

# Workforce Development – Crush That Career



Investing in a paid digital and out-of-home campaign designed to promote Napa Valley as an attractive place to develop a rewarding career in Wine, Tourism, and Hospitality.



## INITIAL INVESTMENT

\$75,000

## TARGET AUDIENCE

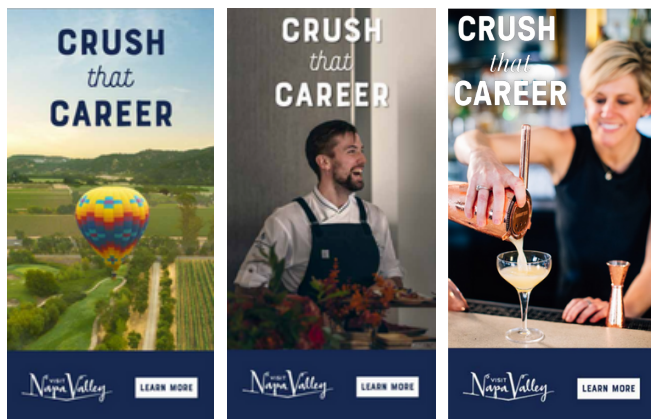
Hospitality, Wine, and Tourism industry job-seekers



## PAID DIGITAL CAMPAIGN

A mix of digital ad units, targeting job-searchers in the Wine, Tourism, and Hospitality industries, that drive traffic to information, tools, and resources on a **WORKFORCE** landing page at VisitNapaValley.com

- Native ad placements on industry job site platforms as well as hospitality training programs
- SEM on **Google**
- Sponsored ads on **LinkedIn**



\*creative is FPO only

## PAID BILLBOARDS

Two regional OOH (out-of-home) placements:

- Interstate 80
- Interstate 880



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Campaign runs  
**JANUARY 2023 – APRIL 2023**

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**CRUSH**  
*that*  
**CAREER**

**Visit Napa Valley**  
LIVE & WORK HERE  
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**Visit Napa Valley**  
4,300 followers  
2h ·

Reap the benefits of a hospitality career in Napa Valley.

Ready to crush that career? [Learn More](#)  
visitnapavalley.com

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**Visit Napa Valley**  
Crush that career.

With a diverse range of opportunities, Napa Valley doesn't just offer desirable job options, but an excellent quality of life – especially for those working in hospitality. It's the perfect place for your next career move.

**CRUSH** *that* **CAREER** [LEARN MORE](#) **Visit Napa Valley**

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