

Group 3: Triple Scoop Media - Lily Garski, Sara Kulesza, Cooper Haynes

Agency Name: **TripLe SCoop Media**

We named our agency TripLe SCoop Media because it creatively and seamlessly combines our names while reflecting our love for a good sweet treat! The "Triple" can be read as "Trip L" for Lily, while "SCoop" combines Sara and Cooper, forming "TripLe SCoop."

U.S. tourist destination: **Door County, Wisconsin**

Research

1. <https://www.doorcounty.com/>
 - a. Door County offers a wide variety of activities that are special and unique to the location. Destination Door County provides a list of the top 50 attractions. The number one activity to do in Door County is cherry-picking. Door County has multiple farms and farmers' markets offering this service where tourists can pick up all cherry-related products. This website even has a cherry blossom report to track the best weekend to plan your visit.
2. <https://www.co.door.wi.gov/DocumentCenter/View/8753/Door-County-Economic-Impact-of-Secondary-Residents>
 - a. Door County has many secondary residents. This report states that over 9,570 seasonal units house these secondary residents for an average of 110 days out of the year. These secondary residents put \$110 million into the economy every year.
3. **Mark Frink**, Park Ridge, IL. The family's second home is located in Door County.
 - a. Door County is one of my favorite places—my second home. You never run out of things to do! If you love nature, you can go ziplining, parasailing, boating, and swimming. We also love to hunt and ice skate in the colder months. If you're looking for a family-friendly vacation, there are plenty of exciting activities like mini golf, go-karting, and countless water adventures. The locals are incredibly kind and always happy to help, whether you need dinner recommendations, suggestions on where to get firewood, or anything else!
4. **Lily Garski**, Cary, IL. Family reunion located in Door County, 2019.
 - a. Door County was such a fun place to visit with my family. We stayed at a hotel that looked like a cabin! Some of my favorite activities included cherry picking and hiking in Sister Bay. The lake and the surrounding areas are beautiful, the restaurants are delicious and the overall ambiance is amazing. It's the perfect family vacation spot. I would love to go back one day.
5. <https://www.travelwisconsin.com/state-parks-forests/peninsula-state-park-204232>
 - a. Peninsula State Park is a popular attraction in Door County. The website details the park "offers a wide range of attractions, including over 460 campsites, three group camps, a summer theater, an 18-hole golf course, a sand beach, bike trails, a lighthouse, and eight miles of Door County shoreline." This is known as Wisconsin's most complete park and is a huge attraction to Door County.

6. <https://www.instagram.com/capturedoorcounty/?hl=en>
 - a. The Instagram page @capturedoorcounty features photos of the natural sites of Door County. Visitors and residents can tag the account or include #capturedoorcounty on their posts to be featured on the Instagram page. The bio of the Instagram page is “Door County’s most natural, beautiful wonders”. The most recent post is an image of icicles hanging from a tree with the lake in the background from Newport State Park.
7. <https://helldoorcounty.com/#dining>
 - a. Door County offers a variety of dining options, with popular attractions including Friday Fish Fry, Supper Clubs, and Fish Boils. *Hello Door County* provides lists of the top restaurants for these dining experiences.

Key Insight

Travelers seek peaceful and authentic escapes. Door County offers stunning landscapes, waterfront activities, charming restaurants, and year-round outdoor activities in a cozy lakefront atmosphere.

Creative Brief

Client

- Door County, Wisconsin

Goals

- Increase visits by 15% this year

Target Audience

- Demographics:
 - Midwest residents, Middle to Upper-middle-income, Families
- Psychographics:
 - Nature/outdoor adventurers, weekend travelers, food and wine lovers, relaxation seekers, and lake enthusiasts

Insight

Travelers seek peaceful and authentic escapes, which Door County provides with year-round outdoor activities across stunning landscapes.

Main Message

“Escape to Door County, where nature, adventure, and charm come together to create the perfect getaway for you, your family, and your friends.”

Tone of Voice

- Warm
- Nostalgic
- Authentic
- Inviting
- Adventurous

Call to Action

“Plan your Door County adventure today! Discover your perfect getaway at
[https://www.doorcounty.com/”](https://www.doorcounty.com/)

Mandatories

- Visuals (lighthouse/Small-Town/Charm/Nature)
- Highlight all season activities
- Include the tourism website link
- Maintain the inclusive family-friendly appeal
- Include the “Destination Door County” main logo OR the smaller “DC” logo



Ad 1:

EXPLORE
PENINSULA
STATE PARK

“Close to Home, Far from Ordinary”

Hike, bike, ski, golf and more with the whole family at Peninsula State Park! There is something for everyone at Wisconsin's third largest state park!

Plan your Door County adventure today! Discover your perfect getaway at <https://www.doorcounty.com/>

Ad 2:



Al Johnson's
Swedish Restaurant & Butik

DESTINATION
DOOR
COUNTY

“Close to Home, Far from Ordinary”



Experience goats on the roof and flavor on your plate at Al Johnson's! Bring the whole family for delicious food, charming gifts, and a view by the water. With fun drinks, kid-friendly eats, and real goats grazing overhead, it's a Door County must-see.

Plan your Door County adventure today! Discover your perfect getaway at <https://www.doorcounty.com/>

Ad 3:

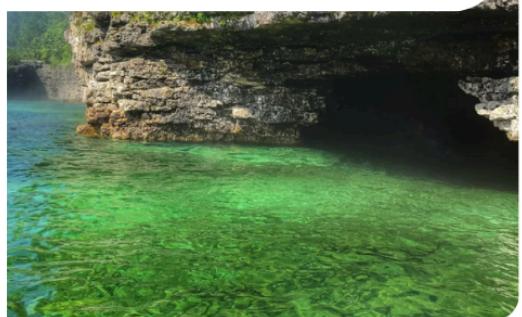
TAKE A KAYAK TOUR!



**“Close to Home,
Far from Ordinary”**



Take a Kayak Tour around some of Door County's infamous water locations! Whether you're exploring at Cave Point, cliff jumping beyond Whitefish Dunes, or marveling at the Death's Door bluffs, you'll find beautiful sights and sounds for everyone to enjoy!



Plan your Door County adventure today! Discover your perfect getaway at <https://www.doorcounty.com/>

Concept Description: Our main idea centers around the fact that at Door County, you don't need to travel far to have unique, unforgettable experiences. Each of our ads highlight a unique selling point of Door County that you can't get elsewhere, while also subtly showcasing our Midwestern family-oriented target audience in our tagline and imagery.

5 Runner-Up Taglines:

1. "An escape for all"
2. "Escape to Door County"
3. "Explore with us"
4. "Start your adventure in Door County"
5. "A local adventure"