

MAMMOTH LAKES TOURISM

# Fall Campaign

8/4/23



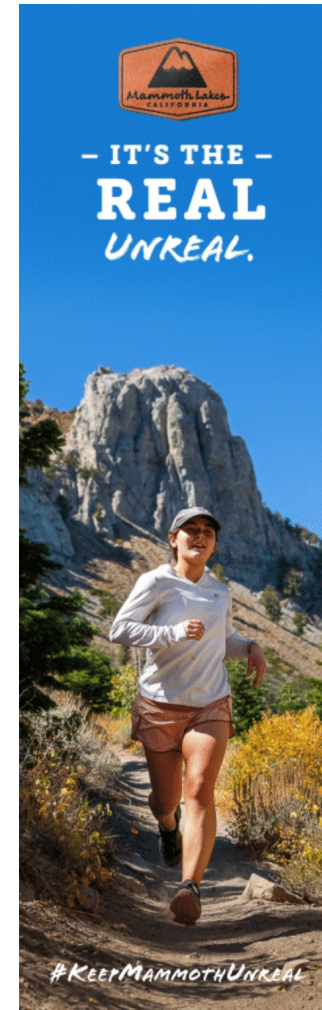
# FY24 planning framework

FY24 PLANNING FRAMEWORK	FALL	WINTER	SPRING/SUMMER	AIR SERVICE
Impact Timing	September – November	December – Mid-April	Mid-April – August	Winter & Spring/Summer
Business Goal	<b>Achieve Consistent \$25M in Annual TOT Revenue by FY24/25; 12-Months TOT Viability</b>			
Marketing Objectives	<b>Quality Visitation = Maintain/Increase Length of Stay &amp; Visitor Spending</b>			
	<b>Educate Visitors on Responsible / Sustainable Tourism</b>			
	October & November TOT Viability (\$1M)	Increase Mid-Week Visitation Increase Far Market Visitation	June TOT Increase May TOT Viability (\$1M) Increase Mid-Week Visitation	Increase Load Factor

# Fall campaign framework




MEDIA	
Flighting	Mid-August – October
Target Audience	Nature Enthusiasts (w/o Kids)
Target Markets	<ul style="list-style-type: none"> <li>• California &amp; Nevada Base</li> <li>• Spot Markets: LA, San Diego, San Francisco, Las Vegas, Sacramento</li> </ul>
Budget	\$170,000
CREATIVE	
Key Messages	<ul style="list-style-type: none"> <li>• Responsible/Sustainable Travel</li> <li>• See Fall Colors (End-Sep through Early Oct)</li> <li>• Off The Beaten Path</li> <li>• Wellness/Nature is Nurture</li> <li>• General Offers</li> </ul>
Creative Assets	<ul style="list-style-type: none"> <li>• Real Unreal Brand Campaign</li> <li>• Fall Seasonal w/ Responsible Travel tie</li> </ul>




# FB Brand Video

# “REAL UNREAL :30” (VIDEO)



**Visit Mammoth**  
11:02 AM · 🌐

Visit Mammoth Lakes, CA this fall for an unreal visual spectacle. Tbh, it's every season, but fall's a spectacular spectacle.



VISITMAMMOTH.COM


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

👍❤️👏 137      11 Comments 13 Shares


👍 Like    💬 Comment    ➦ Share    🌐

View 2 more comments      Oldest ▾

“FALL :15” (VIDEO) 1:1 RATIO

 **Visit Mammoth**  
11:02 AM · 🌐

Fall in Mammoth Lakes, CA is so unreal you won't want to close your eyes. Blinking is acceptable, but make it quick.




VISITMAMMOTH.COM


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

# FB Single Image Ads

## “AWARENESS 1” 3:2 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

The more you explore this fall, the more unreal Mammoth Lakes, CA gets. Plan your fall getaway to the real UNREAL.




VISITMAMMOTH.COM

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


👍❤️👍 137      11 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share

## “AWARENESS ALTERNATE” 3:2 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

Need a fall getaway? Hiking, biking, fishing, climbing, riding—All the best -ings, all in Mammoth Lakes, CA. The real UNREAL.



VISITMAMMOTH.COM

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

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👍 Like    💬 Comment    ➦ Share



## “FALL COLORS” 1:1 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

Fall colors in Mammoth Lakes, CA are so unreal they can change in the blink of an eye. Who needs blinking anyway? Plan now.



VISITMAMMOTH.COM

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

👍❤️👉 137      11 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share

## “MIDWEEK” 3:2 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

What's better than visiting Mammoth Lakes, CA in the fall? Visiting Mammoth Lakes, CA in the fall during the week. Naturally.



VISITMAMMOTH.COM

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

👍❤️👉 137      11 Comments 13 Shares

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# IG Story

# "FALL IG STORY"

FRAME 1



FRAME 2



FRAME 3



“FALL IG STORY VIDEO”

FRAME 1



FRAME 2



FRAME 3



# Google Display Network Native Ads

## AWARENESS 1

Short Headline (30): Plan an UNREAL Fall Getaway

Long Headline (90): Mammoth Lakes, CA is unreal. In fall, it's mind-blowing-insanely unreal. Plan today.

Description (90): The more you explore this fall, the more unreal Mammoth Lakes, CA gets. The real UNREAL.

CTA: [Learn More](#)

## AWARENESS ALTERNATE

Short Headline (30): It's A Real UNREAL Getaway

Long Headline (90): Plan your fall adventure in Mammoth Lakes, CA. It's the real UNREAL.

Description (90): Hike, bike, climb, horseback — you won't experience an unreal fall by just sitting there.

CTA: [Learn More](#)

Awareness 1 1200x1200



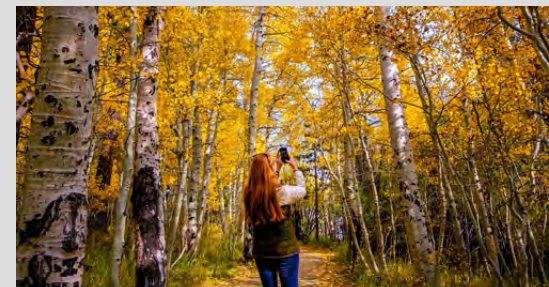
Awareness Alternate 1200x1200



Awareness 1 1200x628



Awareness Alternate 1200x628



## FALL COLORS 3

Short Headline (30): See UNREAL Fall Colors

Long Headline (90): Experience the unreal natural transformation of Mammoth Lakes, CA. It's the real UNREAL.

Description (90): Art class is officially in session, and Mother Nature is your instructor.

CTA: [Learn More](#)

## MIDWEEK 4

Short Headline (30): Plan a Midweek Fall Getaway

Long Headline (90): Fall beauty in Mammoth Lakes, CA doesn't wait for the weekend. It's the real UNREAL.

Description (90): Fall colors can change in the blink of an eye. Visit midweek, and try not to blink.

CTA: [Learn More](#)

Fall Colors 3 1200x1200



Midweek 4 1200x1200



Fall Colors 3 1200x628



Midweek 4 1200x628



**Trade Desk Native**



## AWARENESS 1

Short Headline (25): Plan an UNREAL Fall Trip

Long Headline (90): Mammoth Lakes, CA does fall like nowhere else

Short Body (90): Mammoth Lakes, CA is unreal. In fall, it's mind-blowing-insanely unreal. Plan today.

Long Body (140): The more you explore this fall, the more unreal it gets. You just need to head to Mammoth Lakes, CA to find it. It's the real UNREAL.

CTA: [Learn More](#)

## AWARENESS ALTERNATE

Short Headline (25): Make This Fall UNREAL

Long Headline (90): Plan your fall adventure in Mammoth Lakes, CA

Short Body (90): Hike, bike, climb, horseback — you won't experience an unreal fall by just sitting there.

Long Body (140): A full spectrum of color meets a full spectrum of activities in Mammoth Lakes, CA this fall. Plan a getaway now. It's the real UNREAL.

Awareness 1 1200x628



Awareness Alternate 1200x628



### FALL COLORS 3

Short Headline (25): See UNREAL Fall Colors

Long Headline (90): See Mammoth Lakes, CA transform this fall

Short Body (90): Experience the unreal beauty of nature taking shape this fall in Mammoth Lakes, CA.

Long Body (140): See fall colors so unreal, you won't want to look away. Just blink extra quick. Mammoth Lakes, CA. It's the real UNREAL.

### MIDWEEK 4

Short Headline (25): Plan a Midweek Fall Trip

Long Headline (90): Plan a Midweek Fall Getaway to Mammoth Lakes, CA

Short Body (90): Fall beauty in Mammoth Lakes, CA doesn't wait for the weekend. It's the real UNREAL.

Long Body (140): With so much to do this fall in Mammoth Lakes, CA, why wait for the weekend? Plan your midweek trip, and do it all. It's the real UNREAL.

Fall Colors 3 1200x628



Midweek 4 1200x628



# **Trade Desk Brand Animated Display**

300X250

ANIMATED FRAME 1



ANIMATED FRAME 2



ANIMATED FRAME 3 AND STATIC



ANIMATED FRAME 1

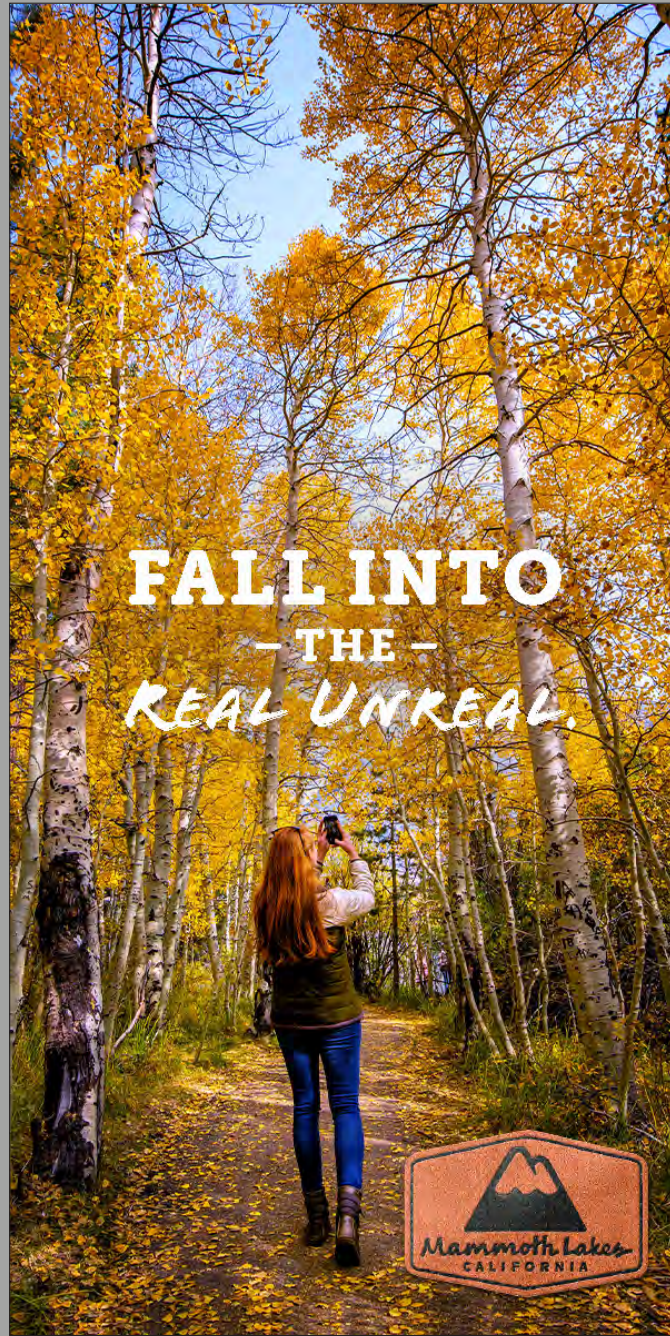
300X600



FALL INTO  
- THE -



ANIMATED FRAME 2



FALL INTO  
- THE -  
*REAL UNREAL.*



ANIMATED FRAME 3 AND STATIC



FALL INTO  
- THE -  
*REAL UNREAL.*

*EXPLORE MORE ->*



ANIMATED FRAME 1



ANIMATED FRAME 2



ANIMATED FRAME 3 AND STATIC



ANIMATED FRAME 1

ANIMATED FRAME 2 AND STATIC

160X600



**WE'D LIKE**  
 - TO SEE AI -  
**MAKE THIS.**



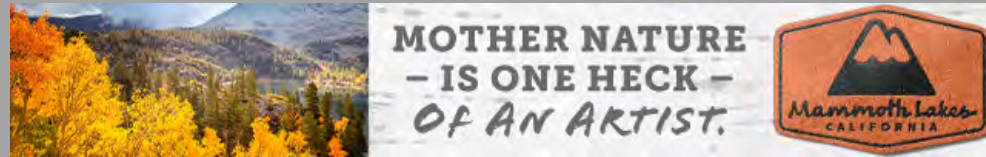
**IT'S THE**  
 - REAL -  
**UNREAL.**

EXPLORE  
 MORE →

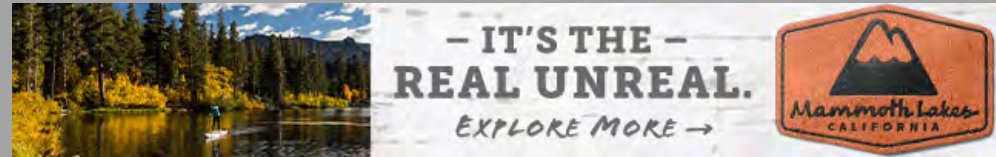


320X50 (MOBILE)

ANIMATED FRAME 1



ANIMATED FRAME 2 AND STATIC





**Pinterest Pins**

## Pinterest Standard Pin

### STANDARD PIN

Text Overlay: Plan An Unreal Fall Getaway

Title (100): Visit Mammoth Lakes, CA this fall for an UNREAL adventure

Description (500): A full spectrum of color meets a full spectrum of activities in Mammoth Lakes, CA this fall. Hike, bike, rock climb, fish, horseback ride — fall is the perfect season to do it all. And no matter what you do, you'll see one of the most incredible color transformations anywhere. So plan your visit now and see why Mammoth Lakes, CA is the real UNREAL.



## Pinterest Video Pin

### VIDEO PIN

Duration: 6-15 seconds, (1000x1500), Provide cover image

Text Overlay: See Mammoth Lakes, CA transform This Fall

Title (100): Plan an UNREAL fall getaway to Mammoth Lakes, CA

Description (500): Experience the unreal beauty of a real fall in the mountains of Mammoth Lakes, CA. While your eyes will be busy watching nature transform into unbelievable colors, the rest of you can enjoy any level of adventure you want — hiking, biking, climbing, fishing, horseback riding, and more. So plan your visit now to Mammoth Lakes, CA. The real UNREAL.


### COVER IMAGE




# FALL ACTIVITIES

# FB Single Image Ads

## “FALL ACTIVITIES 1” 3:2 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

Getting out this fall is so in. Visit Mammoth Lakes, CA for hiking, biking, canoeing, fishing — all in an unreal landscape.




VISITMAMMOTH.COM

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


👍❤️👍 137      11 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share

## “FALL ACTIVITIES 2” 3:2 Ratio

 **Visit Mammoth**  
11:02 AM · 🌐

Add some unreal adventures to your fall in the natural beauty of Mammoth Lakes, CA. From biking to fishing, plan now.



VISITMAMMOTH.COM

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

👍❤️👍 137      11 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share

**IG Story**

# “DO, SEE, EXPERIENCE”

FRAME 1



FRAME 2



FRAME 3





# Google Display Network Native Ads

## FALL ACTIVITIES 1

Short Headline (30): Try These UNREAL Fall Must-dos

Long Headline (90): Plan a fall getaway to Mammoth Lakes, CA for UNREAL fall activities

Description (90): Plan more, do more, from autumn biking to canoeing in Mammoth Lakes, CA. The real UNREAL.

CTA: [Learn More](#)

## FALL ACTIVITIES 2

Short Headline (30): Plan now for fall fun

Long Headline (90): Plan your UNREAL fall adventure in Mammoth Lakes, CA

Description (90): Hike, bike, fish, canoe — do it all this fall in Mammoth Lakes, CA. It's the real UNREAL.

CTA: [Learn More](#)

Fall Activities 1 1200x1200



Fall Activities 2 1200x1200



Fall Activities 1 1200x628



Fall Activities 2 1200x628



**Trade Desk Native**

## FALL ACTIVITIES 1

Short Headline (25): Try UNREAL Fall Must-dos

Long Headline (90): Plan a fall getaway to Mammoth Lakes, CA for UNREAL fall activities

Short Body (90): Plan more, do more, from autumn biking to canoeing in Mammoth Lakes, CA. The real UNREAL.

Long Body (140): Fall is the best time to get out in nature. Hike, bike, fish, canoe — try them all in Mammoth Lakes, CA. It's the real UNREAL.

CTA: [Learn More](#)

## FALL ACTIVITIES 2

Short Headline (25): Plan now for fall fun

Long Headline (90): Plan your UNREAL fall adventure in Mammoth Lakes, CA

Short Body (90): Hike, bike, fish, canoe — do it all this fall in Mammoth Lakes, CA. It's the real UNREAL.

Long Body (140): Adventure is all around, from hiking & biking to fishing & canoeing. Plan your fall fun now in Mammoth Lakes, CA. It's the real UNREAL.

CTA: [Learn More](#)

Fall Activities 1 1200x628



Fall Activities 2 1200x628



# **Trade Desk Animated Display**

300X250

ANIMATED FRAME 1



ANIMATED FRAME 2



ANIMATED FRAME 3 AND STATIC



ANIMATED FRAME 1

300X600



ANIMATED FRAME 2



ANIMATED FRAME 3 AND STATIC



728X90

ANIMATED FRAME 1



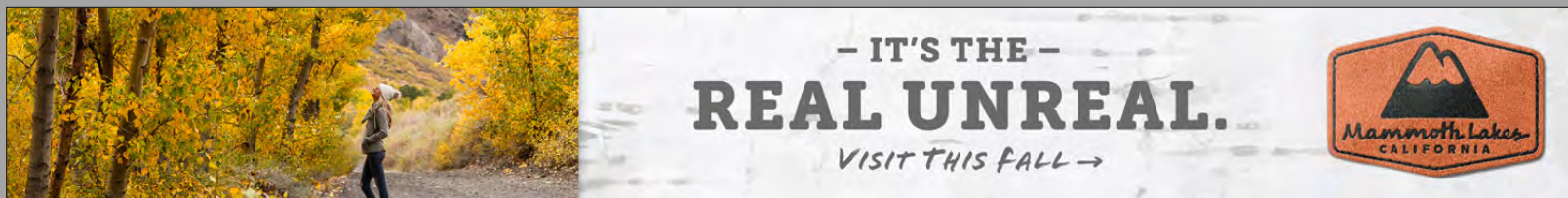
ANIMATED FRAME 2



ANIMATED FRAME 3 AND STATIC



ANIMATED FRAME 4 AND STATIC





ANIMATED FRAME 1

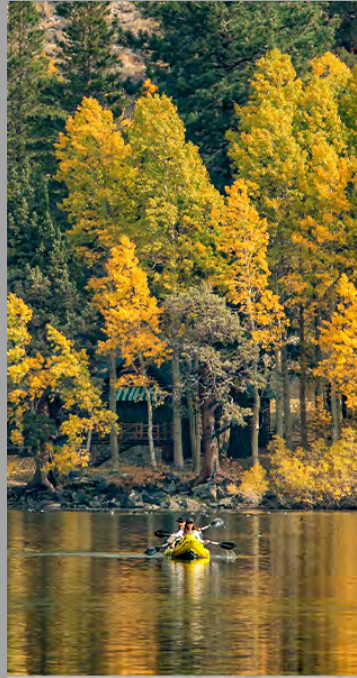
160X600



**ALL**  
 - THIS -  
 COLOR.



ANIMATED FRAME 2



**ALL**  
 - THESE -  
 ACTIVITIES.



ANIMATED FRAME 3



**ALL**  
 - IN -  
 FALL.



ANIMATED FRAME 4 AND STATIC



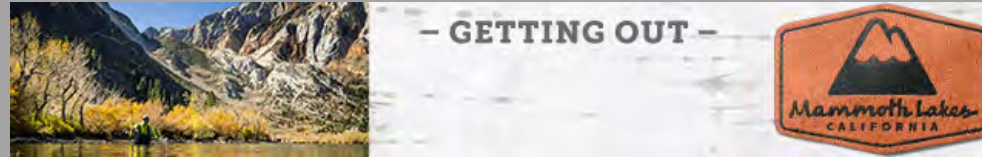
**IT'S THE**  
 - REAL -  
 UNREAL.

VISIT THIS  
 FALL →

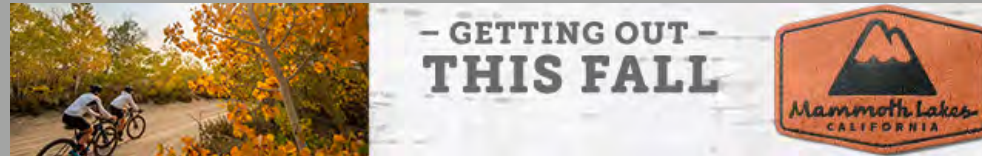


320X50 (MOBILE)

ANIMATED FRAME 1



ANIMATED FRAME 2



ANIMATED FRAME 3



ANIMATED FRAME 4



**Pinterest Pins**

### STANDARD PIN

Text Overlay: Plan An Unreal Fall Adventure

Title (100): Try these UNREAL fall activities in Mammoth Lakes, CA

Description (500): There's no better place to experience the unreal beauty of fall than Mammoth Lakes, CA. If the colors don't take your breath away, the incredible activities just might. Hike, bike, fish, canoe, horseback ride — it's the perfect season to do it all. Plan your fall getaway now to Mammoth Lakes, CA. It's the real UNREAL.

