

## Sedona Integrated Brand Campaign

## Trends for 2012

- **Online Content Marketing**
  - Connecting, sharing stories. Story-telling is the key to consumers relating to our destination
- **Video Marketing**
  - Cisco predicts that 80% of all internet traffic will be video by 2015
- **Social Media Marketing**
  - Facebook will reach 1 Billion members
- **Mobile marketing**
  - Put the Brand in their Hands
- **Engage the consumer**

## 2012-2015 Brand Campaign

*My Sedona...*

## Objectives

*We know that 75% of the people that visit Sedona are 35-64 with \$75,000+ HH*

- to reach our current consumer, with a focus on the younger end of that spectrum.
- To increase the number of visitors in the higher-income, 35-50 bracket
- To present more of what Sedona has to offer in a more compelling way to encourage the “zest for life” within each visitor

## Misperceptions to overcome

- Expensive
- There's not much to do
- Geared toward older people

## Our new campaign will

- Attract a new visitor appealing to their desire to take a break from the everyday humdrum
- Generate return visitors with a focus on “participatory” activities
- Create conversation and experiential motivations
- Generate and garner more “Sedona loyalists”
- Drive consumers to the website – MySedona.com

## Sedona's Brand Promise

Sedona will inspire you by our stunning red rock beauty and will provide customized, exhilarating activities to enhance your overall well-being.

## A successful Message will

- Position Sedona as a destination that stimulates and enhances your overall well-being by providing a wide array of high-quality experiences for individuals, groups of friends, families
- Display a better array of Sedona's activities
- Issue a call to action to create your own Sedona adventure – My Sedona.

## Overall Key Components

- Original images
- Feature one famous image
- Action-oriented text in hand written font to TELL a STORY
- Illustrate multiple day itinerary without literal interpretation
- Use "testimonial style" interactions
  - lots of legs with social networking, contests, videos, etc

## Creative Strategy highlights

- Sedona's stunning scenery & light
- A variety of activities
- Different lifestyle choices
- A light-hearted younger personality
- Emotional connections and physical experiences
- Adventures and activities that bring the visitor closer to nature

## Target Audience

- Age: 35 - 55
- Couples
- Families
- Groups of Friends
- HH Income \$100,000+

## Concept

- Sedona is the cure for the everyday humdrum.
- Sedona is where you will not only find unsurpassable natural beauty
- You will find great outdoor adventures, inspiration, romance
- A happier, more complete you

## Brand Tactics

Brand must easily transition to:

- Internet banners
- Social media
- Testimonials
- Videos
- Public Relations

## Visual framework

- A photo album or essay of a personal Sedona experience.
- The color palette is based on the natural colors of Sedona.

## Underlying Message

*There is a Sedona is for everyone –  
Come find yours*

*(then share your experience with others...)*

## Achievements

- addresses each primary message point
- speaks directly to the person reading the ad
- Visits should be longer than 1-2 days

## Jack & Company

A Guy Trip...

## The Story

Jack wants an escape from the office life by seeking outdoor adventures with his friends

## The Story: Achievements

Jack's Sedona inspires him to break out of his 9-5 routine in the city and challenge himself to accomplish something fun.

- Mountain Biking
- Helicopter Tours
- Fishing
- Hiking
- Hanging out with Friends



My *Sedona* Adventure

From this spot in Arizona, the city and outcrops seem so far away. All together in two wheels, two legs or just hangin' out. I felt like I conquered something.

—James, Sedona

Discover your Adventure at [MySedona.com](http://MySedona.com)

## The Johnson Family

Family Fun

## The Story

The Johnson Family seeks some stimulating activities that they can share with their children

## The Story: Achievements

The Johnson's show us that Sedona is fun for families too, with enticing activities that can't be experienced in a classroom or the typical urban setting.

- Jeep tour
- Helicopter ride
- Hiking
- Swimming, playing in the creek

Text illustrates Johnson kids learning lessons from Sedona's amazing landscape and rich native American assets.



## Joe & Jan

Just for Couples...

## The Story

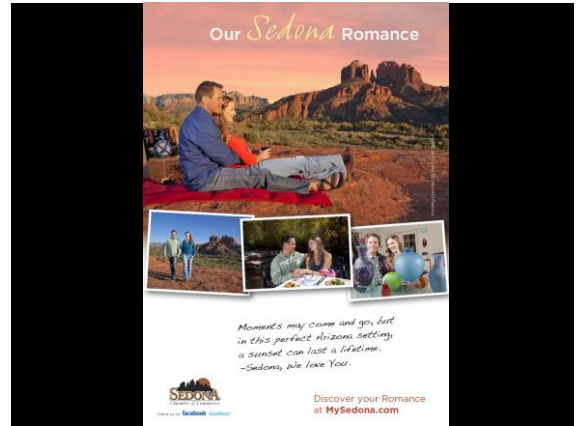
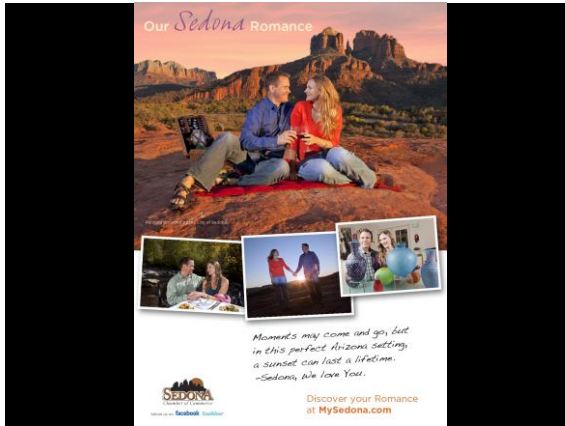
Joe and Jan seek a getaway where they can share precious moments together and increase the romance in their relationship

## The Story: Achievements

Our heroes show us that Sedona is the perfect couple's escape. They find their romance and renewed relationship in Sedona

- Hiking
- Shopping
- Are tour
- Dining





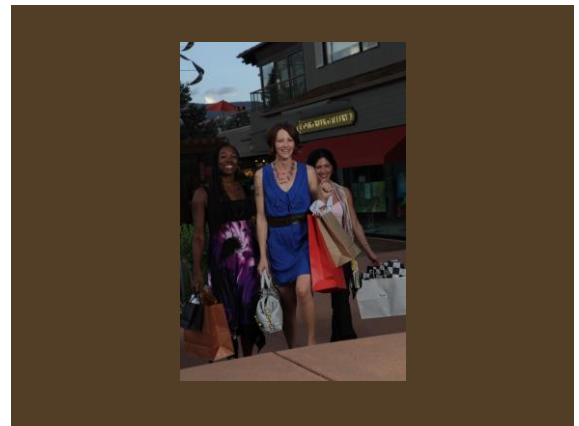
Julie & Company  
 A Girl's Trip...

The Story

Julie seeks relaxation, rejuvenation, good food, some outdoor adventure while in the company of good friends

- Yoga
- Hiking
- Shopping
- Creating art
- Massage
- Fine Dining

Text suggests that she have found inner peace, inspiration and relaxation. In a hand-written note, she thanks Sedona.





My *Sedona* Inspiration

In Sedona, Arizona, I enjoyed the perfect pumpkin. After days of inspiring activities I found my bliss. Thank you, Sedona.

Discover your inspiration at [MySedona.com](http://MySedona.com)

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