



MAINE.

Workforce Development Creative + Media Updates



**media
strategy**



campaign overview

data

Utilize research to uncover the current perceptions of hospitality jobs in Maine in order to define clear opportunities.

creative

Develop creative that appeals to the relevant audiences uncovered by research in order to encourage potential employees to explore a career in tourism, hospitality and outdoor recreation.

partnership

Leverage an integrated paid media campaign to push messaging and creative out to right-fit audiences across a variety of channels that reach our key audiences.



targeting

PRIMARY

1. University + Post-Grad Students (ages 15-24)
2. Career-minded, mobile & open to lifestyle changes (ages 25-34)
 - a. Largest age group for new hires and job applicants based on research.

SECONDARY

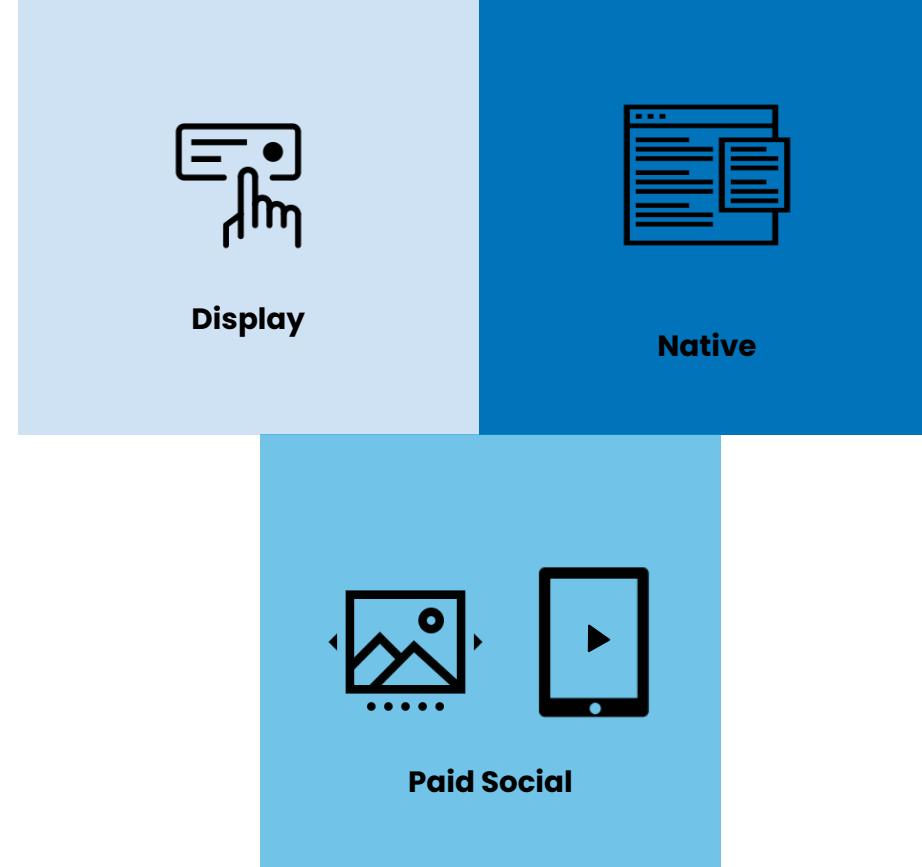
- In-State Career Changers (35-54)

Additional Demographics Based on Research

- Relocators from Urban Areas
- Primary & Shared Earners
- Hospitality Workers in Similar Markets
 - Seasonal destinations (Cape Cod, Lake Tahoe, etc.)



tactical overview





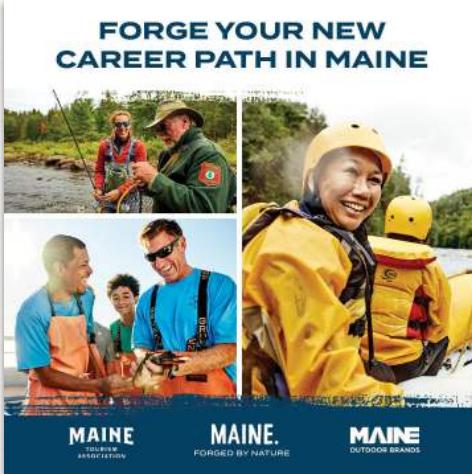
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**creative
examples**

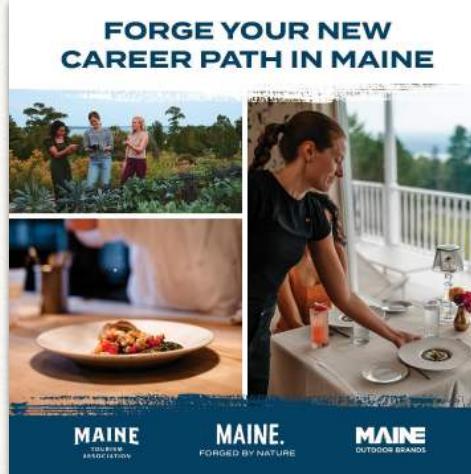


OUTDOOR REC

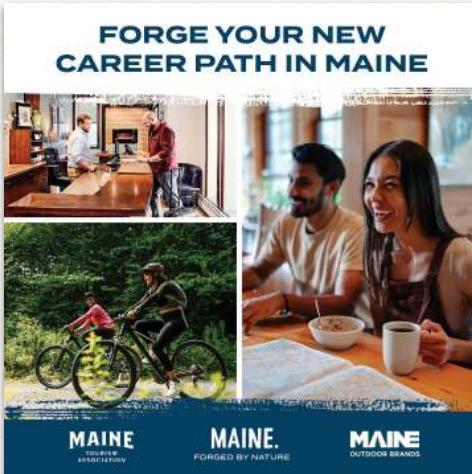
social - meta



FOOD & BEVERAGE



LODGING



ARTS & CULTURE



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reddit

u/visit_maine • Promoted

In Maine, hospitality is more than just lodging. You shape the stories people bring home. And when you clock out, adventure is just outside your door.

...

FORGE YOUR NEW CAREER PATH IN MAINE



MAINE TOURISM ASSOCIATION

MAINE. FORGED BY NATURE

MAINE OUTDOOR BRANDS

visitmaine.com

Learn More

u/visit_maine • Promoted

This isn't a side gig. It's a career path. In Maine, tourism jobs are year-round and provide ample opportunities for growth into leadership roles.

...

FORGE YOUR NEW CAREER PATH IN MAINE



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MAINE OUTDOOR BRANDS

visitmaine.com

Learn More

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Maine Office of Tourism
15 followers
Promoted

Come for the season. Stay for the lifestyle. Where when you're off the clock, you're on to adventure. This is work-life balance, wildly reimagined.

CAREER PATH IN MAINE



Forge Your New Tourism Career Path in Maine
[visitmaine.com](#)

[Learn more](#)

2

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Maine Office of Tourism
15 followers
Promoted

People dream of vacationing here. You get to live here. Discover what it really means to have an office with a view.

CAREER PATH IN MAINE



Forge Your New Tourism Career Path in Maine
[visitmaine.com](#)

[Learn more](#)

1

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new display banner components

FORGE YOUR NEW CAREER PATH

This isn't just a summer gig. It's a year-round career.



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IN PARTNERSHIP WITH

MAINE TOURISM ASSOCIATION **MAINE** OUTDOOR BRANDS

FORGE YOUR NEW CAREER PATH

You shape the stories people bring home.



FORGE YOUR NEW CAREER PATH

Start here. Go everywhere.



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FORGE YOUR NEW CAREER PATH

People dream of vacationing here. You get to live here.



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landing page

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Thank you

