

**62<sup>A</sup>BOVE**

**MCCVB  
NOW IS THE MOMENT  
APRIL 2021**

**CAMPAIGN BRANDING PROPOSAL  
4.8.2021**





Now is the  
Moment









# Now is the Moment

to jump for joy

Bring the joy, and we will supply the fun. It's time to reconnect with nature and with family. With amazing family experiences, Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](http://seemonterey.com/now)

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®





# Now is the Moment

to get back  
to business

Business has transformed, but nothing compares to meeting face-to-face. Monterey County is the perfect location for your next gathering. With inspired settings, and plenty of space to roam, we can help you find stunning backdrops for groups of any size.

[seemonterey.com/now](http://seemonterey.com/now)

**MONTEREY**  
INSPIRED MOMENTS IN MEETINGS



// CAMPAIGN CONCEPT - NOW IS THE MOMENT

Your sense of adventure has been dormant too long. It's time to reconnect and recharge. With amazing historic experiences and stunning backdrops, Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](https://seemonterey.com/now)

*Now is the  
Moment*  
to make your  
own history



**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®





# Now is the Moment

to get the gang  
back together

Business has transformed, but nothing compares to meeting face-to-face. Monterey County is the perfect location for your next gathering. With inspired settings, and plenty of space to roam, we can help you find stunning backdrops for groups of any size.

[seemonterey.com/now](http://seemonterey.com/now)

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®



# Now is the Moment

to hit the road

Your sense of adventure has been dormant too long. It's time to reconnect and recharge. With amazing historic experiences and stunning backdrops, Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](https://seemonterey.com/now)

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®





# Now is the Moment

to rise and shine

It's time to rejuvenate and reconnect in a backdrop that never ceases to take your breath away. Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](https://seemonterey.com/now)

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®



It's time to rejuvenate and reconnect in a backdrop that never ceases to take your breath away. Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](https://seemonterey.com/now)

# Now is the Moment

to get the gang  
back together

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®



# Now is the Moment

to take a drive

Your sense of adventure has been dormant too long. It's time to reconnect and recharge. With amazing historic experiences and stunning backdrops, Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](https://seemonterey.com/now)

**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®



// CAMPAIGN CONCEPT - NOW IS THE MOMENT

Your sense of adventure has been dormant too long. It's time to reconnect and recharge. With amazing historic experiences and stunning backdrops, Monterey County can't wait to welcome you back. So roll down the windows, buckle up, and hit the road for your next adventure in Monterey County.

[seemonterey.com/now](http://seemonterey.com/now)

*Now is the  
Moment*  
to raise a  
glass to us



**MONTEREY**  
CALIFORNIA  
GRAB LIFE BY THE MOMENTS®



62<sup>Λ</sup>BOVE

**THANK YOU**

