

Visit Mendocino County

Campaign Reboot 05.26.2020



Visit Mendocino 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

MENDOCINO COUNTY

Yes WE'RE
OPEN



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

Yes WE'RE
OPEN

Reacquaint yourself with an old friend.

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?



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MENDOCINO COUNTY

Yes WE'RE
OPEN

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?



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MENDOCINO COUNTY



Our wide-open spaces are open again.

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?



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MENDOCINO COUNTY



It's your turn to put the sun to bed.

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MENDOCINO COUNTY

Yes WE'RE
OPEN

Two hours from the city, yet a world apart.
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MENDOCINO
COUNTY
U.S.A.
FIND YOUR HAPPY!

visitmendocino.com

MENDOCINO COUNTY

Yes WE'RE
OPEN

We weren't shut down. We were simply waiting.
Our coastline is ready for customers. Our breweries and wineries are pouring.
And our resorts, forests, restaurants and beaches are taking reservations.
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MENDOCINO
COUNTY
U.S.A.
FIND YOUR HAPPY!

visitmendocino.com

It's different up here!



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.

It's time for a "Playcation"!



Not the same place. Not the same thing.

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?



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Taste life to the fullest.



Not the same place. Not the same thing.

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Adventure like you mean it!



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Breathe Deep

IN MENDOCINO COUNTY



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.

Breathe Deep

IN MENDOCINO COUNTY

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Breathe Deep

IN MENDOCINO COUNTY



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Thank you!