

2023

SHOULDER CAMPAIGN SAMPLES

Some places you go for a change in scenery. Then in some places, the scenery changes you. For the shoulder season, we highlighted authentic adventures and the kind of memories you can only make in Duluth.



Two vertical banners for 'DULUTH IS WAITING'. The left banner shows a man in a plaid shirt with a 'PLAN YOUR TRIP' button. The right banner shows a woman climbing a tree with a 'BOOK NOW' button. Below them is a food advertisement for 'ORDER ENVY' featuring a bowl of food and a coffee cup, with the text 'SERVED BY DULUTH'.

Get a Taste of Duluth
 Promoted by Duluth
 Link: <https://visitduluth.com/food-drink/>

A horizontal banner for 'DULUTH IS WAITING' featuring the Duluth logo and a 'GET INSPIRED' button.

Click to watch TV spot #1



A billboard for 'NIGHTS OUT TOASTIER IN DULUTH'. It features a photo of a man and a woman laughing at a table with drinks. The text includes 'NIGHTS OUT TOASTIER IN DULUTH', the Duluth logo, and the website 'VISITDULUTH.COM'. Coordinates '46.7867° N, 92.1005° W' are also present.

A magazine spread for 'LOCAL VOICES'. The title is 'LOCAL VOICES' with the subtitle 'HERE'S WHAT DULUTH RESIDENTS LOVE ABOUT LIFE ON THE NORTH SHORE'. It features several photos of residents and their quotes about Duluth. The magazine is sponsored by Duluth.