

# Maine Office of Tourism



2021 Stakeholders Meeting

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**Look Out for ME**

## Look Out for ME

Launched in November, the Look Out for ME homepage was created to help educate and encourage tourists and residents of Maine to enjoy the outdoors responsibly.

Subsequent, print ads, social posts and visitmaine.com directed outdoor enthusiasts to the custom webpage that serves as resource to help preserve and protect Maine's abundant natural resources, today and for years to come.

To extend the reach of the program, we developed a digital toolkit. This simple guide allows MOT partners to easily share the initiative's key messages in both their physical and digital communications.

Additional activations, promotions and partnerships will be rolled out in the coming months to help get the word out about this important mission.

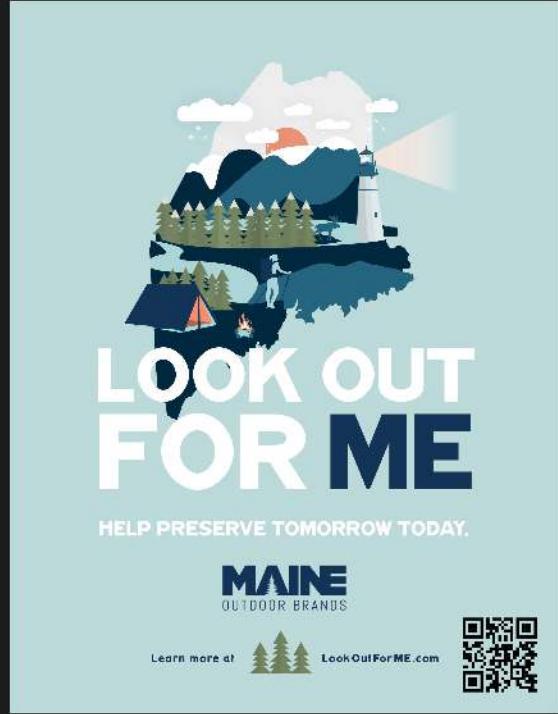
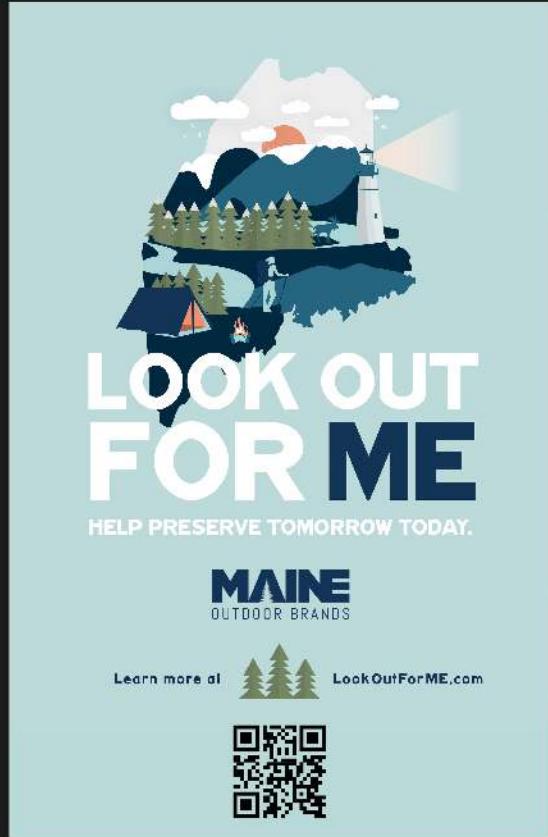
[\*\*Landing Page Link\*\*](#)





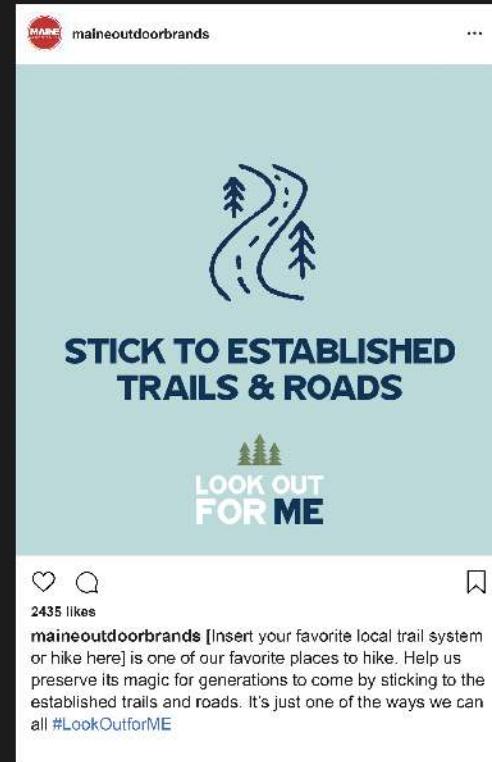
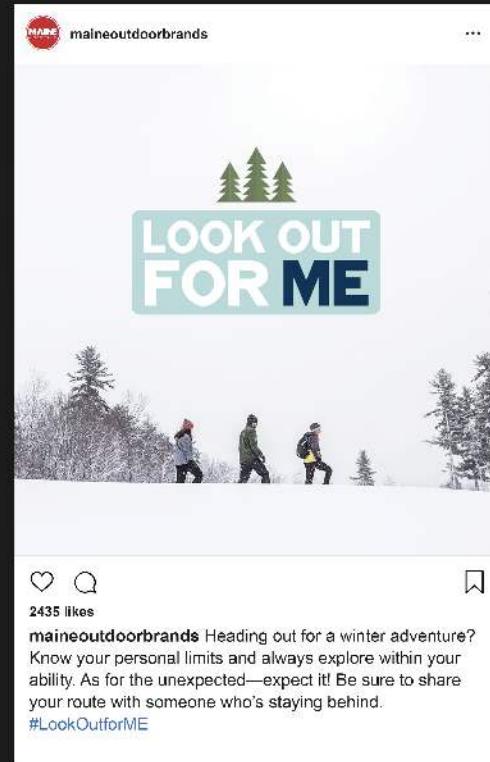
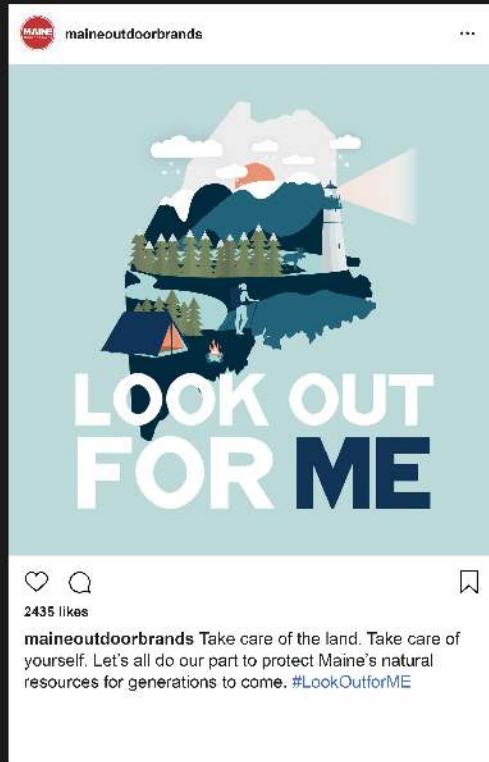
# LOOK OUT FOR ME

Printable Posters



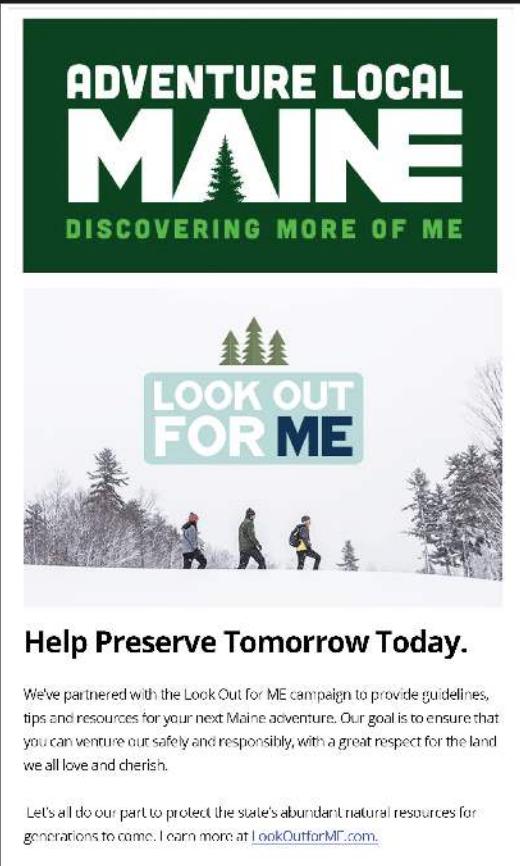
Add your logo, print and post.

## Social Posts & Copy



Share the Look Out For Me posts on your social channels.

Partner-Email, Web Badge & Copy



**ADVENTURE LOCAL  
MAINE**  
DISCOVERING MORE OF ME

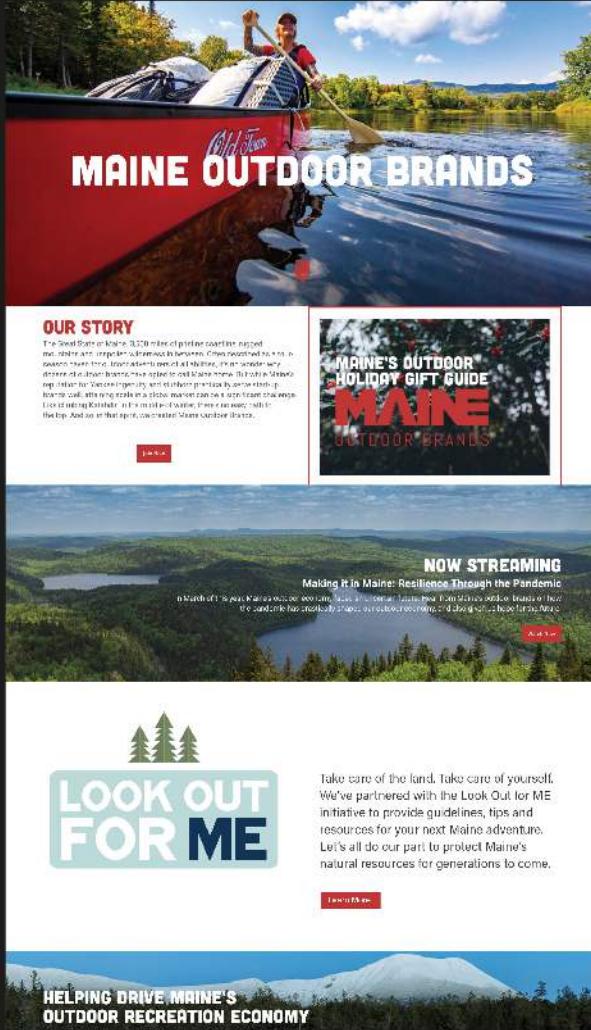
**LOOK OUT  
FOR ME**

Help Preserve Tomorrow Today.

We've partnered with the Look Out for ME campaign to provide guidelines, tips and resources for your next Maine adventure. Our goal is to ensure that you can venture out safely and responsibly, with a great respect for the land we all love and cherish.

Let's all do our part to protect the state's abundant natural resources for generations to come. Learn more at [LookOutforME.com](http://LookOutforME.com).

Send an email  
to your  
subscribers  
Noting your  
participation  
and support of  
the program.



**MAINE OUTDOOR BRANDS**

**OUR STORY**  
The South River in Maine, 0.32 miles of pristine coastline, inspired the Maine Outdoorsmen to form the Maine Woods Association in 1911. Today, the Association is the oldest outdoor organization in the state, and the oldest environmental organization in the country. The Maine Woods Association is the oldest environmental organization in the country, and the oldest environmental organization in the country.

**MAINE'S OUTDOOR HOLIDAY GIFT GUIDE**

**NOW STREAMING**  
Making it in Maine: Resilience Through the Pandemic

Take care of the land. Take care of yourself. We've partnered with the Look Out for ME initiative to provide guidelines, tips and resources for your next Maine adventure. Let's all do our part to protect Maine's natural resources for generations to come.

Helping Drive Maine's  
OUTDOOR RECREATION ECONOMY

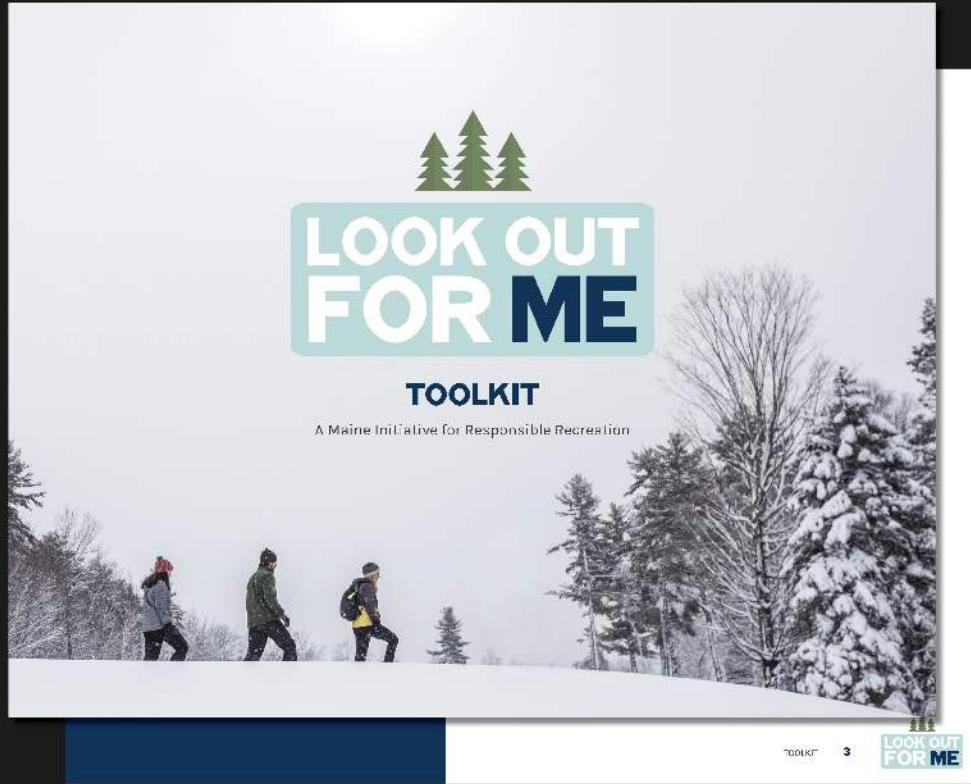
Show your  
support by  
putting  
program  
details on your  
website.

MOT Partners Landing Page

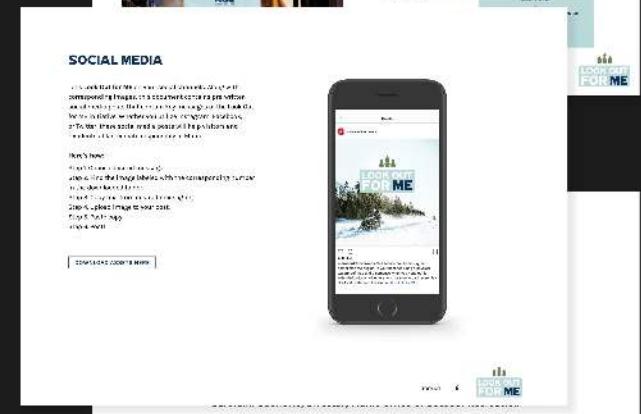
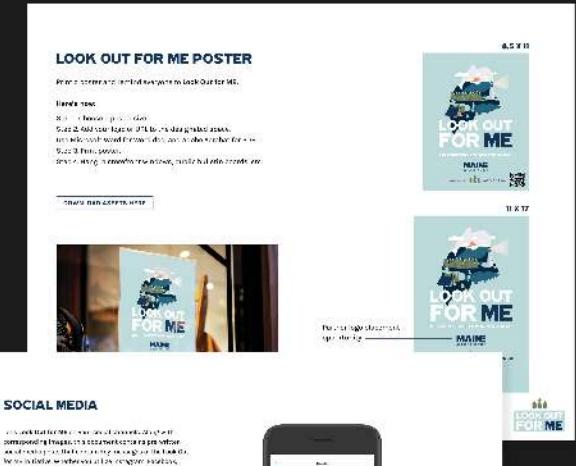
The image shows the header of the Maine Department of Conservation website. The top navigation bar includes links for Maine, Programs & Services, Partner Organizations, Research, Events, Staff Directory, Web Links, Additional Resources, and Partner Logging. Below the header is a breadcrumb trail: Home / Look Out for Me Toolkit. The main content area features a photograph of three people cross-country skiing in a snowy forest. Overlaid on the left side is a teal graphic containing the text "LOOK OUT FOR ME" in large, bold, white and blue letters, with three green pine trees above the text. The bottom of the image has a light blue gradient.

A collage of images from the 'LOOK OUT FOR ME' campaign. It includes a snowy forest scene with a cabin, two people walking in the snow, a small cabin in the woods, and a collage of various outdoor scenes.

## Toolkit



[Link to download the toolkit](#)



# Look Out for ME Campaign

## JAN-FEB

- 2/3 Press Release launches
- Organic Intro post
- 2/11 Stakeholders presentation
- Regional Partner websites updated
- 2/10–28 Paid social ads – Intro (2 versions)
- 2/17 Email to consumer subscribers

## MAR

- Paid social ads – 7 versions (activities, tips, landowner)
- Maine Magazine ad

## APR - SEPT

- Update tool kit and landing page with summer theme
- E-newsletter reminder
- Launch paid digital advertising plan (video, radio, digital, social) targeting behaviorally and contextually with a retargeting element
- Content additions
- Public Relations
- POP Activation

LET'S ALL

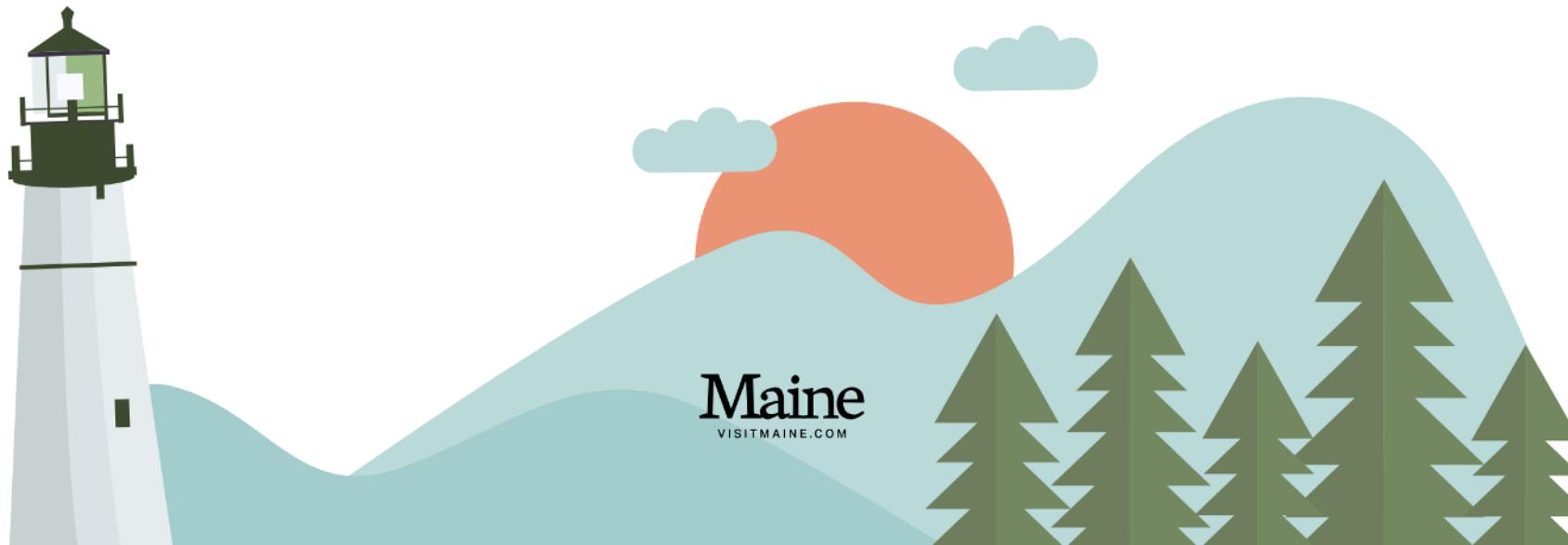
## HELP PRESERVE TOMORROW TODAY

THANKS!

For questions about the Look Out for ME initiative, please contact:

**Carolann Ouellette, Director, Maine Office of Outdoor Recreation**

Email: [carolann.ouellette@maine.gov](mailto:carolann.ouellette@maine.gov) - Phone: 207-624-9824



Thank You

