

**RHODE ISLAND**

Rhody Resilient

**SITUATION**

# SITUATION

## THE INSIGHT

We are in uncharted territory. Now, more than ever, it is important for our community to see that together we can get through tough situations, and not only come out on top, but emerge stronger than before.

## KEY SELLING POINT

We remain: open-minded & welcoming, respectfully unapologetic & unconventional, and, above all, passionate & enthusiastic.



**CAMPAIGN LOCKUP**



**SOCIAL  
CONTENT SERIES**

# ANNOUNCEMENT POST



# INSTAGRAM STORIES



# SOCIAL DISTANCING BINGO



## RHODE ISLAND Social Distancing Bingo

Shared a throwback photo from the Ocean State on IG	Listened to Gov. Raimondo's daily broadcasts	Shared a #MaskUpRI selfie	Whipped up home-made coffee milk	Watched Zoo School with Roger Williams Park Zoo
Did a good deed for a neighbor	Ordered Stuffies to-go	Rolled down your windows and drove by the ocean	Used a Zoom background from The Avenue Concept	Spotted a weeping cherry tree on a walk
Participated in Made by Me Cooking School	Purchased a book from a local bookstore	Free Space 	Ordered a delivery from Munroe Dairy	Took a dance class with the Island Moving Company
Explored Newport with a self-guided driving tour	Stocked up on frozen Del's Lemonade	Ordered your favorite local beer or wine with your takeout order	Snagged a gift card to support a beloved local restaurant	Sweat it out with Rhode Island Hot Yoga
Purchased a Gov. Raimondo-inspired "Knock It Off" t-shirt	Daydreamed about a trip to Block Island this summer	Shucked oysters at home with Ocean House Chef Tim Meyers	Saw the daffodils in Newport	Tuned in to the Audubon Society's osprey cam

Share to your Story tagging  
[@visitrhodeisland](https://www.instagram.com/visitrhodeisland) for the chance  
to win a **\$50 gift card** to the  
restaurant of your choice!



**T-SHIRT GIVEAWAY**


## HEADER



From supporting local businesses to lending a helping hand, we're seeing now more than ever that we're truly stronger together.

Tell us how you or someone you know is **#RhodyResilient** for the chance to win a \$100 gift card to your favorite local business!

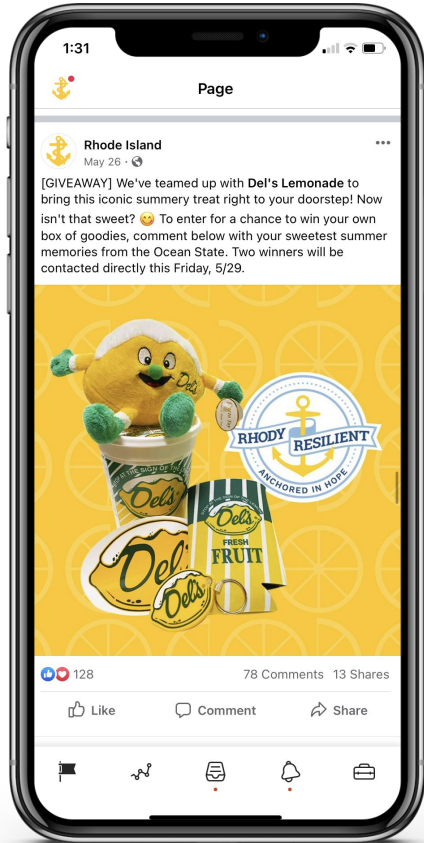
## THANK YOU



**Thank you**  
for submitting your #RhodyResilient story! Gift card winners will be contacted directly.

**DEL'S LEMONADE**

# DEL'S LEMONADE



**POSITIVE FEEDBACK**

10:51



Tweet



Kristen Adamo

@Kadamo

A great idea that, like most great ideas, would be even better with vodka.

Rhode Island @RITourism · 5/26/20

We've teamed up with @DelsLemonade to bring this iconic summery treat right to your doorstep! Now isn't that sweet? 😊 Enter to win here: [bit.ly/2B4z7r1](https://bit.ly/2B4z7r1) #RhodyResilient



4:50 PM · 5/26/20 from Warwick, RI · iPhone



Theresa Pennacchia

There are alot of Great Ideas.... T shirts proceeds for food bank, logo on license plates, the list goes on and on...💕💕💕

30w Like Reply



Mary Martin Prosser

This symbol should be on a license plate!!

30w Like Reply



View 2 previous replies...



Theresa Pennacchia

Mary Martin Prosser Yes, I Totally agree

30w Like Reply



Scott Mathews

Mary Martin Prosser it's way better then the wave. Js.

30w Like Reply



Joanne Lopardo

Mary Martin Prosser great idea.

29w Like Reply



Jessica Eames

Now this is an ad campaign I would most definitely support!!!!!!

30w Like Reply



Erwin

go would make great t-shirt, mugs, magnets, etc, etc.! Also agree proceeds could benefit food banks, and so on...👍💙



29w Like Reply



Rhode Island @RITourism · 6/16/20

Want to show off your #RhodyResilient spirit? Enter for the chance to win a limited-edition branded t-shirt or mask: [woobox.com/qepjsz](https://woobox.com/qepjsz)



1



2



elyse major

@elysepressmajor

iPhone

**THANK YOU**