

2023 HSMIA ADRIAN AWARDS ENTRY

MAINE OFFICE OF TOURISM

STEWARDSHIP-DRIVEN STRATEGY
& BRAND CAMPAIGN

MAINE.



SITUATION

Nature and outdoors are not just assets of Maine's tourism economy, they are two critical cornerstones of the state's core identity.

It was with this in mind that the Maine Office of Tourism (MOT) embarked on a strategic planning process to guide the organization as it swings its mission more directly toward destination stewardship. At the same time, weaving in real-time findings that influenced the development of a strong new brand and campaign creative with stewardship at its heart.



SITUATION

Led by stakeholder input and research, the new brand for MOT centers on a simple but fundamental shift from people to place—and harnessing the immersive sensory details of that place. The destination itself became the primary focus as we leaned into creative and messaging that would resonate with right-fit travelers who share a similar ethos to MOT's new stewardship focus — travelers who seek more mindful, environmentally conscious experiences and who value seasonal, natural ingredients and sustainable harvesting practices.

Brand pillars tap into visitors' desire to experience Maine: its dramatic landscapes, fresh flavors, charming small towns and emphasis on savoring simple pleasures in each present moment. The new color palette and photography style is energetic and vibrant, with imagery and messaging that is authentic, down to earth and relatable. New ad creative and messaging elevate Maine from being just a place to visit to being a place to truly experience and connect.





OBJECTIVES

- Evolve the Maine Office of Tourism brand to align with new stewardship principles
- Develop new campaign materials that reflect the refreshed brand
- Shift the metrics for how we measure success by ensuring new focus on:
 - Visitor dispersion throughout state
 - Expanding into shoulder seasons
 - Diversifying the audience
 - Working toward an ideal visitor
- Educate the industry on the importance of quality visitation over quantity of visitation



STRATEGY

The Maine Office of Tourism underwent an **8+ month collaborative brand refresh process** involving Maine locals and stakeholders as well as validation and input from future potential travelers to the state. Because this was happening alongside the development of the office's destination management efforts, we were able to ensure that as the brand and creative development progressed, new positioning and production assets remained closely aligned with MOT's overall strategic plan and stewardship principles.

As part of our marketing approach, we tapped into content partnerships with brands such as Outside Magazine, Atlas Obscura, National Geographic, and TripScout whose high-value audiences share a stewardship mindset with Maine.

In fact, we implemented real-time change with our marketing strategy based on learnings that identified a need to distribute Maine's visitation more evenly across seasons. We shifted the focus of our paid media from summer to fall and winter and expanded the reach nationally—two tactics that had never been done before.



SITUATION

OBJECTIVES

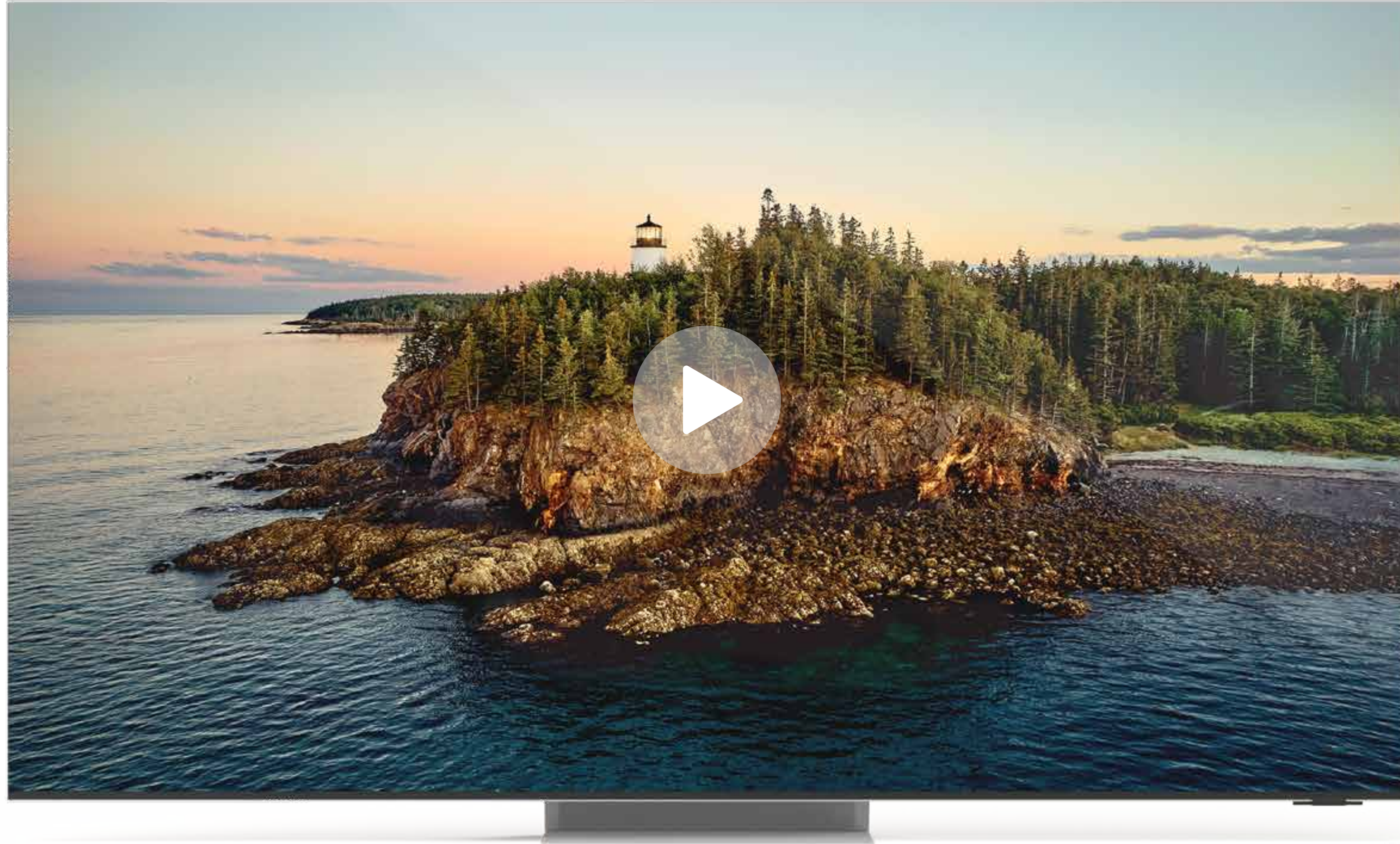
STRATEGY

EXECUTION

RESULTS

MAINE.

BRAND ANTHEM



[Click to view video](#)

BRAND GUIDELINES

MAINE.

MAINE. Black

MAINE.

MAINE. Blue

MAINE.

MAINE. Reverse/White

Primary Colors



#BB3528
187, 53, 40



#083F62
8, 63, 98



#4D7335
77, 115, 53



#6E6F72
110, 111, 114



#5188AD
81, 136, 173

Secondary Colors



#DB7E4A
219, 126, 74



#E8B142
232, 177, 66



#D1D178
209, 209, 120



#231D12
35, 29, 18

New Zen WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Inter-Medium DESKTOP

Aa

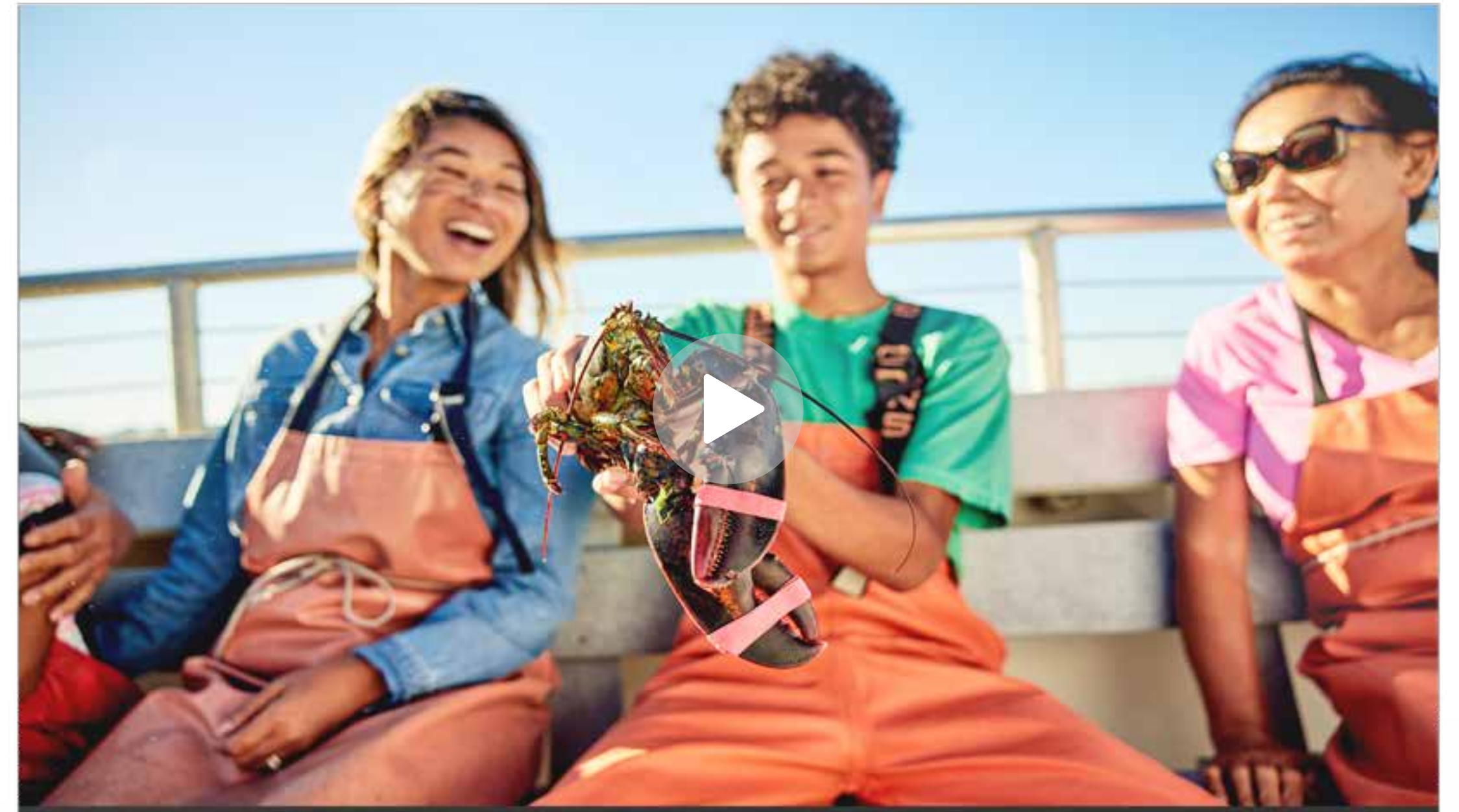
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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[Click here to view all brand guidelines](#)

SUMMER TV SPOTS



Gift of Go



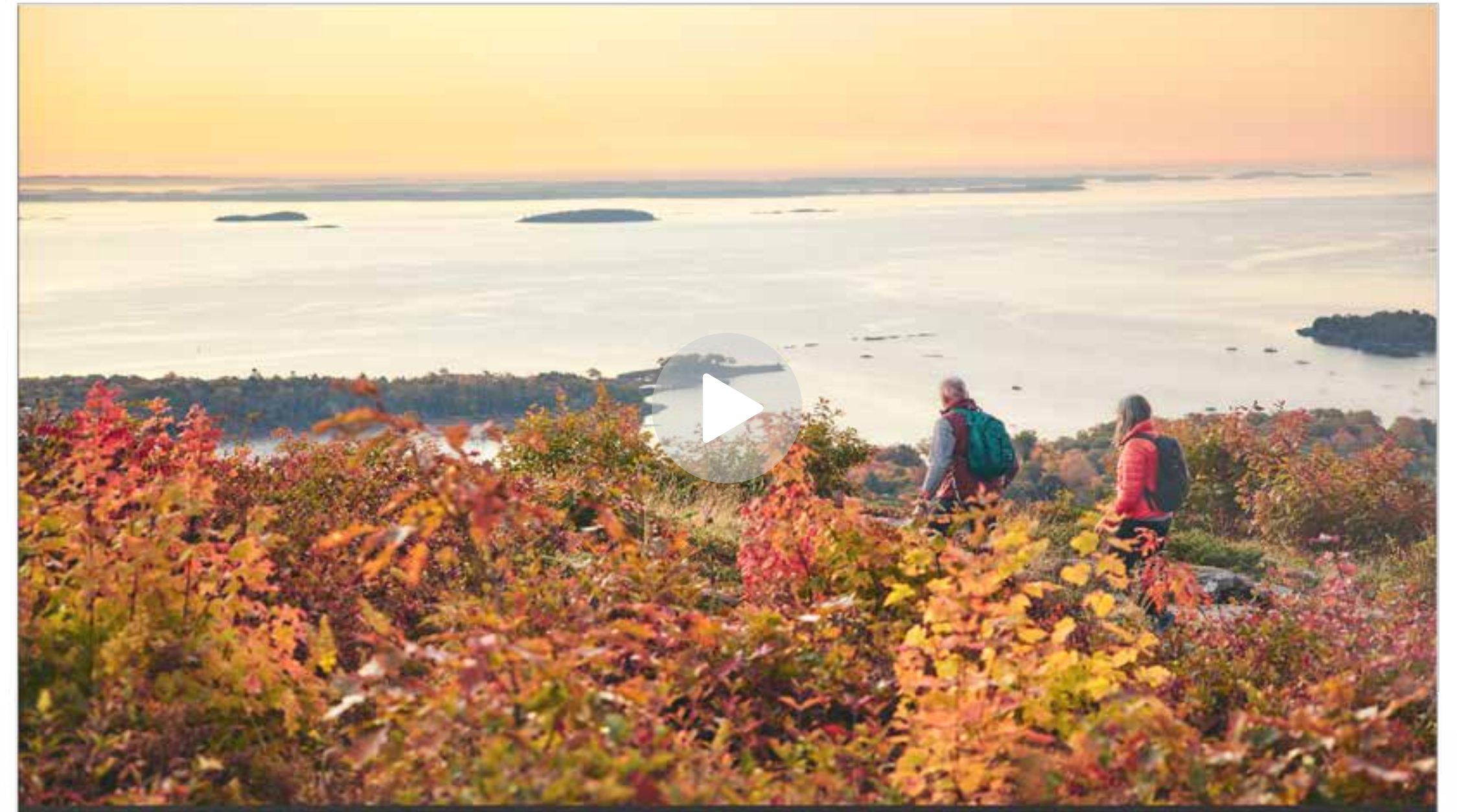
The Visit

[Click to view videos](#)

FALL TV SPOTS



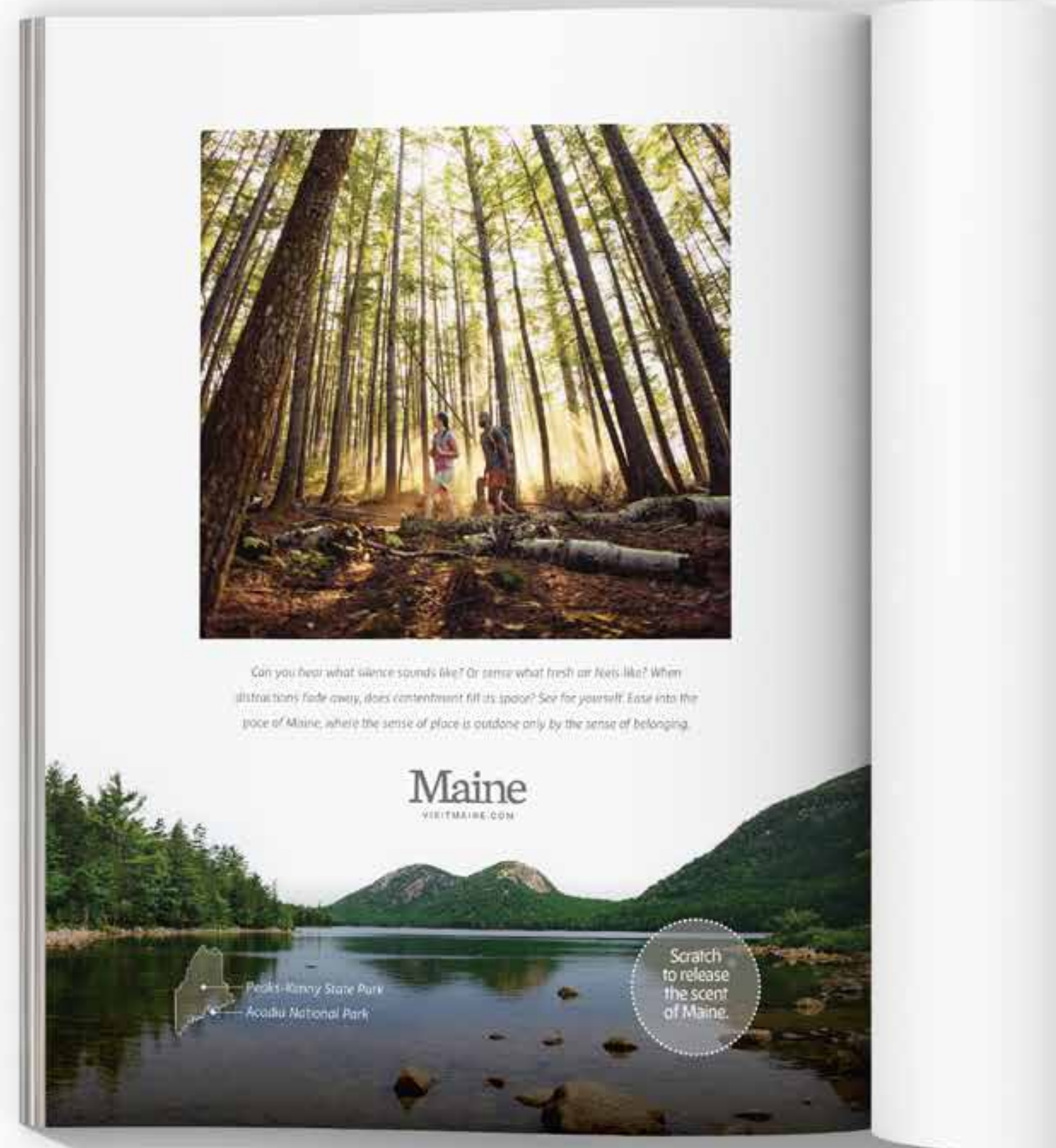
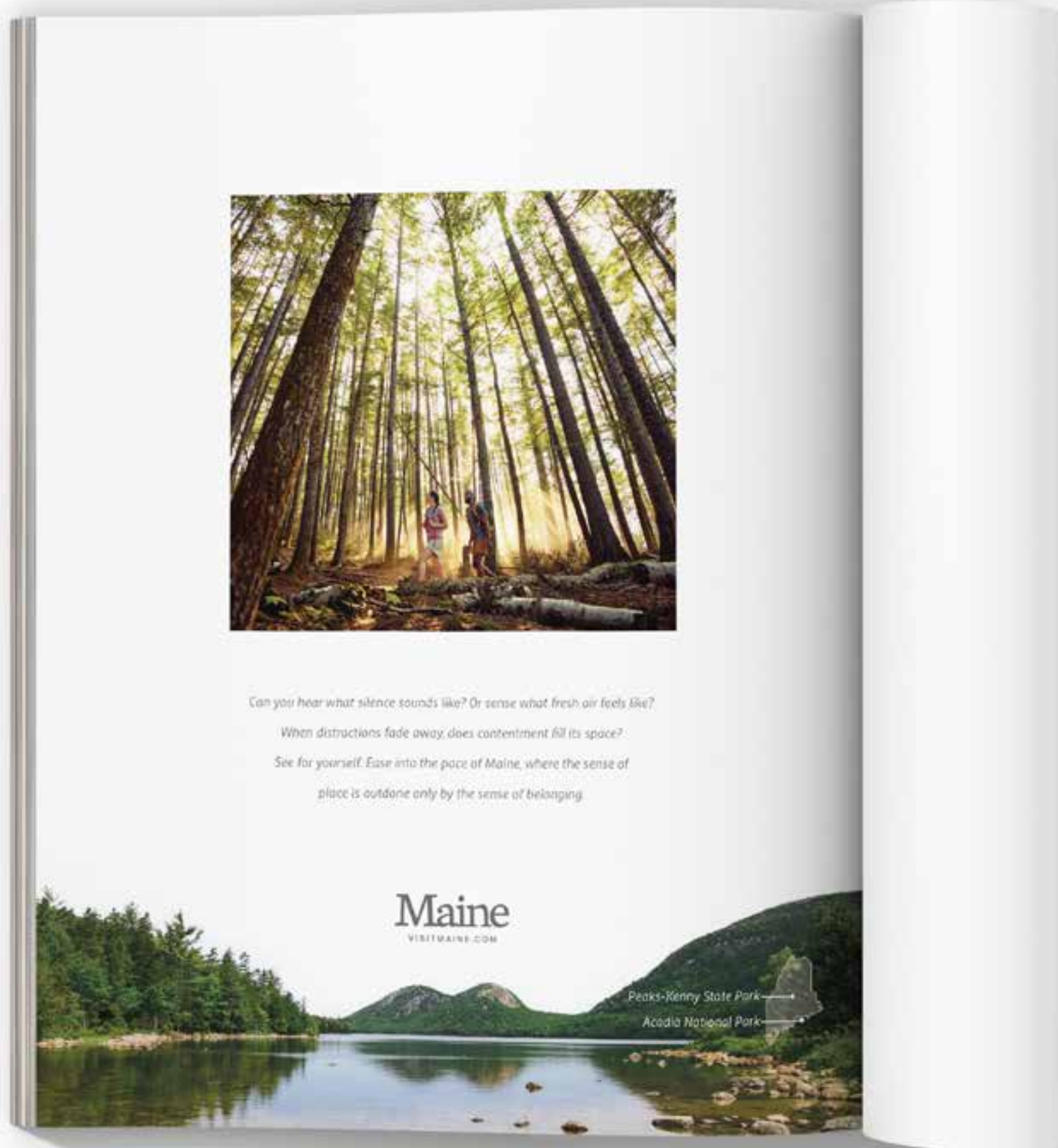
Farmers + Fishing



Hiking + Orchard

[Click to view videos](#)

SUMMER PRINT ADS



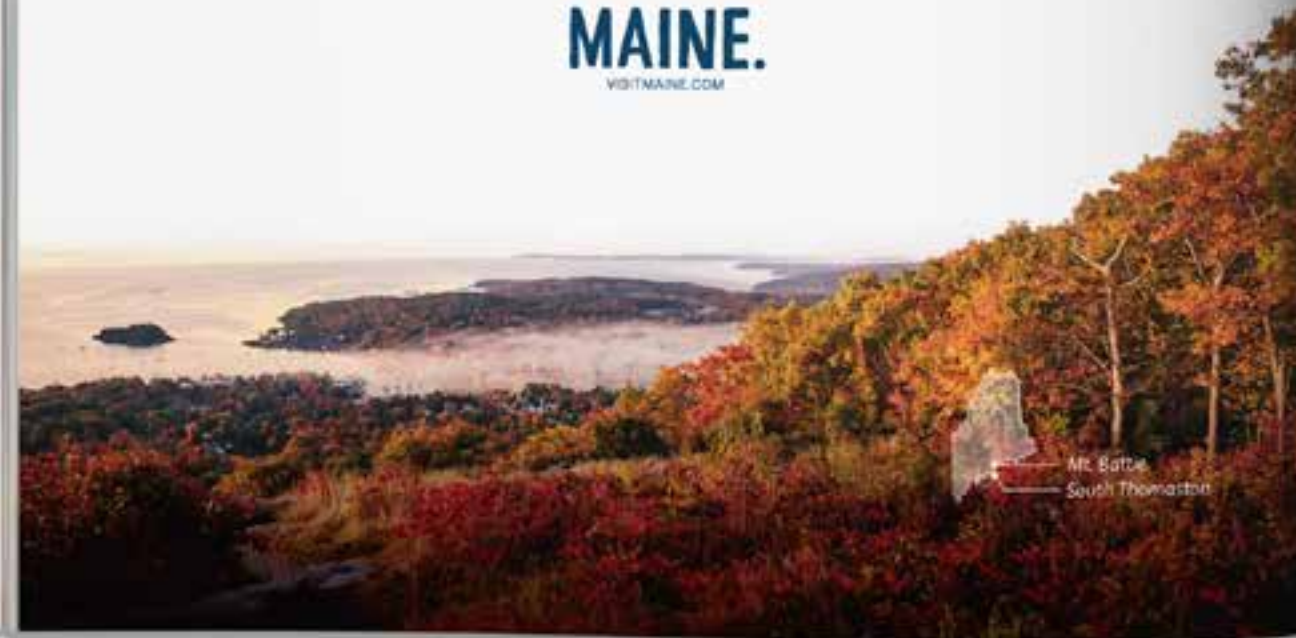
Scented Ad -
 To activate the sensory experience beyond the messaging, we designed a unique scratch and sniff print ad to release the scent of Maine.

FALL PRINT ADS



Sweet, succulent gifts from the ocean. Afternoons sipping craft beer around the warmth of a firepit. Leaves in full display. As the season turns to fall, Maine comes alive in taste, sight and sound unlike any other time of the year. Awaken your senses, right here in Maine.

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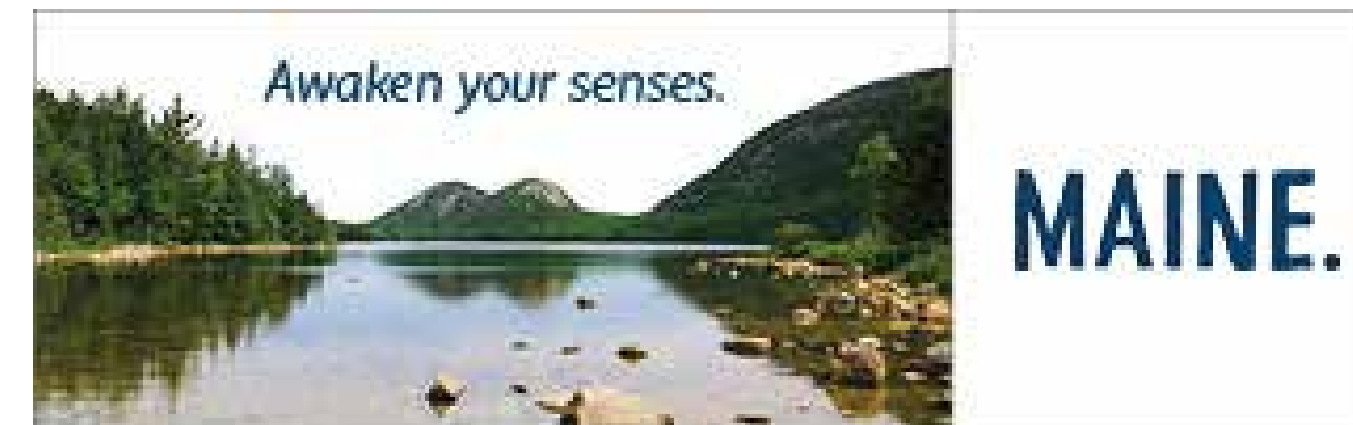
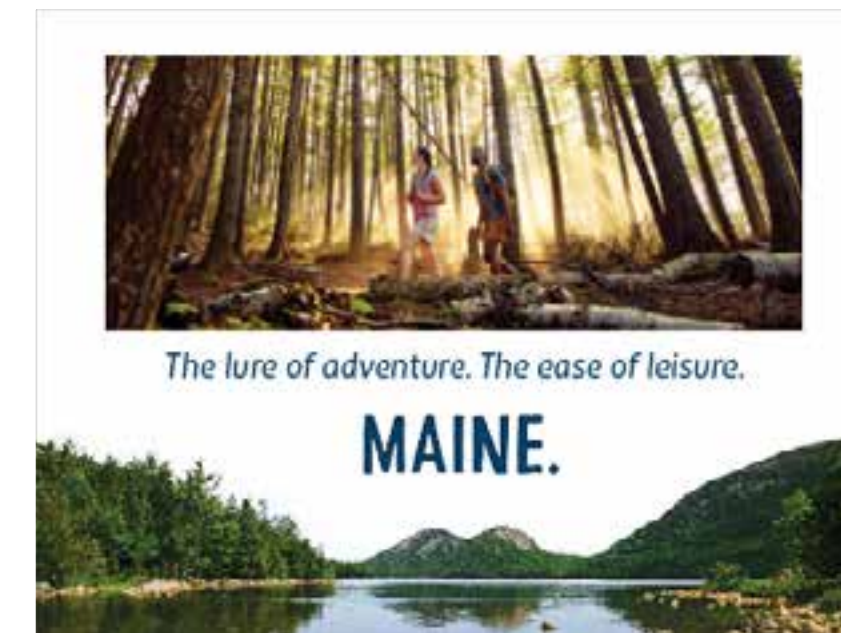
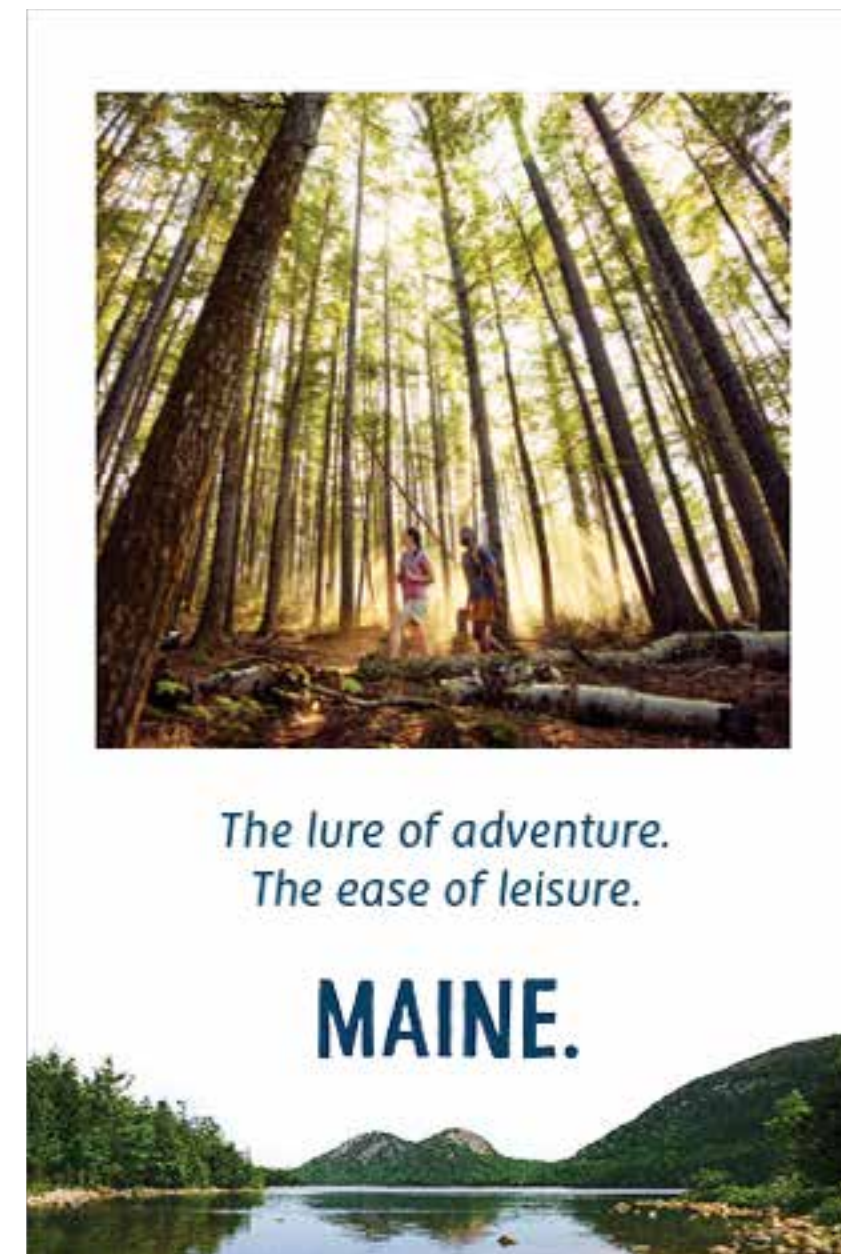
There are things we feel around us. Crisp air. Warm sunlight. A cozy sweater. And then there are things we feel within us. Curiosity. Exhilaration. Belonging. This is your place to pause, to savor the beauty around you. Reawaken your senses, right here in Maine.

MAINE.
VISITMAINE.COM



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SUMMER DIGITAL ADS



SITUATION

OBJECTIVES

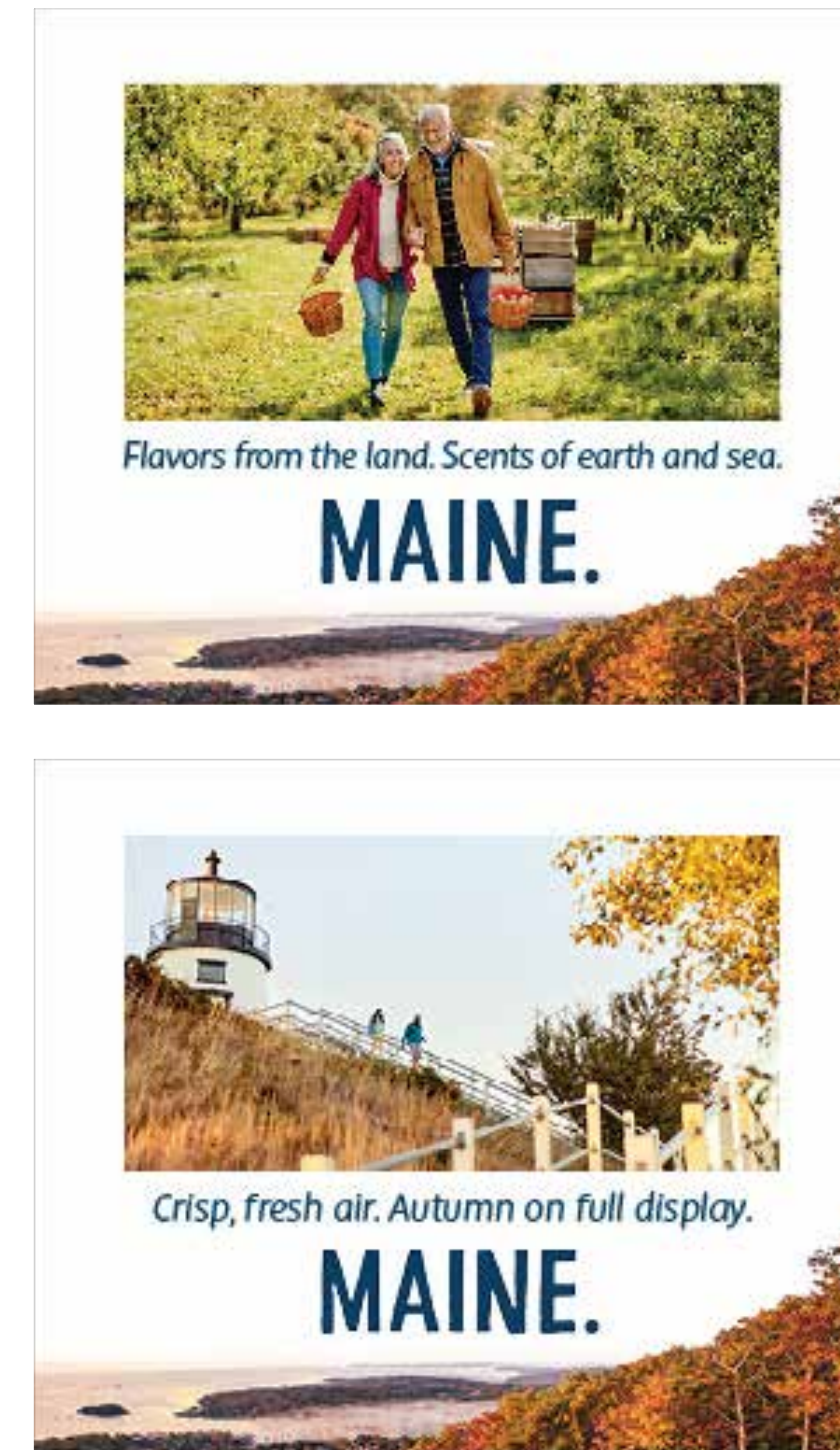
STRATEGY

EXECUTION

RESULTS

MAINE.

FALL DIGITAL ADS



SITUATION

OBJECTIVES

STRATEGY

EXECUTION

RESULTS

MAINE.

SUMMER IMAGE GALLERY



SITUATION

OBJECTIVES

STRATEGY

EXECUTION

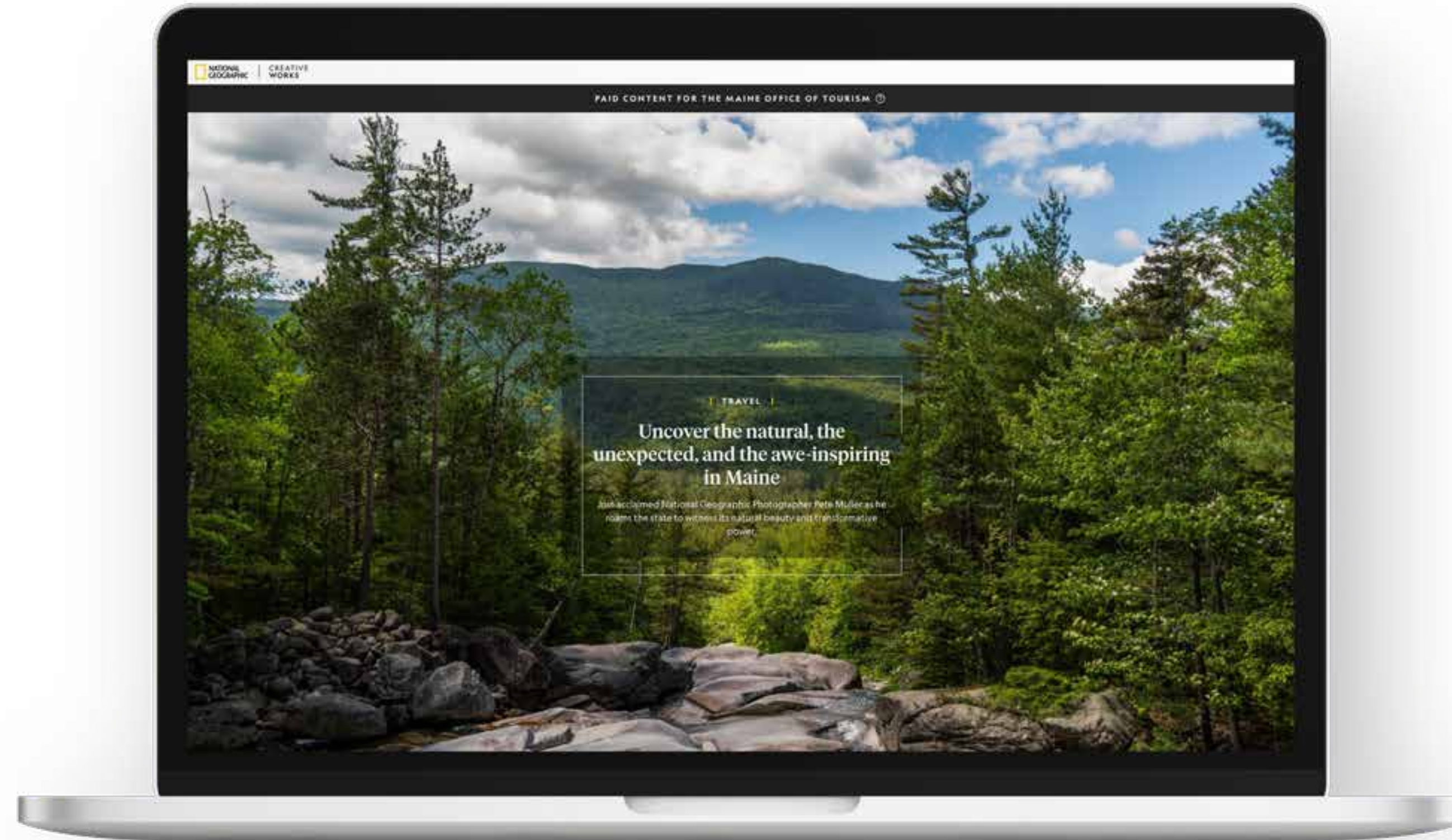
RESULTS

MAINE.

FALL IMAGE GALLERY



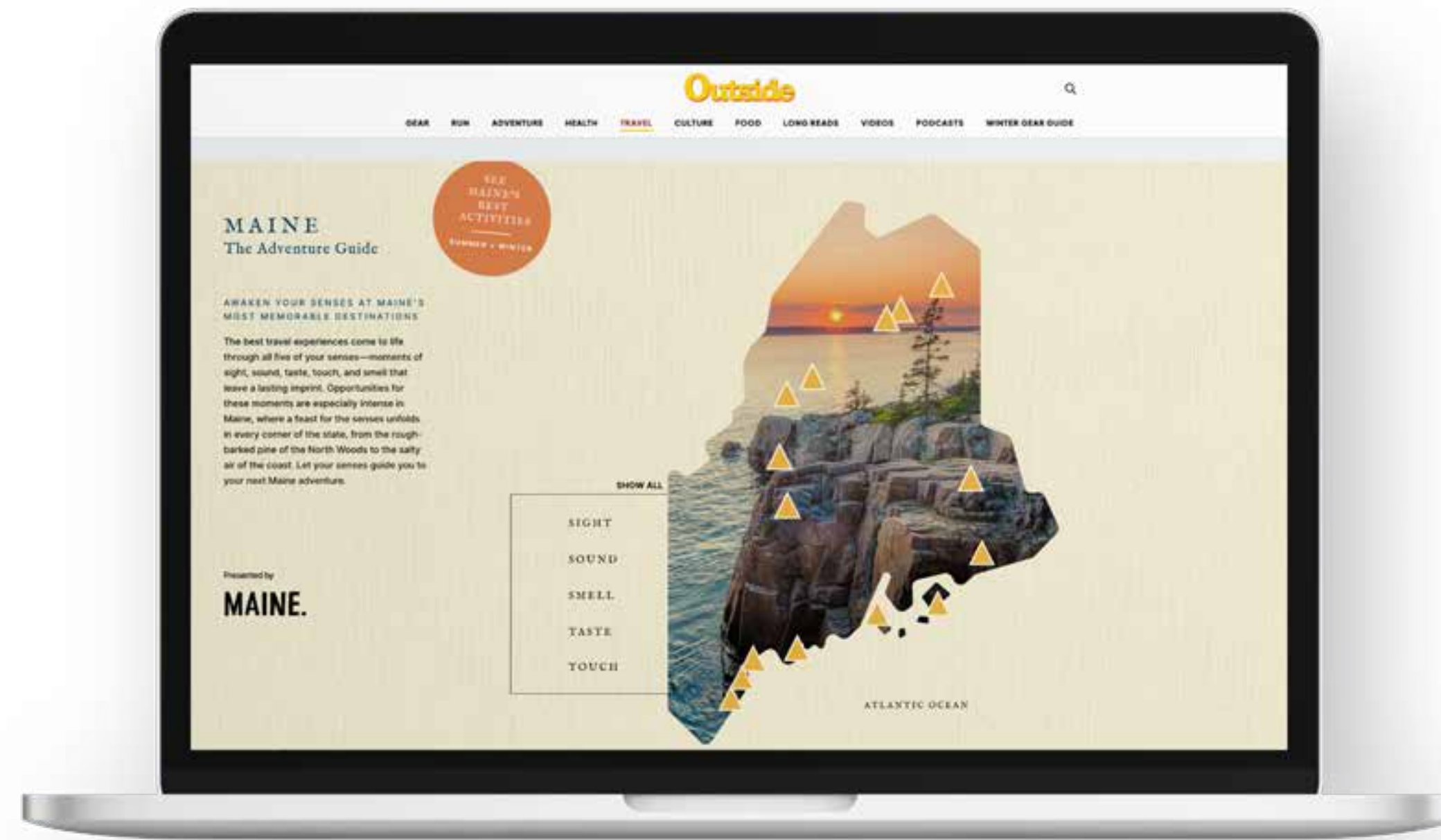
CONTENT PARTNERSHIP HIGHLIGHTS



National Geographic Paid Content

(Click to view)

CONTENT PARTNERSHIP HIGHLIGHTS



Outside TV Interactive Hub
(Click to view)



Outdoor TV Custom Video
(Click to view)

CONTENT PARTNERSHIP HIGHLIGHTS

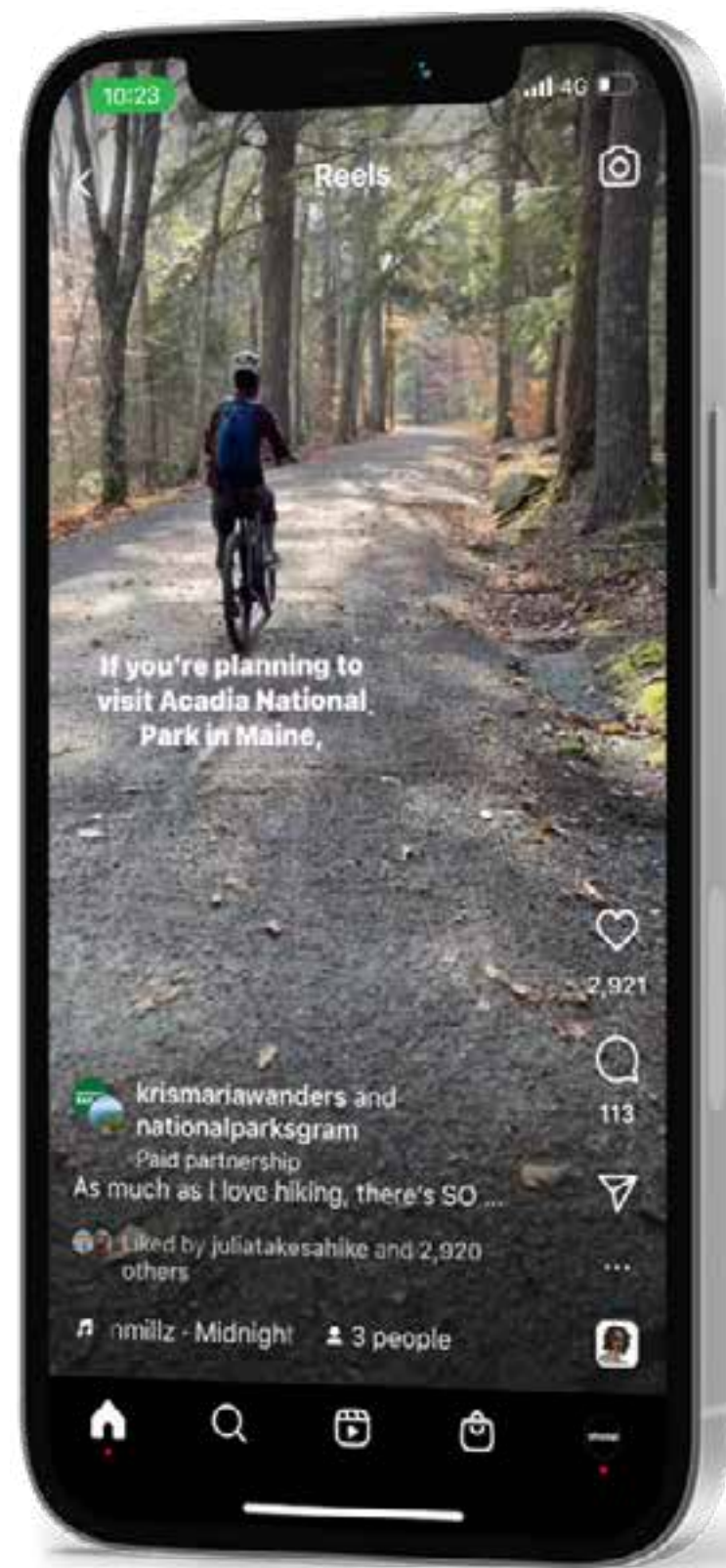


Atlas Obscura Vien Dobui
(Click to view)



Atlas Obscura Lobster Bake
(Click to view)

CONTENT PARTNERSHIP HIGHLIGHTS



TripScout

RESULTS

These shifts resulted in a 10% decrease in summer visitation (alleviating pressure on the land and on locals), but **boosted fall and winter visitation by 7% and 20% respectively.**

Looking at YOY results, in 2022 Maine saw 1.5% fewer visitors—but because we'd tapped into higher-quality visitors who stayed longer and spent more, the **economic impact increased by \$1.3 billion.**



RESULTS

NATIONAL GEOGRAPHIC

Our partnership with National Geographic showcased the natural beauty of Maine through content, a custom photo shoot, and Instagram stories featuring Maine's local culture.

This resulted in **17 million impressions and 55 thousand social conversions**.

ATLAS OBSCURA

Our work with Atlas Obscura included a video series with Vien Dobui, Chef and Co-owner of James Beard Award nominated Cong Tu Bot, garnering **2.87 million video views**.

Our custom article on Ann Pollard Ranco, "The Indigenous Origins of the Maine Lobster Bake" had a **high average time on page of 6:20, which is 6x the industry benchmark**.

TRIPSCOUT

We also tapped into the power of influencers featuring on-grounds content creators delivering over 115 pieces of unique content, **resulting in 464 thousand social engagements and 4.4 million views**.

OUTSIDE

Our partnership with Outside Inc. included an interactive seasonal adventure guide which generated **2.7 million impressions and an engagement rate of 98%**.

We developed a custom 22-minute episode targeting a highly qualified audience of outdoor enthusiasts, **generating 14.5 million views**.

THANK YOU
MAINE.

