



Creative Brief

Client: Moab Area Travel Council
Date: 8/25/222
Job #:20408
Campaign: Fall 2022 Drive Campaign Creative

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OBJECTIVE:	Why are we here? What are we trying to accomplish? To provide awareness and a reminder to potential travelers within drive distance that Moab is a great place to visit.
TARGET AUDIENCE (PERSONA):	Who am I? What's in it for me? Like previous media efforts and those of the State's Forever Mighty and Red Emerald Initiatives, we don't want just any traveler, but those that have responsible recreation top of mind (e.g. low impact recreationists), and possessing a curiosity to learn more about Moab as a place to respect and learn more about.
INSIGHT:	Something that you didn't know before. Something that may change the way you think about the challenge? The best thing for Moab is to just come and visit. While it could sound overly simple/obvious, it serves as a reminder to Utahans or those nearby that Moab should remain on the vacation to-do list, whether that's for a day trip or extended visit through the fall months.
THE ONE THING:	What is the unique selling point? The single thought you want your target audience to remember in 10-or less words? To portray Moab's landscapes as national treasures, not a playground.
EVIDENCE/RESEARCH:	What information do we have to support "the one thing"? Visiting after Labor Day presents just as many opportunities to appreciate and enjoy Moab in the summer: from culinary and shopping in town, to red rock and rafting adventures, Native American culture, arts and events, and of course—proximity to National and State Parks.

CURRENT PERCEPTION:	What do I believe about the category, brand, product, or service before seeing this communication? Utahans may consider Moab is a summer-only destination or providing a diminished experience due to overcrowding or recent flooding.
DESIRED PERCEPTION:	How do we want to change or re-inforce the current perception? What should I think, feel, believe, or do after seeing the creative? Remind nearby travelers that Moab is accessible, beautiful, and ready for business.
DESIRED TONE/FEEL:	What is the desired tone and feeling we want to convey? Use only 3-adjectives or less. Welcoming and friendly
MANDATORIES:	What must be included? Such as a Brand Style Guide, Logos, Colors, and Trademarks, anything that is stylistically required? Utilize existing brand standards, avoid use of jeeps/UTVs in imagery. Rely on other outdoor activity imagery, e.g. rafting, hiking, biking
HOW IS THE CONTENT BEING DISTRIBUTED such as Owned, Earned and Paid Media:	Where, when, and how is the campaign/message being promoted? Campaign to be aligned to media plan reviewed on 8/22, inclusive of paid traditional and digital media.
TOTAL DELIVERABLES	How many concepts do we need to present? How are we presenting? Given time constraints we will need to focus on a handful of directions, being mindful that chosen concept should inform next campaign to promote Moab to fly-in markets. In collaboration with the Moab team, another key part of the campaign will be a designated landing page on discovermoab.com to drive traffic to.