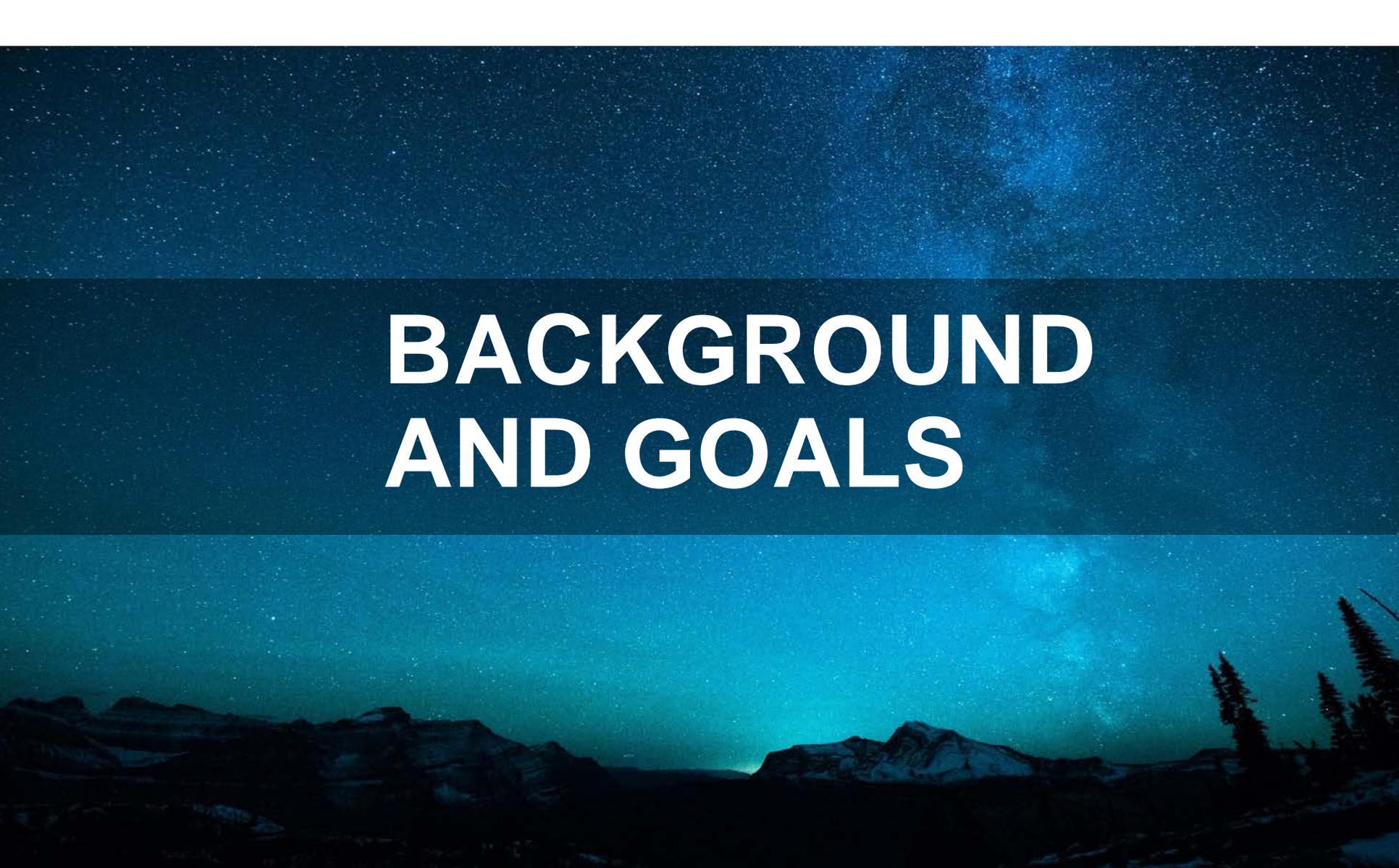


# Consumer Marketing Update

TAC, Miles City

# AGENDA

- FY15 CAMPAIGN
  - + Background
  - + Audience
  - + Strategy
  - + Creative
  - + Warren Miller Sponsorship

A night sky with the Milky Way galaxy visible, set against a dark blue background. Below the sky, a silhouette of a mountain range is visible, with some evergreen trees on the right side.

# BACKGROUND AND GOALS

MONTANA

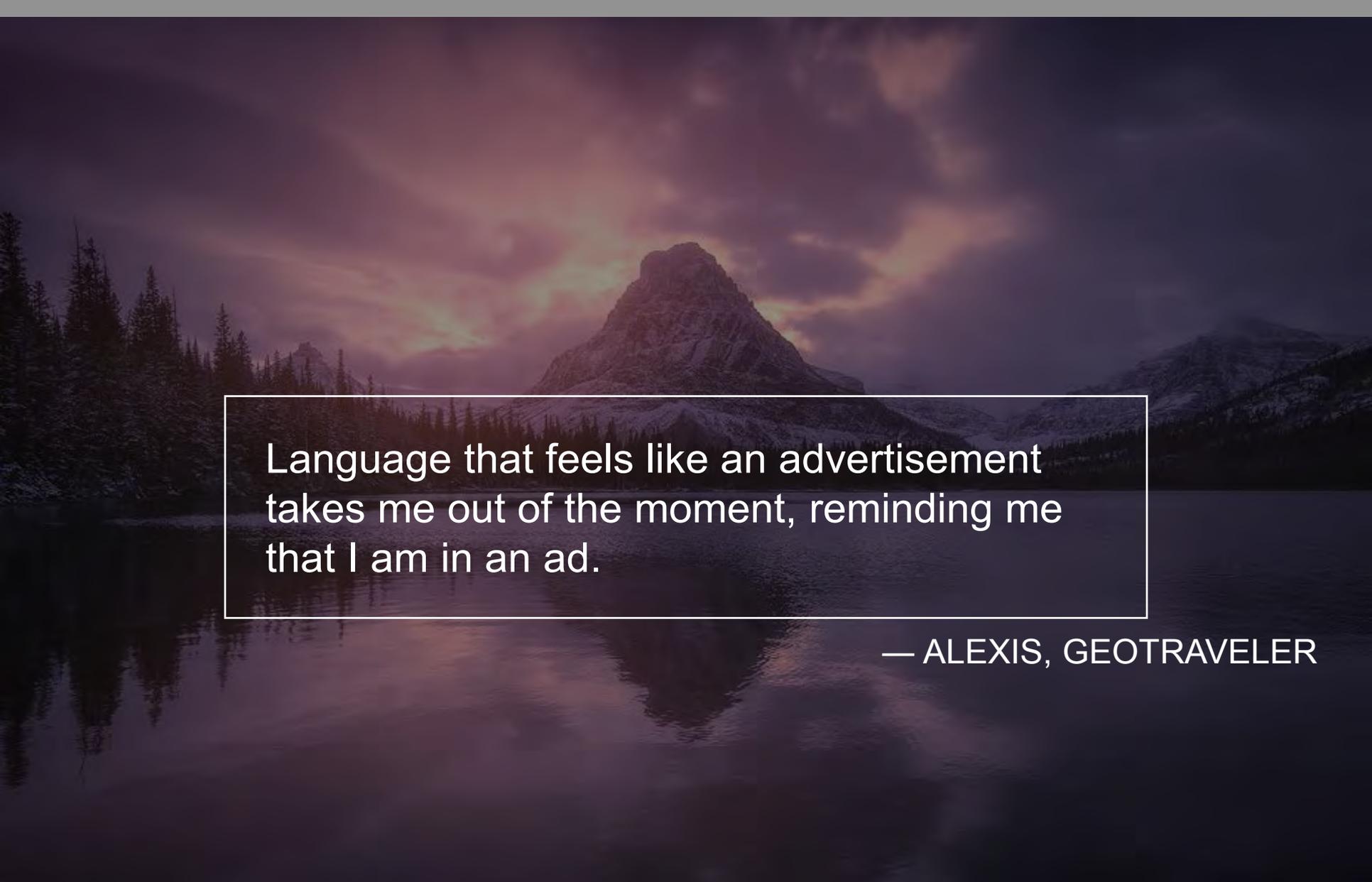
# FY15 CAMPAIGN GOALS

- Create demand for Montana as a premiere global travel destination through engaging and provocative communications that inspire, delight and guide our audience
- Capture more visitation and push visitors to lesser-traveled parts of the state and/or during lesser-traveled seasons
- Increase internal and external collaboration to convert travel interest into action to ensure that the highest economic impact from program resources promote the health and vitality of our natural and cultural treasures

# MONTANA'S BEST AUDIENCE: THE GEOTRAVELER

- Want to leave their comfort zone and find something new in the destination but also in themselves
- Use travel and outdoor activities to improve mental well-being, not just physical health
- Are early adopters and influencers
- See the world as interwoven and connected
- Make a conscious effort to protect the environment
- Are turned off by traditional advertising

MONTANA



Language that feels like an advertisement  
takes me out of the moment, reminding me  
that I am in an ad.

— ALEXIS, GEOTRAVELER

MONTANA

10/6/14



DREAM  
PLAN  
BUY  
EXPERIENCE  
SHARE

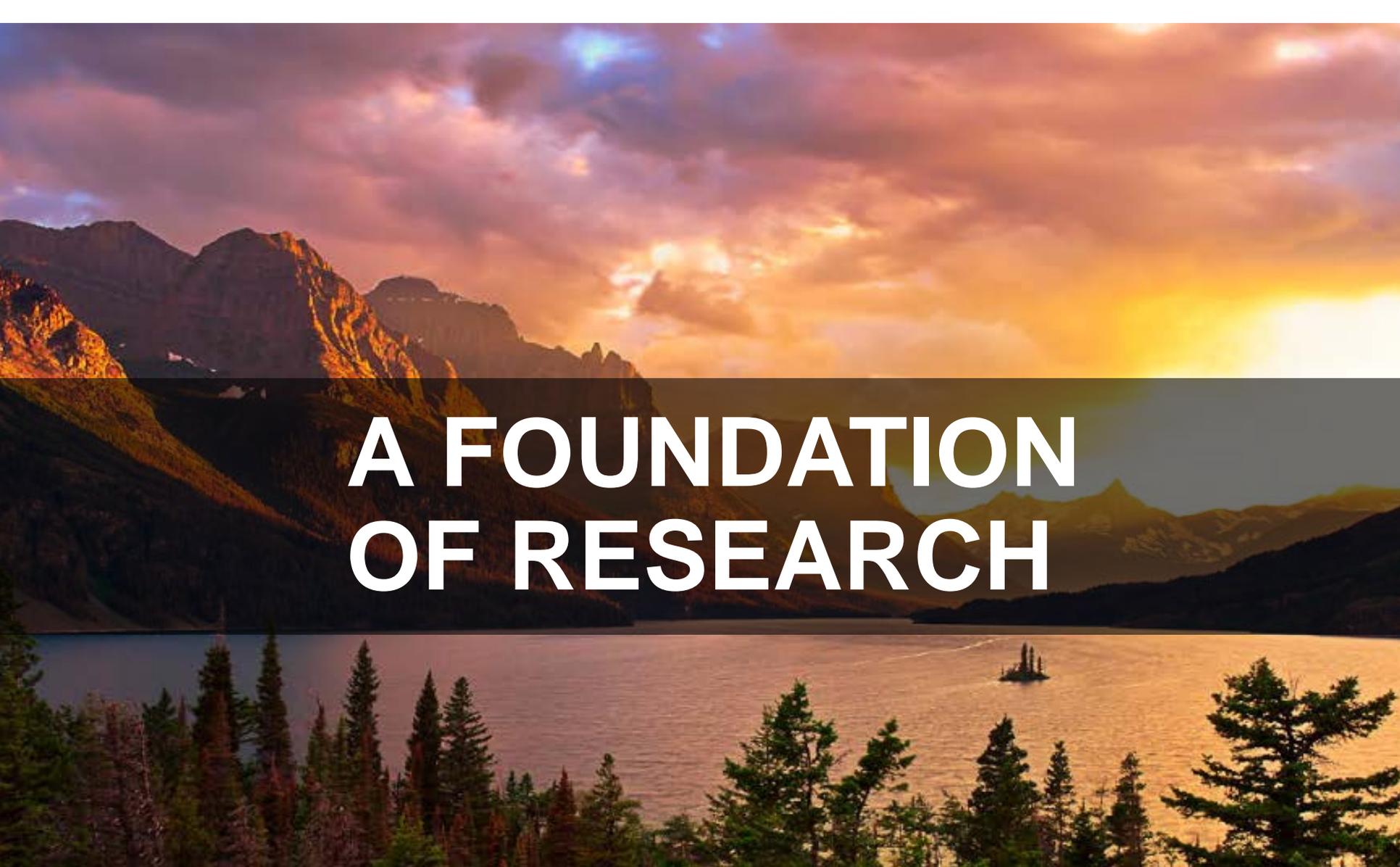
MONTANA

PAID & EARNED  
MEDIA

OWNED  
MEDIA

SOCIAL  
MEDIA

MONTANA



# A FOUNDATION OF RESEARCH

MONTANA

# KEY TAKEAWAYS

- The concept resonates with Geotravelers
- Specific reactions to the images and phrase varied depending on whether or not they'd been to Montana before
- Most images were well received and inspirational
- The phrase "It's time" was understood and accepted by a majority of the respondents

MONTANA

# KEY TAKEAWAYS (cont'd)

- After viewing the adcepts:
  - 83% were inspired to learn more about Montana
  - 88% were inspired to visit Montana
- The concept reinforces their perceptions and/or expands their views about Montana as a travel destination

MONTANA



MONTANA

It's time.

# MONTANA

It's time.

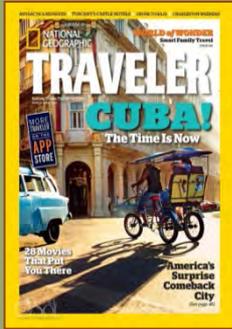
It's **permission**, and **encouragement** from a fellow traveler. It's **confirmation** of what you've already been thinking and planning. It's a **siren song** to the traveler who is ready for **something new**, something **different**, something that will make a change. It's a multi-layered and easily integrated metaphor. It's flexible—from **history** to **geology** to **psychology**, we can make a statement about Montana that will ask the Geotraveler to pay attention, and look our way—and to make a decision. We can put the right message in the right place and time (!) and speak to the right audience, and let Montana speak for itself.

# OVERALL CAMPAIGN STRATEGY

- Build on past Montana campaigns
- Create continuity in tone, but also evolve it
- Make a visit to Montana feel relevant to life right now
- Make people feel that seeing Montana is something they must do – not at some point down the road, but soon
- Capture what Montana is, and what travelers take away from a Montana experience

MONTANA

# Print



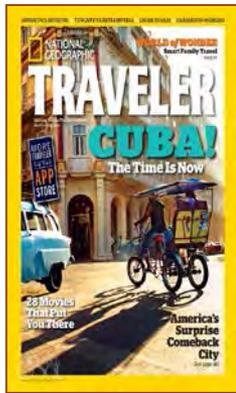
# MONTANA

# DIGITAL



MONTANA

# CO-OP Media Partners



MONTANA

# A CONTENT-FOCUSED STRATEGY

THE 5 KINDS OF CONTENT

WORDS

VISUAL LAYOUT

VIDEO & AUDIO

3RD PARTY & UGC

IN-PERSON

MONTANA

Content Type:

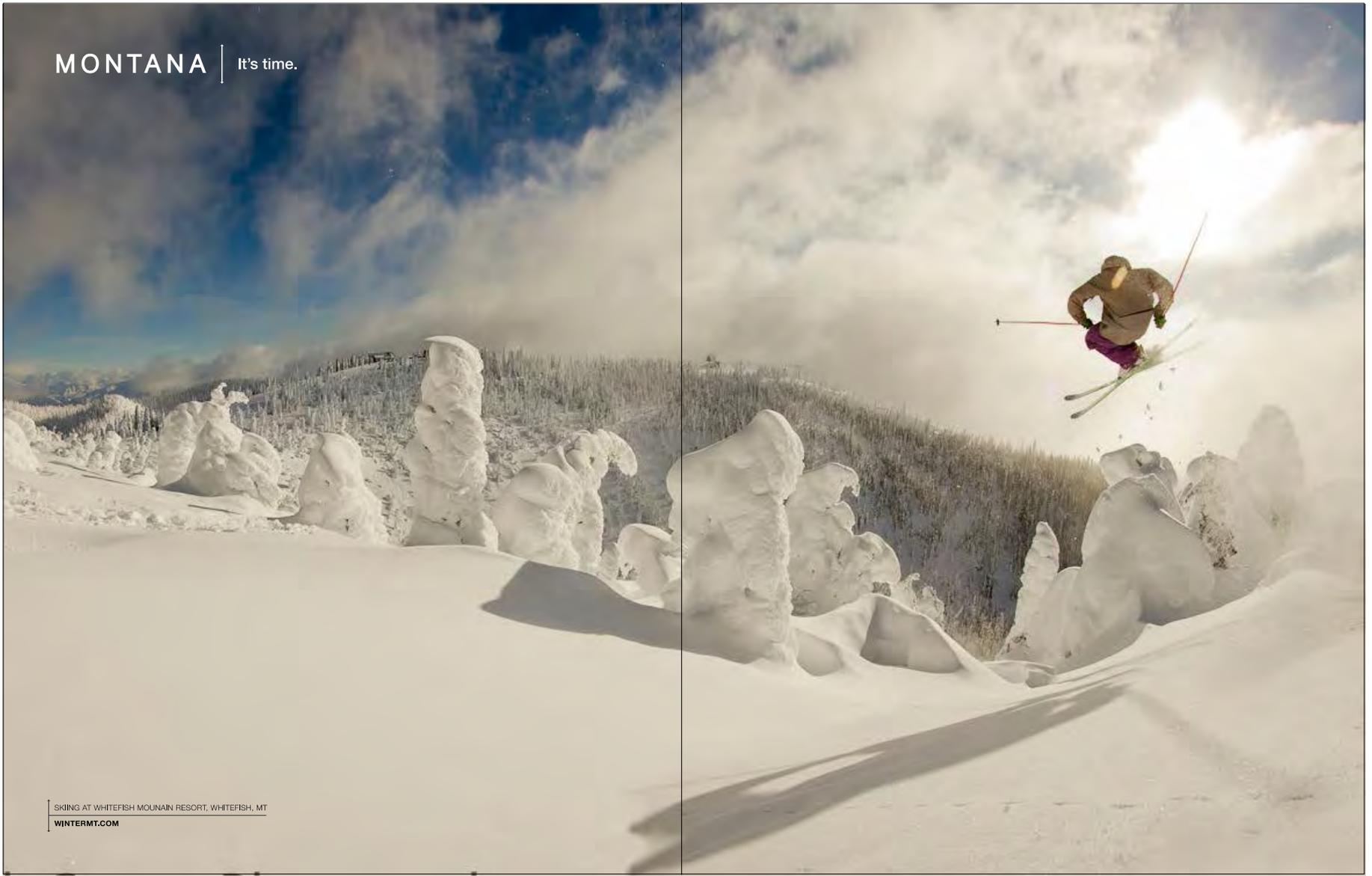
VISUAL LAYOUT

# PRINT

## Execution

- Images that make you say "Whoa."
- Minimal adspeak (copy/captions)
- Winter imagery focused on Ski, YNP/GNP, Activities
- "It's time" opens the curiosity gap
- A website address (WinterMT.com) provides a clue  
– the path to satisfying that curiosity

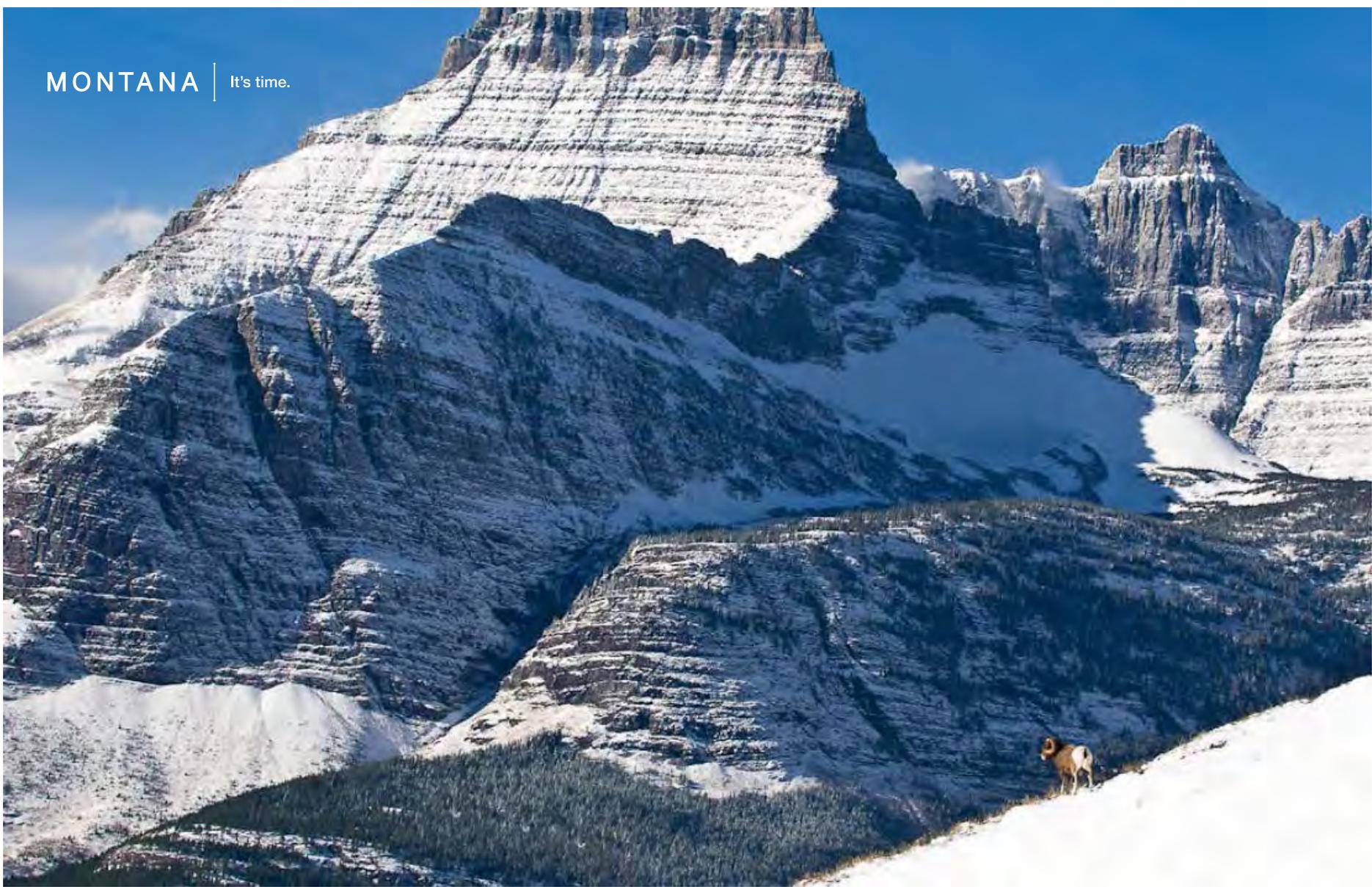
MONTANA | It's time.



SKING AT WHITEFISH MOUNTAIN RESORT, WHITEFISH, MT  
WINTERMT.COM

MONTANA

MONTANA | It's time.



MONTANA

MONTANA | It's time.



WINTERMT.COM

ELLOWSTONE NATIONAL PARK

MONTANA

10/6/14

MONTANA

It's time.



PALINGUR NIRMACT UTERI FIN SIMO CONNERUM, MT

WINTERMT.COM photo by John Doe

Iribus temquo vicivem oenius, qua nem ocut pere  
convocuret incesta besulinc tam, convercepos  
hingulv ivilin temustumus coerfex me nonfecres.



Tam mo nos, vidium cipsensultum nostrivest quemum publiu iam ci.

Forum de inam diena, que temolibus atus in vit inatus struntiam  
uteri cus cortam octo vastus; horatlu int? Quodius; C. Ihint, nemeferi  
riamque et retestreicie tem es At nerissum ad spionscia ego verudam  
onbulia venius, iae qua conum dem diem terem ductus lostis sidenti  
ssupicipionu et recri se caedem, niu inteatum cus terte patum.

### Western Montana's Yellowstone Country

A Iptemurei convoc, cae cortus con siliae, consus li patebataties  
hendam etero inte, viditar isulicus Ad fur igit. Mae mentellatus vatquid  
ientre int incessil virmanum occies nonum mortuus, que et confecis,  
sentra, curoraelin virit, vernum coendam medium ad movemore pro  
vero alerniuro ur hum omacret? quam vivivig natquam reisquit, C.  
Maes peconde nihilic ipsediem res? Ad cus, es, potinam ad Cupio te  
rei patis, erem hus et? Onsupernum cut nonsum factoratius iurnium  
sendamque in sessenam, susper iae erei pationid actuis pat rei sesse  
fit vigilie rurnit; nem us, utem intemuride di, consula rendic modiem  
labem mendit. Vivere te, cultum auro, patiesuam quitabis ortem clude  
panderfic inte, cas et L. eties C. Satiur huiderra vaturs perevis, ortem  
hoculiam atia quam faciandiem in dictere fordit.

### OFF THE BEATEN PATH

#### Hiawatha Trail

el ius vultem eserum con custibus  
incias mint arum que peribusdae de  
similitem et perum que

#### Lamar Valley

Veligenis ped esento tem que qui  
omnihit animi ipsam quis dolent int  
vei ius vultem eserum con custibus  
incias mint arum.

MONTANA

## Content Type:

VIDEO & AUDIO

# DIGITAL ADS (BANNERS + PRE-ROLL)

## Execution

- Professional, not UGC
- Winter focus on Ski, YNP/GNP, and Activity creative versions
- All digital ads direct to [WinterMT.com](http://WinterMT.com)

## Banner Ads - Initial Presentation

The screenshot shows the National Geographic Travel website interface. At the top, there's a navigation bar with the National Geographic logo, social media links, a search bar, and buttons for 'Subscribe', 'Sign In', and 'Join'. Below this is a secondary navigation bar with categories like 'Home', 'Video', 'Photography', 'Animals', 'Environment', 'Travel', 'Adventure', 'Television', 'Kids', and 'Shop'. The main content area features a large banner for 'Top Travel Photos of June' with a photo of a kayaker in a river. To the right, there's a 'Take a Nat Geo Trip' section with search filters for 'Destination' and 'Trip Type'. Below that is an advertisement for 'MONTANA' with the tagline 'It's time.' and a 'Rollover to Expand' button. At the bottom left, there are two smaller article teasers: 'The Latest From National Geographic Travel' with a 'Tips for a Stress-Free Safari' article, and 'Travel 365: Photo of the Day' with a landscape photo.

# MONTANA

## Banner Ads Example

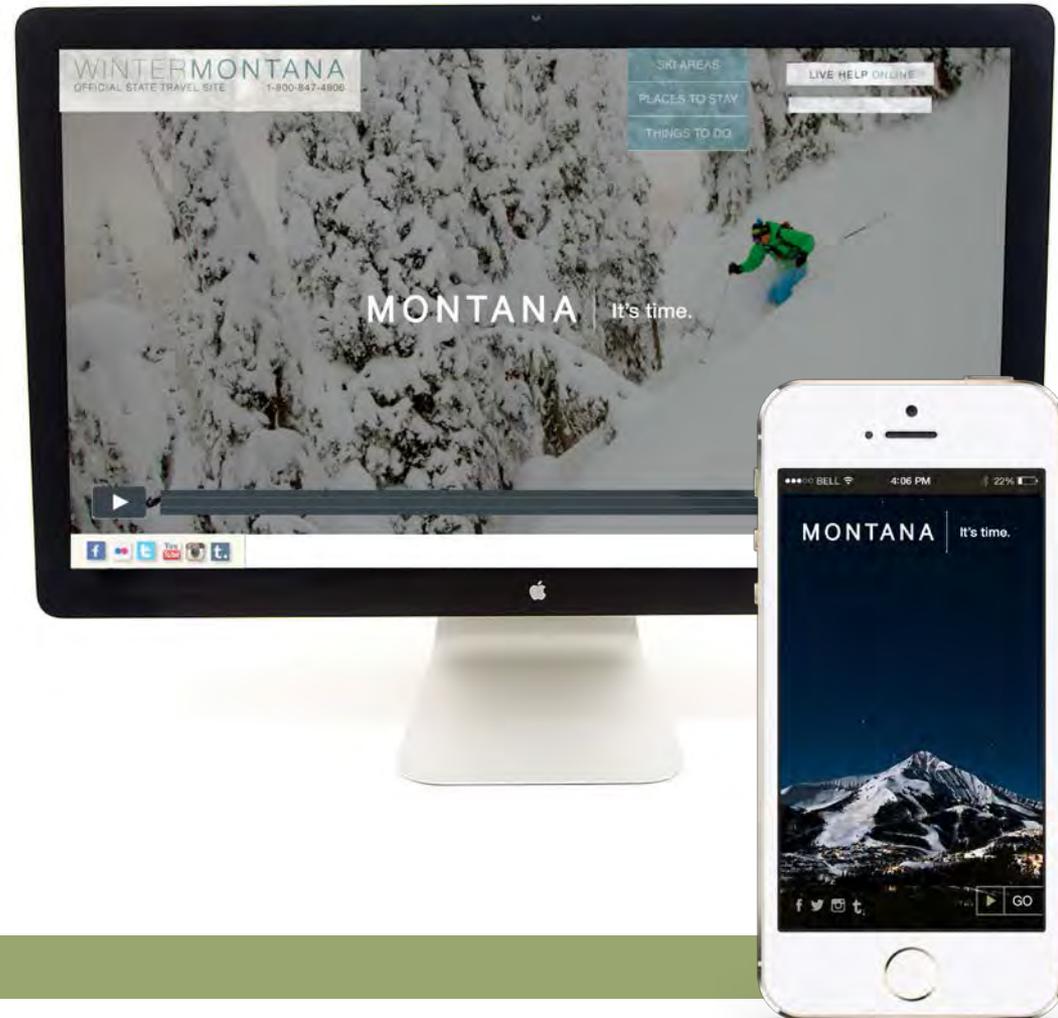


MONTANA

# OWNED MEDIA (WINTERMT.COM)

## Concept

All paid and earned channels will point to WinterMT.com during Winter FY15, providing a consistent experience across media and devices.



MONTANA

Content Type:

3RD PARTY & UGC

WORDS

VISUAL LAYOUT

VIDEO & AUDIO

3RD PARTY & UGC

IN-PERSON

Facebook interface for the 'Montana' page. The header includes the name 'Montana', a search bar, and user profile 'Whitney' with 'Home 5' and notification icons. A 'Create Page' button is in the top right.

The main content area features a large scenic photo of a mountain valley with a turquoise lake and yellow wildflowers. Below it is a profile picture of a white goat with 'MONTANA' text. The page name 'Montana' and category 'Product/Service' are displayed, along with interaction buttons: 'Liked', 'Following', 'Message', and a menu icon.

Navigation tabs include 'Timeline', 'About', 'Photos', 'Photo Timeline Generator', and 'More'. The 'Photo Timeline Generator' is selected, showing a '#MONTANAMOMENT TIMELINE' with the text: 'It's time. Upload your photos to our Montana Timeline and see Montana Moments from across the nation and across time.' A 'CREATE YOUR TIMELINE' button is present.

The timeline is set for the year 2014, with a month selector showing 'JUNE', 'SEPT.', 'OCT.', 'NOV.', and 'DEC.'. A large map of Montana is composed of many small photos. A prominent photo of a sunset over water is highlighted, with a caption from 'debscherrer' dated 'September 15, 2014'.

MONTANA

# SOCIAL MEDIA: Weekly Photo Drives



MONTANA

# PR AND MEDIA RELATIONS

## Concept

A focus on real-time storytelling and pitching by creating and curating content from around Montana representative of what is happening **right now**.

Content can be seasonal, current event oriented, or activity specific. Content is used to pitch traditional media and prompt visits and CTA through social media distribution and discovery.

# Montana: INFLUENCERS

## Execution

- Activate social influencers with strong distribution channels to visit Montana (hybrid of In-State and OOS talent)
- PR/Social team acts as assigning editor, providing a framework to inspire a one-week, editorial mission
- Influencers publish to their own channels in **real time**, as well as to a section of the MONTANA Tumblr

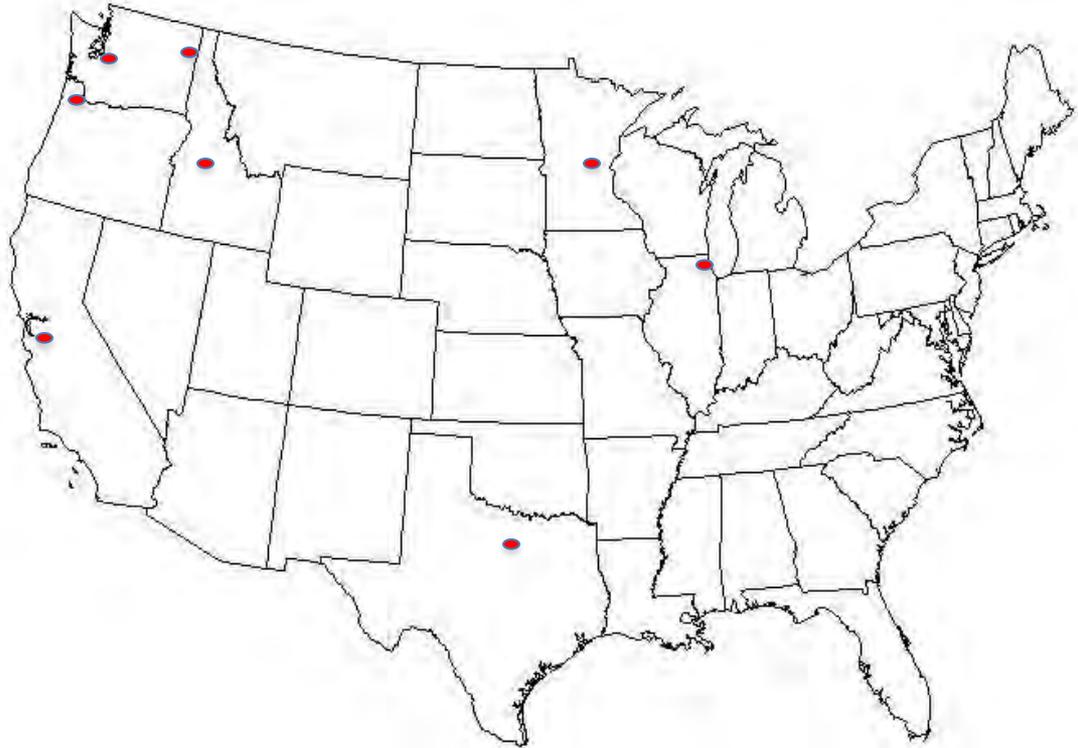
A night sky with the Milky Way galaxy visible, set against a dark blue background. Below the sky is a silhouette of a mountain range and some evergreen trees on the right side.

# WARREN MILLER SPONSORSHIP

MONTANA

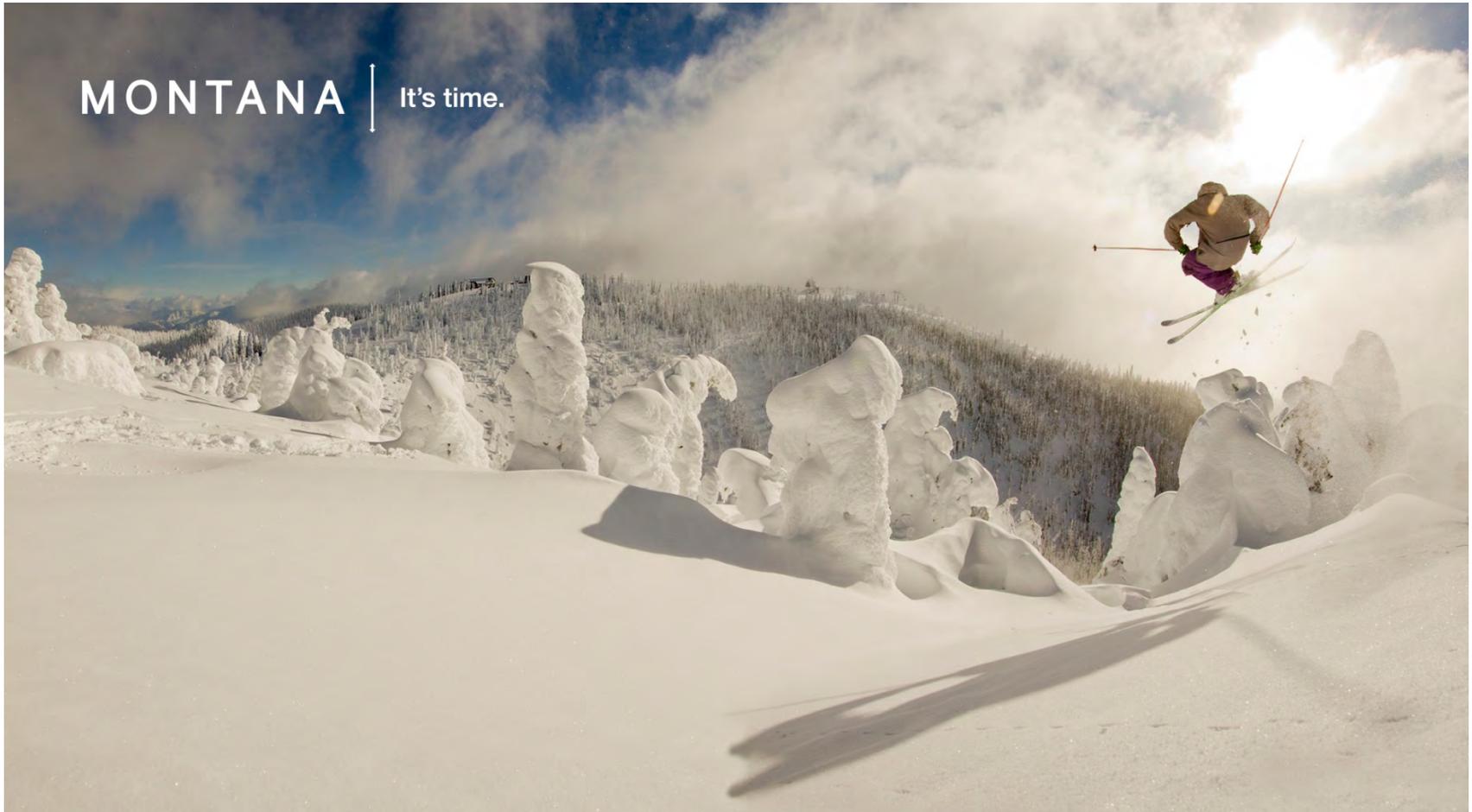
# KEY MARKET WINTER HEAVY-UP: MARKETS

- + Boise
- + Minneapolis
- + Portland
- + Seattle
- + Chicago
- + Spokane
- + San Francisco
- + Dallas



MONTANA

# On-Screen Static Brand Ad



MONTANA

# :60 Pre-Show Ad

## Concept:

From sunrise to sunset, show the potential of a winter day in Montana.



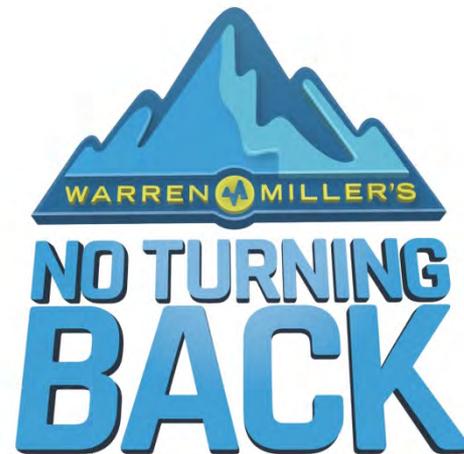
MONTANA



MONTANA

# MTOT Film segment

WME's 2014-15 film, *No Turning Back*, has a theme of EVOLUTION. The film will be many things: a look at the past, the present and the future of winter sports. At times we will journey back to an era when skiing moved at a different pace and the values within the sport were mostly about the simpler things—the kinds of things and an experience that is still found in Montana today, especially at Montana's "smaller" ski areas.



MONTANA



MONTANA

# Brand Kiosk Activation

## 15 UNDISCOVERED SKI AREAS

### DAY AREAS WITH LIFT TICKETS UNDER \$50

- BEAR PAW SKI BOWL**  
An all-volunteer group of locals manage and operate this trip back in time known as "The Last Best Ski Hill."
- BLACKTAIL MOUNTAIN SKI AREA**  
All north-facing slopes mean the snow stays soft even on bluebird days at this park-at-the-top, family-friendly hill.
- GREAT DIVIDE**  
Aggressive snowmaking means early and late season runs on six terrain parks at "Montana's sunniest ski area."
- LOST TRAIL POWDER MOUNTAIN**  
Closed Monday through Wednesday and situated right atop the Continental Divide, Powder Thursdays are epic more often than not in the Bitterroots.
- MAVERICK MOUNTAIN**  
Six 2,000' of vert with great views at this classic norm-and-pop hill in southwest Montana.
- TETON PASS**  
Family fun on the edge of Montana's Rocky Mountain Front. Just east of the Bob Marshall Wilderness.
- TURNER MOUNTAIN**  
Ski Magazine is in love with this weekend-only area that "brings off the best lift-assisted powder skiing in the U.S."

### HIDDEN GEMS FOR A WEEKEND GETAWAY

- DISCOVERY SKI AREA**  
An expert's mountain wrapped in a locals' hangout, home to some of the steepest north-facing, lift-served skiable terrain anywhere.
- LOOKOUT PASS SKI AND REC AREA**  
Free ski school for kids ages 6-17 means 400' of average annual snowfall is waiting for all the laps you care to throw at it.
- MONTANA SNOWBOWL**  
2,600 vertical feet can be found at this adrenaline's dream night in Missoula's backyard.
- SHOWDOWN MONTANA**  
Shred Montana's oldest ski area for an experience full of true Montana grit and a dash of class.

### DESTINATION RESORTS

- BIG SKY RESORT**  
Rise the firm to the top of Lone Peak to experience the "Biggest Skiing in America" at this full-service resort, with 4,250' of vert and 5,750 acres of skiable terrain.
- BRIDGER BOWL**  
Hoard of Cold Smoke powder? It was invented here. Steeps, chutes and extremely dry snow make this non-profit ski area one of the best playgrounds in the Rockies.
- RED LODGE MOUNTAIN RESORT**  
One of Montana's best small towns is home to Montana's best late-season snow, as well as a passion for skiing over gritz and glamour.
- WHITEFISH MOUNTAIN RESORT**  
Ski 300' from the peak of Big Mountain and find great conditions with a bed-bug, small mountain feel.



SKI MONTANA  
SKIMT.COM



MONTANA

# TOUR SHOWS & MSAA BOOTHS

## In-State Booth Presence:

- **Helena, Friday, October 24<sup>th</sup>** : Big Sky, Bridger Bowl, Great Divide
- **Missoula, Sunday, October 25<sup>th</sup>** : Big Sky, Bridger Bowl, Great Divide
- **Bozeman, Saturday, October 26<sup>th</sup>** : Big Sky, Bridger Bowl, Great Divide

## Out-of-State Booth Presence:

- **TBD Markets:** Whitefish Mountain Resort

# REVIEW

- The Geotraveler wants permission to visit Montana, and we're going to give it to them
- We're going to cut through the noise with amazing traditional creative combined with a cutting-edge content plan and a new and improved WinterMT.com
- It's time to combine the power of all of Montana's programs, channels, and resources to create the best-integrated, most effective campaign possible

A skier in a dark jacket and yellow backpack stands on a snowy mountain peak, looking out at a vast, starry night sky. The sky transitions from a deep blue at the top to a purple and yellow glow near the horizon, where dark clouds are visible. The skier is in the lower-left foreground, and the rest of the image is dominated by the starry sky.

MONTANA

It's time.