

# **YELLOWSTONE X NEW BALANCE**



**SMAD 342 - 0001**

**Digital Interactive Ads**

**November 14, 2022**

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# CREATIVE BRIEF

## 1 / CLIENT

*Yellowstone National Park: Yellowstone was the first National park in the United States. Yellowstone is 2.2 million acres with intact ecosystems, wildlife, and human and ecological stories. Yellowstone has a lot of rich history in its landscapes. We will be collaborating with New Balance to let consumers create a sneaker with the color palette of Yellowstone. (US Department)*

## 2 / OBJECTIVES

*To increase awareness about Yellowstone national park and the events and experiences they have to offer. We want to educate consumers about the history and significance of Yellowstone national park and persuade them to visit. We also want to make it known that there are walking paths that are flat which makes it more accessible for our demographic. By creating digital interactive ads, we will educate consumers.*

## 3 / Target market

*Our target audience includes baby boomers, making up 72 million people in the United States. Their ages range from 58-76. Baby boomers are using social media daily and 87% say that it improves their lives. Their top social media platforms include Youtube, Facebook and Pinterest. Baby boomers enjoy spending quality time with their family and friends. These individuals have a very strong work ethic, are independent, self-assured, competitive, and goal-centric. Baby boomers are active and are the largest learning generation of today. (Suclu)*

## 4 / CURRENT MINDSET

*This generation focuses on physical activity and staying fit. They value being outdoors and being in nature. Physical activity (specifically walking, jogging, yard work, etc.) give people in the retirement age group activities to do. This group loves history and learning new things after they retire from their careers. (What are the characteristics)*

## 5 / DESIRED MINDSET

*We want them to think that Yellowstone is the best national park to visit because of it's flat land and very walkable. Its flat land makes walking accessible for those who may want to walk around, and it even has the ability to drive for a few months out of the year. We want them to think that Yellowstone should be their next National park destination. Lastly, we hope they can take this trip to relax but still*

## 6 / BIG IDEA/CONCEPT

*Yellowstone is the best place for Baby Boomers to visit because of the rich history and beautiful scenery, as well as accessibility for physical activities and wheelchair accessibility for those who may need it. We are going to collaborate with New Balance to create a sneaker that implements the colors of Yellowstone. We want to add in a color scheme that includes all the colors of Yellowstone, and allow people to customize their own shoes. We will then encourage people to visit the park in their customized shoes and post them with a hashtag.*

## 7 / SUPPORTING EVIDENCE

*By highlighting the beautiful landscape of Yellowstone, along with the unique designs of custom made new balances, we will show our target audience that these two belong together. We will use the bright colors of Yellowstone to design bright colored new balances that are perfect to explore in.*

## 8 / KEY EMOTION OR TONE

*Refreshed, active, vibrant, strength*

## 9 / COMPETITION

### Adidas

- Mostly have a younger target audience who are already athletes. They want to focus on the future generation of athletes.
- People whom fitness and sports are a high priority

### Nike

- Has a wide age range for their target audience, normally between 15 - 45 years old.
- Normally of higher socioeconomic status

### Grand Canyon

- Nearly half of the visitors tend to be between 46 and 65 years old
- It's valued for its unique scenic beauty, camping opportunities, and exercise.
- 13th most visited national park

### Yosemite

- Best known for waterfalls, deep valleys, massive monoliths, and giant sequoia trees.
- 21st most visited national park

## 10 / CREATIVE GUIDELINES

*Advertisements in the form of content marketing. Four advertisements using four different social media platforms based on Baby Boomers. All ads will be a part of the same campaign, having the same concept, color scheme content and fonts.*

# ANNOTATED RESEARCH

## 1 / RESEARCH ABOUT YELLOWSTONE NATIONAL PARK

**U.S. Department of the Interior. (n.d.). *Yellowstone National Park (U.S. National Park Service)*. National Parks Service. Retrieved November 1, 2022, from <https://www.nps.gov/yell/index.htm>**

Yellowstone is the world's first national park. It was founded on March 1, 1872 with over 2.2 million acres. There are opportunities to observe wildlife, an intact ecosystem, explore geothermal areas (that also contain about half of the world's active geysers), and more geologic wonders. People can drive through park roads from May-October if they are unable / unwilling to walk all around the park. It does take several hours to drive through the entrance stations which could be an issue for those who don't want that type of experience.

**Reinhard, A. (2022, August 3). *The 8 best U.S. national Parks for people over 65*. Best Life. Retrieved November 1, 2022, from <https://bestlifeonline.com/national-parks-over-65-news/>**

Yellowstone is a park that is accessible for older generations to attend. This park is wheelchair accessible and the sights are easy to see without too much effort like hiking or driving all the way up a mountain. Many of the sights have flat and steady surfaces, as well as about less than a mile to reach many of the attractions.

**Covid-19 response. Yellowstone National Park.com - *Information and Travel Planner for Yellowstone*. (n.d.). Retrieved November 1, 2022, from <https://www.yellowstonenationalpark.com/>**

Yellowstone is full of unique animals and plants. Yellowstone contains "7 species of ungulates (bison, moose, elk, pronghorn), 2 species of bear and 67 other mammals, 322 species of birds, 16 species of fish and of course the gray wolf." This national park contains an array of protected animals that you need to see. Yellowstone is also famous for its plant species. Yellowstone has 1,100 species of native plants! Yellowstone lake is the largest lake in North America, containing 290 waterfalls throughout the park.

**Land adventures. Yellowstone National Park Lodges. (n.d.). Retrieved November 1, 2022, from <https://www.yellowstonenationalparklodges.com/adventures/land-adventures/>**

There are endless activities to do at Yellowstone National park. These activities vary season to season, making it always a perfect time to visit Yellowstone. Some winter activities include the Grand Canyon Day Tour, Tower ski tour, Madison wildlife excursion, and much more. There are many more adventurous activities to sign up for including land, water, and wild west adventures. The possibilities are never ending at Yellowstone, and vary season to season.

## 2 / RESEARCH ABOUT MEDIUM

**Dhir, R. (2022, October 13). *Interactive media: Definition, types, and examples*. Investopedia. Retrieved November 1, 2022, from <https://www.investopedia.com/terms/i/interactive-media.asp>**

Interactive media is a method of communication where the programs outputs depend on the users inputs. Digital interactive media allows people to interact and communicate with each other more effectively than a normal advertisement would. The number one purpose of digital interactive media is to enable the consumer to engage and have a more immersive experience with a company or brand.

***The state of Interactive Advertising: Latest trends of 2021*. ComboApp. (2022, May 16). Retrieved November 1, 2022, from <https://comboapp.com/services/marketing/the-state-of-interactive-advertising>**

Interactive advertisements make ads an experience. This way of advertising increases the odds that users will engage with the product being presented to them. It gives advertisers more of a chance to stand out in a competitive market. Interactive ads obtain 47% more viewing time than a traditional ad. Even if a user does not click on the ad, they are more likely to remember it do to the interactive options provided. Some current methods of interactive advertising include interactive Facebook ads, augmented reality, interactive display ads, and much more.

# ANNOTATED RESEARCH

## 2 / RESEARCH ABOUT MEDIUM

**What we know about social media effectiveness. (2019). Warc.com.**

<https://www.warc.com/content/article/bestprac/what-we-know-about-social-media-effectiveness/111562>

Interactive Social media advertising can be effective for both short term and long term. They also lead to a greater amount of incremental sales than brand building social media advertising, but they are more costly. The posts are also the most effective when they “respect” the rest of the context of the feed. Social media campaigns can also have greatly positive impacts of brand building.

**What we know about marketing on TikTok | WARC. (2022, July). Origin.warc.com.**

<https://www.warc.com/content/article/bestprac/what-we-know-about-marketing-on-tiktok/131979>

Understanding the mindset of the consumers is key to going about planning a campaign, not only what they value but what they look for and expect while going on the app. Brands must take advantage of community commerce within social media because of the changes in the purchase journey opposed to the traditional steps.

## 3 / TARGET AUDIENCE

**Suciu, Peter. “Social Media Is Improving Their Lives, Say Baby Boomers.” *Forbes*, Forbes Magazine, 13 Jan. 2020,**

<https://www.forbes.com/sites/petersuciu/2020/01/13/social-media-is-improving-their-lives-say-baby-boomers/?h=c82b5132ee12>.

This source explains the popular social media networks that Baby Boomers and Senior internet users use. Baby Boomers most popular social media platforms are Youtube at 67%, Facebook at 78%, Instagram at 32%, and Pinterest at 40%. Baby Boomers are using social media daily and 87% say that it improves their lives. Baby Boomers have seen the development of technology, making them more inclined to see the positive effects rather than the negative aspects that Millennials experience. Baby Boomers experienced a time where it was harder to communicate with family and friends, so technology has helped them in that aspect. They value family and relationships, so social media and technology has an a positive impact on their overall wellbeing in a social aspect.

**What are the characteristics of the baby boomer generation? - business intelligence: Wygroup Bi. Digital Competitive Intelligence. (2019, October 23). Retrieved November 1, 2022, from**

<https://www.bi.wygroup.net/customer-analytics/what-are-the-characteristics-of-the-baby-boomer-generation/>

This generation makes up approximately 72 million people in the US. Each member of the generation were born in many different circumstances, grew up in all different environments, and every type of stereotypical family upbringing. These individuals have a very strong work ethic, are independent, self-assured, competitive, and goal-centric. They grew up in a time of taking on a lot of responsibility on their own, and fulfill their assigned role in society. They acknowledge that success is something that only occurs with a great deal of time and effort - probably putting too much emphasis on the work aspect of their lives rather than the personal. They are the largest learning generation of today, since new retirees leave the workforce and look to take up new skills and online studies.

# ANNOTATED RESEARCH

## 3 / TARGET AUDIENCE

Published by S. Dixon, and Apr 4. "U.S. Baby Boomers: Popular Social Networks 2020." *Statista*, 4 Apr. 2022, <https://www.statista.com/statistics/309166/boomer-senior-social-networks/>.

This website tells us that Boomers are the most active (as of 2020) on YouTube, Facebook, Instagram, and Pinterest. These statistics, which show YouTube reaches 67% of the demographic, Facebook reaches 78%, Instagram 32%, and Pinterest 40%.

***Just how many baby boomers are there?*** PRB. (n.d.). Retrieved November 10, 2022, from <https://www.prb.org/resources/just-how-many-baby-boomers-are-there/>

Of the 76 million baby boomers from from 1946-1964, nearly 11 million had died by 2012. However, with an increase of immigrants during the past years, there was, as of 2014, and estimated 76.4 million Boomers.

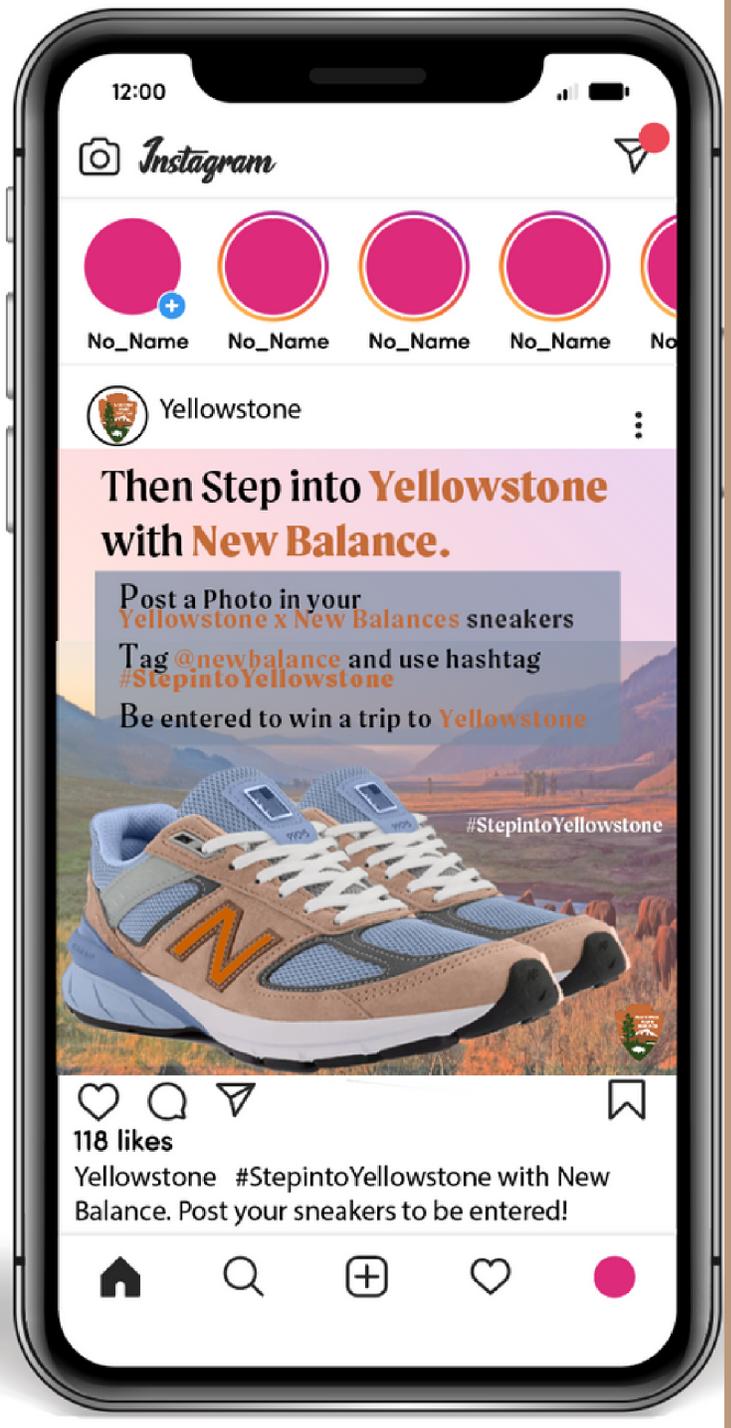
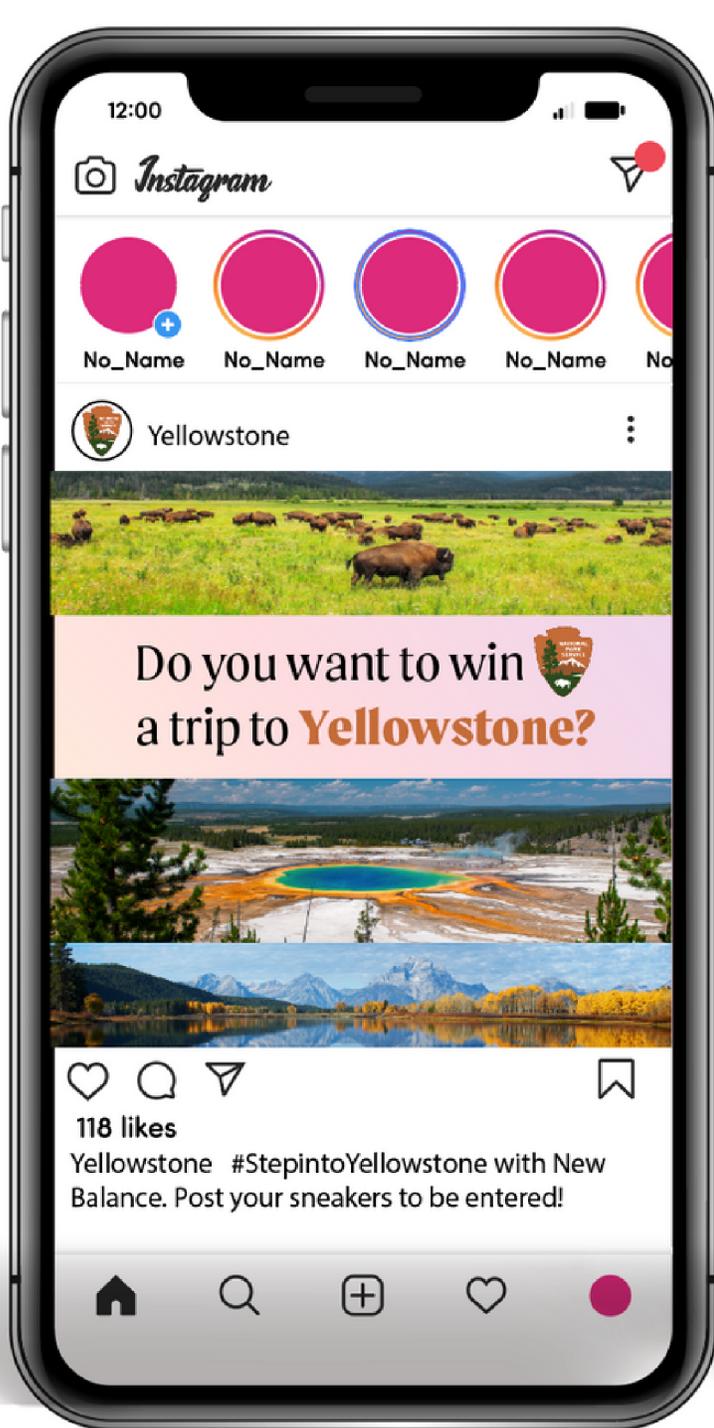
# CONTENT DESCRIPTION



When brainstorming ideas for this project, we decided we wanted Yellowstone as our National Park since it's the park we are most familiar with. When looking for a brand to collaborate with, we wanted to choose a brand that appeals to Boomers, but in a more modern way. Since New Balance is a brand that historically appealed only to older generations, we decided to collaborate with them to create a customizable shoe collaboration. The idea behind this is to have the colors available for customization based off different images of Yellowstone. We want to create shoe sales in exchange for customers to post an image on their social media with the hashtag, #StepIntoYellowstone with their customized shoes. When posting an image of their shoes with this hashtag, they are automatically entered into a giveaway to win a free trip to Yellowstone.

Inspiration, sketches, and roughs.

# Instagram Finals



12:00

New Balance

Have you ever been to Yellowstone?

YES NO



Send message

12:00

New Balance

Do you have New Balance x Yellowstone custom sneakers?

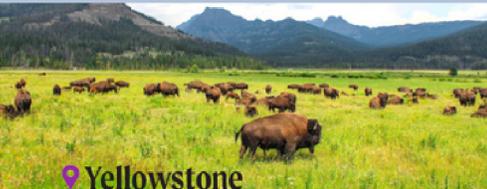


YES 71% NO 29%

Send message

12:00

New Balance



Yellowstone



Check Out Our Most Recent Instagram Post to Find Out How to Win a Trip to Yellowstone!

Send message

# Facebook Finals



New Balance

Sponsored · 🌐



Step into Yellowstone National Park with customizable New Balance sneakers. Take a photo of yourself in your NB with the hashtag #StepIntoYellowstone to enter a chance to win a trip to Yellowstone National Park!



[newbalance.com](https://www.newbalance.com)

New Balance x Yellowstone

Customizable for you!

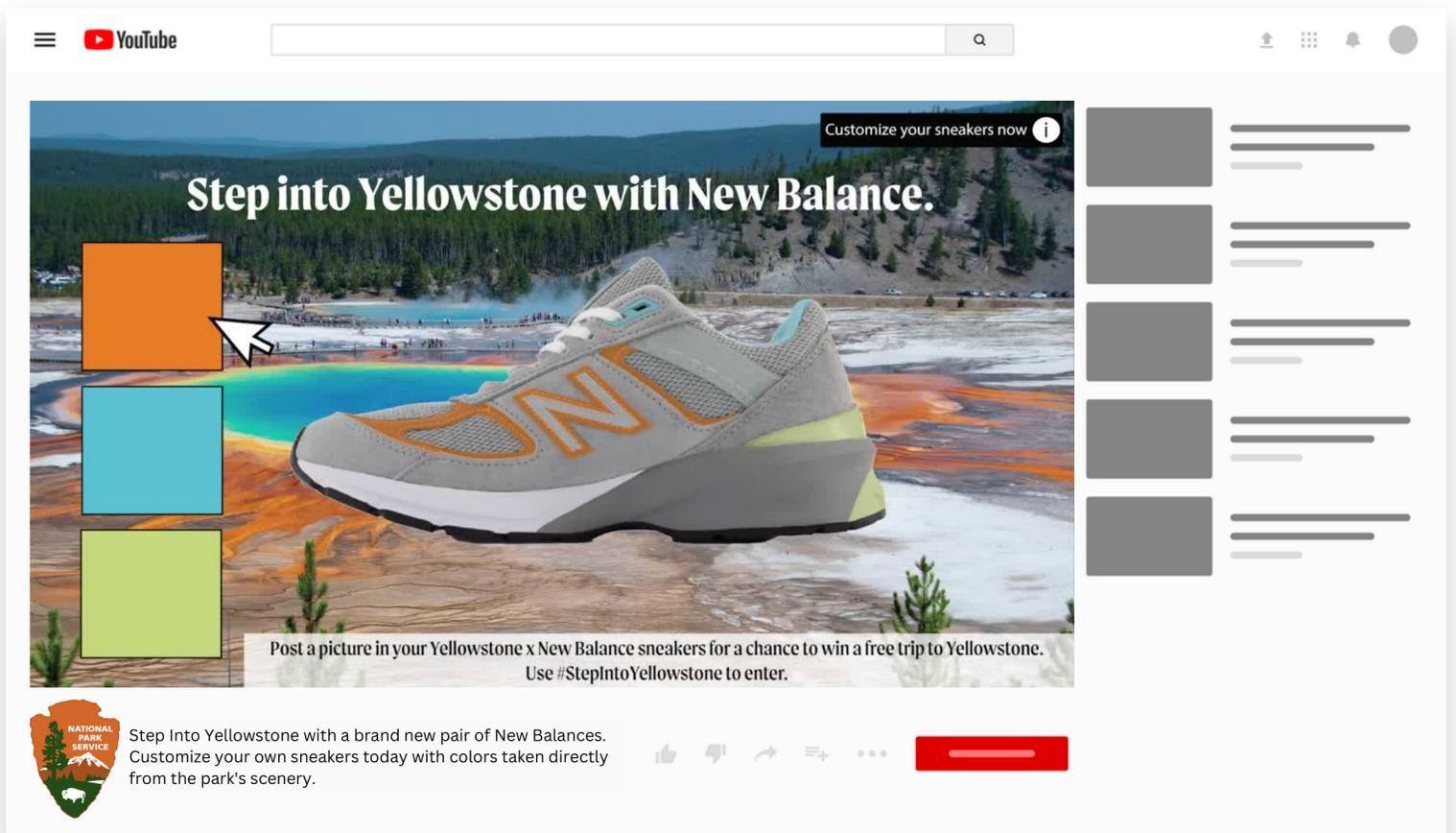
Shop now



1

# YouTube Finals

## YouTube Video



The image shows a YouTube video player interface. At the top, there is a navigation bar with the YouTube logo, a search bar, and user icons. The video content features a New Balance sneaker with orange, teal, and lime green accents, set against a background of a Yellowstone National Park landscape with a colorful geothermal pool. A text overlay reads "Step into Yellowstone with New Balance." and "Customize your sneakers now". Below the video, there are three colored squares (orange, teal, lime green) with a mouse cursor pointing to the orange one. A caption below the video says "Post a picture in your Yellowstone x New Balance sneakers for a chance to win a free trip to Yellowstone. Use #StepIntoYellowstone to enter." The video player includes a red play button and social media sharing icons.

YouTube

Step into Yellowstone with New Balance.

Customize your sneakers now

Post a picture in your Yellowstone x New Balance sneakers for a chance to win a free trip to Yellowstone. Use #StepIntoYellowstone to enter.

NATIONAL PARK SERVICE

Step Into Yellowstone with a brand new pair of New Balances. Customize your own sneakers today with colors taken directly from the park's scenery.

# YouTube Short



8.7M



Dislike



21K



Share



Step Into Yellowstone with a brand new pair of New Balances. Customize your own sneakers today with colors taken directly from the park's scenery.



@sagawa

Subscribe



# Pinterest Final

## Yellowstone Pinterest posts

The screenshot shows a Pinterest post on a mobile interface. The top navigation bar includes 'Home', 'Today', 'Create', and a search bar. The post features a landscape background with a shoe sole in the top left and a sneaker in the bottom right. The text reads: 'step into Yellowstone with New Balance', 'Find inspo to make your own customizable shoes from our Yellowstone inspired boards', and '#StepintoYellowstone'. The right sidebar shows the URL 'https://www.newbalance.com/yellowstone', the title 'Step into Yellowstone', a description, the 'Yellowstone' board name with 523k followers, a 'Follow' button, and a 'Comments' section with an 'Add a comment' input field and a smiley emoji. A notification at the bottom of the sidebar says 'Ana Bondioli saved to Cartazes'. A 'More like this' button is at the bottom center, and a help icon is at the bottom right.

This screenshot shows a similar Pinterest post. The background image features a row of white and blue sneakers in the foreground against a mountain landscape. The text is: 'Step into Yellowstone with New Balance', 'Find inspo to make your own customizable shoes from our Yellowstone inspired boards', and '#StepintoYellowstone'. The right sidebar contains the same URL, title, description, board name ('Yellowstone' with 523k followers), 'Follow' button, and 'Comments' section with an 'Add a comment' input field and a smiley emoji. A notification at the bottom of the sidebar says 'Ana Bondioli saved to Cartazes'. A 'More like this' button is at the bottom center, and a help icon is at the bottom right.

# Yellowstone Inspiration Pinterest board

The image shows a screenshot of a Pinterest board titled "Yellowstone Inspo". At the top, there is a navigation bar with "Home", "Today", and "Create" options, along with a search bar and a notification bell showing 99+ alerts. Below the board title, there are three icons: a plus sign, a star, and a checkmark, labeled "More ideas", "Organize", and "To-dos" respectively. The board contains 23 pins, each with a thumbnail image and a title. The pins are arranged in a grid-like fashion, with some pins having a "Save" button and a "Share" icon. The pins feature various Yellowstone National Park scenes, including mountains, lakes, geysers, and wildlife.

23 Pins

**Yellowstone Inspo**

More ideas Organize To-dos

The 17 Best National Parks ...  
Live A Wilder Life

Yosemite National Park  
Fun Life Crisis

Queen Bee

The Outside Guide to Yellowstone National Park

10 Best Things To Do In Yellowstone National Park

The Ultimate Grand Teton Road Trip Itinerary

Yellowstone NP, Wyoming, USA: Mammoth Hot Spring...

Norris Geyser Basin - Pictu...  
Rendezvous Mountain...

16 Yellowstone National Park Travel Tips: What to Know...

Best Things to Do in...  
Local Adventurer - Las...

Yellowstone... Save

Yosemite National Park  
Gerry Stiner

The Outside Guide to Grand Teton National Park

The Boiling River | Yellowstone National Park...

One Day in Grand Teton National Park: Jenny Lake...

Yellowstone Old Faithful...  
FleekFellows

Best Things to Do in...  
Local Adventurer

Yellowstone & Grand Teton Itinerary for 2, 3, 4, or 5 day...

12 Things You Can't Miss On Your First Visit to...

Best Things to Do in Yellowstone with Kids (+...)

The Best Easy Hikes in Yellowstone National Park

# Creative Rationale

## YouTube

When creating our mock YouTube video, we wanted to have a video that showcased a ton of color customization options in a way that was visually appealing to the eye. The GIF demonstrates a few samples color combinations based on the scenic picture correlated with the color palette. This video's purpose is to showcase some color combinations and ideas to customers so they can feel inspired when creating their own pair.

## Instagram

When creating our mockup Instagram posts and stories, we wanted our campaign to be clear and pleasing to the eye. Our Instagram posts are mainly promoting the free trip to Yellowstone and how to enter. Our Instagram stories are trying to engage with our audience by asking questions and bringing attention to our post. By using colors from our color palette to design custom shoes, we are telling our target audience that they need custom new balances to enter the contest. Our Instagram stories will create an interactive experience by using questions and encouraging our target audience to post our campaign on their story.

## Facebook

When creating our mock Facebook campaign, we wanted to showcase a variety of different customizable shoes. The GIF demonstrates different color ways based on the picture of Yellowstone it corresponds with in the background. The creative approach behind this platform was to let the consumers interact with the designs by clicking them and seeing the different options. We wanted to show some different examples of shoe customizations to give the consumer an idea of shoes they could make themselves.

## Pinterest

When creating the mock up campaign on Pinterest, we wanted to keep the authentic feel of most posters found on Pinterest to honor the goal of content marketing. We utilized the color palettes created from the landscapes to give examples of what the shoes could look like. We used stylistic choices while designing the poster to replicate the mood surrounding Pinterest and their users. This is all meant to encourage viewers to click the link to create the shoe or to go to our board to find further inspiration.

# Media Rationale

## YouTube

After researching mediums that Boomers are active on, we saw that a whopping 67% of Boomers are active on YouTube. This is one of the highest rates of interactivity on social media in this age demographic. YouTube is easy to use, requires little internet / social media knowledge, so we thought this would be a great source to utilize when trying to appeal to a demographic that is pretty split amongst people who know how to use social media, and those who don't.

## Instagram

After researching various social media platforms, we found that although not all Boomers use Instagram, a majority of the younger Boomers do. We also thought about the fact that Boomers kids and grandchildren would see our campaign and spread the word. We thought that Instagram would be a successful platform due to its visual nature and ability to make campaigns go viral.

## Facebook

After research on the different social media platforms that Boomers use, we found that Facebook is one of the main social media platforms Boomers are active on at 78%. Facebook is used by Boomers because they like to use it to connect with old friends and family. Facebook is an everyday app that many people use, and therefore is a great place to advertise. If Boomers are using Facebook every day to keep up with family and friends, then using an interactive ad on Facebook is very beneficial.

## Pinterest

After looking at the research, we found Boomers make up the majority on Pinterests audience. We strived to give the audience a mode of inspiration by encouraging interactivity and creativity so they could get what they normally look for by going on Pinterest. By engaging in the campaign, they were also able to be creative while consuming media made by others, which compliments the apps purpose.

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