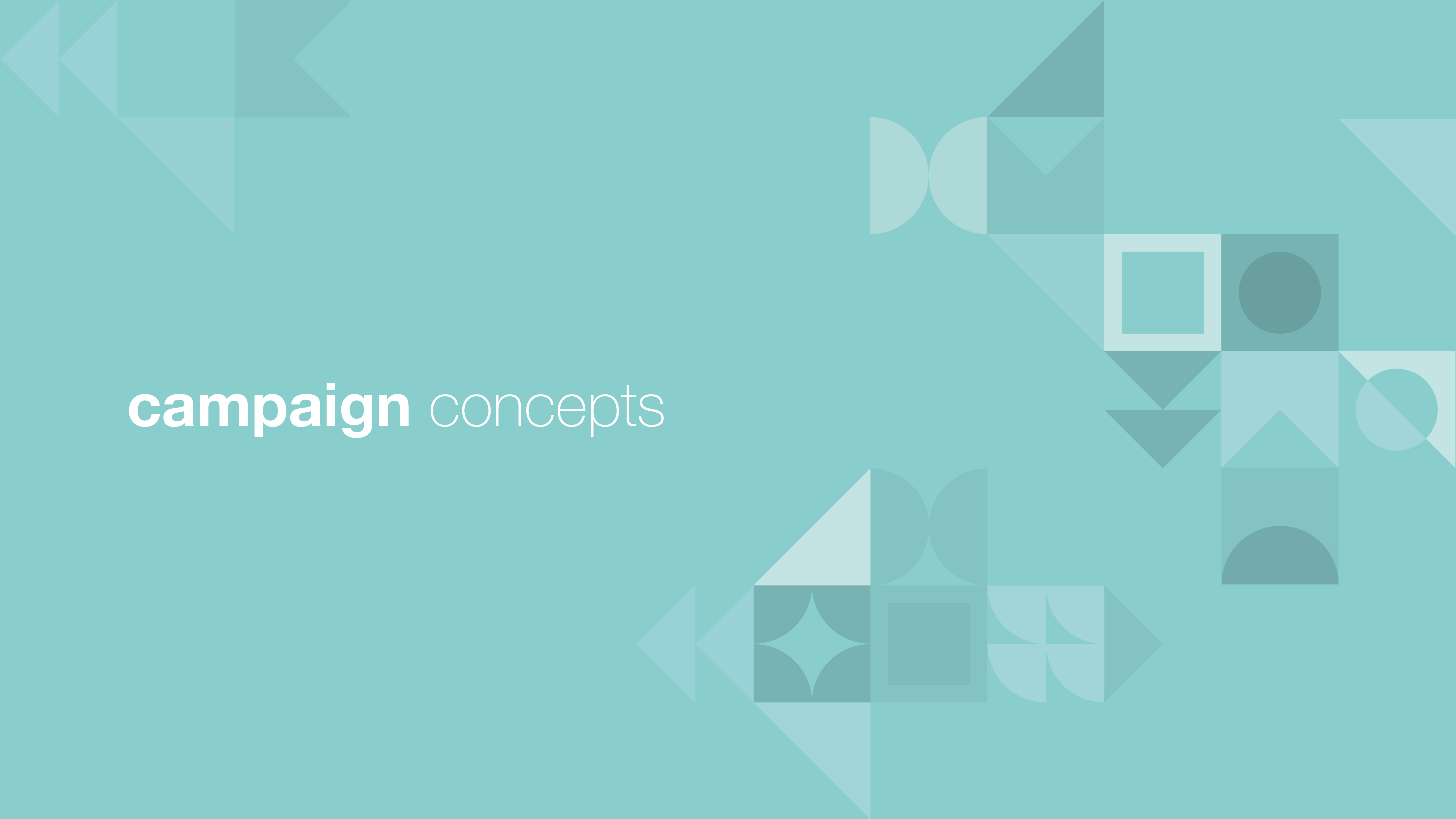


**campaign** concepts



concept 1:  
**just do you**



just do you: print

# Stargazing

CHapel Hill | Hillsborough & Carrboro | Orange County

From celestial tours to touring bands, there's no one way to experience Orange County. Find what you love, or discover something new. Whatever you do here, just do you.

[VISITCHAPELHILL.ORG](http://VISITCHAPELHILL.ORG)



# Stargazing

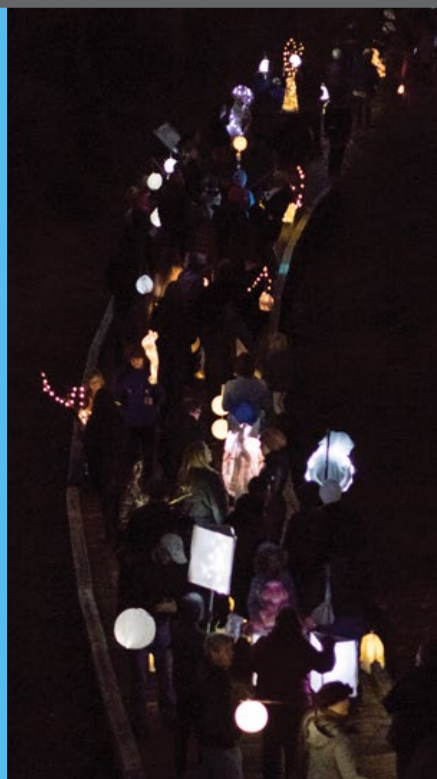
CHAPEL HILL

HILLSBOROUGH & CARRBORO | ORANGE COUNTY



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# Watering Hole

CHAPEL HILL

HILLSBOROUGH & CARRBORO | ORANGE COUNTY



From local taprooms to campus traditions, there's no one way to experience Orange County. Find what you love, or discover something new. Whatever you do here, just do you.

[VISITCHAPELHILL.ORG](http://VISITCHAPELHILL.ORG)





CHAPEL HILL HILLSBOROUGH & CARRBORO

Book your getaway at VISITCHAPELHILL.ORG/SUMMER

ORANGE COUNTY VISITORS BUREAU

WATCH OUR VIDEO >

SEE PHOTOS >

CHAPEL HILL HILLSBOROUGH & CARRBORO

Whatever you do here, just do you.

Whether you're coming for work or for play, there are plenty of excuses to extend your stay. Revisit your favorite Chapel Hill icons, or discover something new in Carrboro and Hillsborough. We invite you to be comfortable, be adventurous, and, most of all, be yourself.

AC HOTEL CHAPEL HILL

STAY IN THE MIDDLE OF IT ALL >

 **Visit Chapel Hill & Orange County, NC** [Like Page](#)  
Sponsored · 

From meat-free to meat and three, there's no one way to experience Orange County. Do what you love, or try something new.



**Just Do You**  
But Save Room for Dessert

[www.visitchapelhill.org](http://www.visitchapelhill.org)

[Learn More](#)

124 Reactions 5 Comments 19 Shares

 Like  Comment  Share

just do you: OOH

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# ‘Do you’ dare

Find volunteers who are willing to step outside their comfort zones in Orange County for a chance to be who they truly want to be – an artist gets her own art showing, the office funny guy gets his own open-mic standup, a city slicker spends a weekend on a working farm, an LGBT couple from a conservative city get to be out for a weekend. Film their experiences and create micro-documentaries that showcase Orange County as much as the vibe here.





concept 2:  
**it changes you**

CHANGE IS A WAY OF LIFE HERE.  
OUT WITH THE OLD.  
IN WITH THE NEW.  
OR AT LEAST A NEWER VERSION OF THE OLD.  
IT'S WHAT KEEPS ORANGE COUNTY INTERESTING.  
KNOWING THAT IT'S RARELY  
THE SAME PLACE FOR VERY LONG.  
ALWAYS GROWING. IMPROVING.  
EVOLVING INTO A BETTER VERSION OF ITSELF.  
BUT BE WARNED:  
OUR PROGRESSIVE SPIRIT  
CAN BE CONTAGIOUS.  
SPEND SOME TIME HERE, AND YOU'LL SEE.  
IT CHANGES YOU.

**CHAPEL HILL**

HILLSBOROUGH & CARRBORO

VISITCHAPELHILL.ORG

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**CHAPEL HILL**

HILLSBOROUGH & CARRBORO

VISITCHAPELHILL.ORG

WE PUT PROGRESS ON THE MAP.  
FROM BUILDING THE NATION'S FIRST PUBLIC UNIVERSITY  
TO ELECTING THE STATE'S FIRST OPENLY GAY MAYOR,  
WITH A MILLION MILESTONES IN BETWEEN,  
AND COUNTLESS MORE TO COME.  
ORANGE COUNTY MAY HAVE DEEP ROOTS.  
BUT WE AREN'T STUCK IN THE PAST.  
MOMENTUM IS OUR MANTRA.  
WE BELIEVE IN MAKING THE WORLD BETTER,  
EVEN IF IT MAKES SOME PEOPLE UNCOMFORTABLE.  
SPEND SOME TIME HERE, AND YOU'LL SEE.  
**IT CHANGES YOU.**

**CHAPEL HILL**

HILLSBOROUGH & CARRBORO

VISITCHAPELHILL.ORG



# it changes you: social

**CHapel HILL** Visit Chapel Hill & Orange County, NC Like Page  
Sponsored · 🌐

Chapel Hill & Orange County welcome you to speak out, stand up, and share in our progress. Even if it's only for a weekend.

IT CHANGES  
**YOU.**  
VISITCHAPELHILL.ORG

**It Changes You**  
Explore the Area.  
[www.visitchapelhill.org](http://www.visitchapelhill.org) Learn More

124 Reactions 5 Comments 19 Shares

Like Comment Share



We aren't shy about  
Doing what's right.  
And knowing when to  
Break the rules.  
From speaker bans  
To bathroom bills.  
In Orange County,  
We stand for progress.  
And continue to learn  
From our past.  
We invite you to  
Explore our history.  
Or become part of it.  
Spend some time here,  
And you'll see.  
It changes you.

it changes you: OOH

---



it changes you: experiential .....

# StoryCorps booths & interactive billboards

Set up recording booths in each OC city to allow people to share their stories of change associated with Orange County. It could be how each as a person has changed during their visit. Or it could be how residents are creating change in the community; for example, a co-op market in Carrboro that uses proceeds to feed the hungry.

Share the stories through interactive billboards that talk to engage passersby. Could also showcase stories on the website. The stories become part of visitors' trip planning: do a little deeper digging on the places that are worth seeing here and get to know the people behind the places.





concept 3:  
**find your space**



find your space: print .....



**CHAPEL HILL**  
HILLSBOROUGH & CARRBORO ORANGE COUNTY

**SPACE TO CELEBRATE**

Toast to a getaway over craft cocktails. Savor another year of friendship during memorable meals. Start new traditions with authentic cuisines. There's a place for everyone in Chapel Hill and Orange County.

**WE INVITE YOU TO FIND YOUR SPACE.**

[VISITCHAPELHILL.ORG](http://VISITCHAPELHILL.ORG)

find your space: print .....



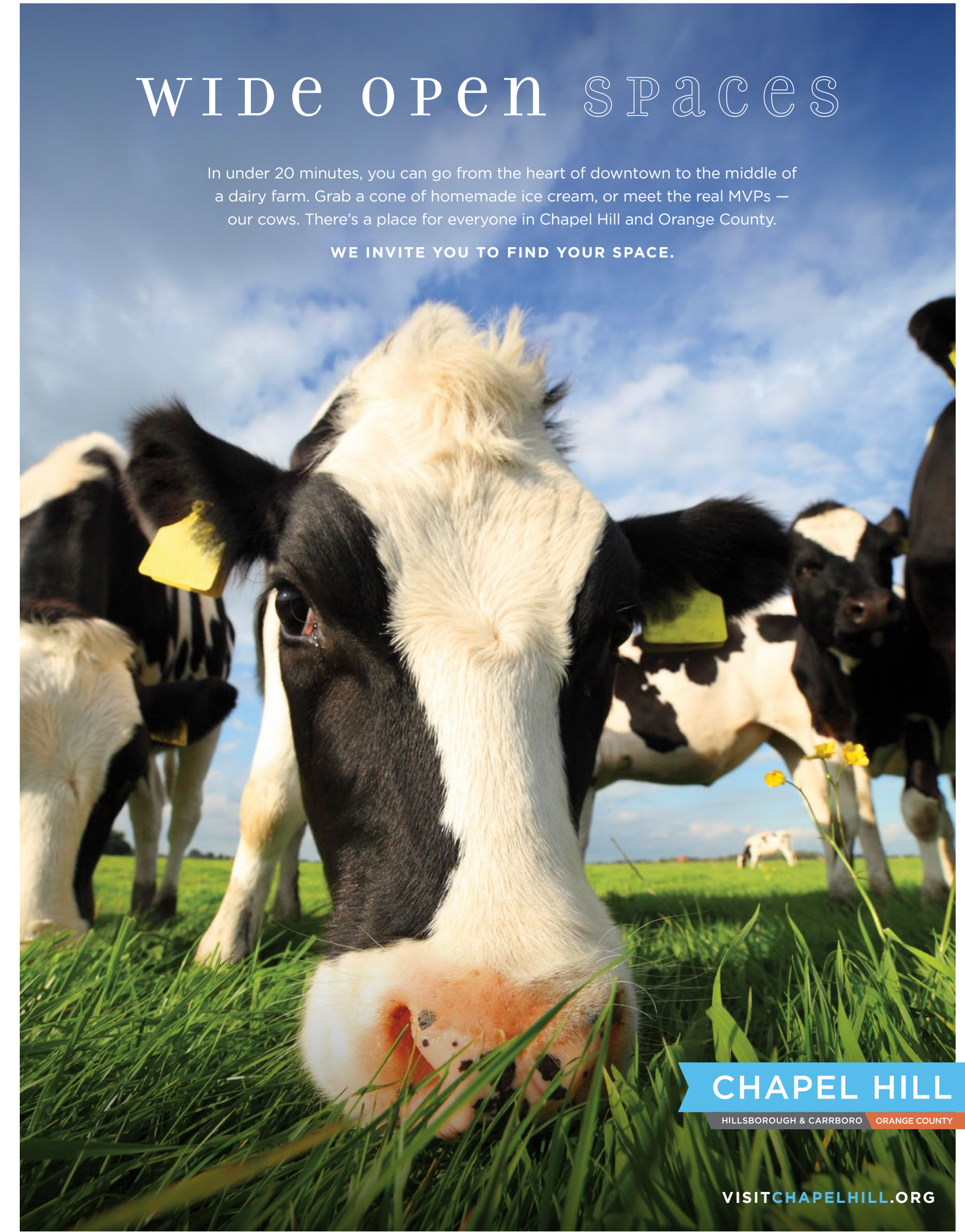
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VISITCHAPELHILL.ORG



**WIDE OPEN SPACES**

In under 20 minutes, you can go from the heart of downtown to the middle of a dairy farm. Grab a cone of homemade ice cream, or meet the real MVPs — our cows. There's a place for everyone in Chapel Hill and Orange County.

**WE INVITE YOU TO FIND YOUR SPACE.**

**CHAPEL HILL**  
HILLSBOROUGH & CARRBORO ORANGE COUNTY


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# find your space: social

Instagram

CHAPEL HILL  
visitchapelhill  
sponsored



SPACE TO HANG OUT

[Learn More](#)

♡ 💬 📍 📌

Let the hula hoops fly, the music play, the drinks pour, the conversation flow, and the good times roll.

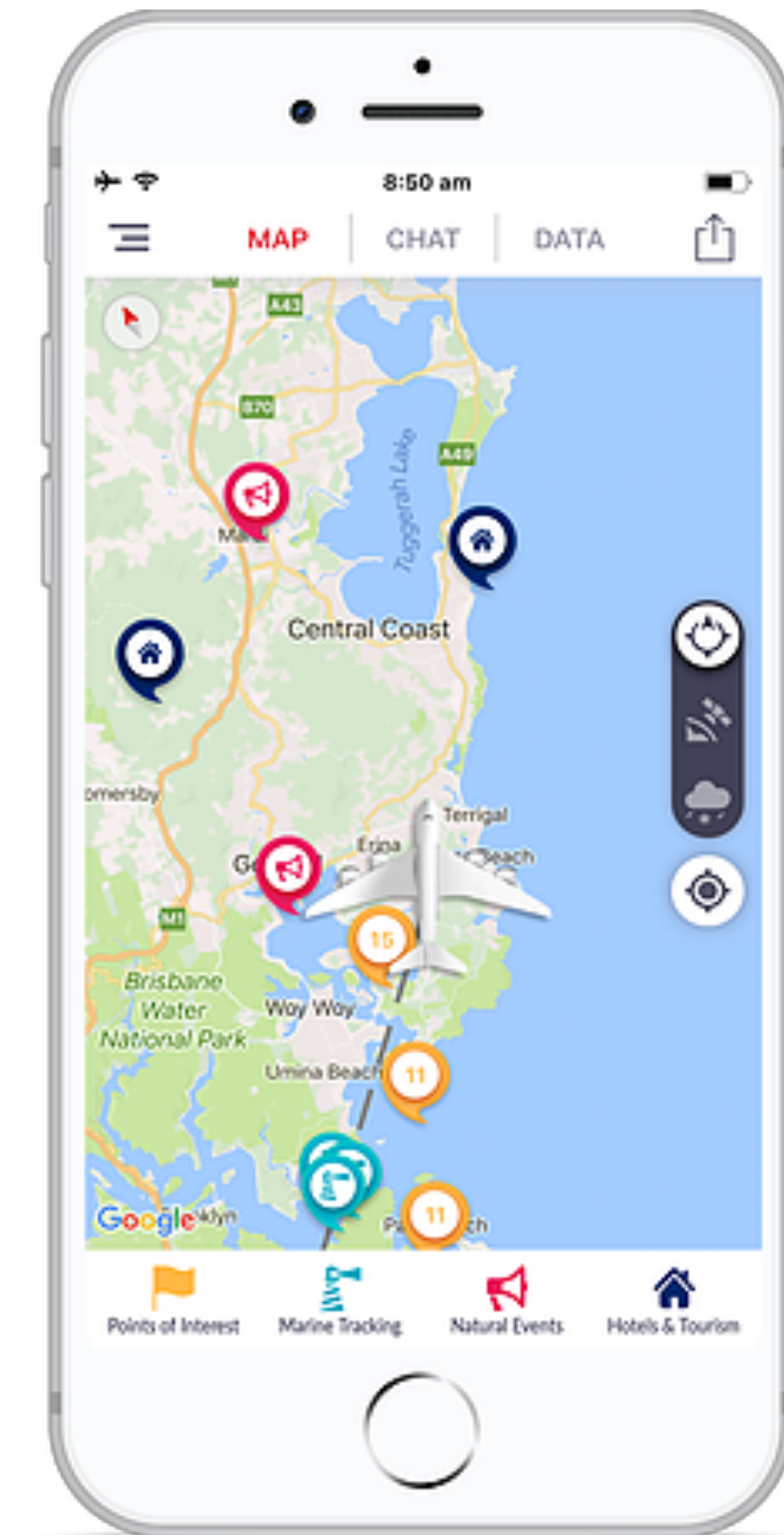
find your space: OOH



find your space: experiential .....

# Find your space itineraries

- Create an app to map out the things to do in Orange County.
- Users can filter by different topics (sports, food, drinks, history, art, etc.) or focus by town.



find your space: experiential .....

## ‘Stake Your Space’ installation

- Invite people to come to town and leave their mark through some type of art installation located near the visitors center.
- Something similar to the Free Expression tunnel on NC State’s campus or the Love Locks in Paris.

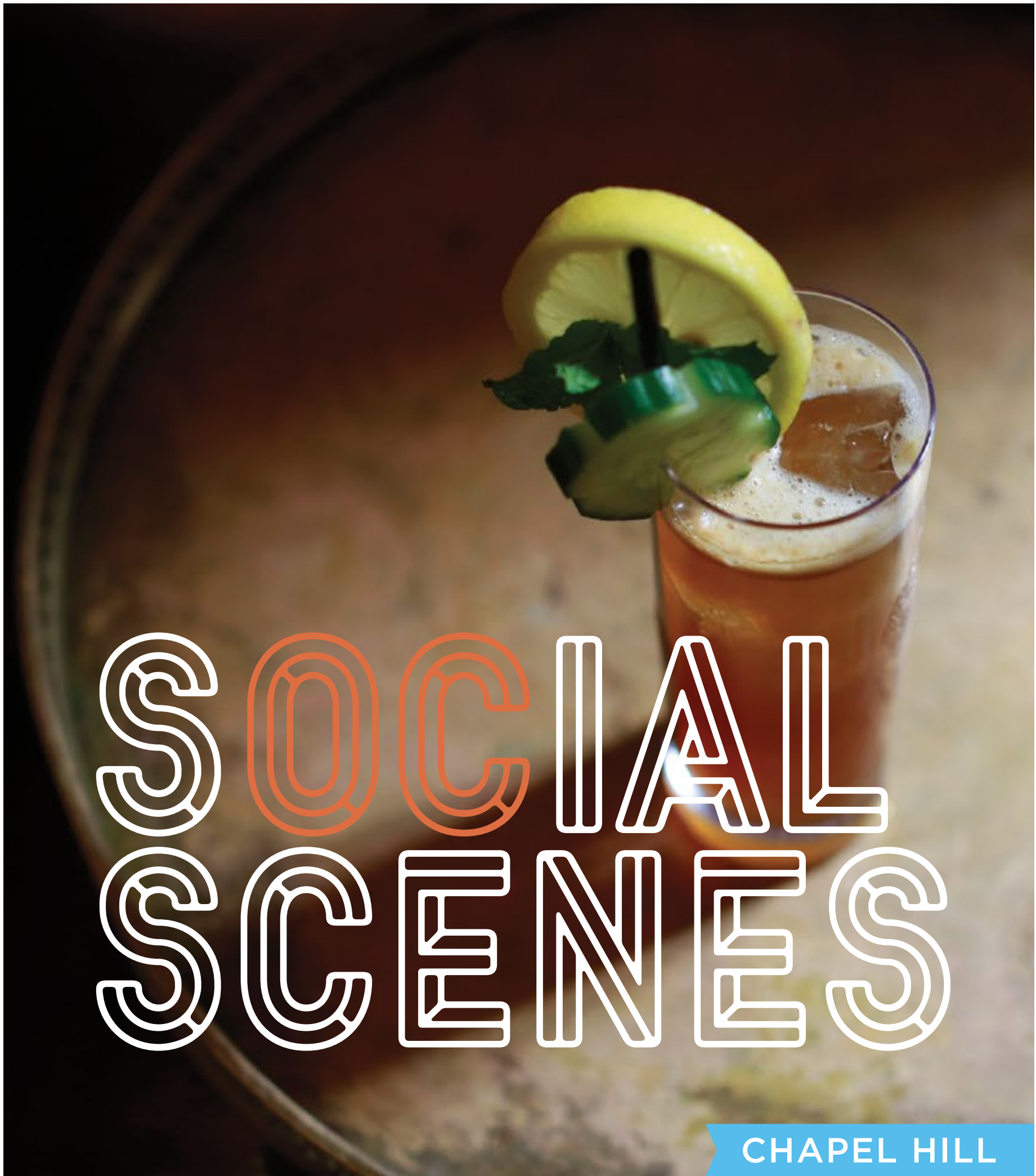




concept 4:  
see OC



see OC: print .....



# SOCIAL SCENES

CHAPEL HILL  
& ORANGE COUNTY

**G** O FROM A DOWNTOWN DISTILLERY TO AN ARCADE BAR TO A FARM-HOUSE WINERY. IN JUST 30 MINUTES. IF YOU ARE LOOKING FOR A BAR CRAWL THAT TAKES YOU PLACES, YOU NEED TO SEE ORANGE COUNTY.

[VISITCHAPELHILL.ORG](http://VISITCHAPELHILL.ORG)



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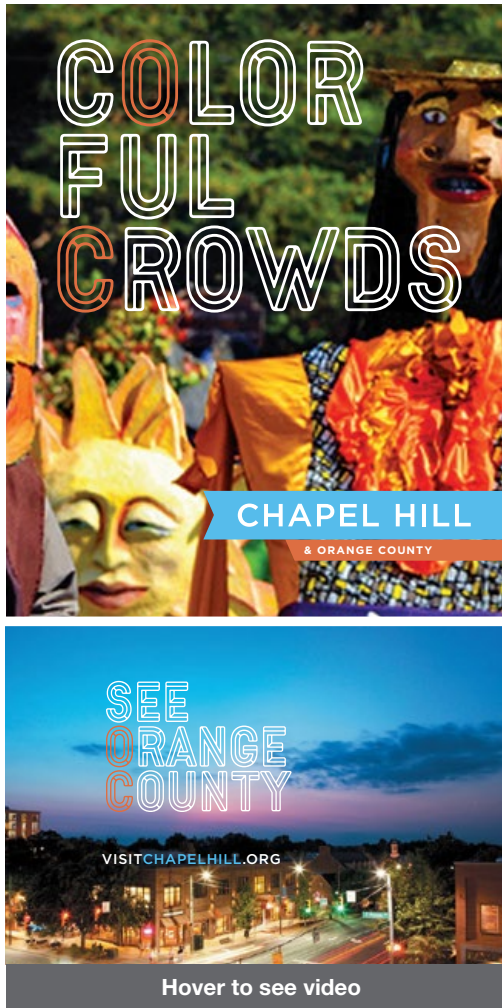
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**W** E HAVE A LOT TO SAY AROUND HERE. FEMALE COMEDIANS LEAD COMEDY NIGHTS, AND LOCAL AUTHORS HOST BOOK READINGS. IF YOU'RE LOOKING FOR A PLACE TO BE HEARD, YOU NEED TO SEE ORANGE COUNTY.

[VISITCHAPELHILL.ORG](http://VISITCHAPELHILL.ORG)

see OC: rich media digital .....



SEE  
ORANGE  
COUNTY

VISITCHAPELHILL.ORG

WATCH OUR VIDEO >

SEE PHOTOS >

COLOR  
FUL  
CROWDS

CHAPEL HILL  
& ORANGE COUNTY

SEE OUR ARTS EVENTS >

WE EMBRACE FREE EXPRESSION IN ALL ITS FORMS. FIND AN ART WALK IN HISTORIC DOWNTOWN HILLSBOROUGH, ROCK CONCERTS IN CARRBORO, AND DYNAMIC THEATER IN CHAPEL HILL. IF YOU'RE LOOKING FOR ART THAT MOVES YOU, YOU NEED TO SEE ORANGE COUNTY.

 **Visit Chapel Hill & Orange County, NC** [Like Page](#)  
Sponsored · 

Orange County is known across the nation for its restaurants.  
The drool-worthy reasons that people keep coming back to town.



**Looking for home cooking?**  
You need to see Mama Dip's.

[www.visitchapelhill.org](http://www.visitchapelhill.org) [Learn More](#)

124 Reactions 5 Comments 19 Shares

 Like  Comment  Share

see OC: OOH



see OC: experiential .....

# Change **lOC**ation

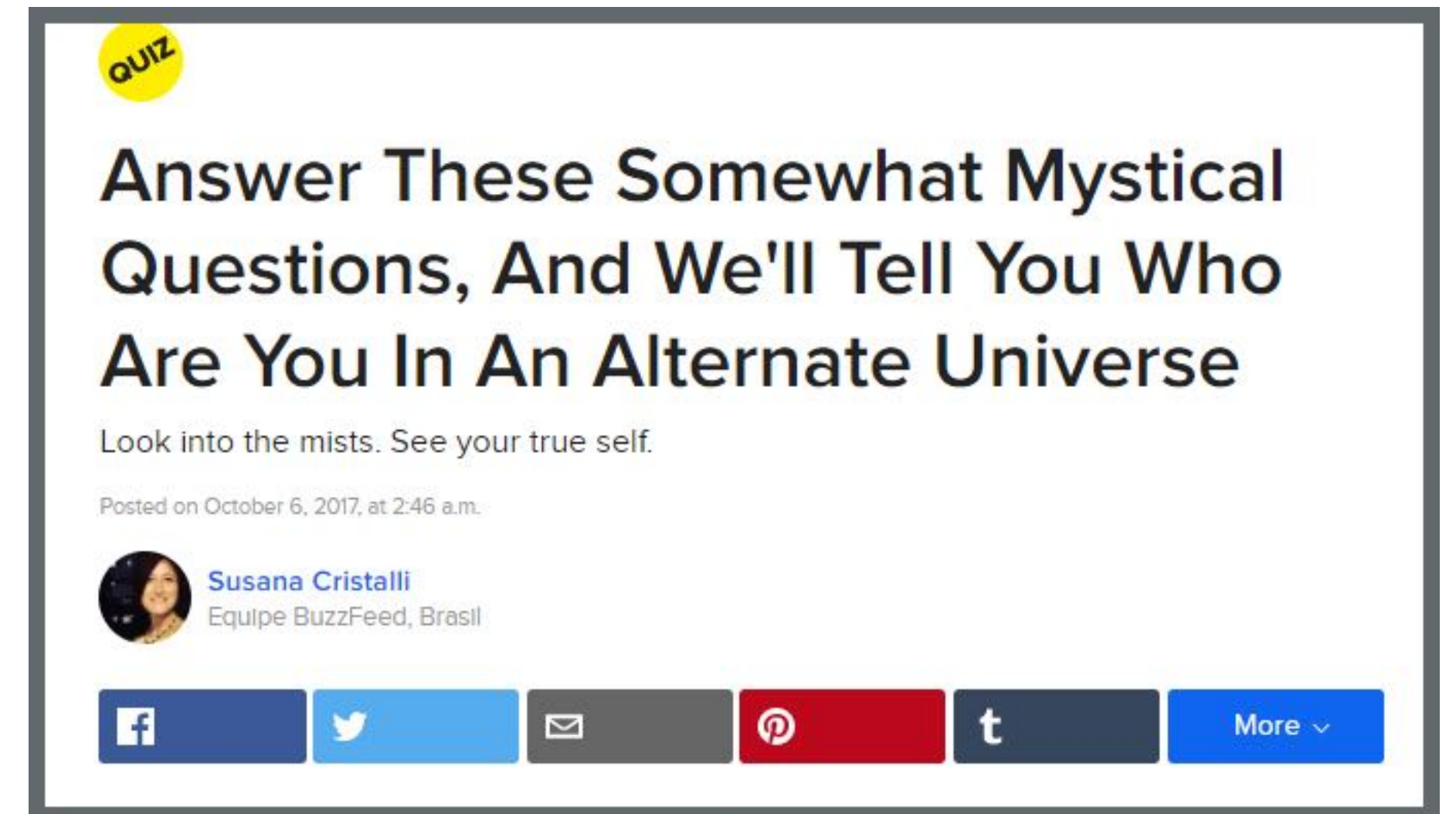
- The three destinations are a short ride away from each other. Our branded cars would take people to See OC.
- The drivers and car interiors would reflect the cities. Hotels could arrange rides for their guests to take them to visit attractions in each city. Or we could partner with Uber and Lyft.
- Passengers have a chance to win meal vouchers or activities/items related to that destination.



see **OC**: experiential .....

# Which **OC** city are you?

A BuzzFeed-style quiz that matches your personality to one of the distinct OC towns and provides an itinerary of things to see.





# campaign recap

## Stargazing

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CHapel Hill Hillsborough & Carrboro

VISIT [CHAPELHILL.ORG](http://CHAPELHILL.ORG)

## space to celebrate

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WE INVITE YOU TO FIND YOUR SPACE.

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CHapel Hill & Orange County

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