Creative Brief – Avery Bamesberger

**Brand Statement:** Nebraska is home to diverse tourist attractions where there is something for everyone.

**Project Background and Problem:** The issue that we are trying to address is Nebraska’s reputation as state that people don’t have an interest in visiting. In other words, it is a fly-over state. In 2017, the solar eclipse brought in a large number of people to come stay in Nebraska and watch the eclipse. After this peak in numbers, we are trying to get people to come back and visit other attractions.

**Target Audience:** The target audience for this campaign is travelers between the age of 25 to 55. This includes both Millennials and Gen X.

**Advertising Objectives:** The objective of this campaign is to encourage people to stay and visit places in Nebraska. This helps the state’s economy and ultimately provides a shift to Nebraska’s reputation.

**Consumer Message:** Nebraska has something for everyone. Whether it is water activities at Lake McConaughy, sight-seeing at museums or wildlife in Kearney and Grand Island, or city life in Lincoln and Omaha. The stop along I-80 project pinpoints each of these aspects of Nebraska tourism.

**Key Consumer Benefit:** The key consumer benefit is the ability to have a low-stress vacation. Compared to major cities, Nebraska has less traffic and the cost of food and a hotel is cheaper.

**Competition:** The competition in this case is surrounding areas that are typically more appealing to tourists. Nebraska shares a border with Colorado, Wyoming, South Dakota, Iowa, Missouri and Kansas. All of these states have national parks, museums and other tourist attractions that are just as popular if not more popular than those in Nebraska. The I-80 project pinpoints different attractions on the drive through Nebraska on the way to Iowa, Wyoming, or Colorado. This encourages tourists to stop and stay in Nebraska to add to their vacation.

**Advertising Tone:** The tone of this campaign is calming discovery. It targets the relaxing environment that Nebraska has while adding to the vacationing experience.

**Advertising Medium:** Outdoor advertising

**Mandatory Elements:** Company logo, product image, attention-drawing text, tagline, values and benefits

**Sources:**

<https://visitnebraska.com/>

<https://unl.app.box.com/s/ofdjfp21jao1niv2vqu06g6ivsljxsad>

Author’s Note:

This is a rough draft. All three billboards and the poster are done but able to be critiqued. I am confident in the overall theme of the project; however, the brand statement and pieces of the creative brief could probably use some work. The visuals of the project encompass the advertising objective and help stand out against the competition. The consumer message and key consumer benefit fit the target audience and the goal of the campaign. They are both inclusive to the idea that there is something for everyone in Nebraska. During the workshop I am looking for feedback on how the billboards and poster can be improved in terms of aesthetics. I am confident in the overarching idea of the campaign but there can be improvements regarding visuals and small details. I also am looking for feedback on the brand statement and the specifics of the target audience. Both at least scratched the surface of what I was looking for, but I think they can both be improved.

Final Draft Author’s Note:

I feel that I am done with this draft. I have implemented the visit Nebraska website as a call to action from the viewer. I also changed the font to something that was more appealing to the eye but not distracting. In doing so, I also made sure the fonts all matched between all of the ads. I worked on the spacing between different text boxes so that it was aligned properly. Finally, I made sure all of the attractions were labeled with the actual attraction name instead of just the town and state. Specifically, with the Capitol building, this tells the viewer what they’re looking at, rather than just telling them to go visit Lincoln. I think my writing has improved in being more direct and appealing. Change the font and adding a few more minor details to the billboards definitely helps the viewer actually understand the billboard and take action after viewing the billboard. I think my writing has room to grow in just knowing punctuation requirements right off the bat without having to look things up. I also think that my writing has room to grow within the creative brief. Using words that are appealing to the viewer in terms of tone and the brand statement is something that is difficult to me. Feedback that would be most useful on this final draft would mostly just be within the creative brief. I feel that I have a relatively strong creative brief, however, I know that there are areas that could use some detailed work. The tone and the brand statement are not my favorite, but I am not at a point where I know how to fix it. I also would like feedback on logo placement and how I can put in the logo without making it look like it was just dropped in the document without any editing.