



# NEW BRAND & CAMPAIGN



HOW WE GOT HERE

# RESEARCH





# DISCOVERY SOURCES

- DTCA Strategic Plan
- Destination Analysts Website Usability Study
- Destination Analysts Brand Position Study
- Omnitrack IME Report
- TN Stakeholder Brand Survey
- Competitor Analysis of Western/Intermountain States: OR, CA, UT, ID, WY, CO, AZ, NM, MT, SD +TX, FL
- BVK, Green Rubino & TN Brand Audit
- MRI-Simmons Target Audience Research
- Resonate Audience Profile Data
- TN Stakeholder Brand Workshop
- Wiser Insights Quant Research Studies
- Various academic Research Studies on cultural, market and industry trends
- Experience from serving as Travel Nevada's digital agency since 2018
- First hand knowledge from living, working and recreating in Nevada ourselves



# BRAND INSIGHTS

## Public Lands

Nevada's land is the people's land, to explore and discover.

## The Desert

Nevada is one, and deserts are magical, surprising places.

## Excitement > Rugged

People perceive Nevada as exciting first.

## Doing

To truly do Nevada, you first have to be willing to do.

## Las Vegas & Reno

Vegas and Reno dominates visitors minds, and that's ok.

## Outdoor Rec +

Nevada is appreciated for outdoor recreation, but it is loved because those activities play into a larger theme of variety—a key characteristic for the state.

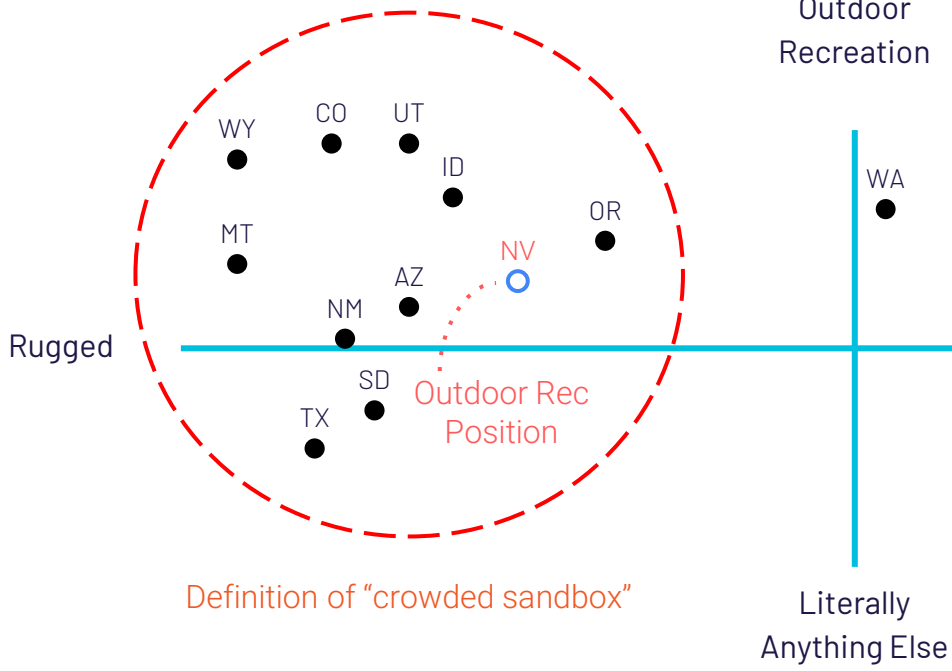
## Awe & Adventure

Nevada's assets are highly motivating for visitors who seek awe and reflection and a diversity of exciting adventures.

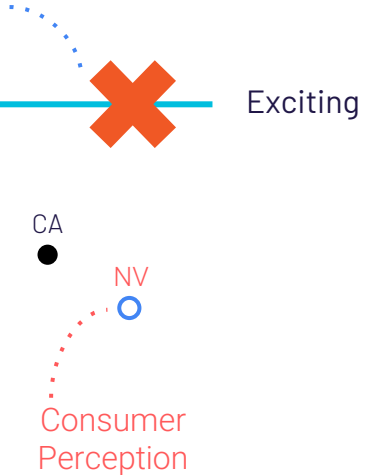
## Contrasts & Transformations

Nevada's uncommon, contrasting character spark elicits transformative travel experiences.

# BRAND POSITIONING

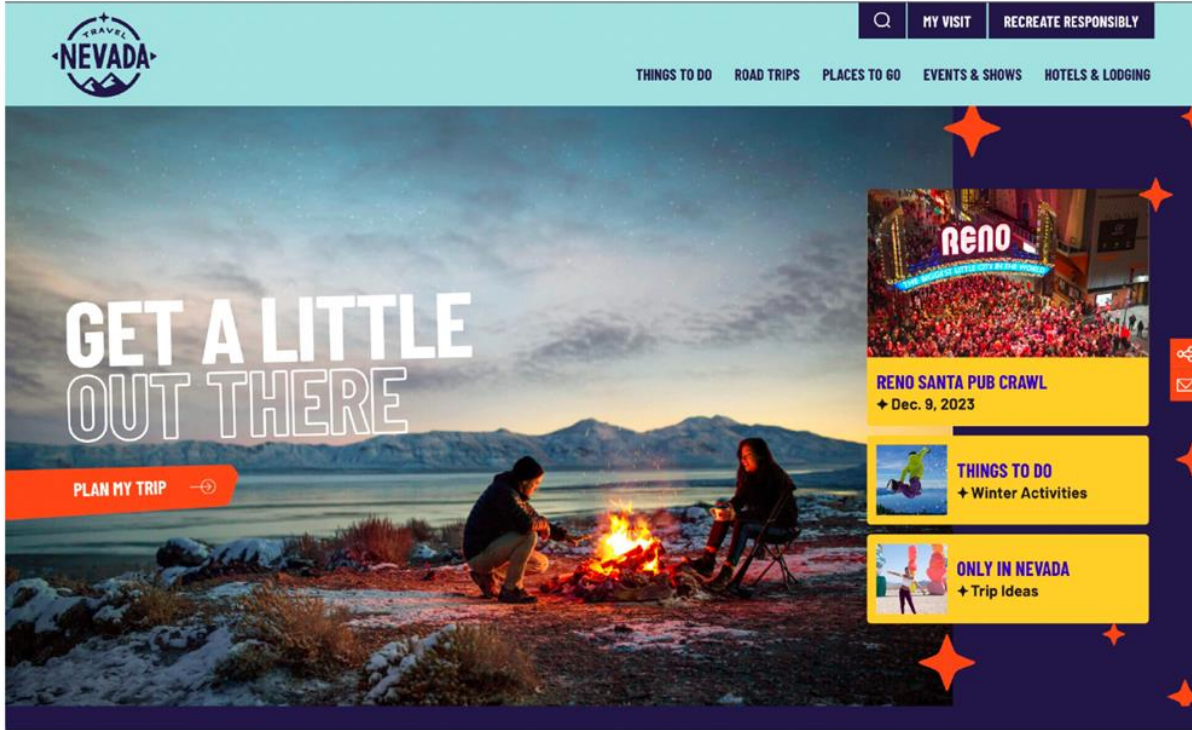


This position leverages the states owned sense of excitement incorporates the wide variety Nevada offers travelers, both in terms of diversity of experiences to be had and also the unexpected character which exists in the heart of the state. It's Outdoor Rec+.

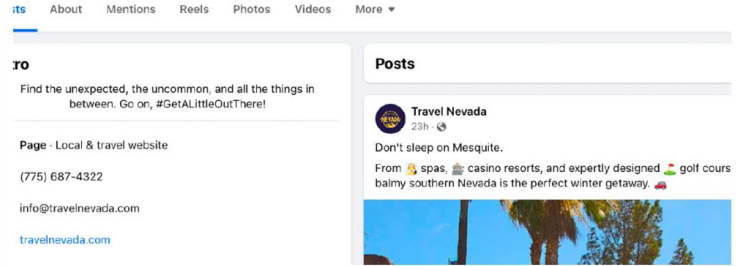
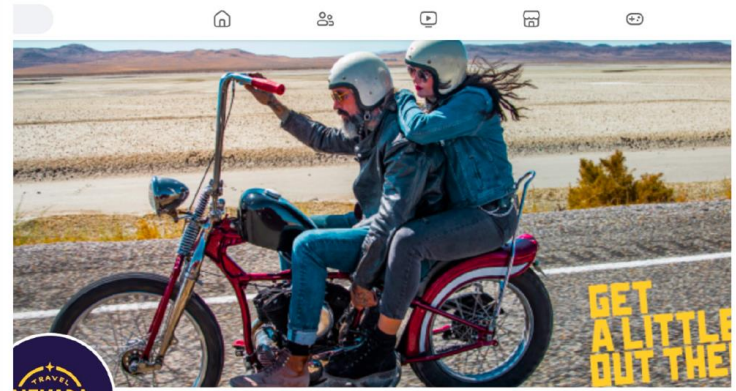
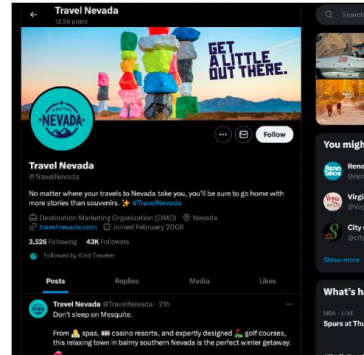
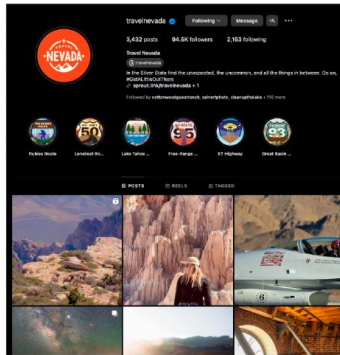
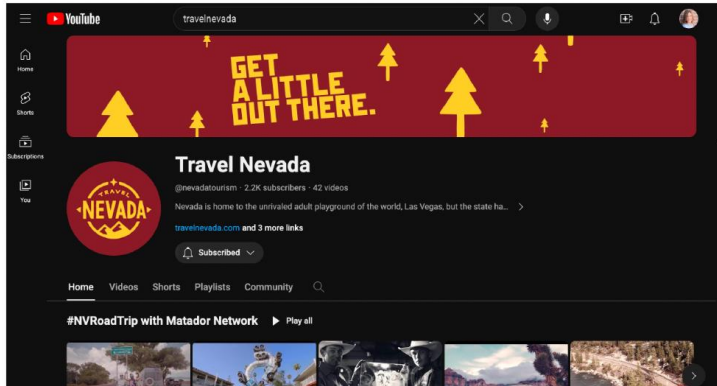


**A  
LITTLE  
OUT  
THERE.**





## WEBSITE & EMAIL TEMPLATE



# SOCIAL PROFILES



**Travel Nevada**  
Sponsored

Tour the heart of Nevada's most iconic landmarks and monuments—it's all in our free guide.

**EPIC CREATIONS.  
FAMOUS LOCATIONS.  
GOOD VIBRATIONS.**



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Travel Nevada

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Reach new heights and chase down adventure in the heart of Nevada. Get inspiration in our newsletter.

**HEARTS POUND.  
ADVENTURE-BOUND.  
BREAK NEW GROUND.**



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Your next adventure is closer than you think. Discover more only-in-Nevada activities in our newsletter.

**LOOKING FOR STARS?  
CHECK YOUR BACKYARD.  
FUN'S NOT FAR.**



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You don't have to wander very far to get a little out there. Get your free guide to the best of Nevada.

**THE GREAT UNKNOWN.  
CLOSE TO HOME.  
GO AHEAD—ROAM.**



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There's nothing quite like only-in-Nevada experiences and they're just one click away. Download now.

**SNOOZE EMAILS.  
BLAZE NEW TRAILS.  
GO OFF THE RAILS.**



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Your free guide to Nevada's wide-open spaces and wild-at-heart places. Download now.

**CHALLENGE-TAKERS.  
60 MILLION ACRES.  
IT'S GOT LAYERS.**




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**PAID SOCIAL**

**PEDAL ➡ FLOOR.  
GONNA SOAR.  
NEVER BORED.**



**GET A LITTLE OUT THERE** ▶



**ROAD TRIP.  
FROM THE HIP.  
ROLL WITH IT.**



**GET A LITTLE OUT THERE** ▶



**EARLY START.  
WILD AT HEART.  
CATCH SOME ART.**



**GET A LITTLE OUT THERE** ▶



## STATIC ADS

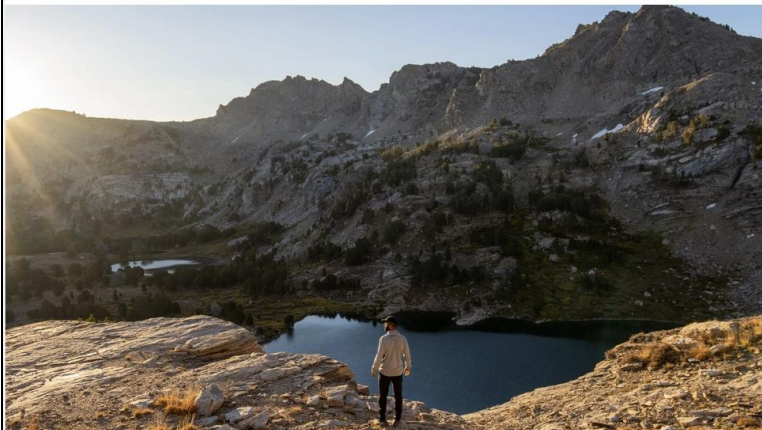


## ALLEGIANT STADIUM ASSETS

Sponsor Content: Travel Nevada

## How to Get a Little Out There in Northern Nevada

Whoever said “middle of nowhere” like it was a bad thing was seriously misinformed



Max Dlenohan

## The Atlas Obscura Guide To Nevada

226 Cool, Hidden, and Unusual Things to Do in Nevada

UPDATED JANUARY 1, 2024

CITIES ▾

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ATLAS OBSCURA ITINERARIES

## 9 Places Near Las Vegas For a Different Kind of Tailgate

SPONSORED BY TRAVEL NEVADA


While Las Vegas is known for its glitzy neon signs, buzzing clubs and nightlife, and over-the-top casinos, the region itself is also home to some wondrous bars and eateries that lie well beyond the crowded Strip. This Super Bowl season, it's time to engage in a new type of tailgate. From a stripmall world of tiki to a downhome diner where daily specials are part of the allure, here are 9 places that offer a culinary escape from the bright lights of Nevada's most iconic city.

VIEW ITINERARY



# CONTENT PARTNERSHIPS

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# Get a little out there


**Need a little space? Find it in the heart of Nevada.**

With more public land to explore than any other state in the lower 48, we've got enough space to go around for everyone: road trippers, Picon Punch sippers, and anyone looking for Big Dippers. (Extraterrestrials welcome, too). From deserts teeming with life to ghost towns and neon lights, you never know who – or what – you'll run into next. Dance along to Basque music, then climb up a mountain for a group pic. Follow railroad tracks to abandoned mines and visit landmarks from another time. Find the space to be you or discover a whole new side of you. There's no telling what you'll find in the heart of Nevada. So go on – get a little out there.

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Great deals on hotels, resorts and private homes


Where to? ▾



**Get a Little Out There**

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*With more public land to explore than any other state in the lower 48, we've got enough space to go around for everyone: road trippers, Picon punch sippers, and anyone looking for Big Dippers. (Extraterrestrials welcome, too). From deserts teeming with life to ghost towns and neon lights, you never know who – or what – you'll run into next. Dance along to Basque music, then climb up a mountain for a group pic. Follow railroad tracks to abandoned mines and visit landmarks from another time. Find the space to be you, or discover a whole new side of you. There's no telling what you'll find in the heart of Nevada. So go on – get a little out there.*



## ADDITIONAL PAID EXECUTIONS



NEVADA DAY



## NEVADA DAY



Condé Nast  
**Traveler**

 **NBC NEWS**

**Fodor's**Travel

**SAVEUR**

**TRAVEL+**  
**LEISURE**

**NYC MEDIA EVENT**



# PRODUCTION



# THE PRODUCTION TEAM

The Travel Nevada team, Noble Studios and our selected production partner “King Abe Sticks” brought the brand and campaign vision to life. They were selected after an extensive bidding process with in-state and out-of-state production companies.

King Abe Sticks was composed of:

- Abe Froman Productions – Las Vegas, Nevada
- Three Sticks Productions – Reno, Nevada
- Jamie Kingham Photography – Reno, Nevada

They brought a proposal that would allow us to do a complete circle around the state over the course of a 9-day trip and capture stills and video for the new brand and Get a Little Out There campaign.

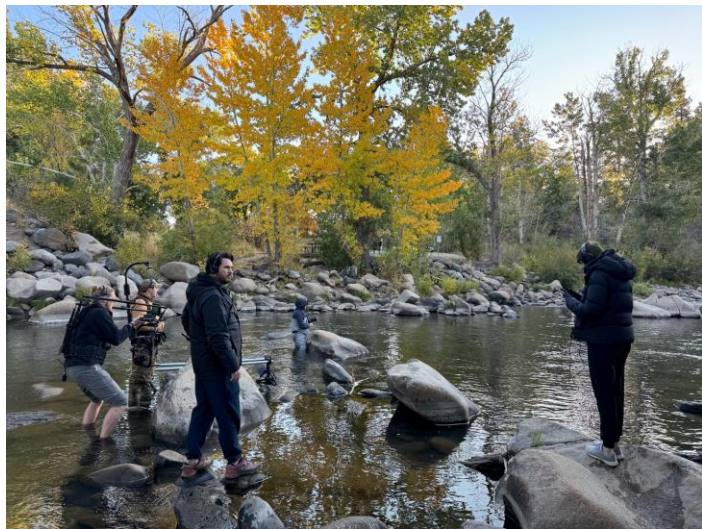


**KINGHAM.**



# WHERE AND WHAT WE FILMED

- 2,300+ miles driven
- 9 days
- 12,000+ photos captured
- 12 TB of footage captured
- 24 locations (and even more setups), including:
  - Fly fishing in Verdi
  - Strolling through Virginia City
  - Dining in Elko
  - Mountain biking in Ely
  - Sightseeing at Rhyolite
  - Rock climbing at Red Rock
  - Rockhounding in Goldfield
  - Ghost hunting in Tonopah
- Focused on casting diverse ages, races and body types
- Chose activities reflective all types of adventure levels and interests



# PHOTO & VIDEO









































EDITORIAL ENTERPRISE  
Mark Twain  
MUSEUM

SALE

OUTSIDE TABLE

DELTA









# #GetALittleOutThere On Social



Industry:  
[The Nevada Division of Tourism](#)

Consumer:  
[Travel Nevada](#)



Industry:  
[@NVTourism](#)

Consumer:  
[@TravelNevada](#)



Consumer:  
[@TravelNevada](#)

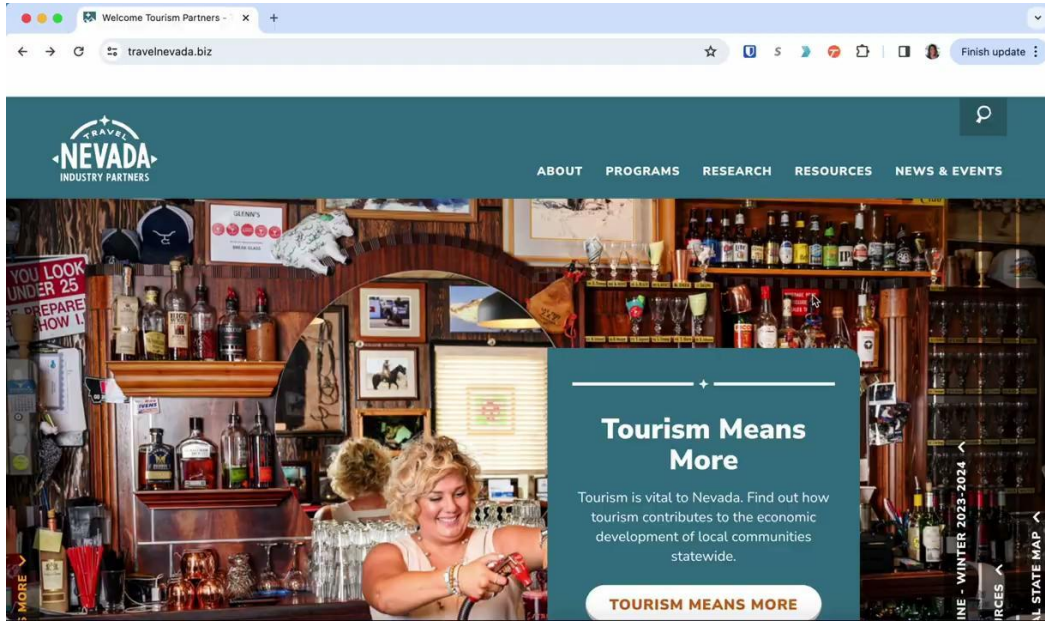


Industry:  
[Nevada Division of Tourism \(Travel Nevada\)](#)



Consumer:  
[@TravelNevada](#)

# Get A Little Out There Assets



[TravelNevada.biz/resources/assets/](https://TravelNevada.biz/resources/assets/)