

Fun in the snow focus of LTVA winter ad campaign

By Kathryn Reed

STATELINE – Snow – and all the things one can do in it will be the thrust of the 2017-18 Lake Tahoe Visitors Authority ad blitz.

They will tie into the “there must be something in the water” mantra that started in summer 2016.

The board of directors this month were shown some of the visuals that will be used in the nearly \$400,000 campaign that launches the first week of December. Some are a bit whimsical with snowmen, others show actual skiing and casino scenes.

Duncan/Channon of San Francisco, the firm tasked with developing the ads and figuring out where to place them, had photographers shooting last winter. With the epic snowfall, it provided ample opportunity to highlight snow, snow and more snow.

Some ad banners are designed to run when it’s dumping here, with click-throughs going to webcams showing all that powder. Some are specific to various social media sites like Facebook. Others target those who will be flying here.

Skiing, snow play and night clubs are the primary activities that will be highlighted. Olympic references will be thrown in to capture that 2018 is a Winter Olympic year and the fact the South Shore is home to multiple Olympians.



Bob and Scarlett Hart prove even locals like to sled at Lake Tahoe. Photo/LTN file

Videos will have a huge presence. While in many ways they are just snippets of what the South Shore has to offer, they are designed to pique a traveler's interest.

Video is shot every two years, with this being the year to film. That video will be used next winter. The plan is to film snowboarding since skiers are in the current videos. Snowmobiling, nightlife and a polar plunge are other ideas. Drones were used for much of the current footage and will likely be used this time, too.

Many videos are 15 seconds. That's why visuals more than words are used to tell the story of the South Shore.

New this year is specific advertising to attract people here during spring break. That campaign has not been fully developed.

While Northern California is still where most people come

from, LTVA continues to tap into the Los Angeles and San Diego markets.