

2025 HSMIAI ADRIAN AWARDS ENTRY

FORGED BY NATURE

CONSUMER BRAND CAMPAIGN | MULTI-CHANNEL/INTEGRATED MARKETING

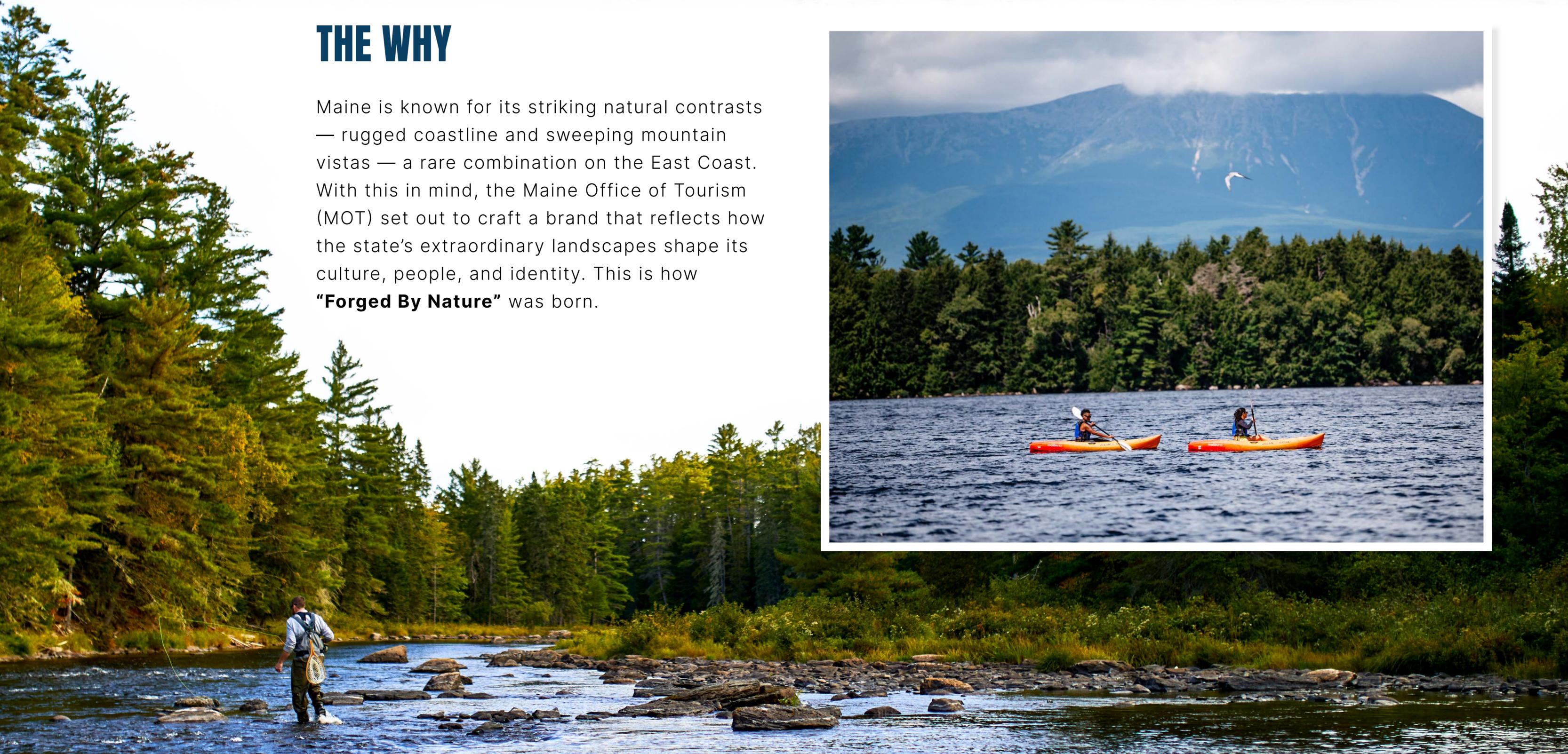


MAINE.

FORGED BY NATURE

THE WHY

Maine is known for its striking natural contrasts — rugged coastline and sweeping mountain vistas — a rare combination on the East Coast. With this in mind, the Maine Office of Tourism (MOT) set out to craft a brand that reflects how the state’s extraordinary landscapes shape its culture, people, and identity. This is how **“Forged By Nature”** was born.



FORGED BY NATURE CAMPAIGN GOALS

More than just a tagline, **“Forged by Nature”** encapsulates the powerful connection between Maine’s awe-inspiring environment and the authenticity, resilience, and creativity of its people.

The campaign emphasized what sets Maine apart from other destinations, weaving in elements of arts and culture, the outdoors, and culinary experiences to present a rich, multifaceted narrative. Our goals included:

- **Developing fresh creative:** Bringing the essence of Maine to life through innovative campaign concepts and creative.
- **Reaching and representing a diverse audience base**, including BIPOC, LGBTQ+, and accessibility-focused audiences.
- **Increasing in-person engagement** in key markets to strengthen brand perception and foster real-world connections.
- **Driving digital engagement** through strategic optimization.



TARGET AUDIENCE

Target market analysis played a key role in the media strategy. MOT expanded into new test markets — including Denver, Charlotte, Tampa, Orlando, Miami, Atlanta, and Chicago — while continuing to invest heavily in Boston, a core market with high engagement. In alignment with inclusivity goals, the campaign also featured custom creative tailored to LGBTQ+

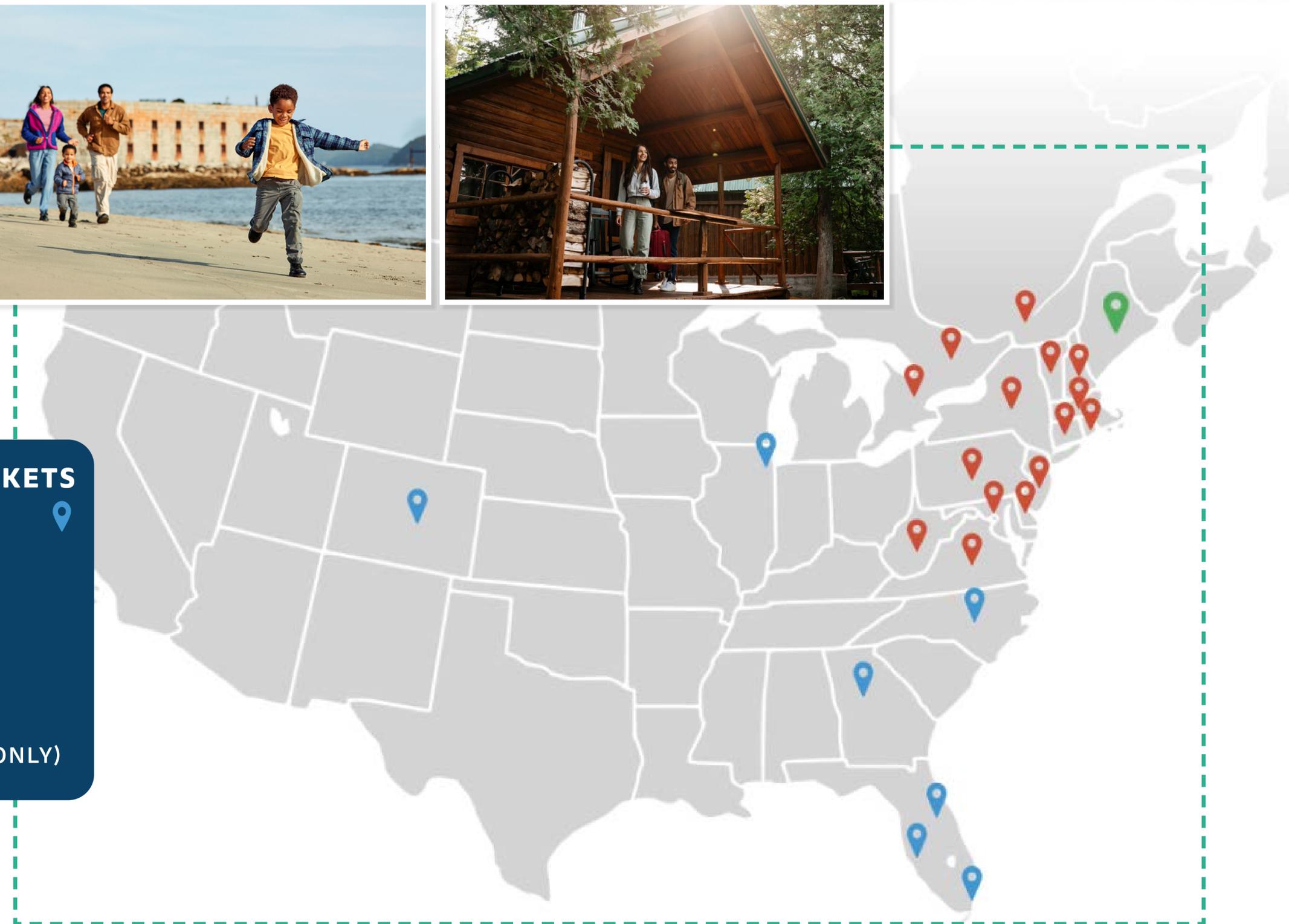


LOCAL
MAINE

PRIMARY
MID-ATLANTIC REGION
NEW ENGLAND REGION
EASTERN CANADA

NATIONAL

EXPANSION MARKETS
TAMPA
ORLANDO
MIAMI
ATLANTA
CHICAGO
CHARLOTTE
DENVER (SUMMER ONLY)

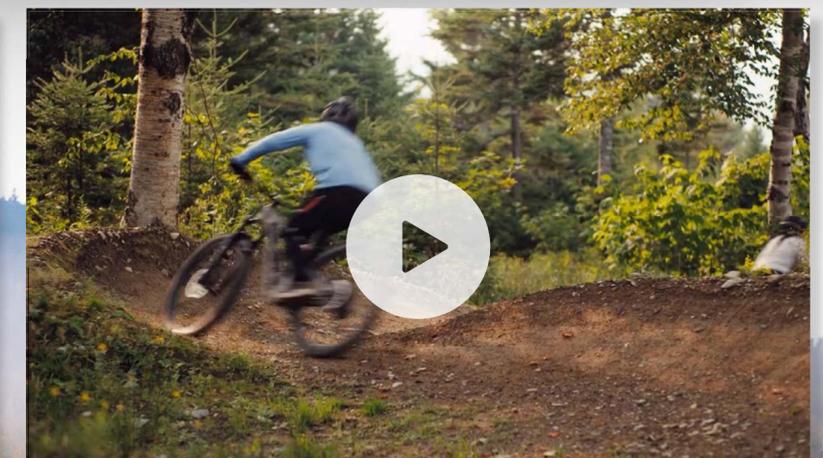
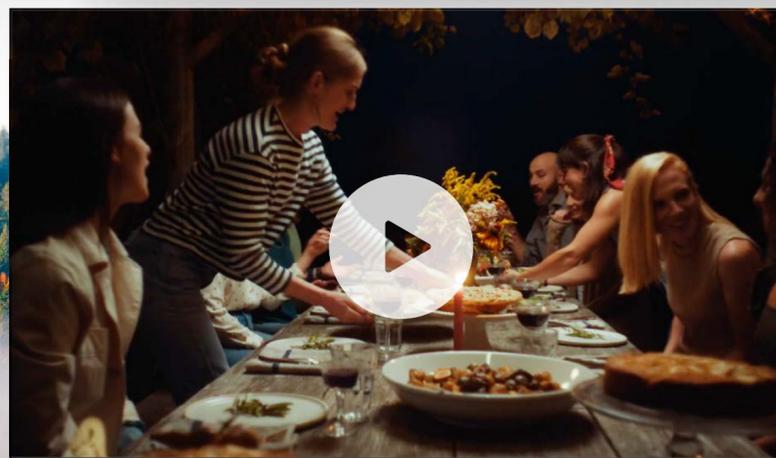


FORGED BY NATURE CREATIVE DEVELOPMENT

To bring the new “Forged by Nature” brand platform to life, the team introduced refreshed creative that visually embodied Maine’s rugged beauty and authentic spirit. After multiple rounds of exploration, this new direction debuted with an evolved visual identity and updated logo lockup, helping to modernize and unify the brand’s presence across channels.

View the Brand Anthem: [Here](#)

View Brand Creative Examples: [Here](#)



PRINT ADS



Charming seaside villages and soft, sandy beaches. Waterfront lobster shacks and artisanal ice cream shops. Some trips never leave us: recalled often and savored always.

MAINE.
FORGED BY NATURE

VisitMaine.com



Charming seaside villages and soft, sandy beaches. Waterfront lobster shacks and artisanal ice cream shops. Some trips never leave us: recalled often and savored always.

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VisitMaine.com



DIGITAL ADS



Adventure that moves you. Beauty that changes you.

MAINE.
FORGED BY NATURE



Artistry and craftsmanship, passed down with pride.

MAINE.
FORGED BY NATURE



Great stories start with great adventures.

MAINE.
FORGED BY NATURE



Adventure that moves you.

MAINE.
FORGED BY NATURE



Artistry and craftsmanship, passed down with pride.

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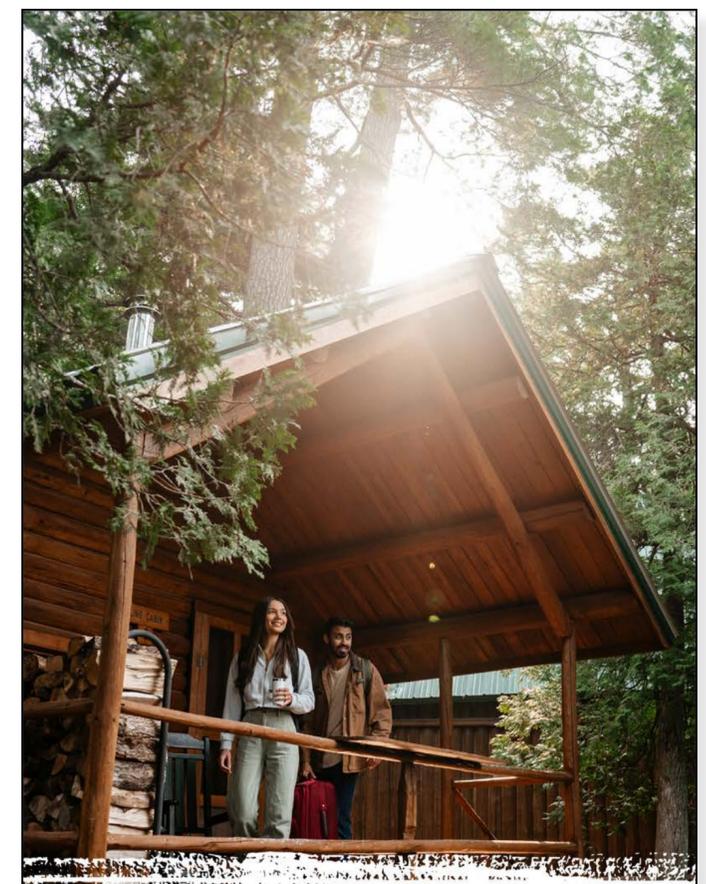
Great stories start with great adventures.

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Freshest feasts. From land and sea.

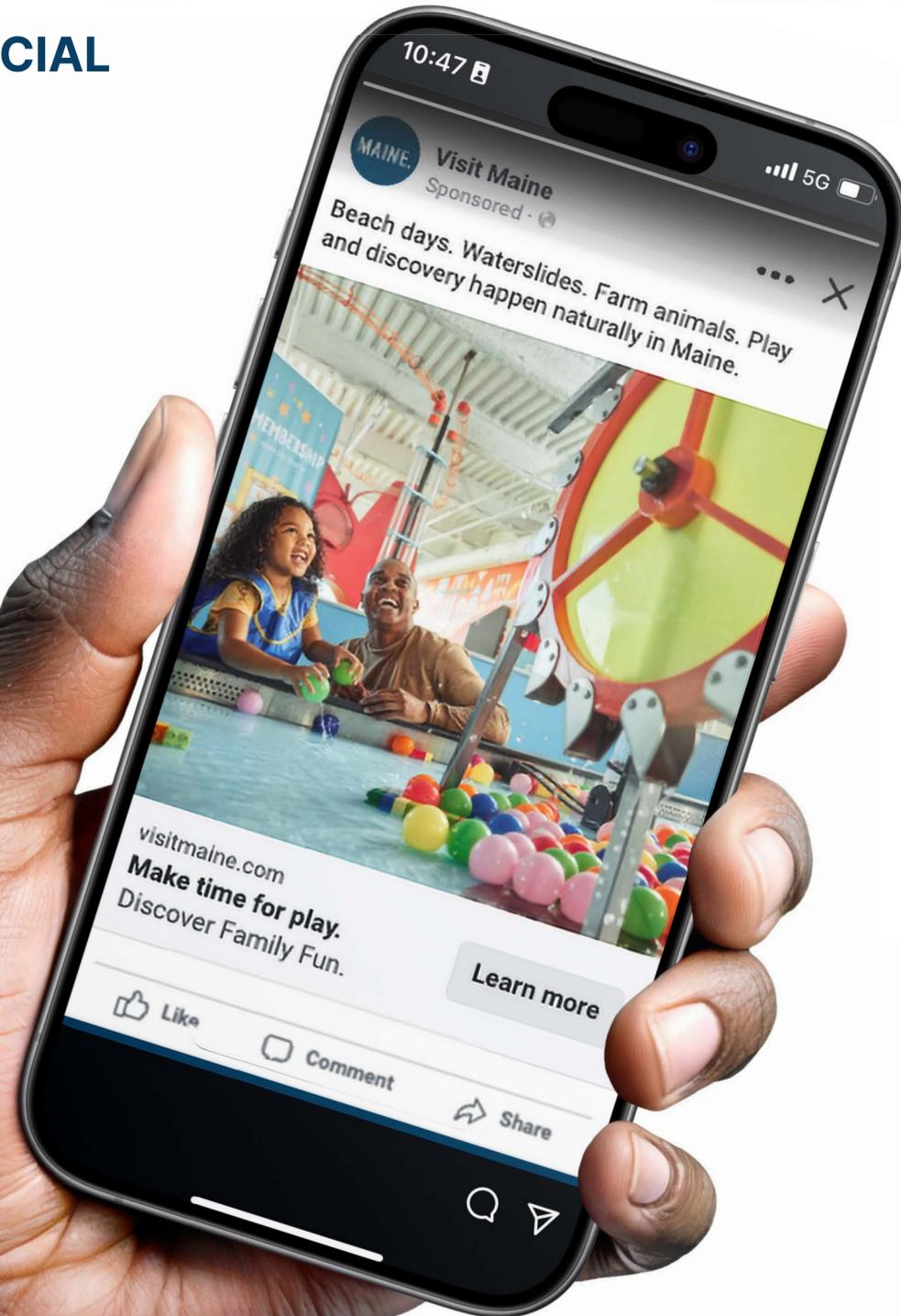
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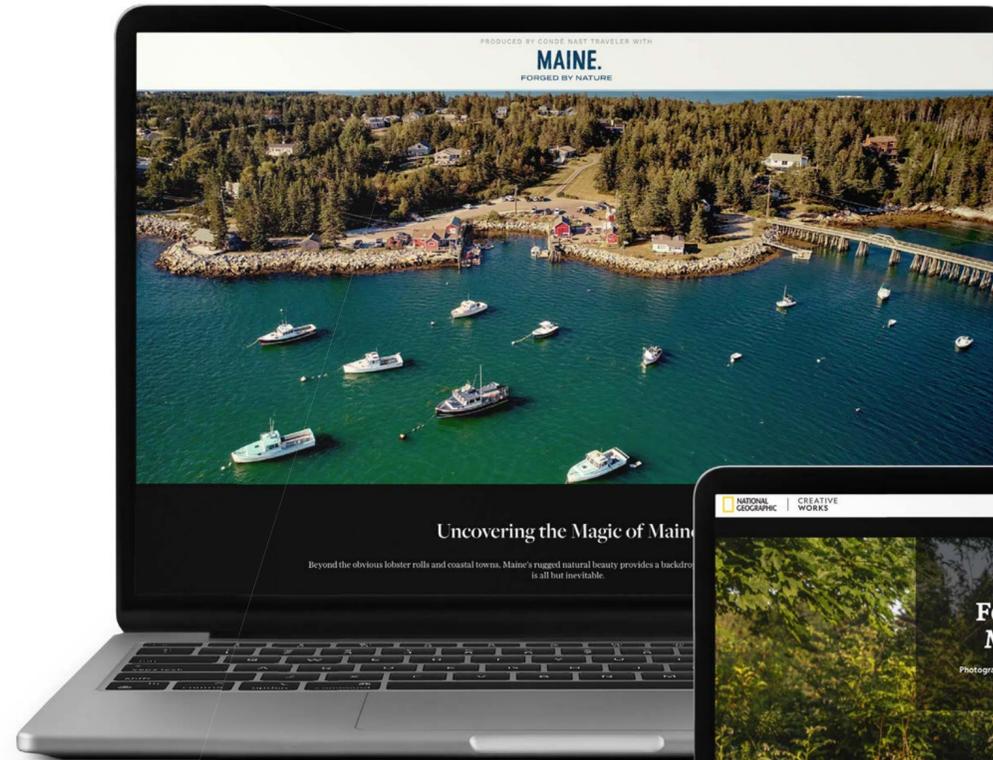
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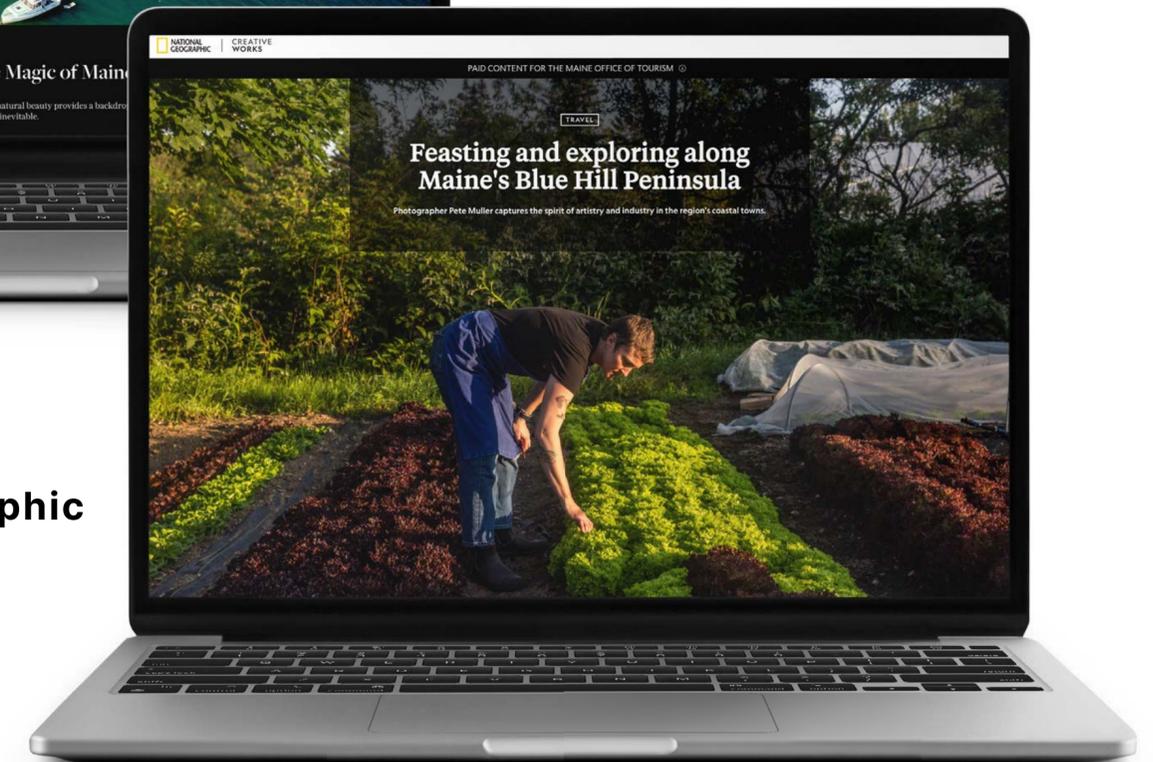
SOCIAL



CONTENT PARTNERS



Conde Nast



National Geographic

IN-PERSON ACTIVATION

A key component of the campaign was a major experiential brand activation at the **2025 Outside Festival and Summit in Denver**, a new opportunity market. In partnership with Outside Inc., MOT created a multisensory experience that immersed attendees in the essence of Maine. Highlights of the activation included:

- A custom-built **A-frame cabin** featuring Maine Outdoor Brands giveaways and a large-screen TV displaying cinematic video clips of Maine
- An interactive **Moose ring toss**
- A **“Sounds of Maine”** audio experience to experience on relaxing Adirondack chairs
- A sweepstakes offering an **all-expenses-paid trip to Acadia National Park**



ACTIVATION RESULTS

- Over **35,000 attendees** — a **95% increase YoY**
- **2.5 billion media impressions**, up from 1.8 million in 2024
- **32% of attendees identified as BIPOC**, with **26% from out of state**
- Nearly 1,000 sweepstakes entries and 2,000 Maine-made products distributed



OVERALL PERFORMANCE

The campaign's strategic media approach, combined with the elevated brand direction, maximized efficiency and delivered strong results and return on investment.

239.7M digital impressions served — a **78.5M increase YoY**

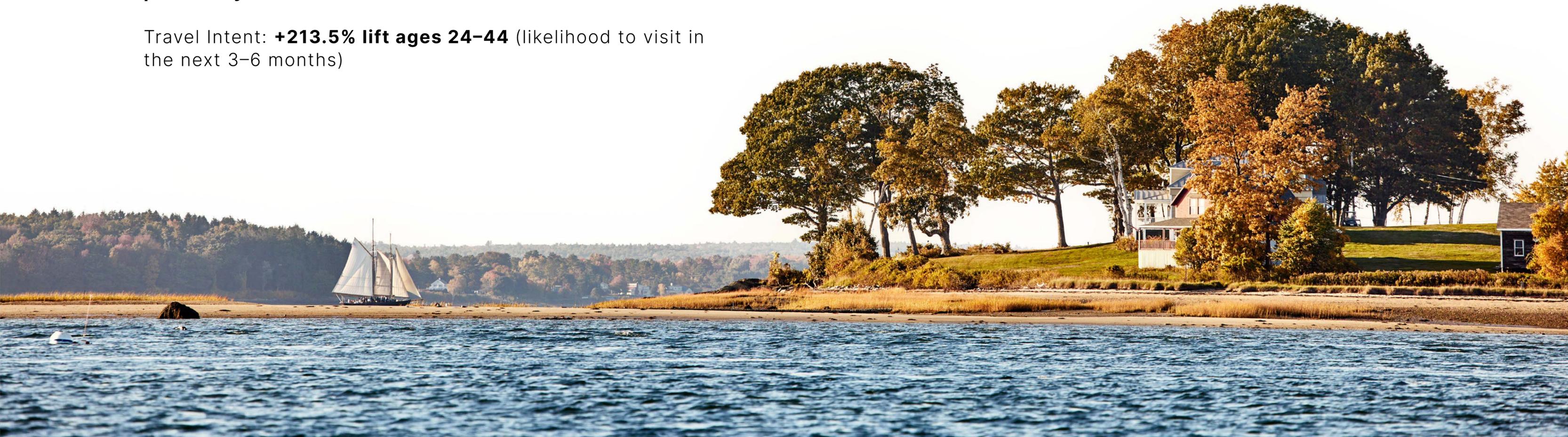
21.9M completed video views across online video, rich media, and connected TV

Over 533K website conversions — up nearly **80K from the previous year**

Travel Intent: **+213.5% lift ages 24–44** (likelihood to visit in the next 3–6 months)

Programmatic media buys were particularly effective, **generating 292,350 Observed Visits** directly attributed to the campaign (via Tourism Economics). This translated to a **Visits Per 1,000 Impressions (VPI) rate of 4.1**, with an average exposure-to-visit window of **30.6 days** — demonstrating both reach and lasting influence.

Ultimately, the campaign successfully achieved its core objectives: increasing brand awareness, deepening audience engagement, and evolving the visitor profile to drive meaningful travel to the state of Maine.



DIGITAL INITIATIVES

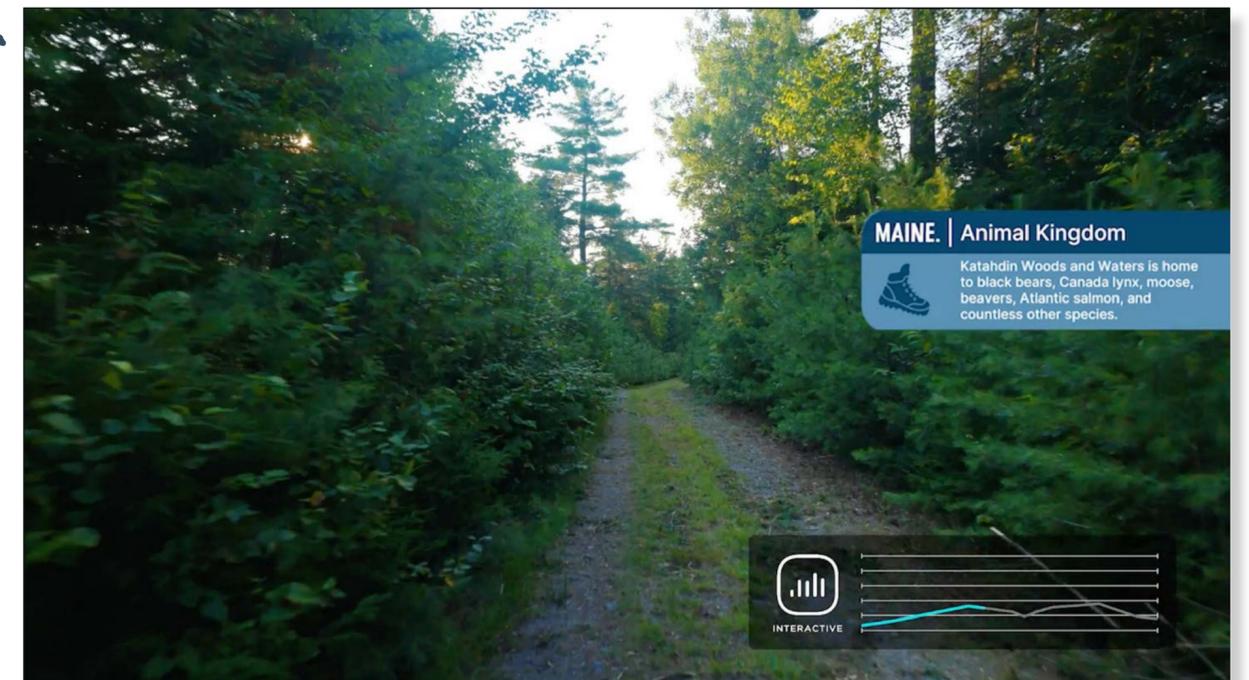
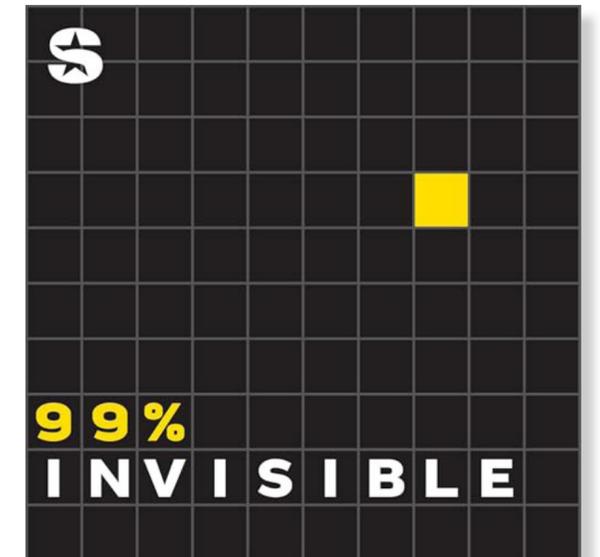
The campaign also included innovative media partnerships to drive awareness and engagement in new and unique ways, to complement our tried and true tactics of Social, Connected TV, Display, Native:

- **Podcast advertising** through host-read integrations on high-profile shows like The Mel Robbins Podcast and Where Everybody Knows Your Name, generating **94.5K website conversions**

» CREATIVE: [Here](#)

- A partnership with **VO2 Media** to capture custom POV footage of Maine, distributed across **100,000 fitness machines** in hotels, gyms, and residential buildings — leading to **14.5M+ minutes viewed**

» CREATIVE: [Here](#)



DIGITAL INITIATIVES

- **Origin:** Origin included our standard video spots with overlays of flight information, personalized to each market. The brand study results indicated a high lift in likelihood to visit and brand perception:
 - » Ad Recall: +302.6% lift ages 45–64, +179.9% lift ages 18–24
 - » CREATIVE: [Here](#)
- **LGBTQ+ and BIPOC** programmatic efforts brought in over 14M impressions, 33K conversions, a 0.15% conversion rate and c/conversion of \$4.94.
- **Equalpride** garnered a 0.51% conversion rate and c/conversion of \$1.31
 - » CREATIVE: [Here](#)



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