
TASK.

Create a campaign based on specified attraction (pg. 1)

DELIVERABLES.

Creative Strategy Statement

Print Ad

KICKER.

Had to be completed in a 2 hour final exam period

Sleeping Bear Dunes National Lakeshore

near Traverse City, Michigan

Sleeping Bear Dunes National Lakeshore is a United States National Lakeshore located along the northwest coast of the Lower Peninsula of Michigan in Leelanau County and Benzie County. The park covers a 35-mile (60-km) stretch of Lake Michigan's eastern coastline, as well as North and South Manitou Islands. This northern Michigan park was established primarily because of its outstanding natural features, including forests, beaches, dune formations, and ancient glacial phenomena. The Lakeshore also contains many cultural features including the 1871 South Manitou Island Lighthouse, three former Life-Saving Service/Coast Guard Stations and an extensive rural historic farm district.

The park is named after a Chippewa legend of the sleeping bear. According to the legend, an enormous forest fire on the western shore of Lake Michigan drove a mother bear and her two cubs into the lake for shelter, determined to reach the opposite shore. After many miles of swimming, the two cubs lagged behind. When the mother bear reached the shore, she waited on the top of a high bluff. The exhausted cubs drowned in the lake, but the mother bear stayed and waited in hopes that her cubs would finally appear. Impressed by the mother bear's determination and faith, the Great Spirit created two islands (North and South Manitou Island) to commemorate the cubs, and the winds buried the sleeping bear under the sands of the dunes where she waits to this day. The "bear" was a small tree-covered knoll at the top edge of the bluff that, from the water, had the appearance of a sleeping bear. Wind and erosion have caused the "bear" to be greatly reduced in size over the years. Today only a small remnant remains. In 2011, the park was named by ABC's Good Morning America as the "Most Beautiful Place in America."



Creative Strategy Statement

Ads will target busy working fathers with one or more children and establish Sleeping Bear Dunes as the best place to make memories with their children. An emphasis on memories made without extensive planning will convince them.

Advertising Plan

Key Fact: A survey by Pew Research group showed that 50% of fathers working full time feel that they don't spend enough time with their kids.

Advertising Problem: Fathers don't often take advantage of the opportunity of spending one-on-one time with their children out of the household. After an overwhelming week, they think planning a vacation is too difficult and time consuming.

Advertising Objective: To illustrate Sleeping Bear Dunes an all-in-one destination (with an abundance of plan-free activities), making it an ideal vacation spot to make memories effortlessly.

Target Consumers: 35 to 50, fathers of one or more children, work full time, miss out on memory making moments with children (can't attend school functions, sports league games, etc.), 99 Live-rs.

Competition: Disney, Universal, Family-friendly resorts like Great Wolf, notable national parks such as Yosemite

Key Consumer Benefit: Fathers who choose to spend time with their children at Sleeping Bear Dunes will have a stress-free experience full of activities to take part in and memories to be made.

Support: The prospect of children becoming adolescents and even adults may seem distant for some parents, but opportunities to spend quality time can be few and far between. For the average father, the youth of his children may appear to go by in a flash. Working an average of 45.6 hours a week (according to Pew Research), in addition to commuting, completing household chores and getting much needed sleep, many opportunities to make lifelong memories go by unseized. Working fathers recognize the struggle to prioritize their children, as 52% say it is difficult to balance work and family (according to Pew Research). As having a career is necessary to support one's family, the solution is to maximize opportunities to "get away." National TV, radio, outdoor, newspaper (general and business section), magazines (trade and business).

Tone Statement: Realistic, light hearted, timely

Mandatories and Limitations: Logo, slogan

<https://www.pewsocialtrends.org/2015/11/04/raising-kids-and-running-a-household-how-working-parents-share-the-load/>

<https://www.pewsocialtrends.org/2013/03/14/chapter-6-time-in-work-and-leisure-patterns-by-gender-and-family-structure/>

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SLEEPING BEAR DUNES

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