

# North Shore ad campaign targets unplugging, outdoors

By Tanya Irwin, Marketing Daily

The North Lake Tahoe tourism group is urging vacationers to leave their gadgets behind and let their feet succumb to gravity.

The campaign, which includes TV and out-of home, is intended to “condone” time off for an extended weekend getaway to North Lake Tahoe’s skiing and snowboarding resorts.

The North Lake Tahoe Marketing Cooperative enlisted San Francisco-based School of Thought to create the effort, which aims not to lift ticket sales, but hotel stays.

“The big hurdle for us is not getting San Franciscans here, but getting them out of their homes,” said Andy Chapman, chief marketing officer, North Lake Tahoe Marketing Cooperative.

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