



Visit California + Saks Fifth Avenue



PARTNERSHIP OVERVIEW

For 95 years, Saks Fifth Avenue has resided on the famed New York City street, taking up a full block and beckoning passersby to peer into its iconic window displays. While most widely known for magical window presentations during the holiday season, the Visit California x Saks Fifth Avenue (VCA x SFA) campaign was envisioned to transcend passersby to another type of holiday that is just as enchanting – a recess to the Golden State.

This **multi-channel initiative, held both in and out of store, brought together consumer experiential programs, media relations, social media engagement, digital marketing and more.** By showcasing California's abundant lifestyle to Saks Fifth Avenue customers that have both **means** (average household income over \$250k) **and desire** to travel (77%), this initiative helped inspire travel to California destinations; Newport Beach, Napa Valley, West Hollywood and Greater Palm Springs.



OBJECTIVE:

- Generate media attention and consumer engagement via a like-minded partnership in one of Visit California's global brand pillars - Luxury platform

GOALS:

- Build excitement and media coverage for Visit California and its destination partners amongst Saks Fifth Avenue's highly engaged fashion and lifestyle audience
 - Generate awareness and increase travel to California
 - Further enhance Visit California's programming targeting the affluent market to promote luxury travel offerings
-

CHALLENGES:

- Visit California historically has not offered domestic consumer-facing brand events
- Visit California was not used to non-travel endemic partnerships
- Visit California's structure is very siloed, even within the marketing department

OPPORTUNITIES:

- Visit California includes the luxury audience as one of their brand targets but outreach and activating this platform has been limited. This initiative let us stretch their comfort zone into both a consumer space and a new type of partnership
 - The Visit California X Saks Fifth Avenue partnership provided a chance for NJF to work not only with our immediate communications contacts, but also additional Visit California leaders such as those with the social media and content teams
-

AUDIENCES:

Consumers – luxury consumers with a high propensity for travel

Media – Domestic traditional media (broadcast, print and online) that cover travel, travel trade, lifestyle and fashion.

Social Media – Saks Fifth Avenue, Visit California and partner destinations followers as well as travel, lifestyle and fashion influencers.

BUDGET:

\$400K; Co-op partners each paid \$50k, covering half the cost of the initiative

PARTNERSHIP COMPONENTS

- FASHION BOOK
- WINDOW DISPLAY
- IN-STORE DISPLAY
- DIGITAL CAMPAIGN
- MEDIA EVENT
- CONSUMER ACTIVATION
- MEDIA AMPLIFICATION
- SOCIAL INFLUENCER AMPLIFICATION
- VISIT CALIFORNIA OWNED CHANNELS



TIMELINE:

September 2019 – Confirm Saks Fifth Avenue partnership and sign contract

September/October 2019 – Create destination partner deck to present the opportunity, confirm partners, initiate planning calls with Saks Fifth Avenue creative teams regarding on-location photo shoot and windows creative

November 2019 – On-location fashion shoots take place

January 2020 – Press release distributed, events details and logistics coordinated, media trip

February/March 2020 – Spring Fashion Book distributed, windows go live, in-store activities, media and social influencers amplification, Visit California-owned channels content deployed



FASHION BOOK

THE FASHION
BOOK

Saks

SPRING
2020



THE NEW GUARD:
DESIGNERS TO KNOW NOW

THE BUZZ ON
BOTTEGA VENETA

THE INCOMPARABLE
RASHIDA JONES

400K

READERS, INCLUDING TOP
SPENDERS AND QUALIFIED
PROSPECT GROUPS

20K

COPIES DISTRIBUTED TO
STORES FOR ASSOCIATES
AND DISPLAYS

5M+

UNIQUE VISITORS TO
SAKS.COM WHERE
DIGITAL VERSION IS
HOSTED

1.5M+

TARGETED EMAILS SENT
TO CUSTOMERS WITH
LINKS TO DIGITAL
VERSIONS

24

PAGES, INCLUDING
TWO-PAGE ADVERTORIAL

4

ON-LOCATION
FASHION SHOOTS

CALIFORNIA DREAMING

An insider's look at the state's beauty, culture and diversity.



Dreamers have always been drawn to California, with its awe-inspiring landscapes that set the backdrop for the creative, fun-loving, anything-is-possible vibe that has made the state famous.

California's free spirit and sense of limitless possibility sets it apart from other places—it captivates would-be travelers from around the world who see the state's iconic landscapes and urban centers in movies, television and music. With 840 miles of coastline, wine country and deserts, mountains and vibrant cities, there's truly something for everyone in California.

Intrepid explorers make their way to California, choosing the freedom of travel on their own terms, discovering historic landmarks and monuments, and hidden gems and hot spots along the way. The California Road Trip Republic is a state and state of mind, destination and life-changing journey. So join in, crank some tunes and plan your own awe-inspiring escape, because buckled in is where we're most free.

For more information, go to visitcalifornia.com.



Scan the QR code with your phone camera to learn more.



GREATER PALM SPRINGS

This Southern California getaway offers a unique blend of escape, inspiration and relaxation, whether it's soaking in the healing hot springs, discovering the thrill of a canyon hike, shopping for vintage treasures or simply becoming one with the chill lifestyle and basking in the sun.



NAPA VALLEY

The astonishingly beautiful valley and hillsides are home to more than 400 wineries, 150 restaurants and 130 lodging accommodations. Wander through beautiful vineyards or a Main Street gallery, and enjoy a full body massage or a full-bodied red. In the spring, crackling outdoor firepits and cozy moments under the stars replace the bustle of summer.

NEWPORT BEACH

The embodiment of the Southern California coastal lifestyle, Newport Beach is the ideal retreat any time of the year. With an outdoor culture centered around the water, soak in a variety of experiences tailored to suit any taste—from a harbor Dock 'n Dine to paddleboard yoga. Five-star spas and a dynamic cuisine scene make every meal memorable. With 10 distinct neighborhoods to explore, each with their own unique charm, history and local flavor, Newport Beach promises luxury at your leisure.



WEST HOLLYWOOD

California's most walkable city with 19 hotels, world-class dining experiences, legendary entertainment, premier shopping, and sparkling rooftop pools and lounges. From the iconic Sunset Strip to the fashion-savvy Design District to the energy of Santa Monica Boulevard, this is the heartbeat of L.A.








CATCH

the

ISABEL MARANT
Dress. 400012169140. \$1780.

Photography by Anne Menke
Shot on location in Napa Valley
and at AXR Winery with special
thanks to Napa Valley Balloons.

42



LIGHT

*Nature-inspired details
take the spotlight on a
striking canvas of crisp
white and subdued shades.*

ETRO
Tonal dress. 400012105272. \$2640.
Sleeve. 400012105281. \$750.
Embroidered crescent moon belt.
400012226093. \$460.





dawn 'til dusk

Entrancing sunrise—and sunset—shades are captured in bold beauty looks, rich hues and punchy accessories.

Photography by Nick Hudson
Shot on location in Newport Beach

CHANEL
White sunglasses with grey lenses. 400012244881. \$410.

CHANEL
Satin striped
muslin top.
France. \$2800.
Bowling Bag,
Italy. \$3600.



CHANEL and @ are registered trademarks of CHANEL, Inc.



WINDOW DISPLAY



- Two weeks - Feb. 19 - March 4
- Prime location that wrapped around the corner at 5th Avenue and 49th Street
- Foot traffic impressions - 300k-500k (peak days)

WINDOW DISPLAY



WINDOW DISPLAY



WINDOW DISPLAY





IN-STORE DISPLAY

IN-STORE DISPLAY





MEDIA EVENT & CONSUMER ACTIVATION

30 media and influencers attended an exclusive California-themed media event during Spring Beauty Week at store In NYC held on Wednesday, February 26

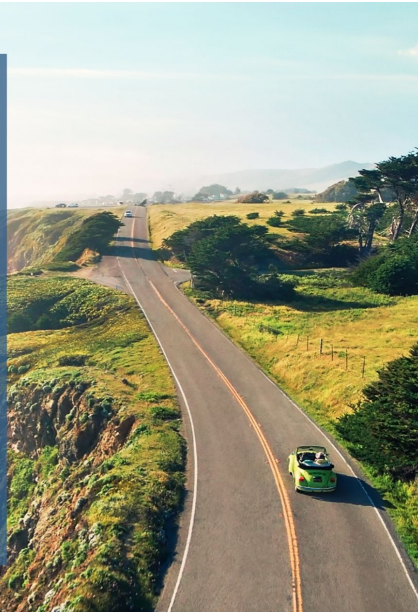
Visit California invites you to an exclusive event.

Wednesday, February 26
6 - 8 p.m.
Saks Fifth Avenue, Beauty on 2

Please join us for a night of fashion, beauty, wine and food to celebrate the launch of the Saks Fifth Avenue Spring Fashion Book, shot on-location in four distinct California destinations - Greater Palm Springs, Napa Valley, Newport Beach, and West Hollywood.

Please RSVP to awhitley@njfpr.com by Wednesday, February 19.

Be sure to stop by the California window display at the corner of Fifth Avenue and 49th.



TOP MEDIA IN ATTENDANCE



SARAH BRUNING
Travel + Leisure



NATALIE BEAUREGARD
AFAR



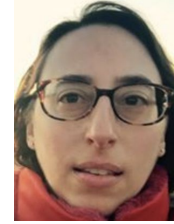
PIA VELASCO
HelloGiggles



ANNE RODERIQUE-JONES
Sherman's Travel



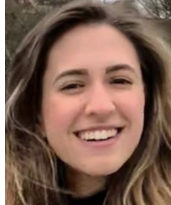
KAYLA GREAVES
InStyle



MAYA STANTON
*Lonely Planet &
Budget Travel*



ANNEKE KNOT
Real Simple & Health



ERICA SLOAN
Martha Stewart Living



SONAL DUTT
People



DEANNE KACZERSKI
Departures & Travel + Leisure



SAM DANGREMOND
Town & Country



MICHELE HERRMANN
*Fodors, Frommers &
Forbes*

INSTAGRAM COVERAGE

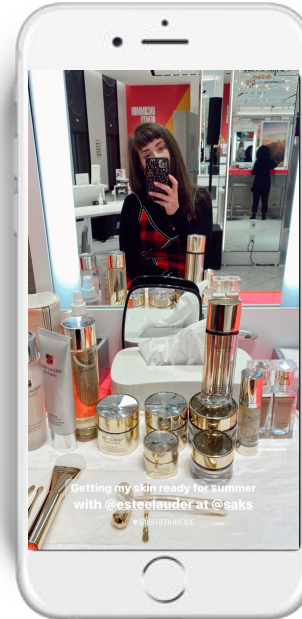
[@theyblonde](#)
40.1K followers



[@scoutthecity](#)
295K follower



[@danielle_kle](#)
7K followers



24
Instagram
Stories

43,304
Impressions

MEDIA EVENT





MEDIA EVENT



MEDIA EVENT





DIGITAL CAMPAIGN

DIGITAL CAMPAIGN



Saks Fifth Avenue invites you to
VISIT CALIFORNIA

WEDNESDAY, FEBRUARY 26
2 to 6

CELEBRATE CALIFORNIA STYLE AND TREAT YOURSELF TO COMPLIMENTARY BEAUTY SERVICES INSPIRED BY FOUR CALIFORNIA DESTINATIONS - GREATER PALM SPRINGS, NAPA VALLEY, NEWPORT BEACH AND WEST HOLLYWOOD

BEAUTY ON 2
Fifth Avenue and 50th Street

For more information, kindly call 212.940.2290



FREE SHIPPING+ Every Day, Every Order.

Saks Fifth Avenue

SHOES WOMEN'S APPAREL HANDBAGS SALE

What's happening in
New York



Saks Fifth Avenue New York

Wednesday, February 26

The California Experience

Celebrate California style and treat yourself to complimentary beauty services inspired by four California destinations - Greater Palm Springs, Napa Valley, Newport Beach, and West Hollywood. Beauty on 2. 2 to 6

FREE SHIPPING+ Every Day, Every Order.

Saks Fifth Avenue

DESIGNERS WOMEN'S APPAREL SHOES MEN SALE


WHAT TO WEAR



CALIFORNIA DREAMING

Experience the state's beauty, culture and diversity—with 340 miles of coastline, wine country and mountains, and vibrant cities—there's truly something for everyone.

PLAN YOUR TRIP

 **Saks Fifth Avenue** 
@saks

Catch the Napa Valley light with a visit to the California region's iconic valleys that are home to more than 400 wineries. [#VisitNapaValley](#)
[#SaksStyle](#)



 Visit Napa Valley and ETRO

5:45 PM · Feb 28, 2020 · [Twitter Web App](#)

6 Retweets 19 Likes

19 LIKES | 6 RETWEETS*

 **Saks Fifth Avenue** 
@saks

STREET SEEN: [@ohdilone](#) wears [@dolcegabbana](#) while taking in West Hollywood, from the iconic Sunset Strip to the fashion-savvy Design District.
[#WestHollywood](#) [#SaksStyle](#)



 West Hollywood and 2 others

6:40 PM · Mar 10, 2020 · [Twitter Web App](#)

2 Retweets 5 Likes

5 LIKES | 2 RETWEETS*

 **Saks Fifth Avenue** 
@saks

NEWPORT OR NOWHERE: Chase that Southern California sun and channel effortless West Coast style. Newport Beach is the perfect coastal destination, offering up everything from paddleboard yoga to post-sun spa retreats.
[#VisitNewportBeach](#) [@NewportBeach](#)



11:59 AM · Mar 5, 2020 · [Sprinklr](#)

5 Retweets 8 Likes

8 LIKES | 5 RETWEETS*



1,071 LIKES*



4,687 LIKES*

*As of 3/12/20



2,000 LIKES*

Greater Palm Springs dedicated post to go live at a later date

*As of 3/12/20

f DIGITAL CAMPAIGN: SAKS FACEBOOK (1,200,000 followers)

Saks Fifth Avenue
March 5 at 8:59 AM · 🌐

NEWPORT OR NOWHERE: Chase that Southern California sun and channel effortless West Coast style. Newport Beach is the perfect coastal destination, offering up everything from paddleboard yoga to post-sun spa retreats. #VisitNewportBeach Visit Newport Beach



122 Likes · 3 Comments · 5 Shares

Like Comment Share

Saks Fifth Avenue is in West Hollywood, California.
March 10 at 6:28 PM · 🌐

STREET SEEN: Janiece Dilone wears Dolce & Gabbana while taking in West Hollywood, from the iconic Sunset Strip to the fashion-savvy Design District. #WestHollywood #SaksStyle



Click to View Products

532 Likes · 16 Comments · 24 Shares

Saks Fifth Avenue
February 28 at 5:43 PM · 🌐

Catch the Napa Valley light with a visit to the California region's iconic valleys that are home to more than 400 wineries. #VisitNapaValley #SaksStyle



55 Likes · 2 Comments · 2 Shares

Like Comment Share

122 LIKES | 3 COMMENTS | 5 SHARES* 532 LIKES | 15 COMMENTS | 24 SHARES* 55 LIKES | 2 COMMENTS | 2 SHARES*

*As of 3/12/20



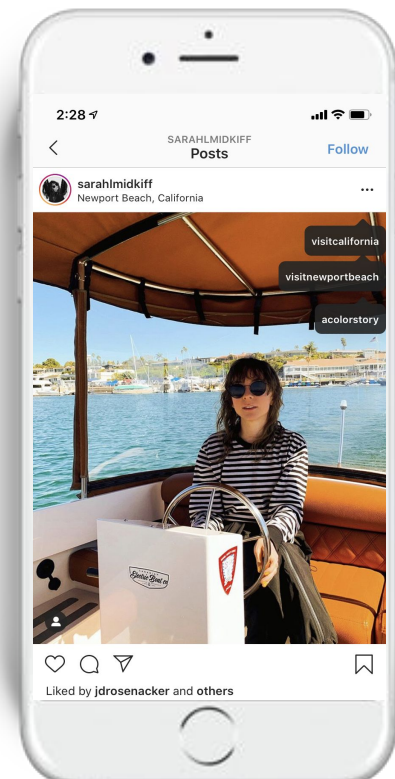
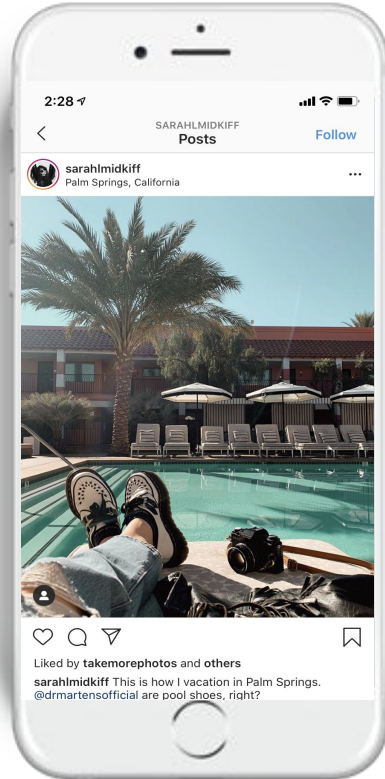
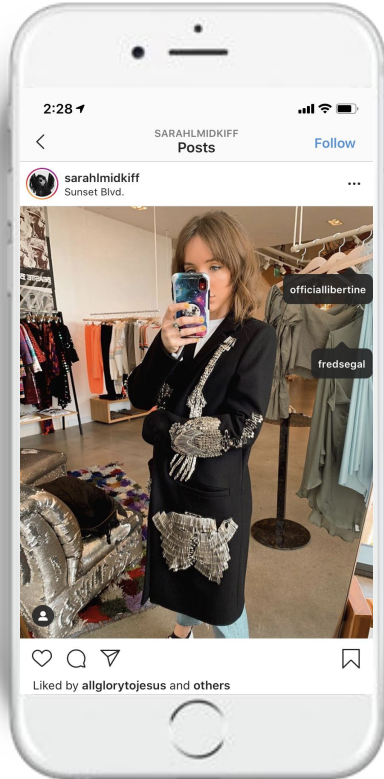
MEDIA & INFLUENCER AMPLIFICATION



REFINERY29

- Identified outlet that covers lifestyle, travel & fashion
- Hosted Sarah Midkiff in Napa Valley, West Hollywood, Newport Beach and Greater Palm Springs
- **5,583,548** unique visitors per month
- Article halted due to COVID-19

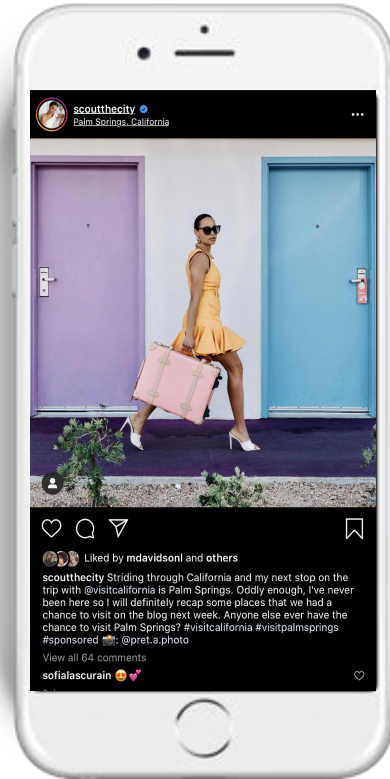
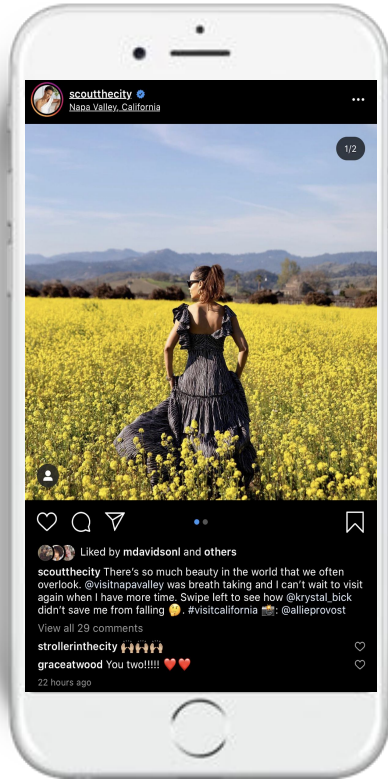
Instagram coverage @sarahlmidkiff (2,272 followers)



- Hosted Sai De Silva from [Scout the City](#) (362,800+ social following), Krystal Bick from [This Time Tomorrow](#), (192,000+ social following) and [Allie Provost](#) (29,600+ social following) in Napa Valley, Greater Palm Springs, Newport Beach and West Hollywood.
- Content highlighted Visit California's partnership with Saks Fifth Avenue and the unique style and travel offerings of each partner destination.



Instagram coverage [@scoutthecity](#)



@scoutthecity's Amazon "The Drop" Collection

- Sai De Silva's The Drop collection launched on Amazon on 3/5
- Items featured in the collection were shot in the destinations they visited in California

Clothing, Shoes & Jewelry > Women > Clothing > Dresses



Roll over image to zoom in

The Drop
The Drop Women's Ivory Semi-Sheer Balloon-Sleeve Wrap Maxi Dress by @scoutthecity

Price: **\$64.90** ✓prime
Get a \$100 Amazon Gift Card instantly upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Size:

- Color: Ivory
- 100% Cotton
 - Imported
 - Machine Wash
 - Made of a medium-weight, non-stretch cotton poplin
 - This semi-sheer functional wrap dress has voluminous long sleeves with gathered shoulders and elasticated cuffs
 - Sai is 5'4"/163 cm and wearing a size XXS. This XXS dress is 52"/132 cm long
 - Loose-Fit: designed for comfort
 - "I'm obsessed with the length and color of this wrap dress! The silhouette combined with the casual fabric makes it the perfect expression of relaxed elegance. You can style it with strappy sandals or even wear it with sneakers!" -@scoutthecity

Report incorrect product information.

 Introducing The Drop
Limited-edition fashion design by global influencers. Sign up for The Drop

Clothing, Shoes & Jewelry > Women > Clothing > Coats, Jackets & Vests > Trench, Rain & Anoraks > Trench Coats



Roll over image to zoom in

The Drop
The Drop Women's Airy Blue Ombre Print Trench Coat by @scoutthecity

Price: **\$99.90** ✓prime
Get a \$100 Amazon Gift Card instantly upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

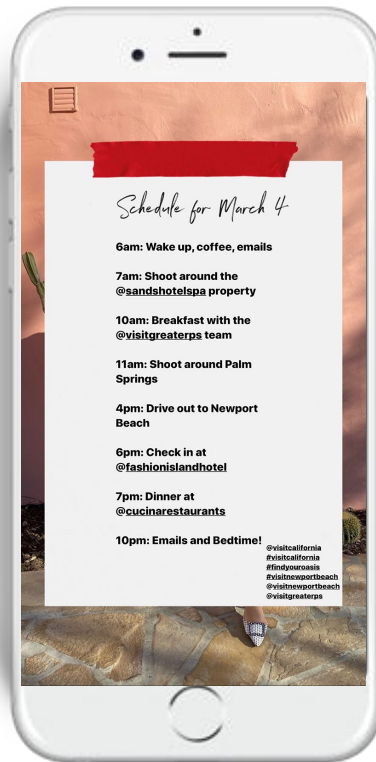
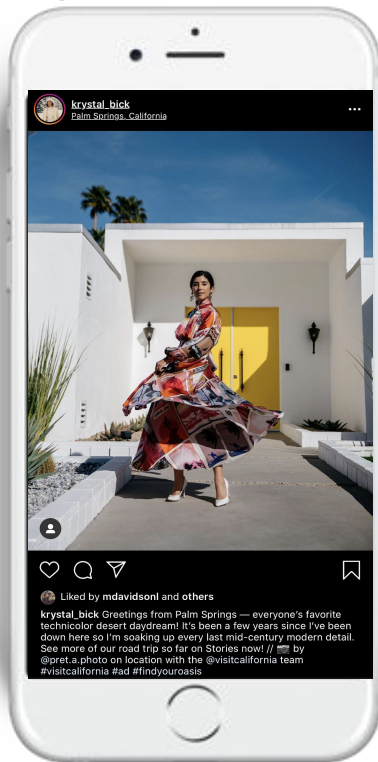
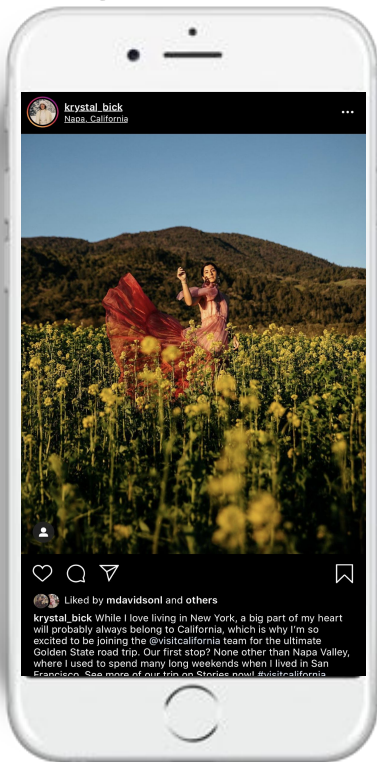
Size:

- Color: Airy Blue Ombre
- 97% Cotton, 3% Spandex
 - Imported
 - Machine Wash
 - Made of a medium-weight, soft, stretch fabric
 - This trench coat features front and back storm flap, double-breasted button-front closure, removable tie belt, and slit pockets
 - Sai is 5'4"/163 cm and wearing a size XXS. This XXS trench coat is 41"/104 cm long
 - Loose-Fit: designed for comfort
 - "I love a good trench coat, and I'm so excited about this summer version. The ombre effect puts a playful spin on the otherwise classic silhouette. Plus, the eggshell color and airy blue instantly puts a little spring into your step!" -@scoutthecity

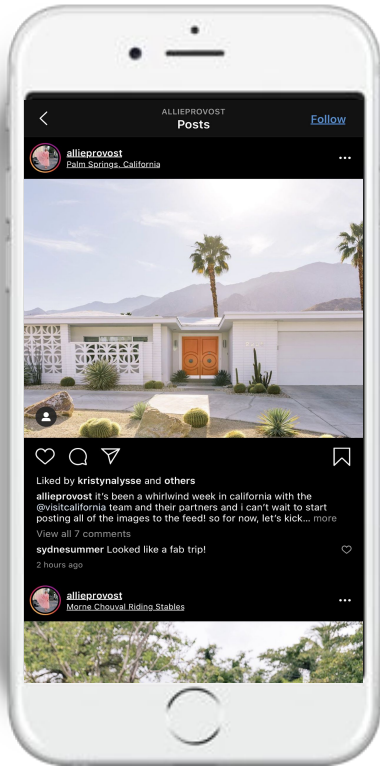
Report incorrect product information.

 Introducing The Drop
Limited-edition fashion design by global influencers. Sign up for The Drop

Instagram coverage [@krystal_bick](#)



Instagram coverage [@allieprovost](#)



TOTAL INFLUENCER REACH:

- 245 social media posts + Instagram stories
 - 2 blog posts
 - 29,606 engagements
 - 1,354,310 post impressions
-



VISIT CALIFORNIA OWNED CHANNELS

The partnership was also amplified across Visit California's owned channels such as their social media channels and their blog California Now, which featured a Q&A with Saks Fifth Avenue Senior Director for Art, Photography and Media..



EXPERIENCE

Get To Know The Stylish Side Of Four California Destinations

Saks Fifth Avenue's 2020 Spring Fashion Book showcases Newport Beach, Greater Palm...

Arts & Culture

Vip

 **Visit California** ✓ @VisitCA · Feb 26

We're bringing warm California vibes to @saks along with our friends at @VisitNapaValley, @westhollywood, @NewportBeach, and @VisitGreaterPS! If you're in the area stop by and find out what makes the California style so unique.
bit.ly/3caKRWO



1 3 8

8 LIKES | 1 COMMENT | 3 RETWEETS*

*As of 3/12/20



OWNED CHANNELS: VISIT CA FACEBOOK (1,800,000 followers)

Visit California
February 26 at 3:20 PM · 🌟

We're bringing warm California vibes to Saks Fifth Avenue along with our friends at The Napa Valley, Visit West Hollywood, Visit Newport Beach and Visit Greater Palm Springs! If you're in the area, stop by and find out what makes the California style so unique.
<http://bit.ly/3caKRWO>



VISITCALIFORNIA.COM
Get to Know the Stylish Side of Four California Destinations
The Saks Fifth Avenue team tasked with creating fashion shoots in...

👍 8 1 Share

8 LIKES | 1 SHARE

Visit California
March 2 at 5:26 PM · 🌟

Stop by the Saks Fifth Avenue spring fashion window displays in New York and get a taste of how we do fashion in The Napa Valley. What do you love about California fashion?



Saks Fifth Avenue
February 28 at 5:43 PM · 🌐 👍 Like Page

Catch the Napa Valley light with a visit to the California region's iconic valleys that are home to more than 400 wineries. #VisitNapaValley #SaksStyle

👍 6 1 Share

6 LIKES | 1 SHARE*

*As of 3/12/20



Courtesy of Saks Fifth Avenue

[TRIP IDEAS](#) · [LUXURY EXPERIENCES](#) · [GREATER PALM SPRINGS](#) · [WEST HOLLYWOOD](#) ·

[NEWPORT BEACH](#) · [NAPA VALLEY](#) · [ARTS & CULTURE](#) · [VIP](#)

Get to Know the Stylish Side of Four California Destinations

Saks Fifth Avenue's 2020 Spring Fashion Book showcases Newport Beach, Greater Palm Springs, West Hollywood, and the Napa Valley



Courtesy of Saks Fifth Avenue

Posted February 19

By *John Godfrey*



The Saks Fifth Avenue team tasked with creating fashion shoots in four Golden State destinations didn't have to search hard for inspiration. In fact, it surrounded them at every turn.

"I'd never had the opportunity to be in that location," Hemmeter recalls. "We had insane light every morning. It was chilly, but even that humidity and the cold actually does a whole different thing with light. It makes it dreamier and the colors more intense because of the water in the air."

Indeed, the yellows and oranges and reds and blues of the hot air balloons—populated with real-life tourists visiting the region—are incredibly vivid. So too are Hemmeter's memories of shooting at [AXR Napa Valley](#) in [St. Helena](#).

"We wanted to capture some of the lushness at the winery," he remembers. "They have a tasting area that backs into the woods and we wanted to capture the mossiness of it and the ancient trees there. We were able to capture elements about Napa that are more environmental—how lush and green that environment was around the winery. It's so beautiful."

Best of all, the Saks team got to experience some Wine Country hospitality to help offset the long days of work. When the catered lunch arrived on set, the folks at AXR surprised Hemmeter and his crew with a [special wine tasting](#).

"They paired a wine with our lunch in the back barn, surrounded by the barrels. It was a special little experience for the crew. It was amazing."

The California Now blog post, "Get to Know the Stylish Side of Four California Destinations" gained a total of:

- **1,495** pageviews
- **1,423** unique pageviews
- **342** partner handoffs