



“In the Moment” Campaign



Group Sales Campaign

Overview

MCCVB is developing the next evolution of its approach to selling the destination. Rather than a new logo, tagline or ad campaign – this will be a *holistic evolution* to how we fundamentally market and sell Monterey County for meetings and conferences.

We are building upon the current positioning – Inspired Moments in Meetings – and making “*Inspired Moments*” a cornerstone of every contact with clients, prospects, every piece of content we develop and distribute, and every single aspect to selling the destination.

Concept development is still unfolding...





Considerations

Monterey County Assets

Environment – a setting unmatched in terms of nature’s design and a natural stimulus for inspiration and a heightened level of thinking, feeling and doing

Escapist – exemplifies “get away from it all” in order to focus, think, imagine and grow

Variety/Flexibility – only limited by the imagination in regards to the vast array of unique places and extraordinary spaces to create life and business enriching moments

Authentic Hospitality – the mantra of a tight-knit, ‘do whatever it takes’ community of hotels, venues and services

Research has concluded and our clients have told us again and again – *Inspiration is our key competitive differentiator. In fact, we are not merely selling a destination, we are selling a series of experiences – Inspired Moments – that in total make up a uniquely successful meeting or conference.* And it will be these Inspired Moments we will develop, harness and put on display to captivate meeting planners and decision makers with the idea of holding a life-changing and business-enhancing engagement in our destination

The Brand Promise

MCCVB is committed to working with stakeholders and clients to deliver Inspired Moments into each and every meeting and conference we attract to Monterey County.

The Brand Promise is the ‘bridge’ between how we position Monterey County as the West Coast’s most inspirational meetings destination, and how we sell the destination. It is an organization-wide approach to attract and secure valuable Group business. To be successful, it is critical to focus on both of these two audiences:

1. Our prospects and clients – we’re committed to delivering Inspired Moments that will make their meeting/conference uniquely successful
2. Community stakeholders – we’re committed to bringing in high-value clients and prospects seeking Inspired experiences and therefore will work with them to ensure this is delivered to our clients





The Campaign Concept

In Monterey County, **Big** things happen.

IN THE MOMENT

Space to think leads to bigger thinking. A history of creativity **Inspires** future **Innovation**. A breath of fresh air **Sparks** fresh ideas. So take **In the Moment**. On the trail by the water or deep in the hills. Drink **In the Moment**. From vineyards to backyards, breweries and beyond. And meet **In the Moment**. On the shore in the boardroom or where **Inspiration Strikes**.

MONTEREY
Inspired moments in meetings.®





The Campaign Concept

When you're **In the Moment:**

Big ideas happen.

You're out of your comfort zone.

Inspiration strikes where you least expect it.

The future is right in front of you.

You'll never want to leave.

Inspiration leads to innovation.

What came before leads to right now.

Inspiration is closer than you think.

Everything you're looking for is right there.

Indescribable becomes definable.

Expectations become actualization.

You are the game-changer.

The next step is greatness.





Campaign Rollout

Milestones & Launch Dates

- Campaign initial launch 8/24
- Tactical planning meeting: 9/11
- Sales Committee Discussion: 9/19
- Community workshop: TBD

Marketing Tactics

LIST OF TACTICS

- Campaign Video
- Microsite
- Client Testimonials
- Print Ads
- Web Banners
- Blog Posts
- Promoted Social Posts
- Digital Brochures
- Paid social on LinkedIn and Facebook
- Custom content on North Star and Skift



IN THE MOMENT VIDEO



Click to view.

IN THE MOMENT MICROSITE



IN THE
MOMENT

IN THIS SECTION



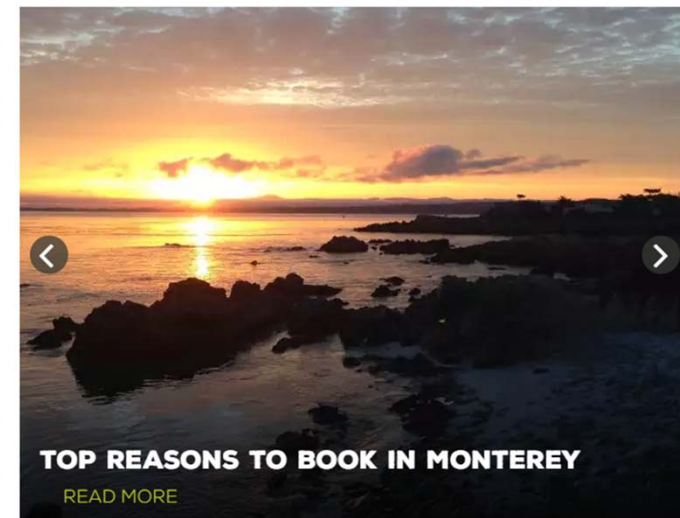
IN THE MOMENT IN MONTEREY COUNTY, CA

INSPIRED MOMENTS IN MEETINGS

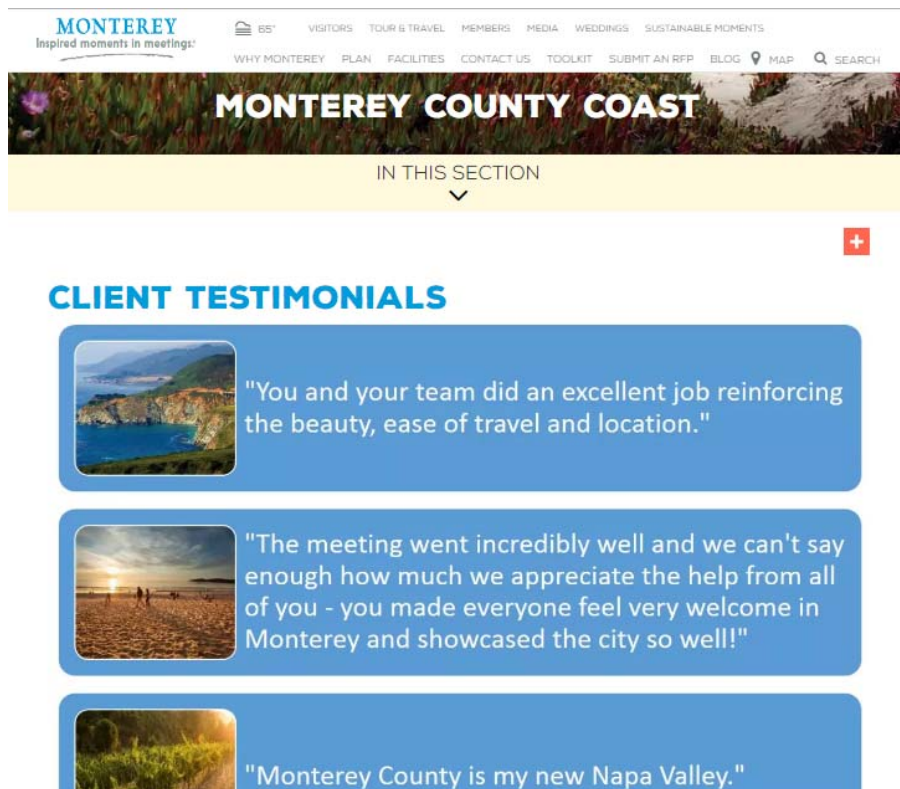
Big things happen in Monterey County when you get away from it all. The breathtaking views keep your focus, delicious foods feed your thinking and its history of creativity leads to future innovations.

When you're here, you can decide what invigorates and inspires your attendees. You're free to take in the moment on the trail, by the water or deep in the hills, at a vineyard, brewery or the newly renovated conference center. It's entirely up to you.

Our staff is ready to help you create the perfect Monterey County meetings moment. Download our meetings brochure to learn the highlights of what the MCCVB and our beautiful destination have to offer.



CLIENT TESTIMONIALS



The screenshot shows the Monterey County Coast website. At the top, there is a navigation menu with links for VISITORS, TOUR & TRAVEL, MEMBERS, MEDIA, WEDDINGS, and SUSTAINABLE MOMENTS. Below the navigation is a search bar and a list of menu items including WHY MONTEREY, PLAN, FACILITIES, CONTACT US, TOOLKIT, SUBMIT AN RFP, BLOG, MAP, and SEARCH. The main content area features a large banner for "MONTEREY COUNTY COAST" with a "IN THIS SECTION" dropdown menu. Below the banner, there is a section titled "CLIENT TESTIMONIALS" with three blue boxes, each containing a small image and a testimonial quote. A red plus sign icon is visible to the right of the testimonials section.

MONTEREY
Inspired moments in meetings.


VISITORS TOUR & TRAVEL MEMBERS MEDIA WEDDINGS SUSTAINABLE MOMENTS


WHY MONTEREY PLAN FACILITIES CONTACT US TOOLKIT SUBMIT AN RFP BLOG MAP SEARCH


MONTEREY COUNTY COAST

IN THIS SECTION

CLIENT TESTIMONIALS

 "You and your team did an excellent job reinforcing the beauty, ease of travel and location."

 "The meeting went incredibly well and we can't say enough how much we appreciate the help from all of you - you made everyone feel very welcome in Monterey and showcased the city so well!"

 "Monterey County is my new Napa Valley."

As we gather more stories of those who experienced being In the Moment this page will further develop.

Control click the image to be redirected to the page.

MONTEREY
Inspired moments in meetings.

PRINT CONCEPTS

IN THE MOMENT
BIG VIEWS LEAD TO BIGGER THINKING.

Take in the moment on the trail, by the water or deep in the hills. At a vineyard, brewery or the newly renovated conference center - every place in Monterey County leads to new innovative ideas. Come get away, take a breath and leave inspired to take on the next big thing.

MONTEREY
Inspired moments in meetings.
#MadeInMonterey.com

BIG SUR - CARMEL-BY-THE-SEA - CARMEL VALLEY - DEL REY OAKS - MARINA - MONTEREY
MOSS LANDING - PACIFIC GROVE - PEBBLE BEACH - SALINAS - SAND CITY - SEASIDE

IN THE MOMENT
A LEGACY OF CREATIVITY
INSPIRES FUTURE INNOVATION.

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WEB BANNERS

A number of online banners ads have been created for the campaign.

Control click the images to view all banner ads.