COUNTY

Our wide-open spaces are open again.

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And our resorts, forests, restaurants and beaches are taking reservations.

Yes, Mendocino County's back in business, Now, when can we expect you?

MENDOCINO

COUNTY

U.S.A.

FIND YOUR HAPPY!

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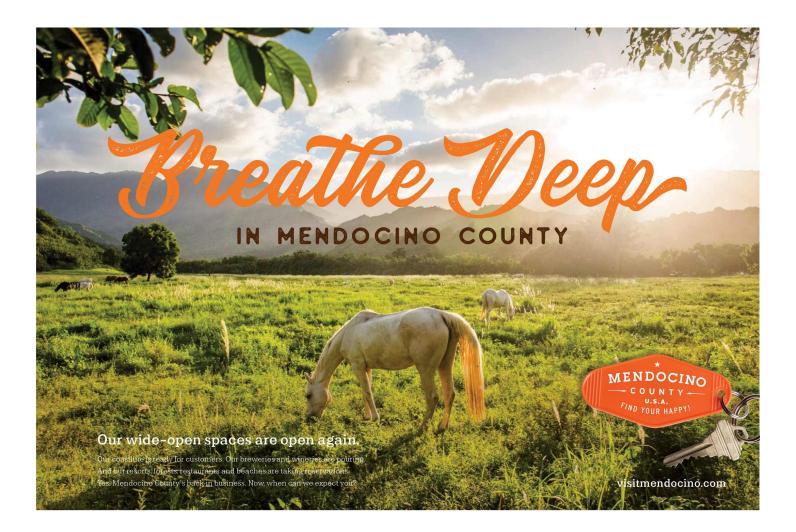
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### Thank you!

