



VISIT DENVER

Board of Directors Retreat

August 24, 2023

Devil's Thumb Ranch





VISIT DENVER

Board of Directors Retreat

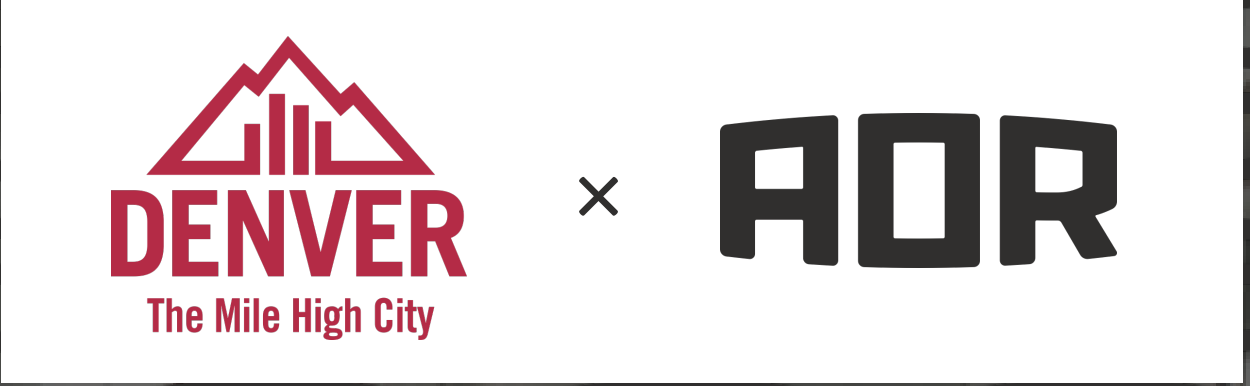
**Workforce Development:
Social Impact & Communication Plan**

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

AOR



August 24, 2023



VISIT DENVER

Hospitality Campaign

What you'll see today:

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

Both of these territories have been expressed in various formats (social, landing pages, posters etc)

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.

01

VISIT DENVER

Concept One

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.

Boredom Is Fired.

BoredomIsFired.com

11:14 A.M. — RiNo

Market Research

Get a job with action rather than action items.



Boredom Is Fired.

BoredomIsFired.com

10:27 A.M. — Clear Creek

Company Status Meeting

Jobs with this energy > whatever the hell synergy is.



Boredom Is Fired.

BoredomIsFired.com

12:08 P.M. — Downtown

Client Consulting

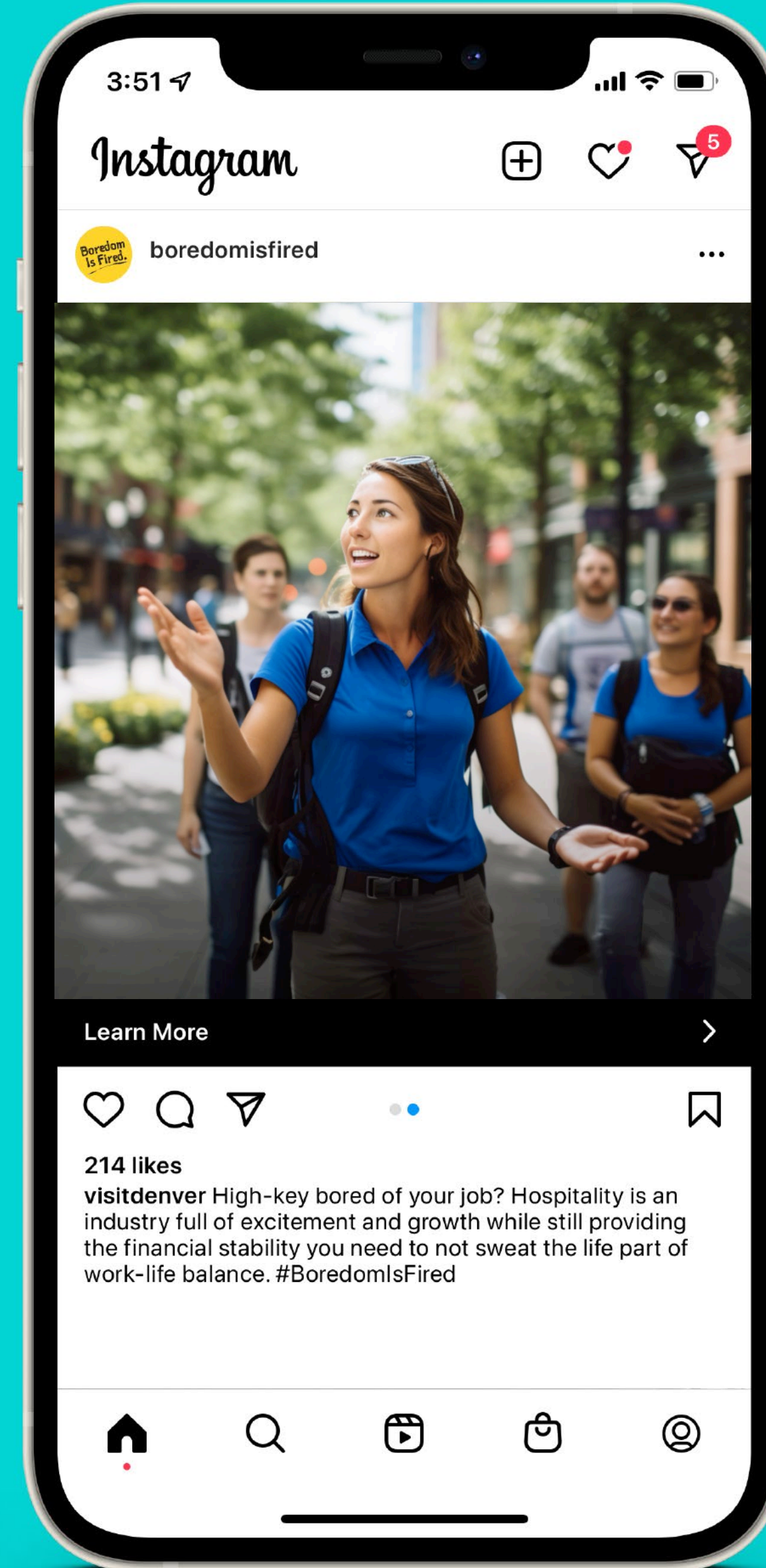
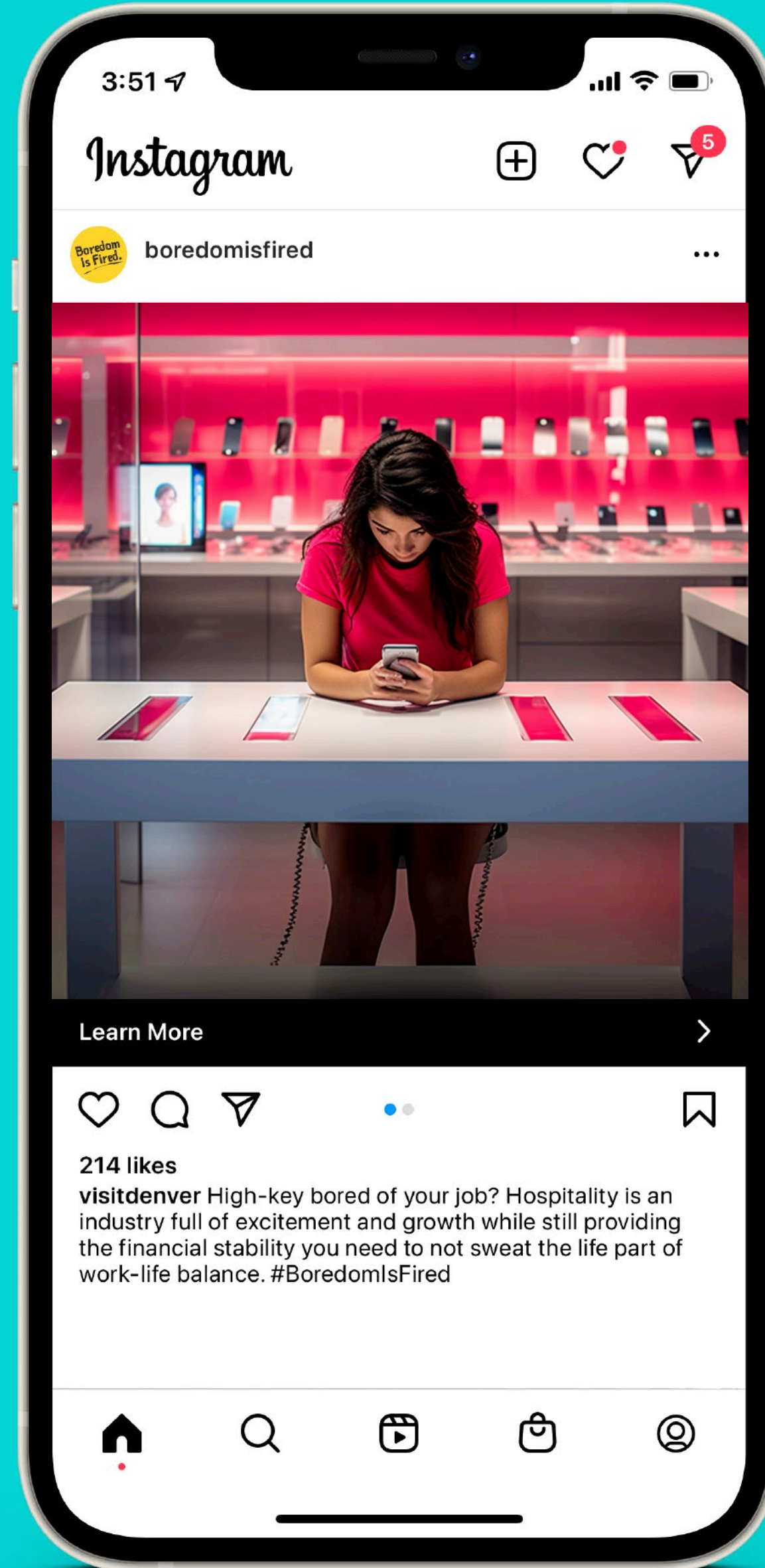
The daily grind is more of a groove when you're making bank.



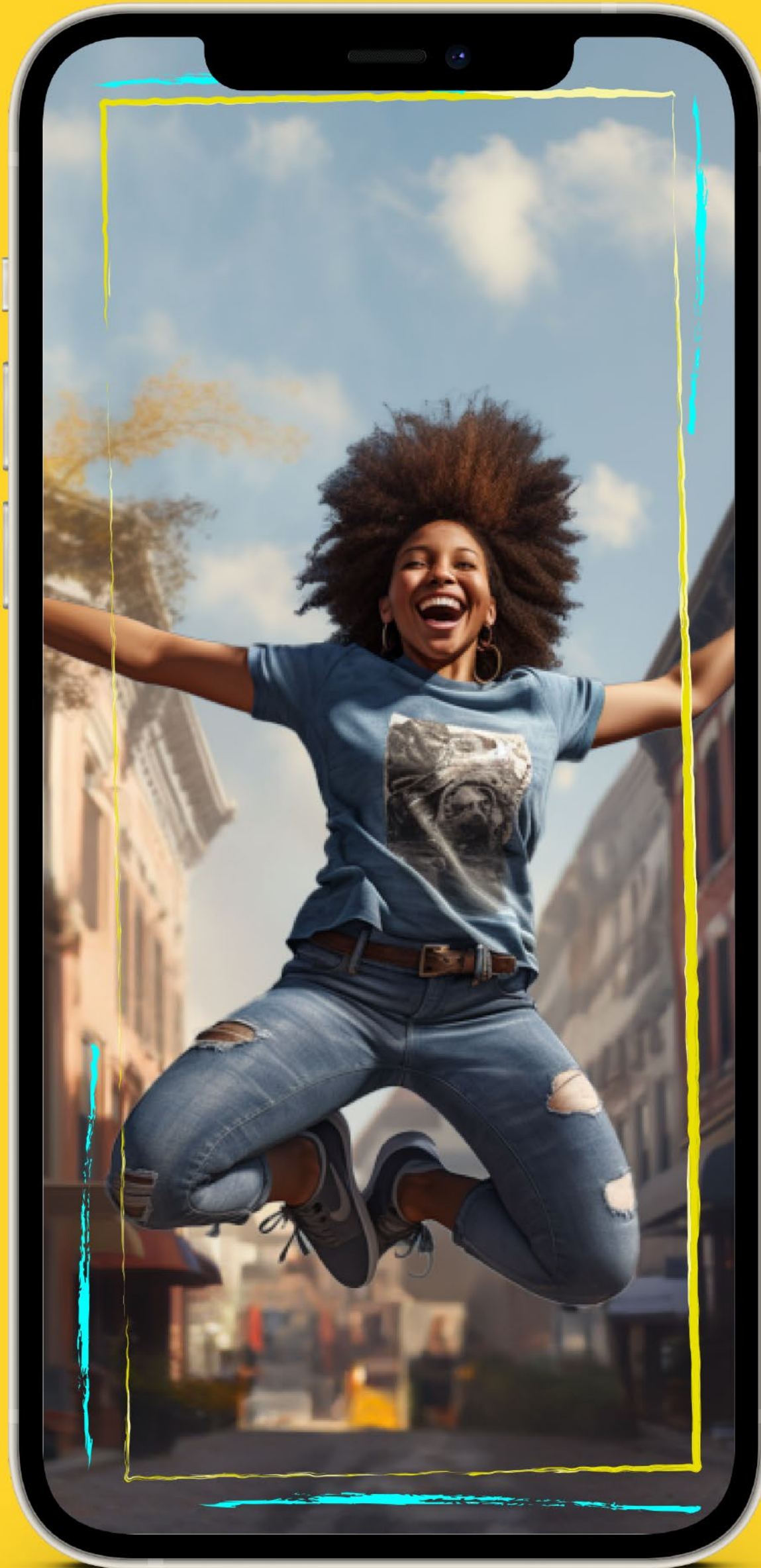
Boredom Is Fired.

BoredomIsFired.com

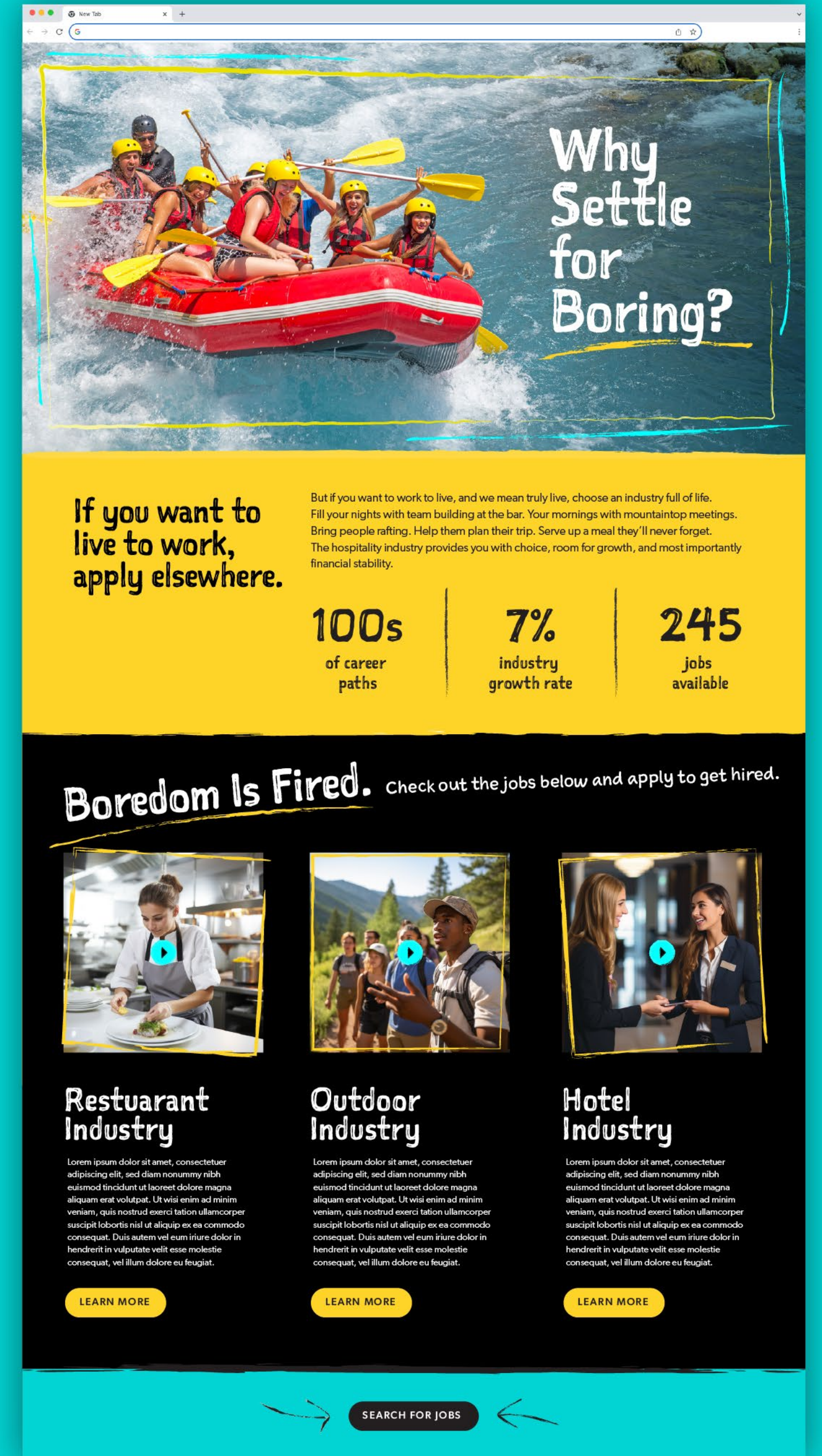
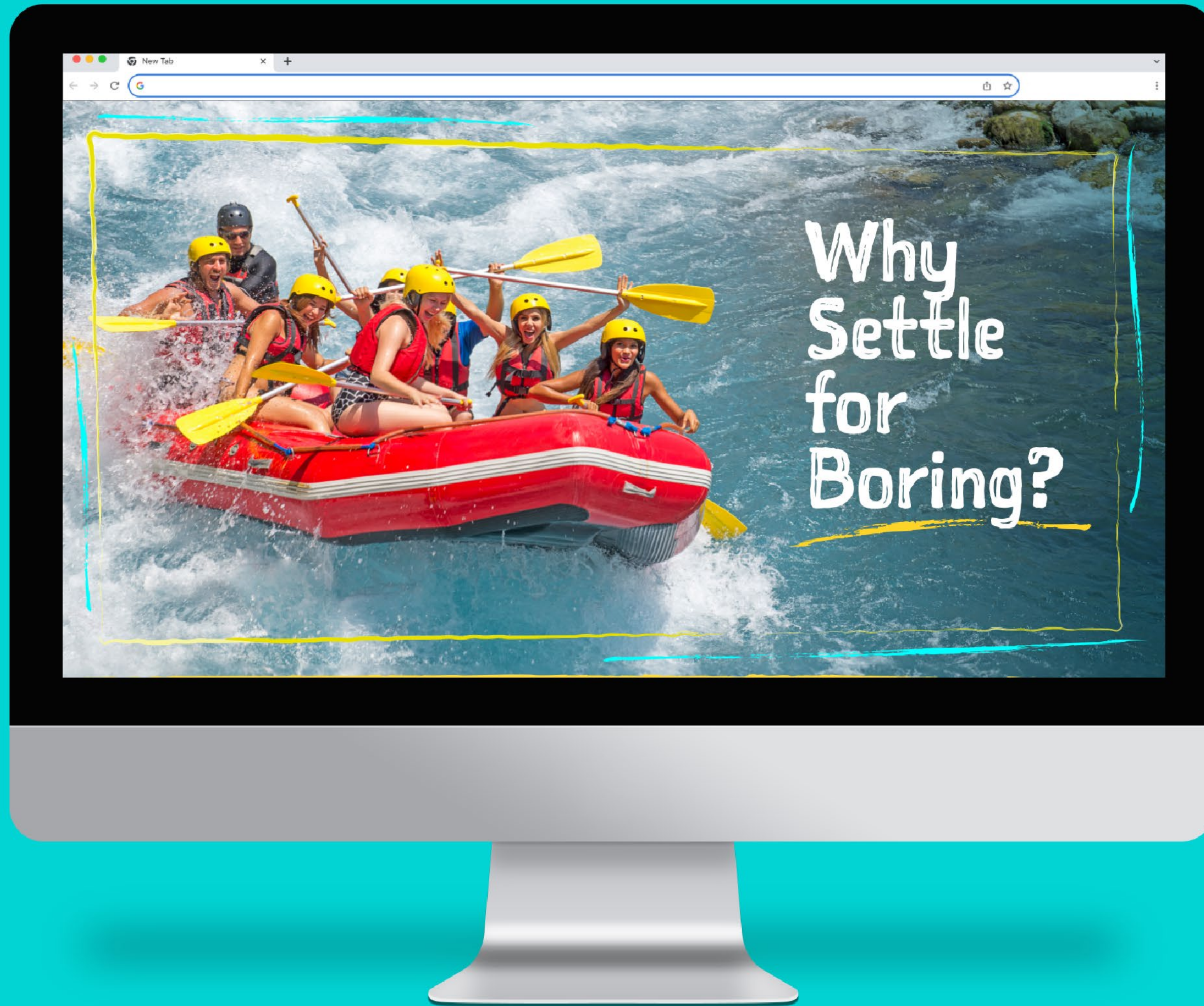
SOCIAL ADS (ANIMATED)



SOCIAL VIDEO GRAPHICS



LANDING PAGE



Why
Settle
for
Boring?

If you want to
live to work,
apply elsewhere.

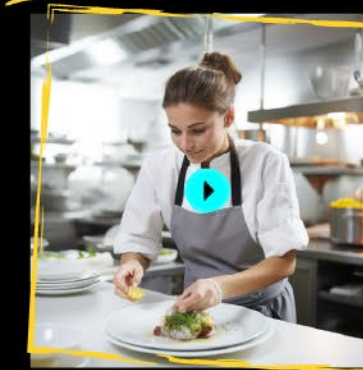
But if you want to work to live, and we mean truly live, choose an industry full of life. Fill your nights with team building at the bar. Your mornings with mountaintop meetings. Bring people rafting. Help them plan their trip. Serve up a meal they'll never forget. The hospitality industry provides you with choice, room for growth, and most importantly financial stability.

100s
of career
paths

7%
industry
growth rate

245
jobs
available

Boredom Is Fired. Check out the jobs below and apply to get hired.



Restuarant
Industry

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LEARN MORE



Outdoor
Industry

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LEARN MORE



Hotel
Industry

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LEARN MORE

SEARCH FOR JOBS

02

VISIT DENVER

Concept Two

Made For This

“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.

GUIDE

The extraordinary
is calling.

**YOU WERE
MADE FOR THIS.**

Visit
UrMadeForThis.com
to find rapid success
in your job search.

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

INSURANCE

The extraordinary
is calling.

**YOU WERE
MADE FOR THIS.**

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

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

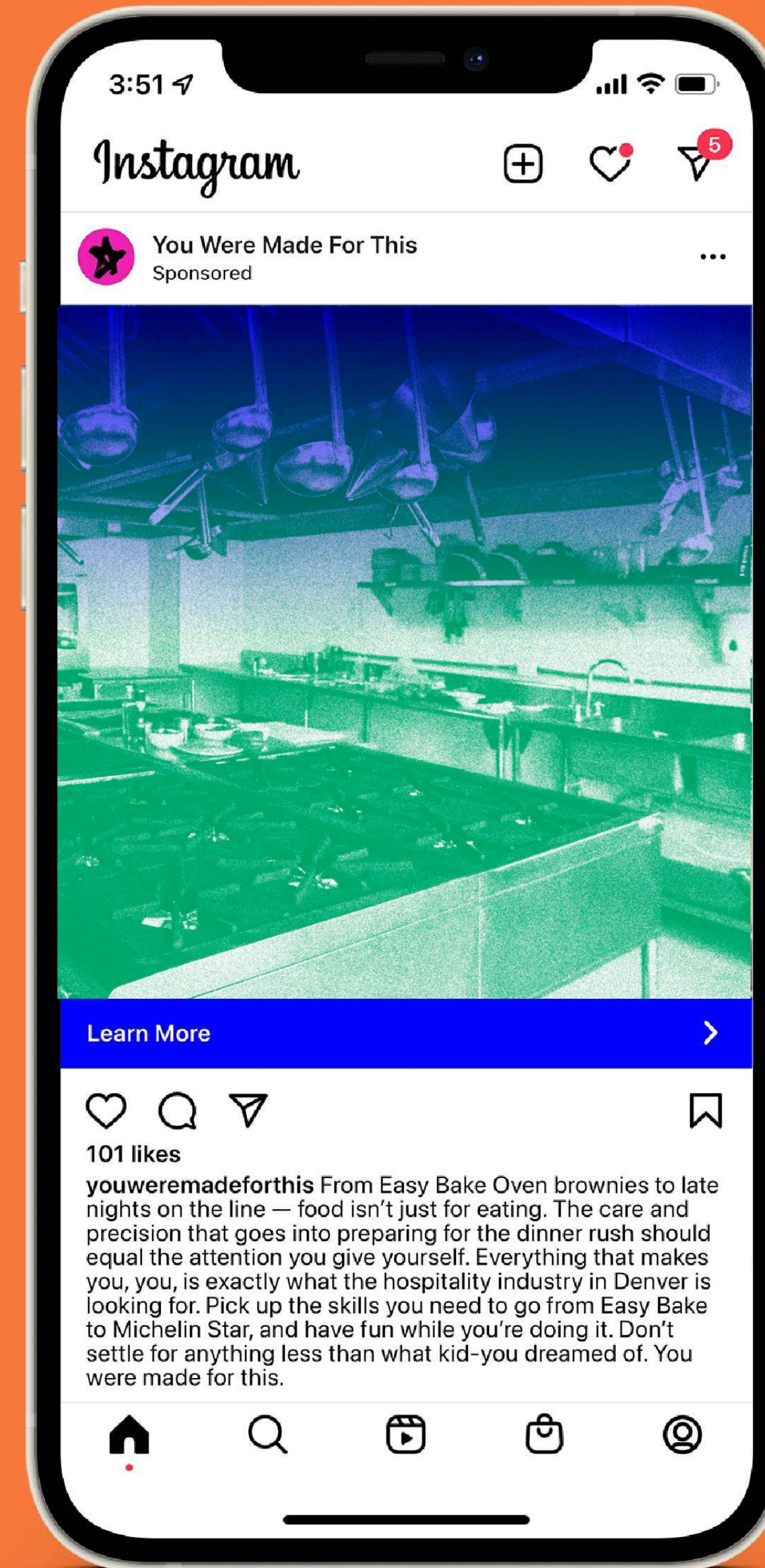
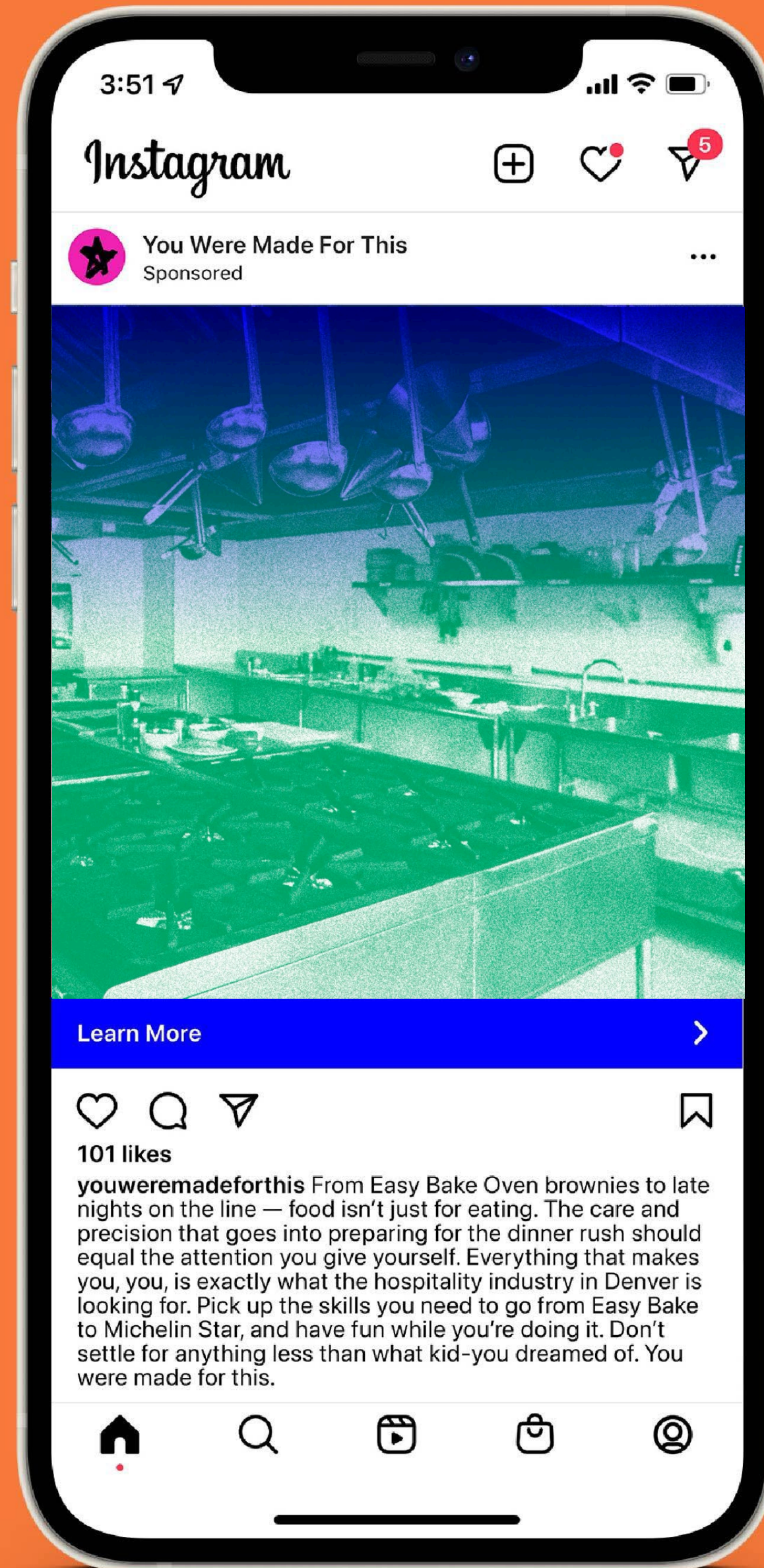
VALET

The extraordinary
is calling.

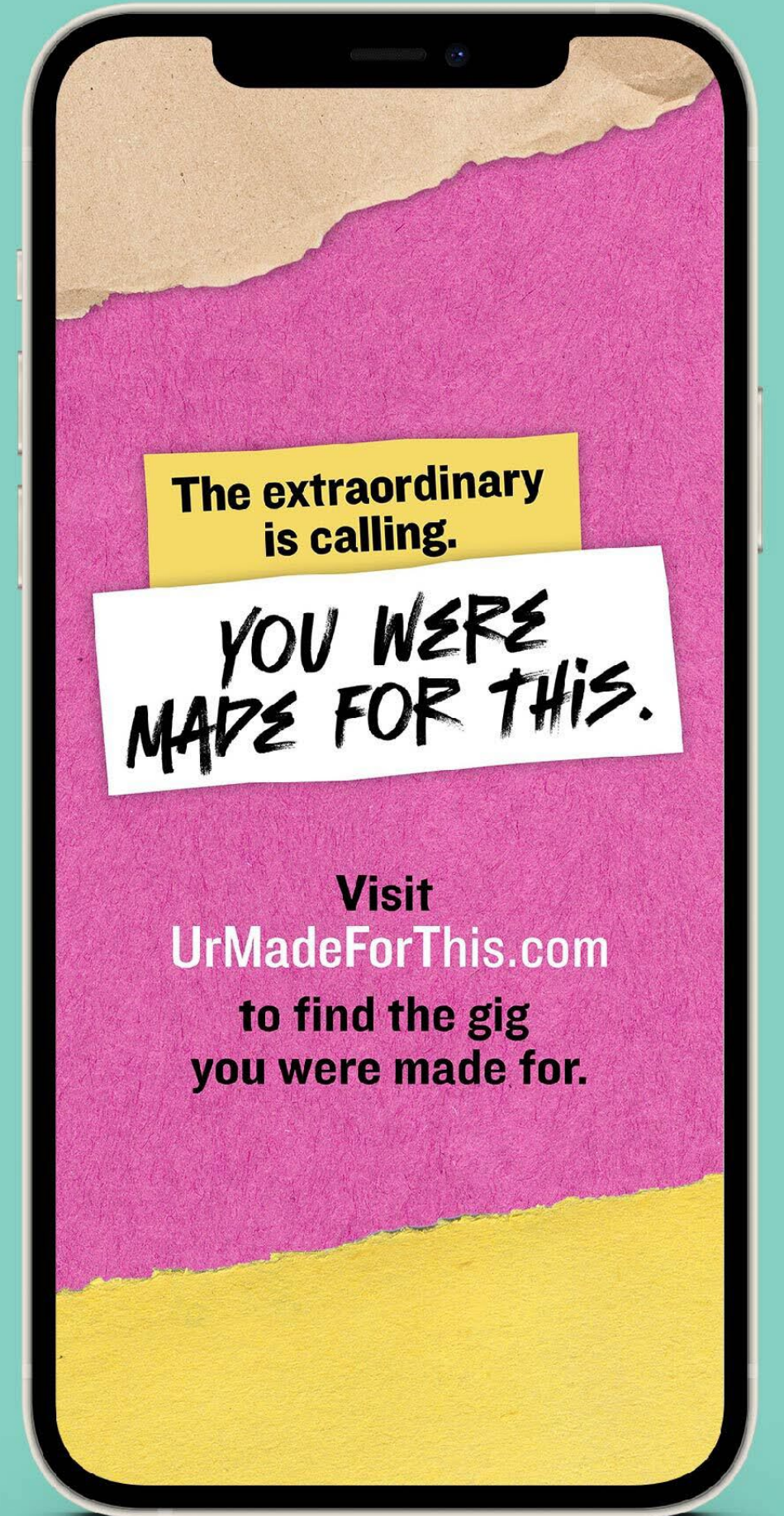
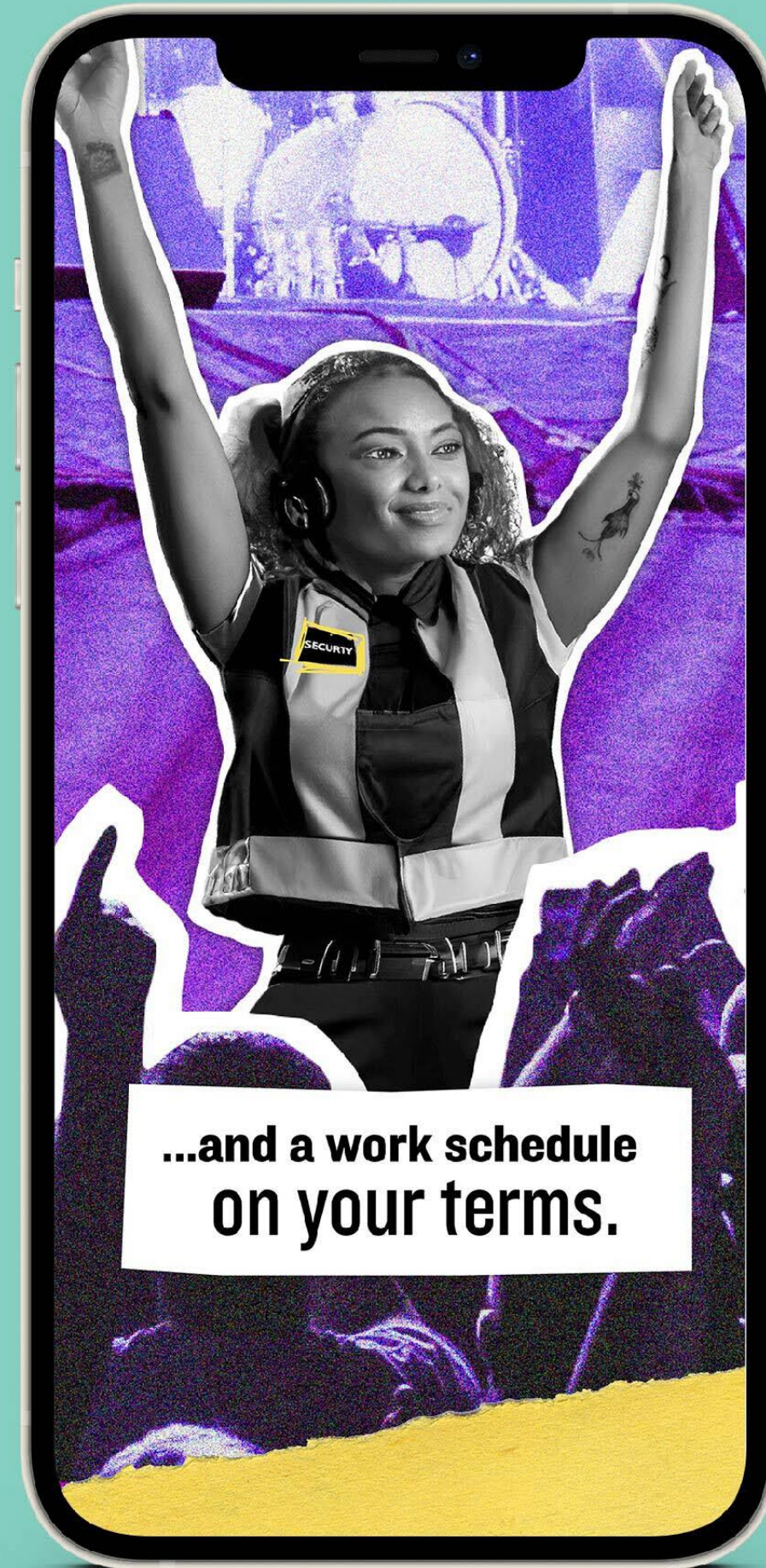
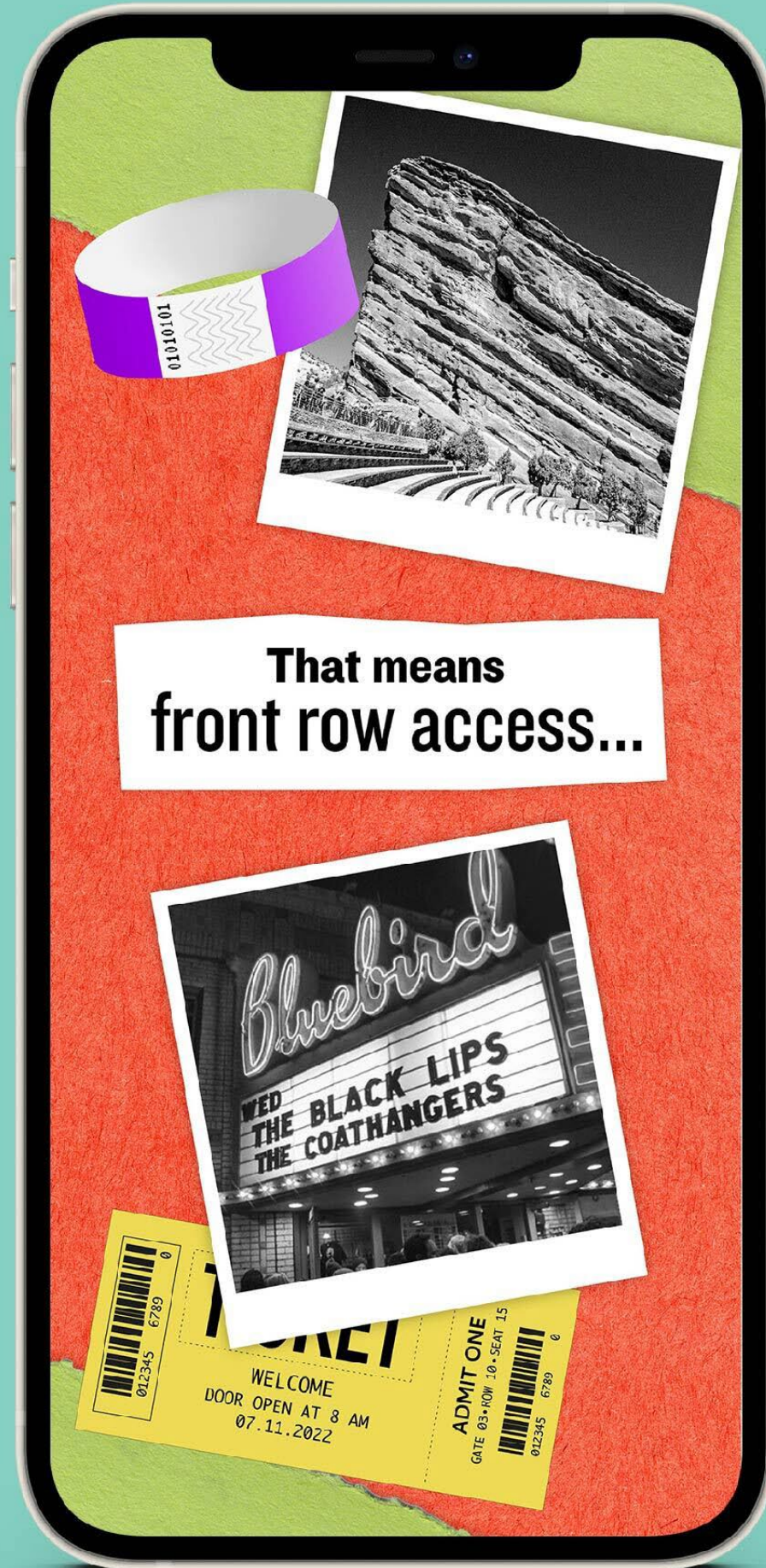
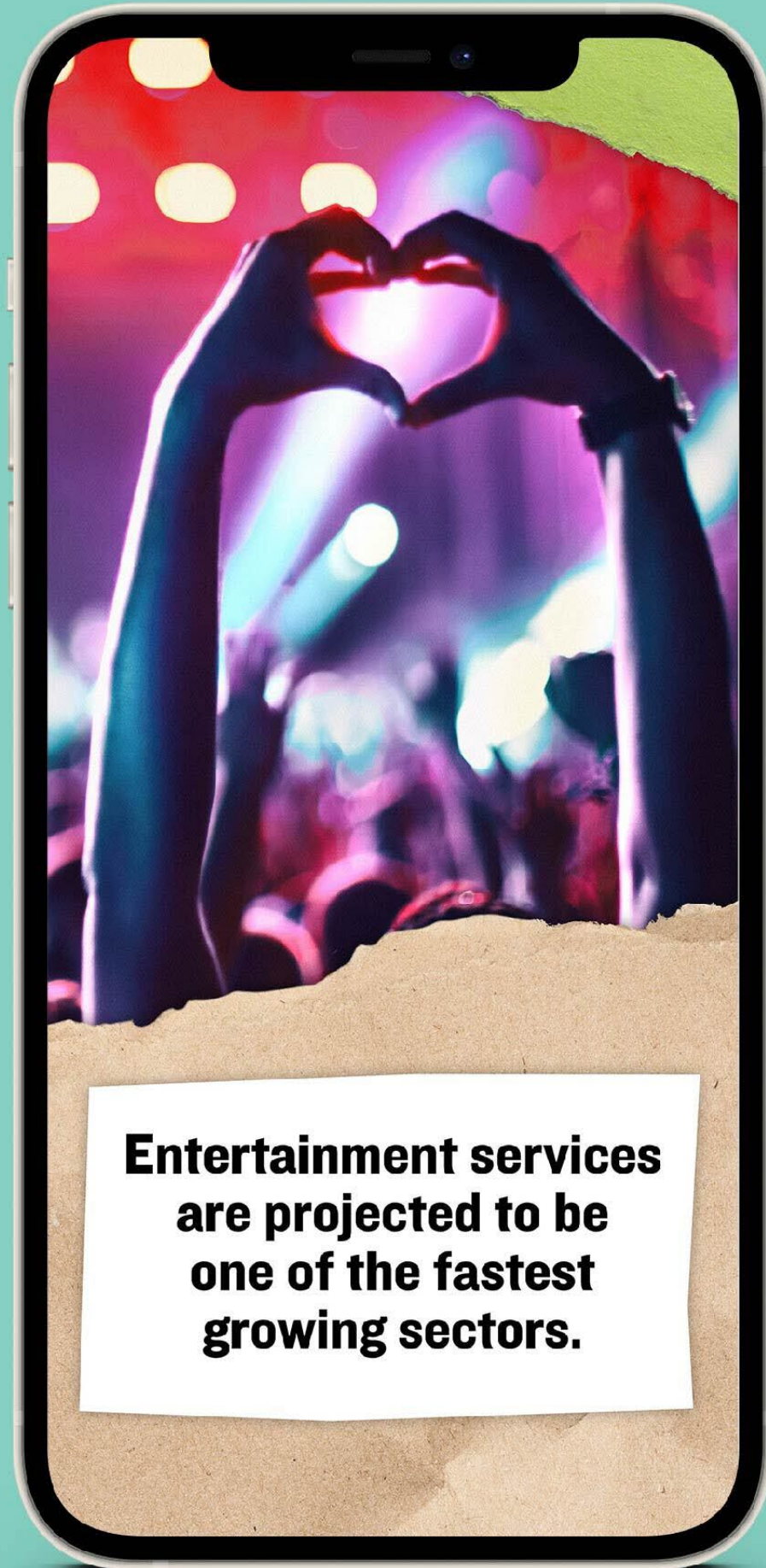
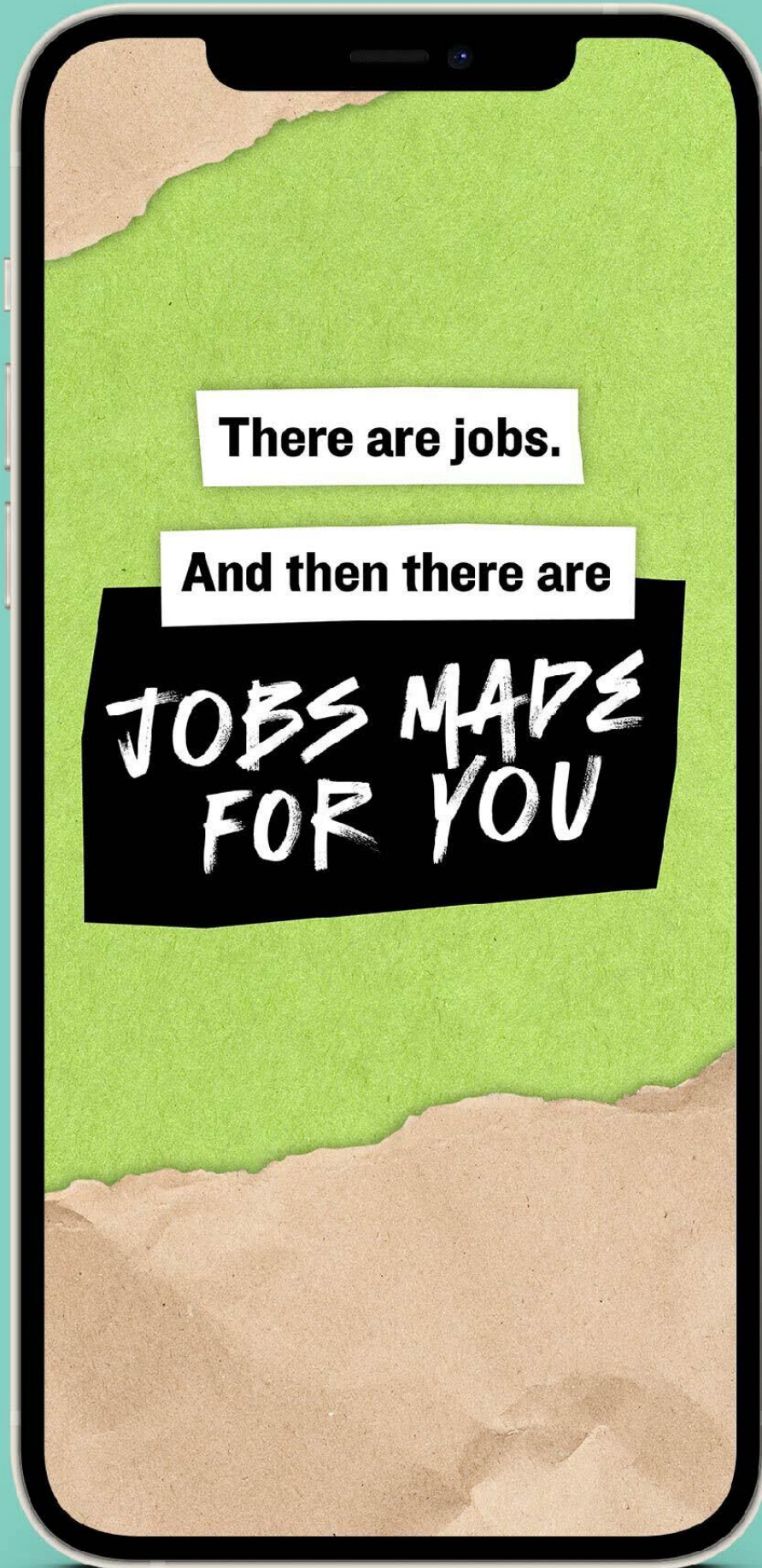
**YOU WERE
MADE FOR THIS.**

Visit
UrMadeForThis.com
and take your job search
to the finish line.

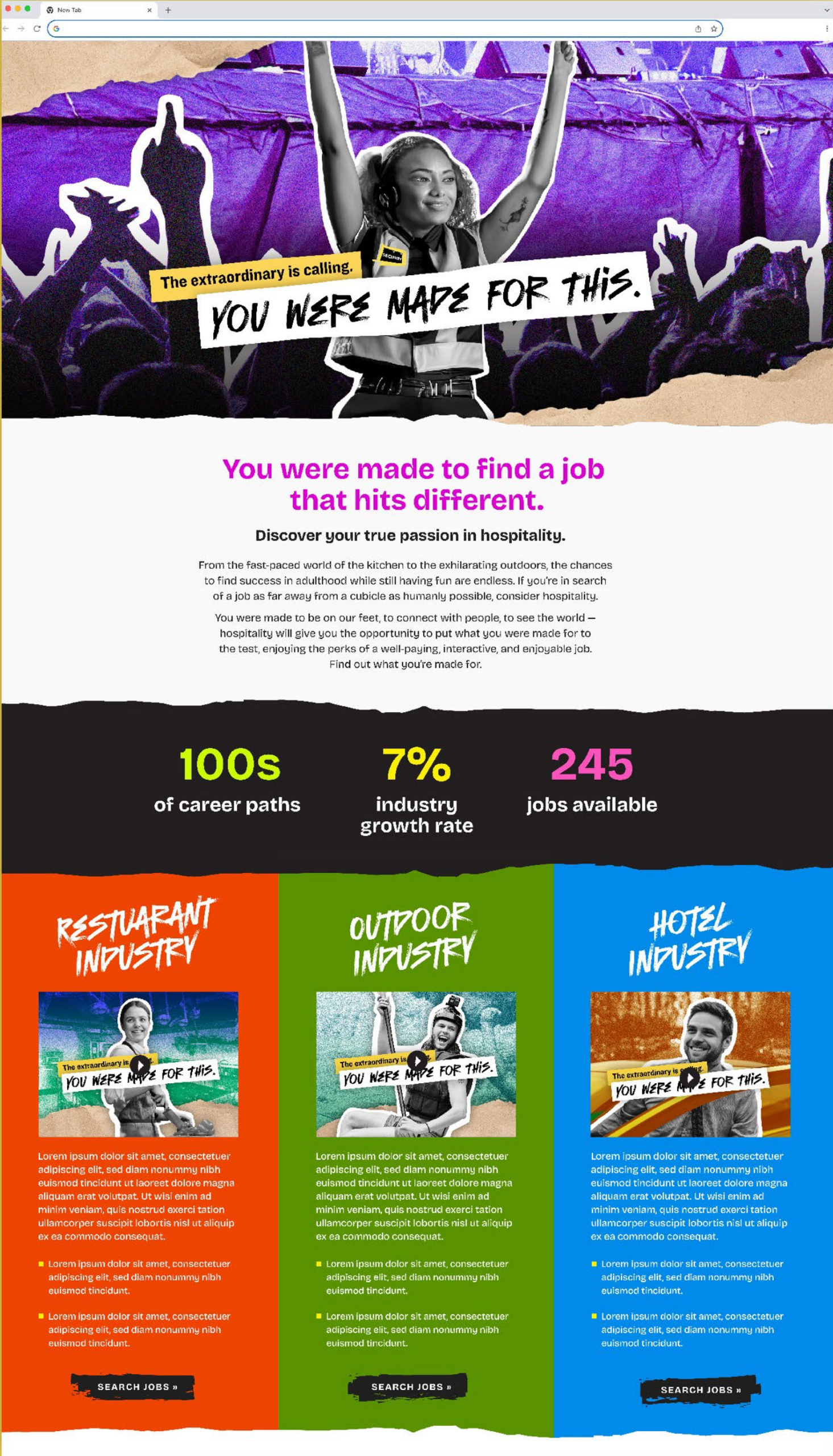
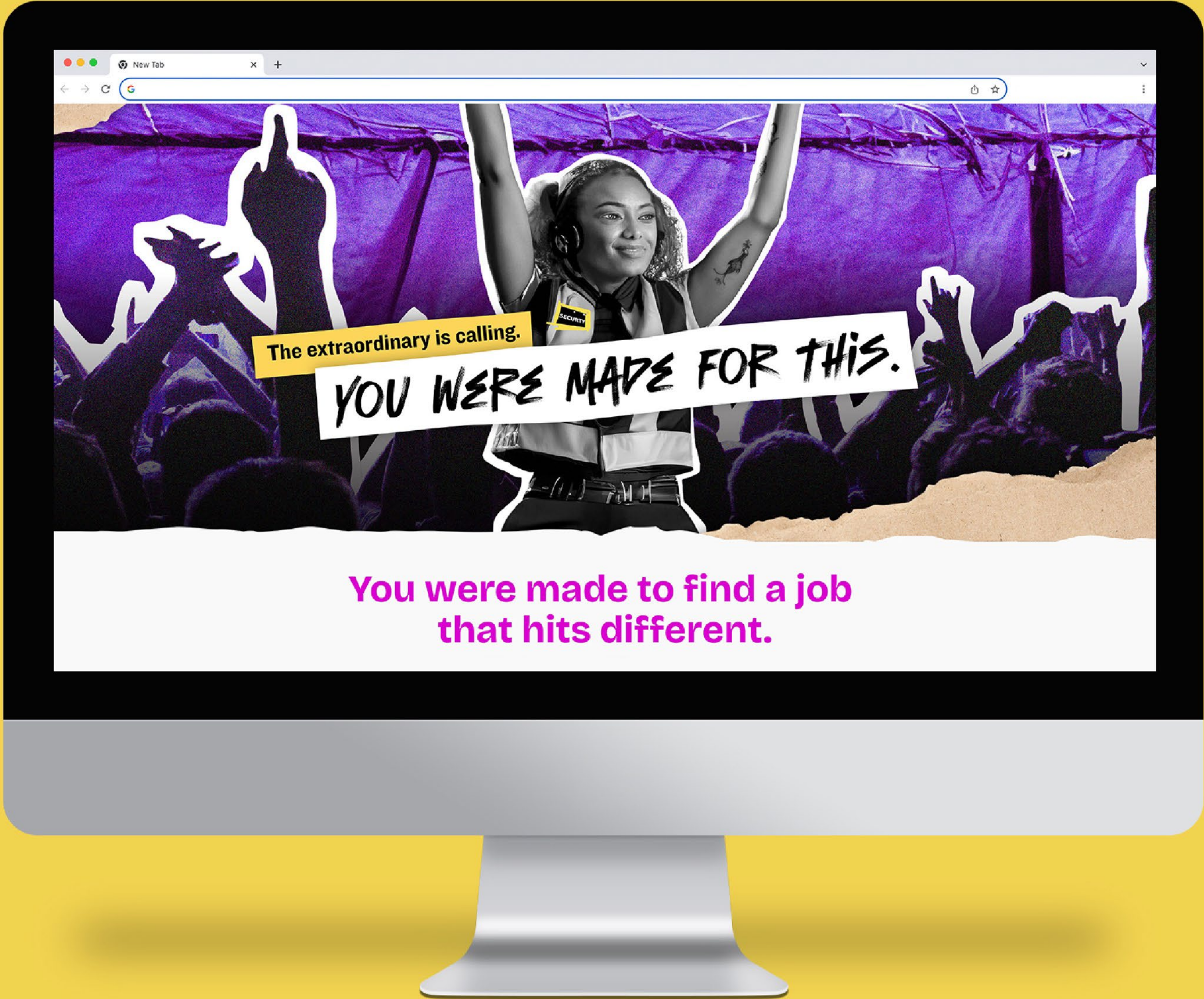
SOCIAL ADS (ANIMATED)



SOCIAL VIDEO GRAPHICS



LANDING PAGE



The extraordinary is calling.
YOU WERE MADE FOR THIS.

You were made to find a job that hits different.

Discover your true passion in hospitality.

From the fast-paced world of the kitchen to the exhilarating outdoors, the chances to find success in adulthood while still having fun are endless. If you're in search of a job as far away from a cubicle as humanly possible, consider hospitality.

You were made to be on our feet, to connect with people, to see the world — hospitality will give you the opportunity to put what you were made for to the test, enjoying the perks of a well-paying, interactive, and enjoyable job. Find out what you're made for.

100s
of career paths

7%
industry growth rate

245
jobs available

RESTUARANT INDUSTRY



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SEARCH JOBS »

OUTDOOR INDUSTRY



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SEARCH JOBS »

HOTEL INDUSTRY



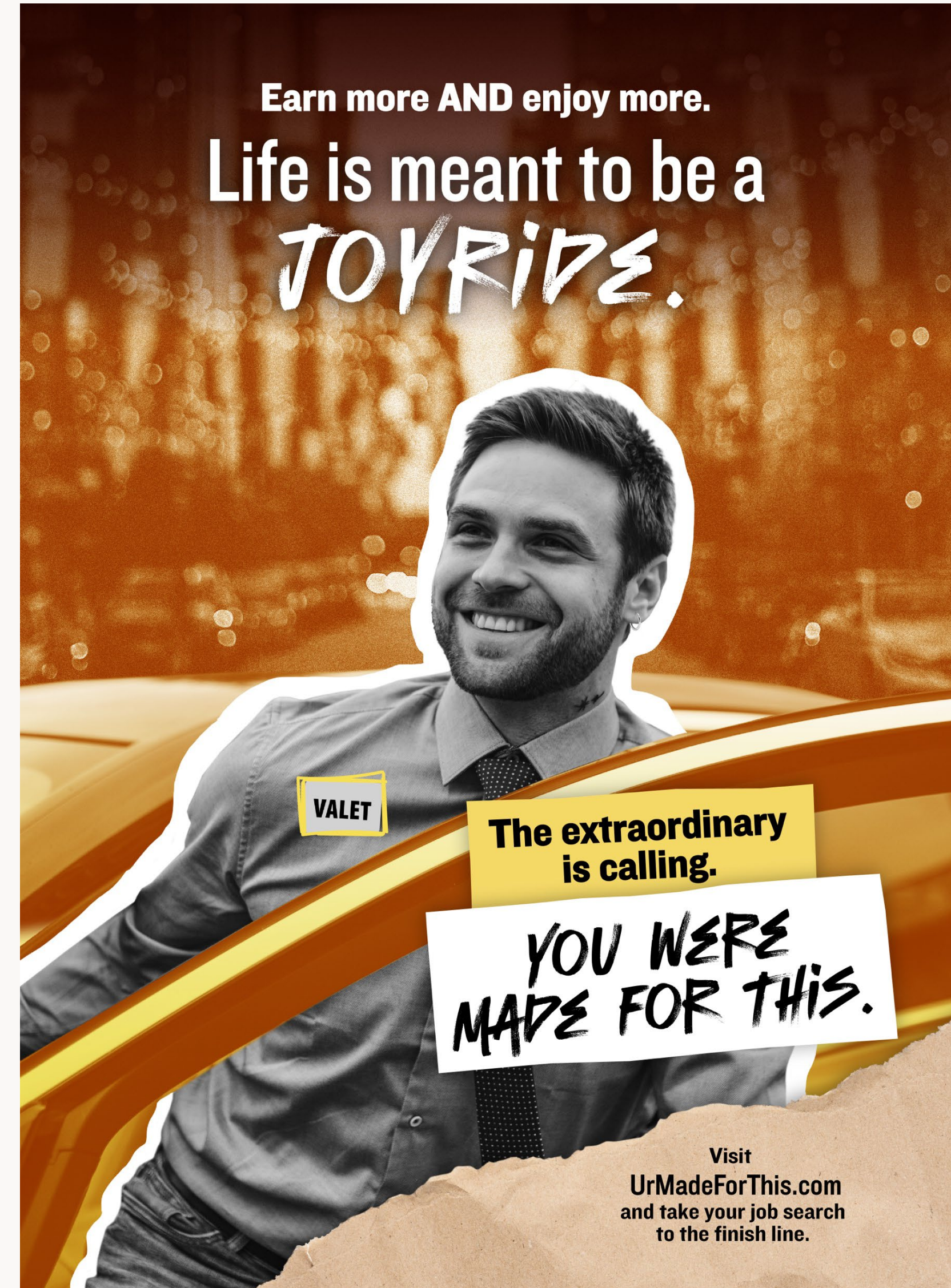
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SEARCH JOBS »



CONCEPT ONE



CONCEPT TWO

03

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

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

Inspo: gotmilk.com

Optional: Newsletter Sign-Up

Want more information on the hospitality industry and available opportunities?

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

06

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**

**Instagram
Facebook**

Snapchat

YouTube

Over-the-top

Google Display

Traditional Billboard Posters

Music Streaming

→ #1 platform used by Gen Z

→ Used daily by 81% of Gen Z

→ Network includes:

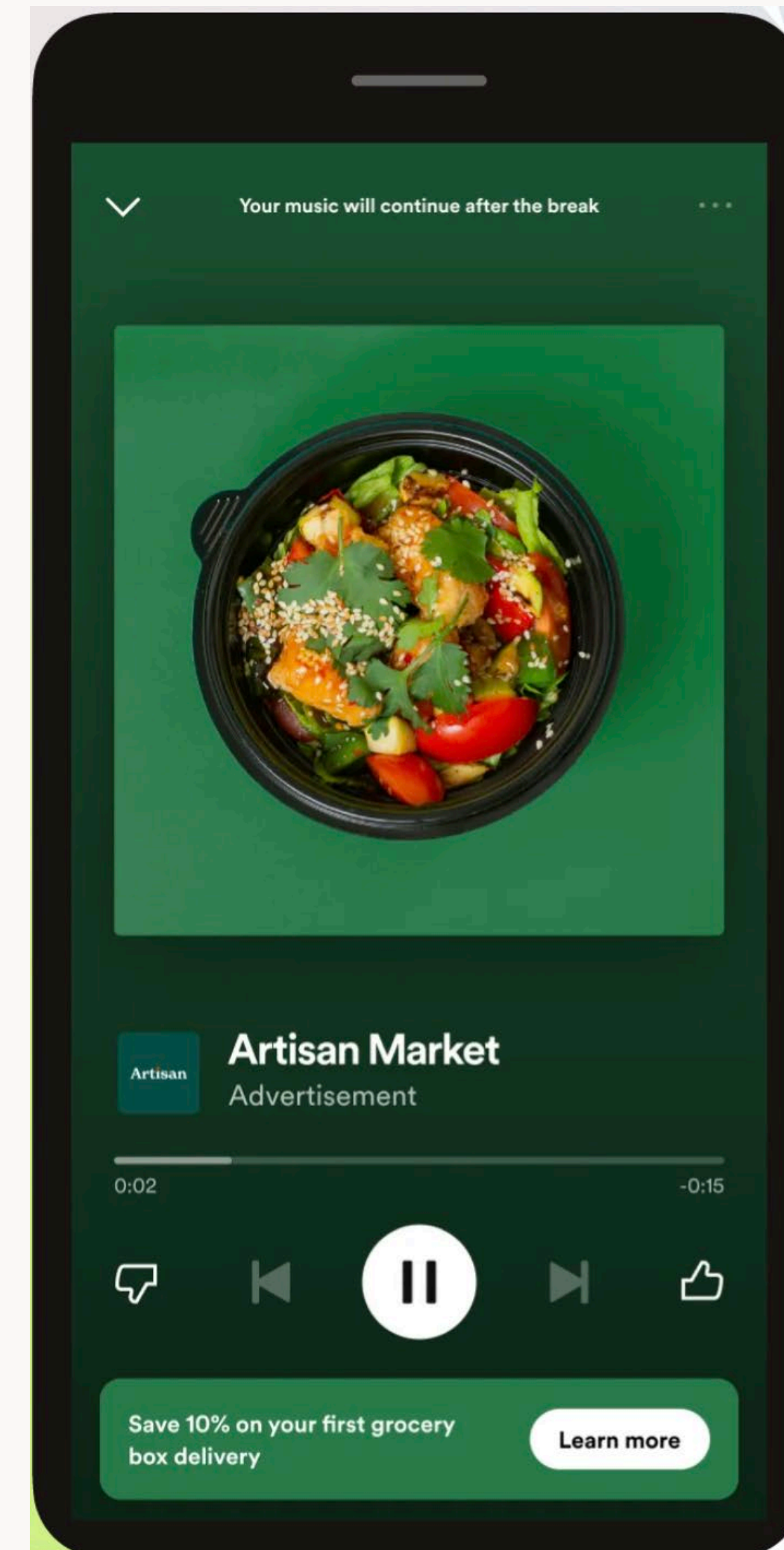
→ Music Streaming

- Spotify
- Pandora
- SoundCloud

→ Podcasts

→ Digital Radio

→ Spanish Content



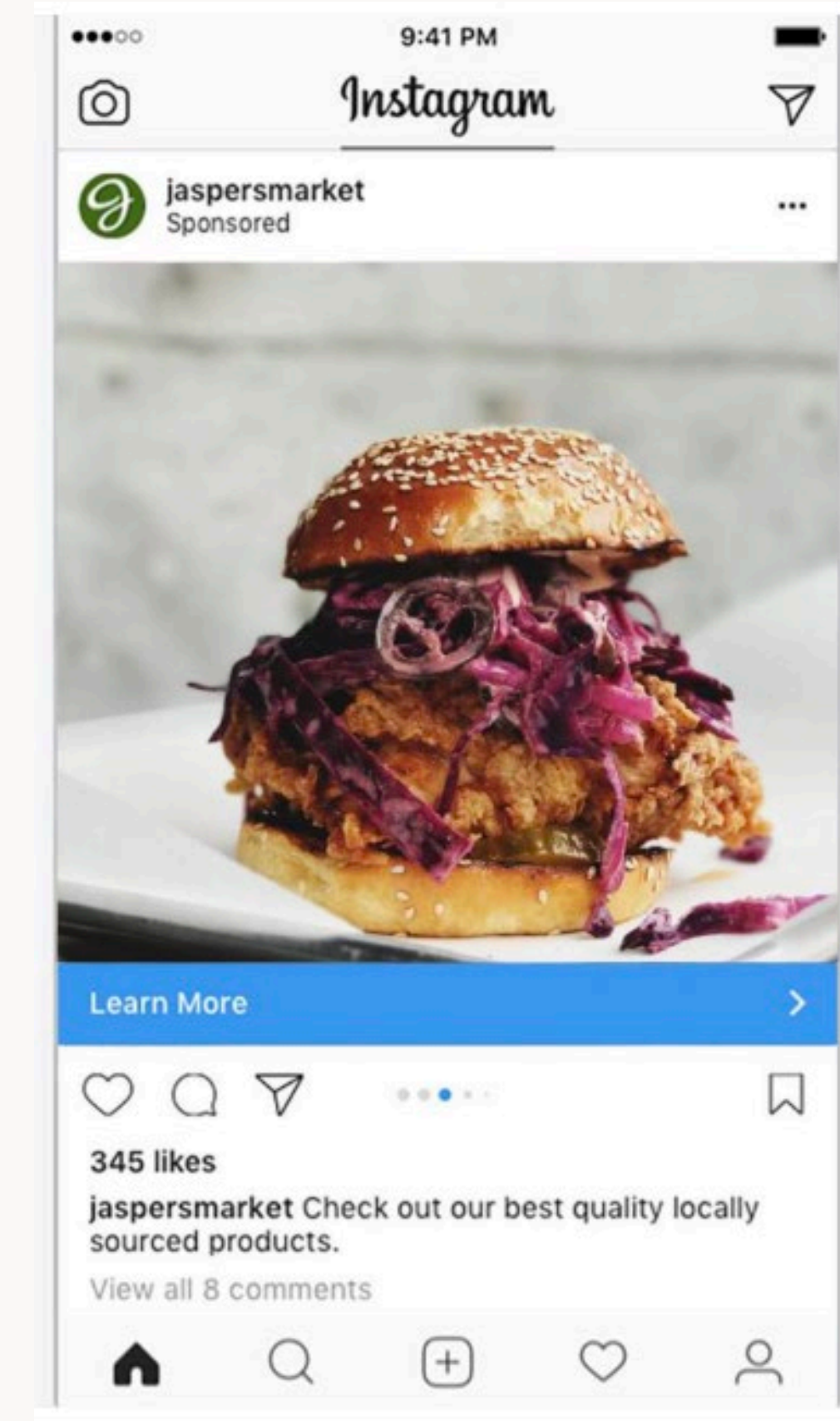
Screen capture from Spotify website

Instagram

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



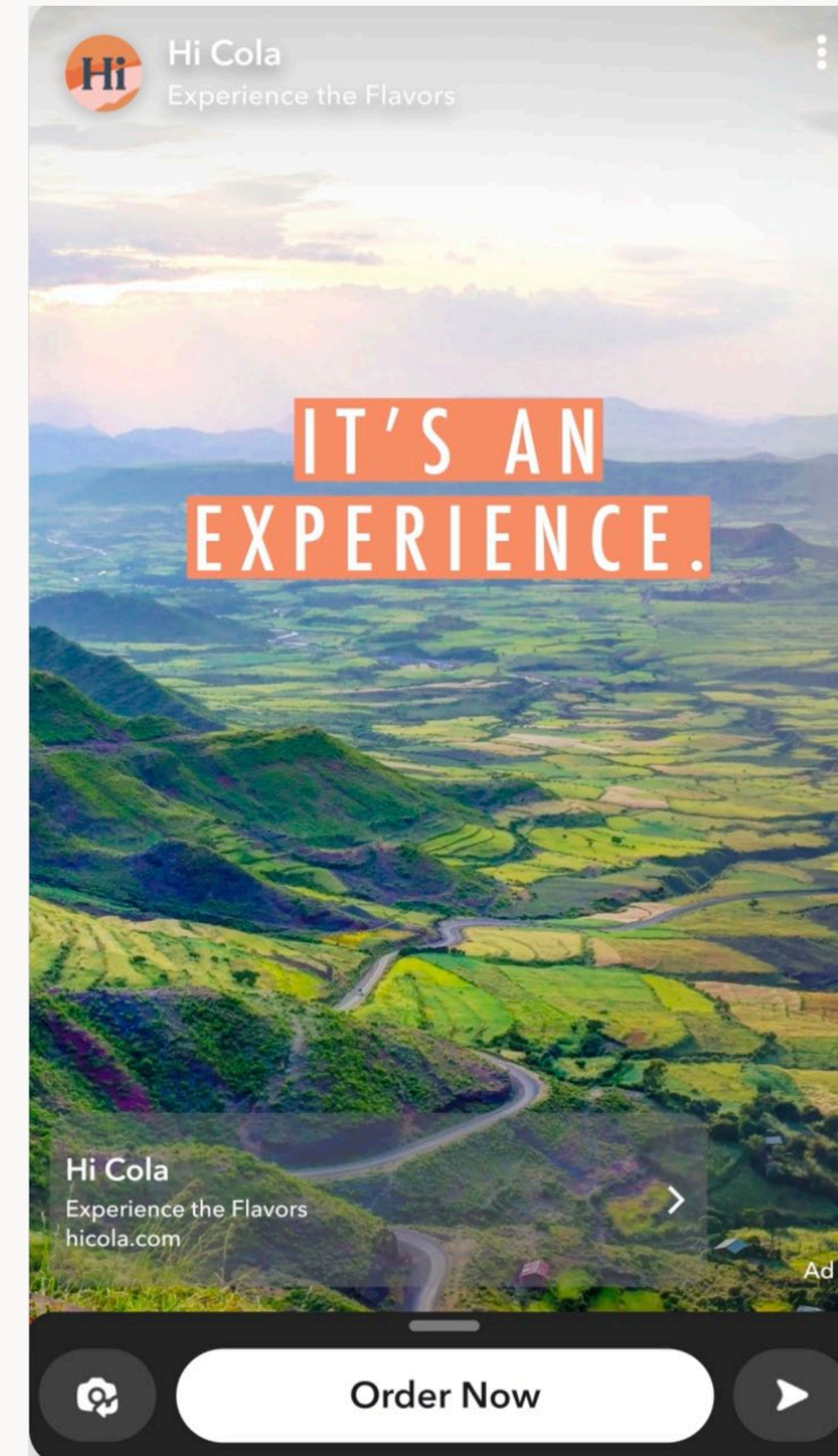
Instagram Story/Reel



Instagram Feed

Snapchat

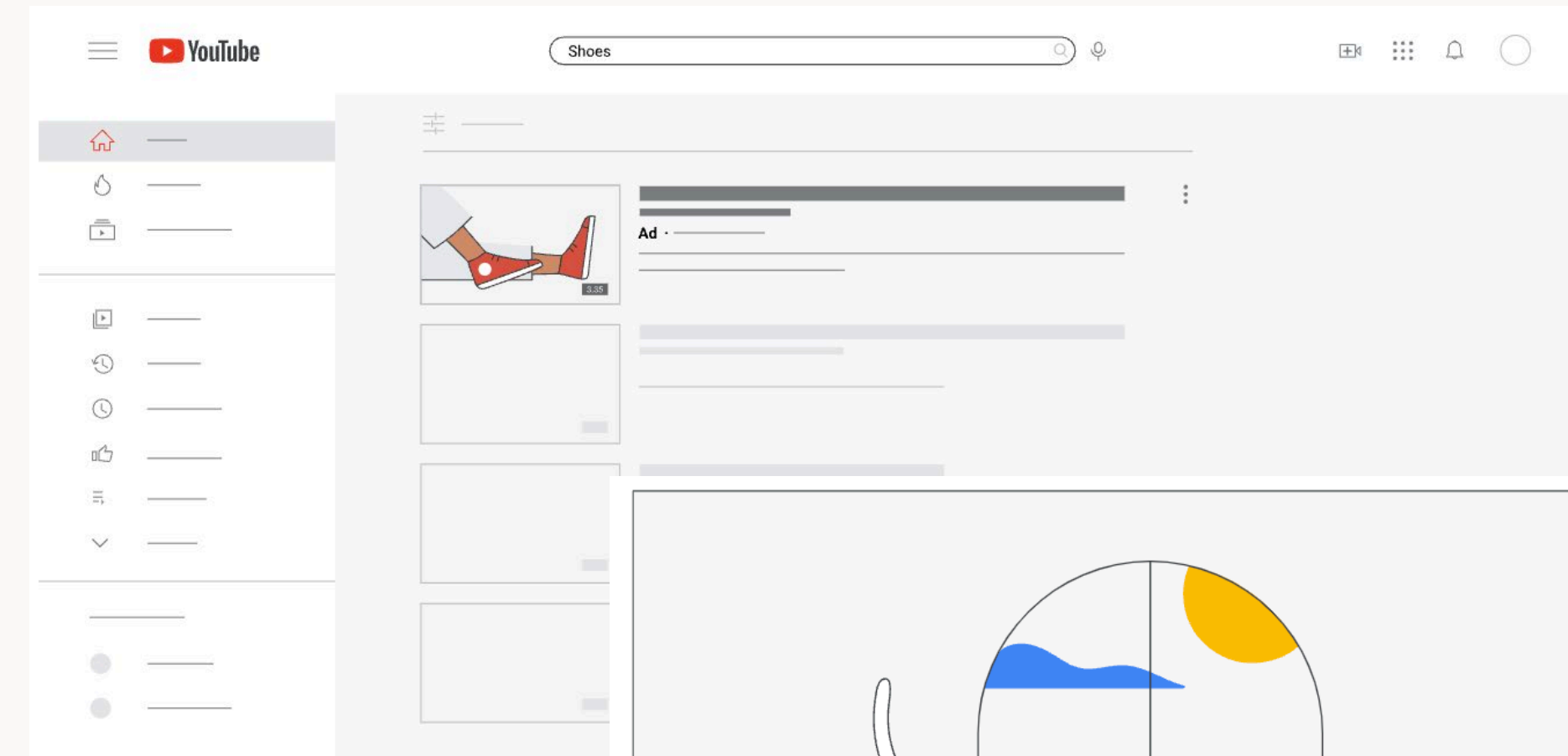
- **Used daily by 58% of Gen Z**
 - #4 most used platform (tie)
- 960,000 estimated audience members



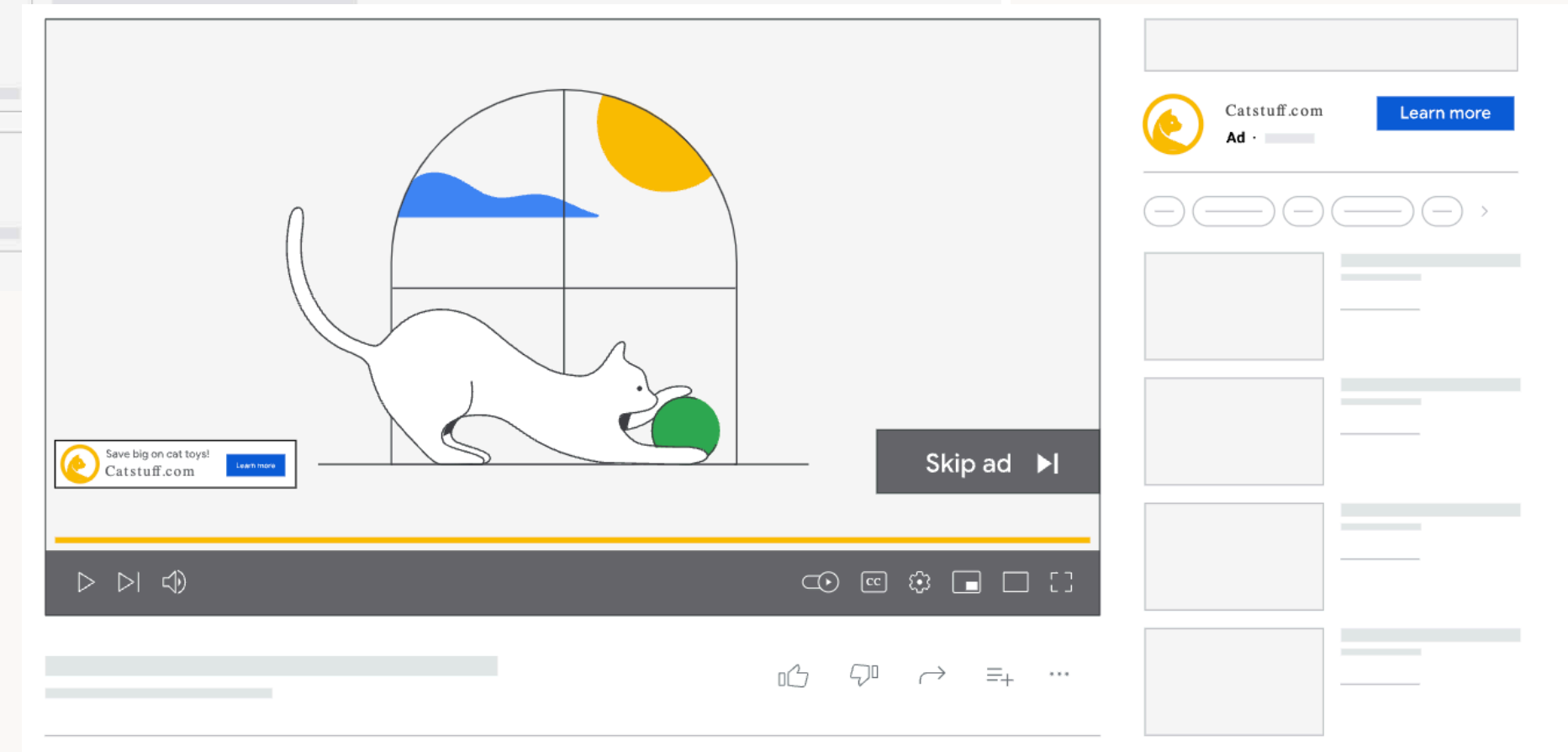
Screen capture from Snapchat website

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



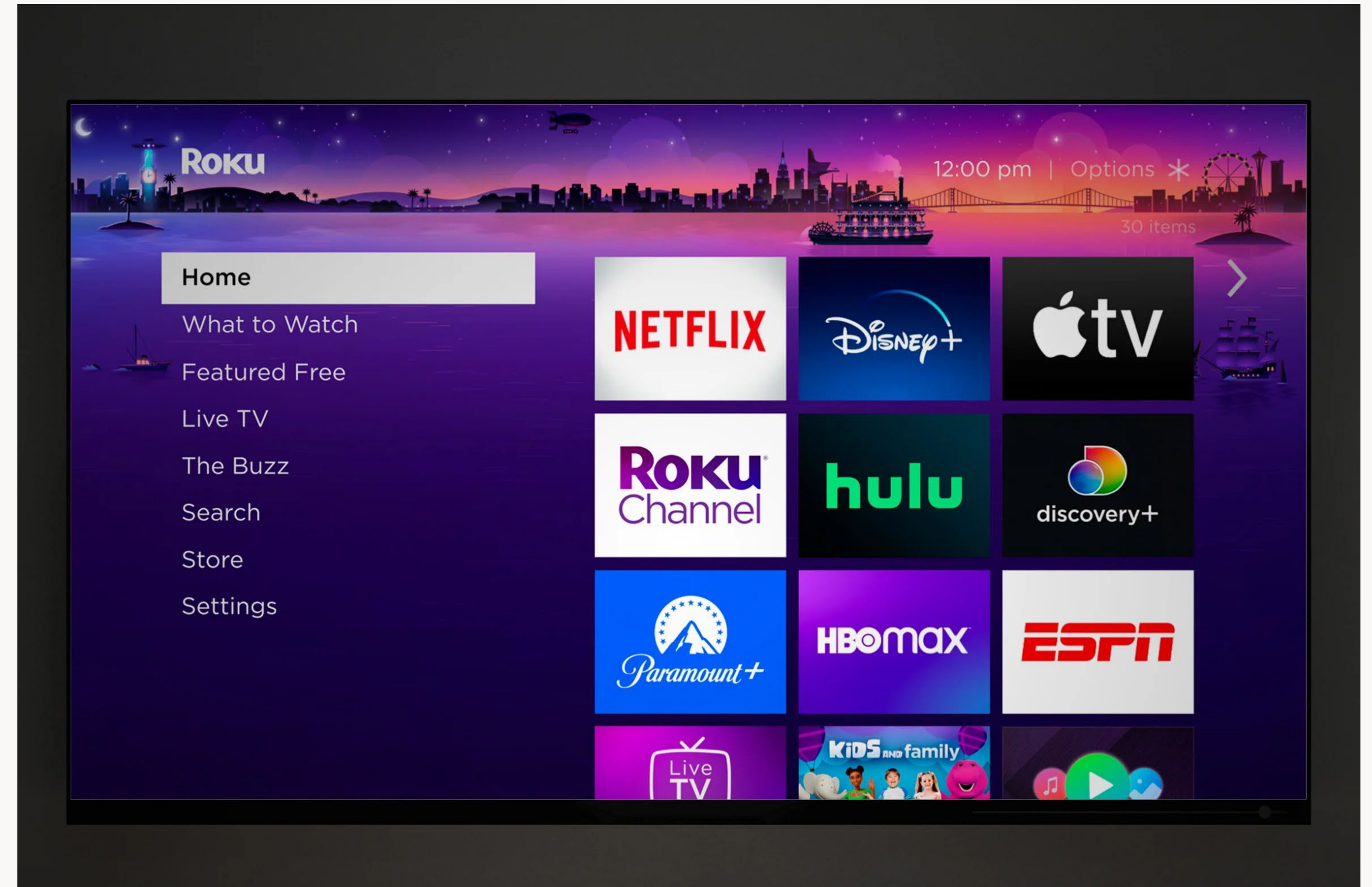
In-feed Ads



Skippable In-Stream Ads

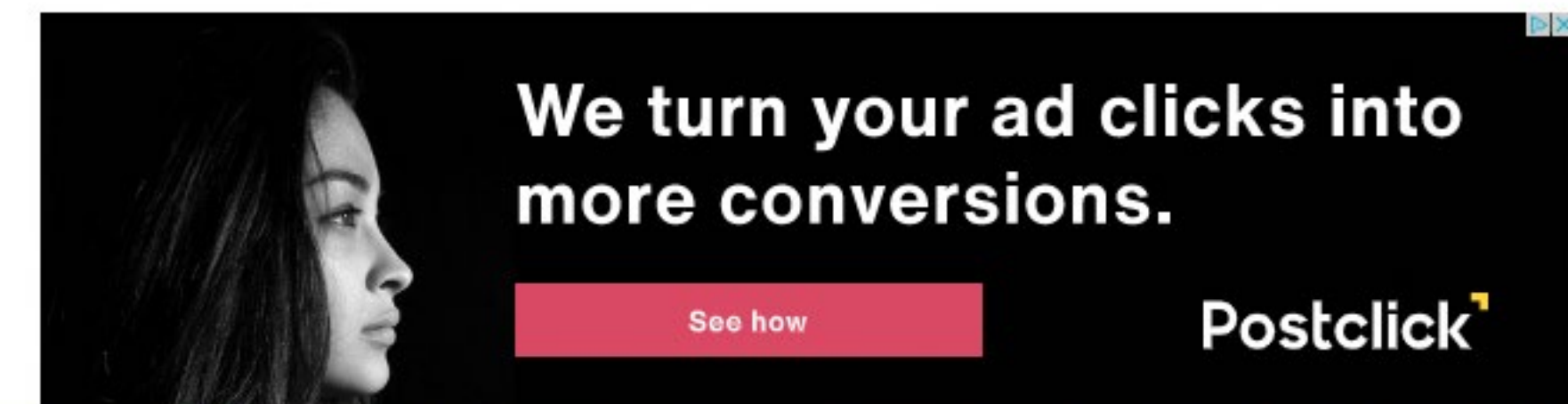
Over the Top (OTT)

- 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)



We turn your ad clicks into more conversions.

See how

Postclick



Why Easter Weekend Forecast Has Us Worried

A potentially dangerous severe outbreak is possible

[SEE MORE →](#)



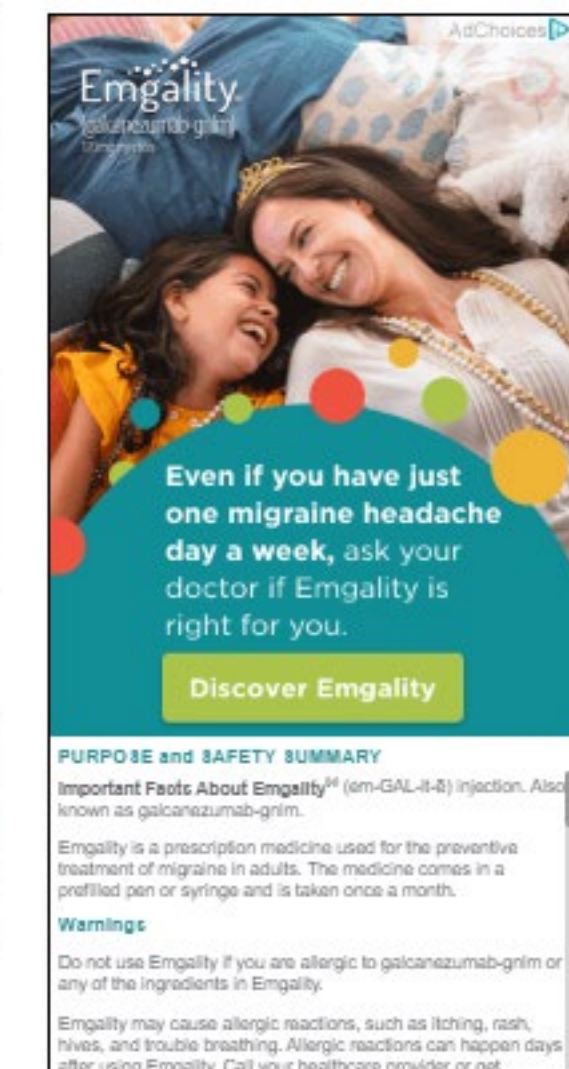
Here's Who Will See a White Easter



Stimulus Payments Set to Go Out



Species Could Be Wiped Out This Decade



Emgality

Even if you have just one migraine headache day a week, ask your doctor if Emgality is right for you.

Discover Emgality

PURPOSE and SAFETY SUMMARY

Important Facts About Emgality[®] (em-GAL-ii-4) injection. Also known as galcanezumab-grim.

Emgality is a prescription medicine used for the preventive treatment of migraine in adults. The medicine comes in a prefilled pen or syringe and is taken once a month.

Warnings

Do not use Emgality if you are allergic to galcanezumab-grim or any of the ingredients in Emgality.

Emgality may cause allergic reactions, such as itching, rash, hives, and trouble breathing. Allergic reactions can happen days after using Emgality. Call your healthcare provider or get

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



18+ Weekly Imp: 123,888

Size: 10'5"x22'8"

Area: Denver/Denver

Zip Code: 80212

Latitude: 39.76955

Longitude: -105.044524

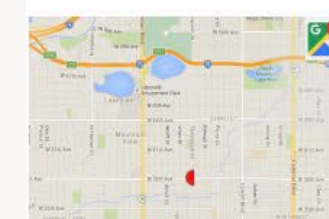
Material: Eco-Poster

Illuminated: Yes

Extension: No

Spec Sheet: P105GNS

geopath ID#: 18741



4647 Leyden Street, Denver, CO 80216 | (303) 333-5400

OUTFRONT

07

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

