

CREATIVE BRIEF

1 / CLIENT -

Joshua Tree Park is located in southern California, with roughly 800,000 acres of Mystical beauty. The park is known for the bristled joshua trees and cactuses. The park offers many adventures such as hiking, climbing, stargazing and more. **Levi's** are an American clothing brand known for their denim jeans since 1853. With over 500 stores world wide, Levi's are one of the largest brand-named apparel companies in the world.

2 / OBJECTIVES

To promote Joshua Tree National Park to build brand awareness and overall increase the number of visitors in 2023.

3 / TARGET AUDIENCE

Our target audience are individuals born between 1946 and 1964, also known as baby boomers. With 73 million boomers located in the States, they are considered a large population due to a 'baby boom' in result of WW2. (Clarke, 2022) This generation are independent, have a strong work ethic, self assured and are competitive (Barge, n.d.). They have an interest in politics, the community and enjoy challenging their youthful self (Lawrence, 2021). During their down time, boomers are family oriented and enjoy making memories and living life to the fullest. National Parks allow these adventurous individuals to explore with their loved ones and families during free time.

4 / CURRENT MINDSET

The current mindset of baby boomers is that they want to make memories through new experiences. Boomers respect companies with an authentic and adventurous spirit. Boomers are at a point in life where they are ready to use the money they have saved up to travel.

5 / DESIRED MINDSET We want our audience to think of the Joshua Tree National park as a place to adventure life, to experience the outdoors and to discover passions (Joshua Tree National Park Association, N.D.). We want our audience to think that Levi's jeans are the ideal match for the outdoor adventure at Joshua Tree National Park. We want the audience to understand that Levi's products support the outdoor experiences of life that boomers desire.

6 / BIG IDEA/CONCEPT

Baby boomers value the experience of life in a youthful spirit. Levis brand motto is that you wear other jeans, and live in Levis. The Joshua Tree National Park offers fulfilling adventures.

7 / SUPPORTING EVIDENCE The Joshua Tree National park provides visitors with a lively outdoor experience with lots to see and do. (SOURCE) Levi's jeans are durable, quality, and designed for optimal, timeless function. Levi's is a company that encourages its consumers to get outside and experience what life has to offer to the fullest (SOURCE). According to Business Intelligence group, Baby boomers are independent, have a strong work ethic, are self assured, and competitive (Barge, n.d.) They also enjoy channelling their youthful self (Lawrence, 2021).

8 / KEY EMOTION OR TONE

Optimistic, nostalgic, adventurous, content

9 / COMPETITION -

Activities that are competitive for baby boomers attention involve music concerts. Baby boomers love to attend nostalgic, favorite bands of theirs with friends as a social activity. Their specific competition would be music venues or live concerts. (Spoon, n.d) Additionally, independence and innovation lead them to do more activities on their own, such as home improvement. (Spoon, n.d) To keep themselves busy during free time, baby boomers enjoy the challenge of upgrading their homes. This can be through interior brands or by individual.

On the other hand, vacations are important for baby boomers to enjoy some downtime. (Spoon, n.d) Typically boomers enjoy shorter, domestic flights as they are more accessible. A location like Florida is a popular destination for boomers to travel to domestically and relax. Beach hotels and resorts would be a competition to National Park Services.

Lastly, baby boomers focus on being healthy and active to tackle any potential health struggles. Fitness activities such as swimming, gyms or classes are in popular demand when boomers want to stay busy during their free time. (Spoon, n.d)

10 / CREATIVE GUIDELINES

NPS logo for profiles

ANNOTATED RESEARCH

1 / RESEARCH ABOUT BRAND / PRODUCT

The mission of the National Park Service is to preserve the natural and cultural resources and values of the National Park System to inspire, educate and provide enjoyment for its visitors and future generations. They also work with other partners to extend the parks benefits throughout the country and the world (U.S. Department, N.D.). The park system includes over 400 different areas that cover every state and other US territories; the areas include national parks, battlefields, military parks, monuments, scenic rivers and trails, and more. The Department of the Interior oversees the National Park Service.

Joshua Tree National Park consists of two desert ecosystems, the Mojave and the Colorado; it is located in southern California. The desert is covered with Joshua Trees; they are twisted, spiky trees that look "straight out of a Dr. Seuss book" and are essential to the surrounding ecosystem. In the spring, the unique trees can sprout clusters of white-green flowers (Joshua Tree, N.D.). The unique scenery, beautiful sunrises and sunsets, starry nights, wide open roads, surreal hiking trails, camping opportunities and the easy access to Coachella Valley and Palm Springs make this National Park a great place to venture to (Connor, 2017).

Levi Strauss and Co. is one of the oldest fashion brands that still remains relevant with all different subsets of today's consumers. The brand significantly grew during the California gold rush, and they became worn in "the rough-and-tumble ranches and mines of the West" (Industries, 2022). Levi's jeans are known for their durability, quality, originality, authenticity and honesty. They market by using a mix-up of geographic, demographic and segmentation strategies so they can build different types of offerings for their vast market (Shastri, 2022). They have stayed relevant by playing off the duality of old and new, adapting to contemporary culture, and use branding that distinguishes them from others; for example, by adding a small red tag to the back pocket of their jeans, using heavy metal rivets, signature stitching, and utilizing their recognizable red logo that evolves yet still maintains its original concept over the years (Industries, 2022).

2 / RESEARCH ABOUT TARGET AUDIENCE

The term Baby Boomers is used to describe people born between 1946 and 1964, and they make up a large portion of the population. There are estimated to be 73 million baby boomers in the United States ("Baby Boomer," 2022). The baby boomers emerged as a result of a huge "baby boom" after World War II ("Baby Boomer," 2022). Although baby boomers are aging, they still have plenty economic power ("Baby Boomer," 2022).

According to Business Intelligence group, Baby boomers are independent, have a strong work ethic, are self assured, and competitive (Barge, n.d.) They are interested in politics and community and enjoy channelling their youthful self (Lawrence, 2021).

Baby boomers are most active on Youtube, Facebook, and Pinterest, with a significant portion also having an Instagram and Twitter Account (Yaqub, 2022). One research study said that the influx of baby boomers on social media can be credited to the COVID-19 pandemic and increased loneliness (Sheldon et al., 2021). The same study found that baby boomers use social media for entertainment and diversion as well. Overall, 82.3% of baby boomers have at least one social media account, which is notable because of their late adoption of social media as a whole (Yaqub, 2022).

Something interesting about baby boomers is that they were the first generation to grow up with the "blue jean," and many jean companies target a lot of their marketing to baby boomers for that reason (Jones, 2010).

3 / RESEARCH ABOUT MEDIUM

Digital social media advertising is a way for consumers to stay connected worldwide in an effective and impactful way (Baker, N.D.). Billions of people are users of social media and consume daily. Digital marketing is an invaluable technique for companies and marketers to build brand awareness, reach a targeted audience, allow for community engagement, and increase sales (Baker, N.D.). Its undoubtedly a powerful industry tool that reaches consumers all over the world in an easy way (Hootsuite Academy, N.D.).

Social media activity in the modern day world is at the basis of many agencies strategies (Chawla Y., & Chodak, G., 2021). Its algorithms and ability for customer interaction allows for brands to reach goals and niche audiences. For a unique brand partnership like the Joshua Tree National Park and Levi's, platforms like Facebook or Instagram provide marketers with meaningful communication among groups of common interests and even communities (Chen, 2022).

Facebook, Instagram, Twitter, and Pinterest are the best platforms to reach the baby boomers in ways of deep consumer connection (Baker, N.D.). Digital social media advertising is a strong way for marketers to also engage proactively, drive higher brand awareness, and increase profits and sales (Hootsuite Academy, N.D.).

CONCEPT DESCRIPTION

Baby boomers are independent and self assured. As they get older, the generation's values of the experience of life and youthfulness heightens. It is important to them to reconnect with their roots and channel their youthful spirits and sense of adventure. The Joshua Tree National Park provides this outlet in an intentional way. With an array of activities to participate in, baby boomers have the opportunity to go camping, hiking, rock climbing, take specialized nature classes and more. Levi's is a company that encourages consumers to get outside and experience life to the fullest. The brand's tagline is "You can wear other jeans, but you live in Levis." Levi's denim jeans are unique in leisure and have are limitless in activity.

Joshua Tree National Park and Levi's understand the importance of creating new memories in a familiar way, connecting to one's roots, the venturous self and to nature. The two brands are collaborating to create a memorable experience by offering a free, curated trip to Joshua National Park for one lucky winner and a friend. With a simple yet imaginative contest, baby boomers can engage online, channel creativity, and imagine the outdoor adventure of a lifetime. With lots of spare time on their hands, baby boomers will DM and post a picture of their DIY back pocket design. The contest will be held on facebook where baby boomers are most present online.

INSPIRATION/SKETCHES/ROUGHS

<https://app.mural.co/invitation/mural/jmusmad0236/1667409327115?sender=udc86ef2bf14f18932d7c2767&key=71c fb468-e5f8-4b30-aa9d-4f33e37e0663>

Final Creative


Facebook

LEVI'S is at Joshua Tree National Park. 2m

You heard it here first! Levi's and Joshua Tree National Park are collaborating to bring you all Back To The Basics!

Do you remember searching through piles of jeans to find the coolest back pocket design? Well, now it's your turn to design a back pocket using Joshua Tree National Park's beautiful scenery. You can embroider a design, paint a design, or electronically design a back pocket. It really is up to you! We just ask that you both post your favorite design to Facebook using #JoshuaXLevi's and DM us a photo on Facebook!

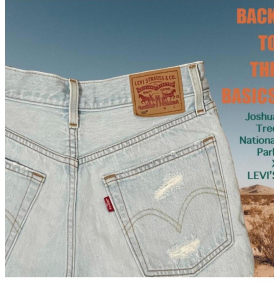
Whoever has the best and most creative back pocket will win you and a friend a personally curated trip to Joshua Tree National Park!



Like Comment Send

Do you remember searching through piles of jeans to find the coolest back pocket design? Well, now it's your turn to design a back pocket using Joshua Tree National Park's beautiful scenery. You can embroider a design, paint a design, or electronically design a back pocket. It really is up to you! We just ask that you both post your favorite design to Facebook using #JoshuaXLevi's and DM us a photo on Facebook!

Whoever has the best and most creative back pocket will win you and a friend a personally curated trip to Joshua Tree National Park!

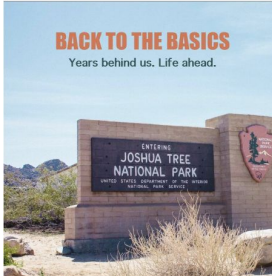


Like Comment Send

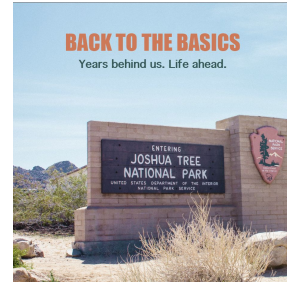
LEVI'S is at Joshua Tree National Park. Just now

Did you hear the rumor that Joshua Tree National Park and Levi's are collaborating? Well... it's true! And guess what... You can enter a back pocket design contest to win a curated trip to Joshua Tree National Park. What is a curated trip you may ask? Well, click the link to see some options on how you can spend your time at Joshua Tree National Park. Comment what activity sparks your interest and check out our other Facebook post for details on the contest.

<https://www.joshuatree.org/desert-institute/field-classes.html>



Like Comment Send



Instagram


joshuatreenationalpark FOLLOW



580 likes

What's on your back pocket? Comment your best idea below! #contest #joshuatreelevis

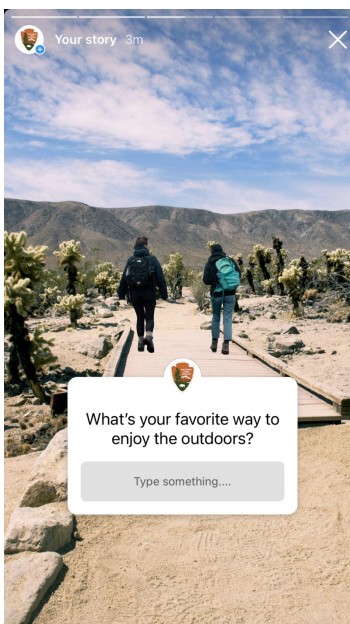
joshuatreenationalpark FOLLOW



580 likes

What's on your back pocket? Comment your best idea below! #contest #joshuatreelevis

Your story 3m



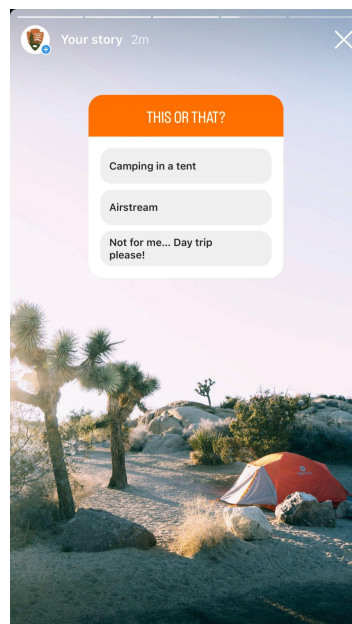
What's your favorite way to enjoy the outdoors?

Type something...

Your story 2m

THIS OR THAT?

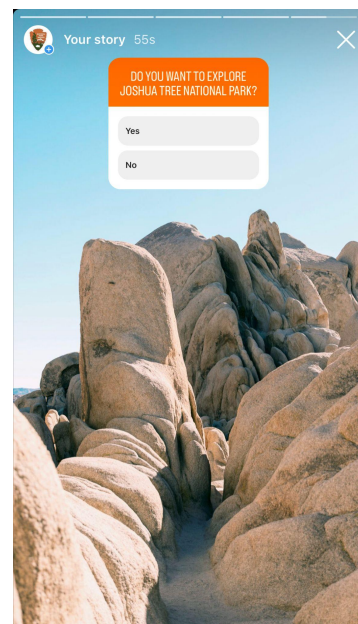
- Camping in a tent
- Airstream
- Not for me... Day trip please!



Your story 55s

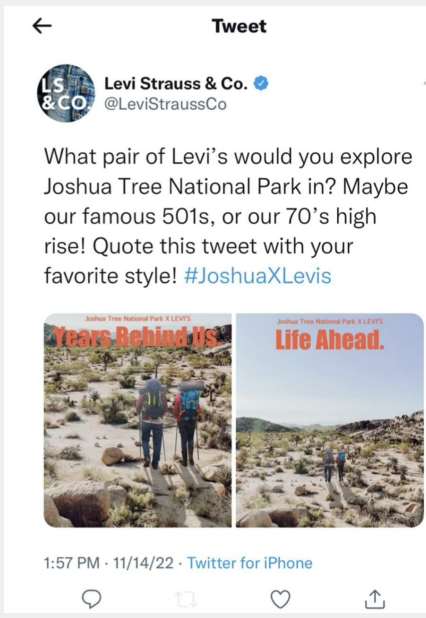
DO YOU WANT TO EXPLORE JOSHUA TREE NATIONAL PARK?

- Yes
- No

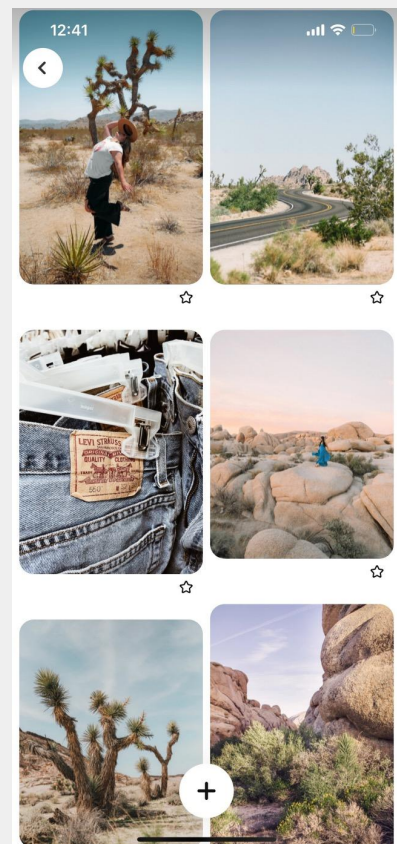
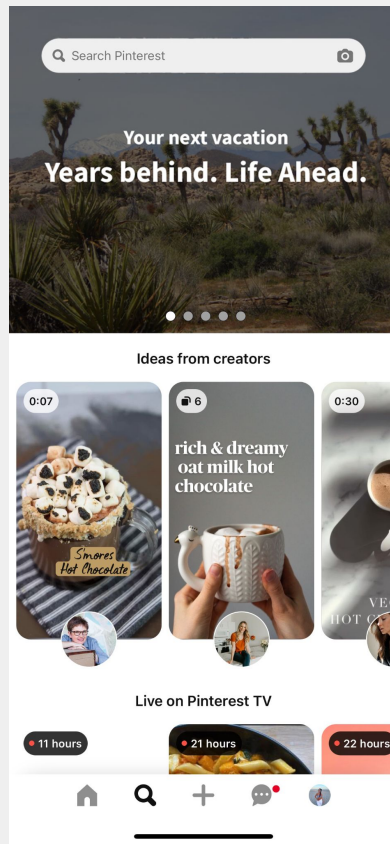
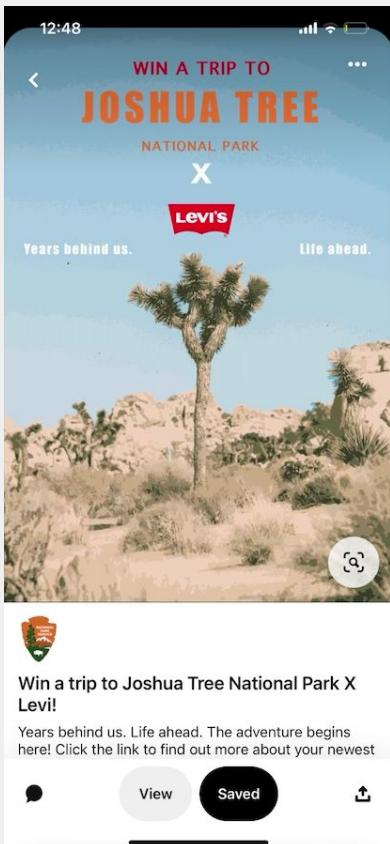


Final Creative

Twitter



Pinterest



RATIONALE

1 / Creative Rationale

The tone we embraced to approach our creative campaign was adventurous and inviting. We highlighted the beautiful landscape and natural components of the national park with the active and free-spirited consumers of Levi's jeans. We kept our copy simple and to the point across our campaign in order for the images to shine through. Since our target audience was baby boomers, we chose a contest that would be appealing to them. The whole idea of creating a cool back pocket design brings a nostalgic feeling to the campaign and will spark the interest of baby boomers.

We chose the typefaces impact and thumbatri with varying weights for our campaign. The typefaces are eye-catching, friendly, and inspired by other national park posters. It was important to find a fonts with strong legibility, especially on top of detailed photographic imagery. The palette consisted of bright yet muted oranges, subtle greens, tans, and sky-colored blues. In the creation of our campaign, we studied images of the park with elements like cacti, joshua trees, and sunsets to inspire our campaign palette. Throughout the digital campaign, we remained unified with a serene aesthetic approach.

In order to maximize engagement, we included surveys and prompted the audience to comment and share. We also connected some of our ads by linking to the Facebook post that announces the contest. We were intentional with the questions we asked to facilitate consumer excitement and interaction.

2 / Media Rationale

For our digital interactive advertising campaign, we chose to use Facebook, Instagram, Pinterest and Twitter. We felt as though we would get the most engagement out of these platforms because user research suggests Boomers use these social media outlets the most frequent, especially compared to other platforms that are more popular among younger generations ("What Social Media," 2022).

Out of today's most popular social media platforms, Facebook is the most popular site amongst Boomers; research suggests that 78% of Baby Boomers use the app today. They use it more than any other generation ("What Social Media," 2022). An important reason they maintain a presence on the app is to stay in touch with old friends and family, and to share lots of pictures of what they are up to; significantly more than other generations as well (Phillips, 2018). For this reason, we believe that Facebook is the perfect platform to facilitate the contest on; Baby Boomers use it the most, and users can share pictures of their designs as well as spread the word about the contest itself.

Instagram, Pinterest and Twitter are also in the top six most used social media platforms amongst Baby Boomers, along with LinkedIn and Youtube ("What Social Media," 2022). However, we wanted to use social media apps that had provided the best features for showing pictures of Levi's and the Joshua Tree National Park scenery; so, we decided to use these platforms instead of others because they are more based in imagery and sharing and/or reposting, and have suitable platforms for advertising content. The retweeting and quoting a tweet aspect of Twitter allows for users to engage and spread word of the contest, as well as the sharing and reposting aspects of Facebook and Instagram. Instagram also helps generate user engagement with its story features, like polls and open-ended question boxes. Pinterest's features allow users to gain knowledge about the contest, but in a way that is fun; users can browse boards of scenic and artsy pictures of Joshua Tree National Park and Levi's jeans, which is not only entertaining in itself, but also draws attention to the advertisement.

MEDIA CITATION



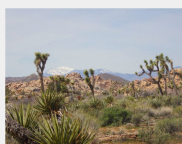
(N.D.). (2021). brown sand under blue sky daytime photo. (JPG). <https://unsplash.com/photos/VfuJpt81JZo>



(N.D.) (2020). Brown and black wooden signage photo. (JPG). https://unsplash.com/photos/wPv_scL-iQg



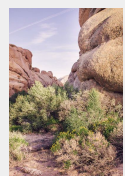
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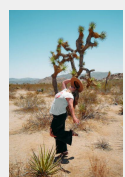
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Davis, Spencer. "Photo by Spencerdavis on Unsplash.", 7 Sept. 2021, unsplash.com/photos/OOwQdf4rUfl



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Riabinina, Lisha. (No date) No title. JPG. <https://unsplash.com/@weekendtripcreator>



Lee, James. (No date) No title. JPG. <https://unsplash.com/@picsbyjameslee>



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