

November Marketing Update



500 Ryland Street

Suite 300

Reno, Nevada 89502

Company Information

kps3.com

p: 775.686.7439

f: 775.334.4313

TODAY'S MEETING

Agenda

- 1 Tagline Considerations
- 2 Fall Photoshoot Preview
- 3 Travel Nevada Media Mission
- 4 Questions/Answers

TAGLINE CONSIDERATIONS

CARSON CITY

Tagline Considerations

Recharge Your Western Spirit

CARSON CITY

Tagline Considerations

History abounds. Adventure surrounds.

CARSON CITY

Tagline Considerations

Heart and History of Nevada

CARSON CITY

Tagline Considerations

Where History Lives and Adventure Awaits

CARSON CITY

Tagline Considerations

Nevada's Heart Beats Here

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FALL PHOTOSHOOT PREVIEW

FALL PHOTOSHOOT

Capitol Building and Brewery Arts Center



FALL PHOTOSHOOT

Downtown



FALL PHOTOSHOOT

Golf and C-Hill



FALL PHOTOSHOOT

Carson River



FALL PHOTOSHOOT

Skunk Harbor



TRAVEL NEVADA MEDIA MISSION

Event Overview

- Held October 29th at the Alger House in New York City
- 46 journalists attended, including freelancers and influencers
 - Many had not traveled to Nevada outside of Las Vegas
- Partners included: Visit Reno-Tahoe, Reno-Tahoe Territory, Carson City Culture & Tourism Authority, Camp Las Vegas, The Vox Agency and Ambros Banana Whiskey
- Agency attendance: Fahlgren Mortine (Travel Nevada's agency), The Abbi Agency (Travel Nevada's agency) and Decker/Royal (Visit Reno-Tahoe's agency), KPS3, The Vox Agency

TRAVEL NEVADA MEDIA MISSION

Media Attendees Included



TRAVEL+
LEISURE

Newsweek

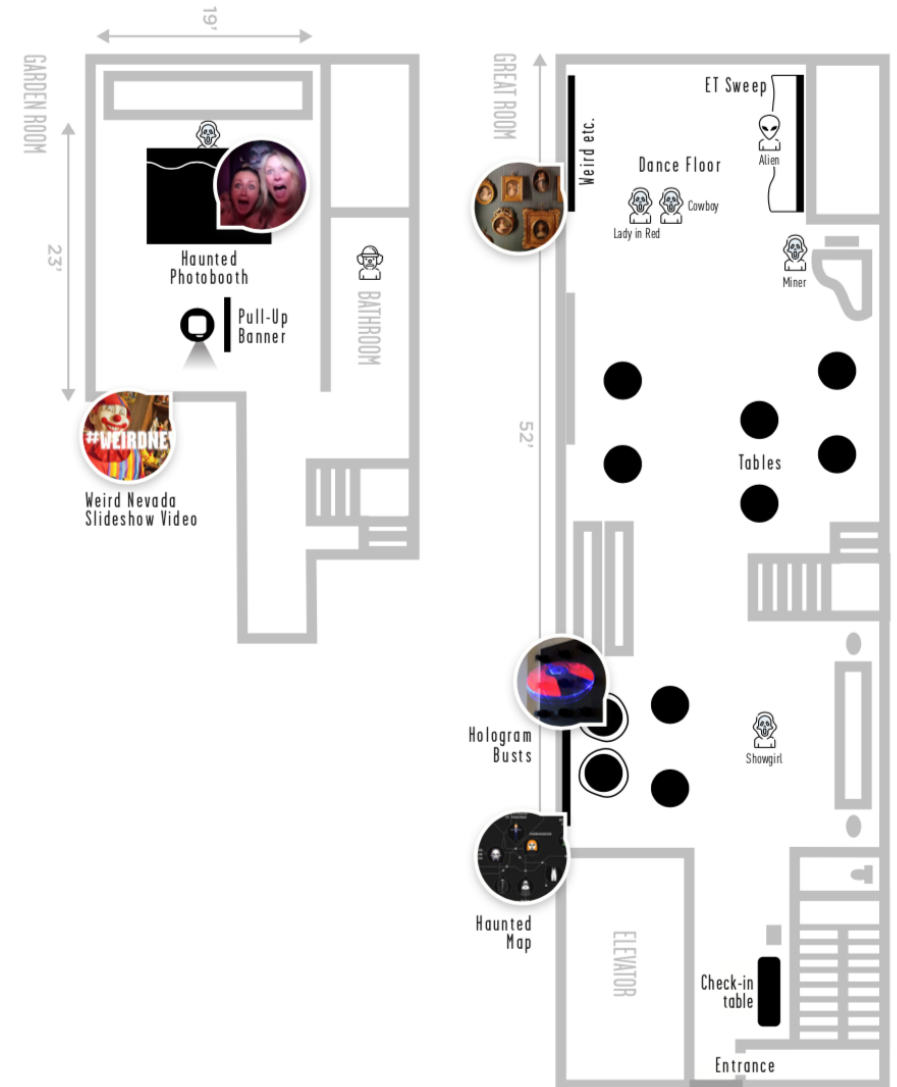
Living MARTHA STEWART

PLACES
TO LOVE 

 **USA TODAY™**

Event Highlights

- Haunted Map showcasing Nevada's ghost towns, the ET Highway and more
- Holograms and actors of the five Nevada ghosts
- ET Highway photo op with a flying saucer and ET visitor
- Weird Wall featuring real photos from key quirky locations around the state
- Vintage photobooth
- Weird Nevada slideshow showcasing more haunted locations around the state
- Nevada's own Ambros Whiskey cocktail, the Banhattan
- Nevada-inspired food offerings



TRAVEL NEVADA MEDIA MISSION



TRAVEL NEVADA MEDIA MISSION



QUESTIONS / ANSWERS

KPS3

Bring insights to life.