

THAT'S HOW YOU  
**MONTANA**

WARM SEASON '24  
**CAMPAIGN BRIEF**

## OVERVIEW

“That’s How You Montana” is an invitation to dive in and experience Montana as Montanans do.

The Warm Season 2024 campaign is inspired by the theme that “Montana is a road trip and the stops along the way.” Whether on two wheels or four, the campaign is designed to disperse visitors, both residents and out-of-state, to Montana’s lesser-known rural and under visited areas.

Designed to point travelers to less visited areas, this campaign features authentic Montana experiences through an integrated mix of paid, earned and social media. Backed by itineraries, interactive maps, video and expanded content on the VisitMT.com, all content and tactics are supported by specific key performance indicators (KPIs) geared towards conversion.



## OBJECTIVE

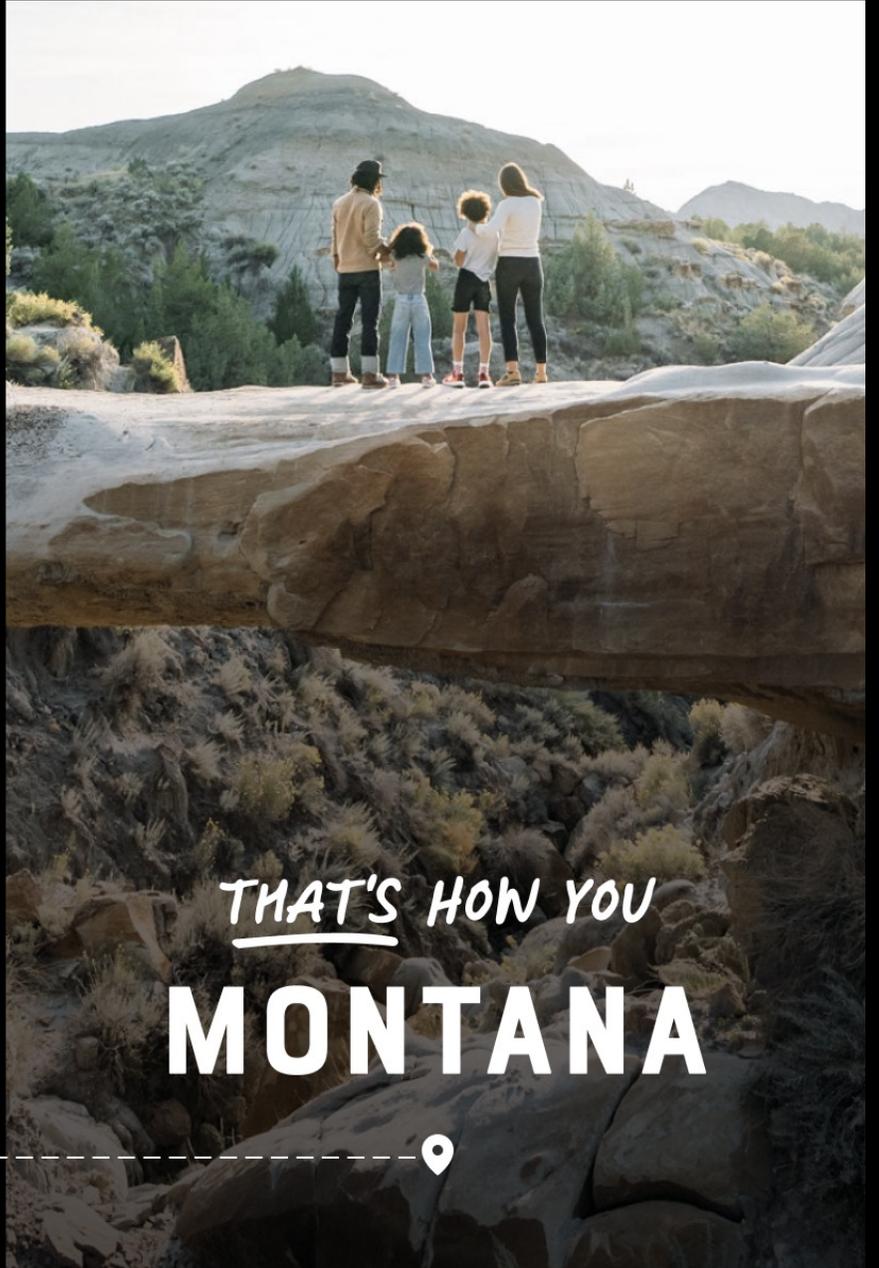
Travelling through Montana isn't just about hitting points on a map: it's about memories not miles.

We want to guide travelers through *all* of Montana, not just the most visited spots. As well as showing off our beautiful state, our goal is to ensure these local towns receive the financial benefit of travelers and tourism through hotel and activity bookings.





LET'S HIT  
THE ROAD  
AND GO  
SOMEWHERE.



*THAT'S HOW YOU*  
**MONTANA**





## CHALLENGES

### **Awareness:**

Rural and under visited montana remains undiscovered compared to the state's more famous attractions.

### **Intimidation factors:**

Sparser development and infrastructure in these areas can be a bit out of the comfort zone for many as opposed to national parks.

### **Perceptions of cost and access:**

The significant investment of time and travel required to fully explore these areas can be intimidating for potential visitors.

## TARGET AUDIENCE

In addition to targeting Montanans directly to explore their own state before leaving, we are also looking at geographically neighboring and near markets with audiences we believe would be the ideal visitor for Montana with easy access by both road and air.

## PRIMARY AUDIENCE

Wyoming, South Dakota, North Dakota, Saskatchewan, Idaho as well as nearby Colorado, Utah and Washington.

## SECONDARY AUDIENCE

includes states with similar interests such as Oregon, Texas and Illinois.



## TARGET VISITOR

Through extensive research, we have identified four profiles of travelers that would likely enjoy the experiences offered in rural and under visited Montana. These are either individuals or families who enjoy road trips and love experiencing extensive landscapes with less luxury and fuss. Some might be history enthusiasts while some may enjoy fly fishing, while others want to explore with their grandkids in an RV.

They are respectful of where they are visiting and want to contribute without changing the way of life that's made these places in Montana so great in the first place.



## CONTENT & RICH MEDIA

Working with a Montana production company, we produced two campaign shoots to support the four new rural-focus itineraries released on VisitMT.com.

The first, a family RV trip and the second, a female motorcycle rider/photographer with her father and friends. The shoots feature videography and photography of Montana's impressive landscapes as well as local activities including a carnival, street fair, rodeo, floating a river on tubes, food, fishing, camping and the Dino Trail.

Through our agency of record, we have partnered with media vendors across a wide range of rich media nationwide to feature our beautiful content. You will be seeing and hearing "That's How You Montana" content on radios, podcasts and streaming platforms as well as internationally known websites, social media and printed in magazines. As well as our larger campaign, we are working with local Montana media outlets to ensure we are investing in local advertisements too as they often speak to an authentic audience that will resonate with the opportunities waiting in rural Montana.





