

Explore Minnesota Tourism

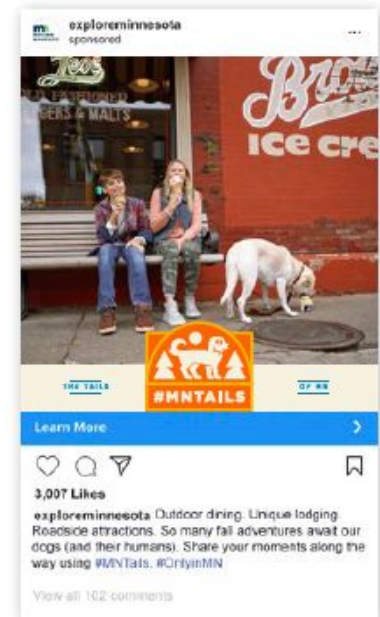
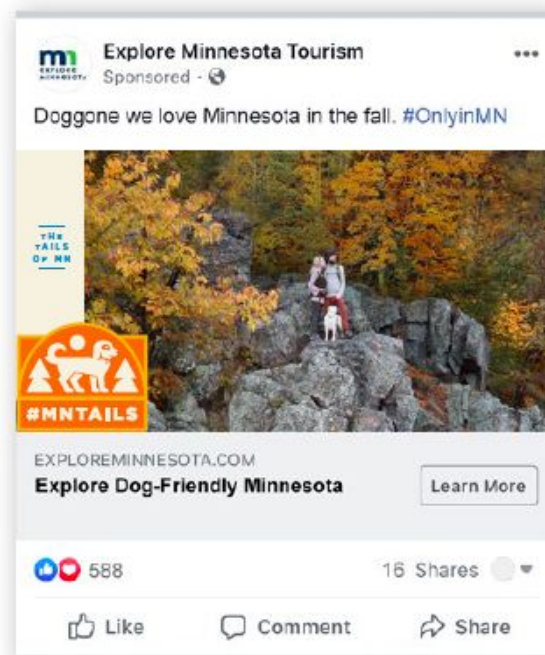
ESTO Awards 2021 - Integrated Marketing Campaign

06 / 21 / 2021

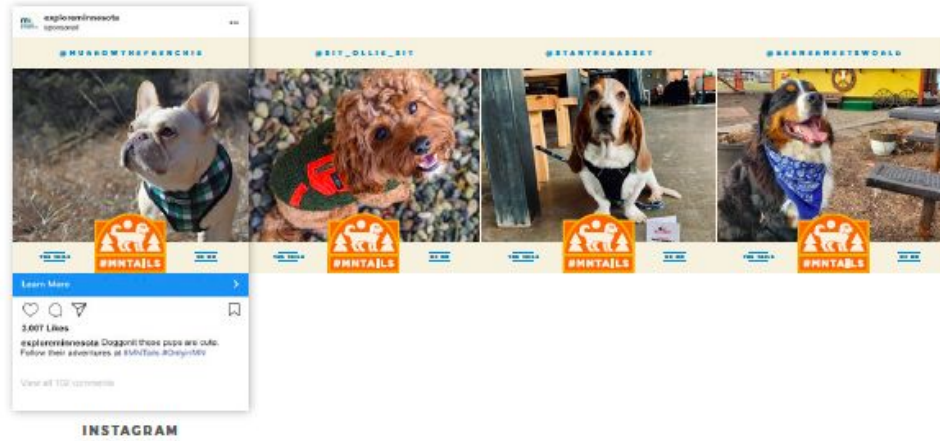


ADVENTURE™

Dog Lovers Branding & Static Social Posts (Facebook & Instagram)

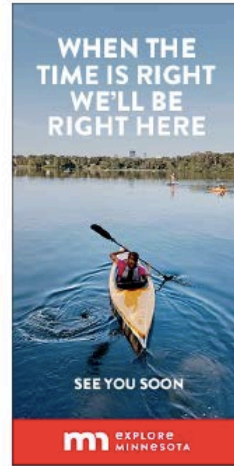


Dog Lovers Carousel Posts (Facebook & Instagram)



Recovery Display

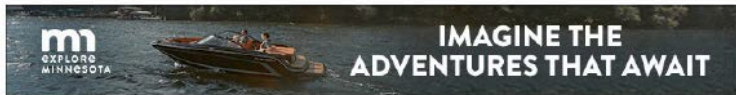
300 X 600



300 X 250 - TWO-FRAME GIF



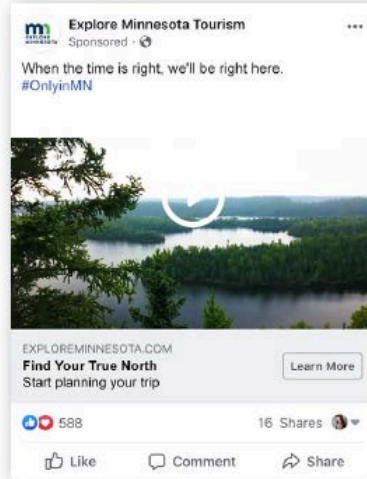
728 X 90



Recovery Social

FACEBOOK

:30 Video ad

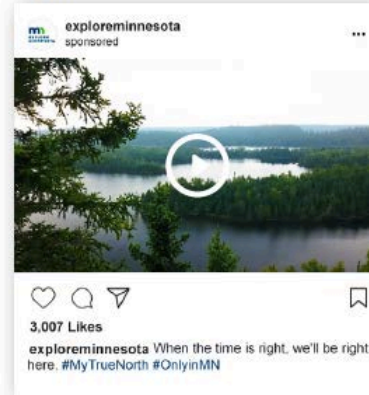


The Facebook ad features a scenic landscape of a lake and forest. The text above the image reads: "Explore Minnesota Tourism Sponsored · [lock icon] When the time is right, we'll be right here. #OnlyinMN". Below the image, it says "EXPLOREMINNESOTA.COM Find Your True North Start planning your trip" with a "Learn More" button. At the bottom, it shows "588" likes and "16 Shares".

FEATURE :30 "TRANSITIONAL" SPOT

INSTAGRAM

:30 Video ad



The Instagram ad features the same scenic landscape. The text above the image reads: "exploreminnesota sponsored". Below the image, it shows "3,007 Likes" and the text "exploreminnesota When the time is right, we'll be right here. #MyTrueNorth #OnlyinMN".


FEATURE :30 "TRANSITIONAL" SPOT

Note: All links go to ExploreMinnesota.com, with the intent of that homepage having the best chance of being up-to-date with promoting timely and appropriate content based on the current covid/social distancing restrictions (if any).

Relief Social: Instagram Static/ Video Posts

Explore Minnesota Tourism
Sponsored · 🌐

We invite you to hang the "gone fishing" sign on your home office door and #ExploreMNAgain on Minnesota's frozen waters. #OnlyinMN



EXPLOREMINNESOTA.COM
Find Your True North
Discover winter activities


Learn More

👍❤️ 588 16 Shares

👍 Like 💬 Comment ➦ Share

Explore Minnesota Tourism
Sponsored · 🌐

Discover things to do, places to see or dream of your next Minnesota vacation. #OnlyinMN



Explore Minnesota Tourism
Travel/Tourism
261,878 likes

Like Page

👍❤️ 588 16 Shares

👍 Like 💬 Comment ➦ Share

Explore Minnesota Tourism
Sponsored · 🌐

Go wherever your heart brings you. #ExploreMNAgain safely and get away from the everyday. #OnlyinMN



EXPLOREMINNESOTA.COM
Find Your True North
Plan your getaway

Learn More

👍❤️ 588 16 Shares

👍 Like 💬 Comment ➦ Share

Explore Minnesota Tourism
Sponsored · 🌐

Feel the thrill of winter and #ExploreMNAgain. Go skiing. Hike the trails. Cross-country ski across frozen lakes. Do it all #OnlyinMN.




Photo: Visit Winona

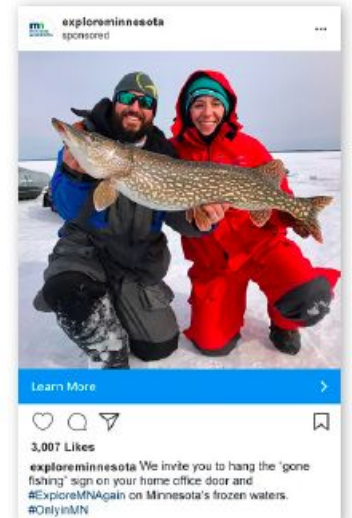
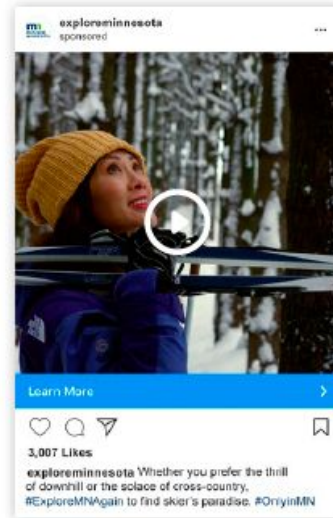
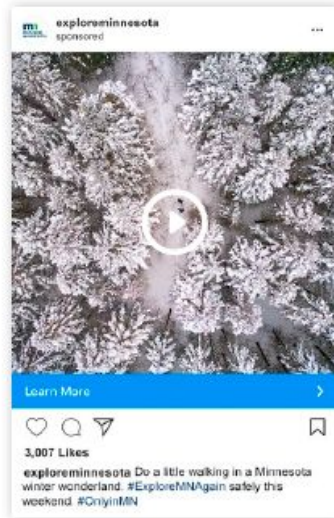
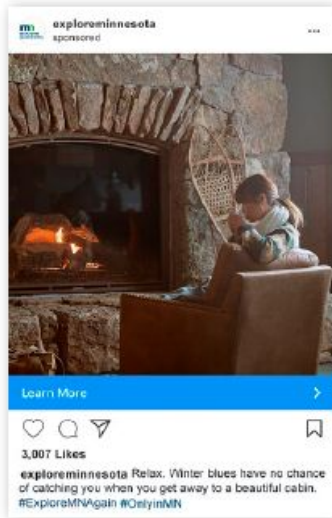
EXPLOREMINNESOTA.COM
Find Your True North
Explore winter activities

Learn More

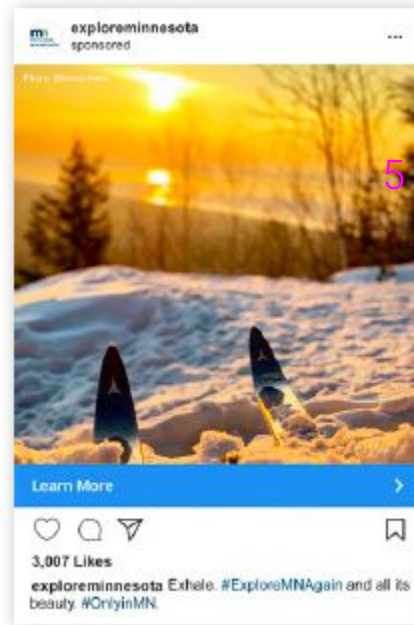
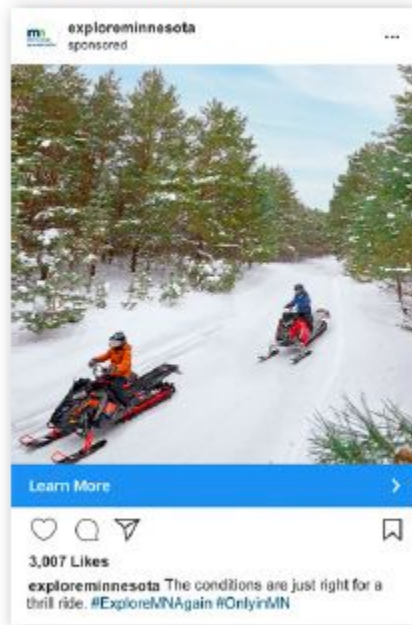
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👍 Like 💬 Comment ➦ Share

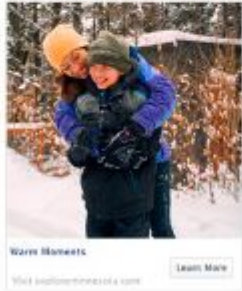
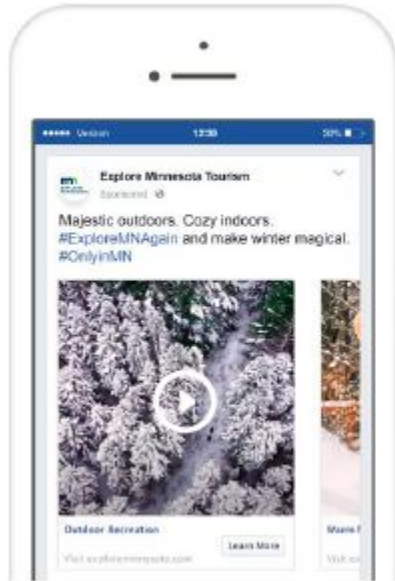
Relief Social: Instagram Static/ Video Posts



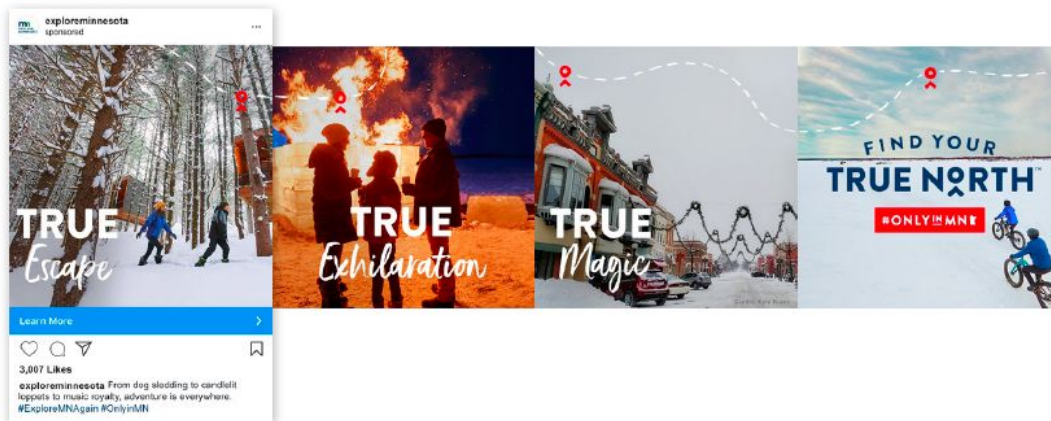
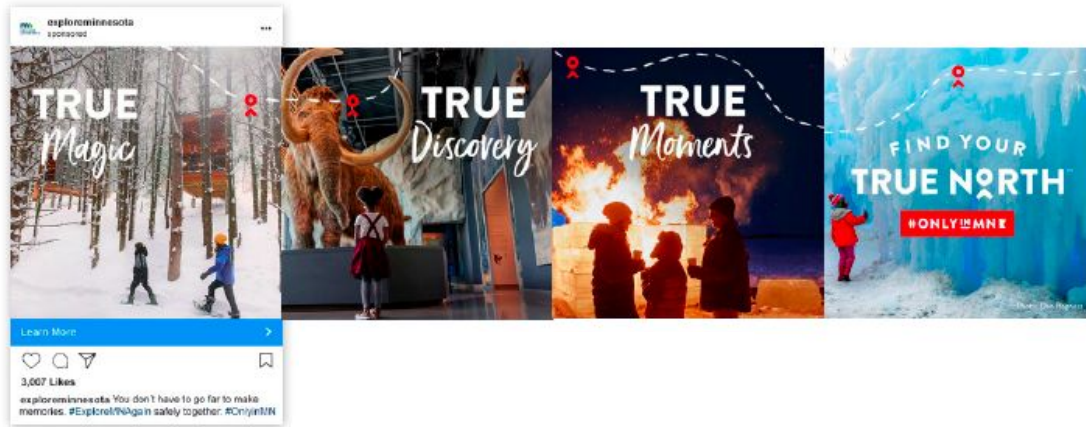
Relief Social: Instagram Static/ Video Posts



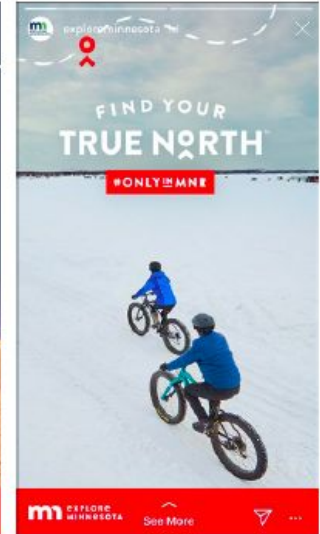
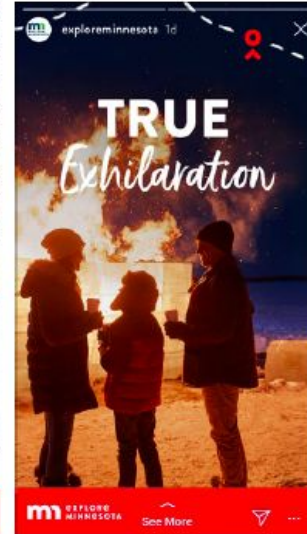
Relief Social: Facebook Carousel Post



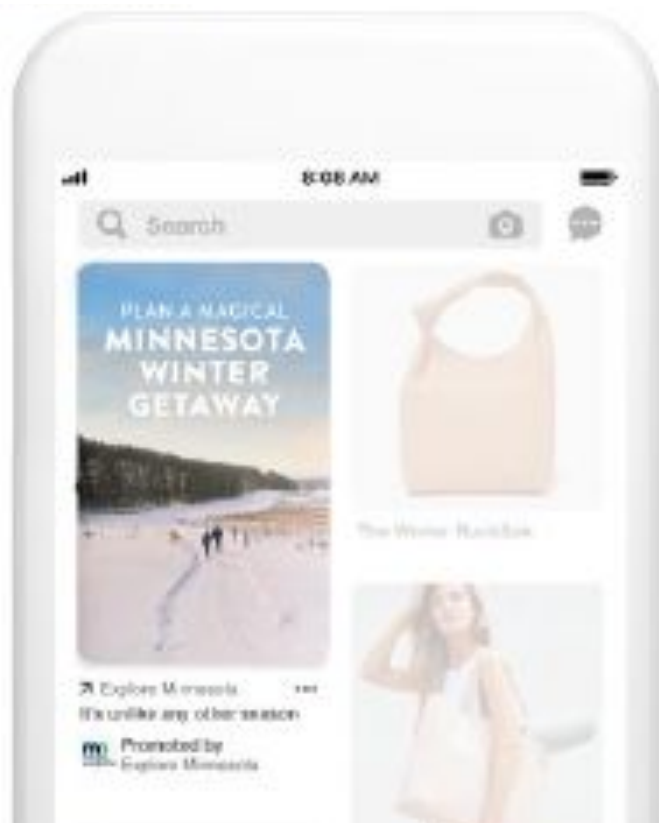
Relief Social: Instagram Carousel Posts



Relief Social: Instagram Story Posts



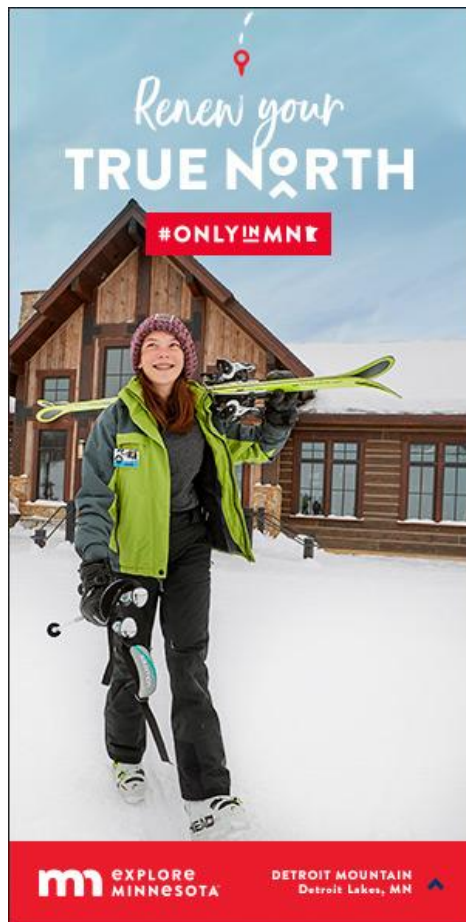
Relief Social: Pinterest Post



Relief Display



Relief Display



Renew your
TRUE NORTH

#ONLYINMNE

mi EXPLORE MINNESOTA
DETROIT MOUNTAIN
Detroit Lakes, MN

This advertisement features a woman in a green and grey ski jacket, black pants, and a pink knit hat, holding a pair of green skis. She is standing in a snowy field in front of a large, rustic wooden cabin with a gabled roof. The sky is a clear, pale blue. A red location pin icon is positioned above the text.



Recharge your
TRUE NORTH

#ONLYINMNE

mi EXPLORE MINNESOTA
POLAR FEST
Detroit Lakes, MN

This advertisement shows a woman in a brown winter jacket and a fur-lined hat, smiling as she holds a lit sparkler. The background is dark, suggesting a night festival. A red location pin icon is positioned above the text.



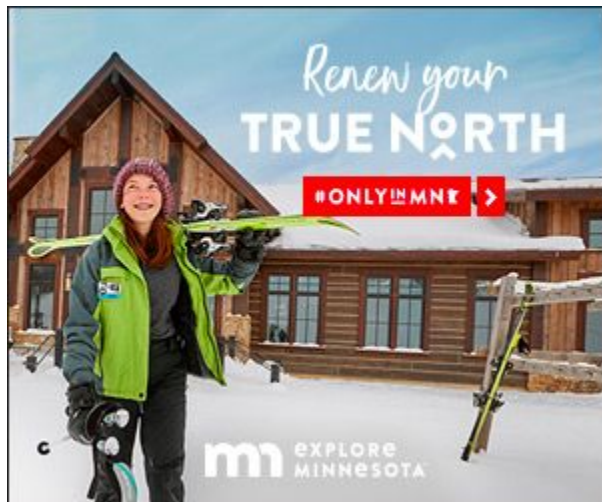
Illuminate your
TRUE NORTH

#ONLYINMNE

mi EXPLORE MINNESOTA
HOLIDAY LIGHTS
Sleepy Eye, MN

This advertisement depicts a large Christmas tree covered in multi-colored lights (blue, purple, red, green) at night. In the foreground, there is a large, light blue sign that reads '#ONLYINMNE' with a map of Minnesota integrated into the letters. A red location pin icon is positioned above the text.

Relief Display



Relief Display



Relief
Email



This winter, let Minnesota be your official guide to getting the most out of every moment.



TEMPTING
TAKE-OUT



DOWNHILL
SKIING



BOUTIQUE
HOTELS



FIND YOUR TRUE NORTH #OnlyinMN



EXPLORE **m** MINNESOTA