

Presented to

# VISIT VISALIA

VIDEO PROPOSAL

JULY 2024



MADDEN

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WE'RE READY TO GO!



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### Company Biography:

Founded in 1982 as Madden Publishing, our journey began with a singular vision: to boost tourism revenue in our home region of southeastern Arizona by intertwining local narratives with advertisers in a captivating consumer magazine. Our mission led to the evolution of Madden into a national, full-service destination marketing powerhouse, propelled by strategic acquisitions such as Preprint Publishing in 2003 and Custom Marketing Group in 2012.

Today, Madden stands at the forefront of destination marketing innovation, serving over 200 travel and tourism entities annually—generating a collective impact in communities across the country. This growth is demonstrated not just in our partnerships, but also in our team, which currently includes over 200 dedicated professionals, including over 15% with prior experience working at DMOs at both local and state levels.

From our print roots to today's multifaceted digital engagement platforms, our evolution is a testament to our enduring passion for tourism and adaptive application of data-driven tools.

In 2024, Madden is not only celebrating a legacy of success, but also pioneering the future of destination marketing with distinctive services and solutions. We were the first agency to launch a proprietary destination intelligence platform, and have significantly invested in data and research capabilities. These investments empower our teams to craft and execute strategies that drive successful outcomes for our clients.

We don't just follow industry trends, we continue to redefine what's possible in destination marketing—adding a "touch of the unexpected" and keeping creativity at the forefront of our work. It's seen in our award-winning campaigns that spark curiosity and inspire people to travel.

### Contact Information:

Lisa Baird, Destination Strategy Director  
[lbaird@maddenmedia.com](mailto:lbaird@maddenmedia.com)

**Company Name:** Madden Media

### Proposal Summary:

Visalia's blend of agricultural heritage, cultural richness, and proximity to national parks gives Visalia an identity that resonates with many. Visit Visalia needs an agency partner who can take this identity and transform it into videos that are authentic and personal, so that they not only catch the attention of your target audiences, but that also spark a connection between them and Visalia.

Creating a series that can do that is more than just captivating video. It takes research and strategic planning. It takes a special insight into what motivates travelers.

Madden is that partner. No other agency knows travelers better, as we have worked nearly exclusively in the tourism industry for over 40 years and 20% of our staff have past professional DMO experience. That knowledge gives us deep insights into how travelers think at each stage in their Traveler's Journey.

As you will over the course of this proposal, Madden takes this knowledge and blends it with a creative team who is not afraid to think outside the box, so that your videos stand out. They craft campaigns that both resonate and motivate.

Above all, we are the ideal partner for Visit Visalia because we provide true tourism partnership. We live and breathe destination marketing because when it's done right, it's the perfect blend of style and substance. Travel and tourism is fun, but it also makes the world a better place and generates a positive collective impact that ripples across communities for generations.

That belief is at the core of everything we do and why we are the perfect partner for Visit Visalia.



**DAN JANES**

CEO  
[djanes@maddenmedia.com](mailto:djanes@maddenmedia.com)  
520-818-4096



04

# PROJECT NARRATIVE PLAN





# OUR APPROACH

Our in-house team provides photography, videography, and multimedia capabilities – complemented by a nationwide network of vetted freelance photographers and videographers. With extensive experience in acquiring assets, we can shoot new content, as well as edit asset-ready content to craft professional commercials, video promotional pieces, website sizzle reels, and more.



RESEARCH AND PLANNING



LIGHTS, CAMERAS, ACTION!



THE FINAL FLOURISH



# PRE-PRODUCTION

While each destination and each project is unique, our team follows a step-by-step process to ensure our photos and/or videos capture the heart of a destination while captivating and connecting with target audiences.

## RESEARCH AND PLANNING



### PROJECT BRIEF

We develop a **project brief** that enables our clients to clarify project goals, objectives, and target audience. It establishes a solid foundation for creative direction, ensuring alignment with client expectations. This phase collects essential project information, setting the stage for success.



### MILESTONE CALENDAR

Next, we create a **milestone calendar** to serve as a roadmap, aiding project management by providing a clear overview of significant achievements and deliverables throughout the project timeline. This helps our team stay organized and ensures timely completion of important project phases.



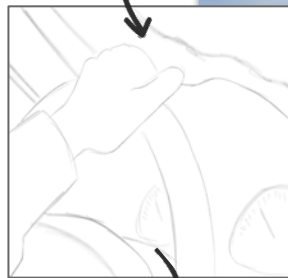
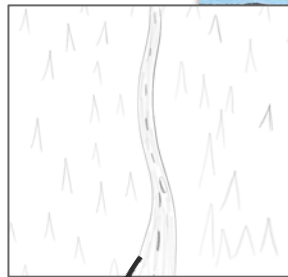
### COORDINATION

Coordination within the production is vital for seamless task execution. It involves efficiently managing logistics, sourcing talent and coordinating with locations. This process is key to delivering a high-quality production aligned with the project's creative vision and goals.



### STORYBOARD AND SHOTLIST

With a thorough understanding of your brand and brand message we create a captivating narrative. We add our concept to a **storyboard**—a visual representation of our idea. Once you're onboard with our concept we get to work on our shotlist to streamline our efforts on set. We detail camera angles, framing, and movement, ensuring that all the shots we need are captured.





# PRODUCTION

We create an in-depth, down-to-the-minute schedule for everyone on the team to reference. It includes times, locations, contact information, and talent needs. We invite your team to join the shoot for a hands-on view of the process.

## LIGHTS, CAMERAS, ACTION!



### SHIPPING GEAR & CREW

Traveling to the production destination involves arranging transportation, securing accommodation, and addressing logistical challenges. The travel phase also allows for exploration of shooting locations, enhancing creativity and contributing to the project's overall success.



### PRODUCTION BEGINS

Our crew ensures every element is captured flawlessly. The work leading up to this point allows us to dial in small details such as frame rates, picture profiles, gimbals and cinema lenses. With precise execution and attention to creative direction, we see our concept to completion.



### THAT'S A WRAP

These words are like music to a production team's ears. After the countless hours of coordination, conceptualization, and planning, our shoot finally comes to a close. The steps put in place leading to this point ensure that we consistently hit our mark, making this moment even more special.



# POST-PRODUCTION

Our work continues even after the cameras are put away. During the post-production phase, we carefully piece together your video and add in any necessary enhancements.

## THE FINAL FLOURISH



### INGESTION

File ingestion allows us to systematically transfer and organize media files in our system. It streamlines post-production by categorizing and labeling raw content for efficient access and editing, laying the foundation for a seamless transformation of files into the final production.



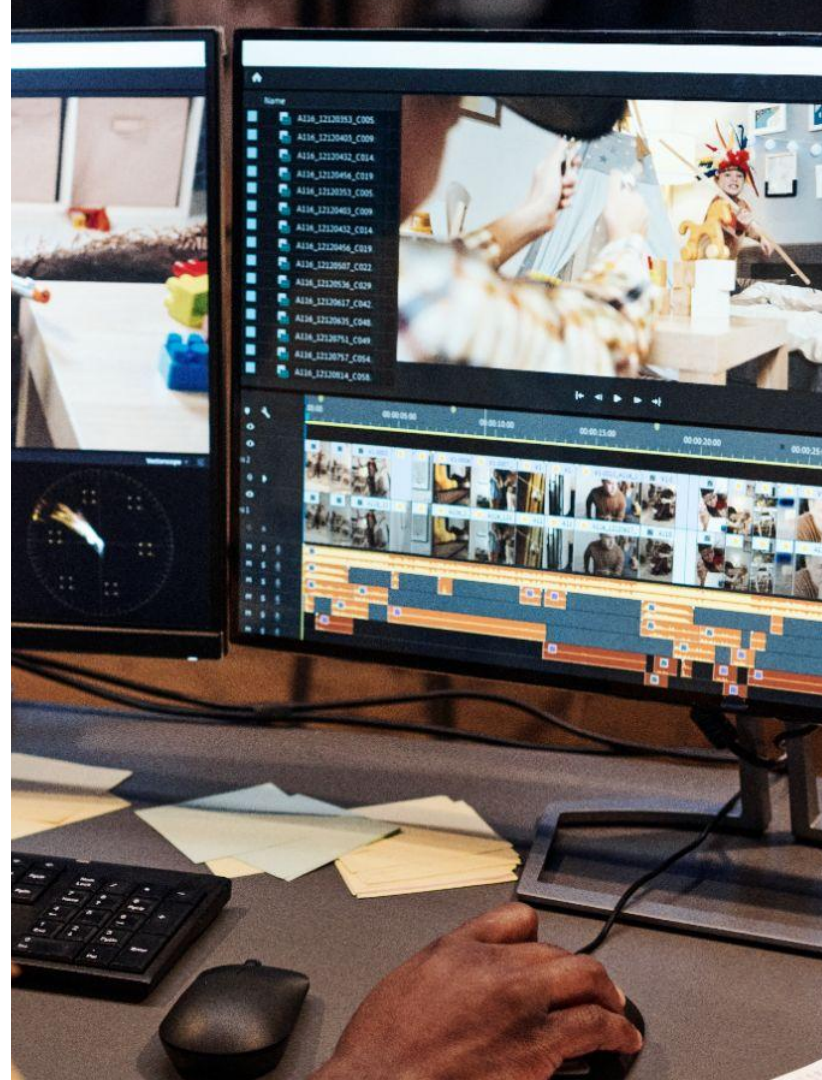
### EDITING

In the editing stage, we use techniques like color grading, sound design and motion graphics to enhance visual and auditory elements. This process shapes the overall quality of the production, transforming raw material into an engaging piece of content that aligns with the project's creative vision.



### FINAL DELIVERY

The final project delivery is the culmination of the production process, here we package and present the content to the client. Delivery methods range from file transfers to physical distribution. It represents the realization of the creative vision and marks the successful completion of the production journey, ready for the intended audience to experience and appreciate the final result.







## INSIDE THE ACTION:

# FROM PRE-PRODUCTION TO POST-PRODUCTION

Click or scan the QR codes to go behind the scenes on a recent video shoot and then check out how it all came together in the finished product.



HOW IT STARTED



HOW IT'S GOING



# PROJECT SUMMARY

We love the reference series provided and are committed to bringing your vision to life with a captivating and engaging editorial series inspired by "Live Italian." Our goal is to create content that highlights the unique charm of Visalia while resonating with a wide audience, driving interest, and visitation to the area.

To meet your expectations and outlined budget while delivering high-quality content, we have craft two custom package options. The "Standard Editorial Production Package" covers essential aspects for your videos, such as script development, storyboarding, location scouting, and professional-grade filming and editing. For a comprehensive video series, the "Enhanced Editorial Production Package" includes additional filming days, advanced editing techniques, and special effects, as well as featuring local landmarks, businesses, and cultural highlights. These options ensure flexibility and customization based on your specific needs and goals.

We also believe the success of this series will be largely dependent on partnering with the right talent who can carry the concept and bring a dynamic voice to the production. We recommend leveraging influencers as the series talent, which not only brings an authentic voice but also helps reach a broader audience through their established follower base. To capitalize on this, we propose an "Influencer Partnership and Distribution Add-On Package," focusing on identifying and engaging relevant influencers, managing partnerships, and developing a robust distribution plan targeting their followers.

We are excited about the this project and look forward to discussing how we can tailor these packages to best fit your needs and goals.

To meet your expectations and deliver high-quality videos, we have outlined the following package options. Further details on each option, as well as pricing, can be found starting on page 35. We are happy to further discuss how we can tailor these packages to meet your specific needs.

## STANDARD EDITORIAL PRODUCTION PACKAGE

- Script development
- Storyboarding
- Location scouting
- Professional filming and editing

## ENHANCED EDITORIAL PRODUCTION PACKAGE

*All of the above plus:*

- Additional filming days
- Advanced editing techniques
- Special effects
- Local highlights

## INFLUENCER PARTNERSHIP AND DISTRIBUTION ADD-ON

- Influencer/talent management
- Influencer strategy



11

# ORGANIZATIONAL CAPACITY



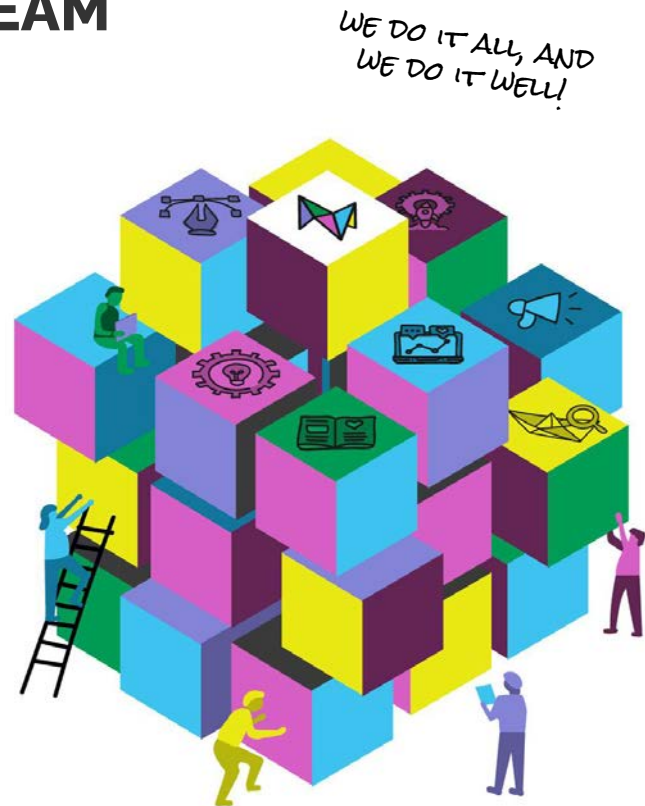
# INTEGRATED FULL-SERVICE ACCOUNT TEAM

Madden Media operates as a full-service agency. This means our team has both the capabilities and the capacity to manage the scope of work listed in your RFP, working in conjunction with you and your staff, resulting in inspiring and motivating videos and increased efficiency. The team working on your business will consist of cross-functional experts, each contributing specialized knowledge to devise tailored solutions for Visit Visalia.

Our unique team structure makes this collaborative approach possible. By breaking down internal department silos, we ensure that **every team member's expertise influences our work, leading to more effective strategies, as well as compelling, impactful creative work**. Your video creative and storytelling will benefit from the best practices and insights of experts in design, storytelling, account planning, SEO, media, data analysis, MarTech, and more. This comprehensive approach guarantees that your videos will be versatile and able to be used across platforms.

**Your projects won't be passed around to different departments** and touched by team members who don't have familiarity with your brand and destination. Your dedicated account team will view your account holistically, crafting video campaigns that align with your overarching marketing objectives, resulting in work that is both substantive and inspiring.

Each team member will actively contribute their domain expertise and seamlessly integrate their specialized knowledge into your projects. Some agencies prefer to work in silos or to have creative ideas come from a "black box." We work differently, and that's been extremely successful for our clients—and our partnerships.



# ▶ YOUR MADDEN TEAM

*FULL RESUMES CAN BE FOUND  
OVER THE NEXT FEW PAGES!*



**Dan Janes**  
CEO

Dan always works to build the best teams that seek the greater good through travel. He also has a thing for donuts.



**Brett Gordon**  
CRO

Brett always makes sure we're moving the needle, and is blessed to work in such a fun industry.



**Kristin Dialessi**  
SVP, Destination Strategy

Kristin is an old soul who can still let her hair down, and she's worked in tourism for over a decade.



**Ashley Dowgwillo**  
Senior Creative Director

Ashley is passionate about building beautiful, holistic campaigns that leverage stellar design, authentic content and innovative events.



**Lisa Baird**  
Destination Strategy Director

Lisa's passion lies in travel and tourism, as well as storytelling, extensive list making, and old-fashioned donuts.



**Bria Hammock**  
Senior Creative Director

Bria always pushes the envelope while making sure all the t's are crossed in a really nice font.



**Irving Mercado**  
Senior Production Director

Irving will plan and manage custom photo shoots to bring your brand to life through breathtaking video assets.



**Frank Armendarez**  
Production Director

Frank will bring our video concepts to life, from the planning to capturing the right shots to making them shine in post production.



**Josh Johnson**  
Associate Director, Creative Services

Josh is a creative storyteller with an eye for content that converts audiences into an engaged community.



**Haley Yax**  
Creative Services Manager

Haley will manage influencer marketing programs, and is an expert in the creator economy.





**DAN JANES**  
CEO

Dan leads the whole Madden team, providing a strategic view into destination marketing efforts across the industry.

#### EXPERIENCE

- Madden Media, CEO, 2018–Present
- Hivemetric, Board Member, 2016–Present
- InvestSW, Board Member, 2017–2020
- Iris PR Software, Board Member, 2016–2020
- Desert Angels, Board Member, 2013–2018
- Startup Tucson, Mentor, 2012–2017
- CSC, Director, Big Data & Analytics, 2012–2017
- 42six Solutions, Co-Founder and COO, 2011–2012
- Berico, Deputy VP, 2008–2011
- Department of Defense, Operations Officer, 2007–2008
- U.S. Army, Military Intelligence Officer, 2002–2007

#### EDUCATION

- BS, Political Science from United States Military Academy at West Point

“ ALWAYS SURROUNDED BY GREAT PEOPLE,  
DEDICATED TO SERVICE, ALWAYS  
ATTEMPTING TO SEE BEYOND THE CURVE. ”



**BRETT GORDON**  
President

Brett leads consultation on client's overall destination marketing strategy and investment, while guiding the account team on budget investment and allocation. He always keeps his eye on clients' competitor destinations to highlight potential opportunities and threats.

#### EXPERIENCE

- Madden Media, President, 2024–Present
  - ◆ Chief Revenue Officer, 2021–2023
  - ◆ SVP, Strategy and Innovation, 2011–2021
  - ◆ Director, Product Development, 2004–2011
- DiscoverTec, Technology Director, 1998–2004

#### EDUCATION

- BS, Business Management Information Systems from University of North Florida

“ I DIG WHAT WE DO. BESIDES, WHAT OTHER  
INDUSTRY COULD BE AS MUCH FUN? ”



**KRISTIN DIALESSI**  
SVP, Destination Strategy

Kristin leads our Western U.S. agency team and will help lead in Madden's overall strategy for Visalia.

#### EXPERIENCE

- Madden Media, SVP, Destination Strategy, 2022–Present
  - ◆ VP, Destination Strategy, 2020–2022
  - ◆ Director, Destination Strategy, 2018–2020
- Wyoming Office of Tourism, Brand Integration Senior Manager, 2016–2018
- Visitor Engagement Senior Manager, 2014–2016
- Destination Development Manager, 2013–2014

#### EDUCATION

- MTA, Tourism Administration from The George Washington University School of Business
- BS, Marketing from University of Wyoming

“ I’M A FORMER TYPE-A WHO  
HAS BEEN HUMBLLED BY CHILDREN;  
PASSIONATE ABOUT COLLEGE SPORTS AND  
DIRECT MAIL. ”



**LISA BAIRD**  
Destination Strategy Director

Lisa is passionate about travel and tourism. She leverages her extensive experience in the industry to consult clients on overall marketing strategy and to identify new opportunities for clients. She keeps her eye on industry trends to push clients' campaigns to new levels.

#### EXPERIENCE

- Madden Media, Destination Strategy Director, 2023–Present
- The Shipyard, Media Supervisor, 2021–2023
- Visit Oakland, Director of Marketing, 2019–2021
  - ◆ Marketing Manager, 2017–2019
- The Port Workspaces, Sales and Marketing Manager, 2015–2017
- Intl. Nature & Cultural Adventures, Director of Ops, 2013–2015

#### EDUCATION

- BS, Recreation and Tourism Administration from Cal Poly SLO

“ TRYING TO SEE THE WORLD AND HELP  
OTHERS DO THE SAME! ”



## BRIA HAMMOCK

### Senior Creative Director

Bria leads our creative team, which is made up of amazingly talented designers and writers. She has a degree in both marketing and graphic design and with 20 years experience in both fields, ensures that all creative executions are calibrated for the best possible performance.

#### EXPERIENCE

- Madden Media, Senior Creative Director, 2022–Present
  - Creative Director, 2020–2021
- Bighorn Design Studio, Creative Director, 2018–2020
- West Edge Collective, Senior Graphic Designer, 2015–2018
- Sierra Trading Post, Graphic Designer, 2010–2015

#### EDUCATION

- BA, Advertising from Marist College
- BA, Graphic Design from Marist College

“ PROUD TYPOGRAPHY NERD,  
ALL DAY LONG ”



## ASHLEY DOWGWILLO

### Senior Director, Creative Services

From projection mapping to augmented reality and location-aware sound, Ashley loves to deep dive into utilizing technology to amplify storytelling. When not working, you'll likely find her at a concert, musical, or the newest restaurant.

#### EXPERIENCE

- Madden Media, Senior Director, Creative Services, 2023–Present
  - ◆ Creative Director, 2023
- Paradise Advertising, Content Director, 2022–2023
- Austin Theatre Alliance, Strategic Partnerships Manager, 2020–2021
- Visit Austin, Marketing & Music Manager, 2016–2019
- The Kansas City Star, Marketing & Events Coordinator, 2013–2016

#### EDUCATION

- BA, Communications & Theatre from Sterling College

“ I'M A FOODIE WITH RESTAURANTS  
PRE-PAVED IN GOOGLE MAPS FOR  
EVERY CITY! ”





## JOSH JOHNSON

Associate Director, Creative Services

Josh will lead the overall strategy of your influencer marketing program, and is well-versed in the creator economy (being an influencer himself).

### EXPERIENCE

- Madden Media, Associate Director, Creative Services, 2024–Present
  - ◆ Creative Strategist, 2022–2023
  - ◆ Content Specialist, 2022
- The Kentucky Gent, Founder, 2013–Present
- Orangetheory Fitness, Marketing Director, 2021–2022
  - ◆ Studio Manager, 2019–2021

“AS A BORN AND BRED KENTUCKIAN, I’M  
READY TO DEVELOP YOUR BRAND’S ||  
HERBS AND SPICES.”



## HALEY YAX

Creative Services Manager

Haley will manage influencer marketing programs, and is an expert in the creator economy.

### EXPERIENCE

- Madden Media, Creative Services Manager, 2024–Present
  - ◆ Account Specialist, 2022–2023
- Eagles Talent Speakers Bureau, Event Manager, 2021–2022
- Marketing and Special Events Coordinator, Mackinac State Historic Parks, 2016–2019

### EDUCATION

- MS, Travel and Tourism from Temple University
- BAA, Communication from Central Michigan University

“I’M A PLANNER BY NATURE. EVEN MY  
FAMILY GETS DETAILED ITINERARIES FOR  
GATHERINGS. #SORRYNOTSORRY”



## IRVING MERCADO

Senior Production Director

Irving will plan and manage custom shoots to bring your brand to life through breathtaking video assets.

### EXPERIENCE

- Madden Media, Senior Production Director, 2024–Present
  - ◆ Production Director, 2023–2024
  - ◆ Design Strategist, 2022–2023
- West Edge Collective, Video Content Creator, 2019–2022
- Presidential, Creative Director, 2013–2022
- We Got Your Back, Director of Marketing & Co-Founder, 2021–Present
- Arts Cheyenne, Board Member, 2019–2023

### EDUCATION

- Studied at Laramie County Community College

“ I'M JUST TRYING TO KEEP UP  
WITH MY CURIOSITY! ”



## FRANK ARMENDAREZ

Production Director

Frank will work with Irving to coordinate video shoots that tell your destination's story.

### EXPERIENCE

- Madden Media, Production Director, 2024–Present
- Arizona Sonora Desert Museum, Director of Video Production, 2021 - 2024
- Crown Chimp, Director/ Producer, 2016- Present

### EDUCATION

- Bachelor of Fine Arts, Arizona State University
- Bachelor of Science, UCF
- Associate, Pima Community College

“ VICTORY LOVES CAREFUL PREPARATION. ”

A photograph of a dense redwood forest. In the foreground, a large, textured redwood trunk is on the left. The forest floor is covered with fallen logs and green undergrowth. A deer is visible in the lower right foreground. The background is filled with tall, slender redwood trees reaching towards a sunlit canopy.

19

# RELATED PROJECT EXPERIENCE





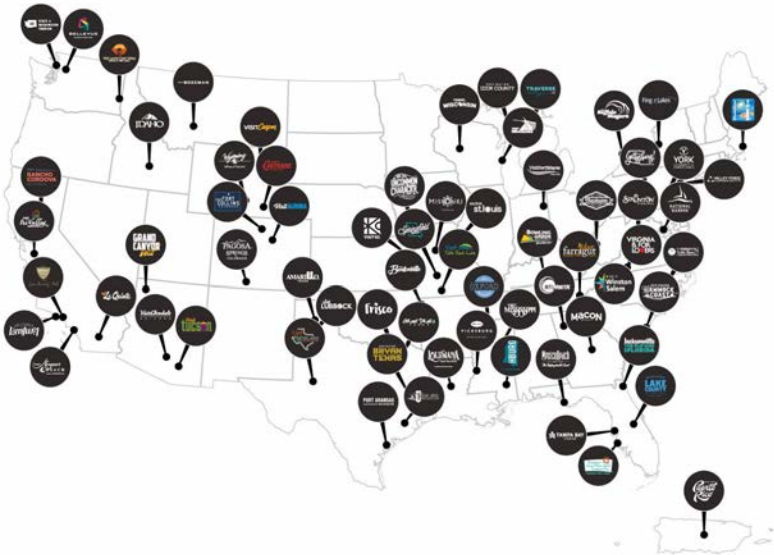


# OUR EXPERTISE

Our comprehensive marketing services are built on a foundation of deep industry knowledge. We are the ideal destination marketing partner because we thoroughly understand the intricate DMO landscape. Annually, we partner with over 200 travel and tourism organizations across the nation, including numerous destinations who call California home.

Additionally, our team boasts a wealth of experience, with over 15% of our team having previously served in roles at DMOs, including CVBs and offices of economic development. This extensive industry engagement equips our team with the agility and adaptability to roll up our sleeves and pivot as needed to address your ever-evolving needs and challenges. Examples of some of our robust partnerships can be found at right.

Your core account team will feature former DMO employees who understand the business of tourism. They will support your team and guide team members through the intricacies of the tourism industry.



# WE DO GREAT WORK

We love destination marketing, and it shows. We're passionate about building brands, campaigns, and websites that perfectly pair strategic approaches with inspiring creative. Our work has been recognized as best-in-class destination marketing, but we're most proud of positively impacting our clients' communities (although these trophies do look pretty on our shelf).



## 2023 ESTO Mercury Award:

Integrated Marketing Campaign

**2023 Bronze HSMIA Adrian Award:**

Advertising-CSR

**2022 Platinum HSMIA Adrian Award:**

Integrated Marketing Campaign-B2C

**2022 Silver HSMIA Adrian Award:**

Integrated Marketing Campaign-CSR



## 2023 Gold HSMIA Adrian Award:

Public Relations-Feature Placement

Online or Print Consumer Media

**2023 Gold Hermes Creative Award:**

Website Redesign

**2022 Bronze HSMIA Adrian Award:**

Website



## 2023 Silver HSMIA Adrian Award:

Integrated Campaign-B2C

**2023 Gold Hermes Creative Award:**

Website Landing Page



## 2023 Bronze HSMIA Adrian Award:

Integrated Campaign-Reputation Management



## 2023 Bronze HSMIA Adrian Award:

Advertising-Brand Campaign

**2023 Bronze HSMIA Adrian Award:**

Digital-Contest/Sweepstakes



## 2023 Flagler "Henry" Award:

FLSportsCoast.com

**2022 Bronze HSMIA Adrian Award:**

Website

## PORT ARANSAS

the island life



## 2023 Bronze HSMIA Adrian Award:

Advertising-Brand Campaign

**2023 Bronze HSMIA Adrian Award:**

Trending-Environmental, Social, Governance

**2022 Bronze HSMIA Adrian Award:**

Digital-Multimedia

**2022 Bronze HSMIA Adrian Award:**

Digital-Contest/Sweepstakes



## 2023 Silver HSMIA Adrian Award:

Digital-App



## 2023 Silver HSMIA Adrian Award:

Integrated Campaign-Experiential Marketing

WE COULD GO ON, BUT  
MAMA SAID NOT TO BRAG.



# CASE STUDIES

Over the next few pages we have included case studies for the following clients showcasing samples of our ability to work collaboratively to produce captivating videos.





# PORT ARANSAS

CASE STUDY

**PORT ARANSAS**  
the island life

## CASE STUDY: VISIT PORT ARANSAS

### SITUATION

The Salty Stories video series introduces potential visitors to the human side of Port Aransas, Texas. This destination is blessed with one of the best beaches along Texas' Gulf Coast, making it all too easy for visitors to overlook the eclectic island community that's worth exploring. The video series encourages viewers to respect the locals that call this island getaway home, and to welcome them to seek out the unique stories, personalities, and local businesses that make Port Aransas such a special Gulf Coast destination.

*Salty Stories*



**PORT ARANSAS**  
the island life







## APPROACH

The Salty Stories series used a mixture of traditional interview videography, shots of the interviewees interacting with their day-to-day tasks, relevant locations, and B-Roll shots collected around the island. This intentional mixture pulls the viewer into the story, strengthening the connection between the community of Port Aransas and the beach they may be more familiar with visiting. This first series focused on Port Aransas' seaside history, the local restaurant scene, and a nostalgic candy shop. These three aspects support Visit Port Aransas' overall brand tagline "Traditions Anchor Here." The Salty Stories series used a mixture of traditional interview videography, shots of the interviewees interacting with their day to day tasks, relevant locations, and B-Roll shots collected around the island. This intentional mixture pulls the viewer into the story, strengthening the connection between the community of Port Aransas and the beach they may be more familiar with visiting.

## RESULTS

Our campaigns drove valuable visitation, earning over 264,000 clicks and 41.3M impressions.

PortAransas.org also saw a significant increase in traffic from key markets:



**282%**  
INCREASE IN  
DALLAS

**160%**  
INCREASE IN  
SAN ANTONIO

**278%**  
INCREASE IN  
HOUSTON



**4.7M+**  
GROSS REVENUE



**100%**  
INCREASE IN  
REVPAR



**7,700+**  
ROOM NIGHTS



**29%**  
IMPROVEMENT OVER TEXAS  
BENCHMARK FOR  
SHORT-TERM RENTAL ADR



# VISIT IDAHO

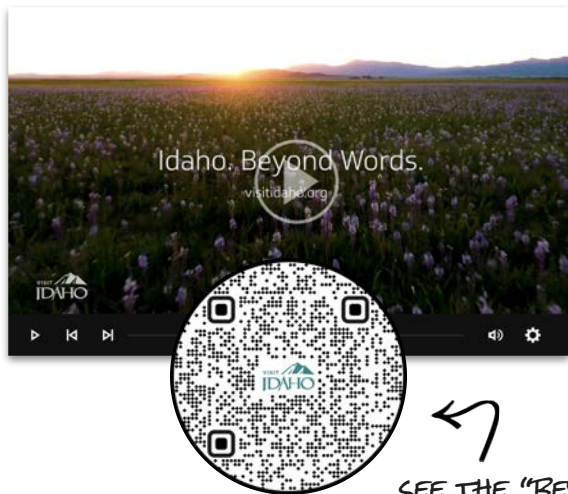
CASE STUDY



# CASE STUDY: VISIT IDAHO

## SITUATION

Visit Idaho set out to reach audiences at every stage of their planning journey and inspire them to successfully book their trip to Idaho. By the numbers, we hoped to increase tax revenue and maximize economic impact with a lodging growth goal of 10% in 2022.



SEE THE "BEYOND  
WORDS" VIDEO  
SHOWCASE HERE!

## APPROACH

Our goal was to create a multiyear campaign for Visit Idaho that was deeply versatile at its core, transforming to suit their target travelers, vast adventures, all four seasons, and the diverse geography across the entire state. We wanted to cut through the noise of advertising to reach consumers as they began to plan their trips, and educate them about the opportunity for adventure found throughout Idaho. This was "Beyond Words."

We created this campaign to highlight the multisensory experience of travel in Idaho. Visit Idaho identified that the most impactful moments within a journey are often reflected in the emotional reactions and personal associations that travelers come to develop with a destination. By demonstrating a balance between those intimate moments in a trip and the grand, often indescribable views of natural Idaho, the campaign creative shows the audience that Idaho is "Beyond Words" for many reasons. In the process of emphasizing what is inherently indescribable, the interpretation of Beyond Words becomes diversified and distinctive to each individual and their experiences across the state.

Beyond Words showcases Idaho with tight action shots and breathtaking macro shots that bring to life the vision of this campaign across all digital platforms. This evergreen campaign intends to inspire families, outdoor enthusiasts, road-trippers and travel buffs to view the [visitidaho.org](https://visitidaho.org) website and book their vacation.



## RESULTS

Visit Idaho strategically met consumers at various stages of planning to achieve our goal of driving new audiences to Idaho by expanding our advertising into new markets outside of our typical road-tripping drive range. We saw year-over-year performance wins including:

- **Google Search:** 16.44% increase in CTR and 41.82% increase in engagement conversion rate
- **Google Display:** 52.9% increase in conversion rate, 114.3% increase in average session duration and 9.8% decrease in bounce rate
- **Google YouTube:** 89% increase in View Rate from YouTube's average and 186% increase from our 2021 video
- **Meta:** Our 15-second video had a 14% higher average play time, and our 30-second video had a 50% higher average play time from 2021.

**58%**HOTEL REVENUE PER  
AVAILABLE ROOM  
INCREASE YOY**89.4M**

IMPRESSIONS

**30%**AVERAGE DAILY HOTEL  
RATES INCREASE YOY**1.2M**

CLICKS

**40%**BED TAX REVENUE  
INCREASE YOY**5.7M**

VIDEO VIEWS



# CITY OF LA QUINTA

CASE STUDY

La Quinta

# CASE STUDY: CITY OF LA QUINTA

## SITUATION

When Madden became the agency of record for the city of La Quinta, we worked with their team to identify their key business objectives. While leisure travel marketing was important, community engagement was their immediate priority. So, we established a plan to first address their local stakeholders and then expand our campaign to local drive markets.

## APPROACH

We developed the Love La Quinta campaign to target residents and community leaders and highlight local “gems.” We began this campaign by refreshing the city’s brand. We integrated a more vivid color palette to better embody the desert landscape and a “gem” tone. We also added a heart to the logo to emphasize the element of love, both in the campaign and in what the city wanted to show its residents.

In addition to the refreshed brand, we interviewed local leaders and entrepreneurs—producing videos featuring their businesses. These videos became La Quinta’s “Uncovering the Gems” video series, highlighting the positive feelings residents had for the city’s culture.

The community engagement element was capped off by an in-market activation. We brought the new La Quinta brand to life in signage, merchandise, and even a branded, retro van. This all was planned to coincide with the 41st anniversary of the city’s founding.



## RESULTS



**42,000+**  
SEM LEISURE CLICKS



**977,000+**  
GOOGLE VIDEO  
DISTRIBUTION VIEWS



**2.4M+**  
MOBILEFUSE IMPRESSIONS



*“UNCOVERING THE  
GEMS” VIDEO SERIES*



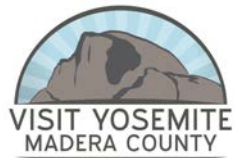


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# REFERENCES



# REFERENCES



## YOSEMITE MADERA

Brooke Smith  
Director of Sales  
brooke@yosemitethisyear.com  
559-683-4636



## Grand Canyon West

Lea Cooper  
Marketing Director  
lea.cooper@grandcanyonresort.com  
928-769-2419



## CITY OF LA QUINTA

Marcie Graham  
Marketing Manager  
mgramham@laquinta.gov  
760-777-7000



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**BUDGET**





# STANDARD EDITORIAL PRODUCTION PACKAGE

PRICE

\$50,000

OVERVIEW

A two-day shoot with a three-person crew, covering four total locations (2/day.) We customize a project-specific gear package for optimal quality. This package includes sound capture for all locations.

TALENT

Local celebrity, influencer or subject matter expert.

SCOPE OF SERVICES

- 2 Day Shoot
- 3 Person Crew
- 2 Locations, Per Day (4 total)

DELIVERABLES

- (2) :60 Sec. Videos
- (4) :15 Sec. Videos
- (15) Edited Selects from each location (60 Total)
- All Videos in Horizontal and Vertical Format
- Unlimited Usage Rights
- License Free Music\*

\*Composition of an original music piece or licensing of popular music will incur additional costs.

PRE PRODUCTION	\$10,000	Project Briefing, Concept Development, Storyboarding, Timeline Creation,Coordination, Pre-Production Meetings.
PRODUCTION	\$25,000	Filming/Capturing Photos, Directing, Ensuring Continuity, Overseeing Set Design, Monitoring Equipment, Obtaining Necessary Footage and Shots, Travel and Lodging.
POST PRODUCTION	\$15,000	Editing, Color Correction, Sound Design, Graphic Design, Animation, Voiceover Recording, Music Licensing, Finalizing Edit, Exporting Files, Delivering Final Product.
TOTAL	\$50,000	

# ENHANCED EDITORIAL PRODUCTION PACKAGE

## BUDGET

\$80,000

## OVERVIEW

A three-day shoot with a five-person crew, covering six total locations (2/day.) We customize a project-specific gear package for optimal quality. This package includes sound capture for all locations.

## TALENT

Local celebrity, influencer or subject matter expert

## SCOPE OF SERVICES

- 3 Day Shoot
- 5 Person Crew
- 2 Locations Per Day (6) total locations

## DELIVERABLES

- (3) feature videos (2-3 minutes each)
- (6) :30 video cut downs
- (1) :15 or :30 series trailer video
- (25) photo selects from each location (150 total)
- All videos in horizontal and vertical format
- Unlimited Usage Rights
- License free music

\*Composition of an original music piece or licensing of popular music will incur additional costs.

PRE PRODUCTION	\$10,000	Project Briefing, Concept Development, Storyboarding, Timeline Creation, Coordination, Pre-Production Meetings.
PRODUCTION	\$50,000	Filming/Capturing Photos, Directing, Ensuring Continuity, Overseeing Set Design, Monitoring Equipment, Obtaining Necessary Footage and Shots, Travel and Lodging.
POST PRODUCTION	\$20,000	Editing, Color Correction, Sound Design, Graphic Design, Animation, Voiceover Recording, Music Licensing, Finalizing Edit, Exporting Files, Delivering Final Product.
TOTAL	\$80,000	

# INFLUENCER PARTNERSHIP AND DISTRIBUTION ADD-ON PACKAGE

## PRICE

\$35,000

## OVERVIEW

Selecting a dynamic influencer, from a target market, as a host for this video series would allow us the opportunity to capitalize on their built-in audience and their individual brand recognition. Along with their hosting duties, we'd build in a strategic social posting strategy that would further amplify the reach of this engaging campaign.

Once these posts were live, we'd use advanced targeting to ensure the perfect audiences, in the right locations, were served these ads - delivered from the influencers handle, increasing the relatability of the ad buy.

## SAMPLE INFLUENCERS

- Shared on slides 38-39
- Selected creators would be tailored to brand pillars from key target markets

## SCOPE OF SERVICES

- Influencer/talent management
- Influencer strategy

## DELIVERABLES

- (2) Instagram Reels
- (2) Instagram Story Sets (2-3 Frames)
- (60) Days of Whitelisting Permissions

\*Deliverables and price are variable based on influencer(s) selected and can be scaled up/down depending on budget and creative needs.

TALENT FEE	\$25,000	Influencer to serve as the series host and primary on screen talent for all videos. We will aim to secure usage rights in perpetuity, but the individual influencer selected will determine ultimate licensing rights/cost. Influencer will be a dynamic personality from a target market.
DISTRIBUTION	\$10,000	Paid social media posts from the influencer's accounts, promoting the series.
TOTAL	\$35,000	





**LOS ANGELES**

# MEET...

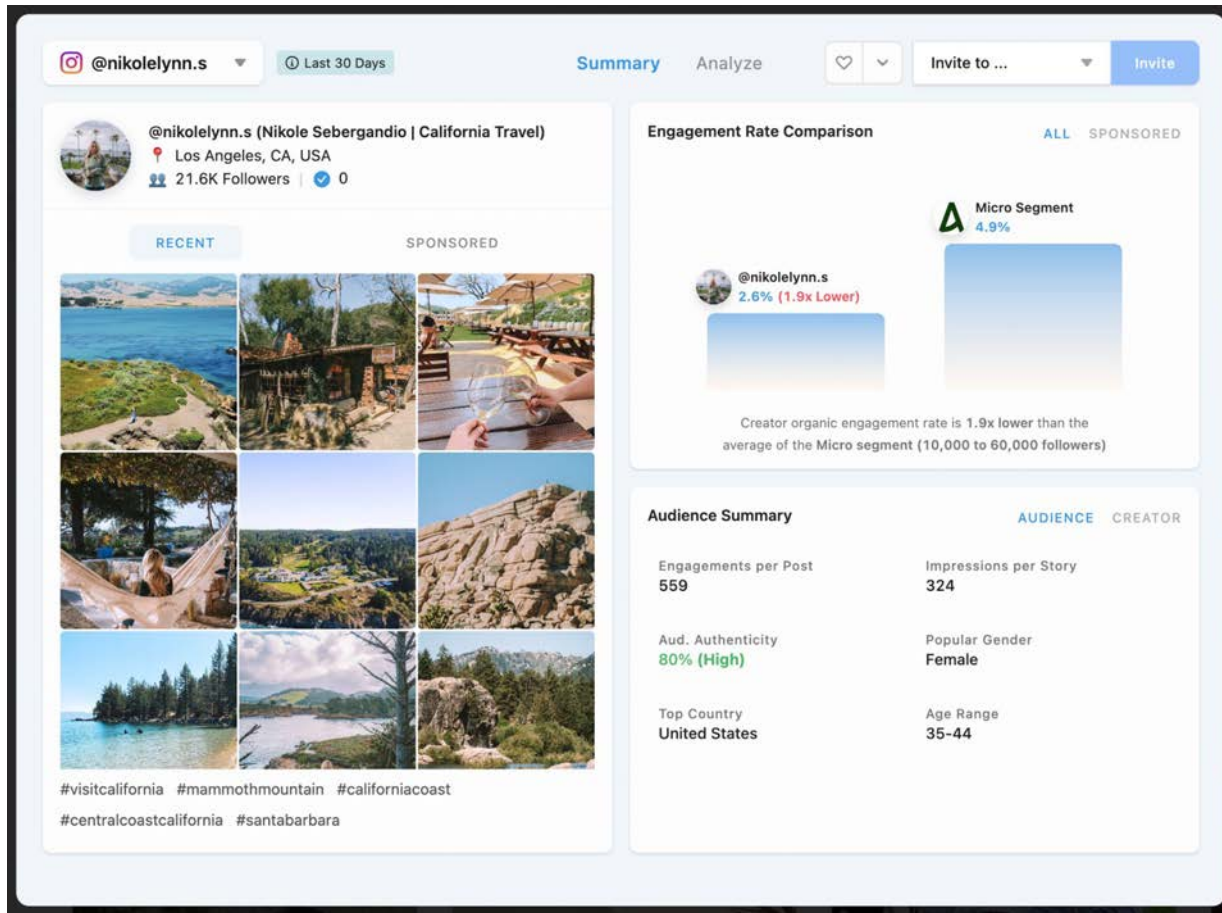
→ [Nikole Sebergandio](#)

→ Content Focuses

- ◆ All Things California
- ◆ The Best of Both Indoors and Outdoors

→ Madden's Thoughts ✨

- ◆ Love that she has a primary focus on what to do in California as whole!





# MEET...

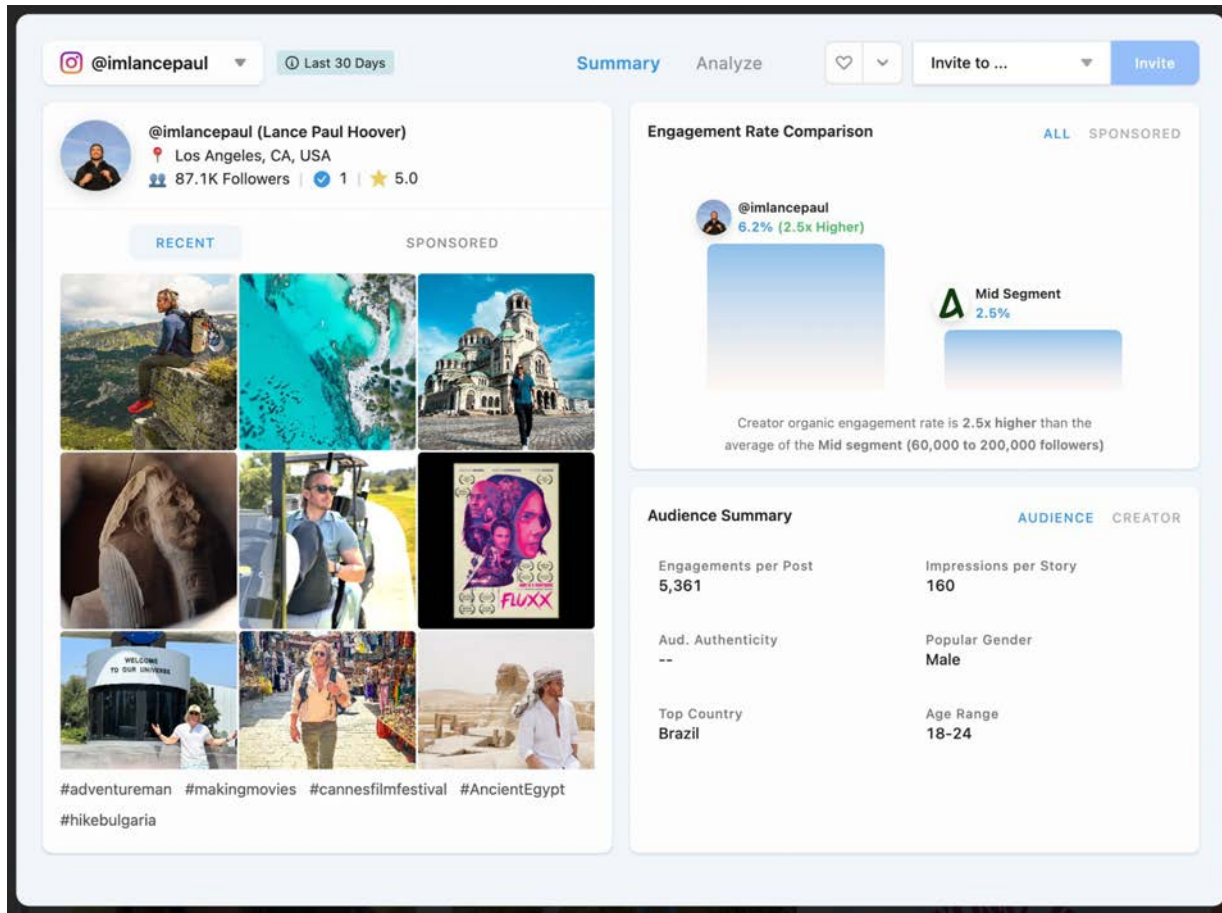
→ [Lance Paul](#)

→ Content Focuses

- ◆ Actor
- ◆ Adventure Hiker
- ◆ Photographer

→ Madden's Thoughts ✨

- ◆ Slightly different approach than a tradition influencer, but given his background in film could be a natural fit for a host role





# MEET...

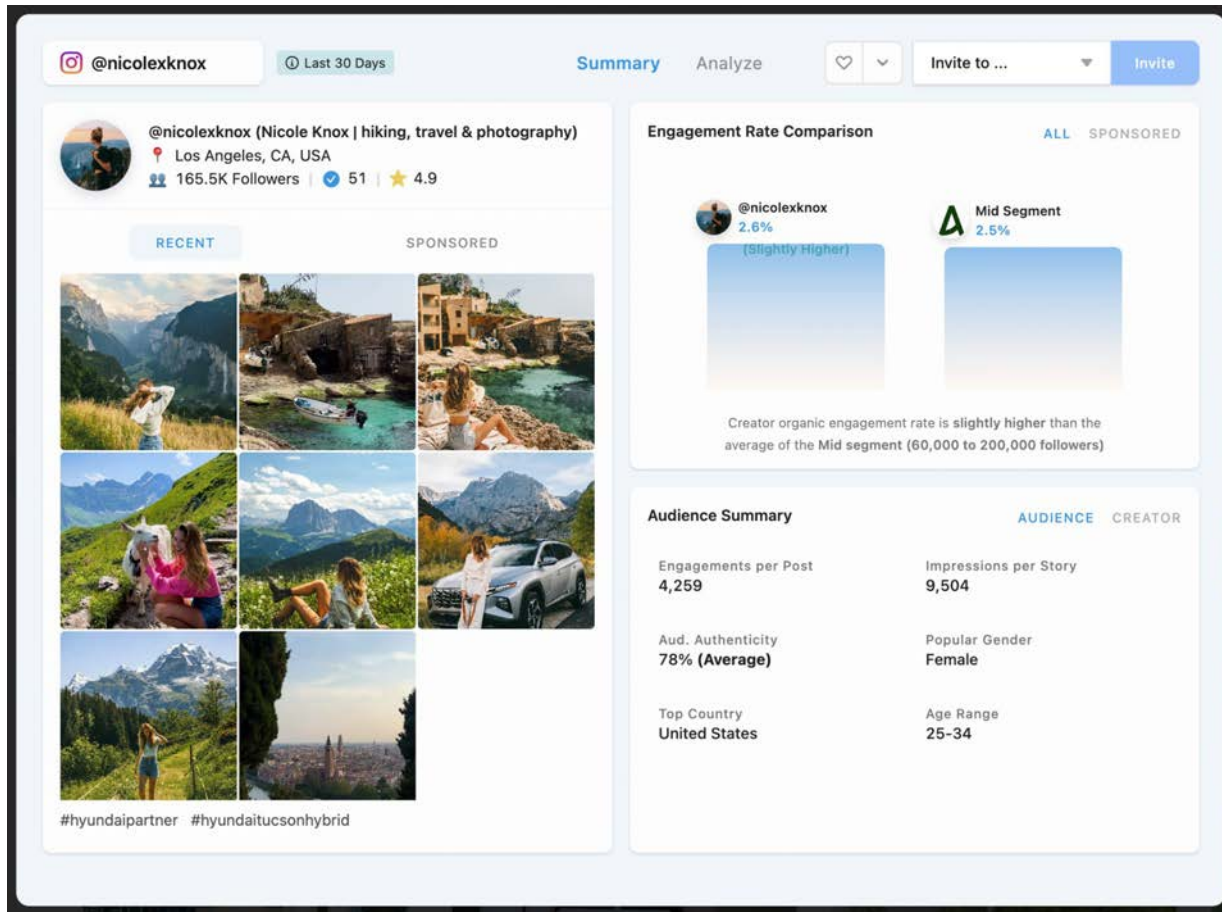
→ [Nicole Knox](#)

→ Content Focuses

- ◆ Hiking
- ◆ Travel
- ◆ Photography

→ Madden's Thoughts ✨

- ◆ Beautiful captures of her surroundings with the primary focus being the area vs. her - which we love to see in influencer content







# MEET...

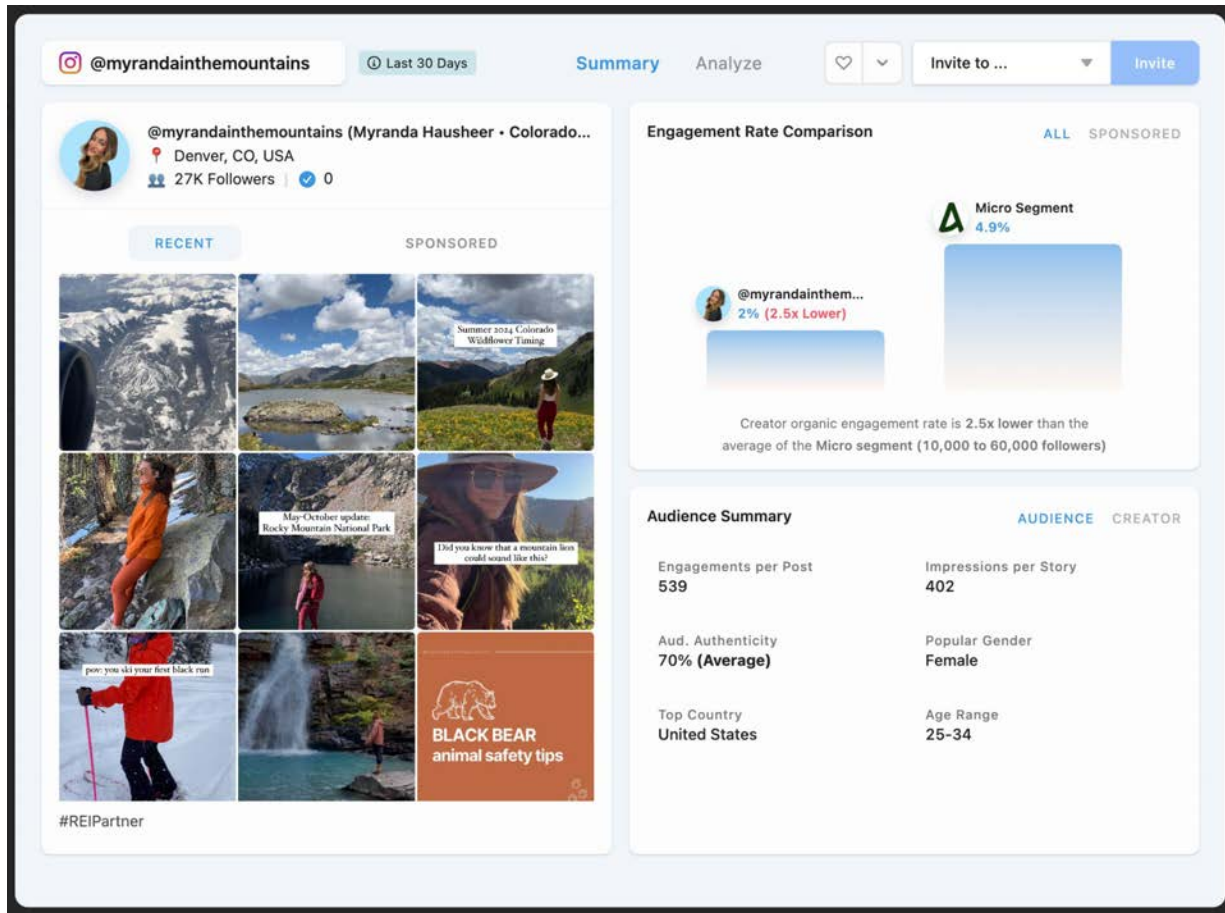
→ [Myranda Hausheer](#)

→ Content Focuses

- ◆ Hiking
- ◆ Road Trips
- ◆ Adventure

→ Madden's Thoughts ✨

- ◆ 2% engagement rate is above the industry average
- ◆ Perfect to highlight outdoor offerings





# MEET...

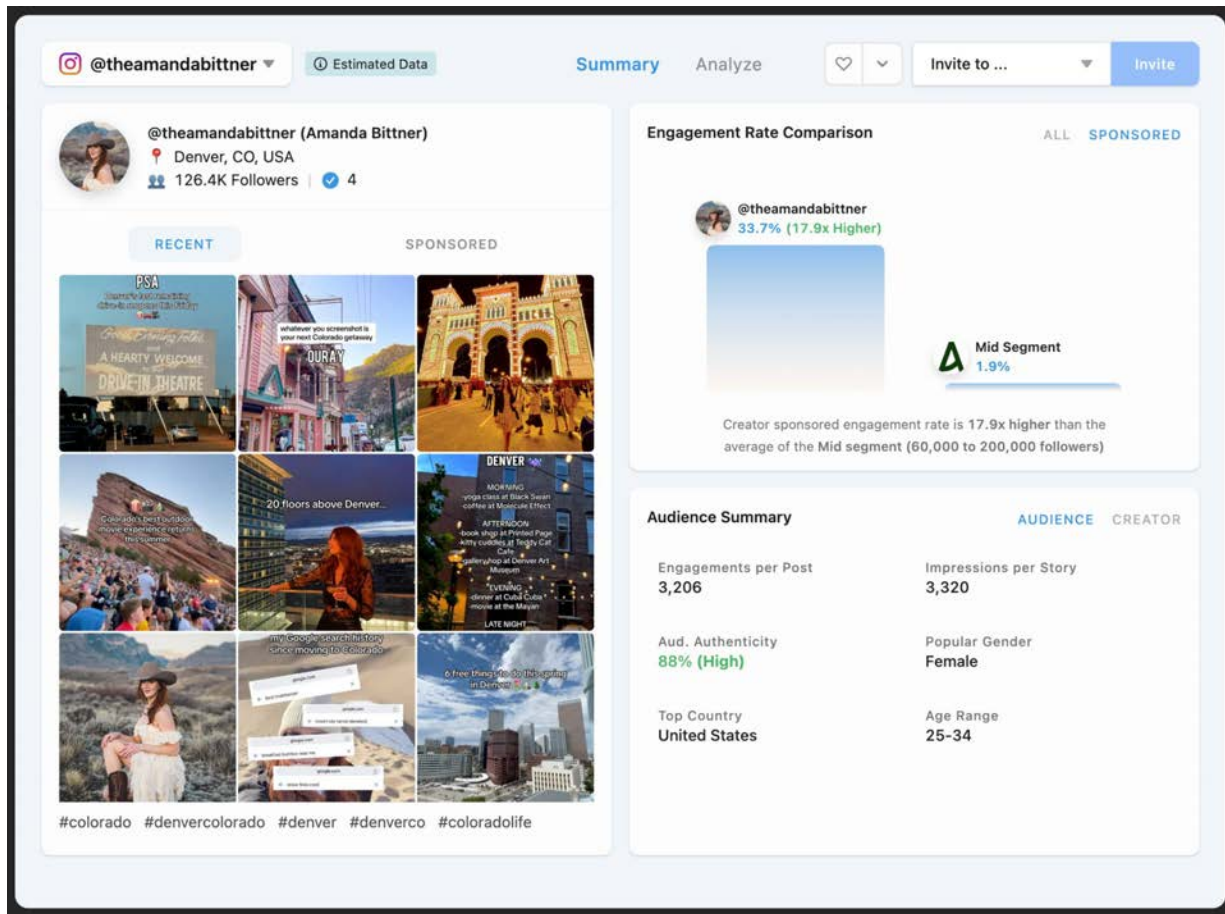
→ [Amanda Bittner](#)

→ Content Focuses

- ◆ City Explorer
- ◆ Experiences
- ◆ Weekend Travel

→ Madden's Thoughts ✨

- ◆ Great content + amazing engagement
- ◆ A dynamic personality perfect for a destination ambassador/host





# THANKS!

WE'RE ALL DONE NOW.