



2017 Consumer Marketing Preview



Spring/Summer Campaign

- Goal: Raise brand awareness of Denver in order to increase “heads in beds” with new and repeat visits to The Mile High City

- Tactics:

- Print
- Digital
- Social media/PR
- TV

- Features:

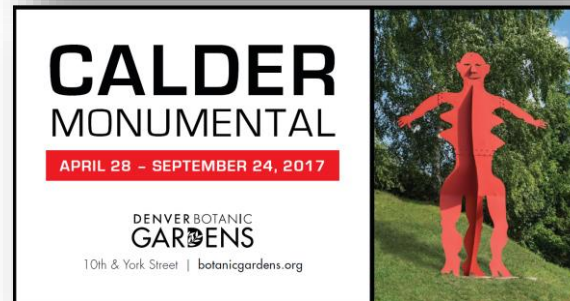
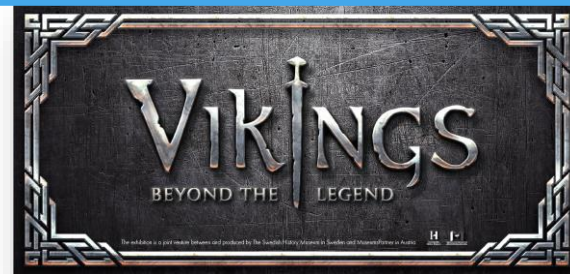
- *Vikings: Beyond the Legend*: Denver Museum of Nature & Science (March 10 – August 13)
- *The Edge*: Denver Zoo (Opens March 17)
- *Calder: Monumental*: Denver Botanic Gardens (April 28 – September 24)
- Hispanic/Latino overlay messaging

- Target Markets: (in addition to regional)

- Chicago, Austin, Houston, Dallas, Minneapolis, Portland

- Timing:

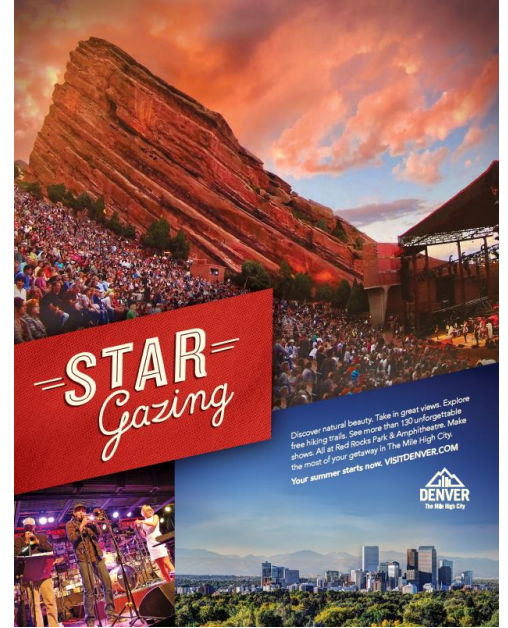
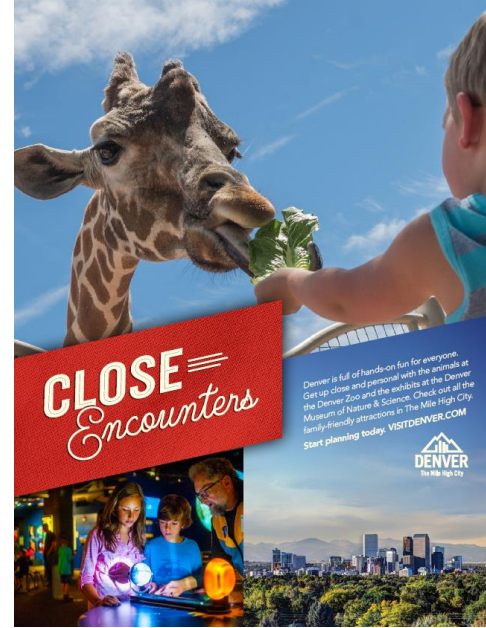
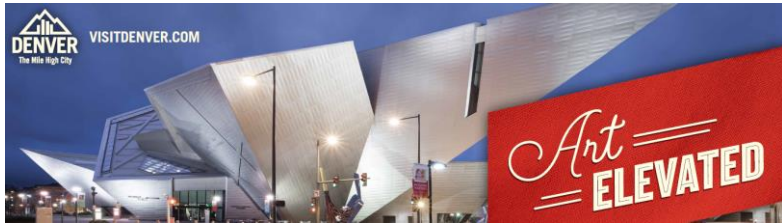
- April – August



Spring/Summer Campaign Sample Creative

Print

Billboards



Digital banners



Partner Campaign – *DINOS! Live*

- Goal: Promote *DINOS! Live* at Denver Zoo (July 1 – October 31) as a catalyst for driving overnight hotel bookings during the late Spring/Summer and early Fall travel seasons

- Tactics:

- Print
- Digital
- Social media/PR
- Radio

- Markets:

- In-State: Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat, Summit County
- Regional: Albuquerque, Dallas, Cheyenne, Kansas City, Santa Fe, Wichita

- Timing:

- May 15 – August 6



Partner Campaign – *Calder: Monumental*

- Goal: Promote *Calder: Monumental* at Denver Botanic Gardens (April 28 – September 24) as a catalyst for driving overnight hotel bookings during the Spring/Summer travel season

- Tactics:

- Print
- Digital
- Social media/PR
- Radio

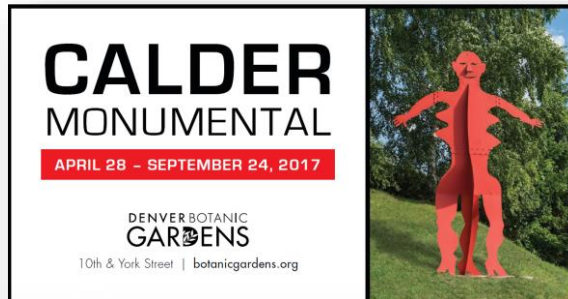
- Markets:

- In-State: Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat, Summit County, Vail
- Regional: Albuquerque, Cheyenne, Kansas City, Salt Lake City, Santa Fe, Phoenix, Wichita

- Timing:

- April 24 – July 2

DENVER BOTANIC
GARDENS



Summer Weekends & Summer Finale Campaign

➤ Goal: Promote spending need period summer holiday weekends in Denver

➤ Tactics:

- Print
- Digital
- Radio
- Social media/PR
- Search engine marketing

➤ Features:

- Memorial Day Weekend
 - Denver Day of Rock
- Fourth of July Weekend
 - Independence Eve
 - Cherry Creek Arts Festival
- Summer Finale
 - Colorado Classic Pro Bike Race & Velorama
 - Labor Day Weekend
 - A Taste of Colorado
 - Denver Food + Wine Festival

➤ Markets:

- In-State: Aspen, Colorado Springs, Fort Collins, Grand Junction, Pueblo, Summit County, Vail
- Out-of-State: Albuquerque, Cheyenne, Santa Fe

➤ Timing:

- April – September

**SUMMER
ADVENTURES
AWAIT**

with great hotel rates



LGBT+ & PrideFest

- Goal: Extend Spring/Summer messaging to LGBT+ audience in target markets as well as nationally

- Tactics:

- Print
- Digital
- Social media/PR

- Features:

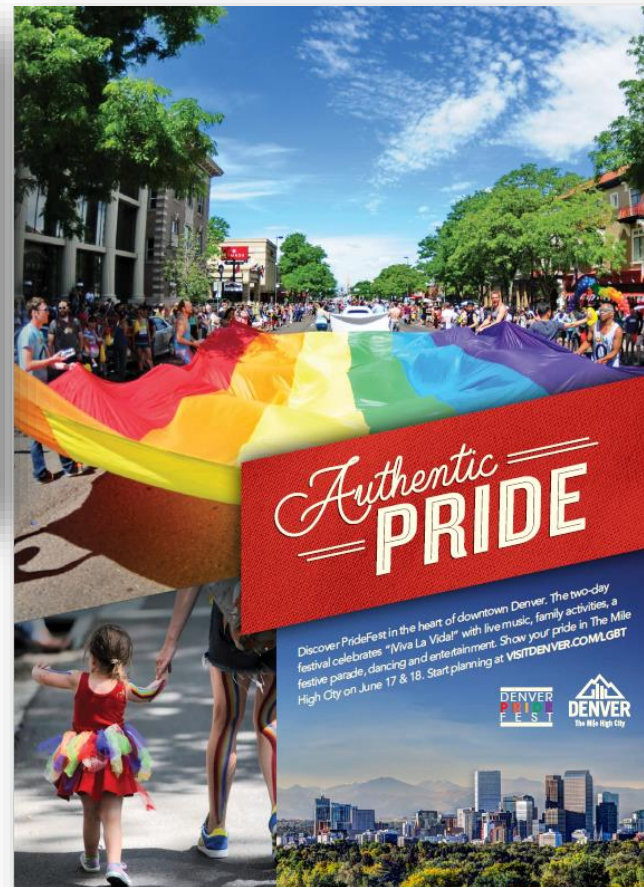
- LGBTQ messaging
- PrideFest (June 17-18)

- Markets:

- Austin, Dallas, Houston, Minneapolis, San Diego

- Timing:

- May





THANK YOU!

