

Maine Office of Tourism

# 2024 Winter Media & Creative



miles  
PARTNERSHIP

MOT Winter 2024

# Media Strategy



# Winter 2024— **media overview**



Build upon success of key partnerships with extensions through Q1



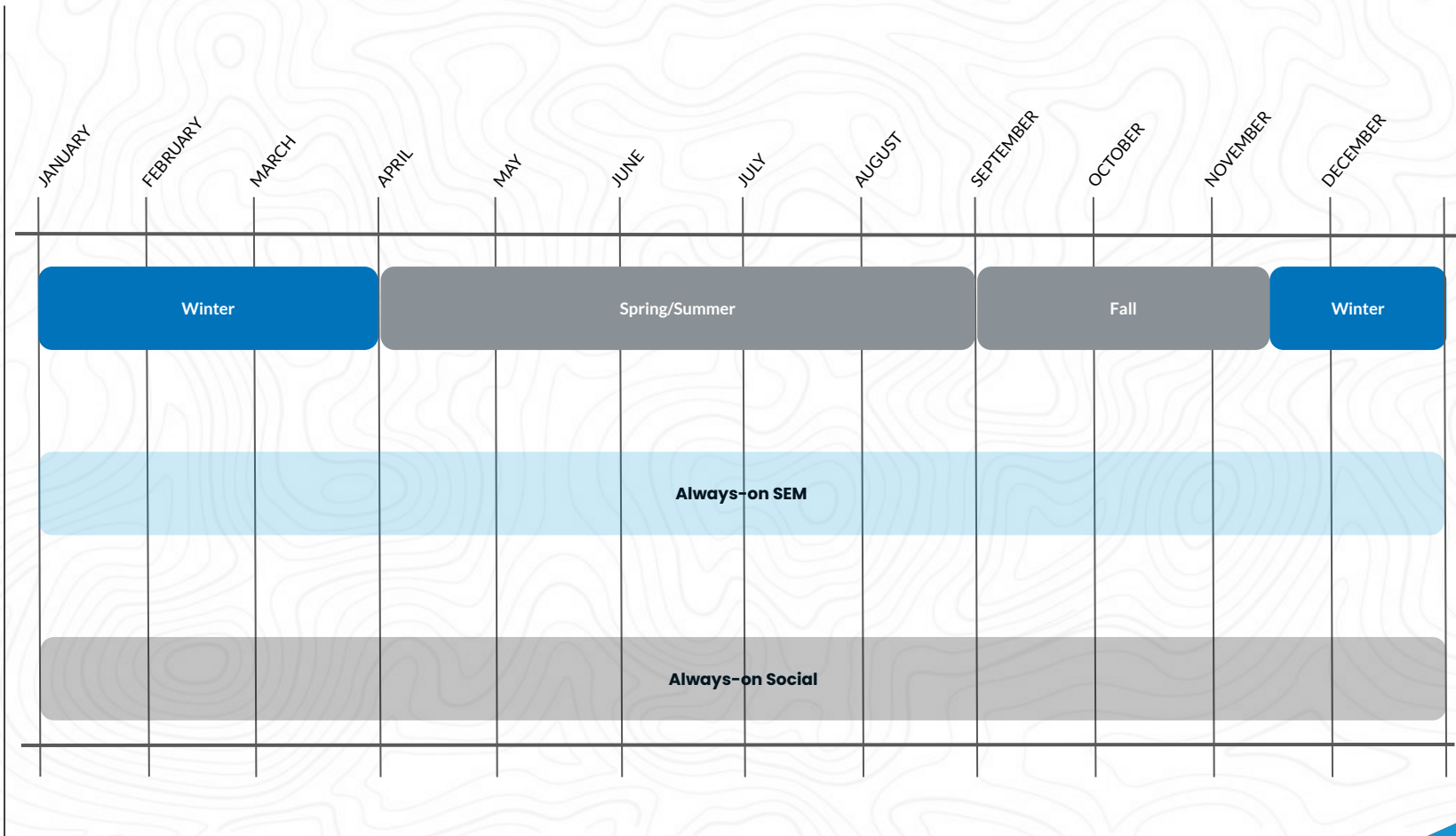
Efficiency in programmatic across all channels to reach one common goal



“Always-On” social and paid search campaigns to ensure we’re actively engaging and staying in front of our audience throughout the year



# Seasonal Flying



# Targeting

## OVERALL APPROACH

1. **Prioritize Travel Intenders overall**
2. **Layer on geographic targeting:**
  - a. Heavy-up in primary markets
  - b. Evaluate test markets
  - c. Explore seasonal targeting
3. **Layer on behavioral attributes**
  - a. When necessary, layer in additional audience segments (campaign specific)
4. **Conquesting:** New Hampshire, Massachusetts, Vermont winter activity travelers

### OVERLAYS

#### BEHAVIORAL

- Winter Sports
- Skiing/Snowboarding
- Snowmobiling
- Winter Enthusiasts
- Foodies

#### AUDIENCE

- Families
- Couples



## Target Markets

### Map

LOCAL



Maine

PRIMARY



Mid-Atlantic Region  
New England Region

SECONDARY



Florida



88% of visitors traveled from these areas in the winter of 2023 (Downs & St. Germain Winter 2023)



# Campaign Tactics



Connected TV/OTT



Online Video



Display



Native



Influencers



Content Extensions



Paid Social



Paid Search/SEM

# Partnerships

national

local



tripscout





MOT Winter 2024

# Creative Overview



# Winter 2024— **creative overview**



Focusing on bringing the brand to life through the sensory experience



Highlighting each brand pillar: Escape to Nature, Small-Town Spirit, Feast of the Earth, and a Place to Pause



## Social

**MAINE. Visit Maine**  
Sponsored · 🌐

✕ ⋮

Holiday lights, lively shops and cozy inns bring the magic of the season to life in Maine.



visitmaine.com  
**Merry in Maine**  
Find your winter wonderla...


[Learn more](#)

👍 Like    💬 Comment    ➦ Share

**MAINE. Visit Maine**  
Sponsored · 🌐

✕ ⋮

There are places where the snow is deep and trails are vast. Come see.



visitmaine.com  
**Adventures await.**  
Explore winter in Maine.

[Learn more](#)

👍 Like    💬 Comment    ➦ Share

**MAINE. Visit Maine**  
Sponsored · 🌐

✕ ⋮

Ice-cold oysters. Warming drinks. And time well spent, together. Savor winter moments.



visitmaine.com  
**Welcome to winter.**  
Gather 'round.


[Learn more](#)

👍 Like    💬 Comment    ➦ Share

**MAINE. Visit Maine**  
Sponsored · 🌐

✕ ⋮

Crisp, snowy nights. Fragrant pine. And joyful holiday cheer. Celebrate winter in Maine.



visitmaine.com  
**Find magical moments.**  
Make it to Maine.

[Learn more](#)

👍 Like    💬 Comment    ➦ Share



## Custom Content

### Nativo



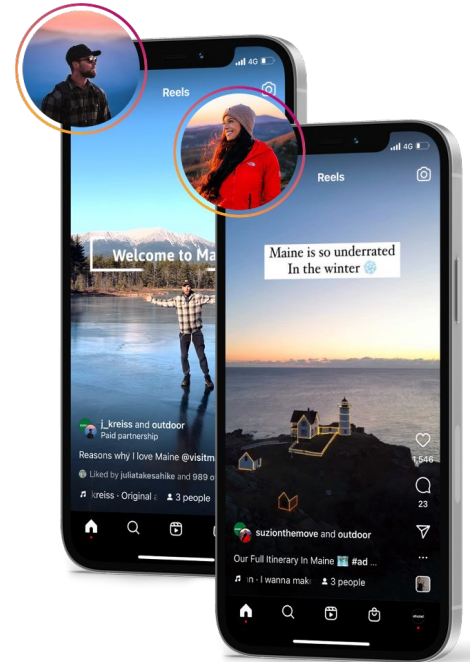
### Atlas Obscura



### TripAdvisor



### TripScout



## Digital



*The joy of a snow day.  
The warmth of laughter.*

**MAINE.**



*Fragrant pines and  
snow-laden forests.*

**MAINE.**



*Fragrant pines and  
snow-laden forests.*

**MAINE.**



*Flavors from the land.  
Purely delicious.*

**MAINE.**



*Snowy adventures. Cozy retreats.*

**MAINE.**



*Fragrant pines and snow-laden forests.*

**MAINE.**



**All is calm.**

*Take a breath amid crisp air, snowy  
trails and serene scenery. You've  
made it to Maine.*



**Merry and Maine-Made.**

*Charming downtowns, small shops  
and handmade goods bring the joy  
into holiday shopping.*



**Video Spot: Ice Skating**



**Video Spot: Chalet**





# Q&A







**Thank You.**