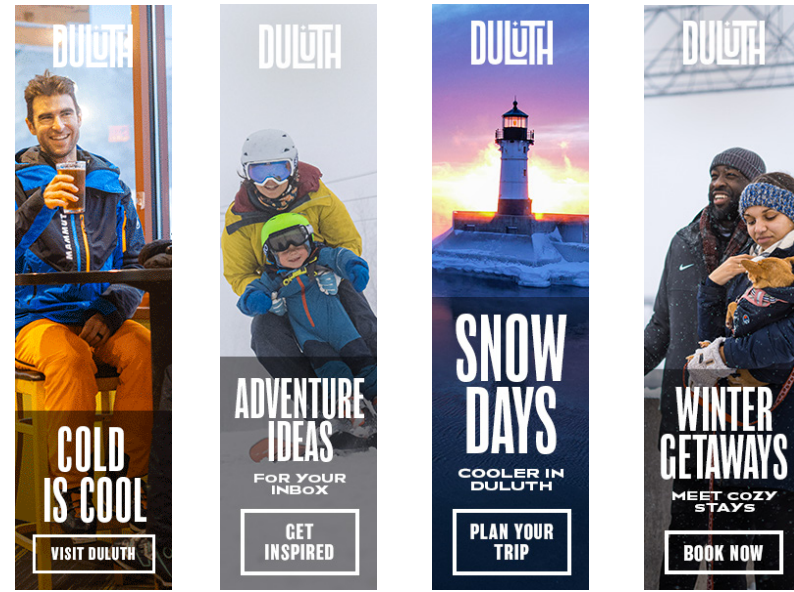


2024

# WINTER CAMPAIGN SAMPLES

For the winter season, we touted festive events, outdoor adventures and all the ways you can cozy up in Duluth. Highlights included weather-activated creative (just in time for a winter without snow) and new footage of Bentleyville - with an emphasis on BIPOC representation. Our spot showed how all people are welcome on Minnesota's North Shore.



Static Pin | #1



Visit Duluth  
Warm up to winter on Minnesota's North Shore.



Link:  
<https://visitduluth.com/>

Static Pin | #2



Visit Duluth  
Find trip ideas.



Link:  
<https://visitduluth.com/>

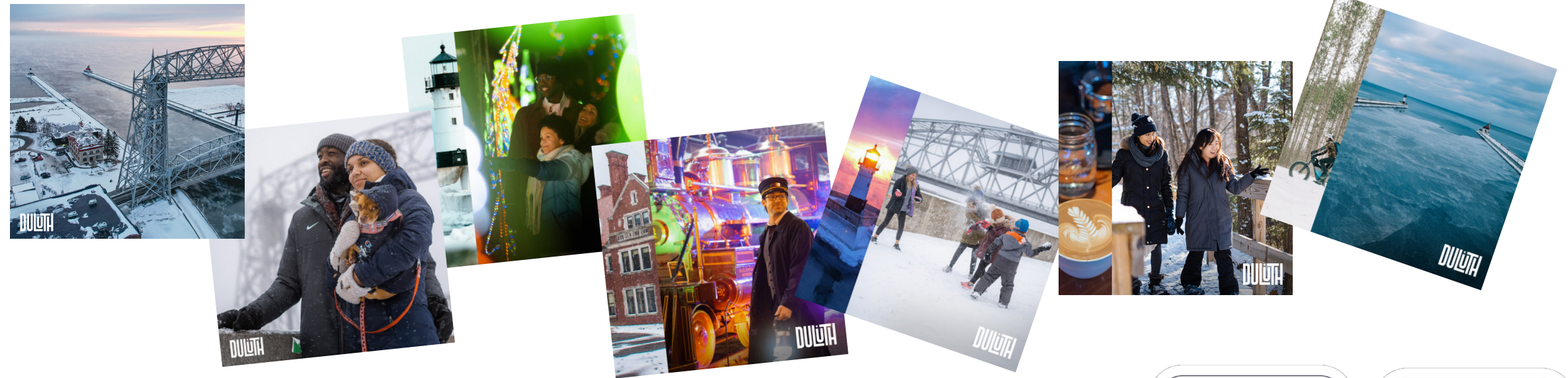
Static Pin | #3



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Inspire a winter getaway.



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Click to watch TV spot #1

