

MAMMOTH LAKES TOURISM

# Without A Trace

JUNE 2025



**SHIPYARD**  
ENGINEERING BRAND LOVE



# CAMPAIGN PURPOSE

When you're in Mammoth Lakes, surrounded by breathtaking peaks, alpine lakes, and unreal geological features, it's natural to feel a deep connection to the environment.

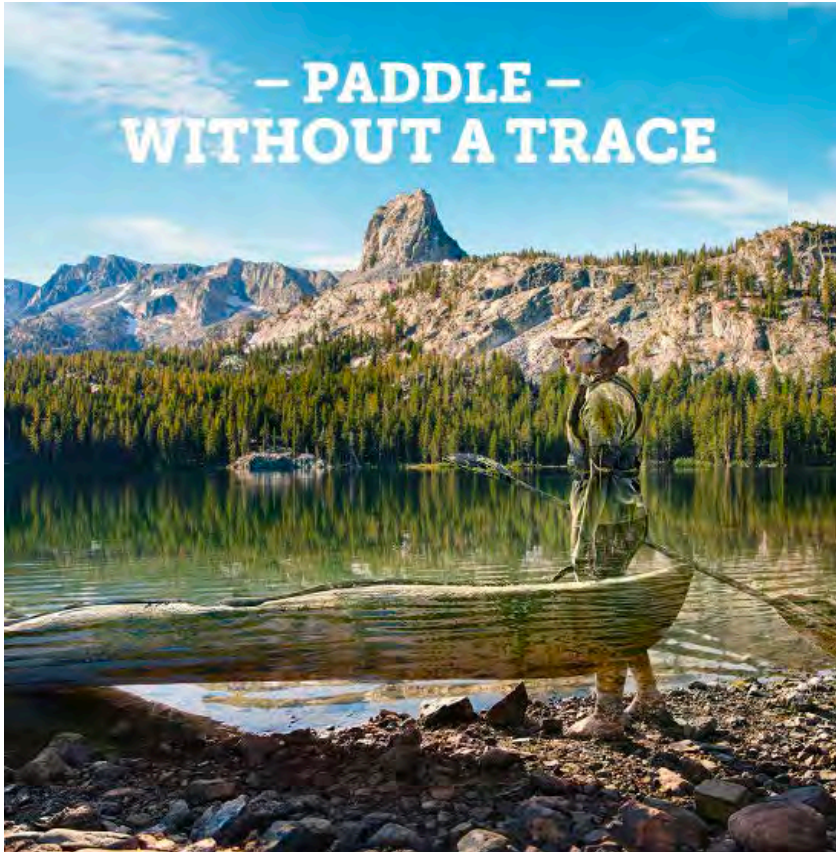
This campaign harnesses that emotional pull to inspire more thoughtful and respectful behavior from visitors and locals alike—encouraging them to tread lightly and preserve the beauty of this place for generations to come.

Using a visual technique where individuals appear painted to blend seamlessly into the landscapes around them, the campaign drives home a simple but powerful message: the best way to experience Mammoth Lakes is to leave no trace at all. By meeting visitors both before they arrive and once they're here, this effort aims to shift mindsets and spark stewardship through artful storytelling and thoughtful imagery.



# MEDIA

# PROGRAM PARAMETERS

**Approach:**

*Adventure Without a Trace.* The goal of this campaign is to motivate target audience prior to arrival to take care of Mammoth Lakes and be good stewards of the land during their visit.

**Publishers:** Facebook/Instagram and Undertone

**Targeting:**

Outdoor enthusiasts who have been previously exposed to MLT Brand and show intent to travel to the destination.

**Geo-Target:** CA+NV

**Timing:** July – Sep 2025



CREATIVE









visitmammoth

Visit Mammoth

Mammoth Lakes welcomes over 1.7M visitors yearly. That has a major impact. So we all need to practice responsible recreation.



Help #KeepMammothUnreal.

Learn More

541

26 Comments 87 Shares

Like

Comment

Share





Video starts with a static image of our unpainted kayaker at the shoreline. Over 10 seconds, we see the painting scribble on to the kayaker so that she he blends in with the landscape. Light, ethereal music and nature SFX add texture.

SUPER 1:

PADDLE WITHOUT A TRACE

SUPER 2:

Mammoth Lakes welcomes over 1.7M visitors yearly. That means we all need to help protect it. So, pack out what you pack in. Treat others with kindness. And always practice responsible recreation.

LOGO:

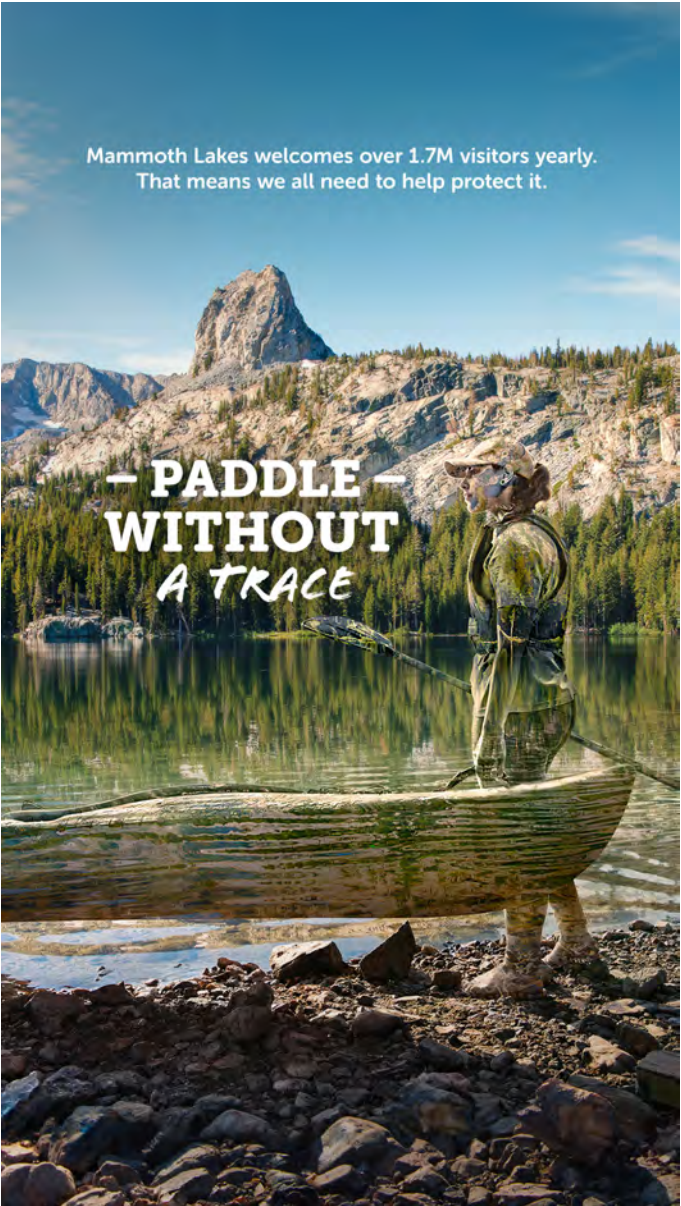
#KeepMammothUnreal

CTA:

LEARN MORE



FRAME 1



FRAME 2

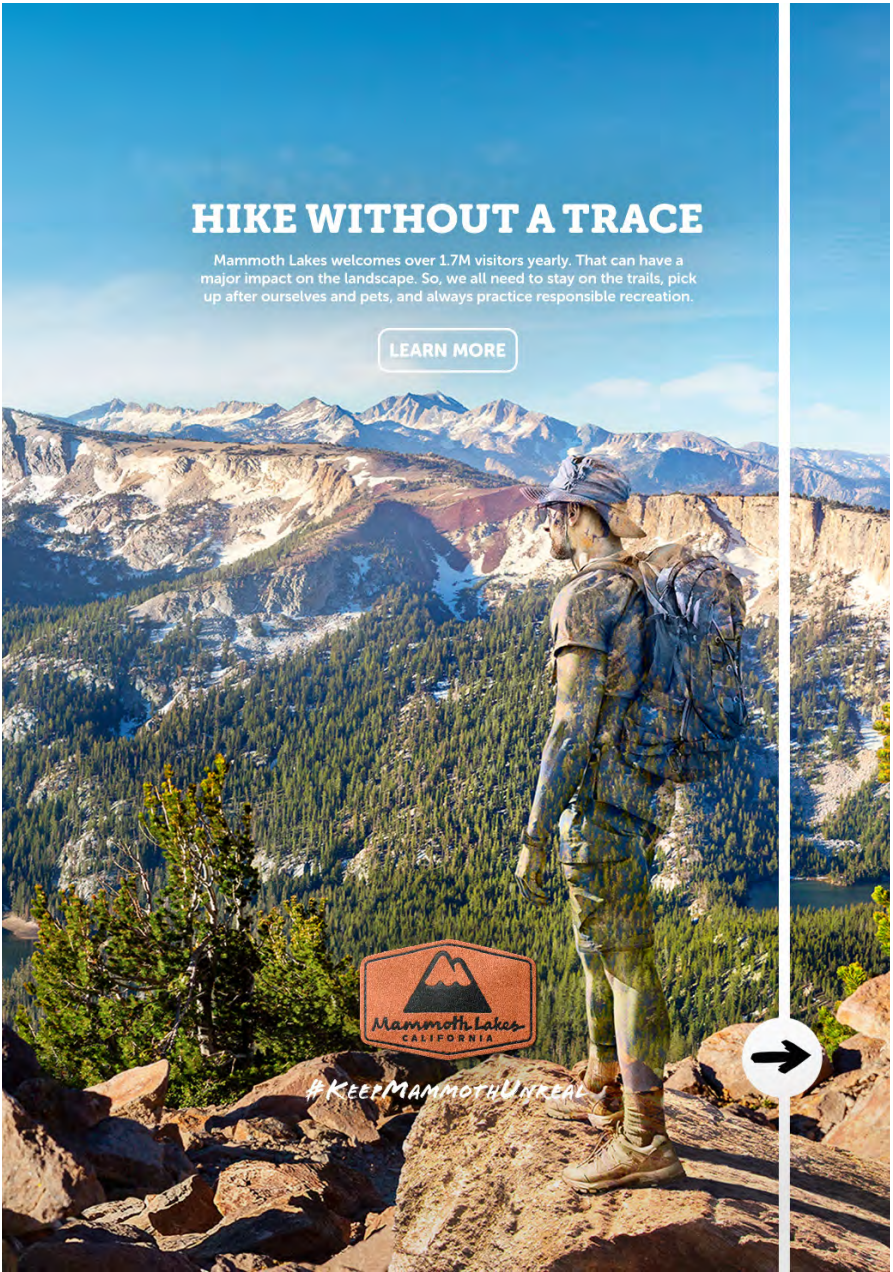


FRAME 3



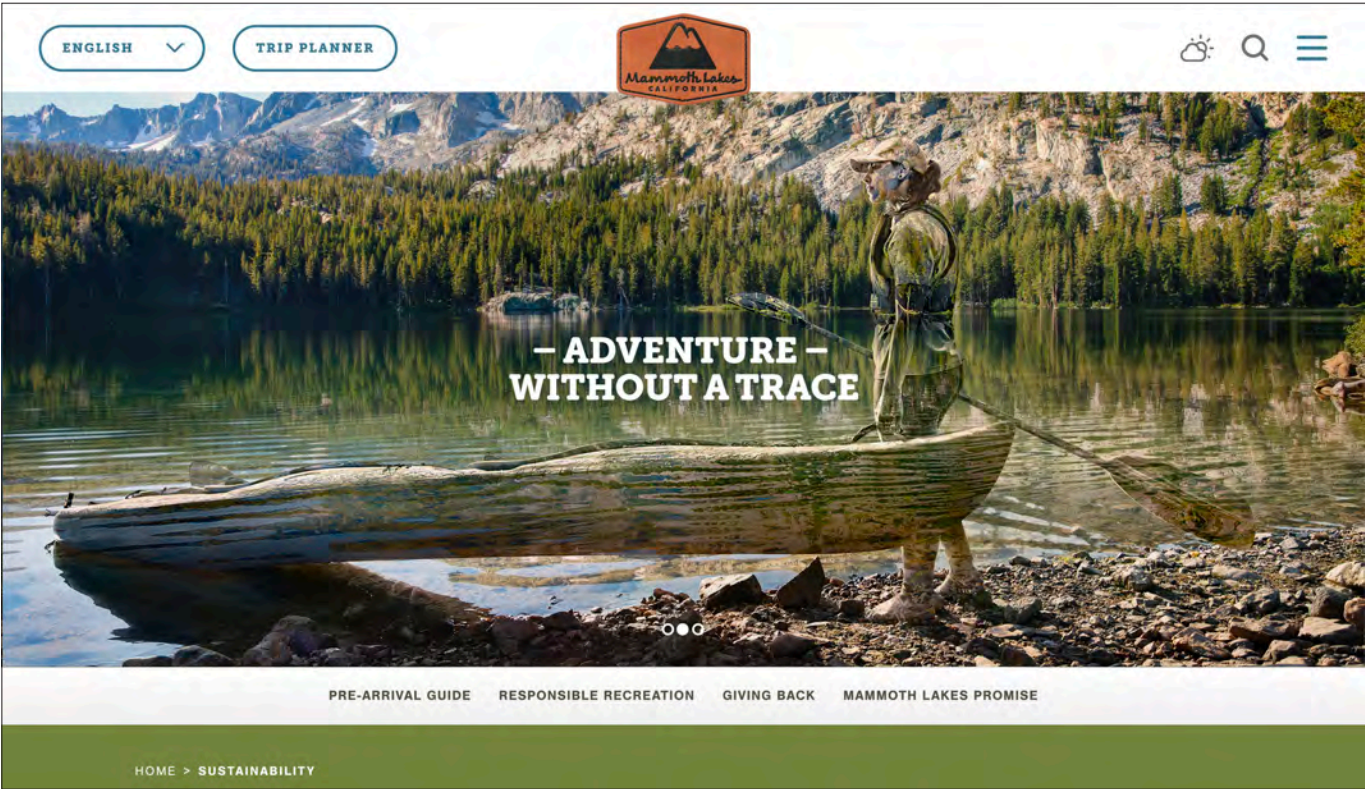
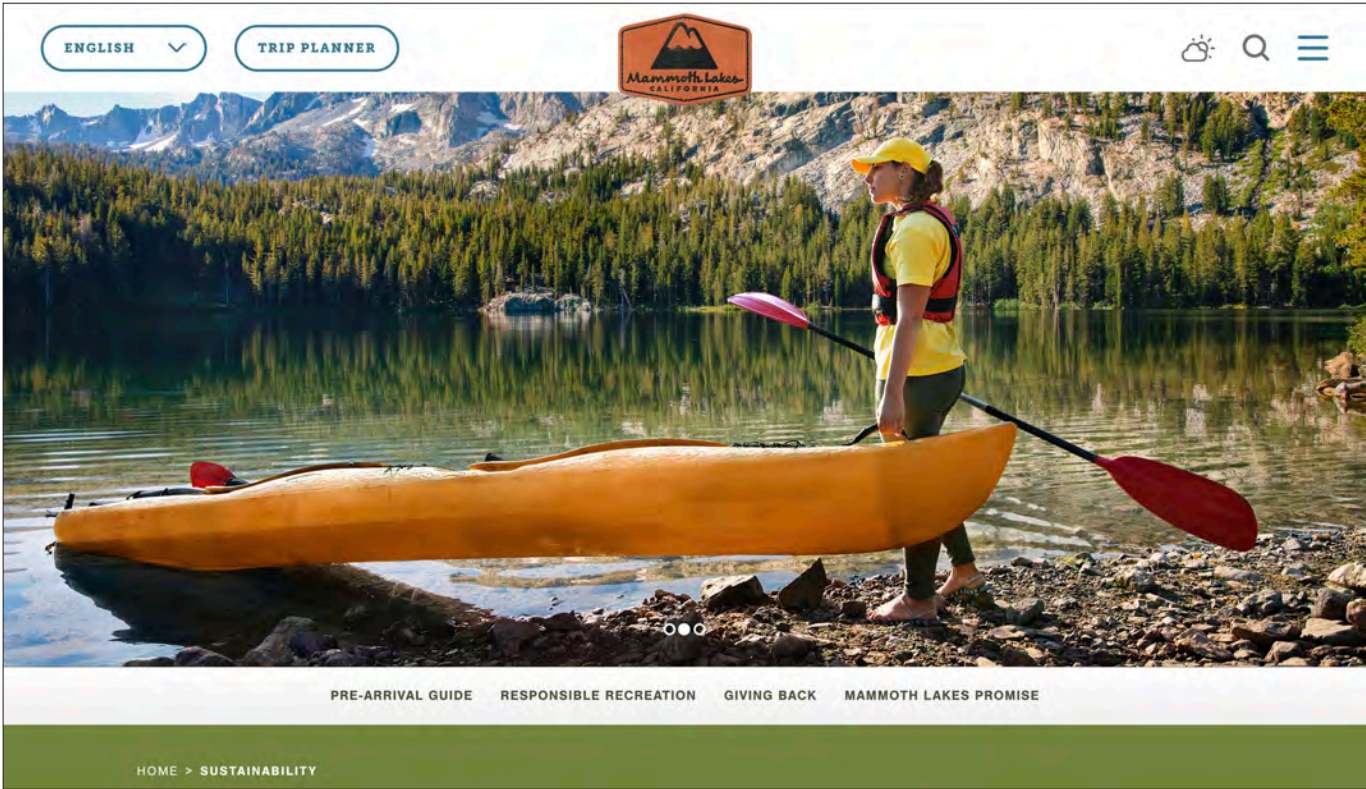


FRAME 1



FRAME 2







# LAUNCH PLAN



**Paid Media:**

A phased rollout across paid social and in-market media maximizes visibility and engagement.

**Early July:**

- Static Social Carousels: Multi-panel units for more complete storytelling.
- In-Market Posters: Local presence reinforces campaign messaging for visitors already in Mammoth Lakes along with residents.

**Mid-July:**

- Video Social (Reels + Stories): Short-form video content for high engagement and sharing on Instagram and Facebook.
- High-Impact Slider Units: Interactive placements to extend reach beyond social.

**Owned Media:**

MLT’s owned channels reinforce the campaign across July with targeted content and community engagement.

**Early July:**

- Post Carousel Hike Without a Trace content to FB and IG.
- Follow up with additional hiking content, including reminders about Hiking Without a Trace and other sustainability efforts.

**Mid July:**

- Shift focus to paddling and water-based experiences, tying in sustainability best practices for waterways.

**IG Stories + Highlights**

- Post vertical video stories that emphasize key tips and visuals, then archive to the Sustainability IG highlight for long-term visibility.
- Encourage audiences to participate by sharing how they Adventure Without a Trace. Using the hashtag #KeepMammothUnreal to tie into the broader campaign narrative.

Partner Engagement:

A partner-driven amplification plan will extend the campaign’s message through trusted local voices and organizations.

**Partner Toolkit via 5 in 5 Newsletter:** Distribute a toolkit to regional partners with campaign messaging, social media assets, and guidance on how to support the initiative. Including:

- Clean, headline-free Without a Trace images for partners to use in their social feeds
- Example copy and additional guidance on language
- Poster executions in 11x17 and 8x11 sizes for placement in local businesses
- Instructions for integrating campaign into their newsletters

**Potential Mammoth Mountain Collaboration:** Explore collaborative Instagram posts with Mammoth Mountain to increase campaign visibility.

# Thank You

