



Creative Brief: California

Why are we communicating?

Since before the start of the COVID-19 pandemic, numbers of tourists in California have not returned to what they were. We need to get more people out of the house to safely enjoy the world again. We want people to visit California to refresh and reset. We want to provide a fulfilling and satisfying experience for those who do not live in the state. The goal is to increase the number of out-of-state travelers by highlighting what [California has to offer](#), and how many ways you can explore to accommodate to any lifestyle.

Who is our target audience?

Our target audience is single young adults. They are around the age of 22-24. If they went to college, they are freshly graduated. Our audience is adventurous and hungry for change. They are optimistic, innovative and open-minded. They tend to enjoy connecting with nature, but also a night out with friends. Our audience does not make much money. Because they do not have an abundance of money, they value experiences over things. The audience comes from midwestern lifestyles which is why they have such a hanger for adventure and independence. They value liberation and even a sense of rebellion.

Given our reasoning for communicating, what's the single most important thing we know about our target audience?

The most important thing we know about our target audience is that they have an appreciation for individuality. They enjoy and encourage expressive and unique lifestyles.

What does our target audience currently think about our product?

Our target audience thinks that California could be a hazard. Since the COVID-19 pandemic, more people have been more [hesitant to travel](#). Our target audiences' age range has declared that the pandemic [impacted their lifestyle the most](#), so how they travel is much more cautious.

What do we want our audience to think about our product?

We want our target audience to think that California is a safe and accommodating place to travel. We want our audience to know all their travel options and still choose California because that is where they will feel the safest and most comfortable on vacation.

What basic promise addressing the target's self-interests can we make to guide our target to that new understanding of our product?

California is where safety and novelty come together.

What evidence supports our basic promise?

[We are full of diversity](#)

[We have an artistic and free atmosphere](#)

[The blending of cultures creates a unique one of its own](#)

What tactics and media should we use to communicate this information? Why?

-Creating a short video (“street” interview style) on YouTube. This is a good tactic and media because when looking for a vacation spot, many people will search for videos on what it is like to be in the environment. YouTube is the platform because [our age group falls into the largest category of users.](#)

-Creating a video showcasing the different food, places and activities that are in California. This would be done on TikTok following a popular trend on the app. (Either a popular sound, transition, etc.) TikTok would be the media for this tactic because many users (including the target audience) [use the app as inspiration when considering travel plans.](#)

-Holding a local “trade” event. This event could be similar to a farmers’ market or flea market, except the products and people could be exclusive (or specific) to California. This would give people a taste of what California has to offer, [and incentivize people to visit.](#)

Sources:

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