



“OUT-OF-THIS-WORLD”

“THAT’S A FIRST.”

“OFFBEAT, INNOVATIVE”

AP

POPULAR SCIENCE

Inc.

THE WORLD’S FIRST INTERSTELLAR TOURISM CAMPAIGN

IDEA:

If, somewhere in the universe, extraterrestrial life is watching us, we’ve done a terrible job making them feel welcome here on planet Earth. Lexington, Kentucky, one of the friendliest places in America, decided to send a different kind of message to the cosmos, showing just how welcoming and progressive it is to travelers of all kinds. VisitLEX, the tourism bureau for Lexington, assembled a team of local scientists and scholars to devise the first-ever travel advertisement targeting extraterrestrial intelligence.

MESSAGE:

Experts in linguistics, computer engineering, philosophy, and science fiction designed the message. It includes a bitmap key to establish communication, four grayscale images representing life in Lexington, and an audio recording from a local blues musician.

EXECUTION:

Using a powerful infrared laser, VisitLEX beamed its ad toward the TRAPPIST-1 system 40 light years away. While it may take over 80 years to receive any interstellar RSVPs, earthly travelers can explore The Extraterrestrial’s Guide to Lexington on VisitLEX.com and even leave their own welcome messages, which will be preserved in a time capsule until aliens arrive in the not-too-distant future.

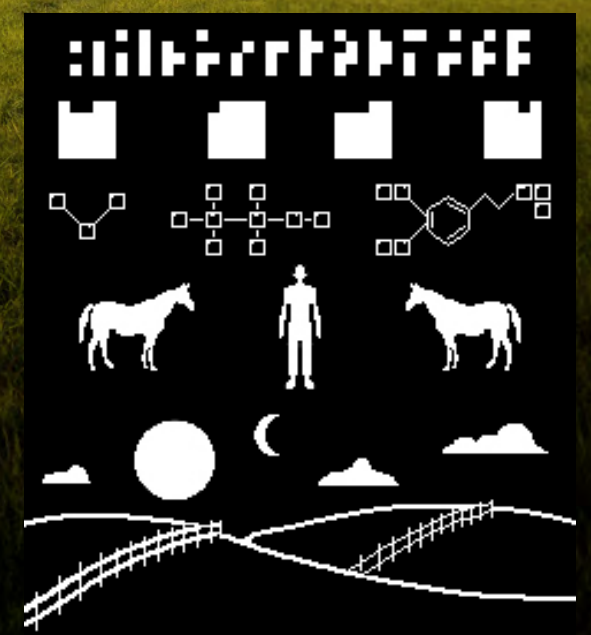


3
BILLION
IMPRESSIONS

1,100
EARNED
PLACEMENTS

\$28MM
IN EARNED
MEDIA VALUE

88%
POSITIVE
SENTIMENT



VISIT LEXINGTON, KENTUCKY