



Marketing Advisory Committee

May 7, 2015



Billboard – Red Rocks Park & Amphitheatre



Spring/Summer Marketing Campaign



Digital flash banner



Spring/Summer Marketing Campaign

Inspiration
DOESN'T JUST COME FROM
WITHIN

It could be the clean mountain air and brilliant blue skies. Or maybe it's the majestic mountain peaks that frame Denver's skyline. There's an unmistakable energy in The Mile High City that fuels creativity and inspires exploration, one urban adventure at a time.
Find your inspiration. VISITDENVER.COM

ADVENTURES
— THAT —
Inspire
DAY OR NIGHT

There's something about the mountain air that gives Denver its unparalleled energy. You'll feel it at a Red Rocks concert, where the stage is as captivating as the music or when you're embracing the great outdoors under a brilliant blue sky. The Mile High City inspires you to explore, one adventure at a time.
Plan your getaway. VISITDENVER.COM

Print ads



Spring/Summer Marketing Campaign

Tier 1: Dallas, Houston, Chicago

Broadcast TV (Chicago + Houston) + Cable (Dallas)

Digital*

OOH (Dallas + Houston ONLY)

Print (Local Magazines, Inserts)

Tier 2: Milwaukee, St. Louis

Digital*

OOH

Print (Local Magazines, Inserts)

Tier 3: Austin

Digital (Display ONLY)

Print (Local Magazine, Insert)

National Overlay + Test

National: Digital*

San Diego Test: Digital + Insert

*Could include: Display, Pre-roll video, Mobile/Tablet, Rich Media Banners, Facebook, Retargeting



Spring/Summer Top 10 Lists

- Arts & Culture
- Music & Nightlife
- Dining & Craft Beer
- Family Adventures
- Summer Events
- Outdoor Adventures



Digital flash banners

Summer Weekends Marketing Campaign

- Summer holiday weekend focus
 - Memorial Day Weekend
 - 4th of July Weekend
 - USA Pro Challenge
 - Labor Day Weekend




Memorial Day
WEEKEND
★ DENVER ★ MAY 22-25 ★

This Memorial Day weekend is the perfect place to catch a show—or a dozen—for free! Denver Day of Rock presents 25 bands on 5 stages along the 16th Street Mall. Denver is also hosting Comic Con and two art festivals. And, don't miss blockbuster exhibitions like Deborah Butterfield's horse sculptures at Denver Botanic Gardens and Mythic Creatures at Denver Museum of Nature & Science.

Plan your getaway at VISITDENVER.COM

DENVER The Mile High City



MAY 23
DENVER DAY OF ROCK
16TH STREET MALL



THROUGH SEPT 7
MYTHIC CREATURES:
DRAGONS, UNICORNS, AND MERMAIDS
DENVER MUSEUM OF NATURE & SCIENCE

MAY 23-OCT 18
DEBORAH BUTTERFIELD:
THE NATURE OF HORSES
DENVER BOTANIC GARDENS

MAY 23-24
ARTSTIR DENVER
DENVER PAVILIONS

Digital flash banner

Print ad



Summer Weekends Marketing Campaign

Tier 1: Insert, Newspaper, Digital, Radio

In-State: Aspen, Colorado Springs, Grand Junction, Pueblo, Fort Collins, Summit County, Vail

Out-Of-State: Phoenix, Albuquerque, Santa Fe, Cheyenne

Tier 2: Digital ONLY

In-State: Durango, Glenwood Springs, Greeley, Gunnison, Steamboat



Niche Marketing - PrideFest

OUR CITY'S PRIDE IS FRONT & CENTER

Discover PrideFest in the heart of downtown Denver. Join the two-day celebration that includes family activities, live music, a festive parade, dancing and entertainment. And while you're in The Mile High City, explore Denver after dark. Check out the hottest restaurants, craft breweries, cocktail lounges and dance clubs.

Show your pride June 20-21. VISITDENVER.com/LGBT

DENVER PRIDE FEST 2014-2015	<i>Saturday</i> JUNE 20	10:00 am Big Gay 5K
		12:00 pm Kids Parade and Family Activities
		2:00 pm Women's Rally
	<i>Sunday</i> JUNE 21	9:30 am CoorsLight PrideFest Parade
		12:00 pm Pride Rally

Print ad

OUR CITY'S PRIDE IS FRONT & CENTER

SHOW YOUR PRIDE.
JUNE 20 & 21

Digital flash banners



Niche Marketing - PrideFest

Print: National + Tier 1 Markets (Chicago, Dallas, Houston)
Digital Display: Tier 1-3 (Chicago, Dallas, Houston, Milwaukee, St. Louis, Austin) + National

THEADVOCATE

WINDY CITY TIMES

dallas**voice**

OutSmart

ADVOCATE.COM

ad**Gay**
NETWORK

QUEERTY

dallas**voice**

Gay City



GayCities



Niche Marketing - Hispanic



Digital flash banners



Static flash banners

Niche Marketing - Hispanic

Select Target Markets via digital display + mobile

Dallas, Houston, Austin



Hispanic Digital Networks

Valassis

BATANGA
network

mobilefuse

rocketfuel



THANK YOU!

