

VIRGINIA IS FOR LO♥ERS®

# CRUSH FRIDAY

**CAMPAIGN TOOLKIT**



**AMERICAN  
WORKERS LEFT  
662 MILLION  
VACATION DAYS  
ON THE TABLE  
LAST YEAR.**

**AND IT'S BUMMING  
EVERYONE OUT.**



# WOULDN'T YOU RATHER HAVE THEM SPENDING MONEY IN YOUR COMMUNITY INSTEAD OF THE OFFICE VENDING MACHINE?

Think about what an extra day of tourism income could do for your locality. Brand-new facilities. Beautiful public spaces. Amazing community programs. More money in your marketing budget. Maybe some free donuts just for fun. With travelers spending \$65M a day in Virginia, the possibilities are truly endless.

Unfortunately, when workers believe they can't take time off because their boss disapproves, or no one else can do their job—then localities like yours miss out on all that good stuff.

So why are American workers—especially Millennials—so bad at taking a break? Blame it on the fact that many are just starting their careers and are eager to impress. Blame their smaller budgets. **But mostly, blame the internet.** Because employees can always log on, they've forgotten how to log off. Last year alone, 54% of workers didn't use all their vacation time. The irony is that if they had stepped away from their laptops to hit the beach or take a hike, they would be more creative, more productive and more likely to get a promotion.

THE MORE  
CONNECTED THE  
WORKER, **THE MORE  
VACATION TIME  
LEFT ON THE TABLE**

CHECK IN ON WORK  
FREQUENTLY



62%

leave vacation  
time unused

CHECK IN ON WORK  
OCCASIONALLY



57%

leave vacation  
time unused

*\*Project Time Off, State of the American Vacation 2017*

# IT'S TIME TO SHOW THESE WORK MARTYRS WHAT THEY'RE MISSING.

If something isn't done to help Millennials recognize the importance of vacation, there could be a negative ripple effect when this generation ascends to positions of power within their companies.

## **A SYSTEM-WIDE DEVALUING OF VACATION? NOT ON OUR WATCH.**

Virginia Tourism Corporation, along with our industry partners, is launching a yearlong campaign aimed at getting Millennials to take the time they need. Our focus will be convincing them to dip their toe in the vacation pool in a way that's low cost and low risk, but hugely rewarding. If we can get Millennials to take just one day off and spend it in Virginia, then maybe, just maybe, we can ease their fears, shift their mindset and save vacation for posterity. (You're welcome, Generation Z.)



*\*2017 Alamo Rent A Car Family Vacation Survey*

**CRUSH  
FRIDAY**

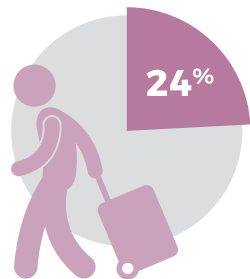


# 3-DAY WEEKEND: THE GATEWAY VACAY

The CRUSH FRIDAY campaign elevates our Virginia is for Lovers sub-brands to remind workers that there are way better things to do with their Friday than meetings, spreadsheets and microwaved lunches. They can spend it at a beach or music festival, over an amazing rosé or a dozen Olde Salts, on a mountaintop or paddleboard. Our campaign challenges misconceptions about vacation, demonstrates the breadth of amazing experiences Virginia offers and issues a clarion call for Millennials to take a well-deserved day—and crush it.

## SO WHO'S DOING ALL THIS CRUSHING?

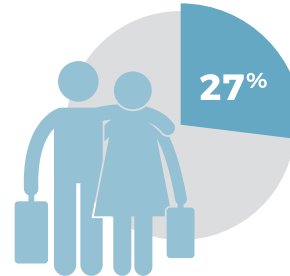
For the most part we will be going after Millennials, but we'll also be targeting our primary audience markets. You may know them as:



### UNATTACHED

*(4.4 million households,  
24% spending)*

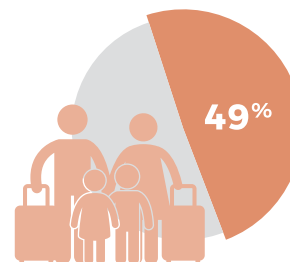
Ambitious and well-educated professionals, free from the responsibilities of children or mortgages. They seek authentic travel experiences focused on food, culture, music, sports and adventure.



### BUCKET LISTERS

*(5.1 million households,  
27% spending)*

Philanthropic and active community members who often travel as a couple, but sometimes opt to bring their children or friends. Bucket Listers are all about outdoor experiences, sporting events, wineries, ecotourism, golf, culture and heritage.



### FAMILIES

*(17.7 million households,  
49% spending)*

Families with children living at home who want memorable, affordable and fun experiences—typically involving the beach, mountains, theme parks, historic sites and other destinations that don't mind the occasional temper tantrum.

# TARGET MARKETS

A lot of our media buy will be spent in Washington, DC and Baltimore—two of the nation's most under-vacationed cities—as well as other metropolitan markets within a four-hour drive. Our secondary and tertiary markets will hit select cities with high concentrations of Millennial workers where we can make the case for an amazing three-day weekend in Virginia.

## IN WASHINGTON, DC

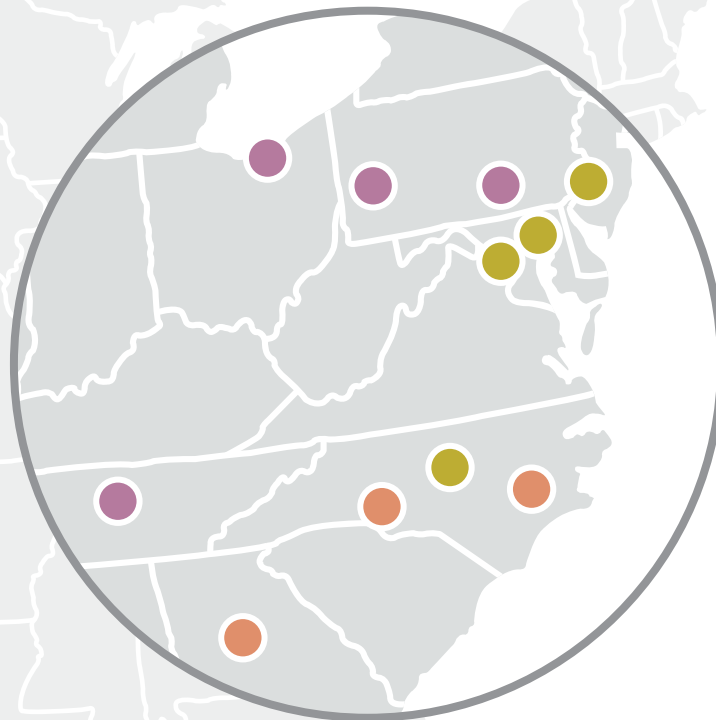
**64%**

of workers have unused vacation days

## RESULTING IN

**\$3.8B**

in untapped economic potential



## TIER 1

Washington, DC  
Baltimore, MD  
Raleigh/Greensboro, NC  
Philadelphia, PA

## TIER 2

Cleveland, OH  
Nashville, TN  
Pittsburgh, PA  
Harrisburg, PA

## TIER 3

Charlotte, NC  
Greenville, NC  
Atlanta, GA

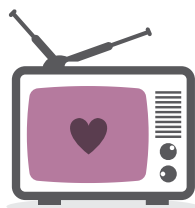
*\*Project Time Off, State of the American Vacation 2017*

# THE TOOLKIT

You catch more flies with honey, and you catch more Millennials with beaches, beers and bands. The CRUSH FRIDAY campaign shows work martyrs all the Friday fun they're missing out on. Our toolkit of campaign assets allows DMOs to deliver that message loud and clear across print, digital and broadcast channels.

## TV / VIDEOS

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Personified Fridays enjoy a wide array of Virginia experiences in an energetic, fast-paced and colorful sequence of shots. The full-length, :30 video can be used for websites, YouTube and broadcast, while the :15 version is designed for social media.

## BANNER ADS

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Six banner ads juxtapose what workers are doing (working), and what they could be doing (crushing Friday). These banners can be used for digital media placements and on Pandora and Spotify to accompany radio spots. 300x250 and 728x90 sizes are available in HTML5 and static versions.

## RADIO SPOTS

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A :30 radio spot aimed at educating and challenging work martyrs in a fun and positive way. Suitable for in-state radio broadcast and Pandora/Spotify stations. A second :15 radio script for sponsored public radio content is also available.

## DIRECT MAIL

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Strange but true: 8 out of 10 Millennials are influenced by direct mail. Our Beginner's Guide to Vacation mailer folds out to reveal an unexpected and humorous vacation scenario along with helpful guidance on how to take a day off. Six versions are available.

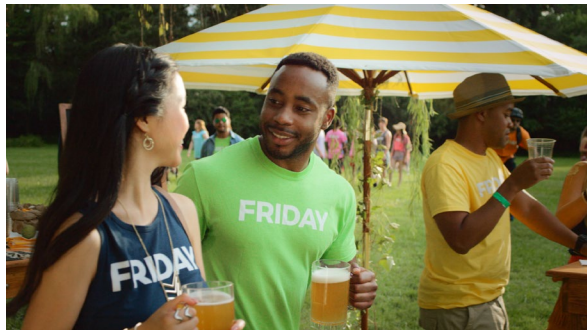




# TV/VIDEOS



## CRUSH FRIDAY :30 TV / VIDEO



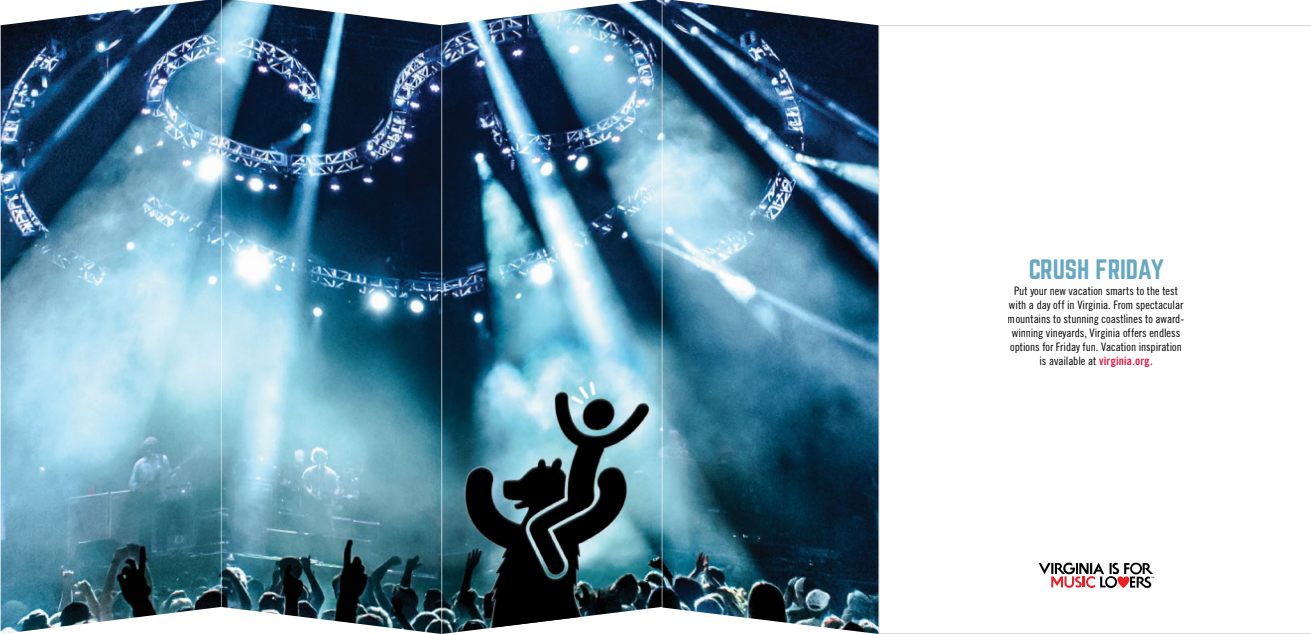
[WATCH THE CRUSH FRIDAY VIDEO ▶](#)

# DIRECT MAIL

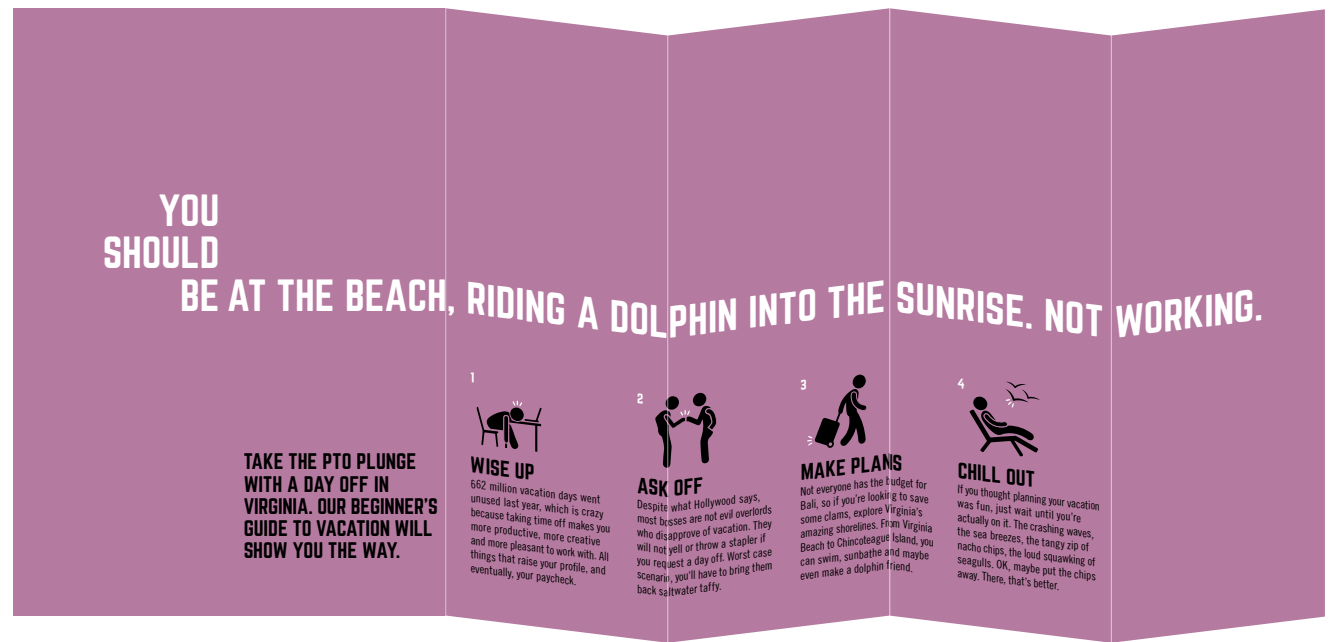
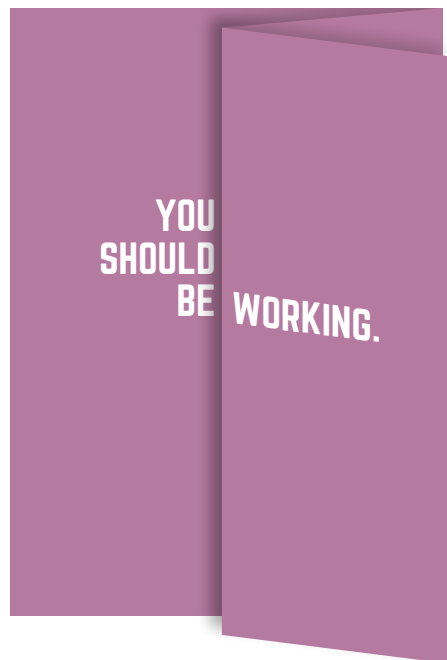




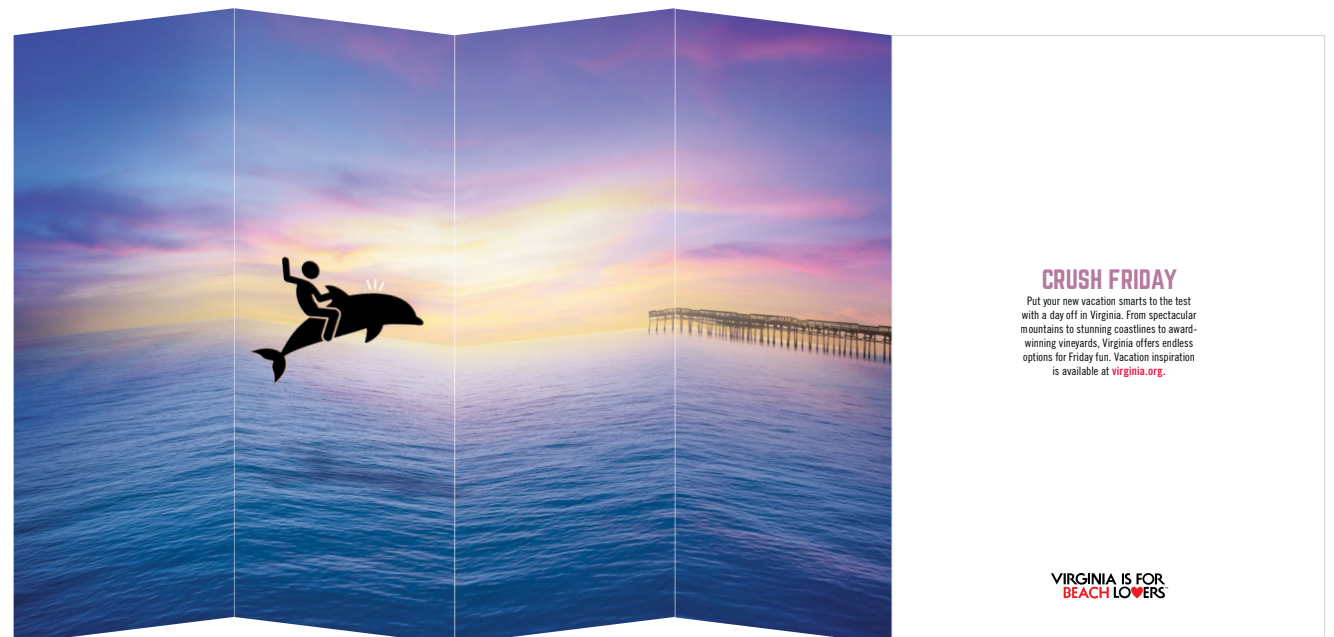
**SUB-BRAND:  
MUSIC**

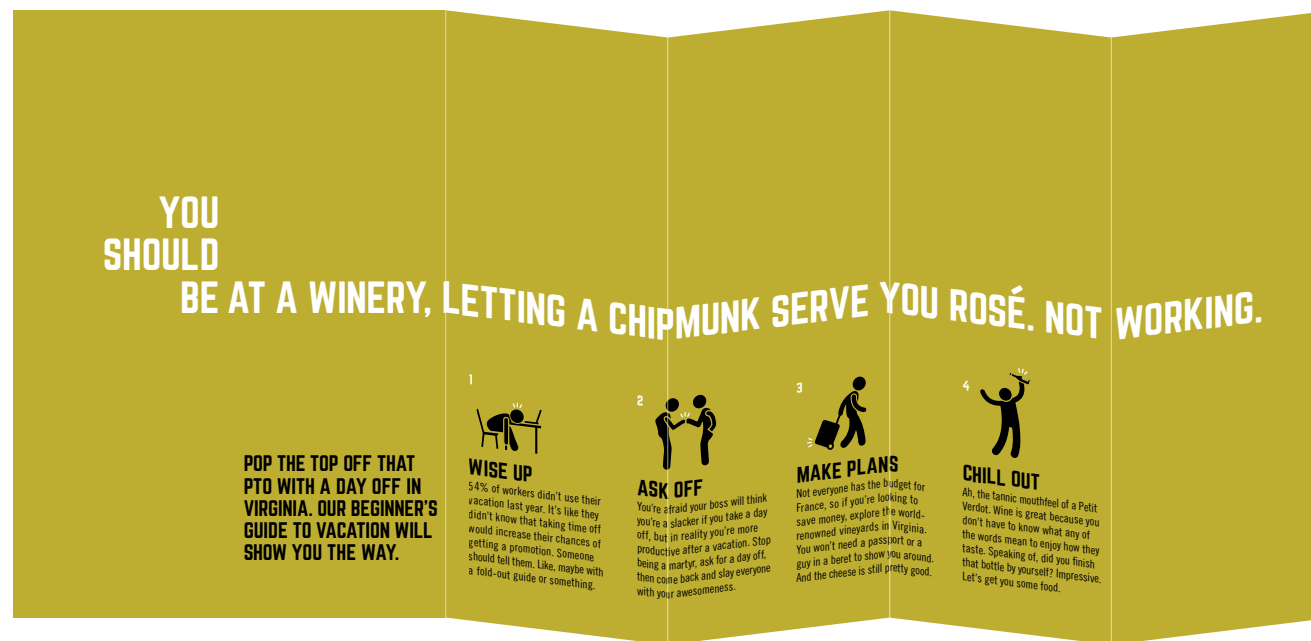
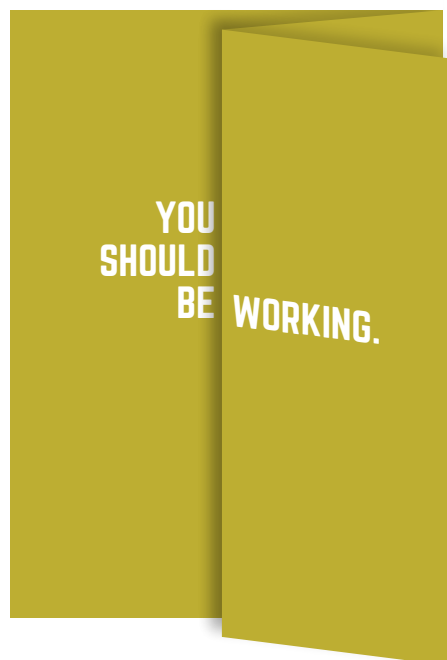




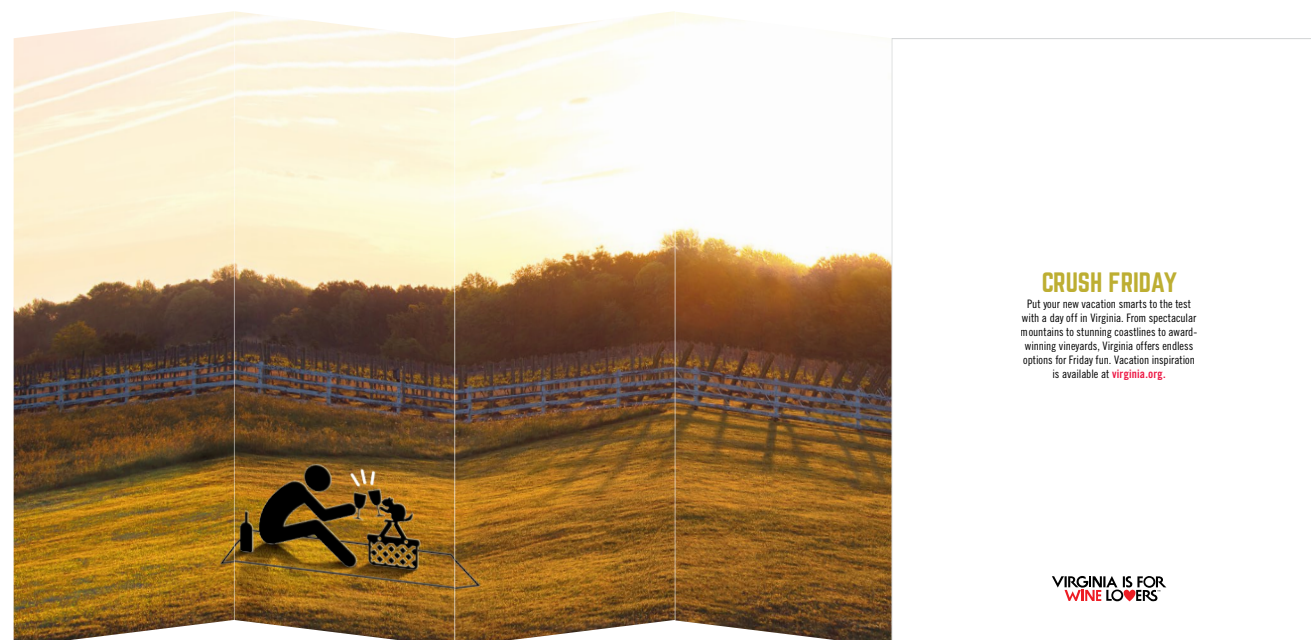


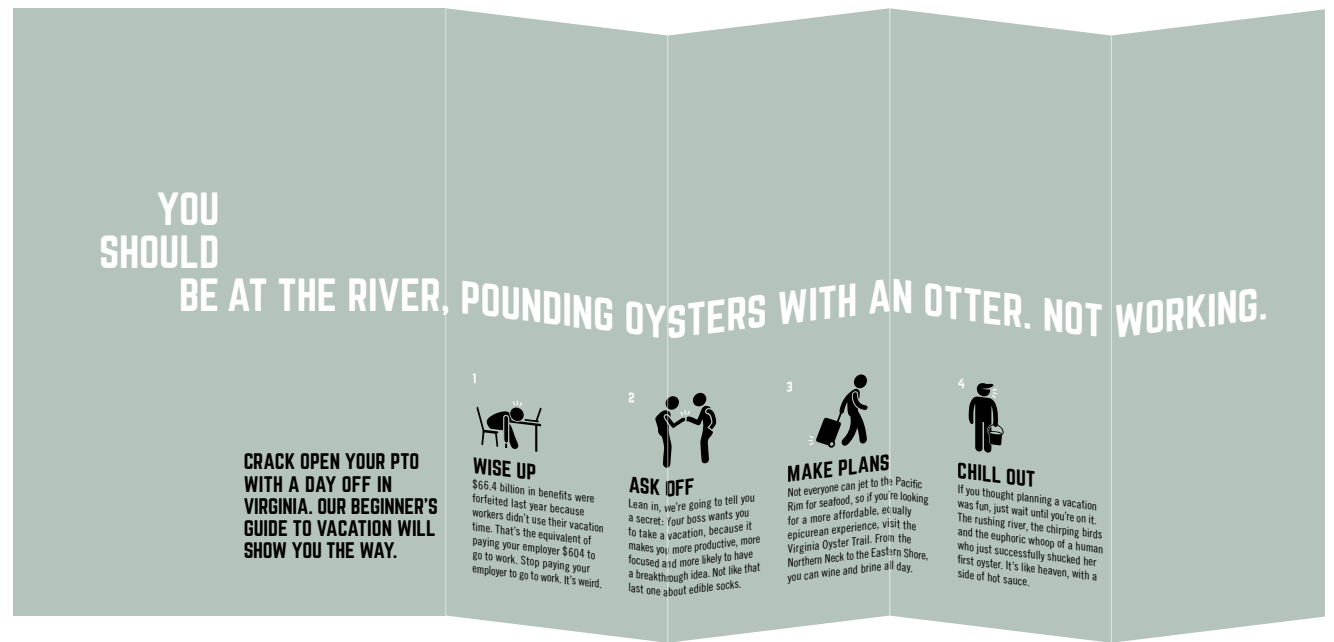
## SUB-BRAND: BEACH



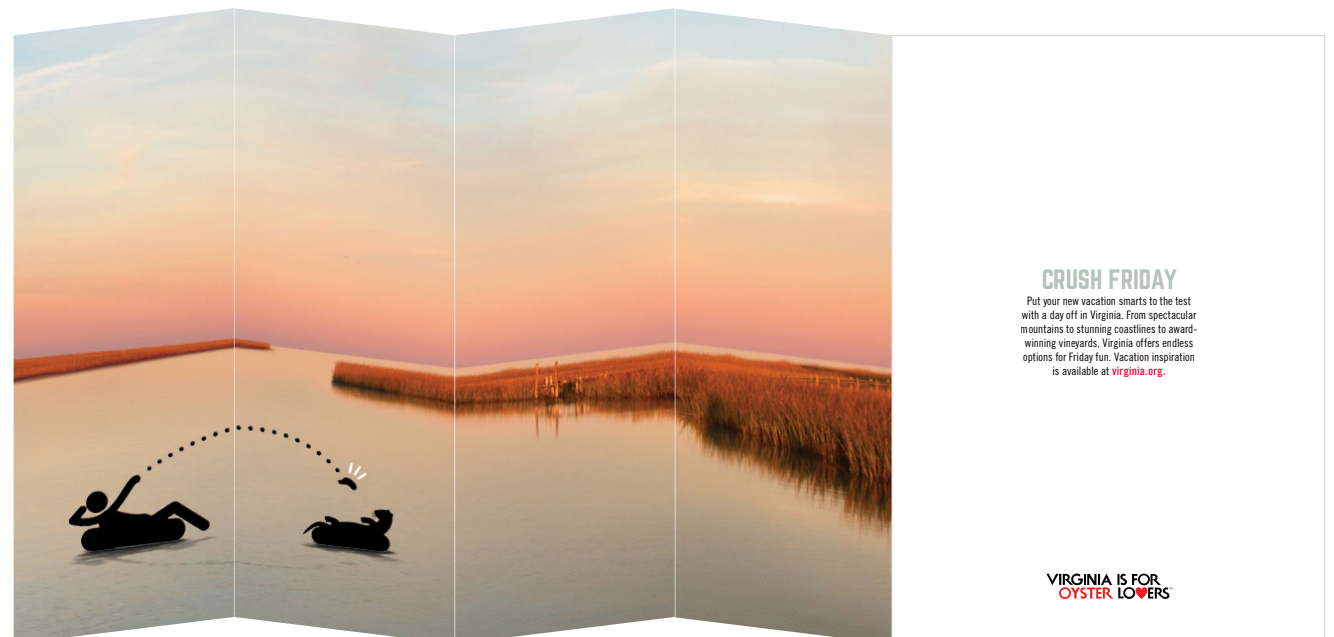


## SUB-BRAND: WINE





## SUB-BRAND: OYSTER

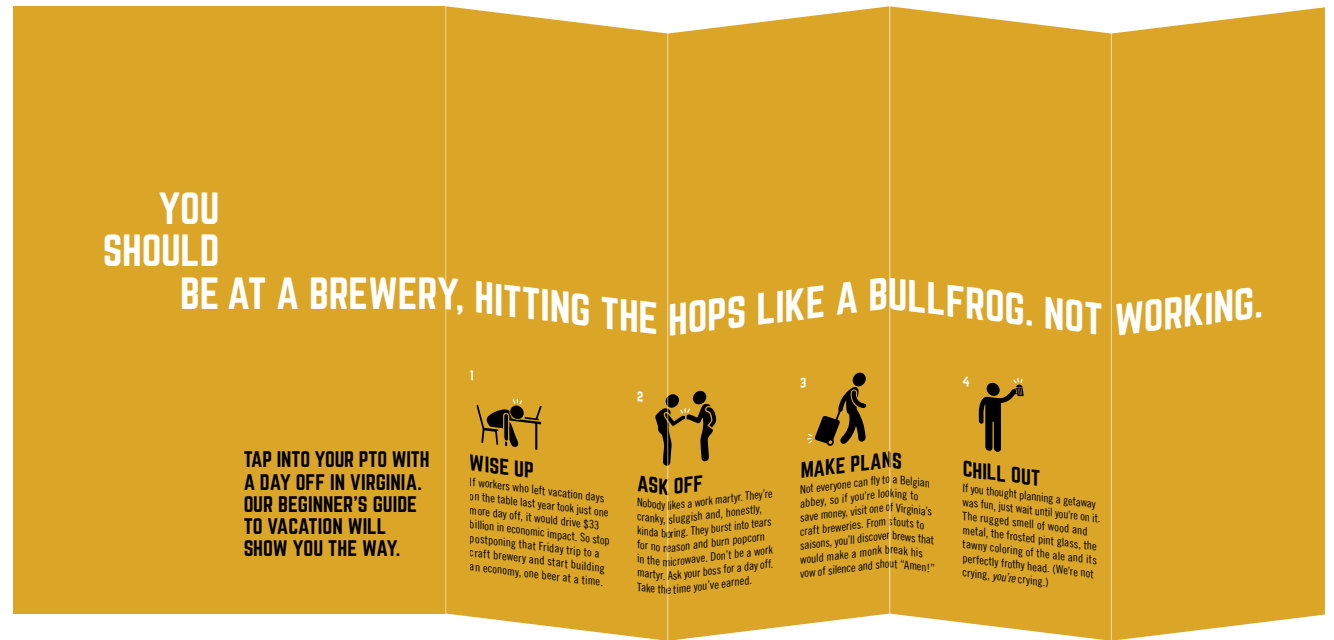
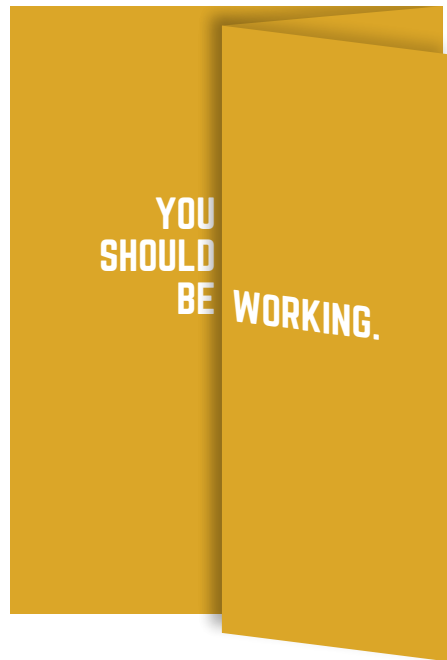




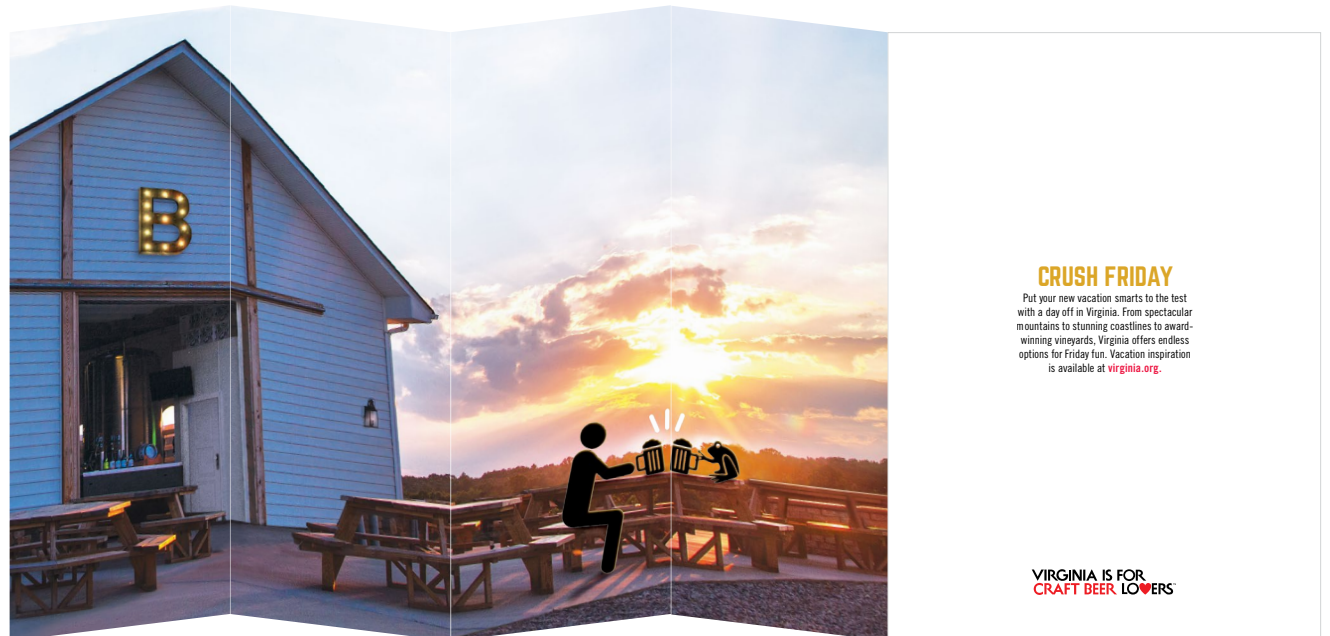
**SUB-BRAND:**  
**MOUNTAIN**







## SUB-BRAND: CRAFT BEER

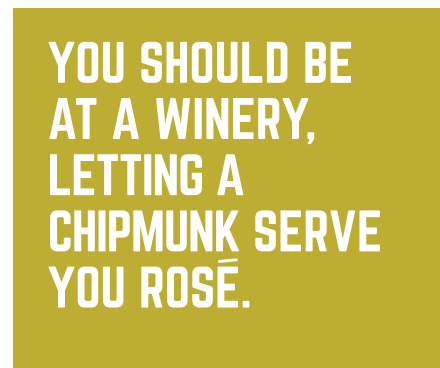
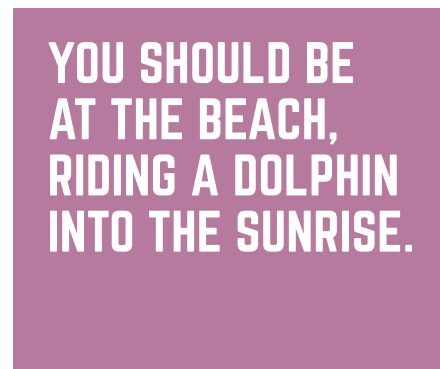
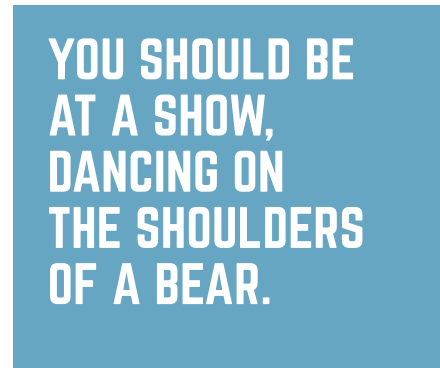


# BANNER ADS



## CRUSH FRIDAY BANNER ADS

SEE THESE ADS ANIMATED ▶



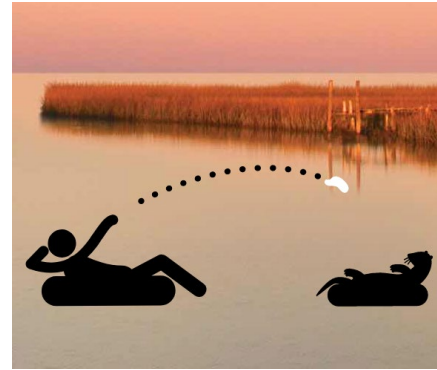
## CRUSH FRIDAY BANNER ADS CONTINUED

SEE THESE ADS ANIMATED ▶

YOU SHOULD NOT  
BE WORKING.



YOU SHOULD BE  
AT THE RIVER,  
POUNDING OYSTERS  
WITH AN OTTER.



LEARN HOW TO  
**CRUSH  
FRIDAY**

GO ▶

VIRGINIA IS FOR  
**OYSTER** LOVERS™

YOU SHOULD NOT  
BE WORKING.



YOU SHOULD BE ON  
A MOUNTAINTOP,  
FIST-BUMPING  
A BALD EAGLE.



LEARN HOW TO  
**CRUSH  
FRIDAY**

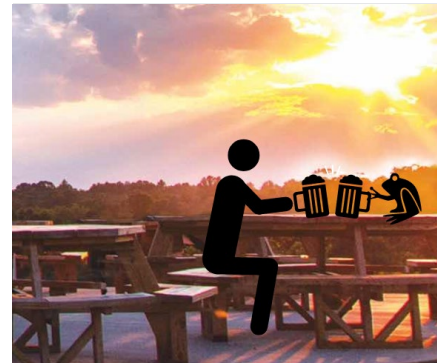
GO ▶

VIRGINIA IS FOR  
**MOUNTAIN** LOVERS™

YOU SHOULD NOT  
BE WORKING.



YOU SHOULD BE  
AT A BREWERY,  
HITTING THE HOPS  
LIKE A BULLFROG.



LEARN HOW TO  
**CRUSH  
FRIDAY**

GO ▶

VIRGINIA IS FOR  
**CRAFT BEER** LOVERS™

# RADIO SPOTS





## BROADCAST

We see you trying to prove something by not taking a vacation. It's backfiring.

You see, workers who take time off are more productive, more creative and more likely to get a promotion.

While you were in that meeting trying to nap with your eyes open, you could have been crushing Friday with a wine tasting, a mountain hike or a beach day.

Don't be a work martyr. Pack your bags for adventure. Vacation inspiration is available at Virginia dot org.

*Sponsored by Virginia Tourism Corporation and the Virginia Association of Broadcasters in cooperation with this station.*



## SPONSORSHIP

### OPTION 1

<NAME OF PROGRAM> on <NAME OF STATION>  
is brought to you by...

Your vacation days, reminding you that taking time off makes you a more productive employee. Ideas for how to Crush Friday are available at Virginia dot org.

### OPTION 2

<NAME OF PROGRAM> on <NAME OF STATION>  
is brought to you by...

Virginia Tourism Corporation, reminding you that taking time off makes you a more productive employee. Ideas for how to Crush Friday are available at Virginia dot org.



**NOW IT'S  
YOUR TURN  
TO CRUSH  
SOMETHING.**



# WHERE TO FIND EVERYTHING YOU NEED TO CRUSH **CRUSH FRIDAY.**

## **LANDING PAGE:**

Virginia.org/CRUSHFRIDAY

## **INDUSTRY PAGE:**

VATC.org/CRUSHFRIDAY

All toolkit assets and any planned social media and PR efforts during the campaign will be shared on our industry page.

For more information, contact Caitlin Johnson at [ccjohnson@virginia.org](mailto:ccjohnson@virginia.org).

*All research comes from VTC Research department or USTA's Project: Time Off (ProjectTimeOff.com)*

**VIRGINIA IS FOR LO♥ERS®**

