

## **69<sup>th</sup> Annual Advertising Club of CT Awards Show**

### **Project Description: COT Make It Here Campaign**

The state launched a new brand and theme for the state of Connecticut, Make It Here, signaling to our culture of dreamers, doers, and makers, that you can make it here...make a jet engine, make a family, make a successful career, make a great life.

But why have an entirely different message for your tourism brand? So we took the new state theme and made it work for the tourism message, keeping the elements of the prior campaign that research identified as impactful; lots of quick cuts, vibrant color, high energy, and a whole lot to see and do.

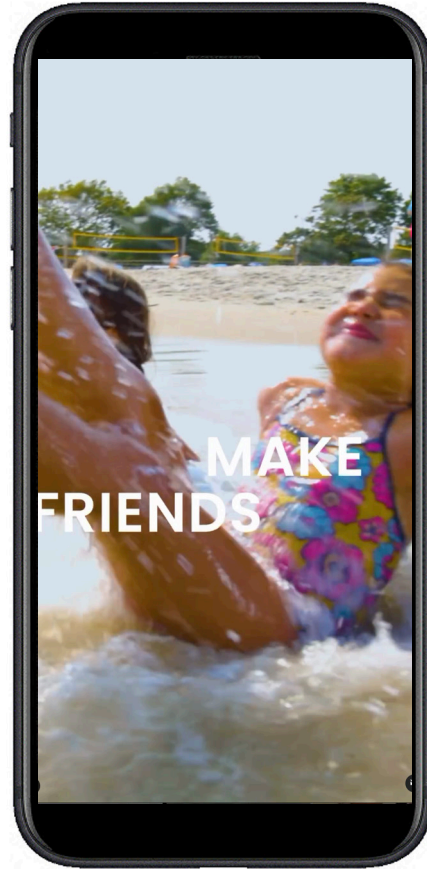
## Social - Videos



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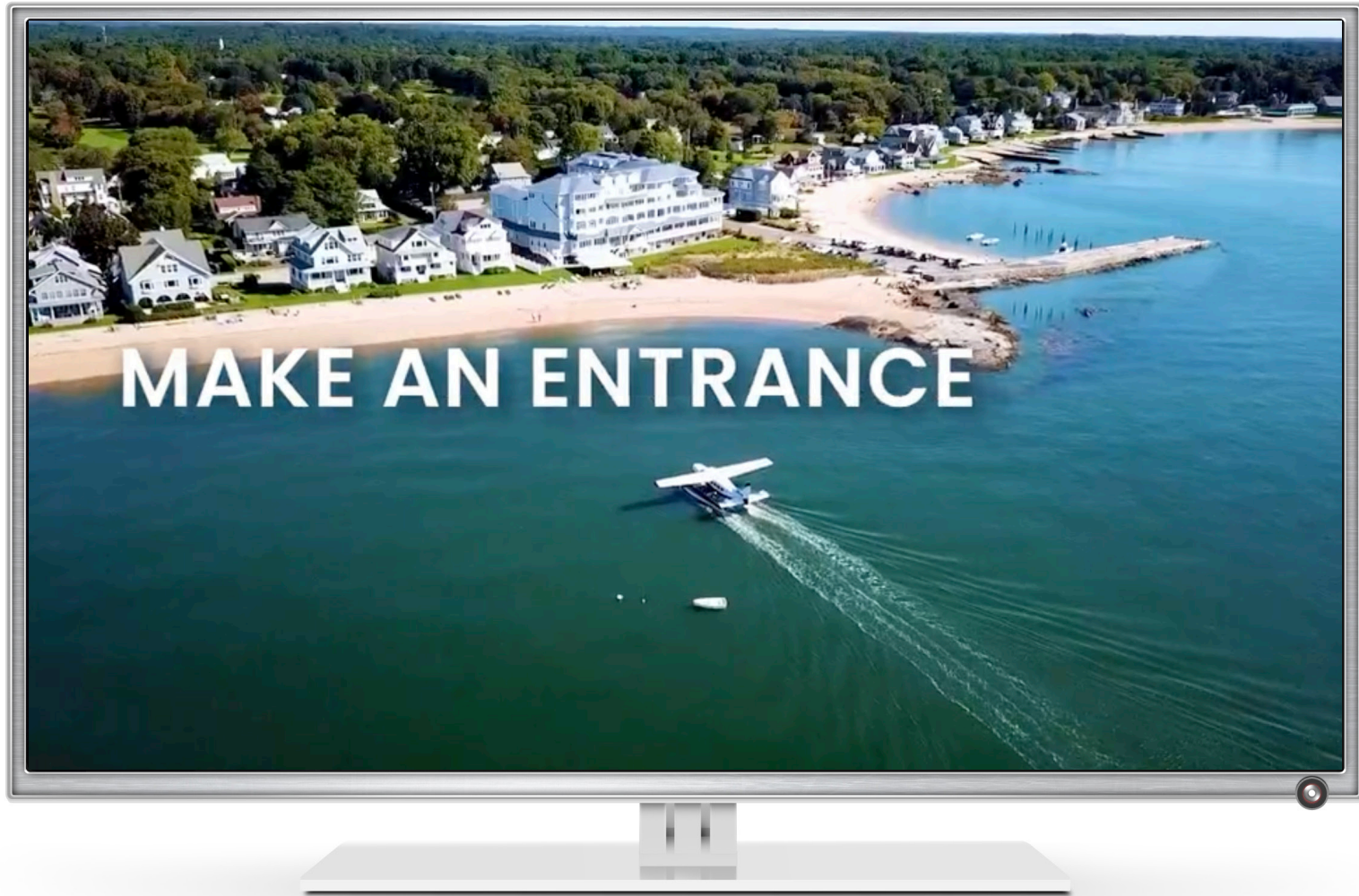
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OOH



**MAKE YOUR MOVE.**

MAKE IT HERE | CONNECTICUT

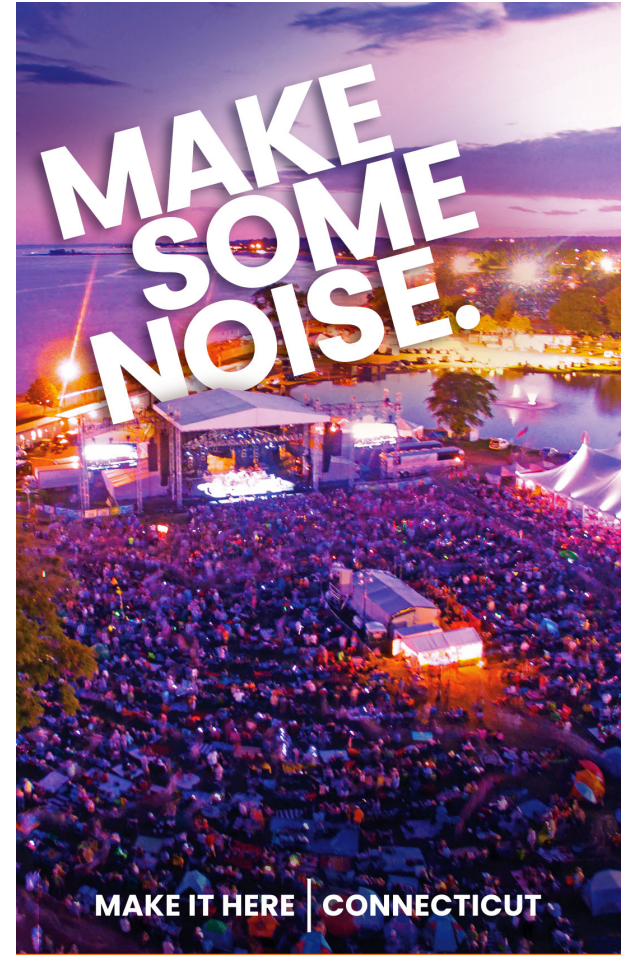
 [CTVISIT.com](http://CTVISIT.com)



**MAKE AN ESCAPE.**


MAKE IT HERE | CONNECTICUT

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**MAKE SOME NOISE.**

MAKE IT HERE | CONNECTICUT

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MAKE YOUR MOUTH WATER.

MAKE IT HERE | CONNECTICUT

 [CTVISIT.com](http://CTVISIT.com)

This advertisement features a vibrant image of various pizzas and a salad. The text "MAKE YOUR MOUTH WATER." is prominently displayed in the center. Below the image, it says "MAKE IT HERE | CONNECTICUT" and includes the CT logo and the website "CTVISIT.com" on an orange background.



MAKE TIME FLY.

MAKE IT HERE | CONNECTICUT

 [CTVISIT.com](http://CTVISIT.com)

This advertisement shows a woman in a safety harness and helmet ziplining through a lush green forest. The text "MAKE TIME FLY." is written in a dynamic, tilted font. Below the image, it says "MAKE IT HERE | CONNECTICUT" and includes the CT logo and the website "CTVISIT.com" on an orange background.

OOH



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