



# Monterey County Artichoke Trail Toolkit

MONTEREY  
CALIFORNIA

[SEEMONTEREY.COM/ARTICHOKES](http://SEEMONTEREY.COM/ARTICHOKES)

## PURPOSE

MCCVB's turning the spotlight to the region's famed artichoke in the run-up to National Artichoke Hearts Day on March 16, 2023!

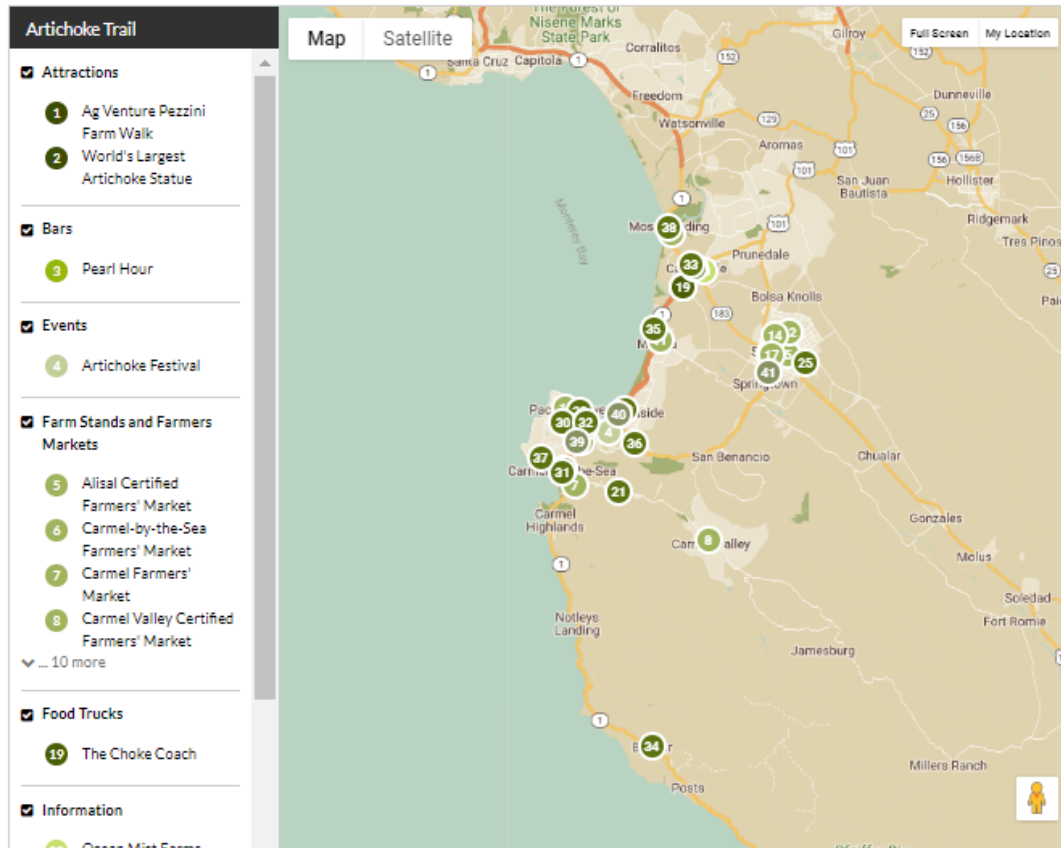
The campaign raises awareness about Monterey County's agriculture industry, including the town of Castroville and the farms that produce the majority of artichokes found throughout the United States.

This toolkit is designed to arm trail partners with ways to promote the trail, as well as unite and align on marketing efforts.





## Artichoke Trail Interactive Map



## ABOUT THE MONTEREY COUNTY ARTICHOKE TRAIL

The Artichoke Trail features Castroville's "Artichoke Alley" and includes over 40 stops throughout Monterey County.

Visitors can enjoy and experience this unique vegetable at restaurants, farm stands, attractions, and more.

Experience the artichoke heart of the world, view the interactive map, and learn more at [SeeMonterey.com/Artichokes](https://www.seeMonterey.com/Artichokes)





# CAMPAIGN TACTICS

Leveraging a strategic mix of paid, owned and earned media, The campaign launches in March with the promotion running on an ongoing basis.

## Owned Tactics:

Artichoke Trail content & interactive map at [SeeMonterey.com/artichokes](http://SeeMonterey.com/artichokes)

- Illustrated maps for trail partners & media
- Custom itinerary on the See Monterey app
- Promotion on Monterey County CVB's social media channels
- Signage for trail partners

## Earned Tactics:

- Press release targeted to local, regional and national media
- Artichoke press kit

## Paid Tactics:

- National broadcast integration with the Rachael Ray Show airing on March 16

# KEY MESSAGING

A new vegetable is taking over, artichokes! Harvested year-round in Monterey County, California, artichokes are poised to take over the plates of consumers nationwide. The Artichoke Trail aims to raise awareness about artichokes and the town of Castroville, as it celebrates its 160th anniversary this year.

**Artichoke Trail Stops:** The Artichoke Trail features Castroville's "Artichoke Alley" and includes over 40 stops throughout Monterey County. Visitors can enjoy and experience this unique vegetable at restaurants, farm stands, attractions and more.

- **Artichoke Trail Press Kit:** Information about the Artichoke Trail, history of artichokes, fun facts, preparation instructions and the health benefits.
- **Press Release:** Media announcement about the launch of the Artichoke Trail to showcase agritourism.







**Monterey County,  
California**

[www.SeeMonterey.com/Artichokes](http://www.SeeMonterey.com/Artichokes)  
[@SeeMonterey](https://twitter.com/SeeMonterey)  
[#SeeMontereyArtichokes](https://www.instagram.com/SeeMonterey)

## ARTICHOKE TRAIL ASSET OVERVIEW

The following assets are available for you to use on your owned and earned channels:

- Images are available to download [HERE](#), (credit: SeeMonterey.com)
- Download the illustrated map [HERE](#).
- Signage for trail partners (table tents & window decals) Email [marketing@seemonterey.com](mailto:marketing@seemonterey.com) to request





## OPPORTUNITIES TO INSPIRE & CONNECT

Here are some ways you can promote The Artichoke Trail with your audience:

- Showcase "The Artichoke Trail" illustrated map, sign or window decal that MCCVB can provide in an easy-to-see location and encourage visitors to scan the QR code to learn more at [SeeMonterey.com/artichokes](https://SeeMonterey.com/artichokes).
- Create your own series of "Artichoke Trail" content that directs back to [SeeMonterey.com/artichokes](https://SeeMonterey.com/artichokes). In sharing on social media, use #SeeMontereyArtichokes.
- Ask visitors to share their artichoke pictures on social media using #SeeMontereyArtichokes, and tagging @SeeMonterey.



## CAMPAIGN QUESTIONS

Earned Media &  
Public Relations:  
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Social Media &  
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**MONTEREY**  
C A L I F O R N I A  

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