

# Visit Fairfax COVID-19 Stakeholder Support

## Phase II

During Phase II, Virginia businesses were beginning to open. Some consumers felt ready to venture out and even travel while others remained cautious. Messaging subtly shifted during this transition phase to engage those who were ready to resume some sense of normalcy while not alienating consumers who were not yet ready to travel. Support for local restaurants and engagement of local residents continued.

## COVID Campaigns – Phase 2

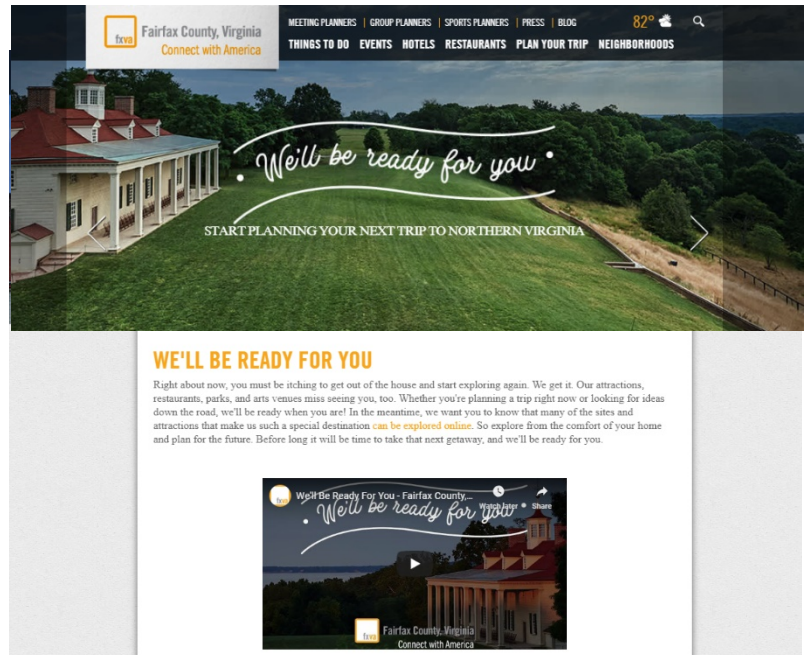
### We'll Be Ready

“We'll Be Ready” campaign: Objective to show empathy but also to inspire dreaming for future travel among consumers. See video [here](#).

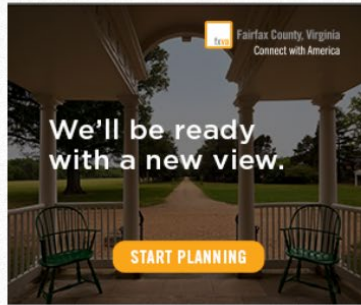
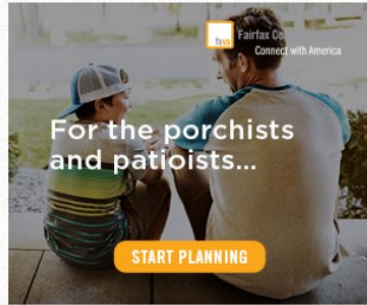
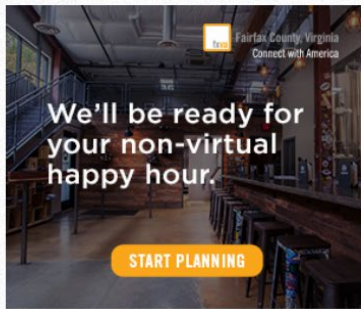
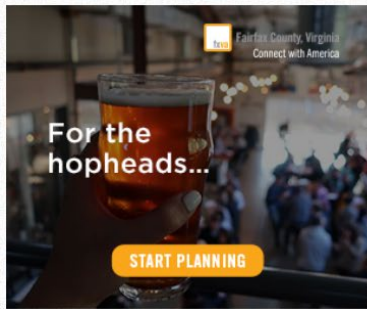
### We'll be ready for you

For the video chatters, we'll be ready for you.  
For the family breakdancers, we'll be ready for you.  
For the birthday drive-byers, we'll be ready for you  
For the porchists and patioists, we'll be ready for you.  
For the winers and diners, we'll be ready for you.  
For the hop heads, we'll be ready for you.  
For the history buffs, we'll be ready for you.  
For the birders, we'll be ready for you.  
For the pre-planners, we'll be ready for you.  
For the spontaneous-ers, we'll be ready for you.

For all the lovers out there, we'll be ready for you.  
Fairfax County, Virginia.



Campaign was deployed via all social media outlets and also through a banner series of ads.



## Local Residents

