



Mini Campaign

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Communications Strategy

What We Want to Communicate

- It is important for us to show our target audience that motels don't have to be a last resort through our strategy. We want to show that there is value in staying in a Rosebud motel because it can remind you of the important small town things and activities that you could miss if you were to stay in a more luxurious city hotel.
- Our objective is to showcase the charm of small town life which you can only get through staying at a Rosebud Motel.
- We want to instill that staying in a Rosebud Motel can bring you a lifetime of memories and also help you enjoy the unique culture of small town life.
- After watching the pitch that Johnny Rose gave to the potential investors and taking into consideration our target audience and strategy, we discovered that our tone for this campaign will be inviting, fun, sentimental and comforting.

Target Audience

Gonzalez, Lewis, Woodland, Rosebud, March2, S2021, MC4307, MW1230pm

We Chose To Target

The target audience that we decided to appeal to is:

- **Those who travel frequently**
- a. We chose to target those who travel frequently because when you're on road trips and need a place to stay that is on the less expensive side, motels are usually the best option. This will be a diverse group of people including backpackers, artists, families, students, and more. Showing this audience that Rosebud motel is the place to be when you're on the road will encourage them to stay.
- **Open minded individuals**
- a. We chose open minded individuals because like we mentioned in our communications strategy, motels aren't seen in the best light and sort of have a bad reputation around them which is that they are run-down and an uncomfortable place. We want to really pull in those who are open minded and willing to try something new and step out of the norm and instead of using the motel as a pit stop, they'll want to stay in it for the rest of their vacation.

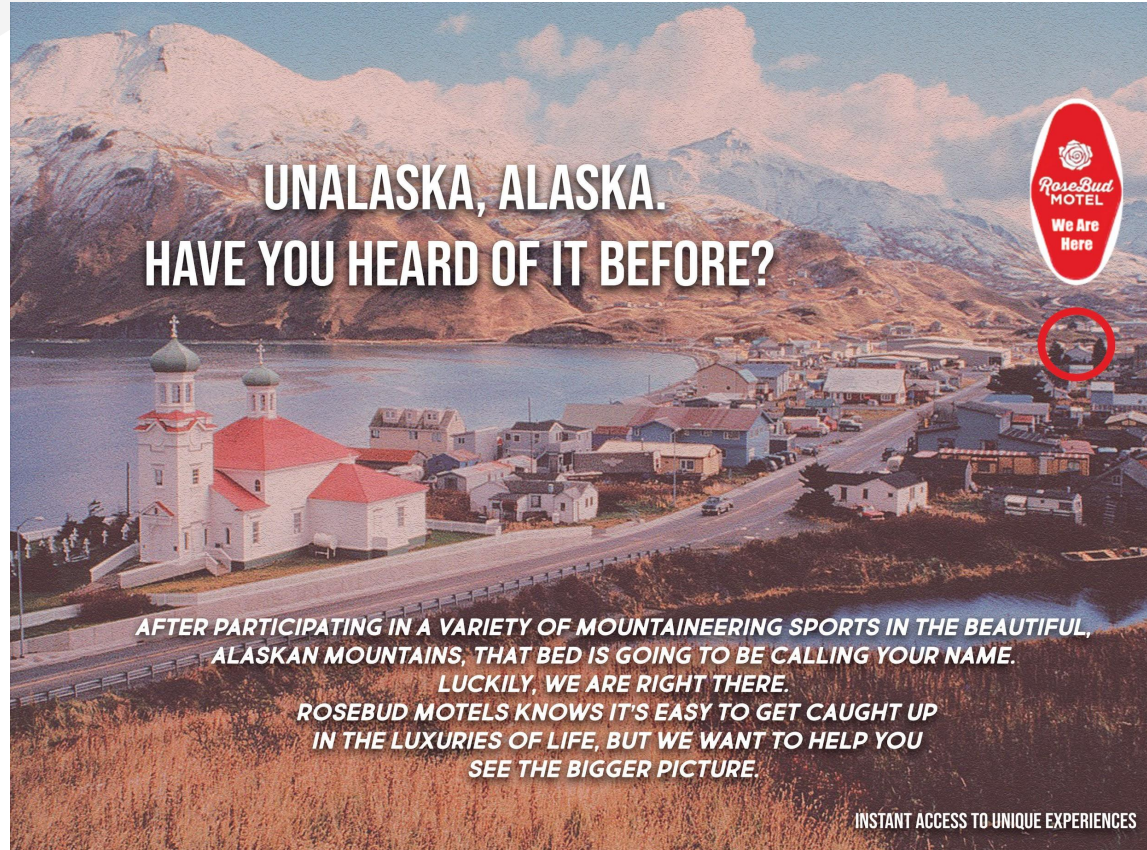
BIG Idea

Experience the simple small town pleasures by staying in a Rosebud Motel.

Executions

Gonzalez, Lewis, Woodland, Rosebud, March2, S2021, MC4307, MW1230pm

Print Ad 1



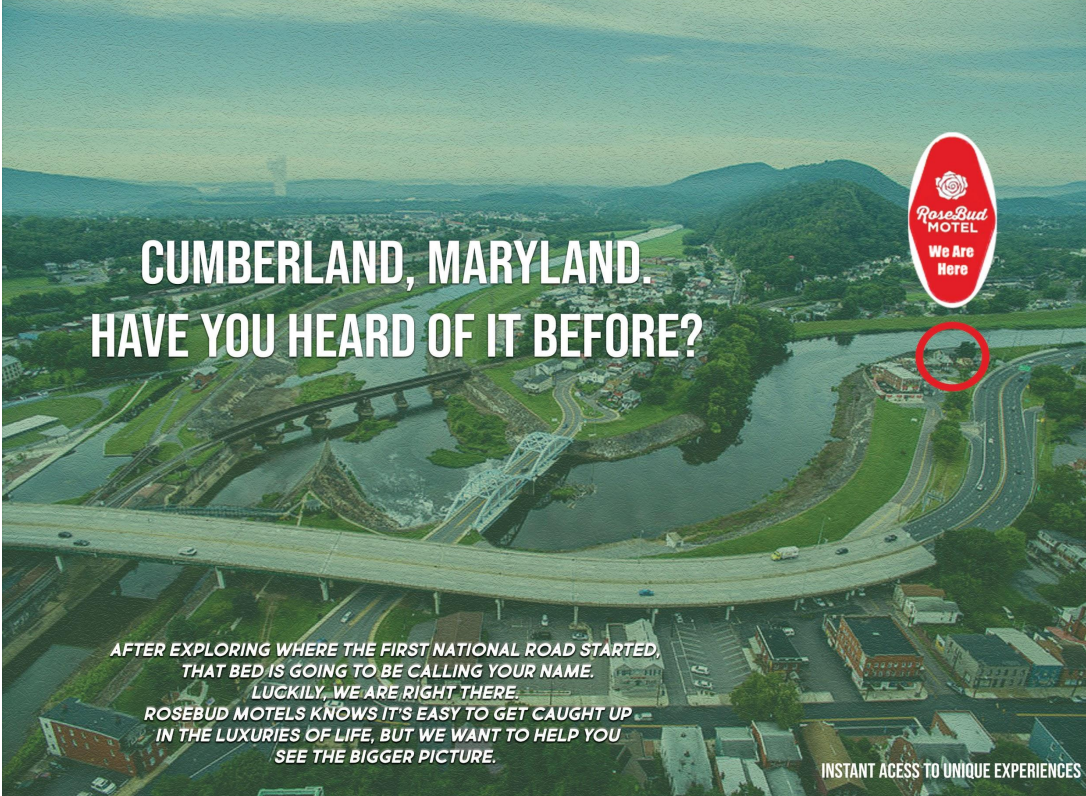
**UNALASKA, ALASKA.
HAVE YOU HEARD OF IT BEFORE?**

*AFTER PARTICIPATING IN A VARIETY OF MOUNTAINEERING SPORTS IN THE BEAUTIFUL,
ALASKAN MOUNTAINS, THAT BED IS GOING TO BE CALLING YOUR NAME.
LUCKILY, WE ARE RIGHT THERE.
ROSEBUD MOTELS KNOWS IT'S EASY TO GET CAUGHT UP
IN THE LUXURIES OF LIFE, BUT WE WANT TO HELP YOU
SEE THE BIGGER PICTURE.*

INSTANT ACCESS TO UNIQUE EXPERIENCES

**RoseBud
MOTEL
We Are
Here**

Print Ad 2



**CUMBERLAND, MARYLAND.
HAVE YOU HEARD OF IT BEFORE?**

*AFTER EXPLORING WHERE THE FIRST NATIONAL ROAD STARTED,
THAT BED IS GOING TO BE CALLING YOUR NAME.
LUCKILY, WE ARE RIGHT THERE.
ROSEBUD MOTELS KNOWS IT'S EASY TO GET CAUGHT UP
IN THE LUXURIES OF LIFE, BUT WE WANT TO HELP YOU
SEE THE BIGGER PICTURE.*

**Rosebud
MOTEL
We Are
Here**

INSTANT ACCESS TO UNIQUE EXPERIENCES

Instagram Ads

Caption: When someone says that the ghost lights in Marfa, Texas, are unexplainable and out of the ordinary, that means you have to go experience it yourself. Luckily, Rosebud Motels will give you a place to do all that research and a place to stay. Book your room today!

Instagram

Rosebud Motel Sponsored

Marfa's Mystery Lights Viewing Area
Landmark
4.8 (18) on Yelp

Directions

More Photos on [yelp](#)

Save to... Share

Address:
US-67 N
Marfa, TX 79843
United States

Website:
[marfalistights.com](#)

Report an issue

Useful to Know

5 min
Faster!

Book Now

♥ 851 likes

RosebudMotel When someone says that the ghost lights in Marfa, Texas, are unexplainable and out of the ordinary, that means you have to go ... more

Caption: From adventures like horseback riding to galleries from creative artists in the historic Main street district, Mancos, Colorado, has it all including a Rosebud Motel where you can see it all from a look outside your window. Book your room today!

Instagram

RosebudMotel Sponsored

Mancos

Address
Mancos, CO
United States

Wikipedia
Open Wikipedia

The Town of Mancos is a Statutory Town located in Montezuma County, Colorado, United States. The town population was 1,338 at the 2010 United States Census. The town of Mancos is located in southwestern Colorado, near the Four Corners, at the base of Mesa Verde National Park, and holds the trademark for "Gateway to Mesa Verde". Surrounded by rangeland and mountains, Mancos offers a variety of outdoor recreational activities.

Area
0.60 mi² (1.55 km²)

Elevation
7,027 ft (2,142 m)

Founding Date
November 30, 1894

Add to Favorites

Create New Contact

Historic Art District

2 min

Book Now

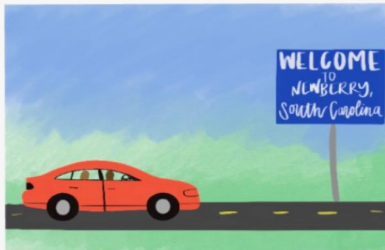
♥ 794 likes

RosebudMotel From adventures like horseback riding to galleries from creative artists in the historic Main street district, Mancos, Colora ... more

Video Ad: Youtube

- For our video ad (commercial for Rosebud Motel), we decided to showcase a pair of friends who are traveling to the small town of Newberry, South Carolina to adventure and experience all that the town has to offer. The girls stay in the town's local Rosebud Motel which is in the community's historic downtown area.

Storyboard



INTRO (0:00-0:12)

Video starts with two girls going on a roadtrip to Newberry, Sout Carolina, and one of the girls looks at the big sign that says, "Welcome to Neeberry, South Carolina." (music playing in background)



Scene 1 (0:12-0:25)

As the girls get into town, they drive through downtown Newberry and see all of the local shops, restaurants, and museums that the town has to offer.



Scene 2 (0:25-0:32)

As they are looking around, one of the girls sees a local coffee shop that interests her and gets her friend's attention to look at it and they look excited to try it out.



Scene 3 (0:32-0:38)

As they get further down the road, at the end of theystreet they see where they are going to be staying. The Rosebud Motel.



Scene 4 (0:38-0:42)

The girls pull up to the parking lot of the motel, get their bags out of the trunk and walk into the lobby to get checked in..



Scene 5 (0:42-0:50)

The girls are greeted by the motel receptionist and they proceed to check in and get their room key.



Scene 6 (0:50-0:55)

The girls get to their room and unlock the door. They start exploring their room and one girl goes to look outside the window and can directly see downtown Newberry.



CLOSING (0:55-1:00)

The girl closes the curtains and the Rosebud Motel logo fades onto the screen with out tag line "Instant access to unique experiences."

Thank You!