

# A Journey for Civil Rights

Creative Overview





National Print Media  
January – March 2018  
4,500,000+ Circulation



1965

2018

EDMUND PETTUS BRIDGE

VERTICAL CLEARANCE 14 - 10'

*Walk in the footsteps of giants.*

Voting-rights activists John Lewis and Hosea Williams led 600 peaceful marchers across the Edmund Pettus Bridge in 1965, only to be viciously attacked by state and local lawmen on what became known as Bloody Sunday. Today, you can walk across the historic Selma, Alabama, bridge, just one of dozens of inspiring landmarks on the U.S. Civil Rights Trail. To learn more about heroes as diverse as Georgia's Martin Luther King Jr. and Virginia's 16-year-old Barbara Johns, go to [civilrightstrail.com](http://civilrightstrail.com).

What happened here changed the world.

1960

2018

1960

2018

*See where they took a seat to take a stand.*

You know the story of the Greensboro sit-ins. Now experience their legacy on the U.S. Civil Rights Trail. Embark on a transformative journey that unites 14 states and more than 100 historic locations and landmarks of the Civil Rights Movement. Witness the iconic lunch counter where the sit-in movement began and walk in the footsteps of the brave men and women who changed the course of history.

What happened here changed the world. [civilrightstrail.com](http://civilrightstrail.com)

1957

2018

1957

2018

LITTLE ROCK CENTRAL HIGH SCHOOL

*They went to class so we could learn.*

Climb the steps and walk the halls of the school that taught our nation a lesson in liberty. You know the story of the Little Rock Nine. Now experience their legacy, on the U.S. Civil Rights Trail. Embark on a transformative journey that unites 14 states and more than 100 historic locations and landmarks of the Civil Rights Movement.

What happened here changed the world. [civilrightstrail.com](http://civilrightstrail.com)

ADVERTISEMENT

U.S. CIVIL RIGHTS TRAIL

**WHAT HAPPENED HERE CHANGED THE WORLD.**

Edmund Pettus Bridge, Selma, AL

Now more than ever, it is vital to discover this history so that we can have a better, more equal future.

The U.S. Civil Rights Trail is an experience the entire world can embrace.

During the 1950s and 1960s, African-Americans challenged white elected officials who kept them from good schools, equal public transportation and the ballot box. The mission of the U.S. Civil Rights Trail is to turn a complicated history into a transformative journey of meaningful discovery and memories that tourists, historians and educators around the world can embrace. For the first time, the events, people, places and stories that defined the movement are connected and commemorated through an immersive and educational travel experience.

Seek out the places that became scenes of confrontations that inspired minorities in the U.S. and around the globe. Following the U.S. Civil Rights Trail, travelers can walk

Little Rock Central High School National Historic Site, Little Rock, AR

International Civil Rights Center & Museum (Woolworth's), Greensboro, NC

in the footsteps of the heroic foot soldiers and learn from guides what life was like for those as they overcame adversity.

Embark on a journey of meaningful discovery and memories, where the past will enrich the present and inspire the future.

FIND OUT MORE AT [CIVILRIGHTSTRAIL.COM](http://CIVILRIGHTSTRAIL.COM)

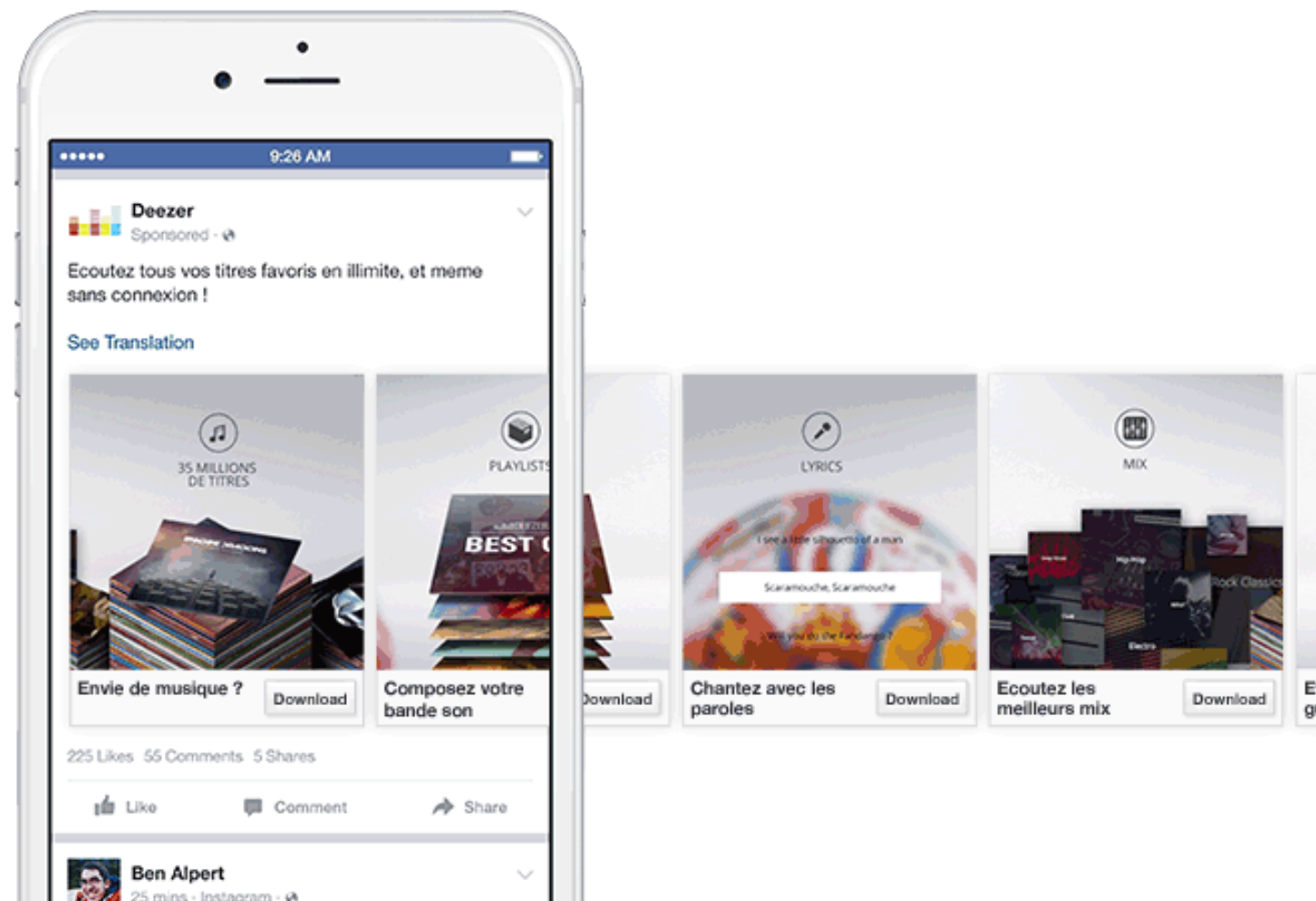


# National Digital Media

January 8 – March 2018

Digital, Social, Search

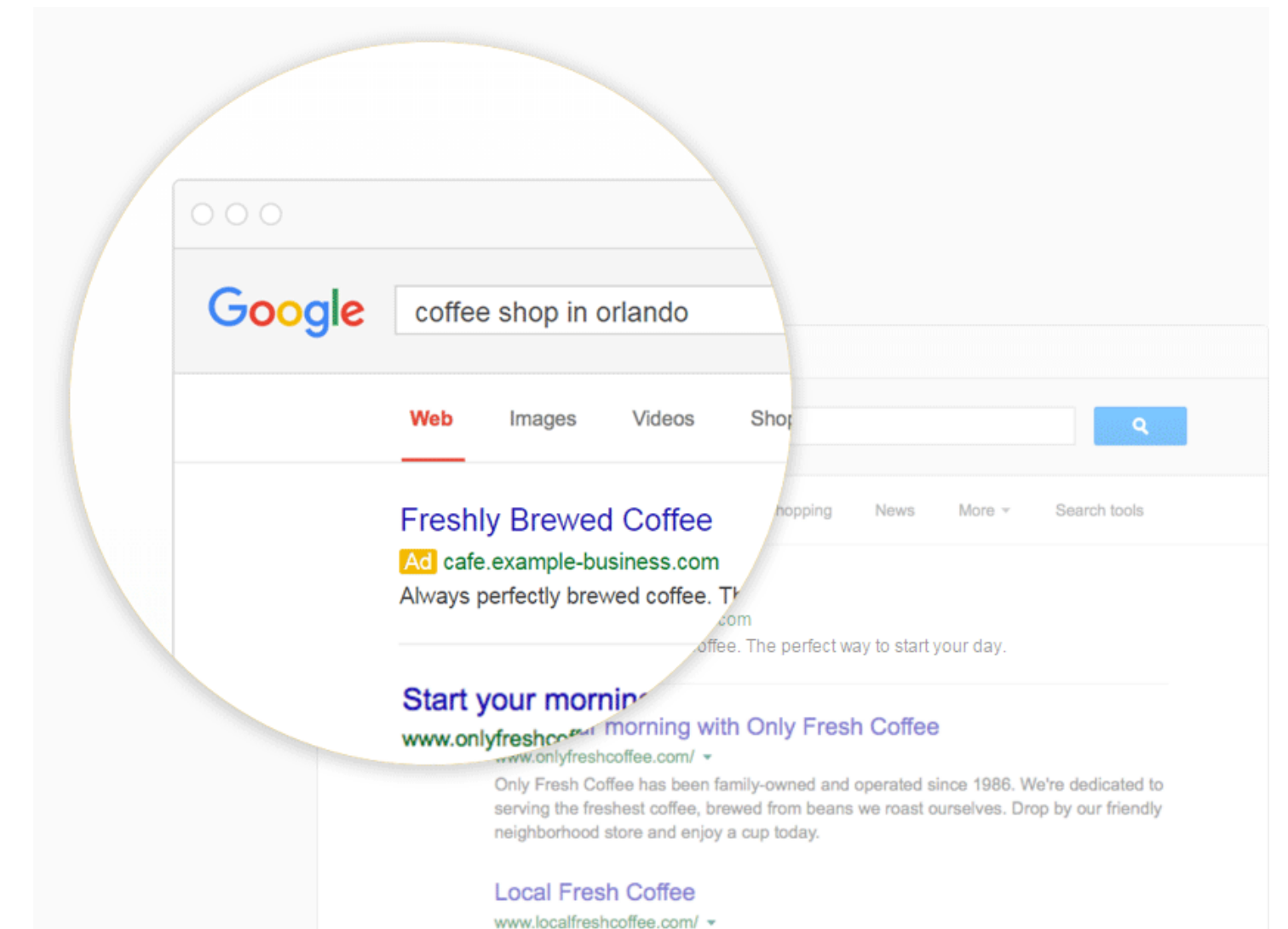
8,000,000+ Impressions



Facebook  
Canvas Display & Video



Programmatic  
Banners & Video

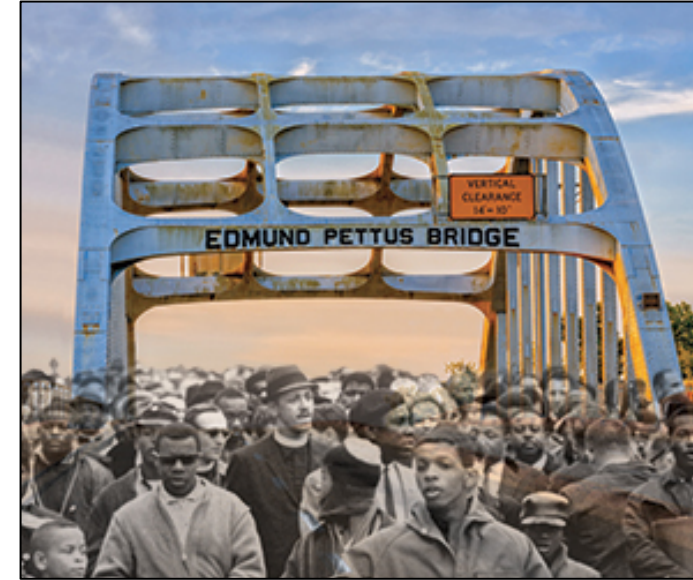


Google  
Search Engine Marketing



# Perspective

## Digital Banners

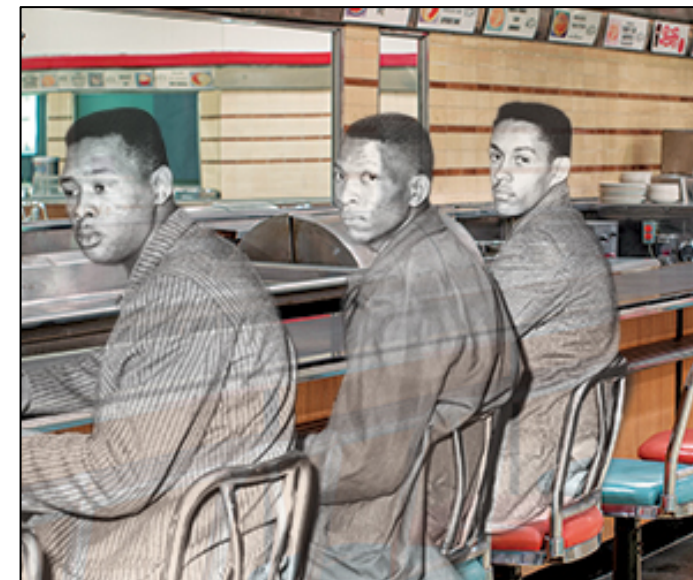


*Walk in  
the footsteps  
of giants.*



*CivilRightsTrail.com*

START YOUR JOURNEY



*See how a  
sit-in inspired  
a nation to take  
a stand.*



*CivilRightsTrail.com*

START YOUR JOURNEY



*They went to  
school so we  
could learn.*



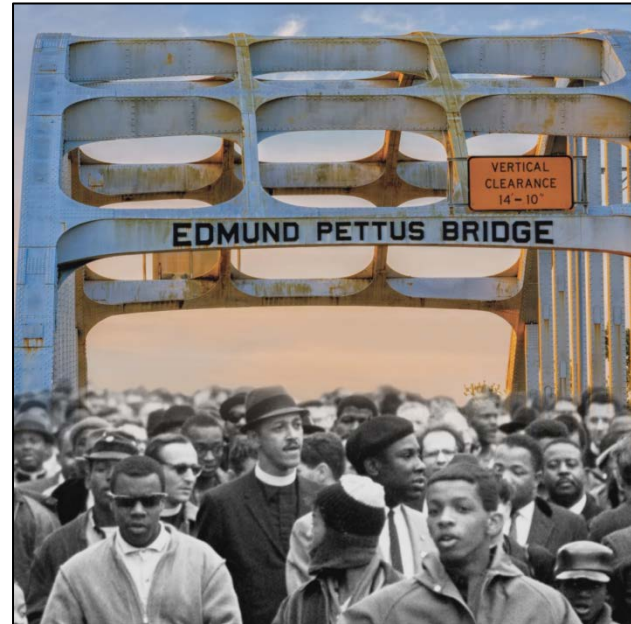
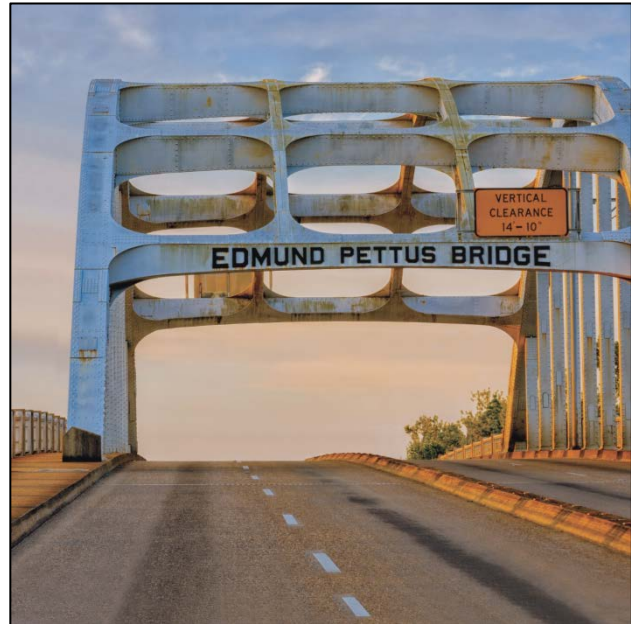
*CivilRightsTrail.com*

START YOUR JOURNEY



# Perspective

## Facebook Videos



### PETTUS BRIDGE FB POST COPY

#### AUDIENCE 1

Post Copy:

We're building a bridge between where we've been and where we're going. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com)

#### AUDIENCE 2

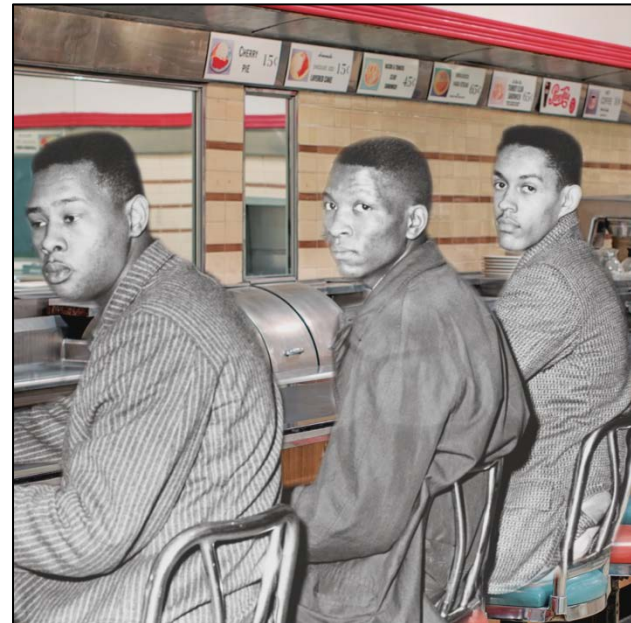
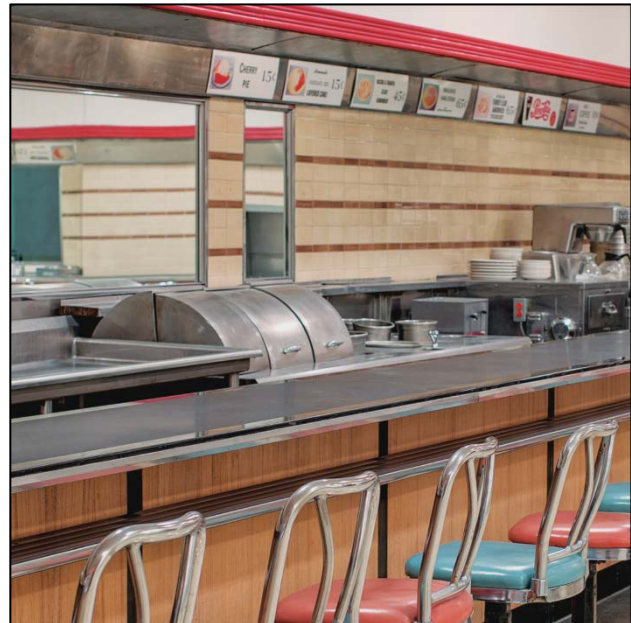
Post Copy:

Help your kids build a bridge between where we've been and where we're going. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com)

#### AUDIENCE 3

Post Copy:

Help your students build a bridge between where we've been and where we're going. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).



### GREENSBORO FOUR FB POST COPY

#### AUDIENCE 1

Post Copy:

See the legacy of four brave men who took a stand. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).

#### AUDIENCE 2

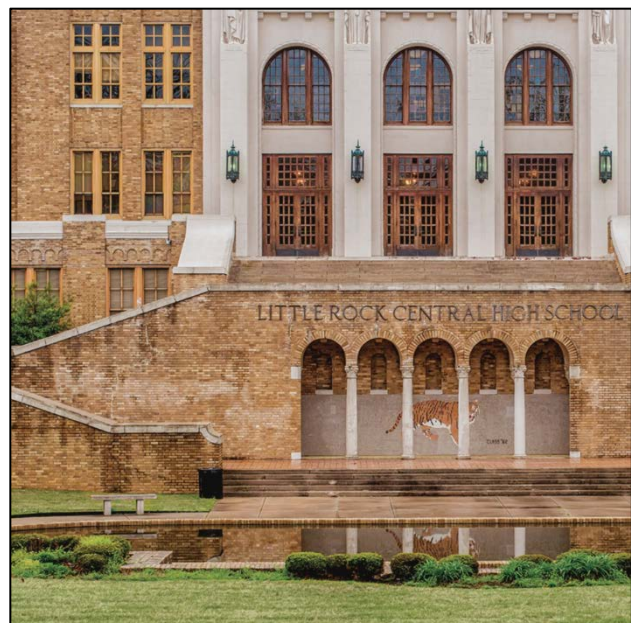
Post Copy:

Show your kids the legacy of four brave men who took a stand. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).

#### AUDIENCE 3

Post Copy:

Show your students the legacy of four brave men who took a stand. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).



### LITTLE ROCK CENTRAL HIGH SCHOOL FB POST COPY

#### AUDIENCE 1

Post Copy:

See how the Little Rock Nine taught us a lesson in liberty . Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com)

#### AUDIENCE 2

Post Copy:

Show your kids how the Little Rock Nine taught us a lesson in liberty. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).

#### AUDIENCE 3

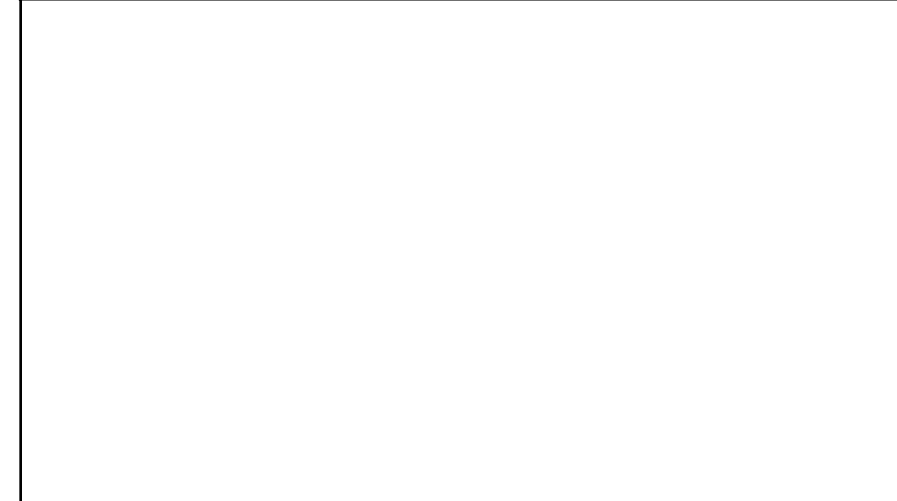
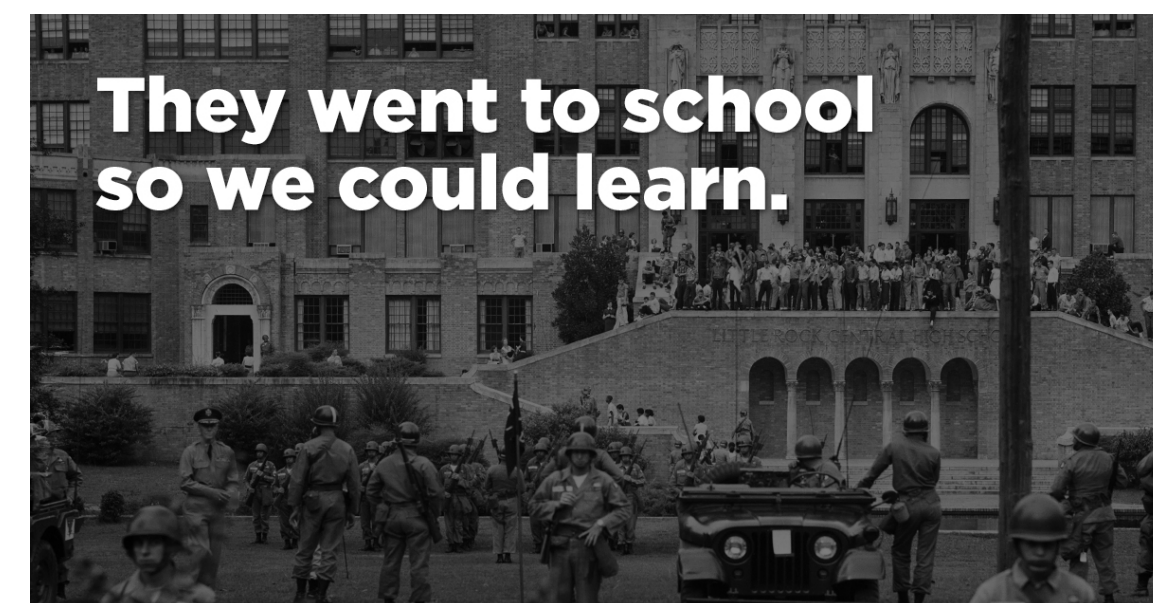
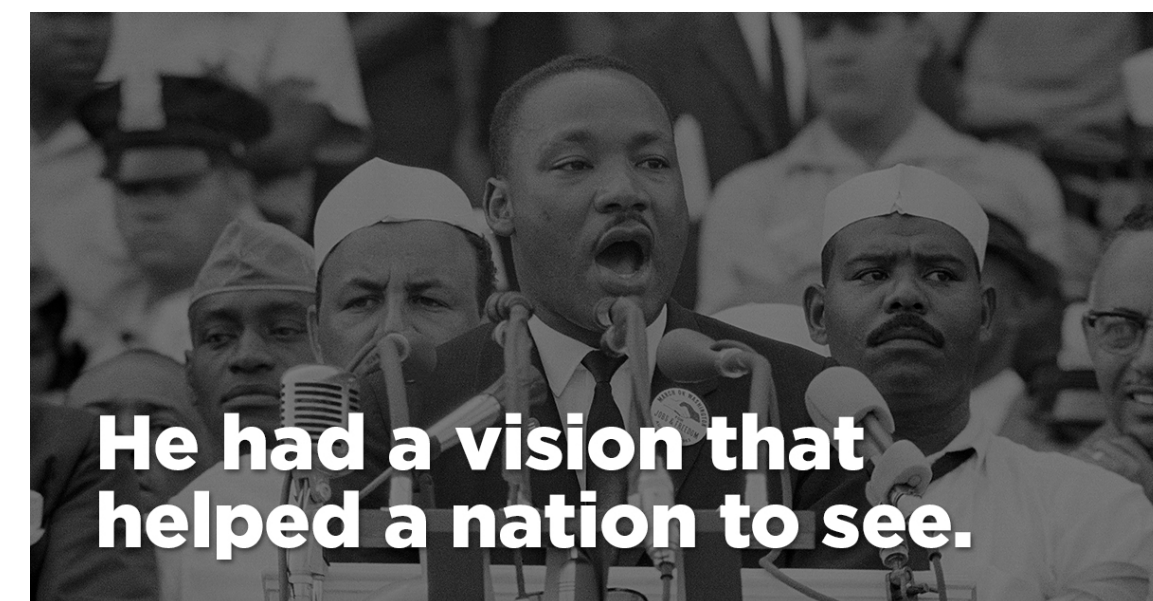
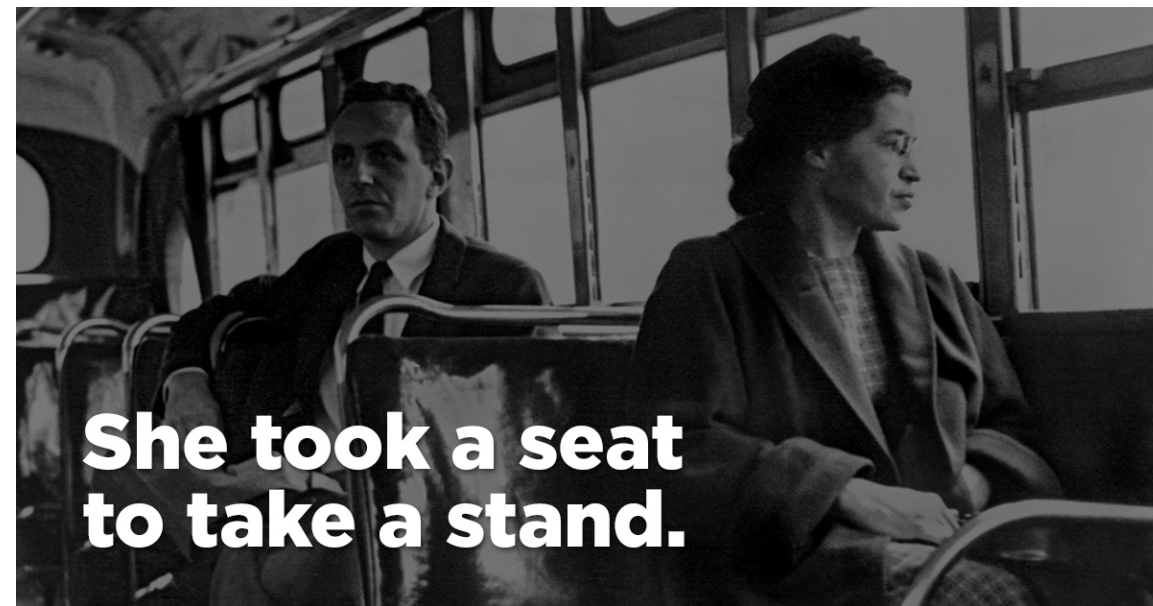
Post Copy:

Show your students how the Little Rock Nine taught us a lesson in liberty. Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).



# Perspective

## Facebook Canvas Ad



### FB POST COPY:

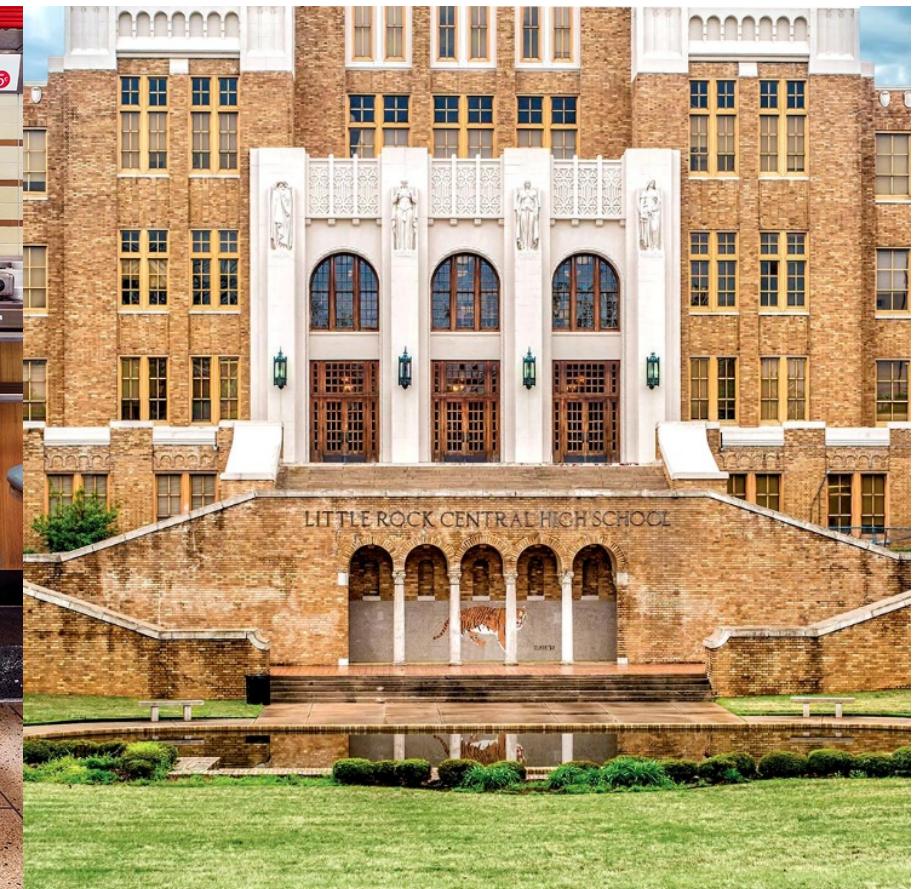
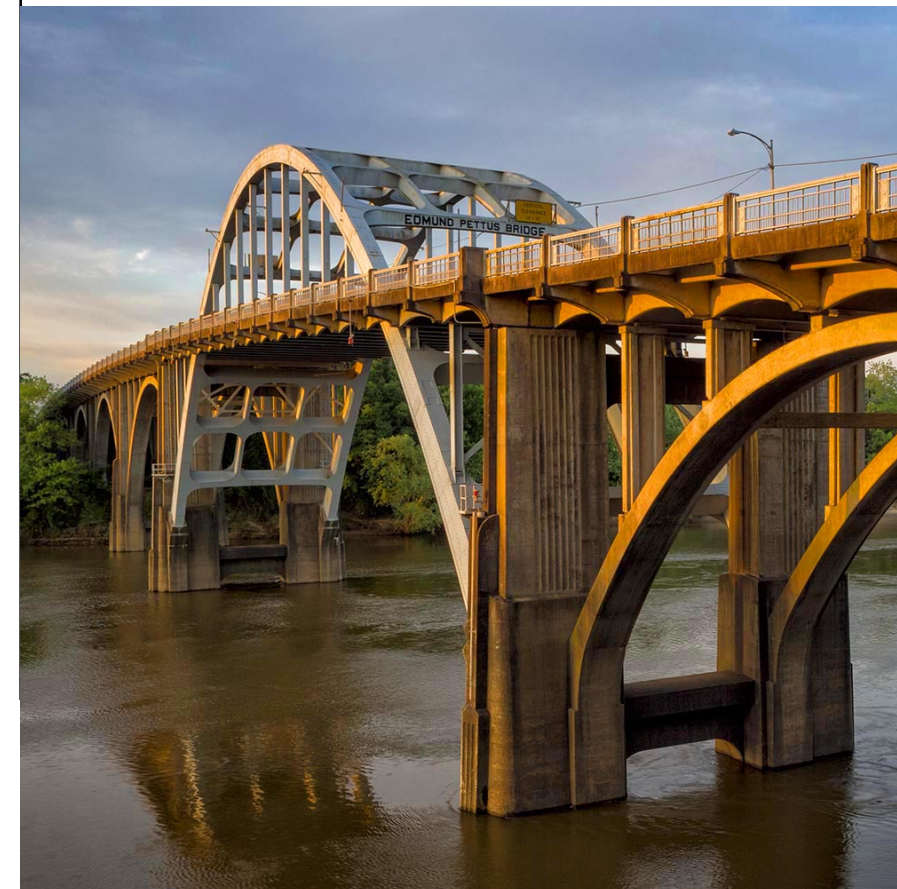
Their journey can be a catalyst for yours.

### FB CANVAS COPY:

The new U.S. Civil Rights Trail was created to help people understand and feel the power of the Civil Rights Movement. Across 14 states and with over 100 churches, museums and landmarks of the movement, the trail is part history lesson and part pilgrimage. Walk in the footsteps of the civil rights giants and continue their legacy through your learning.

### FB POST COPY:

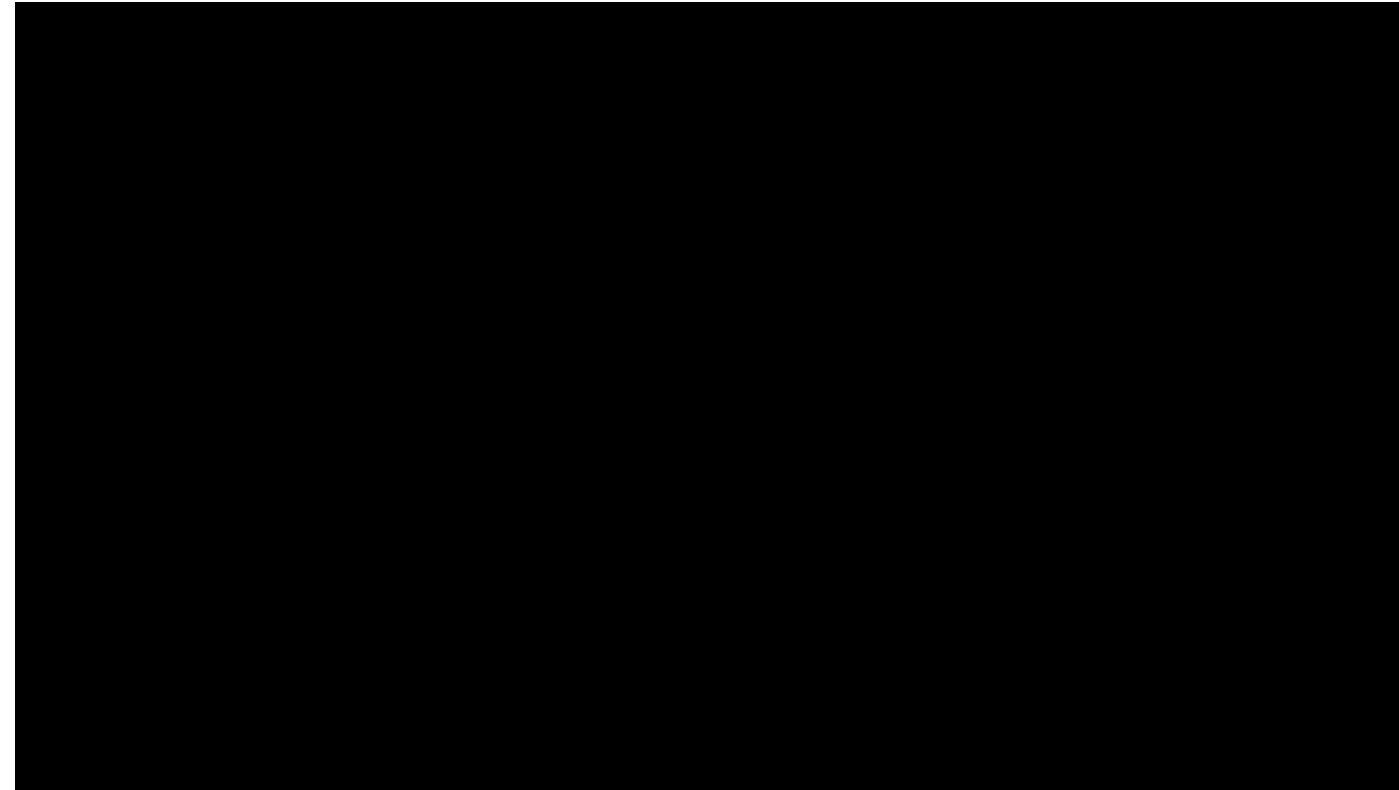
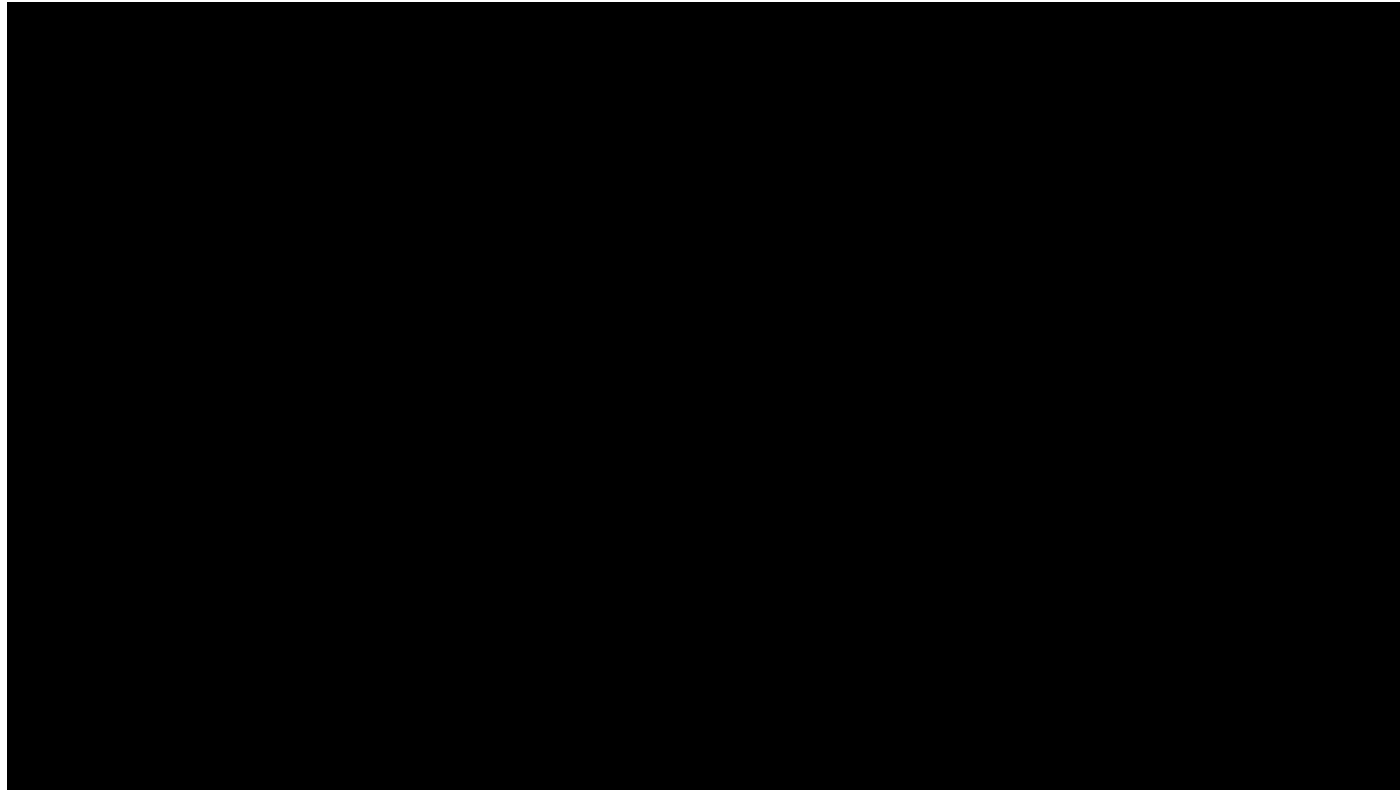
Start your journey at [CivilRightsTrail.com](https://www.CivilRightsTrail.com).





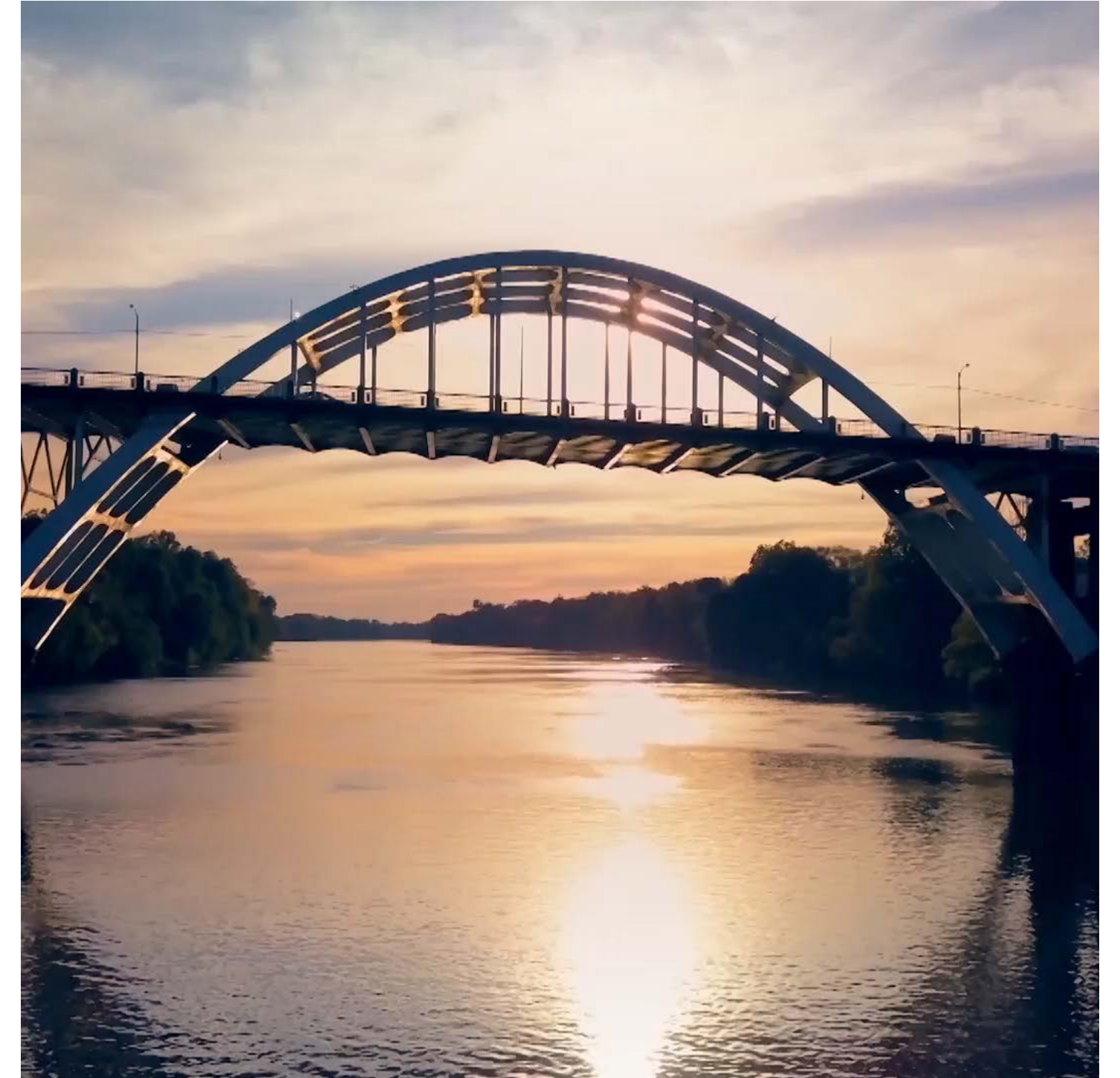
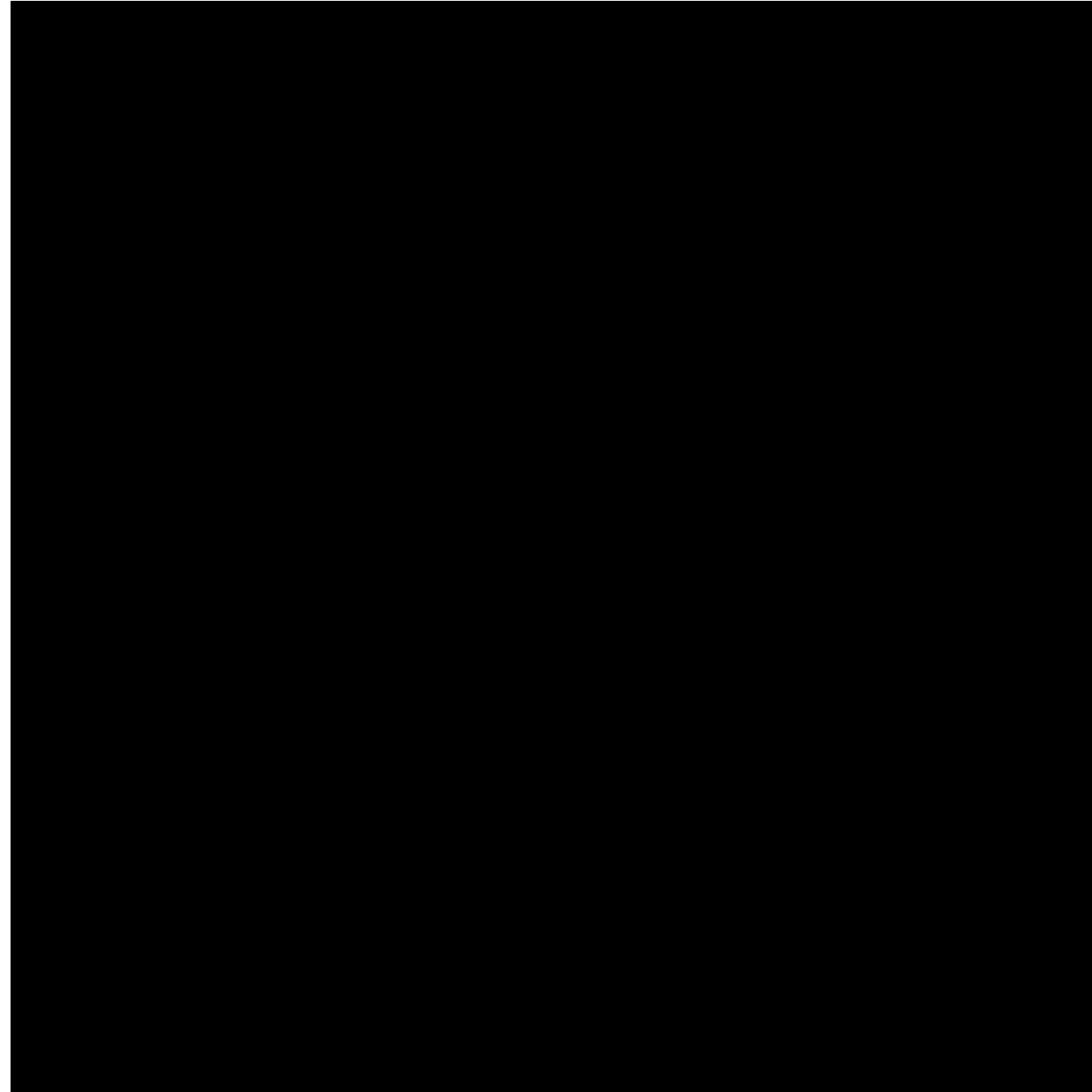
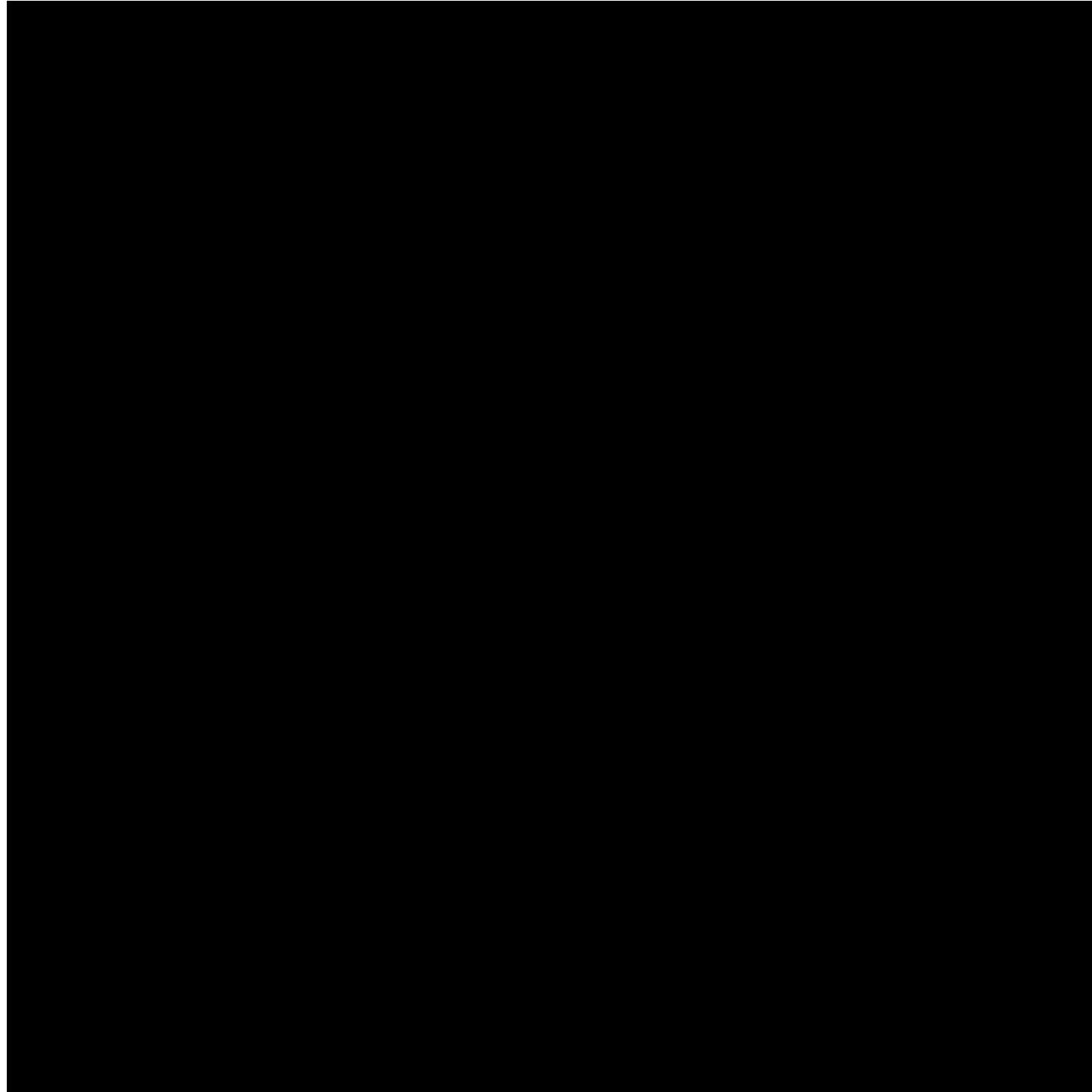
# Interviews

Programmatic Video



# Interviews

Facebook





# Generic Co-Op Print Ads

## Full Page and Half Page - 2 Versions



*What happened here changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to **CivilRightsTrail.com**.

[illegible]

**INSERT  
REVERSED  
STATE LOGO**



*What happened here  
changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivlRightsTrail.com](http://CivlRightsTrail.com).

*Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here.*

INSERT  
REVERSED  
STATE LOGO

*What happened here changed the world.*

**INSERT  
ATTRACTION  
PICTURE**

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).



**INSERT  
REVERSED  
STATE LOGO**

*Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here.*

**INSERT  
ATTRACTION  
PICTURE**

### Civil rights attraction cutline

*What happened here  
changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).




**INSERT  
REVERSED  
STATE LOGO**

Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here. Insert state civil rights attraction copy here.




# Generic Co-Op Print Ads

## Examples




*What happened here changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).



North Carolina played a pivotal role in the Civil Rights Movement and provides visitors a valuable opportunity to learn more about the Greensboro Four, Estey Hall and other meaningful sites across the state. For more information, go to [visitnc.com](http://visitnc.com).

**NORTH CAROLINA**




*What happened here changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).

North Carolina played a pivotal role in the Civil Rights Movement and provides visitors a valuable opportunity to learn more about the Greensboro Four, Estey Hall and other meaningful sites across the state. For more information, go to [visitnc.com](http://visitnc.com).


**NORTH CAROLINA**

*What happened here changed the world.*



*FW Woolworth's Building, International Civil Rights Center and Museum*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).



**NORTH CAROLINA**

North Carolina played a pivotal role in the Civil Rights Movement and provides visitors a valuable opportunity to learn more about the Greensboro Four, Estey Hall and other meaningful sites across the state. For more information, go to [visitnc.com](http://visitnc.com).



*FW Woolworth's Building, International Civil Rights Center and Museum*

*What happened here changed the world.*

The new U.S. Civil Rights Trail ties together 14 states and over 100 museums, churches, courthouses and other landmarks pivotal to the advancement of social equality during the volatile 1950s and 1960s. Visitors can literally walk in the footsteps of Martin Luther King Jr., Rosa Parks, Medgar Evers and other heroes of the Civil Rights Movement. To see their stories and learn about the trail, go to [CivilRightsTrail.com](http://CivilRightsTrail.com).



**NORTH CAROLINA**

North Carolina played a pivotal role in the Civil Rights Movement and provides visitors a valuable opportunity to learn more about the Greensboro Four, Estey Hall and other meaningful sites across the state. For more information, go to [visitnc.com](http://visitnc.com).



# Co-Op Digital Banners

Static and HTML5 - 2 Versions

160x600, 300x250, 300x600, 320x50, 728x90,


*What  
happened  
here changed  
the world.*



*CivilRightsTrail.com*

START YOUR JOURNEY

*What  
happened  
here  
changed  
the world.*



*CivilRightsTrail.com*

START YOUR JOURNEY



*CivilRightsTrail.com*


START YOUR JOURNEY



*CivilRightsTrail.com*

START YOUR JOURNEY


*Walk in  
the footsteps  
of giants.*



*CivilRightsTrail.com*

START YOUR JOURNEY

*Walk  
in the  
footsteps  
of giants.*



*CivilRightsTrail.com*

START YOUR JOURNEY



*CivilRightsTrail.com*

START YOUR JOURNEY



*CivilRightsTrail.com*

START YOUR JOURNEY



*CivilRightsTrail.com*

START YOUR JOURNEY



*CivilRightsTrail.com*

START YOUR JOURNEY