

# WHEN THE TIME IS RIGHT, WE'LL BE RIGHT HERE

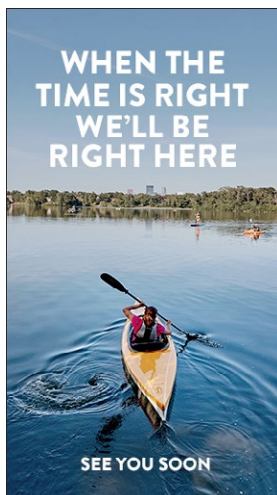
Following our pause on marketing during the initial COVID-19 restrictions, Explore Minnesota will be re-entering the market with a recovery campaign that celebrates the people, as well as the places, of Minnesota. It will be an invitation to rediscover the strength, beauty and resilience that can be found only in Minnesota. It will also help assure travelers that when they feel safe to travel, we'll be ready to greet them.

## How to Use 'When the Time is Right'

Versatile in usage, this campaign can be used to highlight all aspects of your community, local commerce and natural environment.

We are providing a headline overlay of the "When the Time is Right" and "Imagine the Adventures that Await" messages that you can use on any of your own photos with a custom caption related to your community.

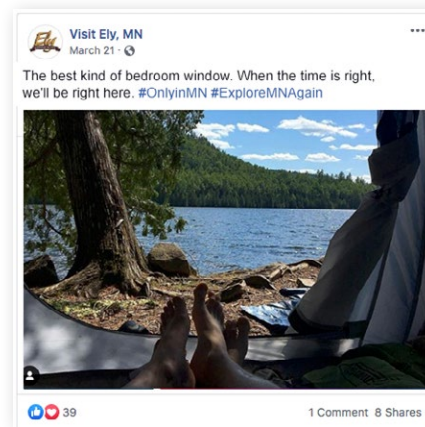
### Headline overlays:



### Custom Headlines & Social Post Copy:

Or, you may also choose to write your own headlines. For example:

A social post may feature a beautiful image of a local lake with the caption: "The best kind of bedroom window. When the time is right, we'll be right here."



## #ExploreMNAgain

Please use the hashtag #ExploreMNAgain with your social post to help build momentum and community around this new initiative.

In our :30 spot, we take an uplifting look at life in Minnesota, and what makes this place home. We encourage you to share this spot on your social channels to amplify reach and unite in the cause. Feel free to write your own caption about how the concept applies to your part of the state. Due to image licensing restrictions, this video cannot be repurposed for promotional use.