

EXPLORE MINNESOTA TOURISM

Recovery Campaign

Creative Samples

June 10, 2020



ADVENTURE™

:30 TV/DIGITAL / SEE YOU SOON

Audio: Jeremy Messersmith "Little Blue World"

Rough audio cut of lyrics: <https://tinyurl.com/y9ktq327>



(INSTRUMENTAL INTRO)

THERE'S TIME FOR ADVENTURE, THERE'S PEOPLE TO TREASURE

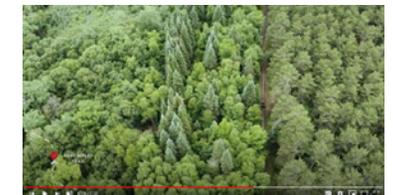
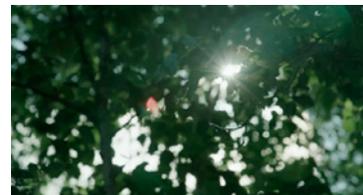


AND MOMENTS THAT NO ONE CAN HOLD

THERE'S SO MUCH TO SEE WHEN YOU'RE



WANDERING FREE ON THIS LITTLE BLUE WORLD WE CALL HOME



HOME

WE CALL HOME

THE ONLY ONE WE'VE



EVER KNOWN

HOME.... (FADES OUT)

DISPLAY ADS / SEE YOU SOON

300 X 600



Launch Creative



Midpoint Creative

300 X 250 - TWO-FRAME GIF



Launch Creative



Midpoint Creative

DISPLAY ADS / SEE YOU SOON

728 X 90



Launch Creative



Midpoint Creative

320 X 50



SOCIAL ADS / SEE YOU SOON

FACEBOOK

:30 Video ad

The Facebook ad features the Explore Minnesota Tourism logo and a sponsored status. The main text reads "When the time is right, we'll be right here. #OnlyinMN". The video thumbnail shows a serene landscape with a lake, dense green trees, and a white play button icon. Below the video, the website "EXPLOREMINNESOTA.COM" is listed, along with the headline "Find Your True North" and the sub-headline "Start planning your trip". A "Learn More" button is positioned to the right. Engagement metrics show 588 likes and 16 shares. At the bottom, there are icons for Like, Comment, and Share.

FEATURE :30 “TRANSITIONAL” SPOT

Note: Integrate #ExploreMNagain on creative once launched

INSTAGRAM

:30 Video ad

The Instagram ad features the exploreminnesota profile name and a sponsored status. The main text reads "When the time is right, we'll be right here. #MyTrueNorth #OnlyinMN". The video thumbnail shows a scenic view of a lake surrounded by lush green trees, with a white play button icon overlaid. Below the video, there are icons for Like, Comment, and Location, followed by "3,007 Likes". The caption repeats the main text and includes the hashtags #MyTrueNorth and #OnlyinMN. A bookmark icon is visible in the top right corner.

FEATURE :30 “TRANSITIONAL” SPOT

Note: All links go to ExploreMinnesota.com, with the intent of that homepage having the best chance of being up-to-date with promoting timely and appropriate content based on the current covid/social distancing restrictions (if any).

RADIO / SEE YOU SOON

MRP Read

Support comes from Explore Minnesota. From a list of scenic byways to bucket-list golf courses and tips on how to catch a walleye – **Explore Minnesota dot com** is the first stop on your vacation destination.