

The SOUNDTRACK *of* AMERICA
MADE IN

TENNESSEE®

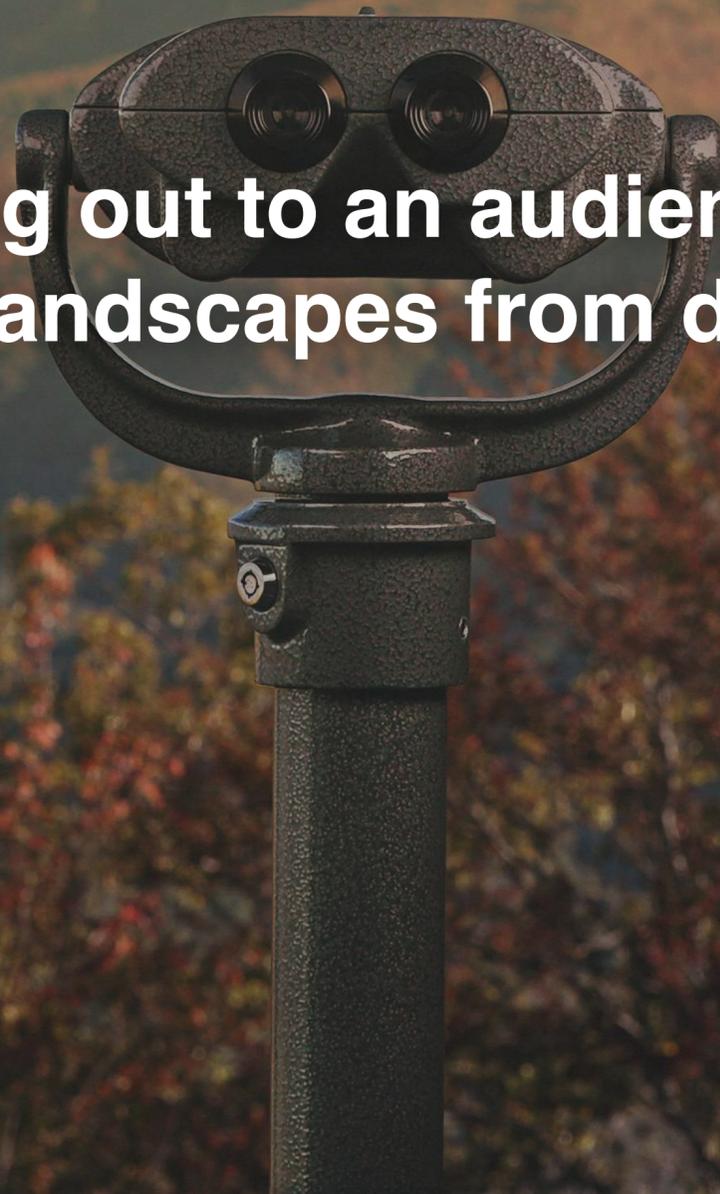


TNVACATION.COM

CHALLENGE

Tennessee wanted travelers to know it has some of the best fall foliage in the country.

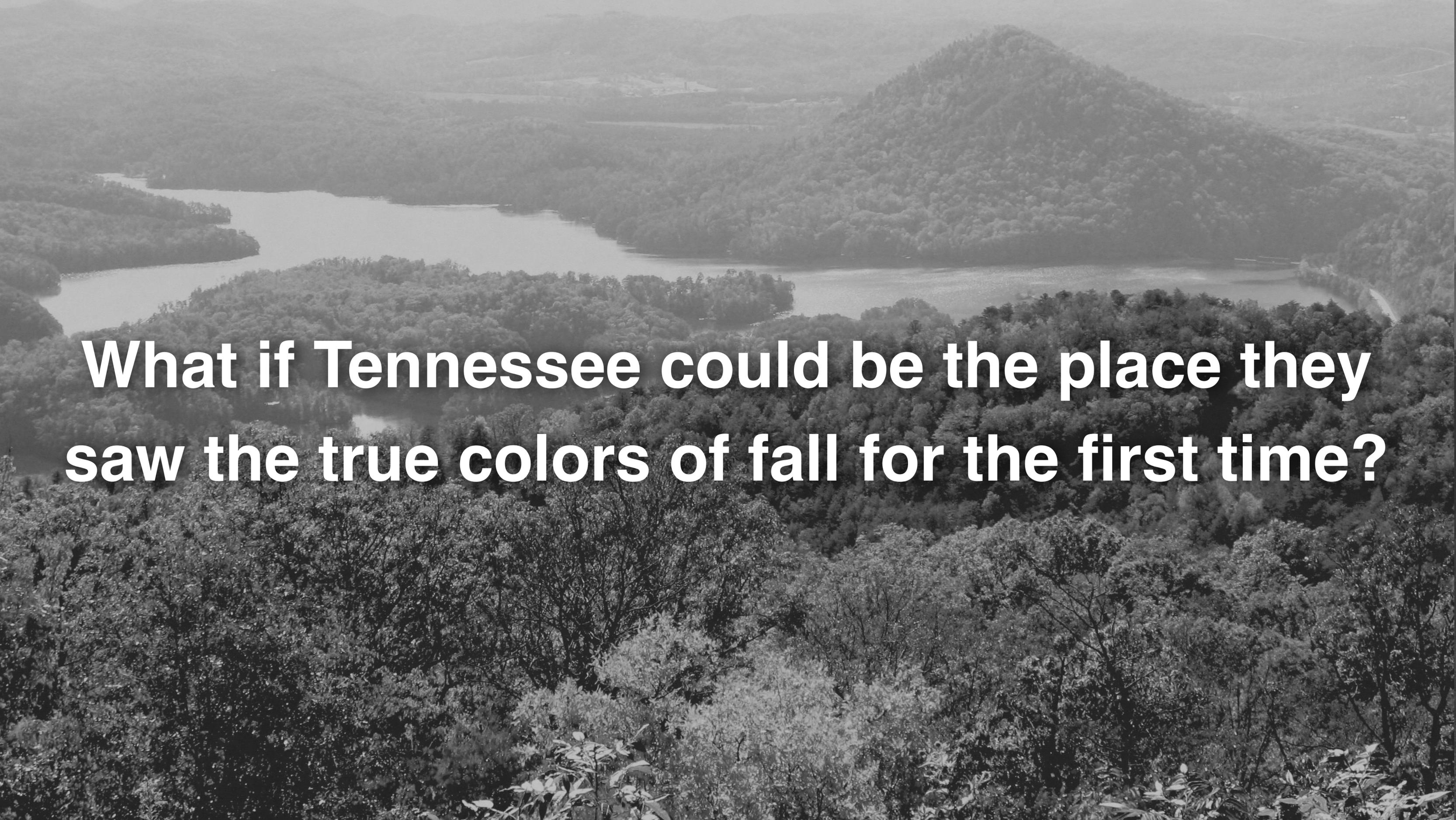
The challenge was standing out to an audience that was bombarded with the same picturesque fall landscapes from dozens of states, year after year.



INSIGHT

People are obsessed with seeing people do things for the first time, watching people overcome obstacles, and feel-good content.

We realized there are roughly 13 million Americans who have never seen the changing fall colors because they suffer from red-green color blindness.



**What if Tennessee could be the place they
saw the true colors of fall for the first time?**



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CONCEPT

We wanted people to see Tennessee's fall beauty from a new perspective – by showcasing it through the eyes of colorblind people experiencing it for the first time.

To make it possible, we created the Colorblind Viewer. The world's first scenic viewer equipped with high-tech lenses that help alleviate red-green colorblindness.



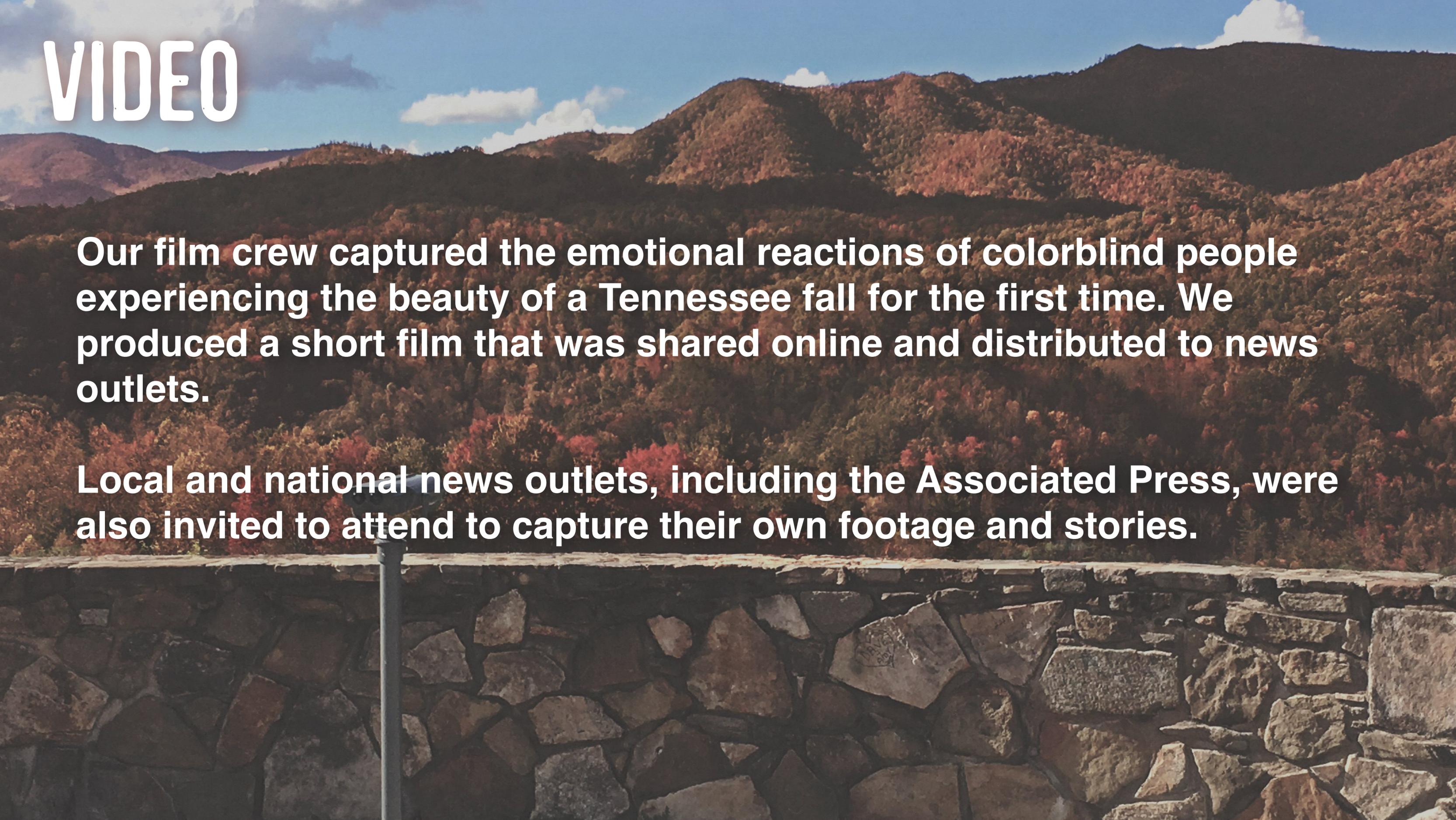
PRODUCTION

A scenic overlook with a wooden fence, people, and a camera operator. The scene is set outdoors with trees and a clear sky. In the foreground, a wooden fence runs across the frame. To the left, a person in a purple shirt is visible. In the center, a person in a green shirt is standing. To the right, a person in a grey jacket is operating a camera on a tripod. The background shows a valley with trees and mountains under a blue sky.

We created three scenic viewers and purchased high-tech lenses to create a new application of technology that was inherently newsworthy.

These unique viewers were permanently installed at some of the state's best scenic look-outs in November 2017. We have since installed 9 more across the state.

VIDEO



Our film crew captured the emotional reactions of colorblind people experiencing the beauty of a Tennessee fall for the first time. We produced a short film that was shared online and distributed to news outlets.

Local and national news outlets, including the Associated Press, were also invited to attend to capture their own footage and stories.



12 TOTAL LOCATIONS

BIG SOUTH FORK NATIONAL RIVER AND
RECREATION AREA

OBER GATLINBURG

I-26 WESTBOUND SCENIC
OVERLOOK

MEEMAN-SHELBY FOREST STATE PARK

CHICKASAW STATE PARK

RUBY FALLS

STANDING STONE STATE PARK

SOUTH CUMBERLAND STATE PARK

FALL CREEK FALLS STATE PARK

VETERANS/CLINCH MOUNTAIN OVERLOOK

HIGHWAY 111

CHEROHALA SKYWAY

**INDUSTRY RECOGNITION
FOR COLORBLINDLESS**



ART DIRECTORS CLUB

GOLD

EXPERIENTIAL DESIGN



ADWEEK PROJECT ISAAC

SOLE CATEGORY WINNER

**CUSTOMER EXPERIENCE
INVENTION**



THREE SILVER LIONS

MEDIA — TRAVEL

MEDIA — USE OF AMBIENT

MEDIA (LARGE SCALE)

PR — USE OF TECHNOLOGY

THREE SHORTLISTS

MEDIA — USE OF STUNTS

MEDIA — USE OF TECHNOLOGY

PR — LOW BUDGET/HIGH

IMPACT CAMPAIGN

QUESTIONS?

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