



The Normal Is Paranormal Here In Alton.

When you visit one of America's most haunted cities, you're sure to find a few ghosts around. In Alton, venture into history and experience the supernatural like never before. Will you come along?

ALTON

Believing is seeing.

Creative Brief

Creative Strategy Statement

Ads will target thrill-seeking travelers looking to experience supernatural phenomenon in historical sites and display the many locations throughout Alton, Illinois perfect for a rousing vacation unlike any other. A mysterious yet enticing exemplification of the paranormal attractions Alton offers visitors that other destinations cannot will convince them.

Advertising Plan

Key Fact: Alton has been coined as “One of the most haunted small towns in America.” Many old cities and historical locations, especially those associated with wars, are known for paranormal occurrences.

Advertising Problem: Travelers are not familiar with this location and its offerings when planning their next vacation.

Advertising Objective: To exemplify the ample paranormal offerings in the many historical locations throughout Alton, Illinois.

Target Consumers: Leisure travelers and history buffs who are believers of the supernatural, those seeking a unique vacation experience, 25 to 54, in Fantasy Adventure and Cashing Out

Competition: local attractions targeting younger visitors and families, restaurants and local bars, nightlife offerings, nearby cities more popular with travelers , such as St. Louis

Support: A recently study found 49% of U.S. travelers visited historical sites and 46% go on sightseeing tour. Research has found that ghost tours are highly tied to the city and county they are offered in and are beginning to become sustained and regular in the travel industry. In 2017, 1.779 million Americans traveled for leisure. National TV, digital display, national magazines, newspapers, POP.

Tone Statement: Curious, exciting, mystical

Mandatories and Limitations: \$10 million for media, \$800,000 for production, 30 second TV, full page, full color newspaper, full page, full color magazine, banner in digital. Legal disclaimer (get from Legal). Logo, slogan, URL.