



Now is the Moment

TOURISM RECOVERY CAMPAIGN TOOLKIT
APRIL 2021

A woman with long brown hair, wearing a beige knit beanie and a blue jacket, is smiling and looking out over a beach. She is holding onto a metal railing. In the background, another person is visible, and the ocean is in the distance.

MCCVB'S VISION:
Inspire travelers to experience our
extraordinary destination responsibly.

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PURPOSE

This toolkit is designed to educate, unite and align the Monterey County tourism and hospitality community in our marketing recovery efforts.

Together, through collaborative and coordinated efforts, our industry can accelerate the rate of economic recovery for the County.

Included here are assets and ideas that will help your business leverage the “Now Is The Moment” recovery campaign.

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BRAND OBJECTIVES

The Monterey County brand is made up of **moments** – moments inspired by the County’s tranquil beauty and storied history.

After a challenging pandemic year, “Now Is The Moment” is a call to action: now is the moment to recharge and reconnect with nature, family and friends. Now is the moment to reinvigorate your soul in awe-inspiring Monterey County.

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PROGRAM OVERVIEW

Leveraging a strategic mix of paid, owned and earned media, “Now Is The Moment” aims to drive travel intent on a national level by amplifying inspirational messaging that speaks to Monterey County moments.

The campaign launches in April and will run through the summer into fall 2021. The layered media approach includes:

- Television
- Connected television (CTV) i.e.: streaming devices and smart TVs
- Paid social and online video
- Digital display and native content
- Print

Target audiences include:

- Active travel intenders
- Drive Market (San Francisco and Los Angeles)
- Direct Flight Markets (Dallas, Denver, Las Vegas, Phoenix, Portland, San Diego and Seattle)
- National (Midwest, East Coast)

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CAMPAIGN MESSAGING

People everywhere have missed moments over the last year. Monterey County is the perfect place to grab those moments and make new memories.

Key Messages:

Reconnect and rejuvenate – It is time to reconnect and rejuvenate in the most charming and breathtaking setting along California's Central Coast.

Rediscover outdoor adventure, food and wine and scenic beauty – Discover epic adventures to grab your moment including outdoor recreation for every skillset, mouthwatering culinary finds paired with award-winning wines, immersive cultural experiences and renowned scenic drives.

Welcoming and friendly – Feel at ease in a welcoming and friendly destination with the highest health and safety protocols in place so that you can enjoy the much needed vacation you deserve.



ASSET OVERVIEW

The campaign explores the transformational experiences now available to travelers by visually and magically transporting them from familiar pandemic at-home scenarios into breathtaking Monterey County moments.

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

- Television/CTV Commercial: [“Now Is The Moment” :30](#)
- CTV Commercials: [“Now is the Moment: Big Sur” :15](#)
- Digital/Paid Social Teaser: [“Cannery Row Portal” :15](#)
- [Photography Library](#) (Password: [Seemonterey2019](#))
- County-wide Point-of-View Digital Content Series: [Food & Wine](#), [Arts & Culture](#), (More Coming Soon)

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MONTEREY
GRAB LIFE BY THE MOMENTS



USAGE RIGHTS

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

For access to video files please contact Hoku@SeeMonterey.com

A romantic couple is seated at a dark metal fire pit table, enjoying a meal and wine. The man, wearing a blue jacket and glasses, and the woman, in a dark top, are smiling at each other. The table is set with a charcuterie board, bowls, and bottles of wine. A fire burns brightly in the center of the table. The background features a lush green golf course, a large tree, and a view of the ocean under a soft, hazy sky.

CAMPAIGN LANDING PAGE

SeeMonterey.com/NOW

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CONTENT CALENDAR

MCCVB’s engagement strategy aligns with brand content pillars, industry trends, research and partner activity.

Want help amplifying your content?

Reach out to Marketing@SeeMonterey.com to learn more about blog submissions that receive an average of 30K views a month and reach an audience of 200K+ on our social media channels.



APRIL	MAY	JUNE
Q4		
TRAVEL RETURNS - NOW IS THE MOMENT Spring/Summer: Warmer weather, Outdoor Adventure		
Free Things	Open Indoor Attractions	National Marine Sanctuary
Purple Carpet (Spring Blooms)/ Day Hikes	Bike Rides/Trails	
Weekend in Carmel: Responsibly		Adobes
	National Travel & Tourism Week/Mother's Day Brunches	
Outdoor Family Activities		Family Itinerary
	3 Days in Wine Country	New Restaurants & Wineries
Birding/Harbor Seal Puppping Season		Whale Watching
Earth Day	Road Trip	World Oceans Day
Seattle/Portland Flight	Seattle/Portland Flight	Seattle/Portland Flight
Promotions		Hybrid Meetings
	Welness & Relaxation	Couples Escape

ACTIVATION OPPORTUNITIES & THOUGHT STARTERS

“Now is the Moment” shows people leaving their COVID-restricted lives and enjoying Monterey County’s wide-open spaces. You are encouraged to spread the inspiration and engage your audiences by:

- Asking them to share a picture of themselves in the moment during their Monterey County visit using #SeeMonterey.
- Creating your own series of “Now is the Moment” content like “Now is the moment to get the gang back together” where you showcase family or friend travel experiences.
- Filming your own Point-of-View footage to showcase moments including epic sunsets, hotel room views or rolling vineyards.
- Sharing limited-time offers to inspire travelers to visit **now**. For example, offer a mid-week lodging discount that is only available when you mention “Now is the Moment.”





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RESPONSIBLE TRAVEL

MCCVB is committed to promoting responsible travel, not just through the “Now is the Moment” campaign, but in all messaging. Monterey County’s tourism and hospitality community is working hard to adhere to all current health and safety protocols. Travelers need to do the same. Local businesses are asked to encourage safe and responsible travel to Monterey County in their own messaging.

Safety guidelines include:

- **Wear face coverings**
- **Maintain social distance**
- **Stay home if you feel ill**
- **Leave no trace behind**

Visit our [Responsible Travel](#) page for details, tools and resources that will help you promote this important message, including complimentary downloadable signage.

CAMPAIGN QUESTIONS

Paid Media & Creative: Kimber Tabscott, Kimber@seemonterey.com

Earned Media & Public Relations: Rachel Dinbokowitz, Rachel@seemonterey.com

Social Media & Asset Access: Hōkū Young, Hoku@seemonterey.com



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