

# BRAND OVERVIEW

**A BRAND IS A CUSTOMER'S**

**GUT FEELING**

**ABOUT A PRODUCT, SERVICE OR COMPANY**

**A BRAND IS A**

**REPUTATION**

**WHAT IS**

**OUR BRAND?**

# BRAND PROMISE

---

**WISCONSIN,  
WHERE THE UNEXPECTED  
IS READY TO BE DISCOVERED.**

# TARGET MOTIVATION

---

MEMORY MAKERS LOOKING TO  
CREATE **SHARED MOMENTS OF JOY**  
BUT FEARING THE FORGETTABLE.



# BRAND NATURE

---

**Friendly**  
**Refreshing**  
**Down-to-Earth**  
**Spirited**





**MARKETING**





## **PRIMARY: ADULTS 35-44 (WITH KIDS)**

---

- They are more likely to travel as a parent and kids group (62%)
- Wisconsin under-indexes the most (vs. US avg.) with this group for 3-6+ night trips
- Travels in larger parties than other groups
- Highest U.S. average for 3- to 6-night trip spending at \$1020.57

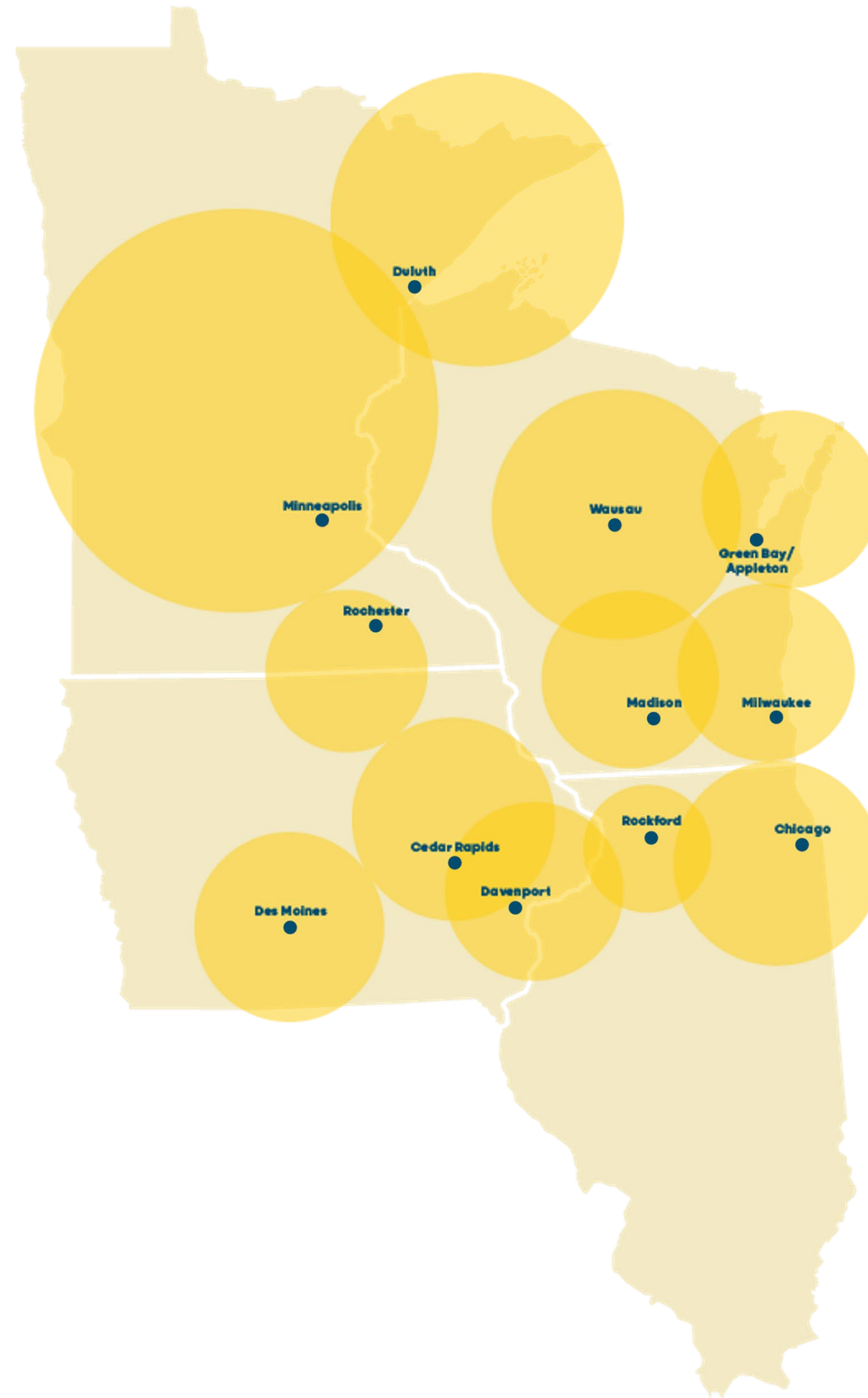


## **SECONDARY: ADULTS 25-34**

---

- **As likely to travel with or without kids (49%)**
- **Wisconsin under-indexes with this group for 3- to 4-night trips**
- **Travels in larger parties than other groups**
- **Third highest U.S. average for 3-to 6-night trip spending of \$856.92**

# 2022 MARKETS





# PLANNING PARAMETERS

---

- Increase awareness of Wisconsin activities
- Drive traffic to [TravelWisconsin.com](https://TravelWisconsin.com)
- Increase arrivals to Wisconsin





# EXECUTION

---

## SEASONAL CAMPAIGNS

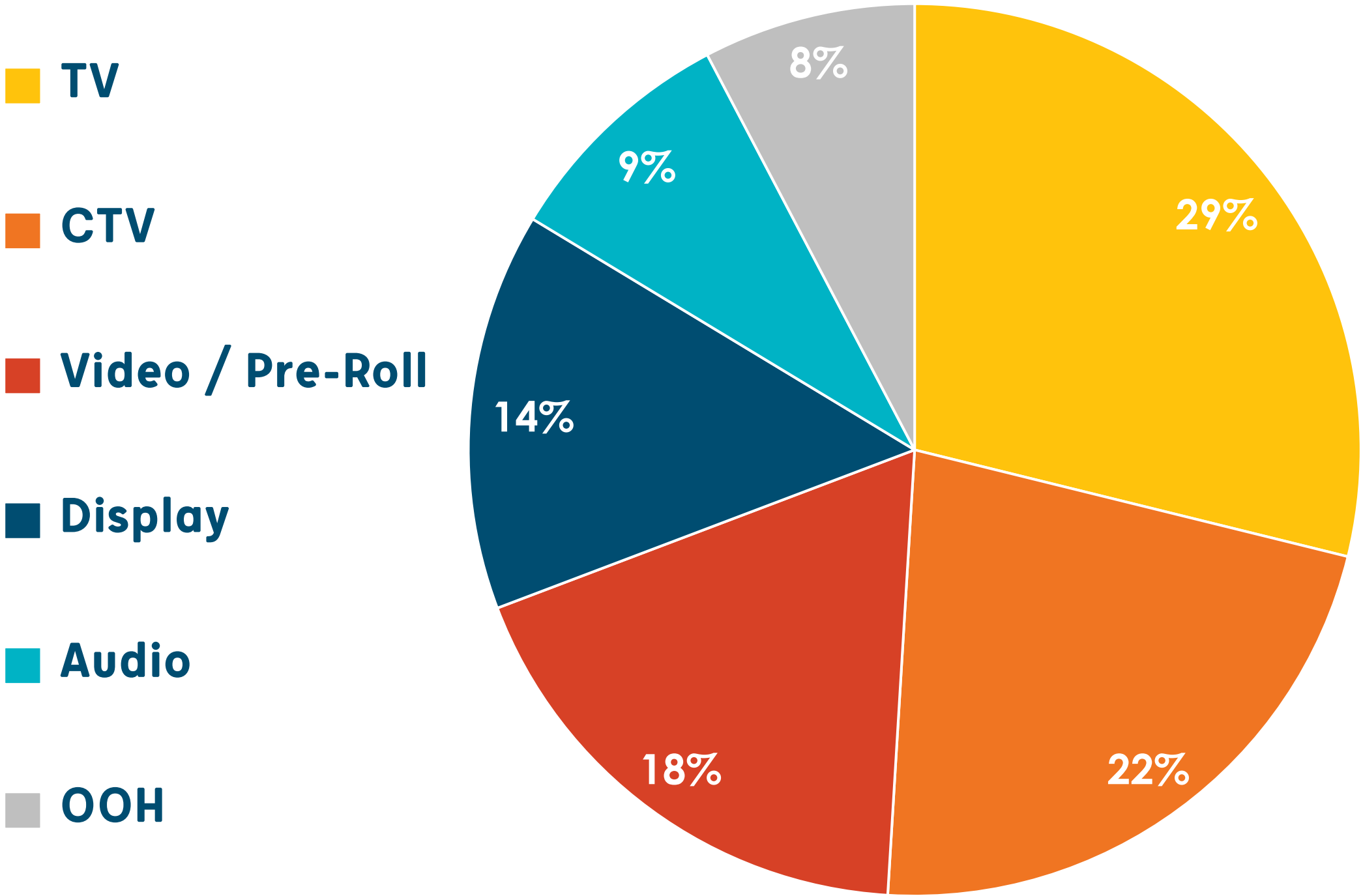
- TV
- CTV
- Pre-Roll
- Display
- Audio
- OOH

## FOUNDATIONAL

- Paid Search
- Native
- Social
- Retargeting Banners

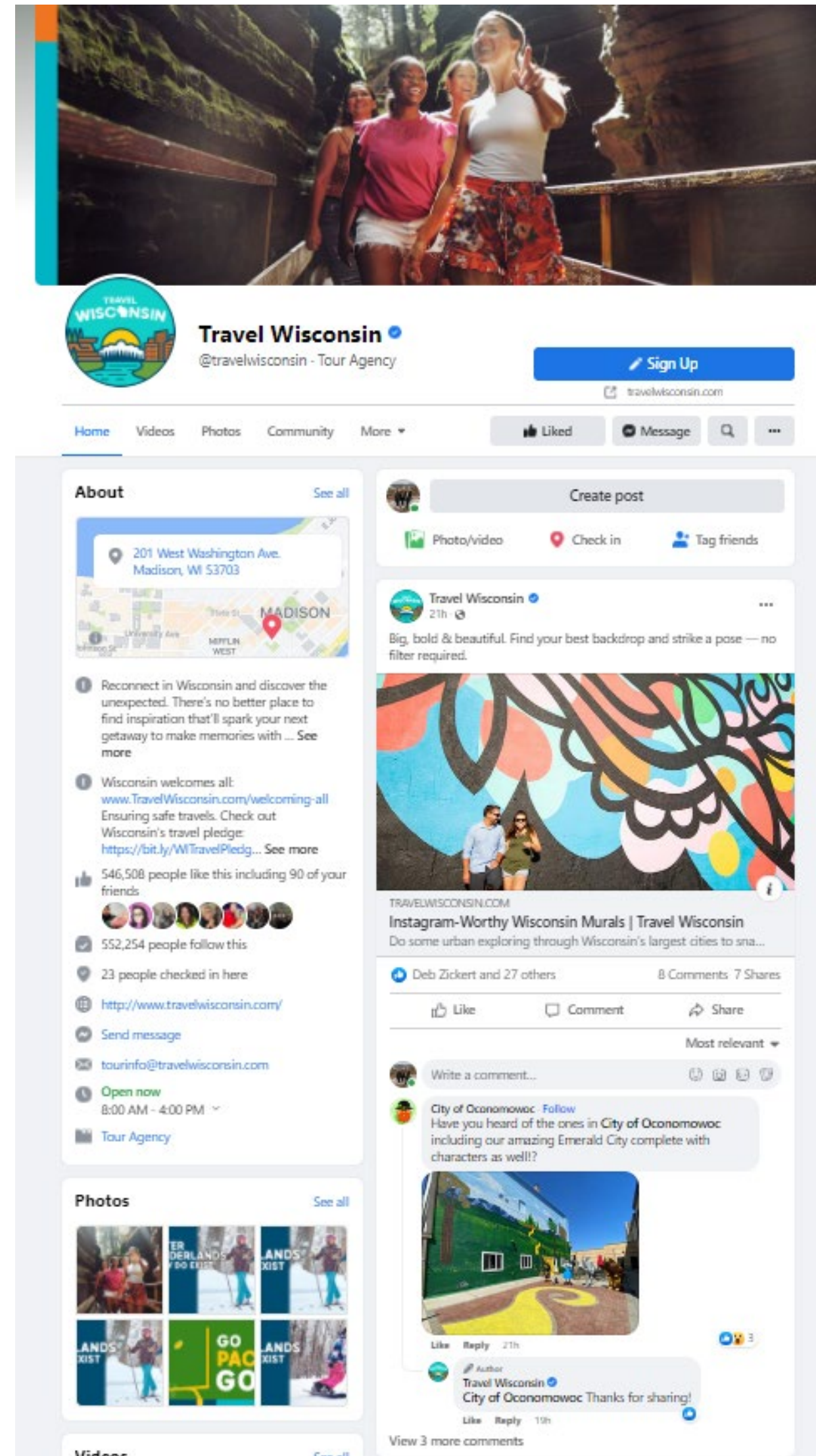
# SEASONAL CAMPAIGNS

- Summer, Fall and Winter





# FOUNDATIONAL



**Travel Wisconsin**  
@travelwisconsin · Tour Agency

201 West Washington Ave.  
Madison, WI 53703

Reconnect in Wisconsin and discover the unexpected. There's no better place to find inspiration that'll spark your next getaway to make memories with ... See more

Wisconsin welcomes all!  
www.TravelWisconsin.com/welcoming-all  
Ensuring safe travels. Check out Wisconsin's travel pledge:  
<https://bit.ly/WITravelPledge>... See more

546,508 people like this including 90 of your friends

552,254 people follow this

23 people checked in here

<http://www.travelwisconsin.com/>

Send message

tourinfo@travelwisconsin.com

Open now  
8:00 AM - 4:00 PM

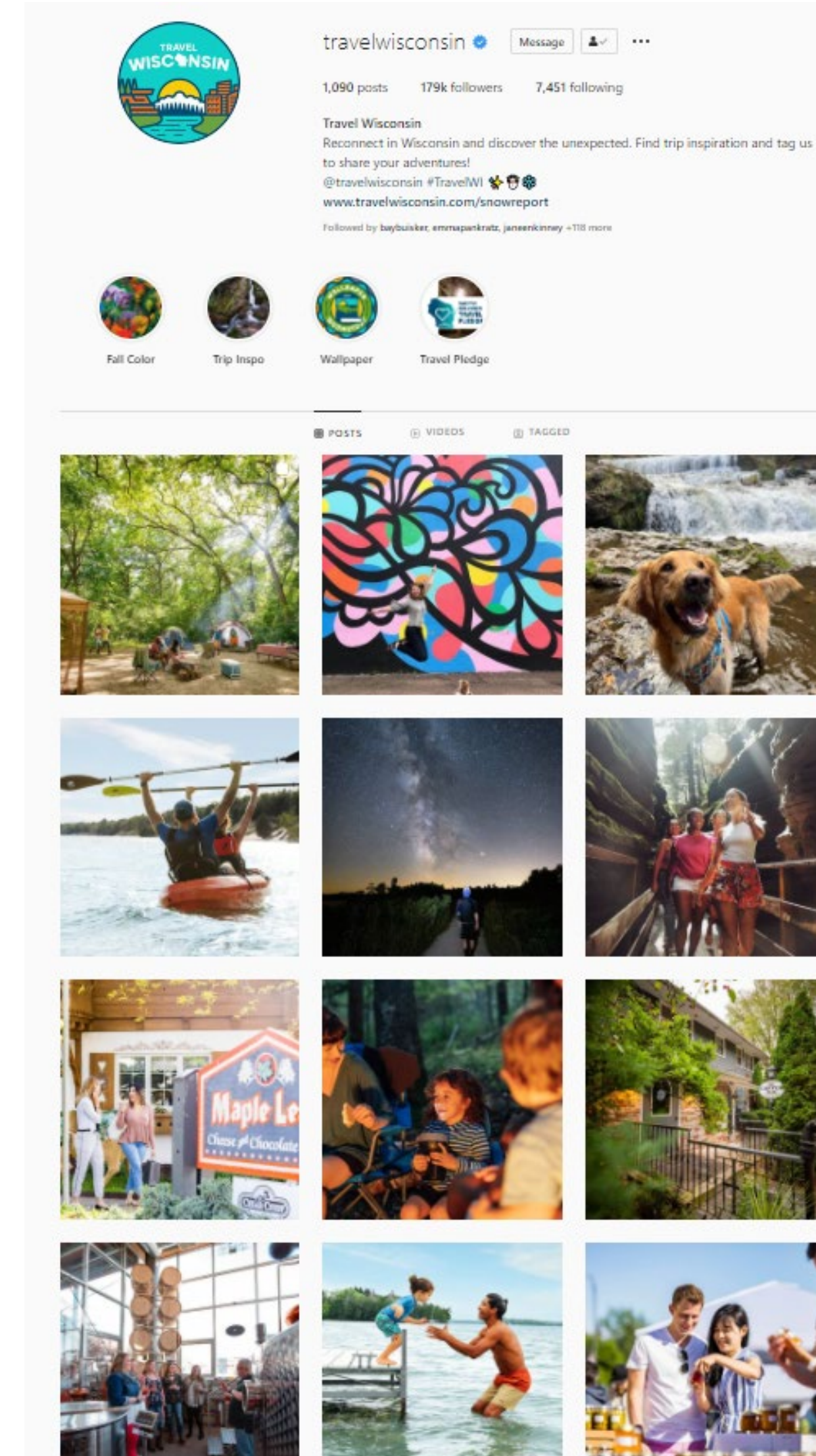
Tour Agency

**Instagram-Worthy Wisconsin Murals | Travel Wisconsin**  
Do some urban exploring through Wisconsin's largest cities to sna...

Deb Zickert and 27 others · 8 Comments 7 Shares

City of Oconomowoc · Follow  
Have you heard of the ones in City of Oconomowoc including our amazing Emerald City complete with characters as well!?

Travel Wisconsin · Author  
City of Oconomowoc Thanks for sharing!



travelwisconsin

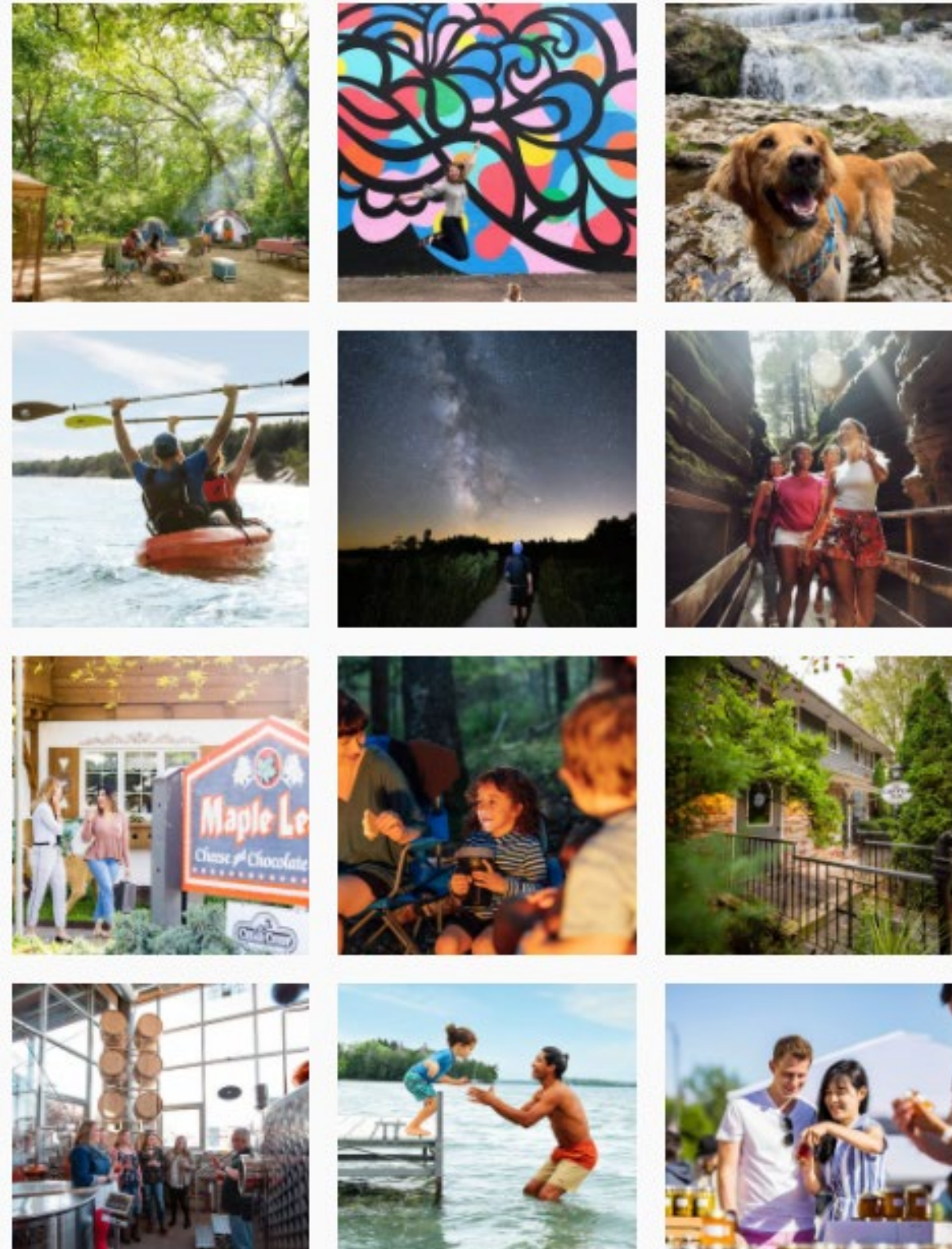
1,090 posts · 179k followers · 7,451 following

Travel Wisconsin  
Reconnect in Wisconsin and discover the unexpected. Find trip inspiration and tag us to share your adventures!  
@travelwisconsin #TravelWI  
[www.travelwisconsin.com/snowreport](http://www.travelwisconsin.com/snowreport)

Followed by baybuisker, emmaspankratz, jansenkinney +118 more

Fall Color · Trip Inspo · Wallpaper · Travel Pledge

POSTS · VIDEOS · TAGGED





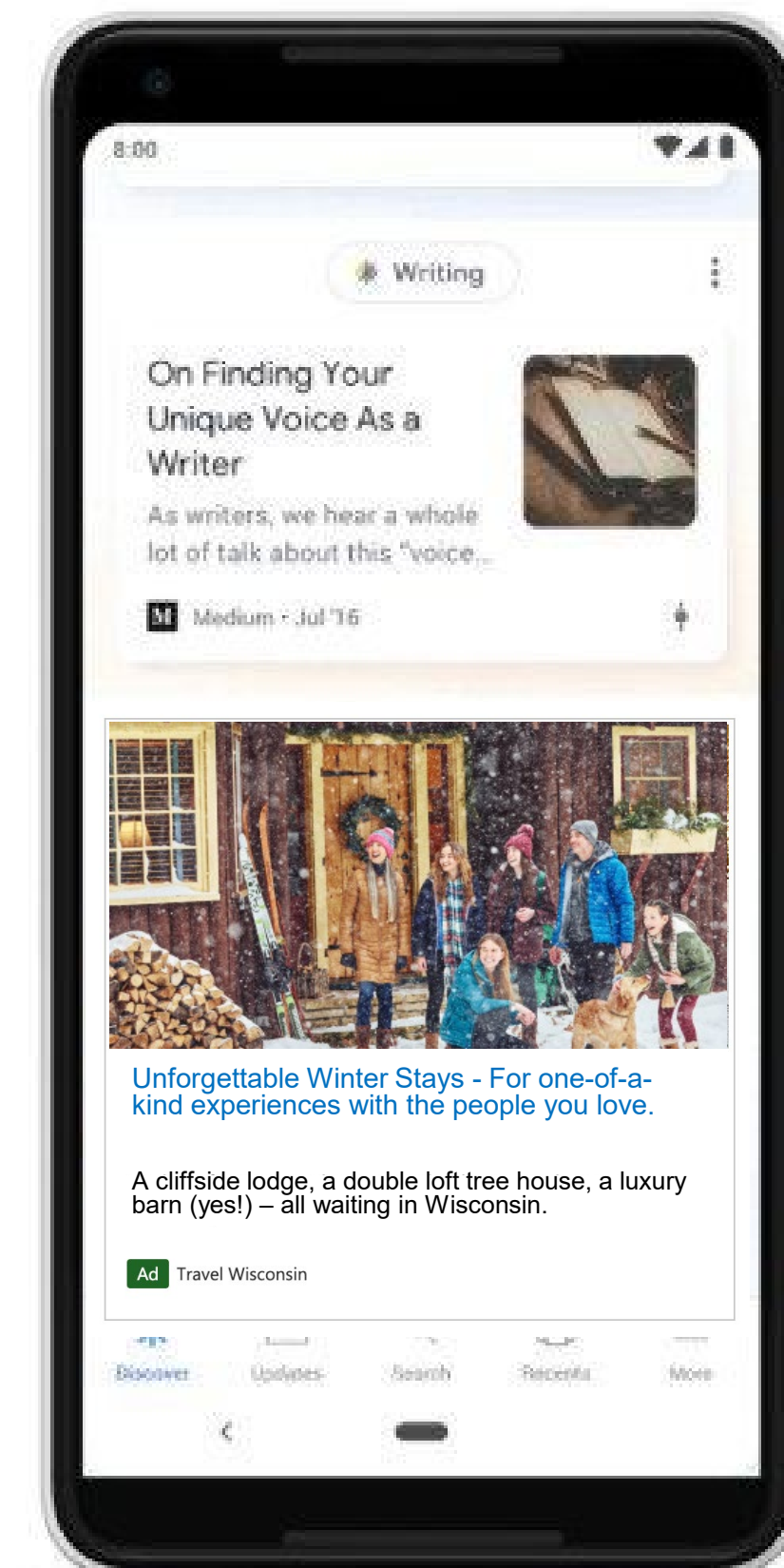
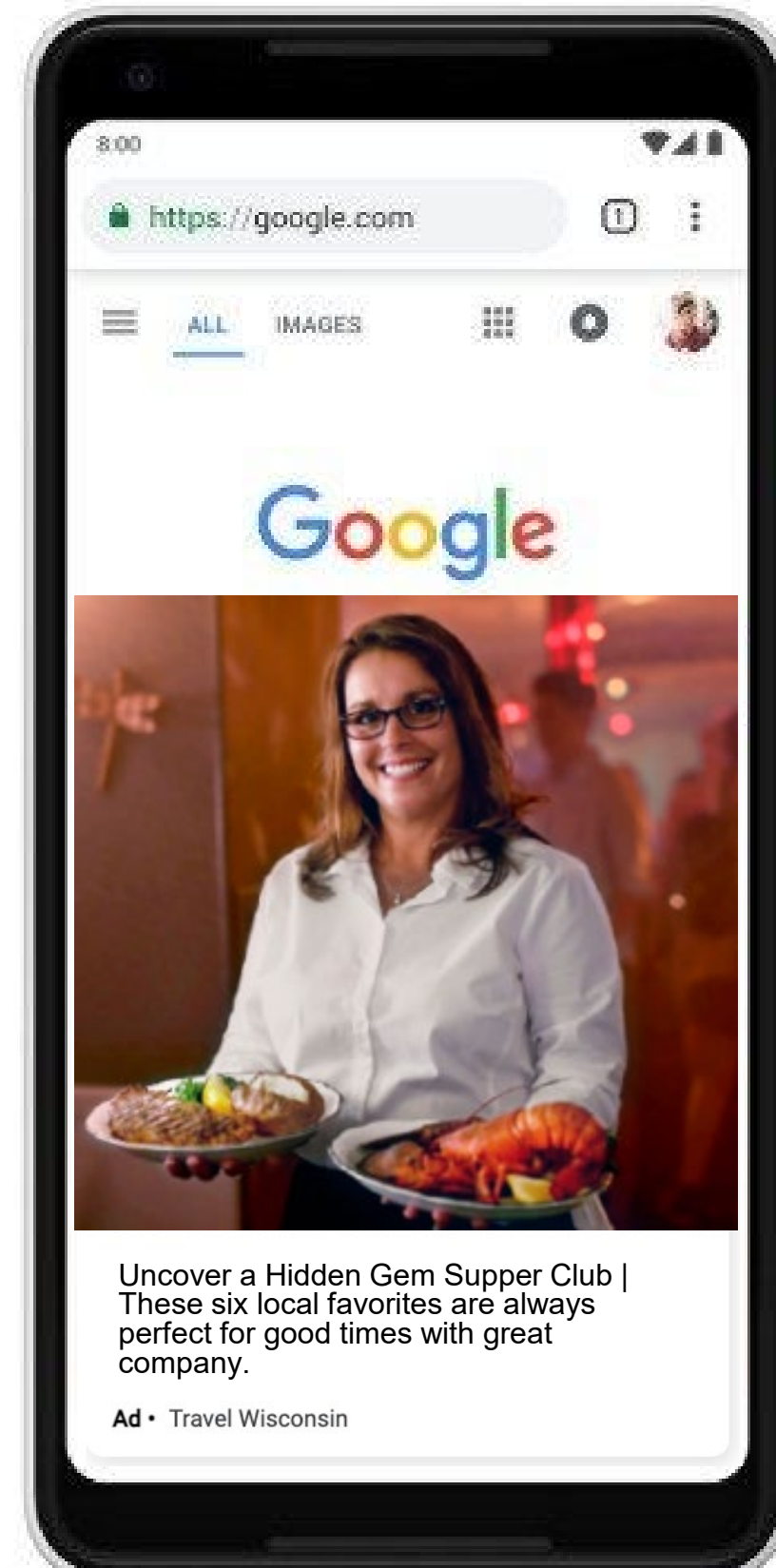
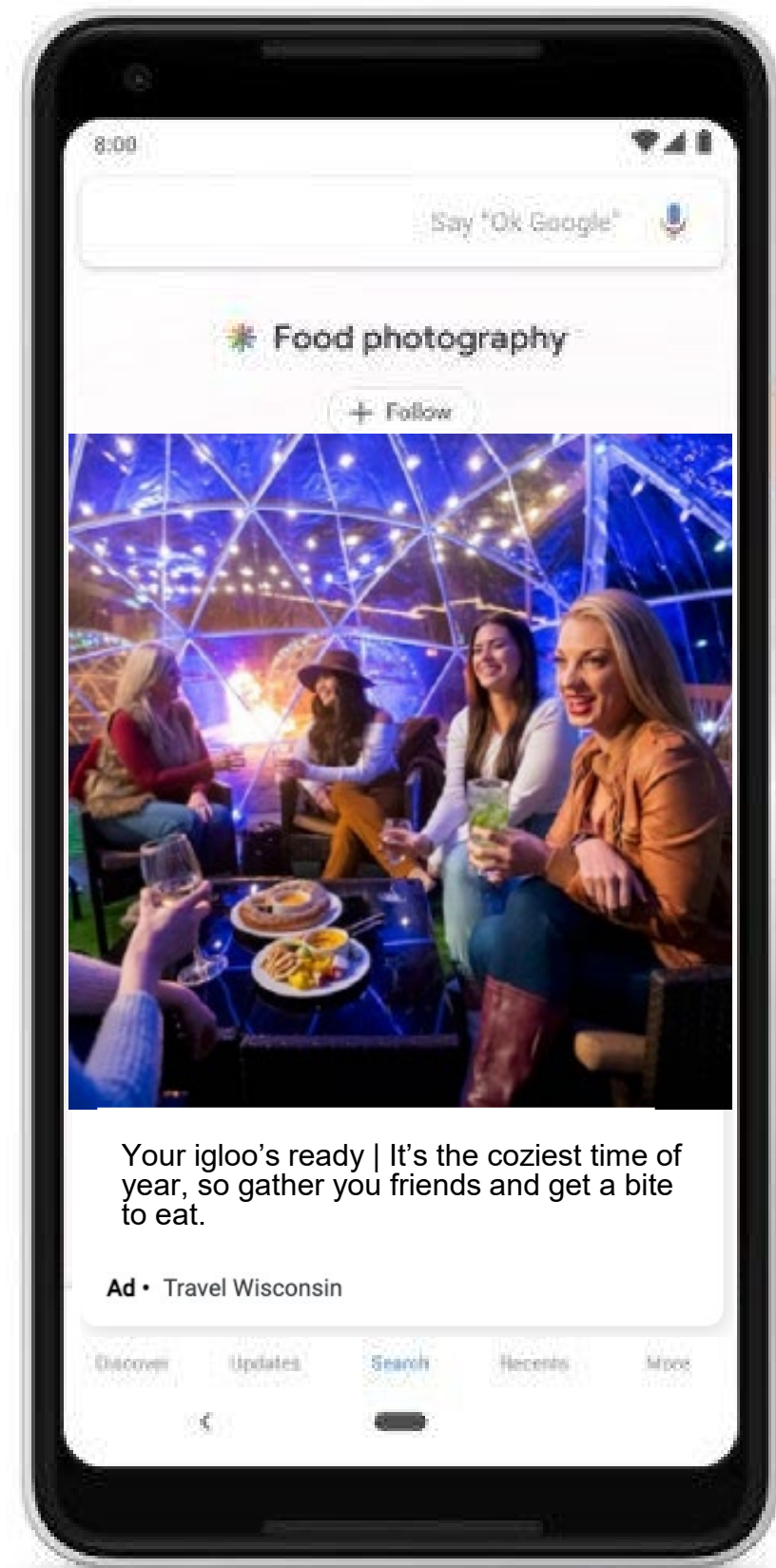
# FOUNDATIONAL

---





# FOUNDATIONAL



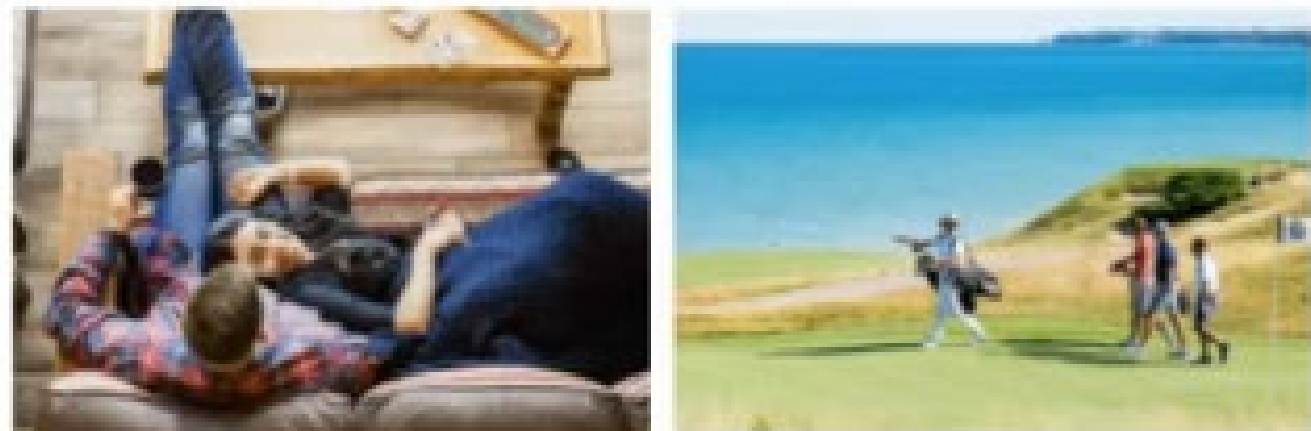
# EMAIL

## Fall Color Report



**RED, ORANGE AND GOLD ACROSS WISCONSIN**  
Fall magic is now showing in Wisconsin. And right now, it's getting better and better. Keep checking our Fall Color Report so you don't miss out on anything this season. You know, fall only comes once a year — it's time to plan a fall adventure with your favorite people.

[FALL COLOR REPORT](#)



## Wisconsin Snow Report

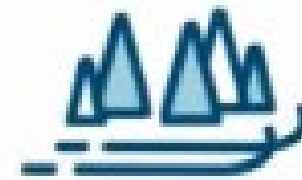


### Good Conditions Up North

Take a look at the report — Northern Wisconsin has great snowmobile trails ready for riding. Tomahawk is reporting good conditions for snowmobiles and designated trails are open for winter ATVing. Time to suit up!



[Snowmobile](#)



[Cross Country](#)



[Downhill](#)

## Traveler



### HOW TO WIN WINTER IN ST. GERMAIN

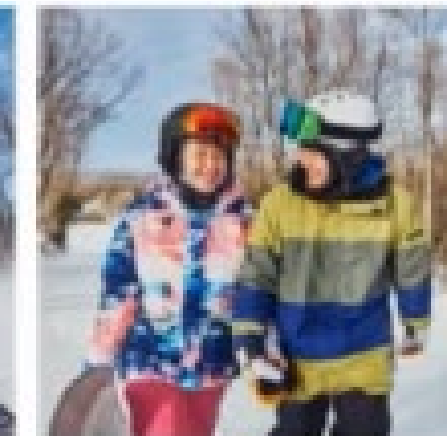
There's still time to live out some winter magic in Northern Wisconsin, and the town of St. Germain has all the essentials. Families, friends, young and young-at-heart — here's how to experience the season to its fullest Up North.

[Learn More >](#)

[SEE ALL STORIES](#)



[WISCONSIN SNOW REPORT](#)



[ENJOY WINTER TO THE FULLEST](#)



[WISCONSIN'S TASTY EXPERIENCES](#)