VISIT DENVER
Board of Directors Retreat

Workforce Development: Social Impact & Communication Plan

Matt Keeney, Steve John, Tom Comber, Blake Thelen, Tom Hägglöf & Ainsley Weliver

AOR
What you’ll see today:

Two creative brand expressions rooted in the research and insights provided from our partners

Things to keep in mind.

- The visuals and images are stock imagery — so don’t get caught up in the subjects or their exact situation and action. It’s our hope we’ll do a photo shoot and really dial in the age range, demographic etc.

- Please view these through the lens of the target demographic 18 -24.

- We’ve done our best to profile people in Food Service, Hotel and Outdoor opportunities, but both of these concepts are extendable to any job or situation within the hospitality industry.
Boredom is Fired

Ok so school’s over. It’s time to find a job.

But how do you start in a new field without getting trapped stocking a warehouse, selling cell phones, or locked in an office with never-ending spreadsheets and the flickering of fluorescents as your only company?

How do you choose one and keep from wondering if you made the right choice?

And more importantly, how do you know you won’t get bored?

You get a job in Hospitality, that’s how. Because here, boredom is fired.

How about nights full of team building exercises conducted at the bar?

Morning status meetings on mountain tops?

And drills requiring a ‘Yes Chef!’ rather than ‘yes sir’?

Absolutely.

What about financial stability?

Finding your passion by doing rather than by reading?

And an almost unlimited potential for growth?

Hell yea.

If you want to live to work, apply elsewhere. But if you want to work to live, and we mean truly live, choose an industry full of life. Because no matter what tomorrow brings, we can promise you this — it won’t be boring.

Denver Hospitality.
Boredom is Fired.
“Spreadsheets give me a rash.”
— Rosa, 22

Get a job bringing happiness instead of corporate jargon to the table.
SOCIAL ADS (ANIMATED)
SOCIAL VIDEO GRAPHICS

Work that changes. Like you.

Boredom Is Fired.
LANDING PAGE
VISIT DENVER

Concept Two
“Life should not be a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly used up, totally worn out, and loudly proclaiming "Wow! What a Ride!"

Hunter S. Thompson said that. And we couldn’t agree more. Because from an early age, we were made for more. We were made to be engaged, to see the world, to meet new people, to share joy. And we deserve to do what we were made for—all while growing and learning and feeling financially secure.

It’s possible to find success while still having fun. Don’t let the world convince you otherwise. Don’t let the adults who came before you tell you to settle. Don’t disappoint the child in you. You were made to sample all life has to offer. You were made for adventure. You were made for this.

**Denver hospitality. The extraordinary is calling. You were made for this.**
The extraordinary is calling.

YOU WERE MADE FOR THIS.
Don’t drown in paperwork. Add ‘ADVENTURE’ to your resume.

The extraordinary is calling. You were made for this.

Visit UnMadeForThis.com to find your next success in your 30 years.

Sell insurance they said. Who the hell are “THEY” anyway?

The extraordinary is calling. You were made for this.

Visit UnMadeForThis.com to find the gig you were made for.

Earn more AND enjoy more. Life is meant to be a JOYRIDE.

The extraordinary is calling. You were made for this.

Visit UnMadeForThis.com and ask your job search to the finish line.
SOCIAL ADS (ANIMATED)

You were made for this

Sponsored

From Easy Bake Oven brownies to late nights on the line — food isn’t just for eating. The care and precision that goes into preparing for the dinner rush should equal the attention you give yourself. Everything that makes you, you, is exactly what the hospitality industry in Denver is looking for. Pick up the skills you need to go from Easy Bake to Michelin Star, and have fun while you’re doing it. Don’t settle for anything less than what kid-you dreamed of. You were made for this.
SOCIAL VIDEO GRAPHICS

There are jobs.
And then there are
JOBS MADE FOR YOU

Entertainment services
are projected to be
one of the fastest
growing sectors.

That means
front row access...

...and a work schedule
on your terms.

The extraordinary
is calling.
YOU WERE
MADE FOR THIS.

Visit
UrMadeForThis.com
to find the gig
you were made for.
You were made to find a job that hits different.
CONCEPT ONE

10:27 A.M. – Clear Creek

Company Status Meeting

Jobs with this energy and whatever the hell synergy is.

Boredom Is Fired.

BoredomIsFired.com

CONCEPT TWO

Earn more AND enjoy more.

Life is meant to be a JOYRIDE.

The extraordinary is calling.

YOU WERE MADE FOR THIS.

Visit UnMadeForThis.com and take your job search to the finish line.
VISIT DENVER

Campaign Overview
Campaign Overview

01 Campaign Goal

Awareness: Draw attention to and improve perception around careers in the hospitality industry.

02 Target Audience

▶ Colorado residents
▶ Ages 18-25
▶ High school diploma, some college, college degree
▶ Exclude those with advanced degrees

03 Campaign Assets

▶ Campaign Website
▶ Paid Advertisements
▶ Organic Social Posts
Hospitality Campaign

05

VISIT DENVER

Campaign Website
Campaign Website

**Must-Haves**

- Explanation of the hospitality industry
- Demonstrations of possible career paths in the hospitality industry
- Benefits of working in the hospitality industry
- Links to job postings of Visit Denver hospitality partners
- Testimonial / case studies video content

**Optional: Newsletter Sign-Up**

Want more information on the hospitality industry and available opportunities?

- First Name
- Last Name
- Email
- Consent to receiving emails

Inspo: gotmilk.com
VISIT DENVER

Paid Advertising Tactics
Paid Advertising Tactics

- 6 month duration
- $20,000 monthly budget
- 7 platforms across digital and out-of-home
Music Streaming

- #1 platform used by Gen Z
  - Used daily by 81% of Gen Z
- Network includes:
  - Music Streaming
    - Spotify
    - Pandora
    - SoundCloud
  - Podcasts
  - Digital Radio
  - Spanish Content

Screen capture from Spotify website
Instagram

- **Used daily by 58% of Gen Z**
  - #4 most used platform (tie)
  - 750,000 estimated audience members
- Placement:
  - Feed
  - Stories
  - Reels
Snapchat

- Used daily by 58% of Gen Z
  - #4 most used platform (tie)
- 960,000 estimated audience members

Screen capture from Snapchat website
YouTube

- **Used daily by 59% of Gen Z**
  - #3 most used platform

- **In-Feed Ads**: appears in the search results page of YouTube

- **Skippable In-Stream Ads**: appears before, during, or after a video is played, can be skipped after 5-15 seconds of the video has played
Over the Top (OTT)

- Used daily by 59% of Gen Z
  - #3 most used platform
- Appears on video streaming platforms
Google Display

- **Retargeting** visitors of the campaign website
- Appears across Google’s network of websites and platforms
  - 67% of Gen Z surfs websites daily (#2 most used platform)
Posters

- 10'5" x 22'8" posters
  - Slightly smaller than traditional billboards but much cheaper and more abundant
- Located near high schools & community colleges in Denver metro area
- Campaign graphic + QR code to the site
VISIT DENVER

Success Metrics
Success Metrics

Website
- Landing Page visits
- Newsletter sign-ups
- Outbound clicks
- PDF downloads
- Average session duration

Newsletter
- Subscribers
- Opens
- Clicks

Ad Performance
- Bounce Rate
- Impressions
- Clicks
- CTR (click-through-rate)
- CPC (cost per click)
- Video Views
- CPV (cost per view)
- Ad Rank IS (impression share)
- Ad Budget IS
- Phone Calls
Thank You