

## TARGET MOTIVATION

Memory makers looking to create shared moments of joy but fearing the forgettable.

## SHARED WISCONSIN BRAND PROMISE

**Wisconsin, where the unexpected is ready to be discovered.**

The shared Wisconsin Brand Promise is a tangible, authentic benefit that makes Wisconsin a desirable place to visit and it's a promise that all of us in Wisconsin can stand behind. When we all amplify a unified message, our voice is louder and farther reaching.

## BRAND RATIONALE

Outdoor adventures abound with our thousands of miles of trails, scenic landscapes and freshwater shoreline.

Celebratory by nature, we make the most of any occasion with unique events and festivals.

Our fresh spin on food, drink and dining experiences are steeped in our craft culture.

A range of accommodations and activities to set the stage for everyone to unwind at their pace.

## MARKETING AND PR GOALS

Elevate the Wisconsin brand and increase positive perceptions of Wisconsin

Increase brand awareness across target markets

Connect outdoor recreation to traditional tourism markets of hotels, restaurants, and attractions

Increase overnight stays and visitor spend







## TARGET AUDIENCES

### Primary:

Adults 35-44 (with kids)

### Secondary:

Adults 25-34

### Motivations:

Looking for a place that offers a lot of options for the whole crew.

Wanting a vacation to feel different than the everyday, with something that stands out and doesn't disappoint.

Choosing destinations based on a range of intriguing activities, accommodations and budget.

Looking for something unique or unusual that makes for great memories.

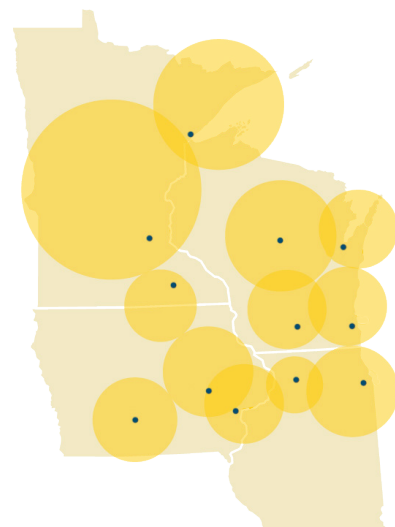
## TARGET MARKETS

### Out-of-state:

Chicago  
Minneapolis  
Duluth  
Rochester  
Cedar Rapids  
Davenport  
Des Moines  
Rockford

### In-state:

Milwaukee  
Madison  
Green Bay  
Wausau



## CAMPAIGN TOUCHPOINTS

CTV, Pre-roll, TV, Traditional Radio, Online Radio, Display Banners, High Impact Mobile Banners, OOH Billboards, Native, Paid Search, Social Media, Retargeting Banners, Public Relations and Influencers