

# LTVA ad campaign to focus on the water

By Kathryn Reed

Is it all that tap water? Or maybe being immersed in the lake – even if it's only ankle deep? Perhaps just being near it? Whatever it is, people who come to Tahoe seem to be transformed into another being – someone more fun, adventurous and outdoorsy.

That's the message behind the Lake Tahoe Visitors Authority's new ad campaign called – There Must be Something in the Water.

While the final ads have not been devised, the concept is showing someone in their normal, every day work life, perhaps sitting in a cubicle and then seeing them playing in Tahoe. From ordinary and mundane to fun and vibrant – all because of the waters of Lake Tahoe.

"This doesn't have any animation. It has outdoor scenery or indoor entertainment," Carol Chaplin, LTVA executive director, told *Lake Tahoe News*. "It won't have that fanciful imagery (of the last campaign). It is much more straightforward."

Still, it is designed to be a bit humorous and quirky.

The board approved the concept last month, with the nearly \$900,000 contract with Duncan/Channon of San Francisco OK'd this month.



Paddle boarding at Lake Tahoe will be featured in summer ads for the South Shore. Photo/LTN file

Summer shots will include people paddle boarding, parasailing, biking and ziplining. Nightlife will also be included, and is something that can be used year-round. Skiing, a family playing in the snow, and potentially dog sledding will be used next winter.

This will be the second year the South Shore tourism bureau will focus on San Diego in addition to the traditional Bay Area-Sacramento market. One reason for San Diego is half those people tend to drive here and then they stay longer than those who can make it here in four hours or less.

Ads will run online where they can be targeted to people interested in Tahoe and what it has to offer, during select Giants and A's baseball games on Comcast, radio and on billboards.

There had been criticism of the previous campaign that used animated characters and no actual pictures of Lake Tahoe. Some of the board members said it was time to change the visuals, the ad agency agreed and that's how the There Must be

Something in the Water campaign came about.

The LTVA is cognizant there may be concern using the tagline in light of the turmoil in Flint, Mich. Still, considering the purity of Tahoe's water and this being a gambling destination, the powers that be are confident the message will resonate with potential visitors.

While LTVA tends to support events more than stage them, the agency is involved in some of the bigger undertakings. The fireworks will be back on Fourth of July and the Sunday of Labor Day weekend. A vendor is being sought now.



Promoters hope Amgen cyclists won't be able to have a snowball fight like they did in 2011, when snow canceled

the local leg. Photo/Lisa J. Tolda

A huge chunk of time of being devoted to the Amgen Tour of California bike race that features the women starting and ending the first leg at Heavenly's California Lodge and the men ending stage 4 at the lodge. Both will be May 19. The women's can be seen online and the men's will be televised.

Much like the American Century Championship celebrity golf tournament in July, both cycling events will be opportunities to showcase the lake, especially with the women riding the 72 miles around it.

For viewers – in person or on a screen – it will also be a chance to see athletes who may be competing this summer in the Olympics.

The LTVA is also an integral part of the annual golf tournament at Edgewood Tahoe. Another seven-year contract was signed last year, so American Century and NBC are on board at least through 2022.

Something new this year that LTVA will be involved in is the restaurant week in September. Sample the Sierra, an event run by the Lake Tahoe South Shore Chamber of Commerce, is moving from Labor Day to mid-month and will now include a restaurant week.

While locally there has been a restaurant week in January to tie in with what California tourism officials do, it has not taken off. In large part this is because it's already a busy time of year.

"We felt that putting it with Sample the Sierra, it might help both of those events and create some synergy," Chaplin said.

A public relations campaign by Stateline's Weidinger Public Relations will complement the ads in trying to get media to write about the area and the events. Their efforts have also

been focused on a renaissance theme for the area – how the economy is improving and new venues are opening.