



# THE REAL UNREAL

OCTOBER 6, 2022

WELCOME, ALL.



# JOURNEY TO OUR NEW CAMPAIGN





# 2010: A MOUNTAIN WITH A TOWN

A scenic photograph of four people riding horses through a lush green valley. The riders are seen from behind, moving away from the viewer towards a dense forest of evergreen trees. In the background, there are large, rocky mountains under a clear sky. The foreground is filled with vibrant green grass and some pine branches. Four semi-transparent blue circles are overlaid on the image, each containing white text. The overall atmosphere is peaceful and natural.

**Town  
Identity  
& Voice**

**Lawsuit &  
Threat of  
Bankruptcy**

**Grow  
Grow  
Grow**

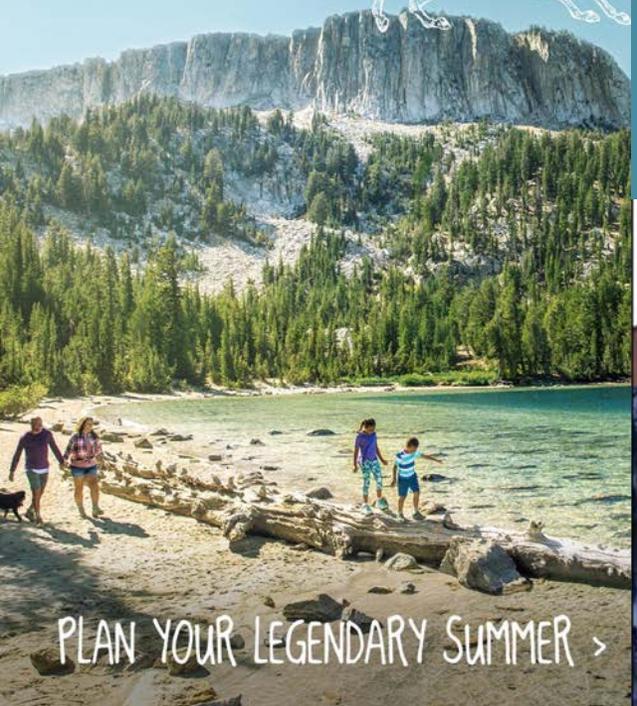
**Manage  
Educate  
Inform**



Mammoth Lakes CALIFORNIA

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



NO SMALL ADVENTURE

EXPLORE THE SEASONS

SUMMER

FALL

WINTER

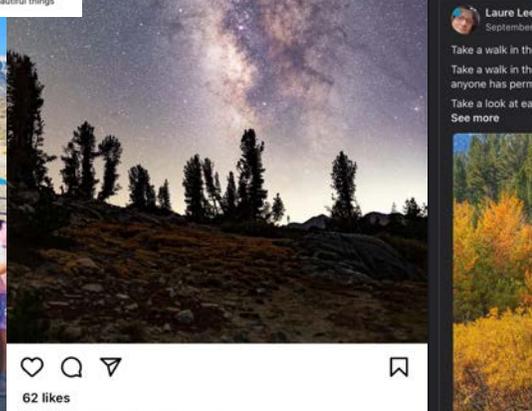
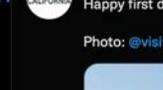
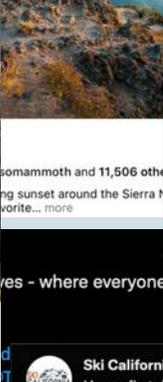
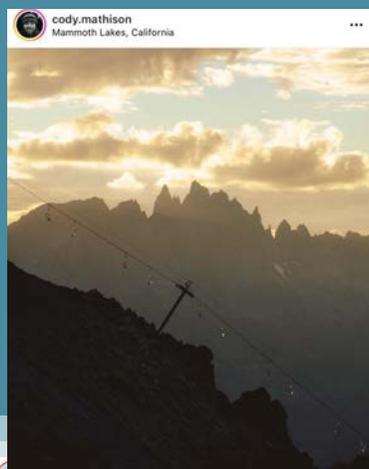
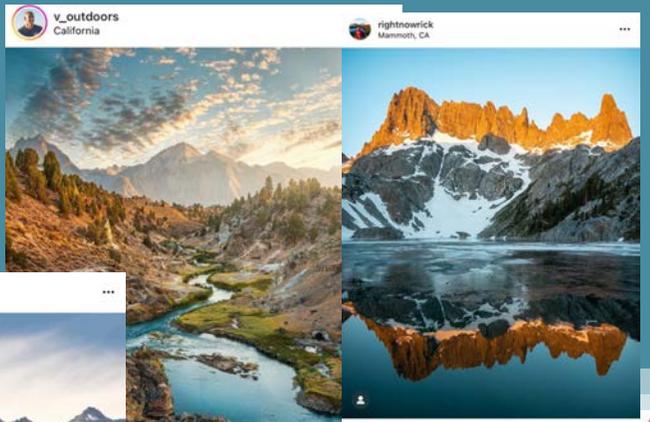
SPRING

UNBELIEVABLE SHINES ALL SUMMER

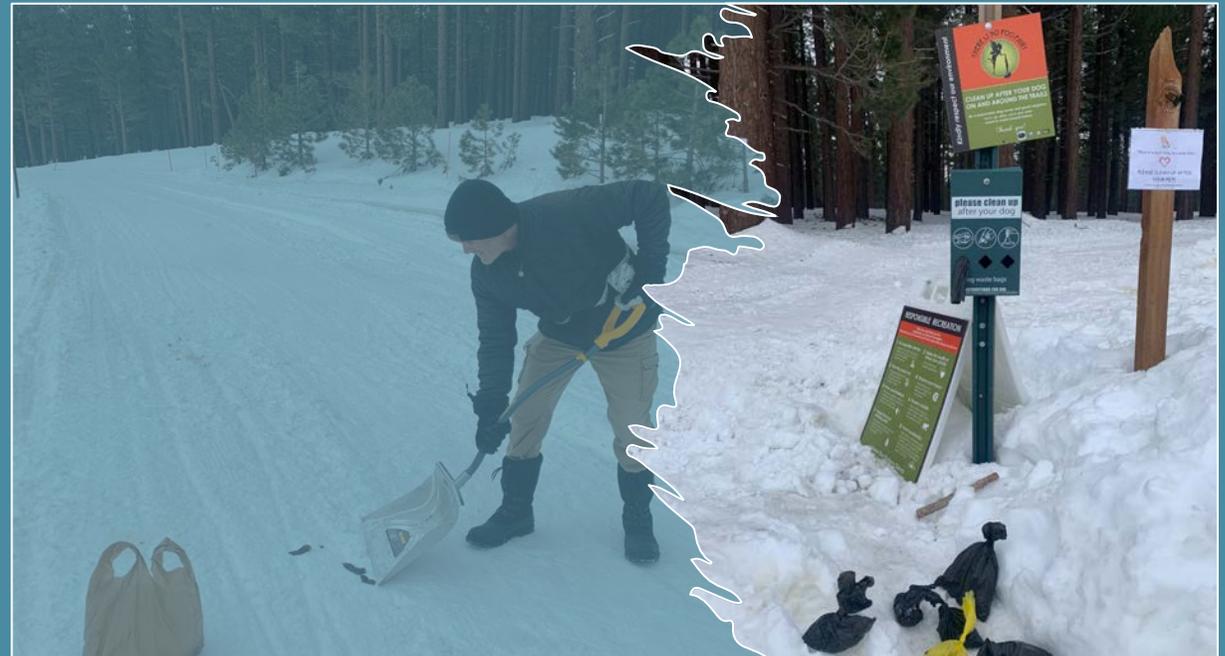


AWESOME ADVENTURES, AMAZING WEATHER AND AWE-INSPIRING NATURAL BEAUTY. CAMP, HIKE, FISH, BIKE, CLIMB AND PADDLE ALL SEASON LONG.

PLAN YOUR ADVENTURE



# ...AND THEN...COVID





MAMMOTH LAKES TRAIL SYSTEM

# Host Programs

## Trail Hosts



### RELEASE YOURSELF BACK INTO THE WILD RESPONSIBLY.

#### How to Leave No Trace in the Mountains

- Know Before You Go
- Pack It In, Pack It Out
- Leave Nature for Photos & Memories
- Stay on the Trail & Tread Lightly
- Respect Wildlife & Other Recreators
- Take Responsibility for Your Safety
- Know & Follow Local Covid-19 Regulations



Mammoth Lakes CALIFORNIA

LEARN MORE ABOUT RECREATING RESPONSIBLY AND MAKE YOUR PROMISE TO SHOW MAMMOTH LAKES SOME LOVE AT [mammothpromise.com](http://mammothpromise.com) #mammothpromise

### RELEASE YOURSELF BACK INTO THE WILD RESPONSIBLY.

#### How to Leave No Trace When Recreating Near Water

- Our Waterways are Your Drinking Water – Keep Them Clean
- Follow Sustainable Fishing Practices
- Pick Up After Yourself & Your Pets
- Stay on the Trail & Tread Lightly
- Respect Wildlife & Other Recreators
- Know & Follow Local Covid-19 Regulations



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## 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:

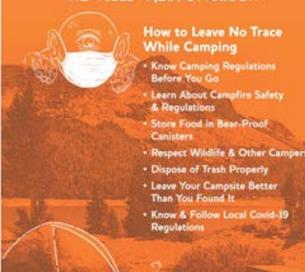
1. I will know and practice the **seven principles of Leave No Trace** and help make Mammoth Lakes and the areas I recreate in better for others to enjoy in the future.
2. I will clean up after myself and my pets (and maybe even others) by packing out all trash, including pet waste, and **knowing how 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**

### RELEASE YOURSELF BACK INTO THE WILD RESPONSIBLY.

#### How to Leave No Trace While Camping

- Know Camping Regulations Before You Go
- Learn About Campfire Safety & Regulations
- Store Food in Bear-Proof Containers
- Respect Wildlife & Other Campers
- Dispose of Trash Properly
- Leave Your Campsite Better Than You Found It
- Know & Follow Local Covid-19 Regulations



Mammoth Lakes CALIFORNIA

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### RELEASE YOURSELF BACK INTO THE WILD RESPONSIBLY.

#### How to Leave No Trace Around Town

- Walk, Bike & Ride the Bus
- Reduce Single-Use Plastics – Refill Your Water Bottle
- Pick Up After Your Pet & Follow Local Leash Laws
- Respect Wildlife
- Recycle & Don't Litter
- Know & Follow Local Covid-19 Regulations



Mammoth Lakes CALIFORNIA

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# 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."*





*"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 on a wooden boardwalk path through a lush green forest. The woman is in the foreground, wearing an orange long-sleeved shirt, grey pants, a green bucket hat, and a large green backpack. She is smiling and holding a red leash attached to a husky dog. The man is behind her, wearing a blue jacket, a tan hat, and blue pants. The background is filled with tall evergreen trees and bright sunlight filtering through the canopy.

"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.



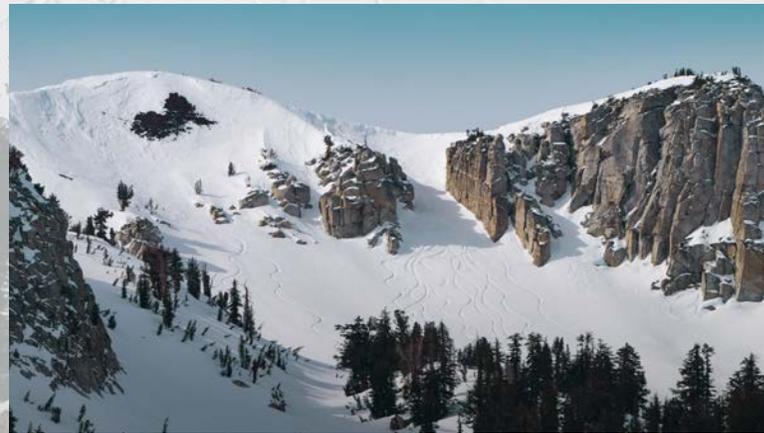
- IT'S THE -  
**REAL**  
*UNREAL.*











**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.



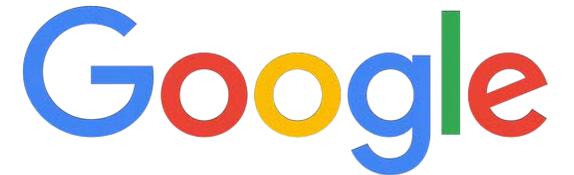


# PAID MEDIA CAMPAIGN

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



facebook



**MATADOR**  
network

Undertone.



Instagram



**TRAVELZOO**<sup>®</sup>



CLEARCHANNEL



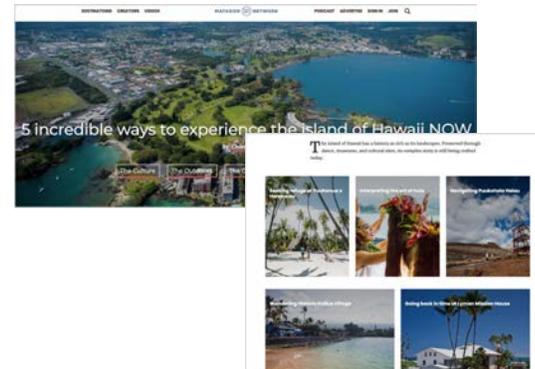
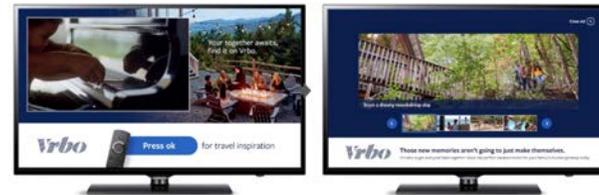
Pinterest

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



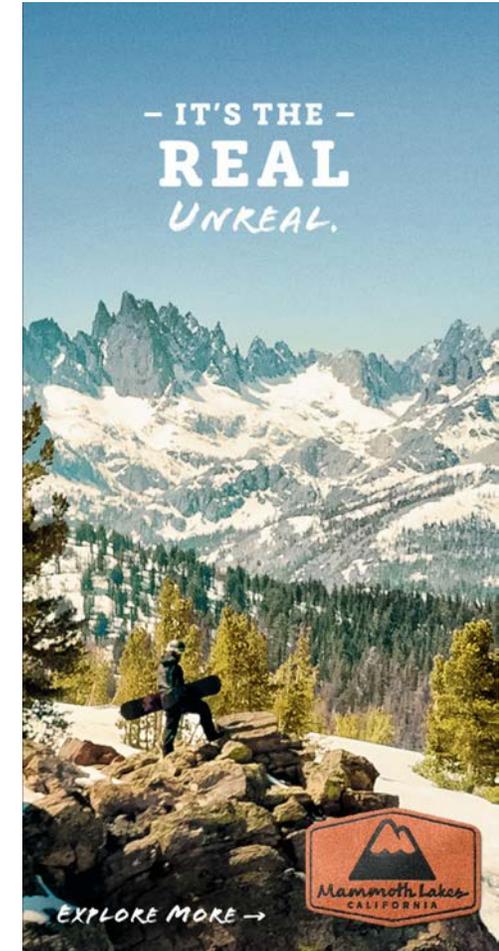


— IT WILL MAKE YOU QUESTION —  
**SO MANY THINGS.**  
LIKE REALITY.

Hot Creek Geological Site [VisitMammoth.com](http://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.

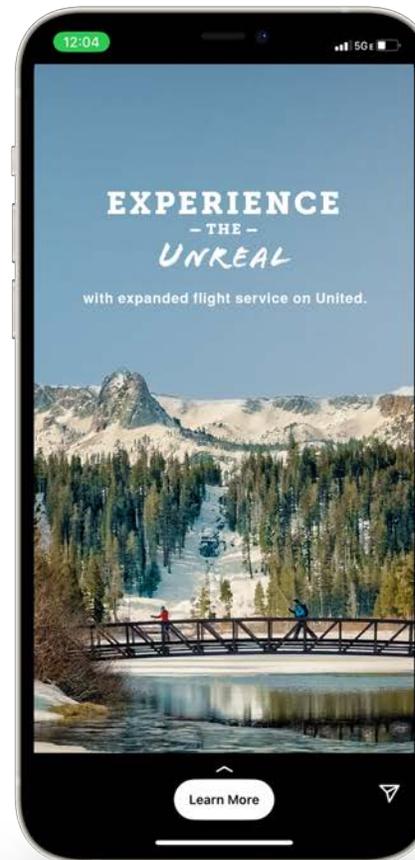
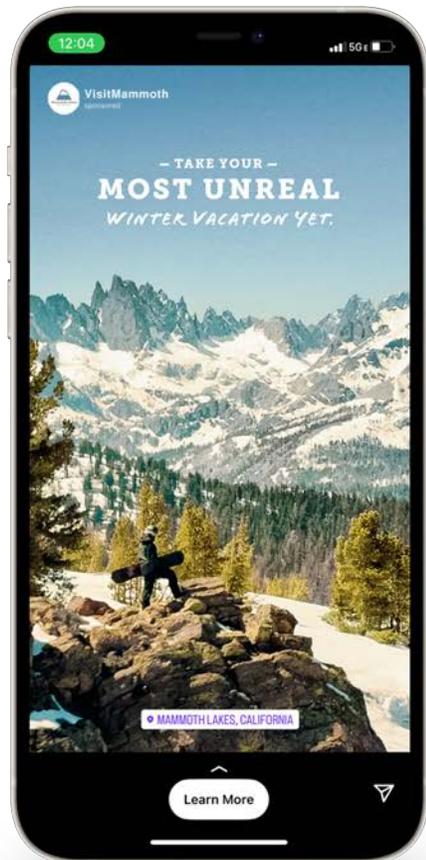


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It's the real UNREAL. [Learn More](#)

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👍 Like    💬 Comment    ➦ Share    🌐

# SOCIAL MEDIA – INSTAGRAM

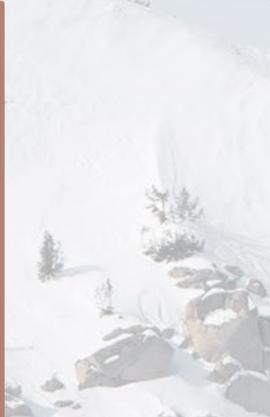


# NEW UNREAL PROGRAMMING





# UNREAL LOCAL AMBASSADORS



# UNREAL EXPERIENCES





**THANK YOU**

