

2017 Summer Campaign Recap



Print:

Markets covered: MN, WI, MI, ND, SD, Ontario



Website Design:



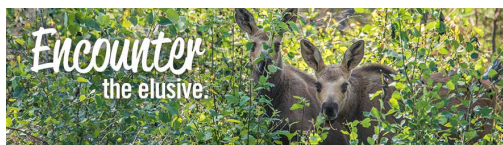
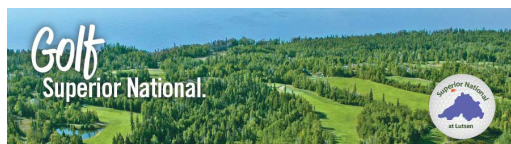
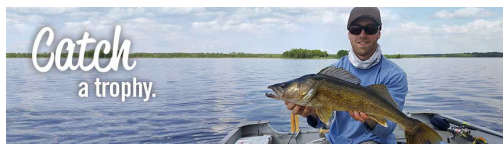
Outdoor:

Markets covered: TC Metro and Key Suburbs
Flight dates: May 29 - June 16, 2017





Website Banners:



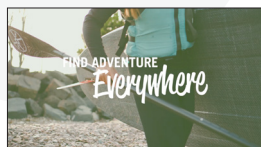
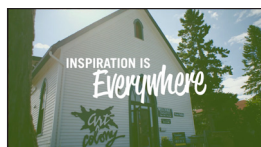
Television:

Markets covered: MN, WI

Weather sponsorship, Spot buy, Contest

KMSP Fox 9: Air dates: June 15 - July 16, 2017

Quincy (NBC/CBS in Duluth): Air dates: June 27 - July 20, 2017





Digital:

Digital ads, emailers, video preroll, e-newsletters, KMSP Contest



You could win a Wilderness Experience to Cook County, MN from Fox 9!

FOX 9
so much more

Wilderness Experience Includes:

- 1 night lodging for 2 people at Bearskin Lodge on the Gunflint Trail
- Free day canoe rental + \$25 gift certificate at Nor-Wester Lodge on the Gunflint Trail
- 2 Tasting Table Canopy Tour of Gunflint Lodge on the Gunflint Trail
- 1 menu item and 2 beer flights at Voyageur Brewing in Grand Marais
- Box of cake donuts from World's Best Donuts in Grand Marais
- \$60 Gift Card to Crooked Spoon in Grand Marais
- \$20 Gift Card to The Javeli Moose in Grand Marais

Visit Cook County Minnesota - Naturally Unforgettable



Logo Redesign:

Old Logo

VISIT COOK COUNTY MINNESOTA

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

New Logo

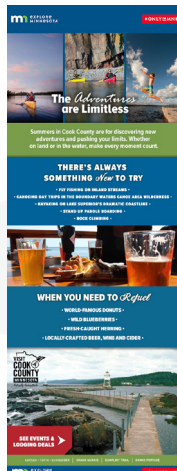
VISIT COOK COUNTY MINNESOTA

Naturally Unforgettable

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GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE



Emailers:





Events:

Art Along the Lake, BWCA, Le Grand du Nord

