



National Park Service Digital Ads Final Proposal
Emily Myers, Rachel Nohe,
Sarah Eccleston, Meredith Orne
SMAD 342 (Section 0001)
November 14, 2022

CREATIVE BRIEF

1 / CLIENT

The client is the National Park Service, specifically Yellowstone National Park located in Wyoming, Montana and Idaho which is 3,500 square miles. The National Park Service will be doing a collaboration with Spotify. Yellowstone offers many hiking trails, hypothermal fixtures, canyons, a wide range of animals and beautiful views.

2 / OBJECTIVES

To increase the number of baby boomers visiting Yellowstone National Park by having them interact with Yellowstone online in someway which will encourage them to visit.

3 / TARGET AUDIENCE

The target audience is baby boomers, ages 58-67, who live in Billings, Montana, which is two hours and 45 minutes away from Yellowstone. They are usually in the city but like to do active and healthy things.

4 / CURRENT MINDSET

Baby boomers like staying active and healthy so going to a park would fit in perfectly with those values.

5 / DESIRED MINDSET

We want baby boomers to feel like they will create new memories and reflect on old memories at Yellowstone.

6 / BIG IDEA/CONCEPT

We want our audience to reminisce on the adventures they once had and create new memories by visiting these parks again.

7 / SUPPORTING EVIDENCE

Baby boomers care a lot about their health and hiking is very good for improving health and getting exercise in. It helps you build strong muscles and bones, improves sense of balance, improves heart health and decreases the risk of certain respiratory problems.

8 / KEY EMOTION OR TONE.

Nostalgic and encouraging.

9 / COMPETITION

Local Parks

A local park is super easy to access. Lovers of the outdoors don't have to travel far. The parks are usually free as well. The close proximity and lower price of gas could be factors in a consumer's decision.

Grand Teton National Park

The Grand Teton National Park is another beautiful place to visit and has most of the amenities Yellowstone has to offer. Just 31 miles away from Yellowstone, this makes Grand Teton an excellent alternative.

Grand Canyon Conservancy

The Grand Canyon Conservancy is the official nonprofit partner of Grand Canyon National Park. Both Yellowstone and this park have canyons, and while the Grand Canyon is further away, it is a very well known park in the U.S. and lovers of the outdoors could be looking for a new destination to check off their bucket list.

10 / CREATIVE GUIDELINES

Use the National Park Service logo when applicable and also use the logo for profile pictures and at the end of videos.

ANNOTATED RESEARCH

1 / RESEARCH ABOUT BRAND / PRODUCT

National Park Service History. (2018). History.com. Retrieved November 2, 2022 from <https://www.history.com/topics/us-government/national-park-service#:~:text=President%20Woodrow%20Wilson%20established%20the,for%20countries%20around%20the%20world>.

- The National Park Service is a federal agency under the U.S. Department of the Interior. In 1916, U.S. president Woodrow Wilson created the National Park Service in order to combine management of all the U.S parks into a single branch.

Pletcher, K. (2019, May 2). *National Park Service*. Encyclopedia Britannica. Retrieved November 2, 2022 from <https://www.britannica.com/topic/National-Park-Service>

- In 1871, Ferdinand V. Hayden led an expedition to Yellowstone. Photographer William Henry Jackson and painter Thomas Moran were among those who traveled to the beloved landmark. To commemorate their journey, Jackson took many photographs of the park, which would later captivate the nation. A year later, Congress would make Yellowstone the American national park. Yosemite, Crater Lake and Glacier became national parks over the next few decades.

Diaz, J. (2022, March 1). *Yellowstone turns 150. Here's a peek into the national park's history*. Retrieved November 2, 2022 from <https://www.npr.org/2022/03/01/1083766901/yellowstone-150-park-history>

- Yellowstone became the first national park on March 1, 1872, making it 150 as of 2022. Before it was a national park, Yellowstone held thousands of Native American tribes - Cayuse, Blackfeet, Kiowa, Coeur d'Alene and Shoshone. Additionally, Yellowstone's 10,000 hot springs make up half of the world's hydrothermal sites.
- "Yellowstone is also home to the largest concentration of mammals in the lower 48 states. Bears, wolves, coyotes, moose, and a large population of small animals can be found in the park." In fact, Yellowstone is the only place where bison have repeatedly lived for thousands of years.

Xiao, X., Lee, K. J. J., & Larson, L. R. (2021). Who visits U.S. national Parks (and who doesn't)? A national study of perceived constraints and vacation preferences across diverse populations. *Journal of Leisure Research*, 53(3), 404–425. <https://doi.org/10.1080/00222216.2021.1899776>

- In this article, researchers looked deeper into who visits national parks and who doesn't as well as why people like to vacation at or near national parks. What was found from the data was that there were three preferences within the national park visitors and these were recent visitors, past visitors, and non-visitors. The results showed that people who are least likely to visit national parks were those who were Black, Hispanic, and those who have a lower-income. The conclusion the researchers landed on after looking at their results was that national parks need to promote diversity so that more diverse groups of people visit the national parks and can have access to these beautiful places.

2 / RESEARCH ABOUT TARGET AUDIENCE

Weimann G. (2005). Marketing to baby boomers makes sense. *ASHA Leader*, 10(9), 21. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,ip,shib&db=rz&h&AN=106545748&site=ehost-live&scope=site&custid=s8863137>

- Baby boomers respond to marketing that provides some sort of improvement to their lives. They are also not set in their ways and are open to trying new things. 87% graduated high school and over 50% of them have attended college. They have high expectations so they try not to spend much money unless it is improving their quality of life or health. Health is something that is important to them. They have a lot more disposable income than younger generations.

Dawley, S. (n.d.). How to better reach and resonate with Baby Boomers Online: WARC. WARC An Ascential Company. Retrieved November 1, 2022, from <https://www.warc.com/content/article/bestprac/how-to-better-reach-and-resonate-with-baby-boomers-online/135604>

- Because health is important to Boomers and things that make their lives easier, Boomers are still using the internet to make things easier like buying groceries. Baby boomers are the fastest growing generation on Facebook. Boomer engagement on social platforms is high – female Facebook users post at an average of ten posts a day. They use search engines more than other generations on social media platforms. Baby boomers trust online reviews.

Some Dos and Don'ts on Marketing to Baby Boomers. (2016). *Elder Law Report*, 27(9), 8. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,ip,shib&db=a9h&AN=114009834&site=ehost-live&scope=site&custid=s8863137>

- Don't have an overly complicated design with too small of text. Baby boomers like personalized interaction. Most seniors don't consider themselves to be 'old' so it is better not to make them feel old in advertisements. Many Baby boomers enjoy reading so advertisements don't have to always shy away from using too much text.

Baby boomers: Consumers in their Golden Years: WARC. WARC An Ascential Company. (n.d.). Retrieved November 1, 2022, from <https://www.warc.com/content/article/euromonitor-strategy/baby-boomers-consumers-in-their-golden-years/125953>

- Baby boomers are predicted to live longer than the generation before them. Boomers value products/brands that help them stay healthy for longer. They want to spend their money wisely and feel like the business is putting care into what they do by delivering quality products.

ANNOTATED RESEARCH

2 / RESEARCH ABOUT MEDIUM

Harris, J. (2020, August 12). *Why Now's the Time for Interactive Content*. Content Marketing Institute.

<https://contentmarketinginstitute.com/articles/interactive-content-experiences-examples/>

- Written at the height of the COVID-19 pandemic, this article explores the reasons to put a big emphasis on interactive marketing, now more than ever. There is a lot of value in interactivity. Common interactive formats include quizzes, polls, surveys, multi-touch photos, live chats, data visualizations, etc. However, there are some considerations companies must acknowledge before posting, like budget and customer purpose.

Kamo, M. (2018, August 23). *13 Interactive Content Examples That Will Engage Your Audience*. CoSchedule.

<https://coschedule.com/blog/interactive-content#time-to-take-action--4-steps-to-create-interactive-content-for-your-website>

- Interactive content has been around for awhile, but it has only recently gained serious traction with marketers. In fact, 90 percent of consumers have reported that they would like to see more visual and interactive content. Quizzes, like those created by BuzzFeed, are among one the most popular forms. Interactive content is a powerful lead magnet because it is more appealing and shareworthy. Plus, it increases brand exposure and website traffic. There are several steps to creating content and convincing a potential buyer to become a customer.

Zote, J. (2021, October 11). *10 Instagram best practices to build your audience*. Sproutsocial.

<https://sproutsocial.com/insights/instagram-best-practices/>

- Instagram is one of the most frequently used social media networks. The app's popularity helps businesses grow daily. A consistent feed of high-quality visuals is essential, along with staying on top of Instagram changes (updates) and paying attention to what your audience wants. You should also research the best times to post, tell visual stories, use hashtags, and make the most of games, contests & challenges. Paid ads can expand your reach, along with influencer partnerships. However, every decision should be data-driven.

Klopov, B. (2022, February 2). *How to Make Interactive Facebook Ads for Business*. Iconosquare.

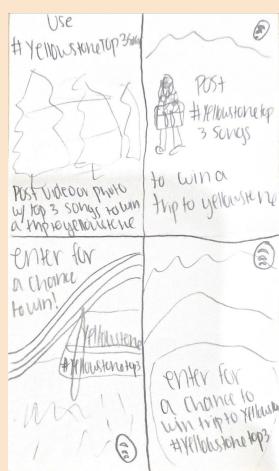
<https://www.iconosquare.com/blog/how-to-make-interactive-facebook-ads-for-business>

- This article defines interactive ads and explains why you should integrate them into your Facebook business page. Playables, polls, carousel, videos, stories, augmented reality (AR), and messenger are all different types of potential ads. Along with examples, the article goes over how to set up each different type of ad and provides helpful hints.

CONCEPT DESCRIPTION

Our objective was to encourage target audience to reminisce on adventures they once had and create new memories by visiting the national parks.

SKETCHES

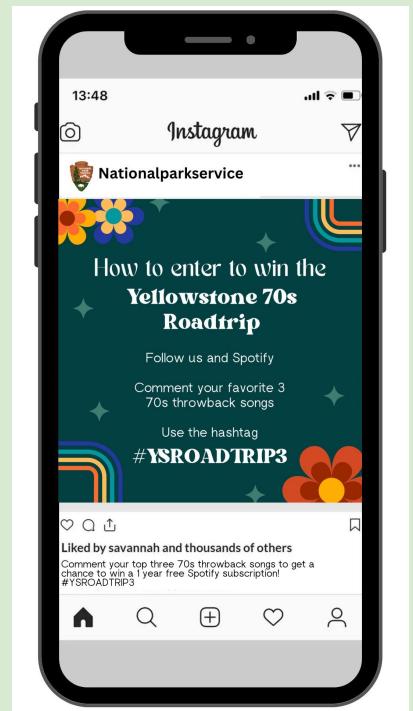
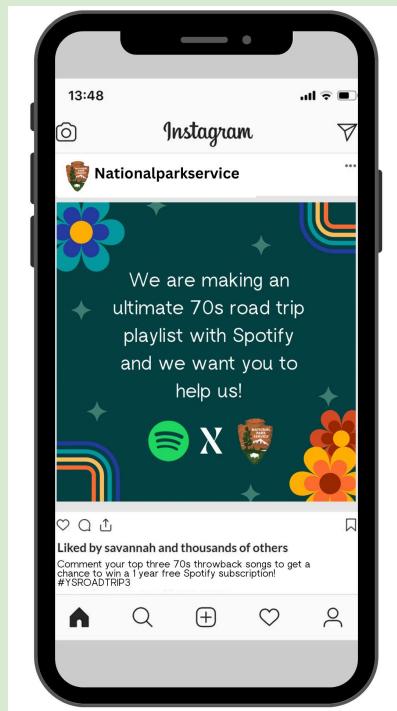
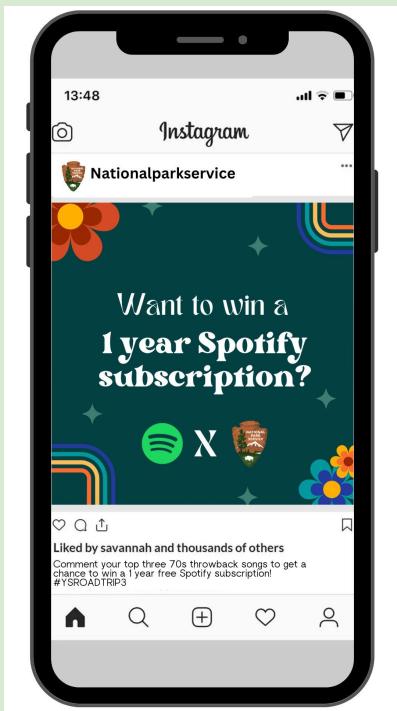


FINAL CREATIVES

Instagram Post



Mockup



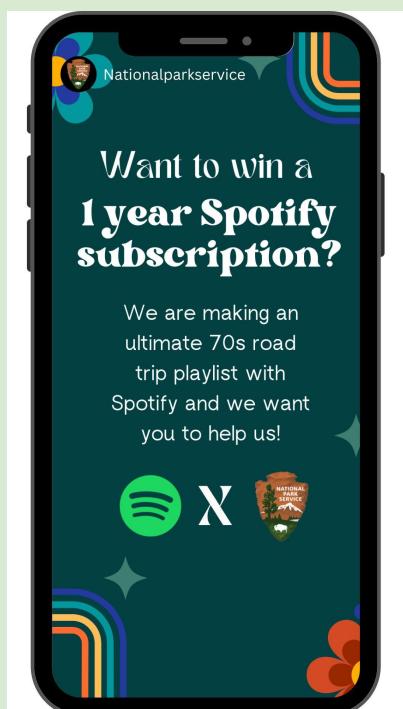
For the Instagram interactive ads we decided to make an Instagram post with three slides. The audience interact with the posts by commenting their three favorite 70s throwback songs as well as following the National Park Service and Spotify instagram accounts and using the hashtag. By doing these three actions the individuals then get entered into the contest to get the chance to win a free 1 year Spotify subscription.

FINAL CREATIVES

Instagram Story



Mockup



For the Instagram interactive ads we decided to make three story slides. The audience will interact with the posts by posting a screenshot of the template provided on the last story slide with their top three throwback 70s song. Users also have to follow the National Park Service and Spotify instagram accounts and use the hashtag. By doing these three actions the individuals then get entered into the contest to get the chance to win a free 1 year Spotify subscription.

FINAL CREATIVES

Integrated Pinterest Ads

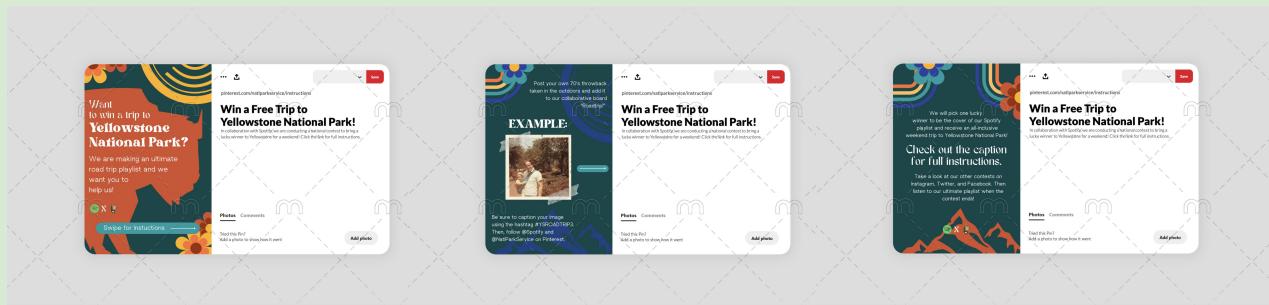
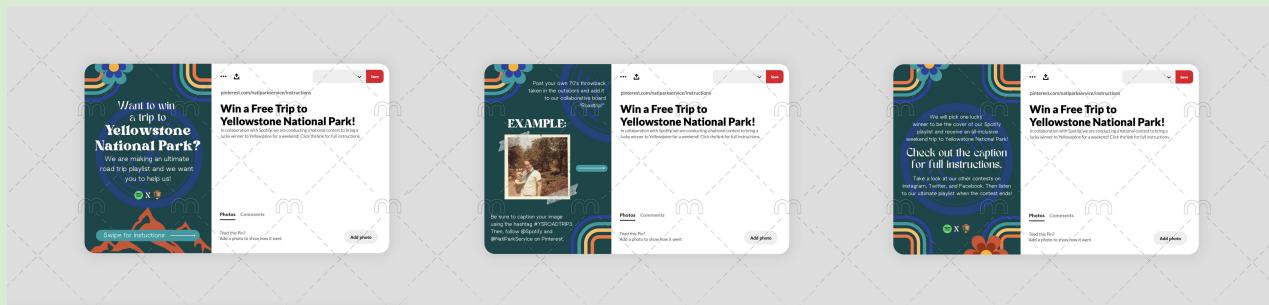


AD #1



AD #2

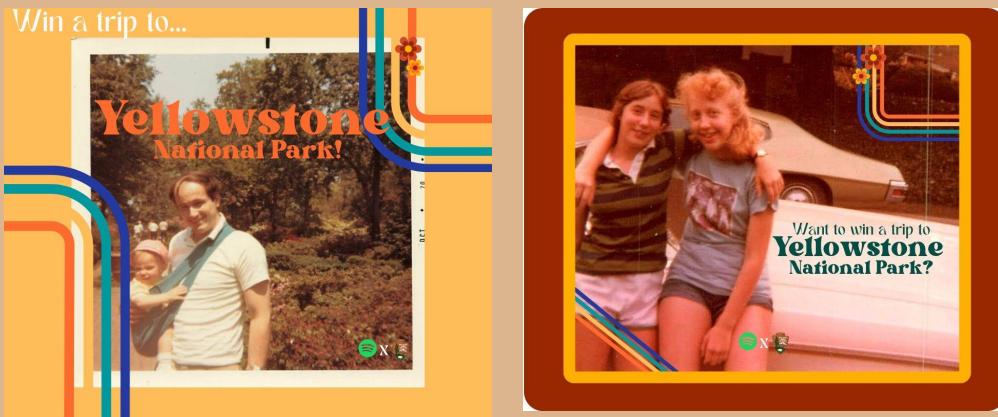
Mockup



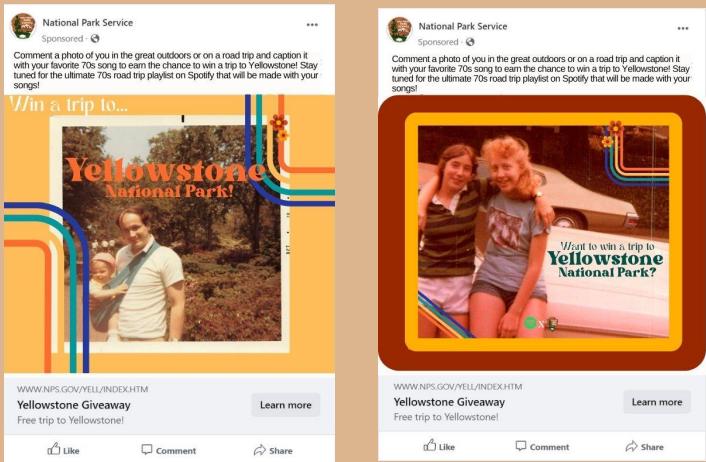
For the Pinterest interactive ads, we chose to integrate them into the users' feed. The ads will appear in their feed just like any other pin, encouraging the user to click on the pin. The prize is larger than other platforms because there is more work involved on the part of the user. The user will enter the contest using the hashtag, posting a photo to the collaborative board, and following both NPS and Spotify on Pinterest,

FINAL CREATIVES

Integrated Facebook Ads



Mockup



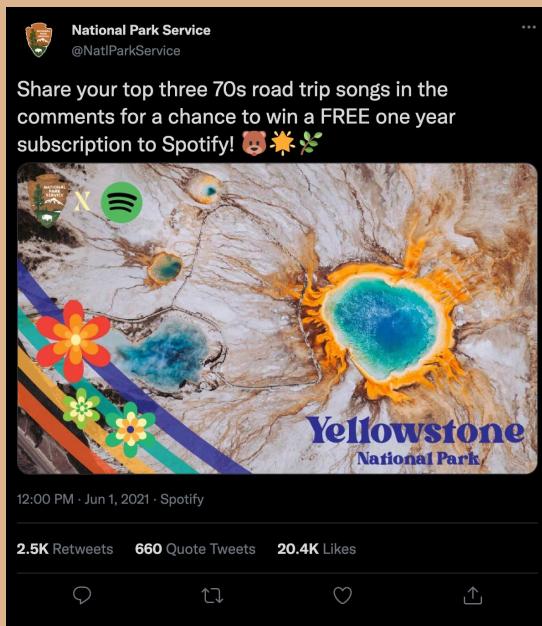
We incorporated the same design elements – the rainbow, the colors, the font and the flowers. We incorporated the font “bright retro” and “TAN Meringue” to give off the 70s aesthetic. In the first Facebook ad, we used a photograph of a father holding a baby in nature to show an example of what people who see the ad might comment. The second Facebook ad includes a photo of two girls sitting on the hood of a car. To tie it into our other ads I chose this photo so that it would also highlight the road tripping to Yellowstone element as well. This photographs are intended to give off the 70s nostalgia that boomers remember. The photos may remind the boomers of themselves or their loved ones. Baby boomers were born 1946-1964 but they would have been alive during this time so it is likely that it will remind them of something from their past and the fun times they have had at a National Park and on road trips to the national parks.

FINAL CREATIVES

Integrated Twitter Ads



Mockup



For this interactive ad campaign, it was important to us that all the designs were cohesive regardless of the media we used. The purpose of the first Twitter ad was to create a mock up from a family photo that resembled an album cover. The geometric design pays homage to colorful and retro patterns used in the 70s. Additionally, the flowers, which can be seen in both ads, emphasizes our overall groovy concept. The second Twitter ad demonstrates what Yellowstone is famously known for, its geysers. Again, we incorporated the flowers and geometric patterns to signify the 70s era. The colorway was intentionally used to represent the geysers.

CREATIVE RATIONALE

We wanted our colors, images, and tone to reflect the nostalgic concept and tie into the natural colors of Yellowstone National Park. Many of the colors in the Grand Prismatic Hot Spring, which is blue at the center and leads out to a rusty red, were similar to colors we had seen when searching for inspiration pictures from the 1970's. We decided to stick with these hues of red and blue, plus yellow and green. These colors were chosen to prompt the target audience to think back to the 1970's, when music boomed with different rhythms and styles. Plus, families gathered around records and radios to listen to their favorite songs. Our images, some taken directly from our parents' archives, encourage these memories as well. In order to emphasize our groovy theme, we also incorporated flowers throughout our ads. For text, we chose to use TAN Meringue and Bright Retro, which were both similar to fonts we had seen in our research. With our campaign, the National Park Service takes boomers back to the 70's with a modern spin on their favorite music.

MEDIA RATIONALE

For this project we choose the platforms Pinterest, Facebook, Twitter, and Instagram. The reason we chose these media platforms was because these are the most used platforms my baby boomers. Each platform is unique in its own ways so we had to make sure that each ad was designed well for the platform it was to be published on. Baby boomers use facebook the most so we knew that we would definitely use this platform. The rest of the platforms are regularly used by baby boomers on a variety levels which is why we included them in our digital interactive campaign.

Media Citations



Eccleston, Rita. (1970). *Father Holding Baby in Park*. Retrieved November 14, 2022.



Maserick, Peter. (1977) *Two Girls Leaning on a Car*. Retrieved November 14, 2022.



Leipelt, C. (2018). *Orange and Beige Countertop Photo*. Unsplash.

Retrieved November 14, 2022

<https://unsplash.com/photos/qVmbifOhp8c>



Family at lower falls overlook yellowstone national park. (2013). Wolf Eye

Brows. Retrieved November 14, 2022.

<https://wolfeyebrows.wordpress.com/2013/08/06/sightseer/family-at-lower-falls-overlook-yellowstone-national-park-wy-19801/>

Meredith Orne. (2022). 70's Groovy Element Lined. Retrieved from

<https://www.canva.com/icons/MAEgH3ilp7U-70-s-groovy-element-lined/>.

Meredith Orne. (2022). Vinyl Record Icon. Retrieved from

<https://www.canva.com/icons/MACjfSxcshQ-vinyl-record-icon/>.

Meredith Orne. (2022). 70's Groovy Flower. Retrieved from

<https://www.canva.com/icons/MAEgH0B0jrU-70-s-groovy-flower/>.

Meredith Orne. (2022). Archetype Art Style Tileable Plains Bison. Retrieved from

<https://www.canva.com/icons/MAE4YjmScQ8-archetype-art-style-tileable-plains-bison/>.

Meredith Orne. (2022). Mountain Icon Template. Retrieved from

<https://www.canva.com/icons/MAEsixBaymo-mountain-icon-template/>.