

JACKSON HOLE®



CAMPAIGN STRATEGY



AUDIENCE(S)

FAMILIES

Upscale spenders looking for a adventurous family vacation in a location that escapes the everyday routine

PROFESSIONALS

Redefining what luxury travel means by seeking once in a lifetime experiences which include authenticity and connection to the people and place

BABY BOOMERS

They want authentic experiences but still want to end their day in comfort after challenging themselves on untested terrain

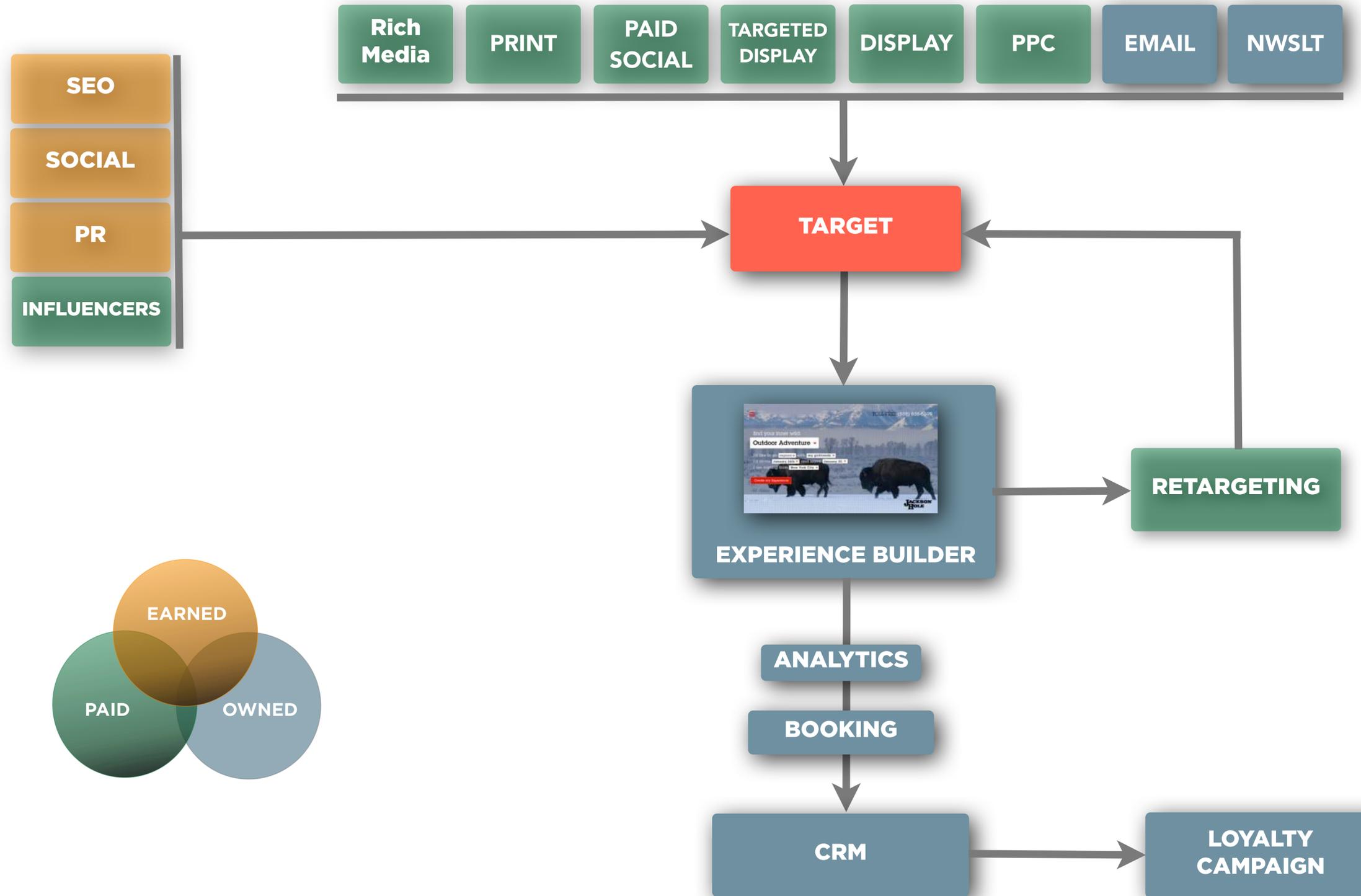
MARKET(S)

DIGITAL	PRINT
<ul style="list-style-type: none">- New York/Newark- Los Angeles- San Francisco- Houston- Dallas- Minneapolis- Washington D.C.- Seattle- Chicago- Atlanta- Salt Lake- Denver- Boston	<p>National Magazine</p> <ul style="list-style-type: none">- Hemispheres- Travel and Leisure- Food and Wine- Mens Journal

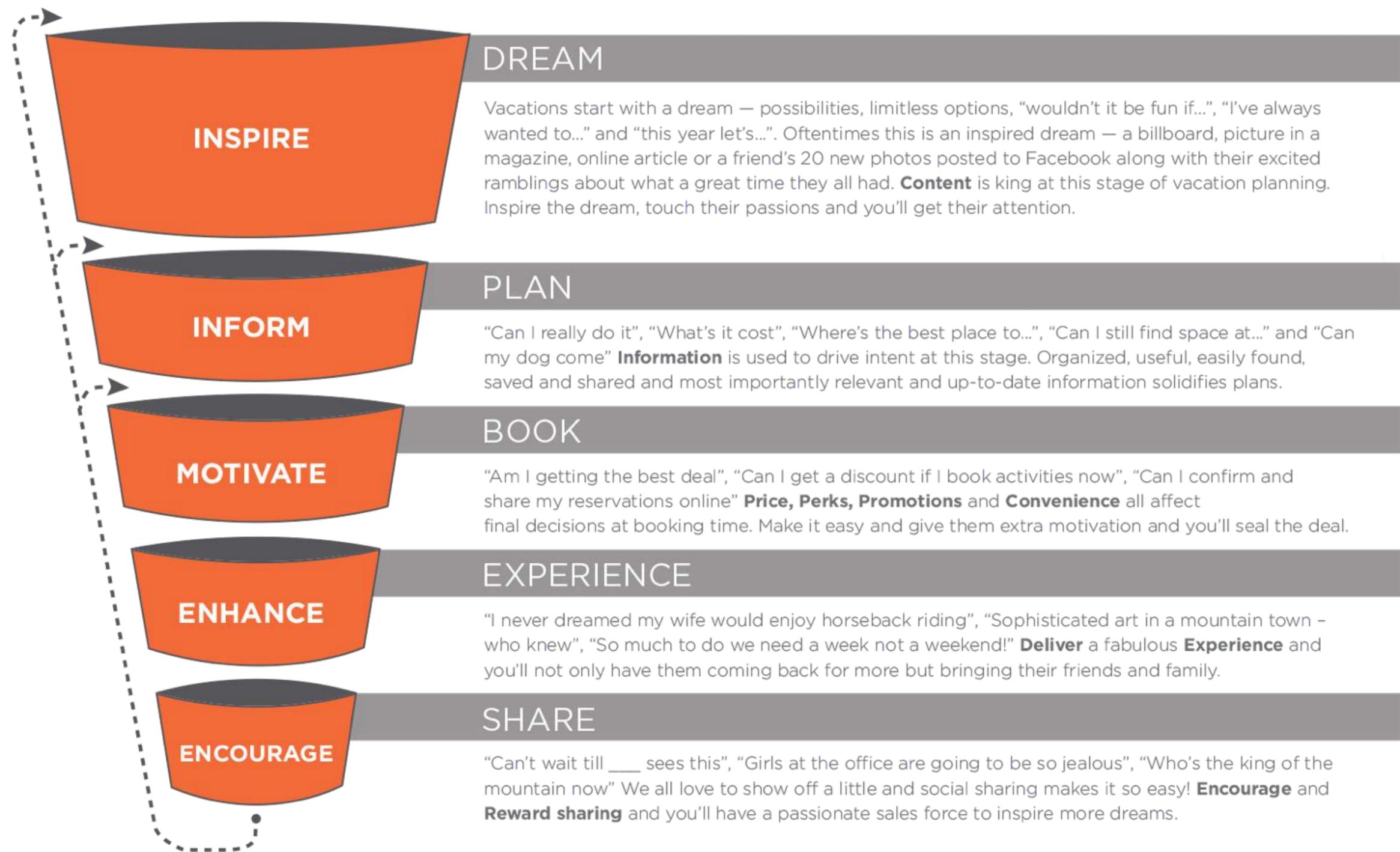
INTEGRATED MARKETING



INTEGRATED CAMPAIGN



TRAVEL PLANNING FUNNEL



CAMPAIGN CREATIVE





Find Your Inner Wild.

**JACKSON
HOLE**



tempest

haukhart



NEW THOUGHT

6,000 hearts

BEATING AS ONE. YOURS.



The thundering sound you'll experience in the National Elk Refuge comes not from the largest elk herd on Earth, but from your own beating heart. Immerse yourself in wild by simply going to visitjacksonhole.com.

Find your inner wild.

**JACKSON
HOLE**

You don't need a superhero gene,
JUST THE RIGHT DESTINATION.

While this place may resemble another planet on a deep powder day, you needn't be from one to shred it with complete omnipotence. All you need is your inner wild, and the non-radioactive means for unleashing it on the slopes. Find them all at visitjacksonhole.com.

Find your inner wild.

**JACKSON
HOLE**

Your inner wild needs

AN ESCAPE PLAN.

You needn't a master scheme for the wilder side of your nature to take flight.
There's a simple plan for your soul to make a clean getaway: visitjacksonhole.com.

Find your inner wild.

**JACKSON
HOLE**

Why dabble in wilderness

WHEN YOU CAN GO ALL THE WAY?

There's a place where wild still holds dominion. Where open spaces are gazed over rather than paved over. Majestic, unflinching, inimitable. Spend a few days exploring its wildest depths, and you may discover a few of your own. visitjacksonhole.com

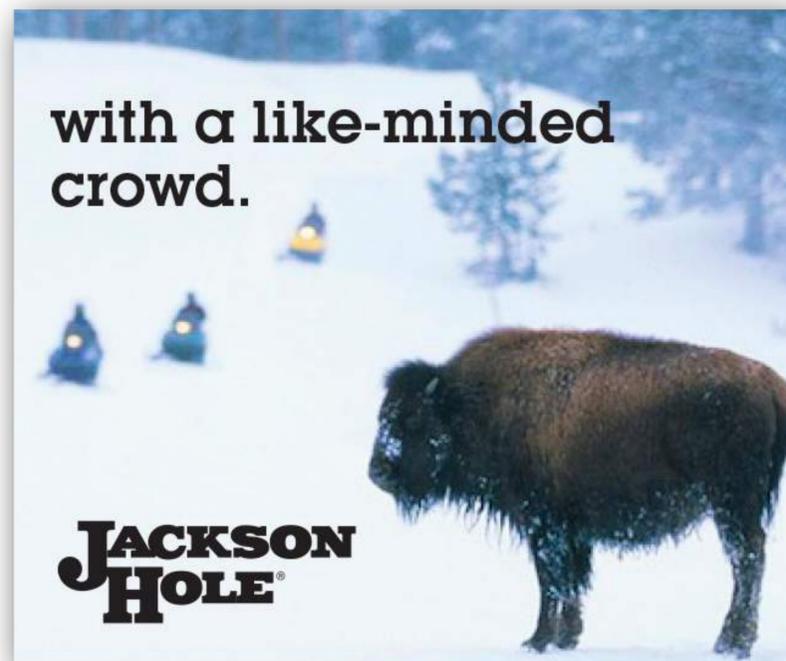
Find your inner wild.

**JACKSON
HOLE®**

BANNER - FAMILIES



BANNER - BOOMERS



AGENCY RECOMMENDATION



tempest

harrnhart



NEW THOUGHT

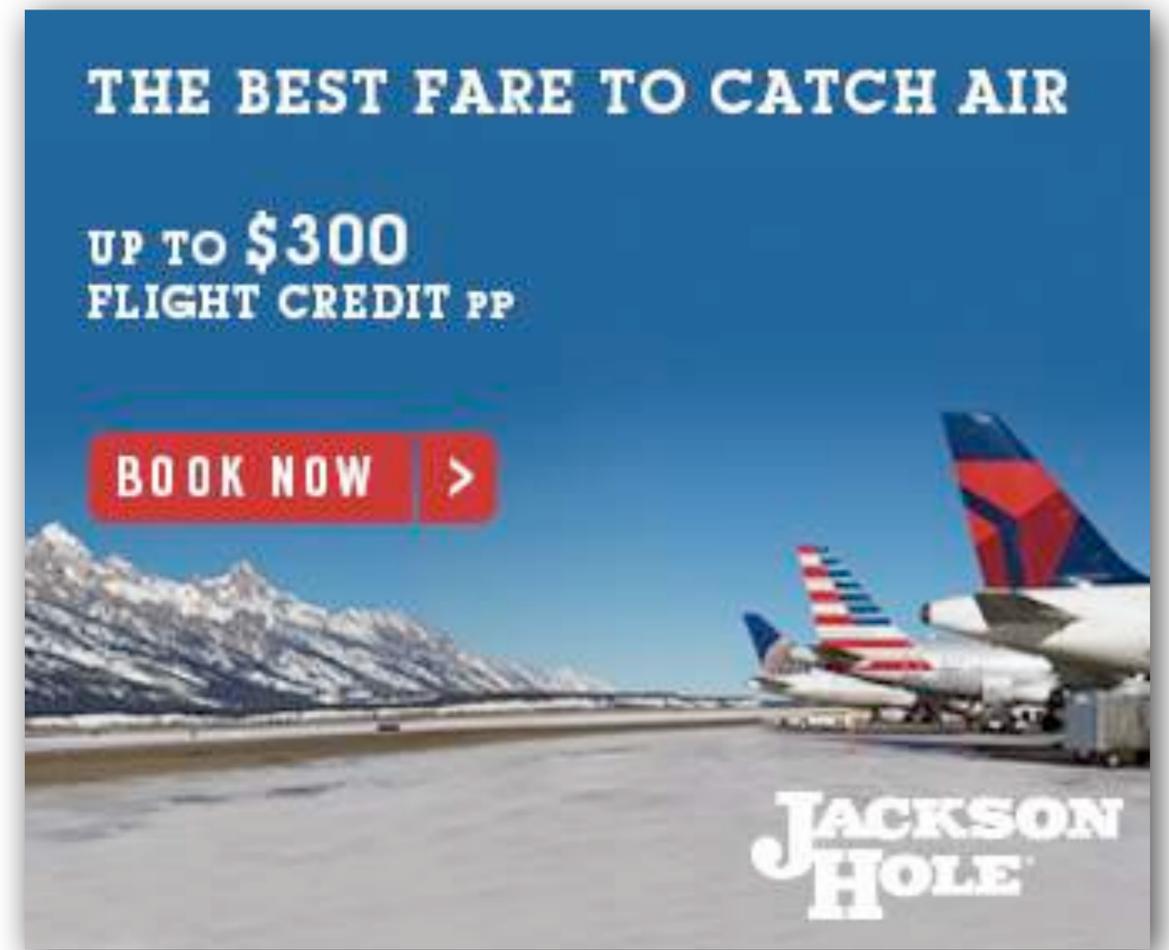
BANNER - PROFESSIONALS



BANNER - "SNOW"



BANNER - RETARGETING



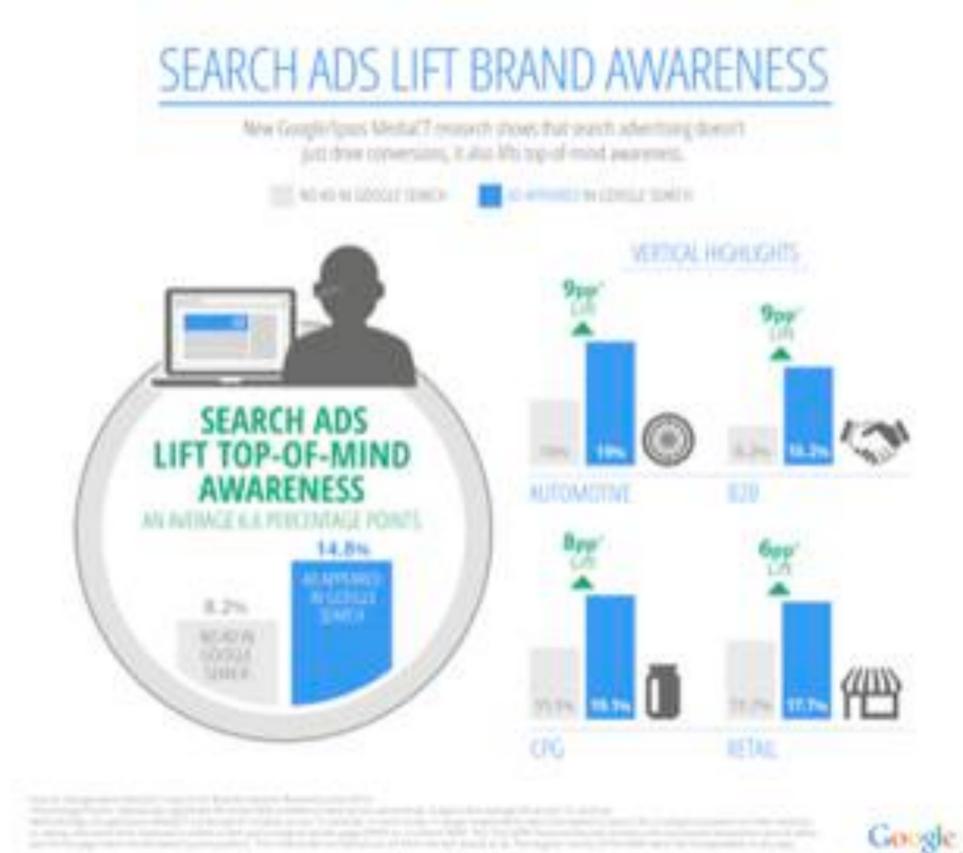
MEDIA STRATEGY

MARKET(S)

DIGITAL	PRINT
<ul style="list-style-type: none">- New York/Newark- Los Angeles- San Francisco- Houston- Dallas- Minneapolis- Washington D.C.- Seattle- Chicago- Atlanta- Salt Lake- Denver- Boston	<p>National Magazine</p> <ul style="list-style-type: none">- Hemispheres- Travel and Leisure- Food and Wine- Mens Journal

PAID SEARCH

PPC - TOP OF THE FUNNEL



PPC - TOP OF THE FUNNEL

Google

 bing

PROGRAMMATIC

MULTI-CHANNEL RETARGETING



PLACEMENTS - OUTDOOR/ADVENTURE



PLACEMENTS - LOCAL / REGIONAL

dallasnews.com

Los Angeles Times
latimes.com

The New York Times
nytimes.com

PLACEMENTS - TRAVEL BOOKING



PLACEMENTS - MOBILE

INMOBI | EXCHANGE

mopub

smaato

ANALYTICS

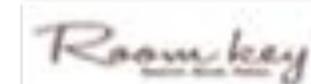


ADARA PARTNERSHIP

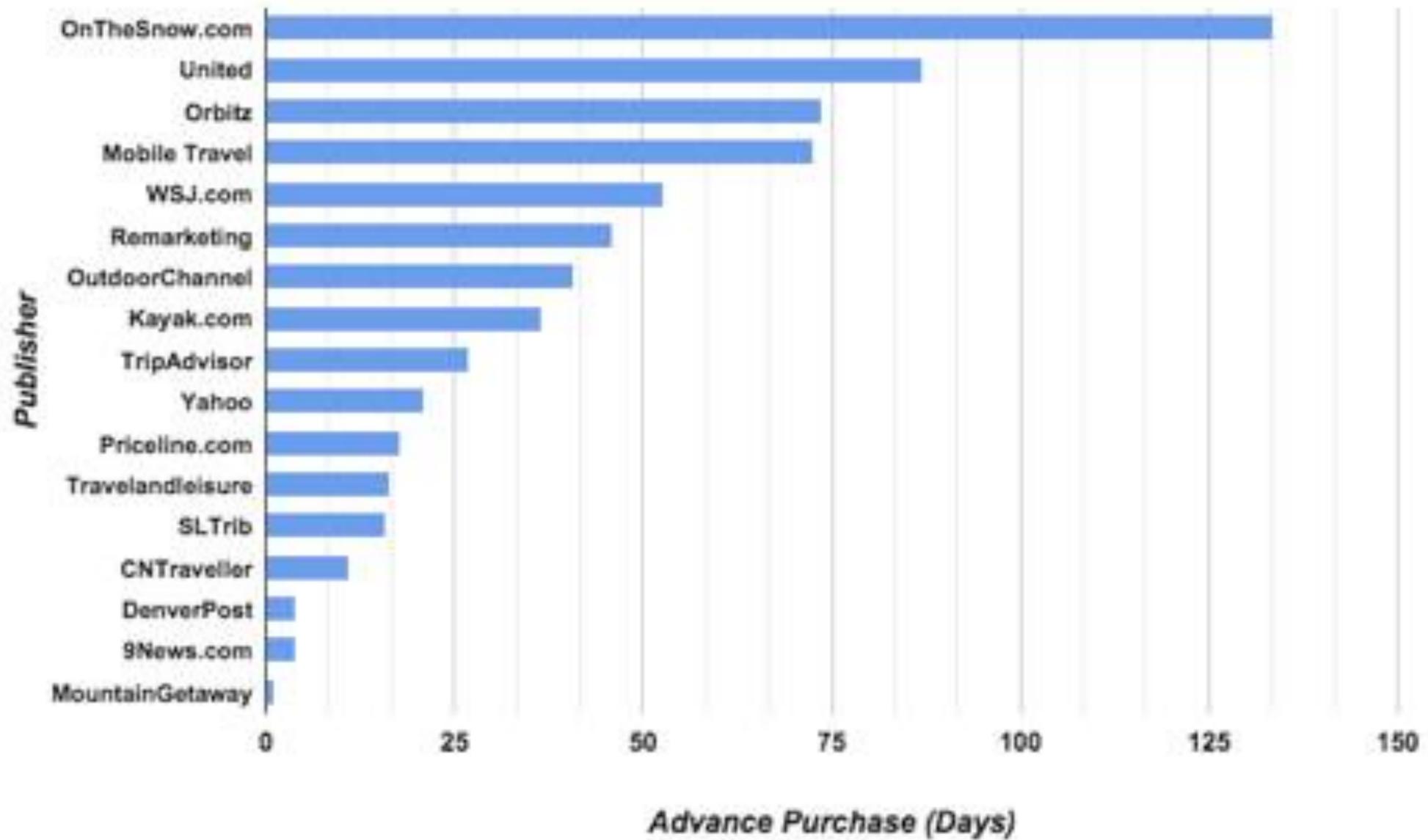


- + 90 first party data relationships with global travel brands
- + 350 Million unique monthly traveler profiles

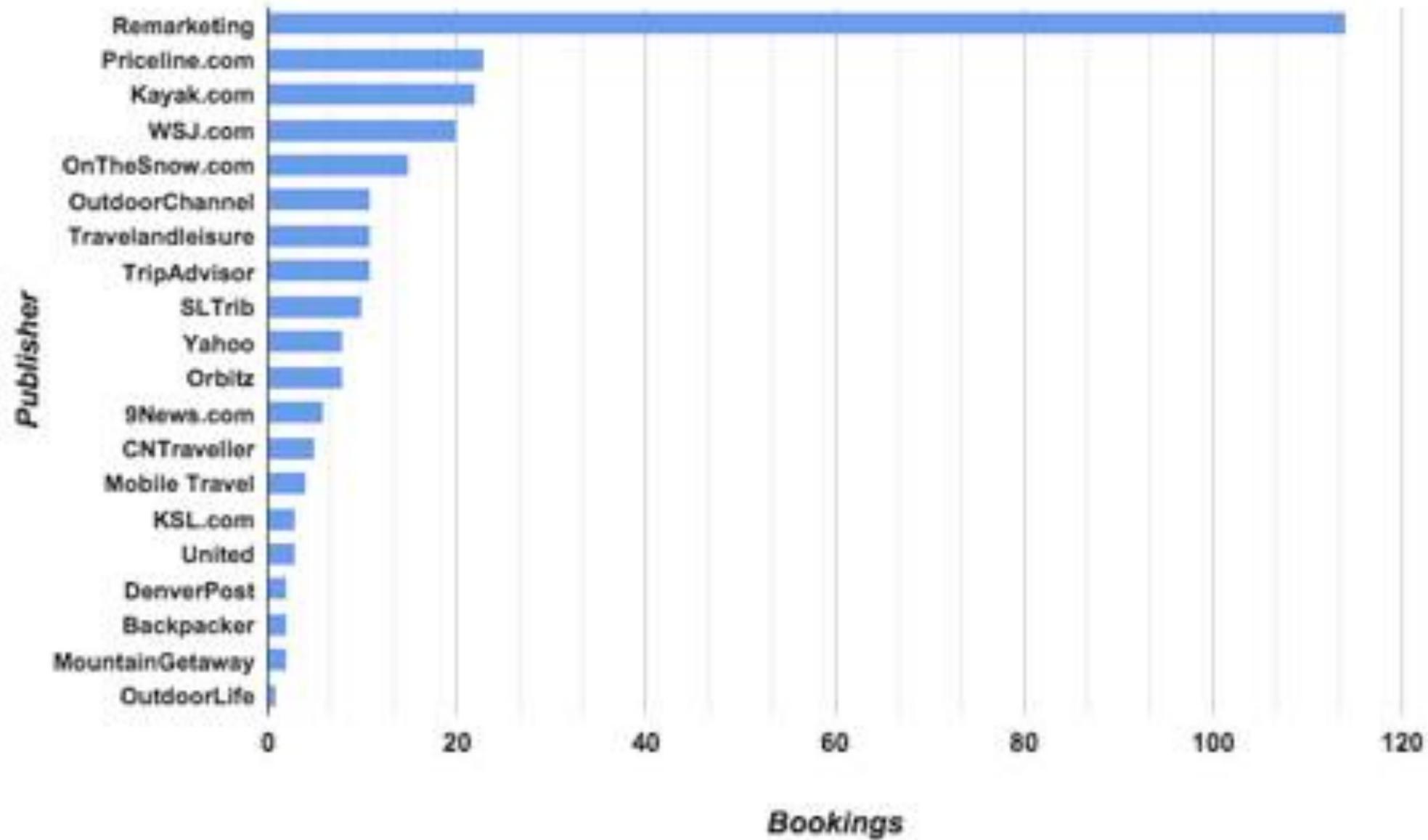
ADARA PARTNERSHIP



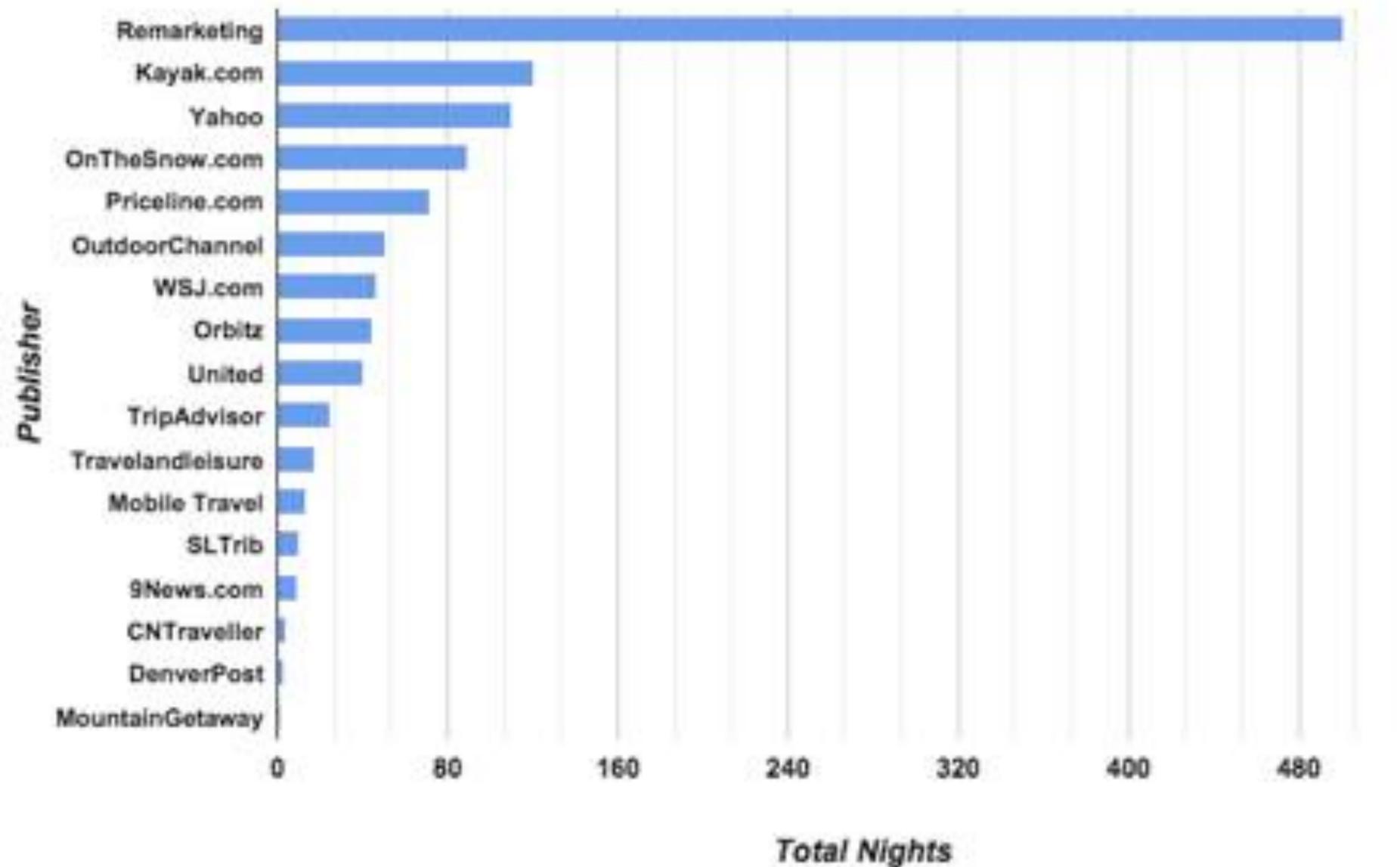
ADARA PARTNERSHIP



ADARA PARTNERSHIP



ADARA PARTNERSHIP



EXPERIENCE BUILDER

Create and share your Jackson Hole experience!

I'm traveling from any city ↓ and looking for luxury ↓
travelling solo ↓ I'd arrive today ↓ and leave
the following thursday. ↓

BUILD IT!

January 2016						
su	mo	tu	we	th	fr	sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Create and share your

I'm traveling from **DEN**
with my family I'd arrive
leave the same day.

BUILD IT!



Activities



Lodging



Air Travel



Experience



■ Dog Sledding Tours

Make adventure a part of your Jackson Hole vacation with an authentic, guided dog sled tour through some of the area's most stunning countryside.

+

MY EXPERIENCE



Sleigh Rides

+

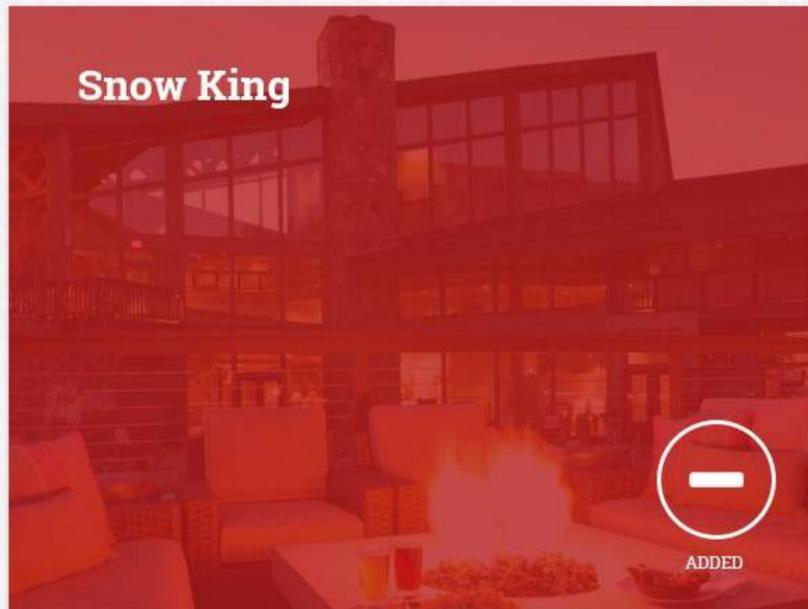
MY EXPERIENCE



Snowshoeing

+

MY EXPERIENCE



Snow King

-

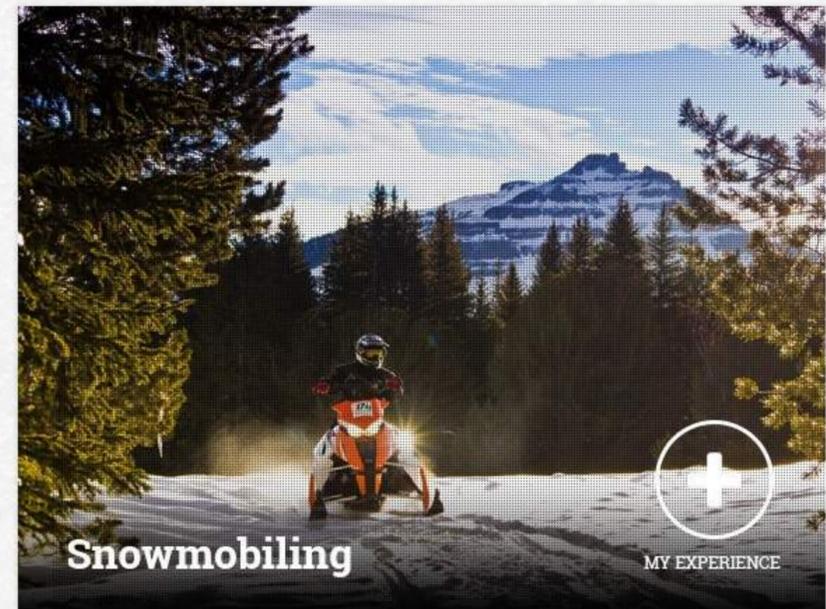
ADDED



Jackson Hole Mountain Resorts

+

MY EXPERIENCE



Snowmobiling

+

MY EXPERIENCE



Activities



Lodging



Air Travel



Experience

Dog Sledding Tours

Every trip with Jackson Hole Iditarod Sled Dog Tours is on a modern sled, led by an experienced musher guide. They will bring your attention to points of interest and always be on the lookout for winter wildlife, such as deer, elk, moose, bighorn sheep and bald eagles.

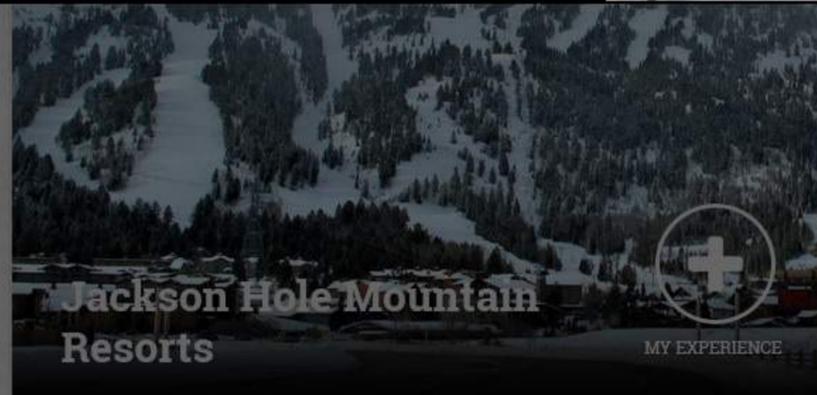
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MY EXPERIENCE



ADDED





Activities



Lodging



Air Travel



Experience



Spring Creek Ranch & Spa
Spring Creek Ranch in Jackson, Wyoming offers luxury and relaxation year round.



MY EXPERIENCE



The Wort Hotel



MY EXPERIENCE



Snow King Resort Hotel



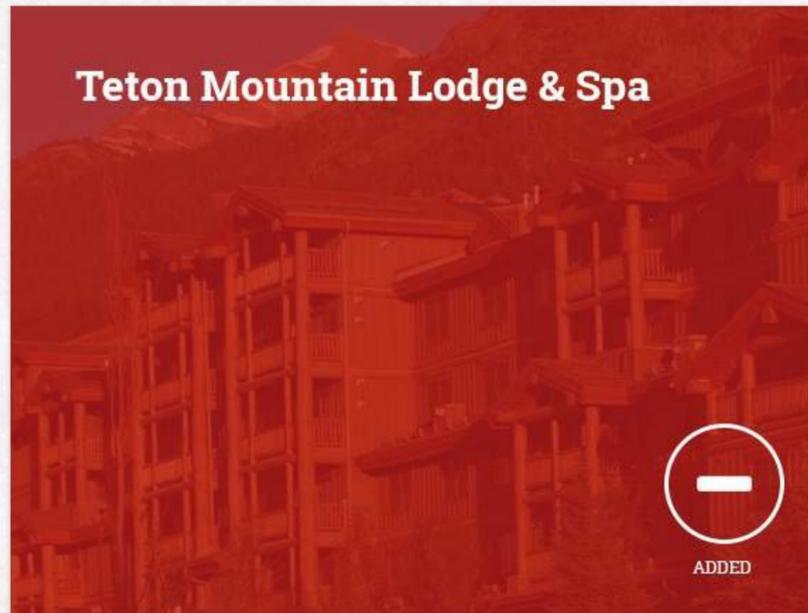
MY EXPERIENCE



Rusty Parrot Lodge & Spa



MY EXPERIENCE



Teton Mountain Lodge & Spa



ADDED



The Lexington at Jackson Hole Hotel & Suites



MY EXPERIENCE



Activities



Lodging



Air Travel



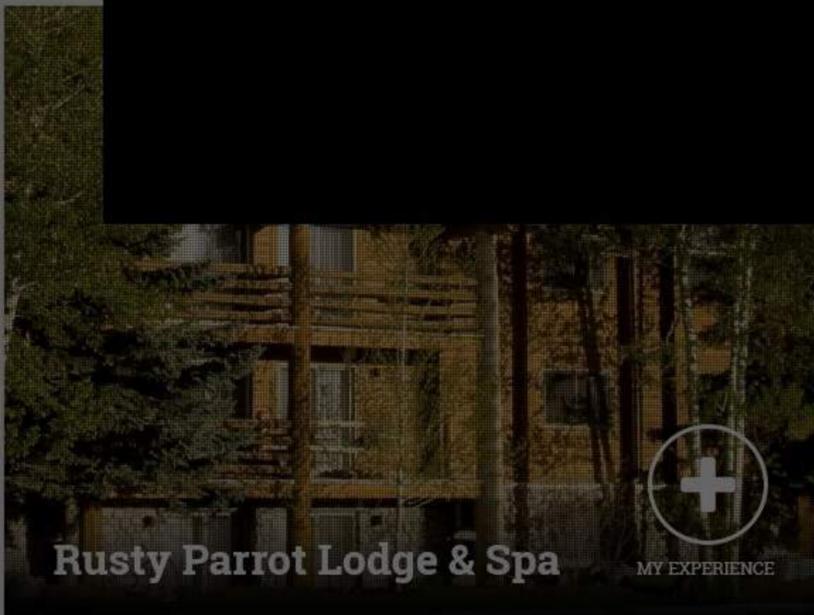
Experience

Spring Creek Ranch & Spa

Spring Creek Ranch is located on a wildlife sanctuary almost 1,000 feet above the town of Jackson and has the most spectacular views of the Teton Mountain Range, including the world famous 13,700-foot Grand Teton.



MY EXPERIENCE



MY EXPERIENCE



ADDED



MY EXPERIENCE



Activities



Lodging



Air Travel



Experience

FILTER BY

Takeoff Time



07:15 to 16:20

Takeoff Time (Jackson Hole)



09:41 to 21:46

Connections

2 (26)

3 (19)

Airline

Delta Air Lines (31)

United Airlines (14)



MY EXPERIENCE



United Airlines

TUS	Thu 24 Sep 7:49 am	JAC	Thu 24 Sep 8:33 pm	11 hrs 44 mins	2 stops
JAC	Wed 30 Sep 1:24 pm	TUS	Wed 30 Sep 8:56 pm	8 hrs 32 mins	2 stops

Details



MY EXPERIENCE



Delta Air Lines

TUS	Thu 24 Sep 7:15 am	JAC	Thu 24 Sep 12:04 pm	3 hrs 49 mins	1 stop
JAC	Wed 30 Sep 1:30 pm	TUS	Wed 30 Sep 9:00 pm	8 hrs 30 mins	2 stops

Details



MY EXPERIENCE



United Airlines

TUS	Thu 24 Sep 10:28 am	JAC	Thu 24 Sep 8:33 pm	9 hrs 5 mins	2 stops
JAC	Wed 30 Sep 1:24 pm	TUS	Wed 30 Sep 7:59 pm	7 hrs 35 mins	1 stop

Details



MY EXPERIENCE



Delta Air Lines

TUS	Thu 24 Sep 10:10 am	JAC	Thu 24 Sep 2:46 pm	3 hrs 36 mins	1 stop
JAC	Wed 30 Sep 1:30 pm	TUS	Wed 30 Sep 9:00 pm	8 hrs 30 mins	2 stops

Details

 Share your experience!

Air Travel

	Delta Air Lines					
TUS	Thu 24 Sep 7:15 am	JAC	Thu 24 Sep 12:04 pm	3 hrs 49 mins	1 stop	
JAC	Wed 30 Sep 1:30 pm	TUS	Wed 30 Sep 9:00 pm	8 hrs 30 mins	2 stops	
Details						

Lodging



Spring Creek Ranch & Spa

Spring Creek Ranch in Jackson, Wyoming offers luxury and relaxation year round.

Activities



Dog Sledding Tours

Make adventure a part of your Jackson Hole vacation with an authentic, guided dog sled tour through some of the area's most stunning countryside.



Sleigh Rides



Snowshoeing



Winter Tours & Snowcoach

[+](#)
MY EXPERIENCE

Skiing and Snowboarding

[-](#)
ADDED



Snowmobiling

[+](#)
MY EXPERIENCE

Events

Jackson Hole Shrine Club
Cutter Races

FEB
13

Moose Chase, Downhill,
PPP

FEB
13

CAMPAIGN CONTENT



WINTER VIDEO

- + Expands awareness of the activities available in Jackson Hole in winter
- + Programmatic video media buy
- + Expandable rich media
- + Website to pay off the campaign story
- + Increase JHTTB social channel followers
- + Will increase social reach if/when social partners (JHMR & WOT) share
- + An additional asset that could be translated for international use



JACKSON

HOLE,

WINTER VIDEO(S)



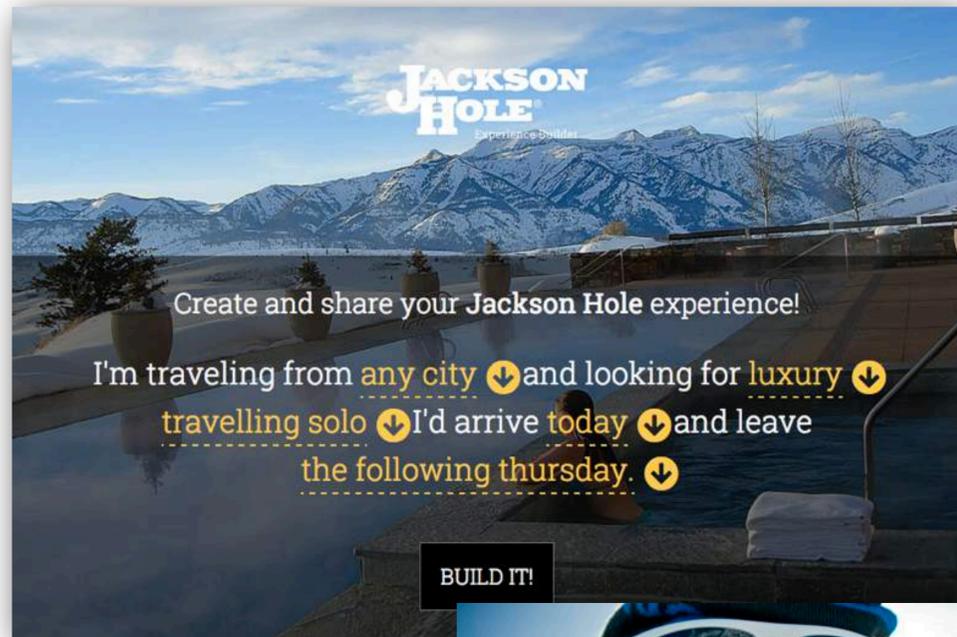
With Jimmy Chin and Travis Rice both presently involved in higher profile projects (Chin with Meru & Travis with Art of Flight follow-up), producing brand video series in which they relate, in their own words, how Jackson has influenced both the fabric of their lives and the trajectory of their careers would generate heavy exposure to the wildness of Jackson Hole.

“FIND YOUR INNER WILD” SHOOT

- + Shoot 5-7 images that represent the FIYW campaign
- + Leverage his earned media campaign during the course of the shoot
- + Lay the foundation for a longer partnership with Jimmy



#FINDYOURINNERWILD



Using the web-based Jackson Hole Experience Builder, visitors can plan, describe submit and share the details of their proposed ultimate Jackson winter adventure via #FindYourInnerWild.

Jimmy would then accompany A winners as both a participant and documenter from the trip that Jackson Hole and Jimmy will push out through social media channels.

#FINDYOURINNERWILD

- + Create promotional contest to drive traffic to the Experience
- + User builds their experience on visitjacksonhole.com
- + Registers their experience with their email and name
- + Users are encouraged to share the builder, each share is an additional entry
- + One winner receives trip for 2 to Jackson Hole
- + Part of their experience is a day with Jimmy Chin photographing their trip



SOCIAL MEDIA

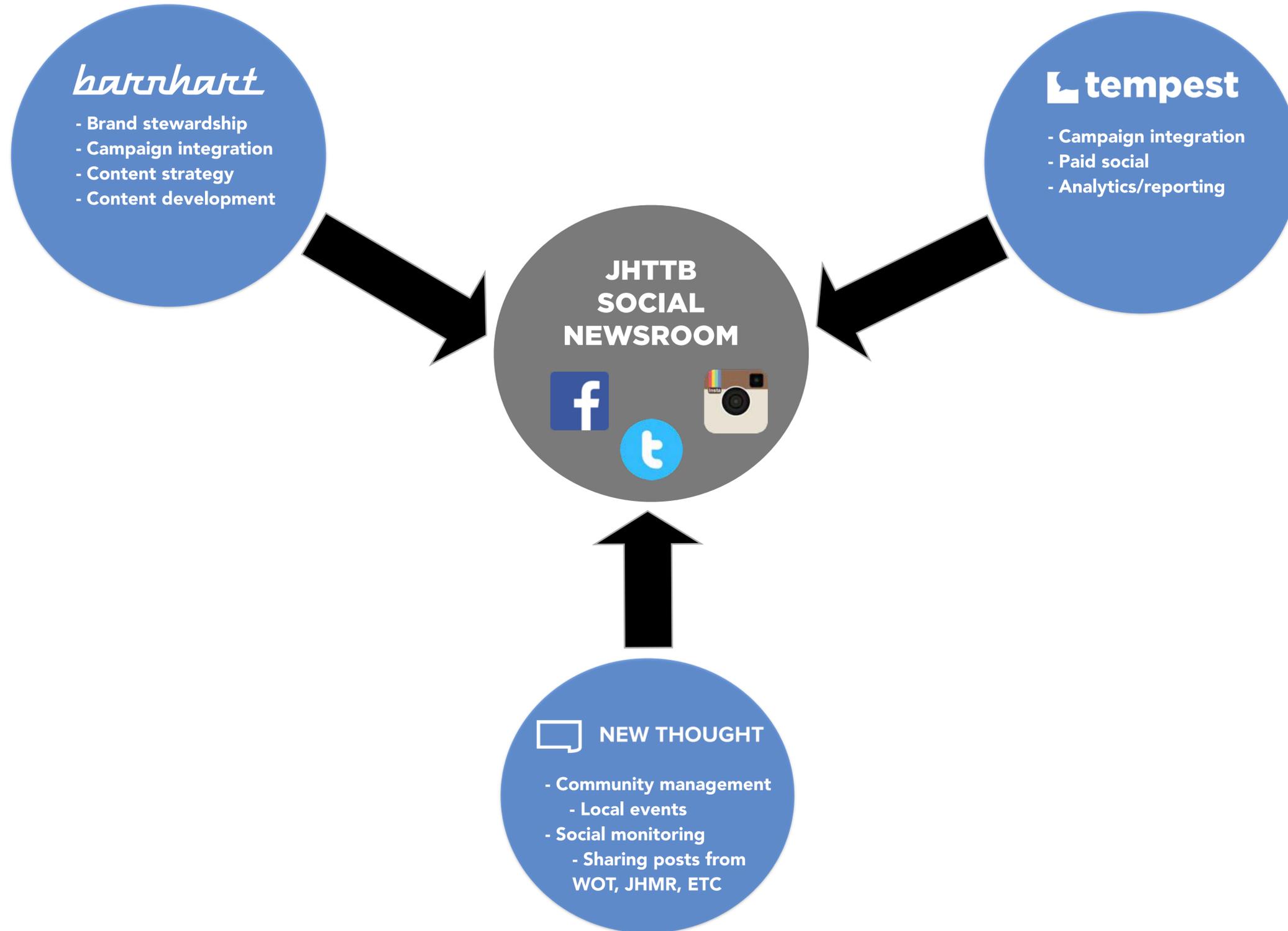


JHTTB SOCIAL MEDIA

- + Establish visitor focused JHTTB social channels
- + Initially focus on Facebook, twitter, and Instagram
- + Agency partners will manage the accounts
- + Will allow for the fulfillment of the paid social portion of the media buy
- + All social channels will become a repository of content focusing on activities beyond skiing/snowboarding
- + Leverage influencers to grow the JHTTB follower base
- + Implement hashtag strategy: #visitjacksonhole, #findyourinnerwild



JHTTB SOCIAL - ROLES & RESPONSIBILITIES



SOCIAL CHANNELS



Our goals in developing the following social media strategy for the JHTTB revolves around creating a high rate of active user engagement on each of its social networks — by building an inter-connected community of complimentary parts which tell our western story. In approaching the creation of content for each of the 3 targeted Visit Jackson Hole networks (Facebook, Instagram, Twitter) we have developed an individual narrative which leverages the networks' strengths while maintaining a narrative uniformity across all three.

SOCIAL CHANNELS



- + High Level Video & Multimedia Production
- + Daily Photo Contributions to Social Networks in Real Time
- + Comprehensive Content Strategy for Each Network
- + Full-Time Social Network Management and Community Building

#VisitJacksonHole

#FindYourInnerWild

FACEBOOK STRATEGY



lifestyles

Extreme Stories

Last of the Old West & New of the Old West

Place and Special Event Images

Extreme Lifestyle Videos

INSTAGRAM STRATEGY



how to live jackson hole

Jackson Hole 'Definitions'

Living Jackson Hole Video Insights

Place Images

15 Second Videos – This Is Life In Jackson Hole

TWITTER STRATEGY



right now in jackson hole

Weather and Conditions Report

Live Coverage of Jackson Hole Events

Live Stream of Jackson Hole Activities

Periscope – Live Stream Experiences

COMMUNITY CONTENT

WE WANT TO TALK TO YOU

- + Send Your Calendar
- + Send Winter Lifestyle Images, Videos
- + What does JH mean to You?
- + Full-Time Social Network Management and Community Building

EMAIL YOUR STORIES TO:

social@visitjacksonhole.com

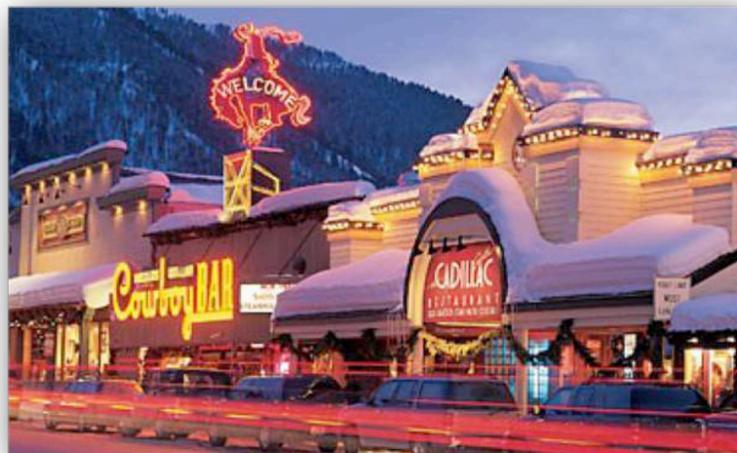
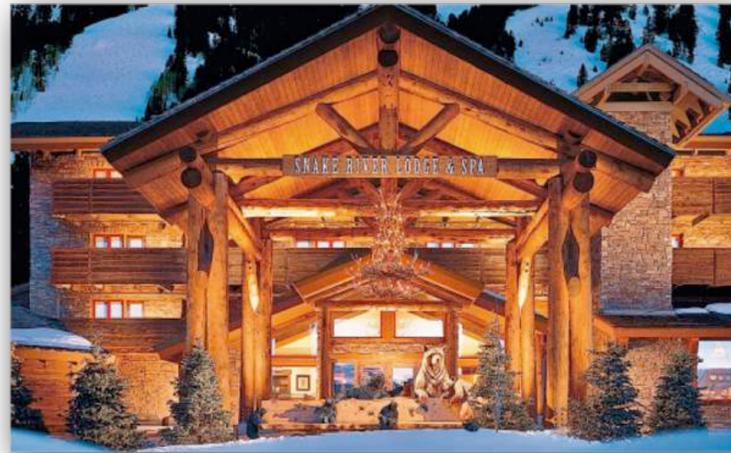
SHARE YOUR STORIES @:

#VisitJacksonHole
#FindYourInnerWild

CONTENT - IMAGES(S)



CONTENT - IMAGES(S)



CONTENT - IMAGES(S)



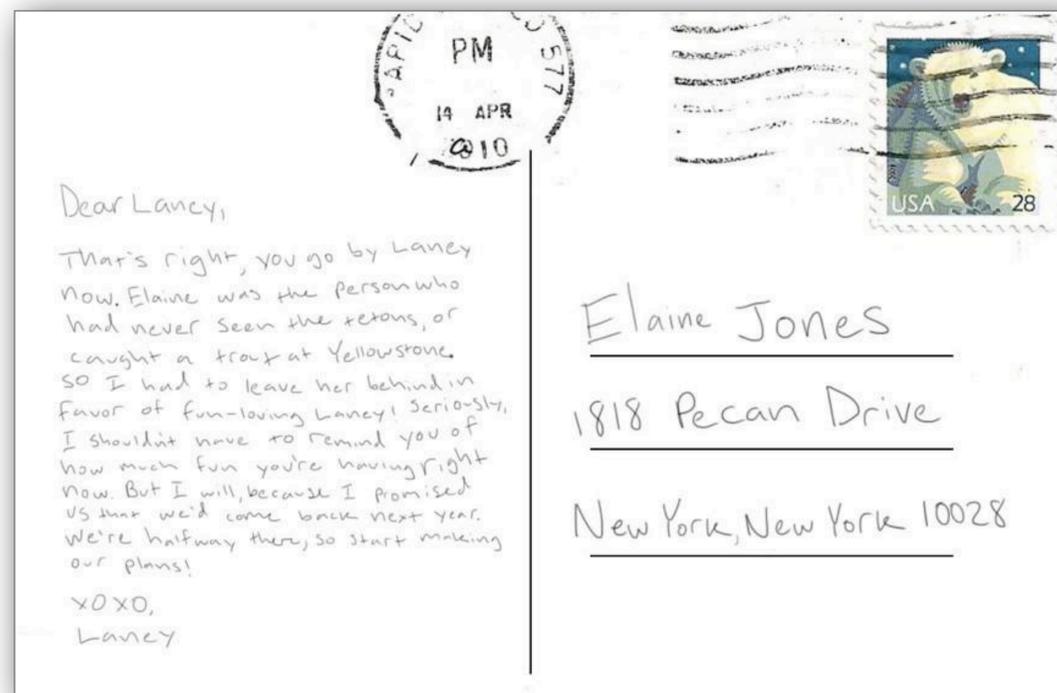
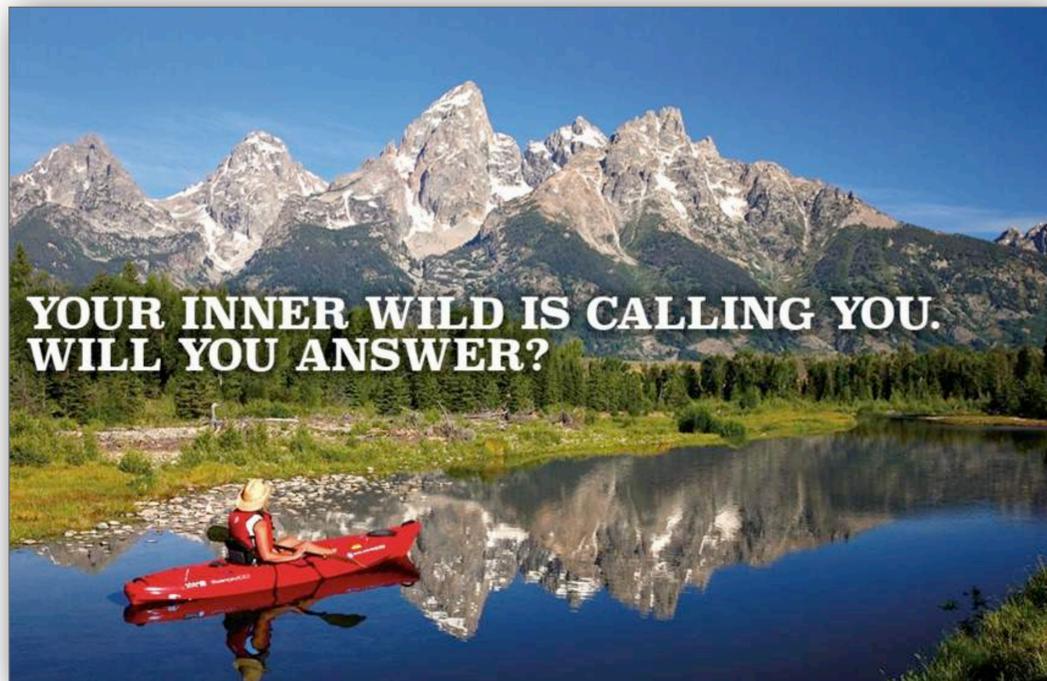
WINTER CAMPAIGN HIGHLIGHTS

- + Approximate Campaign Dates 10.16.15 - 4.15.16
- + Combination of social channels, partners, Influencers & PR
- + Primarily earned media campaign with exception of paid social
- + Unique content built month-by-month integrated into the winter campaign
- + Will launch JHTTB social (Facebook, twitter, Instagram)
- + Earned media extension of “Find Your Inner Wild”
- + Increased visitation to Visitjacksonhole.com
- + Raise awareness of direct flight to Jackson through local events

WINTER CAMPAIGN COMMUNITY



POSTCARD TO YOURSELF



There's an unmistakable giddiness that comes with releasing your inner wild, a glow that heightens every aspect of a Jackson Hole stay, from gazing at the Tetons to brushing your teeth. While it's not something you bottle and sell, it is something you can bottle and send. Through these special postcards, visitors can write a letter to themselves about their vacation experience. Drop the letter in one of our special post-office boxes, and it'll be sent for free. The only catch: they won't receive it for six months. When they do, however, they'll be instantly reminded of that euphoric glow that Jackson Hole evokes. Through their very own words, they'll have the motivation to return, and capture that essence again.

INFLUENCER WORKSHOPS



Barnhart and the JHTTB will engage the partner community with workshops, not only on marketing topics, but also evolving trends and or techniques developing within the industry. The seminars can range from topics such as: influencer marketing, content strategies to photography, art or website production. The ultimate goal of these seminars is to keep the community up to date on the rapidly changing market.

The evolution of the current program will involve using industry experts to execute the workshops and also leverage their knowledge and their social presence while they attend and execute the workshop. It is recommended the workshops are interactive and held in engaging locations.

Q/A?

GET IN TOUCH

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