



THE REAL UNREAL

OCTOBER 6, 2022

WELCOME, ALL.




JOURNEY TO OUR NEW CAMPAIGN





2010: A MOUNTAIN WITH A TOWN



**Town
Identity
& Voice**

**Lawsuit &
Threat of
Bankruptcy**

**Grow
Grow
Grow**

**Manage
Educate
Inform**



NO SMALL ADVENTURE

WHERE SEEING
IS UNBELIEVING



PLAN YOUR LEGENDARY SUMMER >

CURRENT BRAND CAMPAIGN

NO SMALL ADVENTURE

A YEAR-ROUND ADVENTURELAND



'TIS THE SEASON
FOR MIND-BLOWING

NO SMALL ADVENTURE



PLAN YOUR
LEGENDARY WINTER >



THIS IS THE SEASON
OF THE SCENIC ROUTE



EXPLORE
THE
SEASONS

SUMMER

FALL

WINTER

SPRING

UNBELIEVABLE SHINES
ALL SUMMER

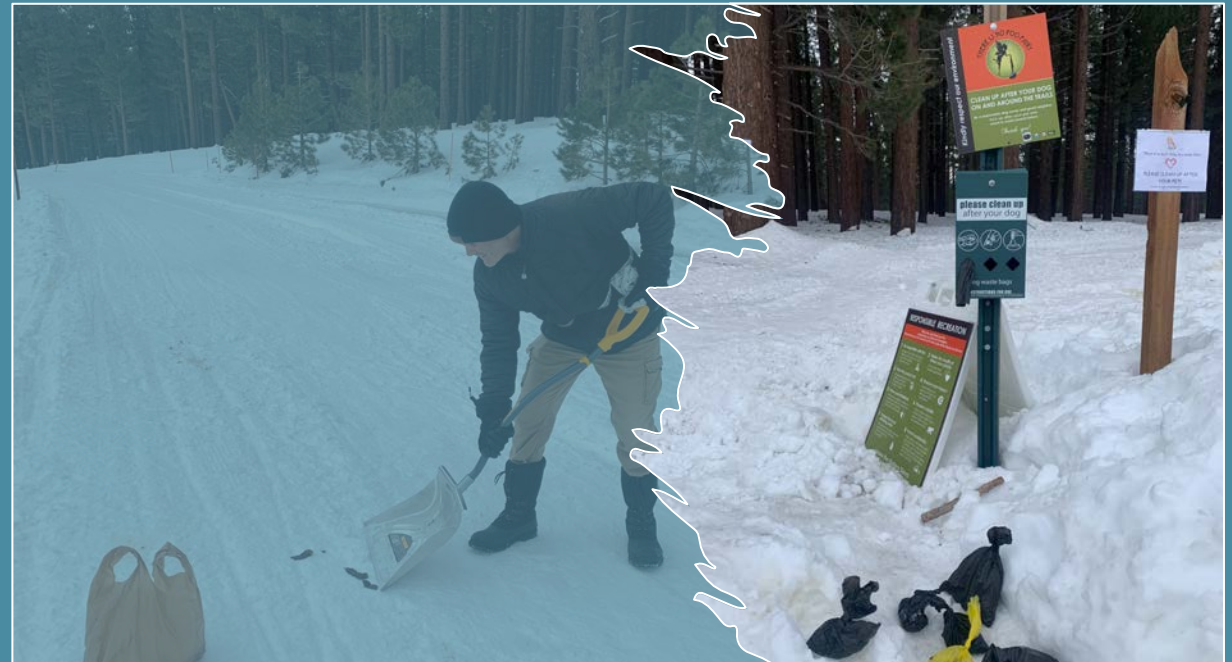


AWESOME ADVENTURES, AMAZING WEATHER
AND AWE-INSPIRING NATURAL BEAUTY
CAMP, HIKE, FISH, BIKE, CLIMB AND PADDLE
ALL SEASON LONG.

PLAN YOUR ADVENTURE



...AND THEN...COVID





MAMMOTH LAKES TRAIL SYSTEM

Host Programs

Trail Hosts



SIGN THE MAMMOTH LAKES PROMISE

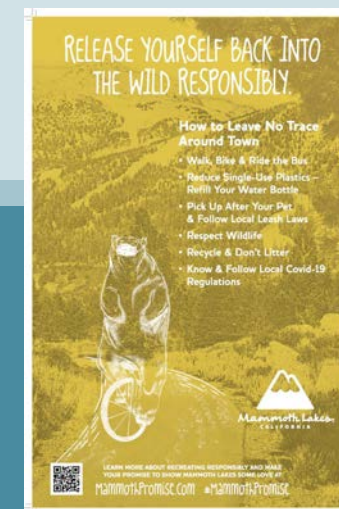
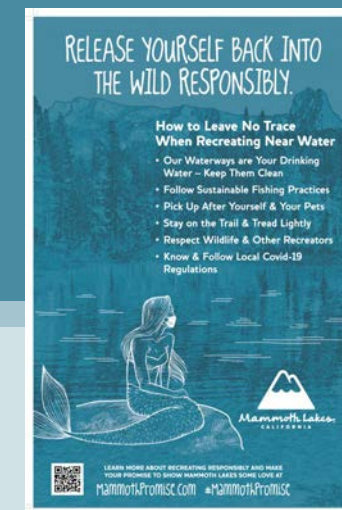
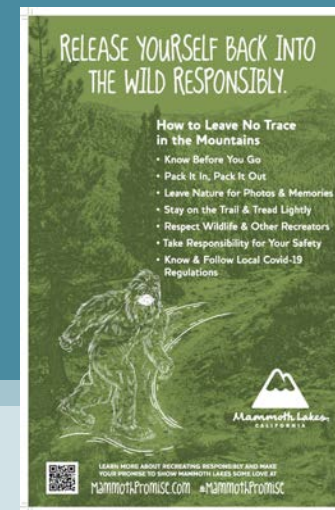
Pledge your support in protecting our beloved mountains.

Mammoth Lakes and the surrounding Eastern Sierra are special places that we want to make sure stay special for future generations. If you love Mammoth Lakes (and let's be honest, how could you not?) please join us in promising to be a responsible visitor, do your part to take care of the places we all love and leave Mammoth Lakes even better than when you arrived.

Here's what we are asking our guests to commit to as part of the Mammoth Lakes Promise:

1. I will know and practice the **seven principles of Leave No Trace** and help make Mammoth Lakes and the areas I recreate in better for others to enjoy in the future.
2. I will clean up after myself and my pets (and maybe even others) by packing out all trash, including pet waste, and **knowing how to properly dispose of human waste**.
3. I will do my part to reduce waste by bringing reusable water and food containers with me and properly disposing of any trash I do create.
4. I will know my limitations and always be prepared so as not to put myself or others at risk for the sake of a bucket list summit or the perfect picture for the 'gram.
5. I will be responsible with fire, respect local fire restrictions and ensure any fires I do make are put out completely before leaving camp.
6. I will respect wildlife by keeping a safe distance and never feeding wildlife or leaving trash for animals to find.
7. I will protect the local drinking water and fisheries by **recreating responsibly around waterways**.
8. I will do my part to travel sustainably by walking, biking or riding public transportation when possible. When I do drive, I will not invent my own by parking illegally in town or pulling off the road and damaging plant life.
9. In winter, I will use **snow chains** when there are chain restrictions in place, fully clean snow off my vehicle before driving and respect the power of winter storms.
10. I will leave Mammoth Lakes and the Eastern Sierra better than I found it.

COMMIT TO KEEPING MAMMOTH LAKES BEAUTIFUL



2022: RESPONSIBLE VISITORS WELCOME



OUR PROCESS GUIDED BY STRATEGY



OUR PROCESS



RESEARCH

Consumer research & competitive analysis

TRENDS

What's trending with consumers & in our industry

BRAND ATTRIBUTES

What do people think & feel about our brand

POSITIONING


What we stand for, own & deliver
as a unique benefit

CREATIVE CAMPAIGN

How we look & speak to connect with people

*"MAMMOTH LAKES IS MAJESTIC IN SCALE AND AWESOME IN
NATURAL BEAUTY... AN OTHERWORLDLY LANDSCAPE."*



A man with a beard, wearing a brown t-shirt and blue jeans, stands with his back to the camera on a dirt path. He has a blue backpack on his back. He is looking up at a large, steep pile of dark, angular rocks that has tumbled down a hillside. At the top of the pile, a vertical rock face with distinct columnar jointing is visible. The scene is surrounded by lush green pine trees under a clear blue sky. The lighting suggests it's a bright, sunny day.

*"SOMEONE WITH WONDERLUST
WILL STAY CURIOUS, REVEL IN
HUMAN CONNECTION, CULTIVATE
CREATIVITY, EXPLORE THE NATURAL
WORLD, AND LIVE DEEPLY."*

A man and a woman are hiking through a lush green forest. The woman, in the foreground, is wearing an orange long-sleeved shirt, grey pants, a green bucket hat, and a large green backpack. She is holding a red leash attached to a brown and white husky dog. The man, slightly behind her, is wearing a blue jacket, a tan shirt, green pants, and a tan hat. They are walking on a dirt path surrounded by tall grass and dense evergreen trees. The scene is bright and sunny.

"SUSTAINABILITY IS NO
LONGER ABOUT DOING
LESS HARM. IT'S ABOUT
DOING MORE GOOD."



CREATIVE PLATFORM



THE REAL UNREAL

BRAND

It's so incredible,
you must see it to
believe it.

STEWARDSHIP

It's so incredible,
you want to protect
it like it's yours.



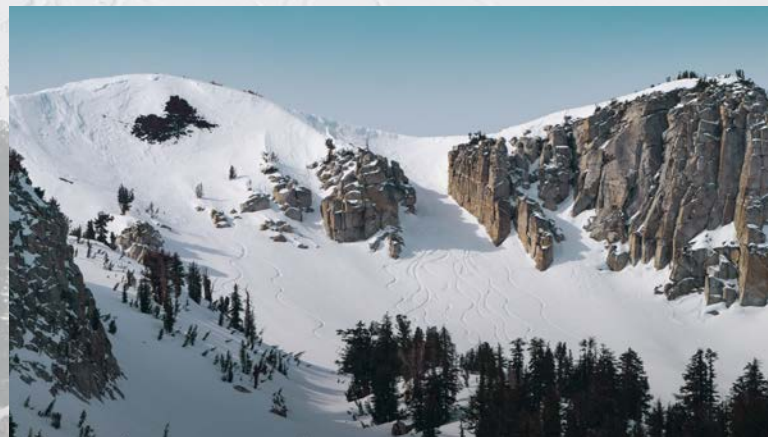
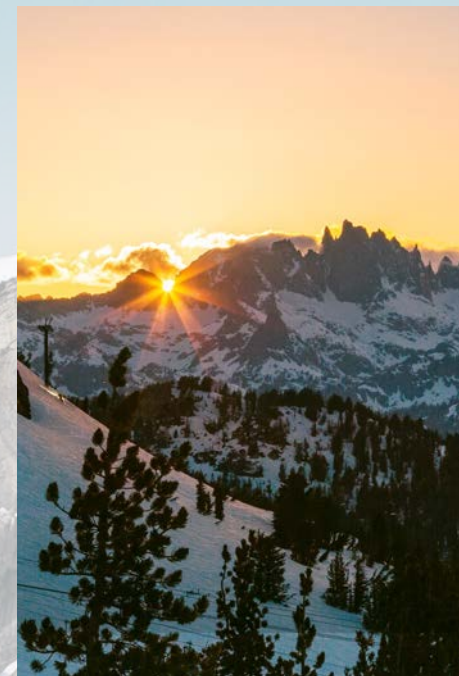
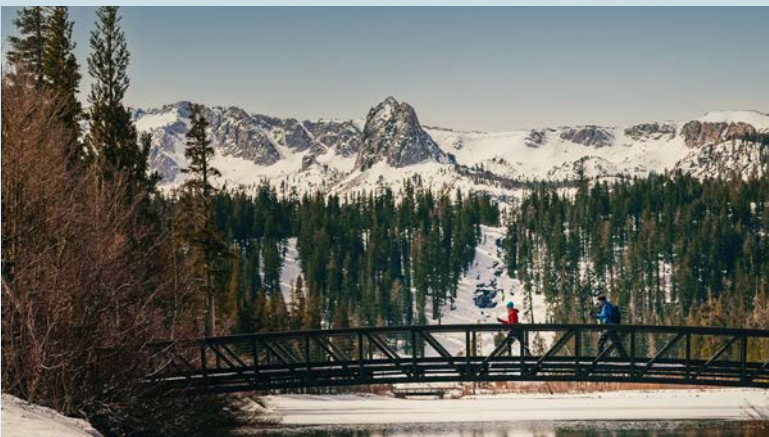
— IT'S THE —
REAL
UNREAL.



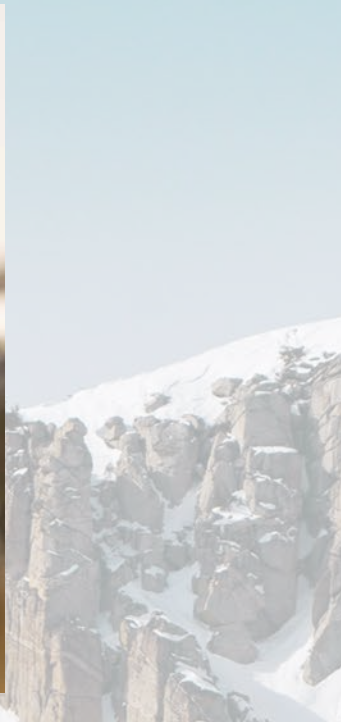








CHRISTIAN PONDELLA



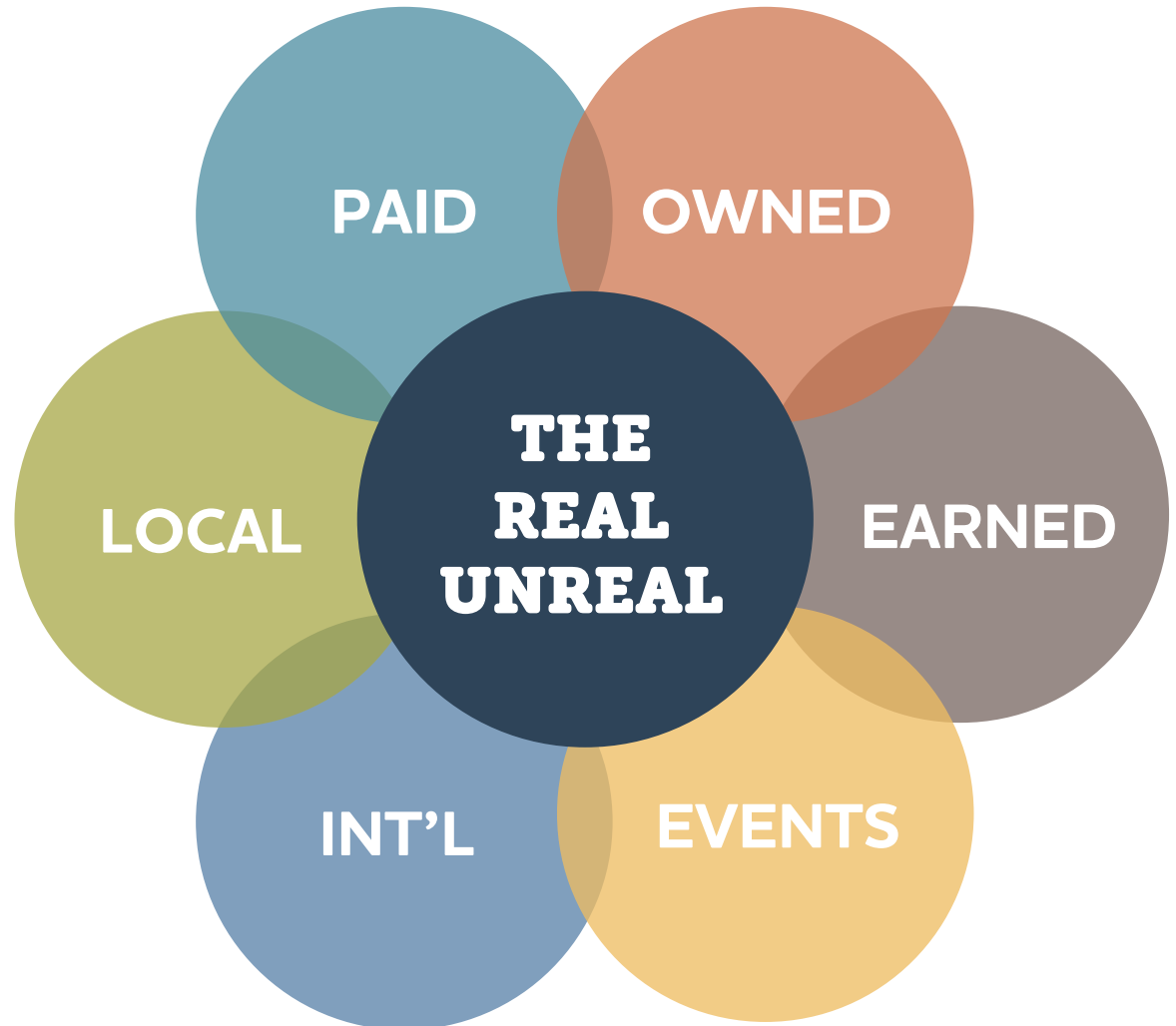
LAUNCHING THE REAL UNREAL



INTEGRATED LAUNCH



All teams working together to amplify the campaign, which strengthens consumers' awareness, consideration, and intent to travel to Mammoth Lakes.



PAID MEDIA CAMPAIGN

A full-funnel media program, with partnerships across top performers.



pandora®



facebook

Google



MATADOR
network

Undertone.



Instagram

 YouTube

TRAVELZOO®



CLEARCHANNEL



Pinterest

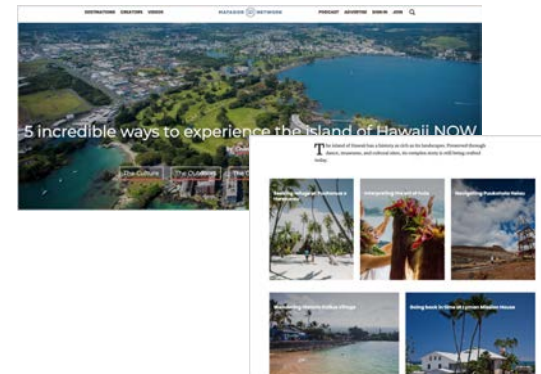
hulu

PAID MEDIA CAMPAIGN



Lean into high impact placements to create buzz around the new "Unreal" campaign:

- Out-of-home
- Connected TV/Online Video
- Digital & Social Media
- Print





— IT WILL MAKE YOU QUESTION —
SO MANY THINGS.
LIKE REALITY.

Hot Creek Geological Site VisitMammoth.com


#KEEPMAMMOTHUNREAL

DIGITAL BANNERS




SOCIAL MEDIA - FACEBOOK



 **Visit Mammoth**
11:02 AM · 🌐

On your next winter vacation, surround yourself with the incomprehensible majesty of Mammoth Lakes, CA.




VISITMAMMOTH.COM
It's the real UNREAL. [Learn More](#)


👍❤️👏 137 11 Comments 13 Shares

👍 Like 💬 Comment ➦ Share 🌐

[View 2 more comments](#) [Oldest](#) ▼

 **Visit Mammoth**
11:02 AM · 🌐


Winter Vacation Pro Tip: It's more fun to brag about your unreal Mammoth Lakes, CA trip to coworkers if it's during the week.




VISITMAMMOTH.COM
It's the real UNREAL. [Learn More](#)

👍❤️👏 137 11 Comments 13 Shares

👍 Like 💬 Comment ➦ Share 🌐

 **Visit Mammoth**
11:02 AM · 🌐

With 400" of annual snow, family ski trips in Mammoth Lakes, CA are unreal. Not to mention the great off-mountain activities.

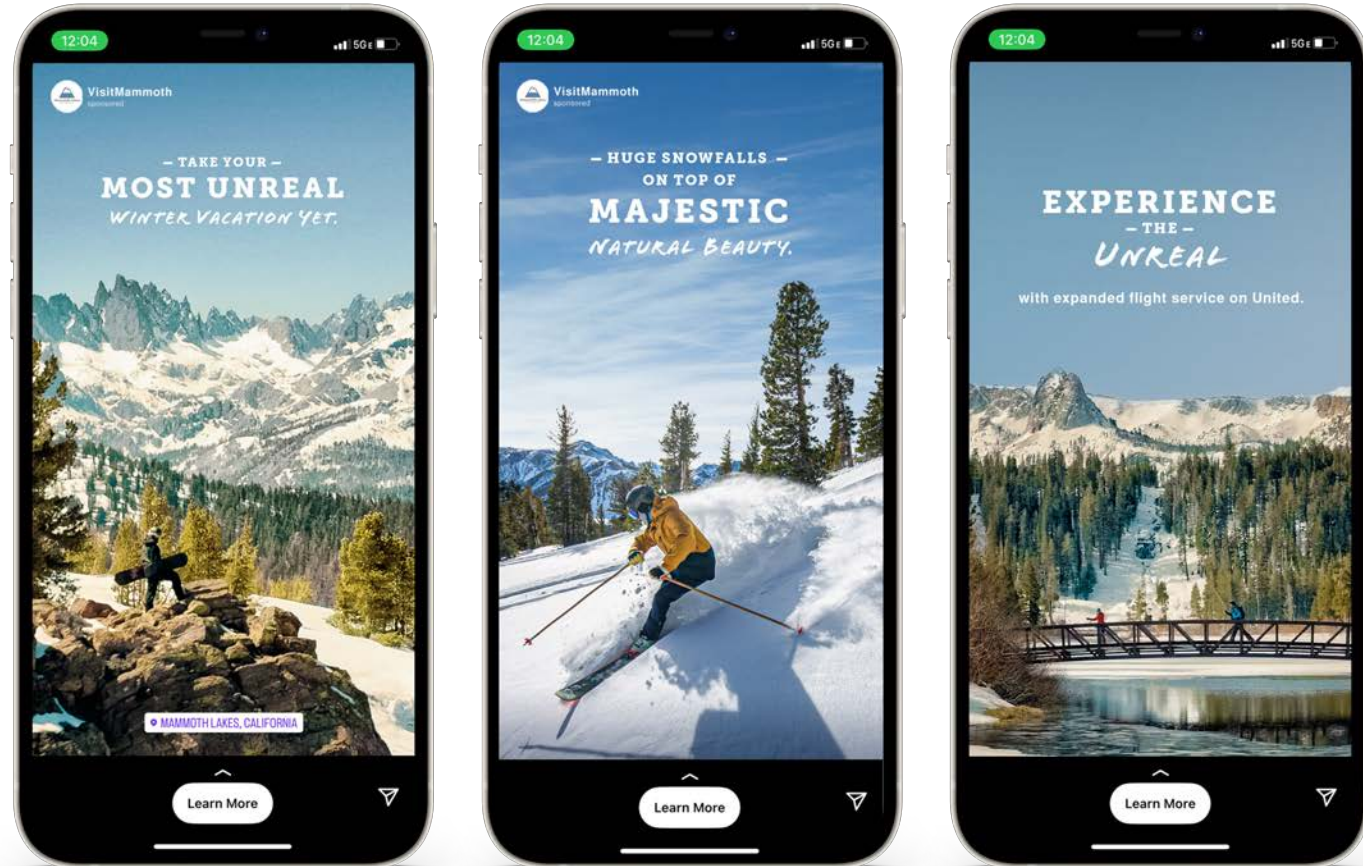


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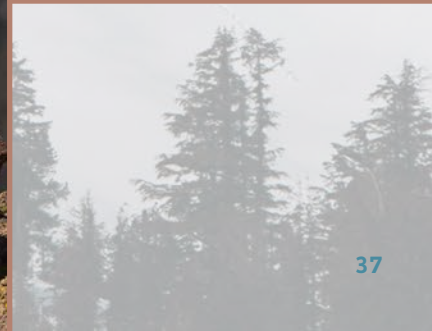
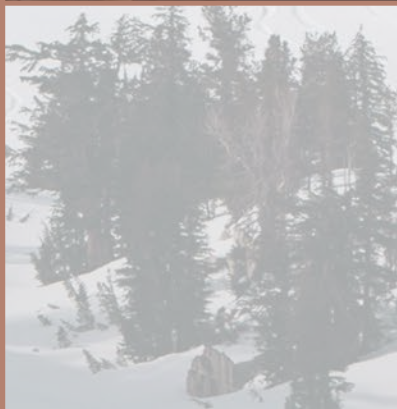
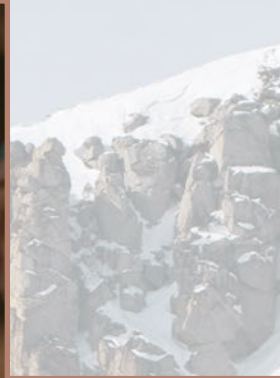
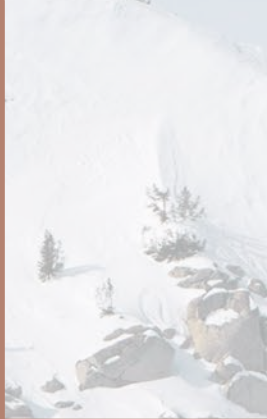
SOCIAL MEDIA – INSTAGRAM



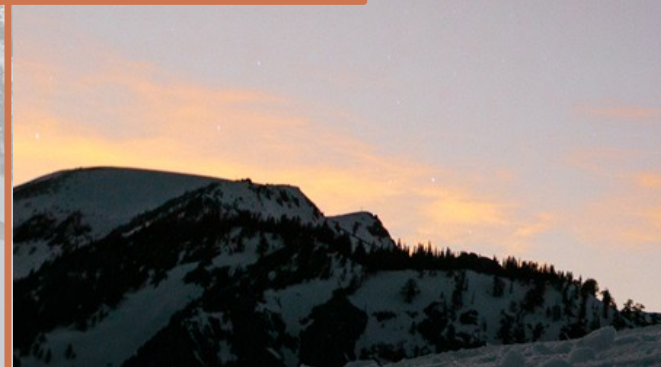
NEW UNREAL PROGRAMMING



UNREAL LOCAL AMBASSADORS



UNREAL EXPERIENCES





THANK YOU

