



Delaware Tourism Office
Rediscover Delaware for Industry Partners

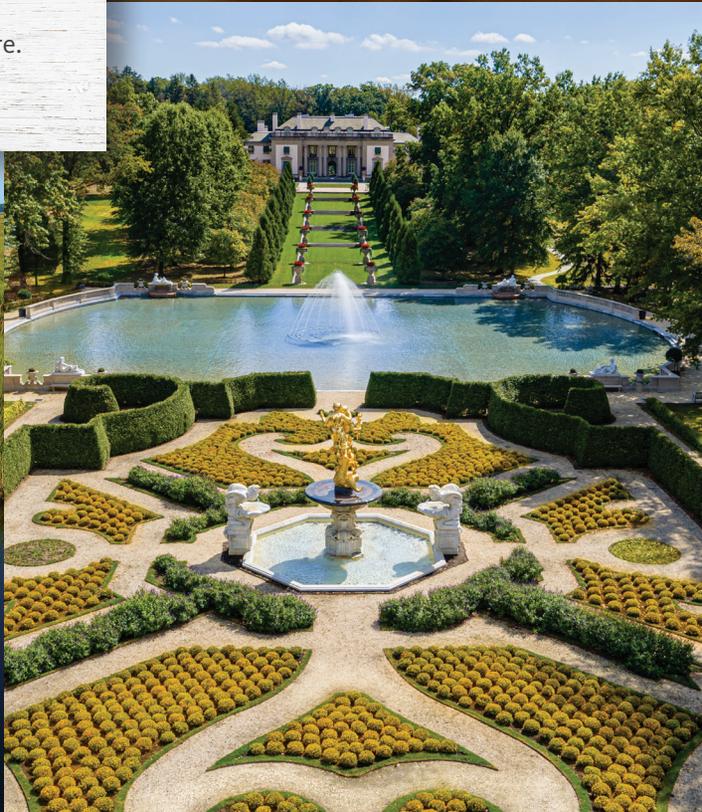
Delaware
Endless Discoveries™

VisitDelaware.com



R E D I S C O V E R

It's viewing the familiar through a different lens.
Realizing something you thought you knew is actually much more.
A longing to return. A memory relived.
An adventure into the unknown—completely at ease.



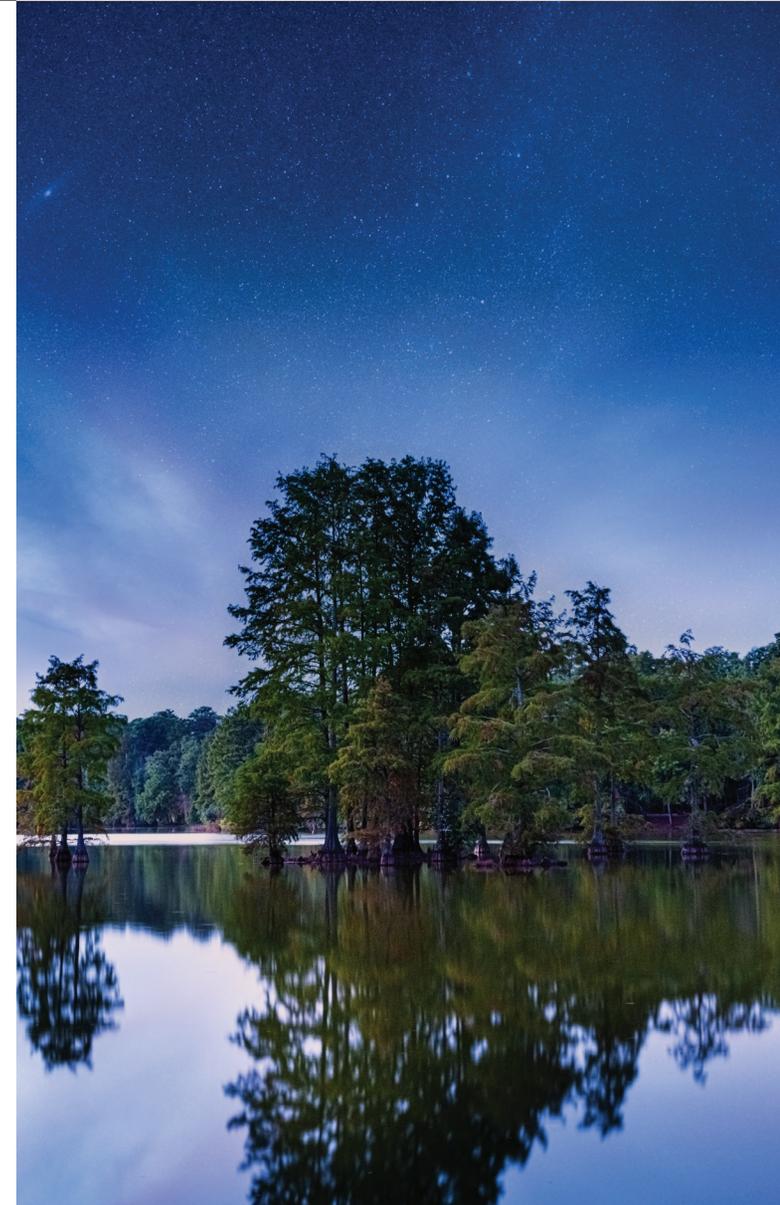
INTRODUCTION



In 2015 the Delaware Tourism Office launched a new tourism brand centered around “Endless Discoveries.” The brand, crafted from intensive research and supporting creative development, has been and continues to be enormously successful through increased visitation and awareness.

“Endless Discoveries” will continue to be the brand for Delaware Tourism. However, the recent COVID-19 restrictions which have so greatly impacted Delaware tourism have also presented an opportunity to revise the “Endless Discoveries” brand message in a way that’s inspiring and relevant.

The Delaware Tourism Office welcomes and encourages our partners to include the sentiment of “Rediscover” into their marketing efforts. Together, we can send a unified message to visitors that Delaware is ready to be discovered all over again.



WHY “REDISCOVER”



As we ease into the new normal, visitors will desire activities that are familiar and nearby. Visitors want to travel. They want to get away, explore, and have adventures. But at first, only in small steps.

Travelers will reconsider airline and cruise travel. Vacation decisions will now center around emotional security with greater importance given to feelings of comfort and safety. Nostalgia will be a strong motivator. Visitors will want to revisit places they’ve been and relive the memories they hold dear.

Few destinations are as well positioned to appeal to this new travel mindset as Delaware. We are and have always been primarily a drive-market. A large portion of our visitors is from metro areas who come to Delaware because it is “a getaway that’s not too far away.” They’ve been here before. They have memories here. They will want to “Rediscover” Delaware again.

OUR BRAND ISN’T CHANGING

“Rediscover” is not a tagline. It doesn’t replace “Endless Discoveries.” It is a campaign theme intended to complement “Endless Discoveries.”

“Endless Discoveries” is our overall tourism brand and is deeply associated with Delaware. For a complete understanding of the “Endless Discoveries” brand, go to <https://www.visitdelaware.com/industry/marketing-advertising/>

THE DELAWARE TOURISM REDISCOVER CAMPAIGN

The Delaware Tourism Office is spearheading the “Rediscover” message with an integrated print and digital campaign.



USING “REDISCOVER”



Your role as a Delaware Tourism partner is to help convey the sentiment of “Rediscover” in a unified effort. If we all collectively communicate the concept of “Rediscover” in our marketing, the message becomes stronger with a far broader reach.

While the Delaware Tourism Office has developed a specific advertising campaign using the word “Rediscover,” we aren’t asking our partners to compromise their individual brands or advertising. There is not a “Rediscover” graphic or logo to include in your marketing. There isn’t any designated headline or copy you need to use. Incorporate the “Rediscover” message in the way that best fits your brand and marketing.

The Delaware Tourism Office uses “Rediscover” as a headline. You can choose to do the same or convey the “Rediscover” message in other ways.

Ways you can include the “Rediscover” message are:

- Use the word “Rediscover” in copy.
- Express the “Rediscover” sentiment through words or phrases that create nostalgia and evokes memories.
- Tell a story that reminds visitors of what they are missing.
- Use a call-to-action with “Rediscover” or “Discover again.”

WRITING SAMPLES

Instead of:

Plan your visit to the Delaware beaches.

Consider:

Come relive your favorite Delaware beach memories.

Instead of:

Come to a place where time slips away.

Consider:

Rediscover the place where time slips away.

Instead of:

Bring the family back for another adventure.

Consider:

Discover family adventure once again.

Instead of:

Plan your fun in the sun.

Consider:

Remember those days of fun in the sun? They are still here.



USING “REDISCOVER”



PHOTOGRAPHY

The primary style of photography for the “Endless Discoveries” brand is well-suited to the “Rediscover” campaign. Scenery is the key subject. When people are included in the photography they are to add interest and support the scene rather than be the primary focus.

“Rediscover” is about exploring the locations we may have visited before and finding the unexpected. Look for images that tell a story, not only through an interesting location, but also through style and interesting angles.

As we navigate Covid-19, it is important we be responsible in our messaging. If you use a photo with people, select images showing individuals or small groups.

The Delaware Tourism Office maintains a library of images available to industry partners for use in promoting Delaware tourism. Use of the images for non-tourism promotion or personal use is strictly prohibited.

Images can be cropped to fit a specific image space, but cannot be altered or manipulated in any way, including: retouching, masking or adding effects.

To download images, go to the media gallery at [VisitDelaware.com/media-inquires](https://www.visitdelaware.com/media-inquires)

PHOTO CREDITS

Use of any photo provided by the Delaware Tourism Office requires a photo credit. Credits should be in a small sans serif font and not compete with the photo. Page layout and the contrast of the photo will determine if credits should be placed on or next to the photo.

For single photos, use the following format:

PHOTO: VisitDelaware.com

When using more than one photo on a page and all photos provided by the Delaware Tourism Office are grouped together, use the following format:

PHOTOS: VisitDelaware.com

Example of credit for a single photo.



PHOTO: VisitDelaware.com

Example of credit when photos are used as a group.



PHOTOS: VisitDelaware.com



USING “REDISCOVER”



VIDEOGRAPHY

Video captures a mood and tells a story like no other medium. Use of footage that showcases Delaware’s attractions helps expand your tourism product and unifies Delaware tourism partners.

As suggested in the photography guidelines, choose video featuring individuals or small groups of people until visitors become comfortable with larger groups.

The Delaware Tourism Office maintains a library of footage available to industry partners for use in promoting Delaware tourism. Use of the footage for non-tourism promotion or personal use is strictly prohibited.

Footage can not be altered or manipulated in any way.

Any use of footage must be approved, in writing, by The Delaware Tourism Office.

To request footage, go to VisitDelaware.com/media-inquires and submit the request form.

VIDEO CREDITS

The credit “Footage provided by: **Delaware–Endless Discoveries**” must accompany video productions using any footage provided by the Delaware Tourism Office.

The credit can be placed at the end of the production, either as a standalone title or as an inset within a closing slide.

Graphics for the credit will be supplied by the Delaware Tourism Office as EPS vector upon approval of the footage request.

SAMPLE CREDIT TITLES

Logo option as standalone title.



Logo option as an inset within a closing title.



“REDISCOVER” IN ACTION



The following are sample layouts incorporating the “Rediscover” sentiment.

Sample full page print

It's time to make memories...again.

Sand between your toes. Salt air. Splashing in the waves.
Rediscover the summer you've been missing.

The Quiet Resorts
Bethany-Ferwick Area Chamber of Commerce
TheQuietResorts.com

Sample half page print

Rediscover friends offline.

Together again. So many stories to tell. So many memories to make.
Every sentence ending in a smiley face—no emojis needed.

The Quiet Resorts
Bethany-Ferwick Area Chamber of Commerce
TheQuietResorts.com

Sample quarter page print

Return to nature.
Return to natural.

The Quiet Resorts
Bethany-Ferwick Area Chamber of Commerce
TheQuietResorts.com

Samples shown are not actual size.



“REDISCOVER” IN ACTION



Sample 600 pixel (email)

Remember that feeling of not a care in the world?

And now with our special summer packages you can enjoy even more “me” days.

Veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut. Aliquam erat volutpat ut wisi enim ad minim: aliquip ex ea. li legunt saepius claritas, est etiam processus. Tation ullamcorper suscipit lobortis nisl ut aliquip ex, ea commodo consequat. Consetudium lectorum mirum est notare quam littera gothica quam nunc putamus pa. suscipit lobortis nisl ut aliquip.

Summer packages starting as low as **\$249**

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

TheQuietResorts.com

Sample 160 x 600

Return to nature.
Return to natural.

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

Sample 300 x 600

It's time to make memories ...again.

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

Sample 300 x 250

Rediscover friends offline.

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

Delaware
VisitDelaware.com

Sample 300 x 250

It's time to make memories ...again.

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

Delaware
VisitDelaware.com

Sample 728 x 90

It's time to make memories...again.

The Quiet Resorts
Bethany-Fenwick Area Chamber of Commerce

Samples shown are not actual size.



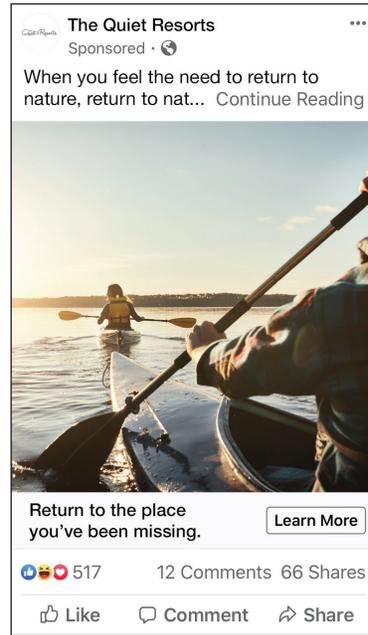
“REDISCOVER” IN ACTION



Instagram



Facebook



Twitter



Video

If tourism partners have plans to develop new videos, incorporate the “Rediscover” sentiment into the storyline.

Existing videos can be easily updated by including a copy line or call-to-action that expresses the “Rediscover” message.



Samples shown are not actual size.





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