



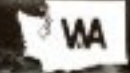
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TIME AND  
SPACE  
REMINDE  
US WE'RE  
ALL JUST  
TRAVELERS HERE.

#TRUE<sup>TO</sup>NATURE



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EXPLORE RESPONSIBLY

**SLEEP-  
WALKING  
THROUGH  
LIFE IS  
NOT AN  
OPTION HERE.  
FOR OBVIOUS REASONS.**

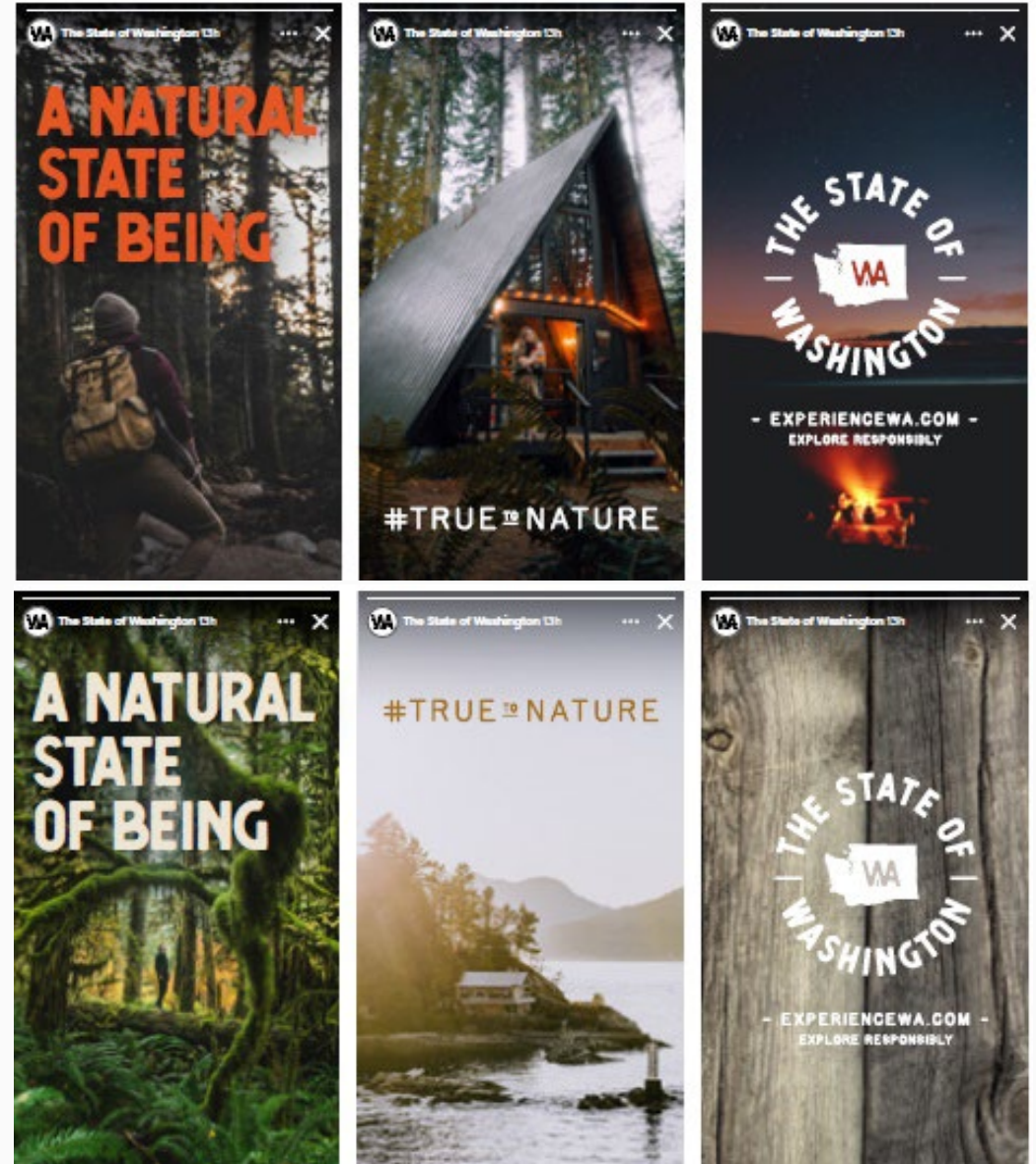
#TRUE<sup>TO</sup> NATURE



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# #TRUE<sup>to</sup> NATURE

- INITIAL MEDIA FLIGHT  
01/04/2022 – 04/30/2022
- TARGET CONSUMER  
The Pathfinder (loves travel, open minded, active, interested in both urban and rural experiences\* based on previous persona research)
- TARGET MARKETS  
Vancouver B.C.\*, WA, OR, CA (SF, Palm Springs, Chico, Eureka, Santa Barbara), MT, ID, CO, AZ  
\*Pending travel guidance
- CHANNELS  
Broadcast + connected TV, Digital, social



# SAMPLE DIGITAL

**YOU DON'T  
HAVE TO  
BE LOST TO  
FIND YOURSELF.**



#TRUE <sup>25</sup> NATURE

LEARN MORE

**NO WRONG  
PATHS, ONLY  
DIFFERENT  
ONES.**



#TRUE <sup>25</sup> NATURE

LEARN MORE

**AN ITINERARY  
DIDN'T FIT  
INTO OUR  
ITINERARY.**



#TRUE <sup>25</sup> NATURE

LEARN MORE