



Consumer Marketing Campaign 2012

Christopher Baum, President/CEO



**Reno, Sparks & North Lake Tahoe
can no longer market ourselves as a
gaming destination...as gambling is
available in 48 states today.**

***We need to think of ourselves in a
new way...***



RENO TAHOE USA Positioning Statement

Reno Tahoe USA is a friendly, four season resort destination - in a spectacular natural setting - that offers world class attractions, activities and events to excite the passion of almost anyone.





what's your passion?™



Outdoor Boards



what's your passion?[™]

RENO
★ TAHOE ★
USA

VisitRenoTahoe.com



what's your passion?[™]



VisitRenoTahoe.com

This advertisement features a man and a woman looking upwards. Above the man is a thought bubble containing a dune buggy. Above the woman is a thought bubble containing a person carrying several shopping bags. The background is a light blue gradient.



what's your passion?[™]



VisitRenoTahoe.com

This advertisement features a woman and a man looking upwards. Above the woman is a thought bubble containing a skier jumping. Above the man is a thought bubble containing a golfer in mid-swing on a green. The background is a light blue gradient.

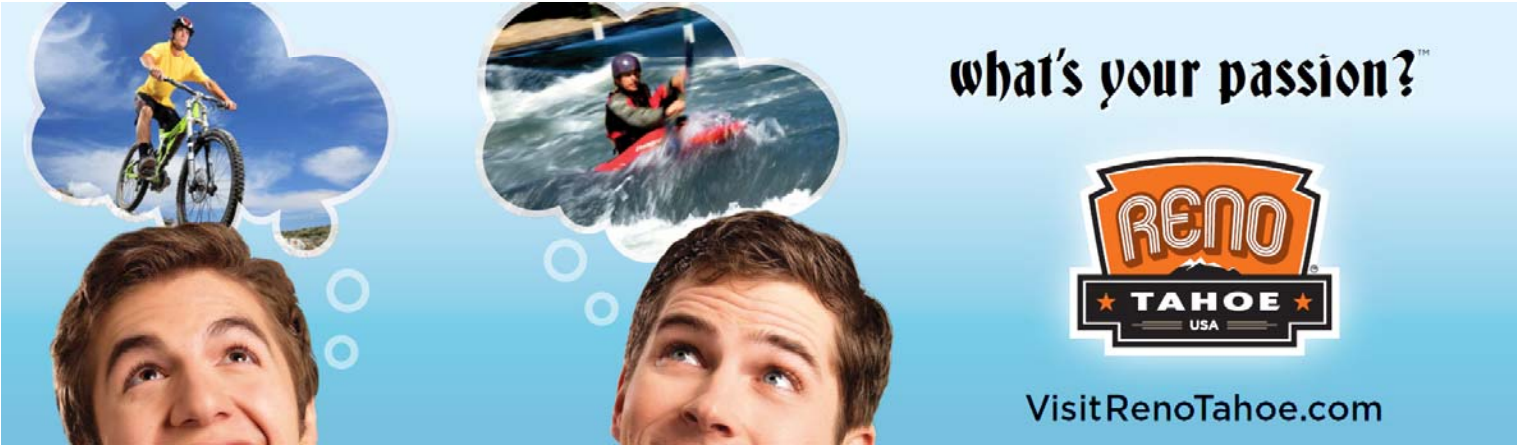


what's your passion?™




VisitRenoTahoe.com

This advertisement features a man and a woman looking upwards. Above the man is a thought bubble showing a person on a stand-up paddleboard on a lake. Above the woman is a thought bubble showing a person swimming in a pool. The Reno Tahoe USA logo is positioned to the right of the couple, and the website URL VisitRenoTahoe.com is at the bottom.



what's your passion?™



VisitRenoTahoe.com

This advertisement features two young men looking upwards. Above the man on the left is a thought bubble showing a person mountain biking. Above the man on the right is a thought bubble showing a person kayaking in white water. The Reno Tahoe USA logo is positioned to the right of the couple, and the website URL VisitRenoTahoe.com is at the bottom.



60 billboards throughout No. California

LEDs/Digital Boards

Bus Shelters

Static Boards

Bulletins

Eco Posters

Locations

San Francisco, Palo Alto, San Jose,
East Bay, Berkeley, Sacramento



Radio Spots

“The Rocker”



“Passionista”





Radio Stations

KCBS-AM	News/Talk
KLLC-FM	Hot Adult Contemporary
KMVQ-FM	Rhythmic Adult Contemporary
KOIT-FM	Soft Adult Contemporary
KFOG-FM	Sports/Talk
KTCT/KNBR-AM	Contemporary Hit Radio
KYLD-FM	Album Adult Alternative

Atlantis
CASINO RESORT SPA • RENO



**Passion
Escape
PACKAGE**

Book a two-night stay that includes a \$100 dining credit, plus a romantic world-class couples massage at Spa Atlantis.

Visit atlantiscasino.com/passion or call 800-723-6500 and use offer code APASSIONZ.



Visit RenoTahoe.com
what's your passion?

NUTRIÇÃO

Macadâmia

BENEFÍCIOS: rico em proteínas e fibras, como castanha, a macadâmia é rica em ácidos graxos monoinsaturados, possui polifenóis e carotenóides. Por isso, a macadâmia é considerada uma das melhores fontes de ômega 7, um ácido graxo essencial para o metabolismo. Além disso, possui antioxidantes naturais. Comestíveis sem necessidade de cozimento, a macadâmia, sua principal fonte de energia, contém 65% de gordura e 15% de proteínas.

Canola

BENEFÍCIOS: fonte de LPH e DHA, substâncias essenciais para a saúde do coração e do cérebro. Fontes ricas em antioxidantes. Possui ômega 3, ômega 6 e ômega 9.

Girassol

BENEFÍCIOS: rico em vitaminas E, B6 e B12, além de minerais como cálcio, zinco e magnésio. Possui ômega 6 e ômega 9. Possui antioxidantes e carotenóides. Possui ômega 6 e ômega 9.

Castanha-do-pará

BENEFÍCIOS: rico em proteínas, fibras e gorduras. Possui ômega 6 e ômega 9. Possui antioxidantes e carotenóides. Possui ômega 6 e ômega 9.

Coco

BENEFÍCIOS: rico em proteínas, fibras e gorduras. Possui ômega 6 e ômega 9. Possui antioxidantes e carotenóides. Possui ômega 6 e ômega 9.



Não jogue no lixo

QUEBRO VELHO NÃO FAZ MAL, SIMÕES A SUA SAÚDE MAS TAMBÉM AO AMBIENTE

Proteja o ambiente e evite desperdiçar. Não jogue lixo no lixo. Recicle o que pode ser reciclado. Não jogue lixo no lixo. Recicle o que pode ser reciclado.

what's your passion?™



Not far away is a place that's a world apart, a place where personal passions are played out days, nights and with every beat of the heart. It's Reno Tahoe USA, antidote to those stresses that leave us feeling as though life's sliding by. Kayaks cut through the middle of town, PGA-caliber courses stretch from deserts to lakes, and sophisticated spas speak to those in search of their inner pause buttons. It's where the fans of life gather for those games, festivals and events that remind us of the importance of a moment lived well. Today is precious and your passions are itching to play. Go on. What's your passion? Visit RenoTahoe.com.



Visit RenoTahoe.com

Full Page Ads

what's your passion?™





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VisitRenoTahoe.com

1/3 Page Co-op Partner Ad


PEPPERMILL
RESORT • SPA • CASINO • RENO



We share your passion.

From outdoor adventure to the ultimate ladies getaway, our packages are as unique as you are.

Visit www.PeppermillReno.com and book your passion package today.



RENO
TAHOE
USA

Visit RenoTahoe.com

what's your passion?™

JOHN ASCUAGA'S
Nugget



Passion for Being Pampered Package

- UPGRADE to Premier East Tower
- Breakfast
- 20% Off Spa, Salon & Gift Shop

Starting from
\$47.99
per night

To book, visit Janugget.com and use offer code ASRICHA



RENO
TAHOE
USA

Visit RenoTahoe.com

what's your passion?™

Atlantis
CASINO RESORT SPA • RENO



Passion Escape PACKAGE

Book a two-night stay that includes a \$100 dining credit, plus a romantic, world-class couples massage at Spa Atlantis.

Visit atlantiscasino.com/passion or call 800.723.6500 and use offer code APASSION2.

Restrictions apply.



RENO
TAHOE
USA

Visit RenoTahoe.com

what's your passion?™



Magazines

Sunset

VIA Magazine

San Francisco Magazine

Sacramento Magazine

Spirit - Southwest Airlines



Online Banner Ads



Display Ads

Networks using Behavioral
& Contextual Targeting
Keyword Campaigns
Facebook Fan Pages
Twitter Promotions
Pinterest

Reno Tahoe Website

The screenshot shows the Reno Tahoe website homepage. At the top, there is a navigation bar with links for FACILITIES, TOURISM SALES, ABOUT THE RSCVA, MEDIA, and a search bar. Below this is a secondary menu with links for HOTELS, EVENTS, DINING, NIGHTLIFE, CASINOS, ACTIVITIES, SHOPPING, and GOLF/SKI. The main content area features a large scenic image of a lake and mountains, with a 'MEETINGS' link overlaid. To the right is a promotional banner for 'what's your passion?' with a woman's face and a 'LEARN MORE!' button. Below the banner is a weather widget for Reno | Lake Tahoe showing 57 degrees and an extended forecast. A horizontal menu contains buttons for EVENTS, PLAY, STAY, and EAT. Below this is a 'THIS WEEK IN RENO TAHOE' section listing events for Mar 14 (Blake Shelton), Mar 16 (Peter Frampton), Mar 16 - Mar 18 (Broadway Comes to Reno - Rain, A Tribute to the...), and Mar 16 - Mar 18 (FREERIDE FLOW FESTIVAL). A 'VIEW ALL EVENTS' button is at the bottom of this list. To the right of the event list is a featured event for Blake Shelton on March 14, with a '1 / 5' indicator and navigation arrows. Further right is a 'coupons' section with a list of categories: Attractions, Casino, Events, FREE, Hotels, Restaurants, Ski, and Spas & Salons, and a 'view all coupons' link. At the bottom right is a 'GET CONNECTED' section with social media icons for twitter, facebook, flickr, and YouTube. Social sharing buttons for ShareThis, Tweet, Like, and +1 are also visible.

FACILITIES TOURISM SALES ABOUT THE RSCVA MEDIA SEARCH THE SITE GO

HOTELS EVENTS DINING NIGHTLIFE CASINOS ACTIVITIES SHOPPING GOLF/SKI

RENO TAHOE USA

MEETINGS

what's your passion?[™]
Book Your Package Today!
Golf, Spa, Events, Entertainment,
Ski, Dining & More.

LEARN MORE!

weather 57° RENO | LAKE TAHOE
EXTENDED FORECAST

EVENTS PLAY STAY EAT

ShareThis Tweet Like 267 +1

THIS WEEK IN RENO TAHOE

Mar 14
Blake Shelton

Mar 16
Peter Frampton

Mar 16 - Mar 18
**Broadway Comes to Reno -
Rain, A Tribute to the...**

Mar 16 - Mar 18
FREERIDE FLOW FESTIVAL

VIEW ALL EVENTS

Blake Shelton
1 / 5

coupons

- Attractions
- Casino
- Events
- FREE
- Hotels
- Restaurants
- Ski
- Spas & Salons

view all coupons

GET CONNECTED

twitter facebook flickr YouTube

Passion Packages Landing Page



FACILITIES TOURISM SALES ABOUT THE RSCVA MEDIA SEARCH THE SITE GO

HOTELS EVENTS DINING NIGHTLIFE CASINOS ACTIVITIES SHOPPING GOLF/SKI MEETINGS

what's your passion?™



weather 48° RENO | LAKE TAHOE EXTENDED FORECAST

ShareThis Tweet Like +1

RENO TAHOE USA PASSION PACKAGES

There's a place not far off yet world's away, a place where personal passions are played out every day and every night.

Reno Tahoe USA is a place where kayaks and climbing walls share the same stage as casinos and cabarets. It's where PGA-caliber courses stretch from high deserts to stunning lakes and where world-class spas call out to those in search of simpler pleasures. It's where life's fans gather for those games, festivals and events that remind us of the importance of a moment lived well.


It's where passions thrive at every point of the compass. Reno Tahoe. What's your passion?



ATLANTIS CASINO RESORT SPA

Embrace all your passions at Atlantis Casino Resort Spa with packages just for you. Atlantis is located in the heart of South Reno's restaurant, entertainment and shopping district. The newly-designed resort combines luxury and comfort for the ultimate getaway experience.


SEE HOTEL PASSION PACKAGES



CIRCUS CIRCUS RENO

In the heart of Downtown Reno, Circus Circus delivers world-class hospitality alongside a fun and memorable experience. In addition to newly restyled and spacious rooms, six unique dining venues, spectacular free circus shows and entertainment for all ages, Circus Circus is passionate about delivering fearless acts of hospitality.

SEE HOTEL PASSION PACKAGES



JOHN ASCUAGA'S NUGGET CASINO RESORT

With its stellar record in guest services, this perennial favorite is a master at delivering quality. You'll find a variety of wallet-friendly packages that include room upgrades, breakfast and discounts at the spa and salon.

SEE HOTEL PASSION PACKAGES



Local Presence

Reno Tahoe Airport

National Bowling Stadium

Reno Sparks Convention Center

Reno Sparks Livestock Events Center

Reno Events Center





what's your passion?™

