What We’ll Cover

• Content Goals & Strategy
• Content Planning & Examples
• Who’s Involved
• Evaluation & Learnings
Goals & Strategy – Brand Positioning

Denver is an energizing and vibrant outdoor city that awakens the spirit of urban adventure.
Goals & Strategy – Brand Pillars

BRAND PILLARS REFRESH: FUNCTIONAL MESSAGING SUPPORT

- Vibrant, innovative and hip urban atmosphere with a casual and contemporary vibe
- Unrivaled natural beauty with clean mountain air and 300+ days of sunshine
- Friendly, open-minded community that embraces visitors
- Impressive range of arts, entertainment, cultural attractions and activities
- Creative, contemporary dining scene (including fine dining, “foodie” hangouts, microbreweries)
- Walkable, safe environment encourages exploration and discovery
- Outdoor activities and sports, both in Denver and in the nearby mountain playground
Goals & Strategy – Campaign Goal

Legs of the Travel Table

- Paid Ads
- Inspiration
- Owned (social)
- Earned (PR)
- Content

Goal: Move consumers down one rung

Research

Plan & Book

Experience
Goals & Strategy – Call to Action

PLAN YOUR TRIP
Goals & Strategy – Call to Action

LEARN MORE

Top 10 Lists & Articles
Content Planning – Applying the Pillars

One Story, Six “Buckets”

- Outdoor activities
- Family Fun
- Music & Nightlife
- Dining & Beer
- Arts & Culture
- Beer
Content Planning - Ads

-ALE HOUSE

-DENVER The Mile High City

WHERE CHEFS AND BREWERS ARE ARTISTS TOO

EXPLORE DENVER’S TOP 10 DINING & CRAFT BEER EXPERIENCES
Top 10 Dining & Craft Beer Experiences in Denver

1. GO LOCAL

Long before "New Local" became a buzzword, Denver chefs have used locally-sourced ingredients. Look for lamb, mushrooms, goat cheese, and, of course, those famous Pelvis steaks — your taste buds will thank you!

2. NAVIGATE THE DENVER BEER TRAIL

The best way to experience Denver’s beer scene is to hop on the Denver Beer Trail, put your taste buds to the test, and get tasting! Order a tray of samplers and — just a hint — always drink from left to right!

3. SHAKE IT UP

Denver’s love of craft breweries doesn’t stop with beer. Try an Infinite Monkey Theorem canned wine or head to Venko’s or JConcepts for a delicious cocktail made with seasonal Black Mountain Blackberry Whiskey — and if you’re lucky, it’s shaken by American Bartender of the Year, Seen Tajuq.

4. HOP ON BOARD AT UNION STATION

Fresh coffee at Stash & Icetea and cocktails at the Cooper Lounge makes for a classy evening at the Boarding Area train station. If casual fits your style, slide up to the former ticket booth — now Terminal Bar — and order a local brew.

5. DINE ON DENVER’S OLDEST STREET

As the heart of the city, and arguably the oldest block in the Mile High City, Larimer Square is a must for any neighborhood. Try the Park Street Pancake topped off withPosY Poutine, or TTOH or the households’ favorite at Ophelia’s for the best in Downtown.

8. EXPLORE THE ‘HOODS!

Denver is a city of neighborhoods each with its own distinct and delicious flavor. From so many places to try. Fortunately you can walk or Braille your hood to food as you eat your way around the city!

9. GO TO MARKET

Markets in Denver aren’t just about stocking up on groceries. Live music, art, and family-friendly activities ensure Denver’s farmers markets are lively events. Visit the popular stalls at The Source, one of Denver’s most popular food halls.

10. SATISFY YOUR SWEET TOOTH

Denver may be one of the best cities in the nation, but Denverites devour sweet treats such as Baked Carrot Peanut Butter Cup ice cream from Little Man Ice Cream (you can order ice cream served out of a gigantic milk jug) and Felicitas Peach Cobbler from Wednesday’s Pie Shop or Green Russell in Larimer Square.
Content Planning – Website Pages

More Dining and Beer Experiences...

- Denver Summer Highlights
- Must-Try Restaurants
- The Denver Beer Triangle
- Coors Brewery Tour
- See More Top 10 Lists
- Hotel Deals

Deliberate Choices
- Category options
- Trip planning options
- More lists
- Ads

Speaking of ads...
- $2,500 from 5 partners for $12,500 in bonus revenue!
Denver Summer Highlights

Discover the best of Denver during the Summer of 2015 and explore our lists of the Top 10 things to do in The Mile High City!

Summer Events

- Mile High Culture Pass
- Deborah Butterfield: The Nature of Horses
- The Power of Poison

Summer Family Fun

- Wild Denver: Where to see the amazing animals that call Denver home.
- Kid-Friendly Activities: Denver is a year-round playground for families.

Summer Outdoor Activities

- Denver Day Trips: Head for the mountains and 14,000+ acre parks, historic mining towns.
- Rocky Mountain National Park: Explore one of the greatest outdoor attractions in the world, just 90 miles from.

Summer Music & Nightlife

- Glamorous Nightlife: Celebrate the vibrant nightlife in The Mile High City.

Summer Arts & Culture

- Denver is for Art Lovers: Why Denver is the place to be for all things artful.
- First Friday Art Walks: Find the pulse of Denver’s vibrant creative community.
- Denver Art Museum: The Denver Art Museum is a world-class center for art through the ages.
Content Planning – Content eNewsletters

The Best of Denver
Wandering where to start planning your Denver adventure? Here are some of Denver's Mile High Must-See's – the best of the best.

SEE DENVER'S MUST-SEES

The BEST Denver Day Trips
Denver's big backyard - the spectacular Rocky Mountains - is filled with spine-tingling drives, historic mining towns, awe-inspiring natural beauty, and plenty of adventure in the great outdoors.

EXPLORE DENVER DAY TRIPS

Delicious Denver
The Denver foodie scene is booming, and these neighborhood favorites are helping lead the way.

DISCOVER DENVER'S DINING SCENE

Brewery Tours
Get behind the scenes looks at Denver's thriving beer scene, including the largest single-site brewery in the world, as well as specialty microbreweries.

LEARN MORE

Plan Your Trip
Whether you're planning a family vacation, a girls' weekend or a gentleman's getaway, there's a great place just for you. PLAN YOUR TRIP NOW.
Discover Denver

April 2015

Denver Hotel Deals
The Mile High City is more affordable than ever before! Wondering where to stay? Search no further. Discover great travel deals and discounted hotel packages.

SEE DENVER HOTEL DEALS NOW

Mile High Culture Pass
The best way to explore some of the city's most fascinating attractions is for the bargain "Mile High" price of $52.80 for five attractions (a savings of $35) or 3 attractions for $25.

GET THE PASS

Free Visitors Guide
Our FREE Denver & Colorado Official Visitors Guide is your best resource on how to navigate the Mile High City, with maps and info on attractions, hotels, dining and more!

ORDER YOUR FREE GUIDE NOW

Denver 365
No matter when you are in Denver, there's always something fun going on! Check out our event calendar to learn about events happening during your visit.

FIND EVENTS
Content Planning – Social Media Support

**VIST DENVER**
Published by VIST DENVER | June 1

From chalk art in Larimer Square to dragon boats on Sloan’s Lake, Denver has a little something for everyone. Here’s a list of our favorite festivals to help plan the perfect summer vacation!

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**VIST DENVER**
Published by VIST DENVER | May 4

Summer concerts are calling. Will you answer?

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**Denver Summer Festivals 2015**

Enjoy outdoor summer concerts in Denver all summer. From Red Rocks Summer Concert Series to music festivals, there is something for everyone in Denver.

DENVER.ORG

41,824 people reached

Like Comment Share

Gary Rose, Hope Cross and 458 others like this.

287 shares

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**Outdoor Summer Music Concerts 2015**

62,272 people reached

Like Comment Share

Loretta Ally Murphy, Alex Ziolkowski, Cody Toohay and 1,018 others like this.

265 shares
Who’s Involved?

• Project management

• Digital

• Content creators (PR and social media manager)

• Agency: ad buying and planning

• Digital vendors

• Partnership
Evaluations & Learnings

Results

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Clicks (or video views)</th>
<th>Rate</th>
<th>Other</th>
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<tbody>
<tr>
<td>Digital Display</td>
<td>130,758</td>
<td>0.10%</td>
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<tr>
<td>Mobile Display</td>
<td>145,666</td>
<td>1.15%</td>
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<tr>
<td>Digital Video</td>
<td>69,690</td>
<td>1.23%</td>
<td>10,638,540 Completed Views</td>
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<tr>
<td>Rich Media</td>
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<td>38,154 Engagements</td>
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<tr>
<td>eNewsletters</td>
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<td>535,826 Opens</td>
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<tr>
<td>Total Actions</td>
<td>390,807</td>
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<td>11,212,520 11,603,327</td>
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Email Signups: 167
### Evaluations & Learnings

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<tr>
<th>Category</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
<th>Conversion Rate</th>
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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
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<td>36,726</td>
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<td>Family</td>
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<td>Family (w/ Button)</td>
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<td>Events</td>
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<tr>
<td>Music &amp; Nightlife</td>
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<tr>
<td>Universal</td>
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</table>
Evaluations & Learnings

Successes
- Project management is critical
- Enewsletters rock
- Rich media is successful with the right creative
- Pre-roll video
- Endemic travel sites
- Trip Advisor
- OTA/Sojern/Adara = greatest time on site

Improvements
- Email signups didn’t work, but those who did performed well
- Unbounce maybe too stark, but very flexible
- Events did really well, generic content did not