



Powerful, Intelligent, Timeless.

Client: COMPANY
Project: 2014 Campaign - Radio
Job #: 1018_COMPANY_Radio_2014
Rev.: #1
Date: February 11, 2014
Project Budget -\$--,--- for production
Product - 2014 Campaign - Radio
Media - Radio
Timing - April, 2014 - ?
Specs - :40/:20 splits, 2 spots minimum

Assignment - Create new Radio Spots for 2014 Campaign

Background - As far as radio, COMPANY has most recently used a number of spots that worked for the "Find Your Passion" campaign. The spots took place at concerts for various musical genres, where the singer acted as narrator and outlined the various feelings that the DESTINATION conjures in people. These spots received critical acclaim and were considered very successful.

Brand Proposition - The COMPANY acts as a marketing organization for the county to promote convention and tourism business. Unlike other convention and visitor bureaus across the country, the COMPANY owns and operates several facilities designed to draw out-of-town visitors. The mission of the COMPANY is to attract overnight visitors to hotels and resorts throughout the DESTINATION through effective marketing, productive meeting, convention and event sales and efficient and effective facility operations, thereby enhancing the economy- and quality of life- of DESTINATION.

DESTINATION is a friendly, four season resort destination - in a spectacular natural setting - that offers world class attractions, activities and events to excite the passion of almost anyone.

Target Audience - These radio spots should target men and women, ages 25-55, who are of middle to upper middle class families. These families value quality entertainment and look to take trips that offer both fun and affordability, while still catering to the wants of everyone in the group. The large age range is what makes DESTINATION such a strong candidate as a travel destination. There are a plethora of reasons to visit DESTINATION that satisfy people of all different age ranges and background.

Objectives - We expect the spots will inform people of the versatility of DESTINATION as a travel destination. Specifically, the spots are an effective way to communicate to the northern California market. We want these spots to both interest and create an itch for fun that only a weekend, or a sick day or two, at DESTINATION can scratch.

We should make a strong effort to bring life to the tagline “All seasons - 1,000 Reasons.” We don’t want this to just be four words we drop at the end of the spot or some throwaway tagline. We want people to realize that “1,000 Reasons” has some real truth to it, that it’s the backbone of this campaign and our proposition.

Proposition - The proposition will persuade the audience that, no matter their interests, DESTINATION is the destination to visit, stay, and play. Specifically, the spots will tell listeners that DESTINATION has so many actual reasons to visit that there’s really no better choice for a getaway.

Additionally, DESTINATION is an “easy” getaway. It’s the perfect opportunity for our northern California target market because of how accessible and spontaneous a weekend here is. Great, affordable rooms are always available and there is something happening every weekend just off of I-80.

Support - DESTINATION benefits from a moderate climate with 4 distinct seasons for easy event planning and execution. The area has major bodies of water, an eclectic downtown district, outdoor sporting and recreation of all kinds, convention space, major gaming destinations, and a surplus of historic, nationally acclaimed events.

Tone - COMPANY has a distinct tone that is a harmony of clever, not goofy, humor and smart confidence in their product. They take the position of problem solvers in much of their communications, and are heard as the logical, intelligent response to the needs and issues of consumers. With that in mind, it would be interesting to explore the unexpected. So many radio commercials are the standard two or more people having a relevant conversation. Taking an unconventional route, but keeping the same tone, could have the same success as the previous radio spots.

Desired Response - “Hey, I haven’t taken a trip up to DESTINATION in forever, why don’t we see a show there this weekend?” or “Man, I haven’t had a good ski day in too long, let’s stay in DESTINATION this weekend. And Mom can relax at the spa” or “You know, we have some time this weekend, let’s swing the kids up to DESTINATION for the Rib Cook-off.”

Mandatories - :40 / :20 style timing, DESTINATION, must acknowledge the partners involved, tagline “All Seasons - 1000 Reasons”, link to website, 2 spots minimum