

A scenic view of a beach in Monterey, California. In the foreground, a man and a woman are walking a black and white dog on a path. The path is bordered by a stone wall. In the background, there is a large, multi-story building with a dark roof and white walls, surrounded by trees. The beach is sandy and has several people walking and playing. The ocean is visible on the right side of the image.

# MONTEREY

FIND YOUR WAY HERE™

UPDATED SEE MONTEREY BRAND IDENTITY  
& LEISURE CAMPAIGN  
FALL 2023

# THE PURPOSE OF THIS TOOLKIT IS TO:

- Share See Monterey's new brand identity and leisure campaign
- Ensure See Monterey and Monterey County businesses are conveying unified messaging about the destination

**MONTEREY**  
FIND YOUR WAY HERE™





MONTEREY  
FIND YOUR WAY HERE™

## BRAND IDENTITY:

The Monterey County Convention & Visitors Bureau (MCCVB) is now simply See Monterey – just one of a dynamic series of changes and initiatives that will shape the trajectory of the organization and its promotion of Monterey County as a world-class destination.

Naturally Connected. This is the foundation that the new See Monterey brand is built upon. It’s not just the natural beauty, a wide range of accommodations, coastal cuisine or world-class events that make Monterey County special. It’s all of it. It’s all here, and it’s all connected.

Monterey County is a vast mosaic of experiences, each complementing the other (and in proximity). This makes people feel more connected to nature and promotes well-being.

This connectivity brings together a unique assortment of experiential ingredients that inspires people to connect (or reconnect) with friends, family and loved ones – even with themselves.

New attributes include a new logo and tagline: “Find Your Way Here.”

The new logo and updated brand guidelines can be found [here](#).



# "FIND YOUR WAY HERE" CAMPAIGN CONCEPT

Monterey is made up of endless paths...and each one takes you to something incredible. These paths tie all of Monterey together, creating one, big, epic journey. They connect you to your next destination and your next adventure – but also to the people around you. The question is: Which way will you go? No matter what path you take, it's sure to lead to inspiration.

MONTEREY

FIND YOUR WAY HERE™

# PROGRAM OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, “Find Your Way Here” aims to grab the consumers' attention and differentiate Monterey County through natural beauty and a variety of experiences.

## Layered media

- Spot Market TV
- Streaming TV: Over-the-Top (OTT) & Connected Television (CTV)
- Online Video Advertising
- Paid Social & Search
- Digital/Banner Advertising

## Target audiences

- Active Travel Intenders
- Drive Market (San Francisco, Oakland, San Jose, Fresno, Sacramento, Stockton)
- Direct Flight Markets ( Los Angeles/Long Beach, Dallas, Seattle, Phoenix, San Diego, Las Vegas)



# CAMPAIGN MESSAGING

## Naturally Connected

- Monterey County is not just one thing - it's natural beauty, a wide range of accommodations, coastal cuisine and world class events. It's all here in Monterey County and it's all connected.
- Not only do people find connection between the several communities that make up Monterey County, from the pristine coastline to the redwood forests and verdant valley, but the majestic and epic scenery makes people feel more connected to nature and promotes well-being.
- The unique assortment of experiential ingredients found in the destination inspires travelers to further connect (or reconnect) with friends, family, loved ones, and even with themselves.

## Monterey is Made Up of Endless Paths

- In Monterey County, there's a path for everyone and each path takes you to something incredible. These paths tie all of Monterey together, creating one big epic journey.
- Whether you are looking for scenic beauty, outdoor adventure, creative culinary, exciting events, rejuvenating wellness...or all of the above... in Monterey County, there are endless ways to unwind.

**MONTEREY**  
FIND YOUR WAY HERE™





MONTEREY  
FIND YOUR WAY HERE™

# CAMPAIGN MESSAGING CONT.

## **Book Direct, Stay Longer and Experience More**

- With options at every price point, travelers can stay longer and experience more. Monterey County's wide range of accommodations from legendary resorts with world-class wellness spas and amenities to family and eco-friendly hotels, mean there are plenty of places to stay no matter which path you take.
- When you book direct, you get the best rates and the best packages. Which means you get even more Monterey epic-ness.

## **The Right Path Sustainable Messaging**

- Part of what makes Monterey County so one-of-a-kind is the people and businesses you find along the way. Support local, support our community.
- Every trip can be epic. Just remember to stay safe, follow all guidelines, leave no trace, and treat Monterey County with care. Explore responsibly.

# ASSET OVERVIEW

See Monterey's Find Your Way Here campaign is an open invitation to not only travel to Monterey County but to seek connectivity within. It speaks to the many paths, literal and figurative, people find themselves on while exploring and enjoying the destination.

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

- ["Find Your Way Here" Long Form](#)
- ["Find Your Way Here" :30](#)
- ["BINGO" Long Form](#)
- ["BINGO" :30](#)
- [Photography Library \(Password: SeeMonterey2023\)](#)
- [New logo and updated brand guidelines](#)







## USAGE RIGHTS

As a part of the Monterey County tourism and hospitality community, you may use these photo and video assets in your owned channels including websites, social media, email and limited collateral. You may use assets in your earned channels including PR and travel trade. Assets may not be used in paid media channels including but not limited to broadcast, print, digital and out-of-home advertising. Assets may not be modified from their original form.

For access to files or usage questions, please contact [Hoku@SeeMonterey.com](mailto:Hoku@SeeMonterey.com)



# CAMPAIGN LANDING PAGE

[SeeMonterey.com/YourWay](https://www.seemonterey.com/YourWay)

MONTEREY  
FIND YOUR WAY HERE™

# CAMPAIGN QUESTIONS

**Paid Media & Creative:** Leslie Chavez,  
[leslie@seemonterey.com](mailto:leslie@seemonterey.com)

**Earned Media & Public Relations:** Emily Evans,  
[emily@seemonterey.com](mailto:emily@seemonterey.com)

**Social Media:** Marliese Myers,  
[marliese@seemonterey.com](mailto:marliese@seemonterey.com)

