

Visit Napa Valley Recovery Marketing Framework

	PHASE 1 PANDEMIC OUTBREAK	PHASE 2 IMPROVING SITUATION		PHASE 3 RECOVERY COMMENCEMENT
ANTICIPATED TIMING	March - May	May - August		August - December
TRIGGER	Quarantine and social distancing	Flattening of the curve in sight; still social distancing with hope to travel again soon		Social distancing reduced/lifted and travel resumes
CONSUMER MOTIVATION	Creating a new daily normal way of living and seeking outlets for the now	Initial shock has subsided; seeking positive and encouraging messaging		Returning to normal daily routines and travel plans with renewed caution
BRAND ROLE	Acknowledgement of circumstances (national); rallying around community (local)	Encouraging safety and connection		Connecting consumers with reasons to travel again
AUDIENCE	B2C (local residents and loyalists) & B2B	B2C (local residents)	B2C (drive markets) & B2B	B2C & B2B
MARKETING PURPOSE	Maintain top-of-mind awareness	Drive consideration and intent to support and staycation locally	Drive awareness and consideration for future visitation	Drive awareness with increased consideration and intent efforts
MESSAGING STRATEGY	Moments of joy and inspiration during this hard period; stories of humanity and ones that support local business	Provide sense of pride to jump start the economy; promote local destination exploration	Let consumers and groups know we'll be ready to welcome them back when it's safe to do so; continue to provide moments of joy and inspiration	Welcome consumers and groups back to visit when they feel ready
CREATIVE CAMPAIGN	Wine From Home	Napa Valley Spirit (Nurture)	Better With Time	Raise A Glass
MARKETING CHANNELS	Owned, Earned	Welcome Center, Napa Valley Vintners, Owned, Earned, Paid (OOH, direct, social)	Paid (Social Only), Owned, Earned	Paid, Owned, Earned
CONSUMER ACTION	Staying connected	Positive connection between brand, community and traveler; planning		Getting excited to travel again; actively planning and booking travel