



Grand County RFP Response

Submitted to:

Grand County Economic Development Department
125 E Center Street
Moab, UT 84532

Submitted by:

Relic
290 N University Ave
Provo, UT 84601

In response to:

Grand County Media Agency RFP
Proposal #220610-01

TOC

0	Introduction	4	Becoming a Community Shared Value
1	Agency Overview	5	Added Value
2	Tourism Experience	6	Proven Performance
3	Our Recommendations	7	Budget

Letter of Interest

LET'S WORK TOGETHER

Dear Members of the Selection Committee,

We are thrilled by the opportunity to respond to Grand County's RFP. In this document, we have provided an overview of our agency and core capabilities, examples of past work and other information to aid you in your selection process. We have thoroughly reviewed the RFP and are confident that our credentials and capabilities are in precise alignment with the objectives of your organization.

Every destination, regardless of size, needs an agency that understands the unique nuances of the tourism industry. Relic has worked in and continues to grow in the tourism industry since 2012 when we first started with the Cedar City Brian Head Tourism Bureau in Cedar City, UT. Since then, we've worked with destinations from coast to coast—all the while fine-tuning our approach to building brands and refining our tactical capabilities.

At Relic, we view ourselves as a true "full-service agency." Our in-house team (nestled in the heart of the gorgeous Wasatch Mountains) can do it all. As demonstrated by the capabilities overview further on in this proposal, we are able to tackle nearly any marketing challenge your organization could be faced with. We are ready and willing to step up in any capacity to amplify your destination's brand strategy and ensure your marketing efforts are fine-tuned and pitch-perfect.

Once again, we appreciate your consideration of Relic and look forward to collaborating with your team. We'd be honored to partner with Grand County in this important step towards sustainable tourism in one of the most unique destinations in the country.



Jared Price
Director of Business Development
Relic

Our Understanding

WHAT NEEDS TO HAPPEN

We understand that the Grand County Economic Development Department is seeking an agency partner to assist in the development and execution of an annual marketing strategy that promotes and establishes responsible recreation within the destination. Key deliverables for this project include the following:

- Creation of an annual marketing strategy and media plan
- Execution of the media plan through the purchasing and monitoring of paid media
- Monitoring and reporting of KPIs
- Reporting of final campaign results

We also understand that any marketing efforts that promote recreation, tourism and conventions must abide by Resolution #3248 and work to mitigate any detrimental effects of tourism as well as educate prospective visitors on core tenets of responsible recreation.



Our Perception of Grand County

WHAT'S CURRENTLY HAPPENING

As a Utah-based agency, we have great appreciation and love—on both a personal and professional level—for the breathtaking landscapes, picturesque towns and unmatched hospitality of the people of Grand County. While Relic has clients the nation over, we take a certain pride in helping our Utah clients make this great state a better place.

The need for sustainable tourism is an issue that countless destinations are currently facing, and Grand County seems to be the textbook example of a destination that has suffered as a result of over-tourism. While an influx of tourism is economically beneficial, a healthy balance between the needs of Grand County's communities, natural resources and visitors to the destination needs to be restored.

Our perception of Grand County's current situation is that tourism is viewed by locals as a [net negative](#)*; the volume of visitors ultimately detracts from the quality of life in the county. In addition, many parts of Grand County are simply not visitor-friendly. To begin remedying both of these issues, it's critical that the EDD's new marketing strategy position the organization as a community shared value by adopting the four following responsibilities:

- Business stakeholder support
- Resident education & engagement
- Building destination brand awareness
- Nurturing in-destination programming.

In sum, the development and execution of a sustainable destination marketing plan that positions the EDD as a community shared value is exactly what Grand County needs. This message of sustainable, responsible tourism must go beyond a year-long campaign to become adopted into the core identity of the destination. We hope to assist Grand County go from being seen as an over-crowded destination to a sustainability-centered destination that benefits tourists and residents alike.

*<https://www.moabtimes.com/articles/news-flash-moabites-unhappy-with-tourism-effects/>

Agency Overview



Agency Intro



Relic is a **full-service advertising agency**, uniquely structured to service **tourism-centric clients** across the country.

We are a team of creative and experienced marketing guides that lead organizations through the maze of getting the ***right message*** to the ***right people*** at the ***right time***.

Relic functions as an extension of our clients' marketing teams, acting as both a strategic and executional partner. Our goal is to free up bandwidth for our clients and allow them to focus on the bigger picture and the parts of their jobs they enjoy most.

Office Info

Provo, UT

290 N University Ave
Provo, UT 84601
801.692.7345

relicagency.com

Contact Info

Jared Price

[Director of Business Development](#)

801.368.9172
jared@relicagency.com

Company History

2009

Sorenson Advertising was founded in 2009 in St. George, Utah.

2012

The agency acquired its first tourism client—Cedar City, Utah—in 2012. Since then, Relic has focused on specializing in the tourism industry.

2016

In 2016, Adam Stoker & Colby Remund bought the agency from the previous owner and rebranded it as Relic.

2020

Relic continues to grow. In 2020, Relic acquired two additional marketing agencies—EKR and TCS Advertising.

Agency Resources & Capabilities



Creative

Graphic Design
UI/UX
Web Design
Web Development
Creative Strategy
TV & Radio Production
Branding
Photography &
Videography
Packaging
Illustration & Data
Visualization

Traditional Media

TV
Radio
Print & Newspaper
Outdoor Advertising
Direct Mail
Sponsorships
OTT

Digital Media

PPC
SEO
Social Media Marketing
Display Ads
Marketing Automation
Website Optimization
Reporting & Analytics
Geo-Targeting

PR & Content

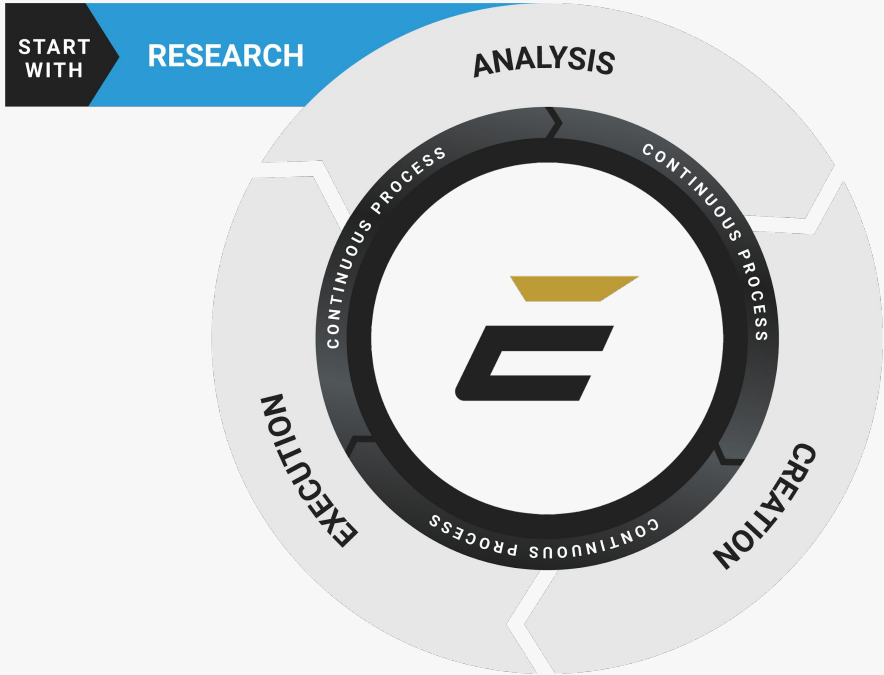
Content
Media Relations
Event Planning
Event Management
Social Media
Management
Content Strategy
Content Marketing
Podcast Production
Creative Copywriting
Naming

Research & Strategy

Quantitative
Qualitative
Research
Targeting Development
Persona Development
Positioning & Messaging
Target Segmentation
Brand Strategy
Marketing Strategy
Campaign Development

Web Development

E-Commerce Solutions
Online Games
Mobile Apps
Web Development
Intranets
Web Applications
Backend Development



Our Methodology

THE RACE METHOD

As you'll see throughout this proposal, everything Relic does ties back to its proprietary RACE method. All projects, large or small, follow the same meticulous process, starting with a robust research phase—the R in RACE method as demonstrated by the graphic shown here.

Research is the foundation for all work to be completed during our client engagements. As such, our team focuses first on establishing a robust understanding of the four Cs:

Customer // Company // Competition // Community

With a clear understanding of each of the items listed above, Relic's team can proceed through the RACE method by analyzing the gathered data, identifying target audiences and gathering insights, equipping us with the information with which we can begin to produce pitch-perfect deliverables.

Client Experience

ACCOUNT MANAGEMENT

Relic is structured in a team environment, allowing intimate client relationships and consistency at multiple levels of the agency. Clients have an account manager as a main point of contact but also have a Team Director who manages and oversees the team, client relationship, and quality of work for the entire team.

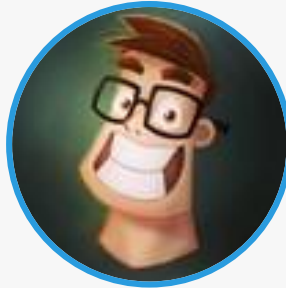
This structure gives each client the ability to communicate daily with their account manager while having a relationship to escalate when needed to the team director. This unique structure is designed to create a smooth client relationship and maximize the quality of the work our team does regardless of tactic.



Grand County's Fulfillment Team



Justin Flack
Team Director/Strategy
[Linkedin](#)



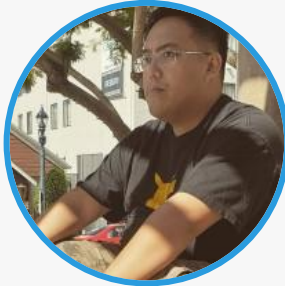
James Gibson
Creative Director
[Portfolio](#)



Meg Hill
Design
[Portfolio](#)



McKenna Parkinson
PR/Content
[Linkedin](#)



Daniel Agbuya
Digital Marketing
[Linkedin](#)



Josh Dangel
Digital Marketing
[Linkedin](#)



Katelyn Boulton
Traditional Media
[Linkedin](#)

Relic Leadership



Adam Stoker
President & CEO
[LinkedIn](#)



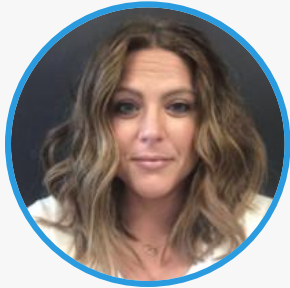
Colby Remund
Chief Operations Officer
[LinkedIn](#)



Justin Flack
Executive Creative Director
[LinkedIn](#)



Sasha Jackson
Director of Media & Client Services
[LinkedIn](#)



Angenelle Crossley
Director of Human Resources
[LinkedIn](#)



Jared Price
Director of Business Development
[LinkedIn](#)



Jacqueline Crane
Director of Long Form Content/PR
[LinkedIn](#)



Josh Scheer
Director of Digital and Strategic Partnerships
[LinkedIn](#)

Client References

Stephanie Finck //
Marketing Director
Tuacahn Center for the Arts

435.652.3207

sfinck@tuacahn.org

Scope of Work:

- Creative Services
- Digital Placement & Management
- Traditional Media Placement
- PR Strategy
- Influencer Marketing

Rob Wells //
President & CEO
Greater Beaufort-Port Royal CVB

801.525.8521

robbw@beaufortsc.org

Scope of Work:

- Podcast Services
- Campaign Development
- Email Marketing
- Creative Services

Jessica Merrill //
Tourism Director
Davis County Tourism

801.451.3237

jessicam@daviscountyutah.gov

Scope of Work:

- Creative Services
- Digital Placement & Management
- Traditional Media Placement & Management
- PR Strategy
- Website Design & Development

Elaine Gizler //
Director of Economic Development & Visitor Services
San Juan County

435.587.3235

egizler@sanjuancounty.org

Scope of Work:

- Creative Services
- Digital Placement & Management
- Traditional Media Placement
- SEO
- Content Writing
- Podcast Services

Tourism Experience



Tourism Experience

WHAT WE DO BEST

We know tourism marketing.

With nearly a decade's worth of experience working with other DMOs across the country, we feel uniquely positioned to understand the problems and find creative solutions for the EDD currently faces.

Since focusing on tourism in 2012, our team has gained a deep understanding of the particular needs of CVBs, DMOs and other tourism-related entities across the country. Relic's tourism clients now stretch from Madera County, California, to Beaufort, South Carolina. Each client has its unique needs and challenges, and Relic has proven a valuable partner for each one.

The world is full of incredible sights, exciting experiences, famous attractions and hidden treasures. Our team strives to showcase these places in a way that helps people embark on new adventures and keep coming back for more. We believe that tourism is one of the only true win-win transactions. When a person or family visits a new place, they create lasting memories and experience new sights, sounds and tastes. In turn, their visitation boosts the the local economy of the destination. Lasting memories, happy families, healthy local economies—who *wouldn't* want to be in this business?

Since our specialization is by industry, not product, we are able to offer a wide variety of solutions to our clients. Having served a broad spectrum of tourism clients, we know where to begin in understanding each destination's target audiences, value propositions and messaging. We know how to determine which tactics foster sustainable growth in overall visitation and revenue, and we're excited to see what we can do for Grand County.

Past & Present Tourism Clients

- **Alabama Mt. Lakes Association (AL)** // Podcast
- **Bear Lake (UT)** // Rebrand
- **Beaufort (SC)** // Podcast, campaign creation, creative
- **Beaver County (UT)** // Podcast
- **Bryan College Station Sports + Events (TX)** // Content, direct mail
- **Buellton (CA)** // Podcast
- **Cedar City (UT)** // Billboards, PR
- **Cleveland County (NC)** // Creative
- **Dana Point (CA)** // SEO, digital advertising, email marketing, retargeting, podcast, social media management, campaign creation, creative versioning, website management
- **Davis County (UT)** // Rebrand, PR, video production, digital advertising, traditional advertising, campaign creation, creative, website development
- **Decatur (AL)** // Podcast
- **Discover Bristol (TN/VA)** // Recovery campaign: Pinterest, PR, content, display, PPD, retargeting, social media advertising, email automation
- **Flagstaff (AZ)** // Video animation, video editing
- **Garfield County (UT)** // PR, content, influencer marketing, social media management, pinterest, social media advertising, traditional media (internet radio), creative, rebrand, SEO, PPC, retargeting, SEM, campaign creation, email automation, media placement, website
- **George HW Bush Library Museum (TX)** // Creative, competitive analysis, personas and persona mapping, message creation
- **Heber Valley (UT)** // PR, content, influencer marketing, email automation, social media advertising, PPC, SEM, retargeting, media placement (OTT/TVE), creative, campaign creation
- **Laredo (TX)** // Rebrand, PR, influencer marketing, traditional media, podcast, creative, SEO
- **Lenawee County (MI)** // Website redesign
- **Madera County (CA)** // Pinterest, creative, illustration
- **Moab Tourism (UT)** // Website, travel guide
- **Myrtle Beach (SC)** // Podcast brand & content strategy
- **Ruby's Inn (UT)** // PR, influencer marketing, traditional media (media placement, internet radio, TVE, sponsorships), direct mail, email automation, creative
- **San Juan County (UT)** // Rebrand, traditional media, PR, content, influencer marketing, proximity marketing, SEO, retargeting, social media advertising, creative, email automation, campaign creation, podcast
- **Sevier County (UT)** // Podcast
- **Stockton (CA)** // Podcast
- **Temple Square (UT)** // Social media management, campaign creation
- **Tuacahn Center for the Arts (UT)** // Traditional media (billboards, internet radio, media placement), creative, PR, social media advertising, PPC, display ads, social media management
- **Explore Utah Valley (UT)** // Creative, campaign creation, social media advertising, PPC, retargeting, display ads
- **Uintah County (UT)** // Creative, illustration, campaign creation, PR, content, SEO, SEM, retargeting, display ads, social media advertising, traditional media (TV, billboards), website
- **Wayne County (UT)** // Social media management, SEO
- **Yates County (NY)** // PPC, retargeting, display ads, creative

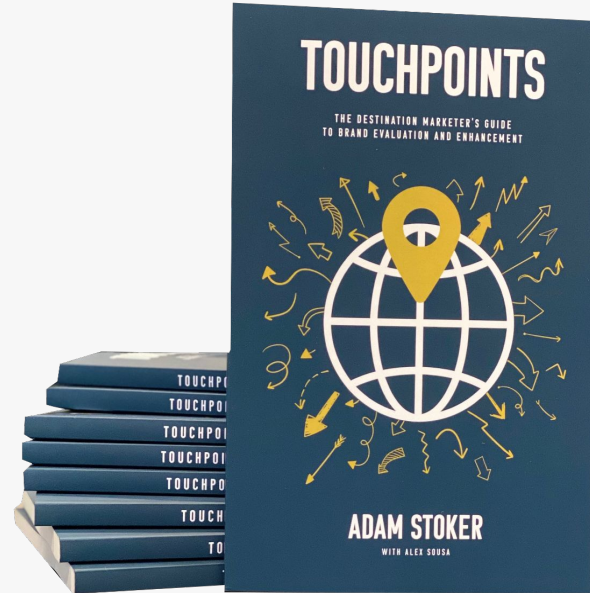
Touchpoints

A GUIDE FOR DESTINATION MARKETERS

With extensive knowledge and experience in the tourism industry, Relic president and CEO Adam Stoker wrote “Touchpoints: The Destination Marketer’s Guide to Brand Evaluation and Enhancement” in 2020 to help destinations of all sizes with their marketing strategies.

Deep-diving into foundational elements and titular marketing touchpoints, the book serves as a guide to evaluating and creating a plan of action to improve each element of a destination’s brand. Touchpoints gives both experienced destination marketers and new professionals the tools to gain a holistic view of their destinations’ brands and a clear plan of action to improve.

Touchpoints is interactive with worksheets at the end of each chapter for destinations to evaluate and create plans of action moving forward.



Zartico

ONE OF RELIC'S KEY PARTNERS

In order to create an effective sustainable visitor strategy, access to accurate and insightful information is critical. We have partnered with Zartico— the industry leader in analytics, intelligence and insights—to provide that essential information.

Co-founder and President of Zartico, Darren Dunn, had this to say about Relic's experience with the platform:

"Zartico works with agencies all over the country. Some are easier to work with than others and each has a different level of understanding of not only our product but the tourism industry.

We share several clients with Relic and we've been able to develop a great partnership with them because of their industry knowledge, understanding of our product, and the quality of people in the organization with whom we have the opportunity to work.

I would recommend Relic to any destination looking to improve their marketing efforts, utilization of data, and brand as a whole. We've seen their success in the industry and value them as a trusted partner."



Bandwango

ONE OF RELIC'S KEY PARTNERS

When you're talking visitor distribution, one of the best tools in the industry is Bandwango. Relic has a strategic partnership with Bandwango. This unique software solution provides the ability to create unique and customized passes for visitors and locals to use.

By creating these passes, destinations are able to have better control over visitor distribution by incentivizing the visitor to go beyond just the most visited parts of the destination. This could be a dining pass, a scavenger hunt, a brew pub pass, along with many other applications. In Moab, a locals only pass providing value to the locals might be one of the key opportunities to enhance resident sentiment toward the tourism industry.



Our Recommendations



Our Recommendations

BECOMING A COMMUNITY SHARED VALUE

We believe the key to striking a balance between residents and visitors in Grand County is making tourism a community shared value (CSV). When tourism is considered a CSV, residents understand and support the benefits tourism provides to the community. We recommend that Grand County focus on making tourism a CSV in the county.

We have provided further information on this topic in a later section of this proposal, but the recommendations included below will work toward the goal of positioning tourism in Grand County as a CSV.



Our Recommendations

VISITOR DISTRIBUTION

On the issue of sustainable tourism, we have found in many cases that it's not a matter of volume of visitors, but more a matter of distribution. While developing your brand strategy, our team will explore tactics that work to distribute visitors across the attractions Grand County has to offer. Instead of simply promoting a few popular locations around town, we will work to decentralize the tourist experience and convey to your audience the full wealth of experiences that Grand County has to offer.

Ways to achieve this include leveraging industry partnerships, working with members of the community and—perhaps most importantly—ensuring that the brand strategy synergizes with distribution efforts and addresses “quadruple bottom line” of sociocultural, economic, environmental and climate change factors.

Potential partner tactics, for instance, could entail working with companies such as Bandwango or Zartico to encourage visitors to explore lesser-known destinations and, subsequently measure the effectiveness of our efforts and ensure no single location becomes overwhelmed with visitors.



Our Recommendations

INTENTIONAL RESIDENT/STAKEHOLDER COMMUNICATION

In addition to crafting sustainability-focused messaging targeted to potential visitors, it's just as important to create messaging geared toward local residents and community stakeholders that work to educate them on important issues pertaining to tourism in Grand County.

A frequent and deliberate community-focused communication strategy is an integral part of making locals feel involved in the decision-making process. It's also critical to educate residents on the benefits tourism brings to the county—changing minds that, instead of viewing visitors as “the enemy,” they are instead a vital component of a healthy local economy. This communication strategy must also work to foster a sense of stewardship of the destination, improving the resident and visitor experience alike.

One possible tactic the EDD could employ to facilitate intentional communication is the production of a destination-centric podcast that focuses on these issues. Relic is known across the industry as pioneers of destination podcasts, and we feel as though this could be an excellent method to reach visitors and residents.



Our Recommendations

IN-MARKET MESSAGING

Instead of using the EDD's media budget to attract visitors to Grand County, we recommend that a majority of that budget be allocated to in-market messaging that encourages responsible recreation and educates visitors and residents on core tenets of sustainable tourism.

It's also important that each piece of Grand County's marketing efforts is in alignment with this strategy. For instance, sizable portions of discovermoab.com are designed with the intention of attracting visitors and driving bookings. For a destination like Grand County that is seeking to mitigate an influx of unsustainable visitors, it is imperative that the website (and each additional marketing channel) focus more on messages of education and sustainability instead of working to drive even more visitors to the destination.



Our Recommendations

VISUAL IDENTITY

Having a strong visual identity is key for brand recognition and understanding. After reviewing your current visual identity, we have identified some opportunities where the visual identity could be more engaging, consistent and more in tune with the message of sustainability.

The current visual systems employed by Discover Moab and the EDD are outdated and don't reflect the beauty and natural splendor of Grand County. It also seems as though many elements were "cobbled together," contributing to an overall lack of visual clarity and focus.

Developing a contemporary and compelling visual identity would go a long way to improving the perception of Grand County as a destination leading the charge of sustainability and responsible recreation.



Our Recommendations

PERSONA-SPECIFIC MESSAGE MAPPING

Another part of a sustainable destination brand strategy is the development of persona-specific messages that address key issues and concerns for each different group.

An effective destination brand strategy is hardly a one-size-fits-all approach, especially when geared toward in-market messaging and a robust resident/stakeholder communication plan. Relic will work with your team to develop messages that map to each persona group.

For a simple example, consider the messaging matrix on the right:

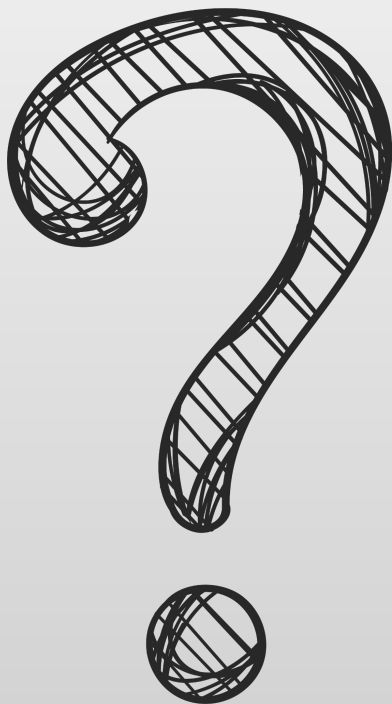
PERSONA GROUP	SAMPLE MESSAGE PILLAR
Grand County Locals	How tourism works to improve quality of life
Grand County Business Stakeholders	How tourism works to improve business opportunities
Grand County Visitors	How to navigate the destination in a sustainable and responsible manner

Becoming a Community Shared Value

The Problem

DMOs have made
the **wrong**
audience their
priority.

VISITORS VS. RESIDENTS



Why is this a problem?



Residents, stakeholders, and political leaders undervalue the DMO's impact on the community.

- 90% of budget is spent on 35% of the available economic impact
- The "heads in beds" misconception

STRATEGY FOUNDATIONS

The Solution

Community values are the non-negotiable core principles or standards that the community's residents wish to maintain.

RELIC



Watch the Keynote by Jack Johnson at Destinations International by visiting this URL: <https://youtu.be/lwrmWZgzmMU>

Becoming a Community Shared Value (CSV)

A background image showing a group of people, including children and adults, engaged in a community activity of planting young trees in a park or garden setting. The image is dimmed to allow the text to stand out.



**Focus on the
resident** to better
reach the visitor

STRATEGY FOUNDATIONS

The Radical New DMO



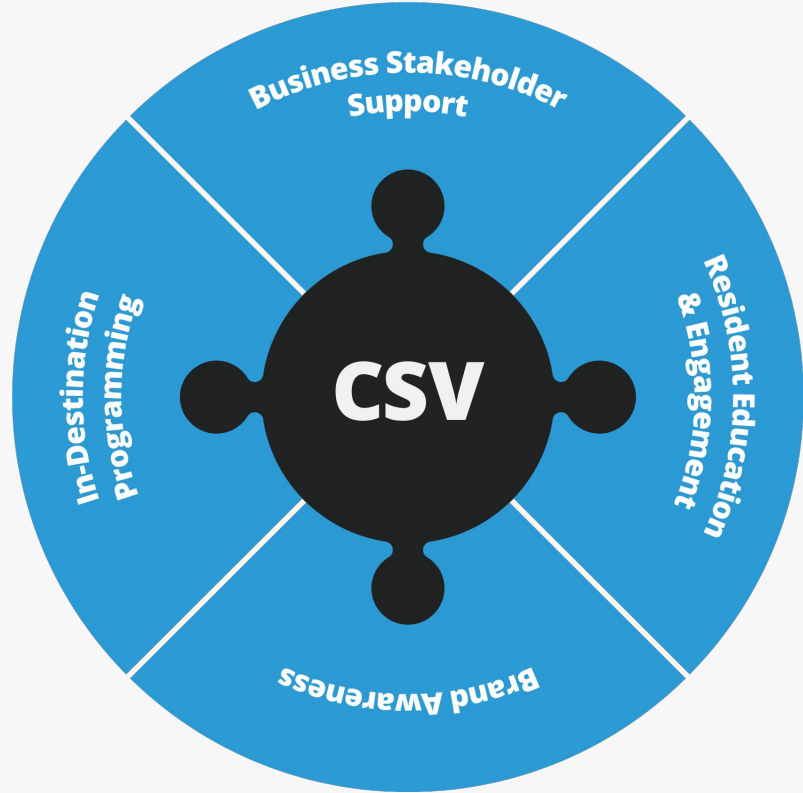
Tourism needs to become a
Community Shared Value.

RELIC

Becoming a Community Shared Value

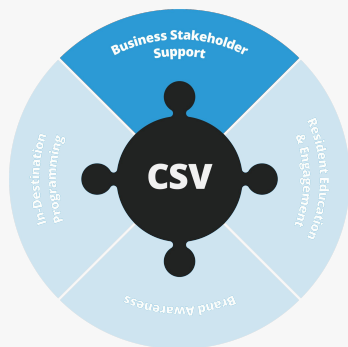
A DMO has four core responsibilities they must meet in order to become a CSV:

- A. Business Stakeholder Support
- B. Resident Education & Engagement
- C. Brand Awareness
- D. In-destination Programming



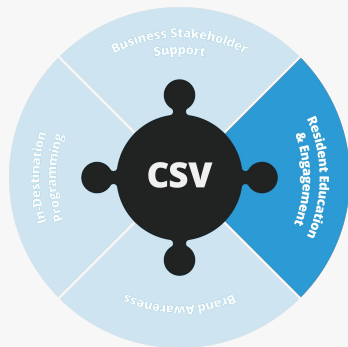
Business Stakeholder Support

- **Provide measurable support** to stakeholders and communicate the DMO's value
- **Educate stakeholders** on their position in destination marketing funnels
- **Eliminate cannibalizing** marketing channels with stakeholders
- **Remove barriers** to purchase
- **Content**
- **Visitor distribution**

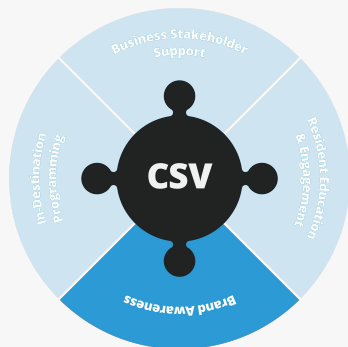


Resident Education & Engagement

- **Educate on value of tourism** for residents
- **Make residents aware of experiences** within their destination
- **Demonstrate tourism working**
- **Public relations**

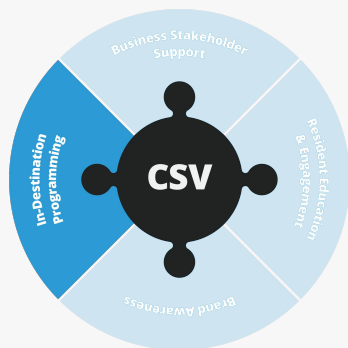


Brand Awareness



- **Clearly communicate brand** to both residents and visitors through:
 - Storytelling
 - Advertising
 - Unified visual identity
- **Clearly understand personas**
 - Resident personas + visitor personas
- Understand and manage **all brand touchpoints**

In-destination Programming



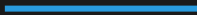
- Visitor Distribution
- Passes
- Events
- Destination Improvement Initiatives
- Destination App

Helping DMOs Become a Community Shared Value

To achieve this goal we will:

- **Build** your marketing funnels
- **Identify** in-destination programming opportunities
- **Create** a strong DMO brand that both residents and visitors can understand
- **Propose** tactics for promoting your brand to stakeholders and potential visitors
- **Execute** on the plan once approved

Added Value



Destination Marketing Podcast

CONNECTING THE INDUSTRY

Relic President & CEO Adam Stoker sits down with guests from across the industry to hear their insights and share their knowledge.

The Destination Marketing Podcast is built for tourism marketers across the country who are overworked and understaffed. The goal of the podcast is to help these people prioritize the activities that are proven to be most effective in marketing a destination and stay up to date on the latest technologies and trends in the industry. Being able to interview CEOs and directors of destinations around the country each week has also enabled the Relic team to stay current with the latest industry trends and news.

The Destination Marketing Podcast can be found on Apple Podcasts, Google Play and other major podcast apps.





THE
**DESTINATION
MARKETING** 
PODCAST NETWORK

The Destination Marketing Podcast Network is a platform for Relic's clients to promote their destinations through audio-based marketing.

Hosting a podcast is an innovative way for destinations to reach and inform consumers. However, most destinations lack bandwidth, expertise, space or equipment necessary to start a podcast. This is why Relic has created the Destination Marketing Podcast Network (DMPN), to assist destinations in creating their own turnkey podcast.

As of January 2022, there are 7 "by DMO" podcasts and 5 "for DMO" podcasts in the network, with a combined total of nearly 90,000 listens.

As an added value, we would love to help Grand County create a destination specific podcast.



The DMPN is a podcast network *for* DMOs and *by* DMOs.



Stakeholder Subsidy Program

ENGAGING THE COMMUNITY

Oftentimes the best partnerships are the ones in your own backyard. As such, we offer a Stakeholder Subsidy Program to build relationships with your community. Should you elect to engage with Relic in a full-service capacity, we'll provide a 25% discount on all agency offerings (excluding media fees) to those stakeholder businesses you work with as a DMO.

We want to be sure that the entire community has the resources they need to contribute to EDD's goals as a whole.



RELIC

06

Proven Performance

Destination Brand Strategy Case Study

DAVIS COUNTY TOURISM REBRAND

OVERVIEW

What do six amusement centers, nine ski resorts and over 500 miles of outdoor trails have in common? They are all found within Davis County, Utah, a destination where visitors are never bored. Relic completed a successful rebrand for Davis County in 2020, creating a new logo and tagline that showed off the exciting area. What was originally Davis County Tourism and Events became Discover Davis with a new tagline “Utah’s Amusement Capital.” The rebrand highlighted a myriad of ways for families to enjoy the entertainment and outdoors in Davis County.

Discover Davis resides north of Salt Lake City, Utah and is the perfect area for family fun. There is something for everyone between Lagoon Amusement Park, SeaQuest interactive aquarium and four other amusement centers. Davis also boasts Antelope Island State Park, the Great Salt Lake and nine ski resorts to explore. Relic aimed to boost tourism growth and market the area’s activities with the rebrand.



[Click to visit the Discover Davis website](#)

Destination Brand Strategy Case Study

DAVIS COUNTY TOURISM REBRAND

Before



After



Destination Brand Strategy Case Study

DAVIS COUNTY TOURISM REBRAND

ANALYSIS

Relic's rebrand captured the entertainment and outdoor adventures of Davis County. Using the RACE method, internal teams worked together to pinpoint the biggest attractions in the area. Relic then brainstormed a new logo and tagline that reflected those attractions.

Relic's new logo for Discover Davis is a perfect illustration of "Utah's Amusement Capital." The symbol is shaped like a D, for Davis, with the backbone curved to represent the gravity-defying Cannibal ride at Lagoon. Within the D lies the iconic Wasatch Mountain Range and gentle waves of the Great Salt Lake. The mountain and waves also represent the local Antelope Island State Park. Shooting stars illustrate the Hill Air Force Base planes rocketing above the mountains.

The new brand demonstrates the thrill of screaming on a roller coaster at Lagoon, roaming with the bison through Antelope Island State Park or dining at one of the many local eateries. Discover Davis allowed Davis County to share "Utah's Amusement Capital" with locals and visitors. This rebrand shows the importance of creating a strong message that reflects the unique nature of a destination.



WELCOME TO UTAH'S **AMUSEMENT** CAPITAL >



Campaign Development Case Study

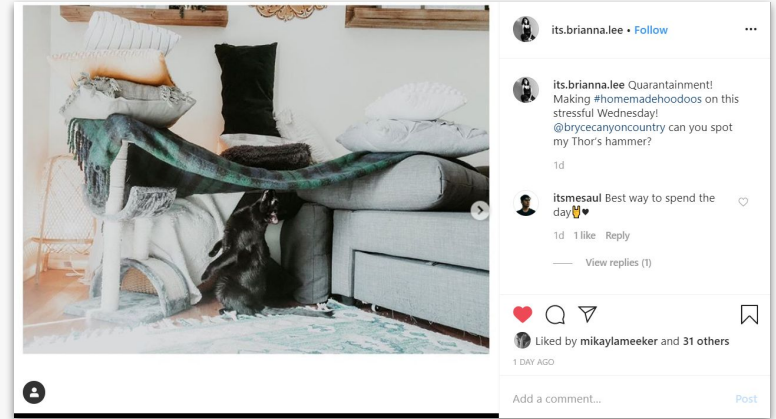
BRYCE CANYON COUNTRY'S HOMEMADE HOODOOS

OVERVIEW

Bryce Canyon Country is known for its awe-inspiring rock spires called hoodoos that have enticed tourists from all over the world. In March 2020, Relic helped Bryce Canyon Country bring its iconic national park, along with positivity and hope, into homes all over the country. Relic created the hashtag #HomemadeHoodoos for Bryce Canyon Country to bring quarantined individuals and families together, digitally uniting communities during a difficult time.

Families created their own hoodoos out of items they found in their homes and posted them on social media.

#HomemadeHoodoos not only created an educational teaching experience for children but also made a fun, creative experience for those looking for something to do at home. Hoodoos were made with blankets, pillows and couch cushions, sidewalk chalk, drawings and more!



Campaign Development Case Study

BRYCE CANYON COUNTRY'S HOMEMADE HOODOOS

RESULTS

The results from both the organic social media and paid social ad campaigns proved extremely successful. On Instagram, Bryce Canyon Country saw a **248% organic increase in impressions, a 54.1% organic increase in engagement and a 1,467% organic increase in profile actions**. On March 19th alone, the Bryce Canyon Country page gained 33 followers. The reminder post to create #HomemadeHoodoos posted on March 25th was the post with the most engagement for the month. The campaign also performed well on Facebook. The Bryce Canyon Country page saw a **124% increase in impressions** for a grand total of 973,779 impressions. **Engagement increased by 28.3% and post link clicks increased by 56.5%**. The #HomemadeHoodoos blog post on the Bryce Canyon Country website received over 13,000 page views.

Additionally, the paid social media ads increased direct traffic to the Bryce Canyon Country website by **288% in a single day**. Direct traffic remained high in the following week. This impressive jump in numbers in one day shows the potential for social ads to affect off-social behavior. The message, urging visitors to plan a trip when it was safe in the future, was timely and showed Relic's ability to pivot in times of crisis.

Strategy & Creative Case Study

VISIT LAREDO REBRAND

OVERVIEW

Relic completed a successful rebrand for Visit Laredo in Laredo, Texas. Relic initially met the Visit Laredo team in 2019 at the Texas Association of Convention and Visitor Bureaus Conference. Following this introduction, Relic became Laredo's agency of record. The first project was tackling a rebrand and accompanying campaign. Relic wanted the branding to transition from a Texas cowboy feel to better encompass Laredo's diverse heritage.



Production & Creative Case Study

[VISIT LAREDO REBRAND](#)

RESULTS

Laredo, Texas is a dynamic destination with a strong community and multicultural pride. The town offers unique experiences and history going back to 1755. Visitors enjoy Laredo's vibrant culture as they shop, dine and enjoy nature. Relic wanted to highlight the diversity and help Laredo stand out as its own destination in Texas. Relic created a new logo for Laredo, an aloe vera leaf. The logo represents Laredo's spirit of resilience, like an aloe vera plant in the desert. Its seven individual leaves represent the seven flags Laredo flies each day. The leaves' northward angle symbolizes the life Laredo gives to the U.S. as one of the largest ports in the country.

Relic also created a new tagline that builds on Laredo's brand pillars: "Unity. History. Cultura." The tagline is a mix of English and Spanish, emphasizing Laredo's bi-cultural heritage. The campaign reflects harmonious trade between the U.S. and Mexico. Laredo holds a celebration each year with neighboring Mexico where children from both countries share an "abrazo", or embrace.

Before



After



Production & Creative Case Study

VISIT LAREDO REBRAND

ANALYSIS

Relic was able to tie together the unity, history and culture of Laredo through a rebrand. Relic used the RACE method to determine the most unique aspects of Laredo's bi-cultural heritage. Members of the Relic team visited Laredo, spending time learning and experiencing the city's history and culture. Relic then designed assets that reflected those characteristics. Before the campaign, Laredo's brand did not set it apart from the rest of Texas nor did it fully encapsulate everything Laredo represents. Relic pinpointed the gaps and worked across several teams to create assets. This campaign shows the importance and effectiveness of strong branding for destinations.

Creative Campaign

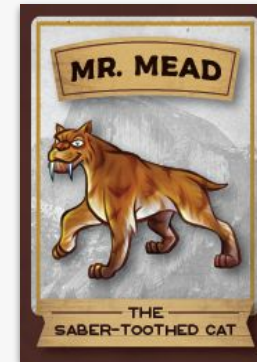


Production & Creative Case Study

MADERA COUNTY ILLUSTRATIONS

OVERVIEW

In this exciting campaign, Relic created a fantastical cast of characters for Visit Yosemite Madera County. The client wanted to show unique locations in Madera to set them apart from other Yosemite gateways. Relic's talented team of creatives illustrated iconic scenes within the destination and created a series of animal characters. These animated animals created an emotional connection with potential visitors, particularly younger audiences.



Production & Creative Case Study

MADERA COUNTY ILLUSTRATIONS

ANALYSIS

Relic's creative team designed all the assets and services for this campaign. They researched, illustrated, animated, designed, voice acted and wrote all content. Part of the creative team's research included looking at the destination's competitors. Many of the competitors' marketing strategies were difficult to differentiate from one another. Relic wanted to create a unique personality for Madera County that would stand out from other entrances to Yosemite. The team researched Disney and other animation companies to see how they built relationships with viewers. They found through interacting with characters at home, children gained the desire to meet them in a physical location.

Using this research, Relic used animation and illustration to stand out in a saturated market. Visit Madera County's characters have become a wonderful and unique identifier in the area. Through creativity and animation, the destination's brand stands out from competitors.



RELIC

07

Budget



Estimated Budget

WORKING TOGETHER

After reviewing your RFP and considering the goals of the EDD, we have elected to not provide a proposed allocation of Grand County's media budget. We have intentionally omitted these recommendations because the development of a destination brand strategy *first and foremost* will inform the media plan—suggesting a media plan at this stage would be inaccurate and, frankly, irresponsible without a firm strategy in place.

In addition to media spend recommendations, the strategy will also ultimately determine any agency fees and proposed retainers for account management, creative support, copywriting, website maintenance, social media management and any other area Grand County needs support. By collaborating with your team, we will work to build a budget that works for all parties involved and accomplishes the goals established by the EDD.

That being said, we are able to provide the following guidelines for a proposed budget as a starting point:

- Destination Brand Strategy Retainer (Year 1): \$6,250/month
- Destination Messaging Retainer (Year 2): \$3,000/month
- Digital Media Commission: 20%
- Traditional Media Commission: 15%
- Blended Hourly Rate: \$150/hr used to calculate additional retainers mentioned above





Conclusion

THANK YOU

Once again, we appreciate your consideration of Relic.

We are confident that the skills, experience and culture of our team would be an excellent match for Grand County. We're excited to cultivate our partnership and achieve some incredible results.

Should any questions or concerns arise, please don't hesitate to reach out. More information can be found on our website, relicagency.com.

Let's get started!

RELIC

05

Thank you.

