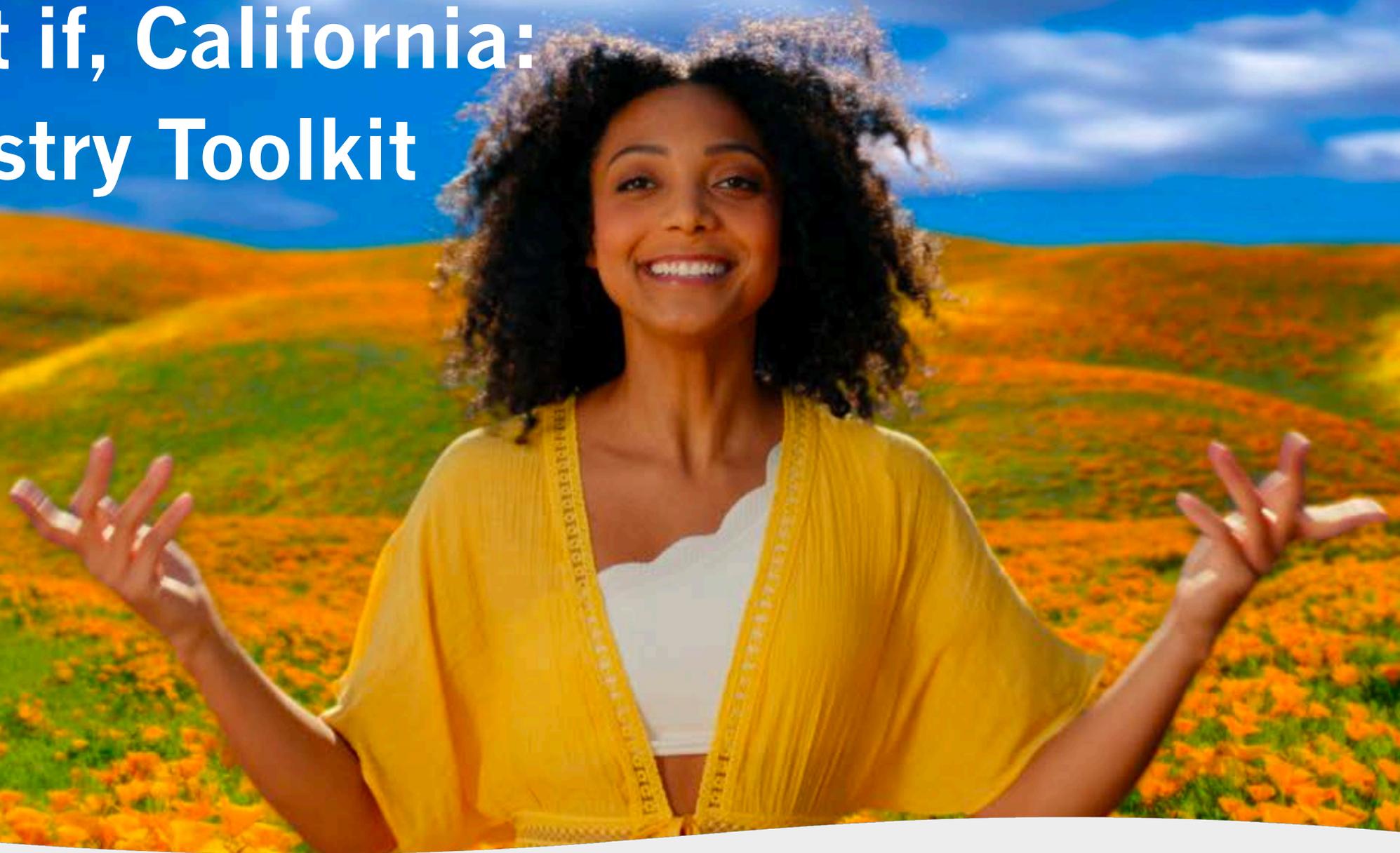


What if, California: Industry Toolkit



Visit California's intentions of this toolkit is to provide you with assets and ideas that can help your organization leverage the "What if, California" program.

Additionally, below is a link to the Visit California **Content Submission Tool** where you can submit ideas for how future travelers can experience their unexpected dreams in your destination.

[Content Submission Tool](#)



What if, California Objectives

Visit California seeks to amplify inspirational messages nationally while driving travel intent. The key objective is to restore and increase leisure spend in California.

1. Stimulate California's tourism economy and inspire domestic travel
2. Broaden campaign reach to drive deeper consumer penetration
3. Shorten the recovery timeframe by aggressively marketing the invitation to travel
4. Balance the distribution of travel across the state



Program Overview

At the heart of the California brand is the promise of dreaming big. Since 2013, Visit California has anchored inspirational travel messaging to California as a place where everyone can Dream Big. In California, we believe in the power of potential and possibility, and know that ‘possible’ will never live up to its full potential unless we relentlessly ask, “What if?”.

The “What if, California” campaign is supported by a nearly \$13M media buy running from March 15 - June 30th. The layered media approach includes television, online television, and digital assets targeting the Active Travel Intenders, those actively researching and seeking travel information, and expanding to a more-broad national general audience.

What if California Dream Big Beliefs

As part of the “What if, California” campaign, Visit California has developed a set of beliefs that help express the core tenets. We encourage you to select the beliefs below that most represent your destination to use on your owned and earned channels. **Or feel free to create your own beliefs!**



“What if, California” Dream Big Beliefs

1. To dream is human. To live the dream is like so TOTALLY CALIFORNIAN.
2. We have an open-door policy for any and all dreams.
3. Dreaming big is the start of doing big.
4. Your dreams don't take off-seasons so neither do we.
5. You don't have to go big to dream big.
6. Oftentimes, the littlest people dream the biggest dreams.
7. You don't have to be a kid to dream like one.
8. We believe in what if. After all, “if” is our middle name.
9. We believe curiosity never grows old.
10. We believe the bigger the sandbox, the bigger the fun.

A scenic view of a coastal landscape with a blue sky, a blue ocean, and a rocky cliffside. Several paragliders are visible in the sky, with one large orange paraglider in the foreground. The scene is overlaid with a semi-transparent yellow-green rectangle.

Available Assets

Asset List

Assets available for you to use on your owned and earned channels:

- **Online TV (OTV) Commercial:**

“What If”

:30/ :15 (ENG)

- **Digital/OTV Commercials:**

“Unexpected Dreams/Beliefs”

:06 (ENG) *pending completion*

- **Photography**

Royalty Free Library



Online TV Commercial Overview

Visit California has created :30, :15 and :06 online TV (OTV) commercials which will launch nationally March 2021. The :30 and :15 lean into the power of possibility, while :06 commercials explores unexpected dreams and brings our belief statements to life.

OTV Commercials: “What if” (available in ENG)

- :30 [What if, California Spot](#)
- :15 [What if, California Spot](#)

OTV Unexpected Dreams/Belief Commercials: available in ENG (TO COME)

- :06 Often Times, the Littlest People Dream the Biggest
- :06 We Believe Curiosity Never Grows Old
- :06 We Believe the Bigger the Sandbox, the Bigger the Fun
- :06 Take a Swan for A Ride. All Dreams Welcome Even Boating-Buddies Ones.
- :06 Make Some Ripples. All Dreams Welcome Even Radiantly Relaxing Ones.
- :06 We Believe in What if. After All , “if” is our Middle Name.
- :06 We Believe in What if. After All , “if” is our Middle Name. (version 2)
- :06 Get a Taste of Art. All Dreams Welcome Even Epicurean Ones.
- :06 Taste the Pacific. All Dreams Welcome Even Fresh Caught Ones.

OTV Usage Rights

Expires 6/30/2022

As an industry partner you may use these video assets in your owned channels including websites, social media, email, collateral and trade show booths. You may. Use these videos in your earned channels including PR, travel trade and industry partners.

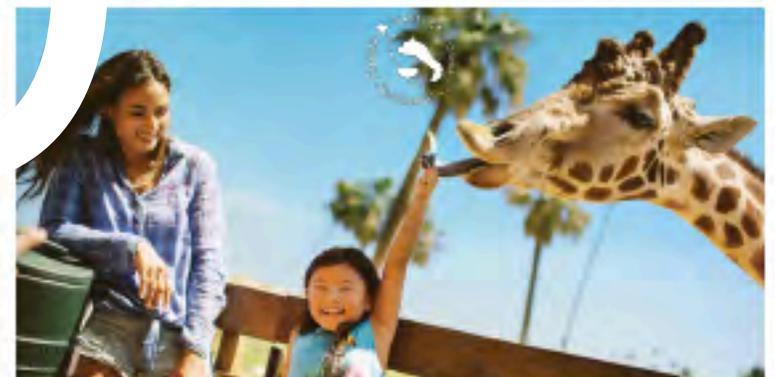
These videos **may not be used in your destination paid media channels** including but not limited to print, digital and out-of-home advertising. These videos may not be modified from their original form. Addition of partner logo must be co-branded with Visit California's (California Dream Big) logo. No 3rd party logo usage.

To access all OTV assets:

Please contact Ashley Abney

Photography Overview

Visit California has a rich and extensive Royalty Free Library of assets that industry partners can use in your owned and earned channels. To gain access simply sign up at dams@visitcalifornia.com



FFPO

A vintage Volkswagen van is parked on a sandy beach. The van is white with a dark roof rack and a front bumper. In the background, there are mountains and a clear sky. The entire image is overlaid with a semi-transparent yellow filter.

What if California Landing Page

[VisitCalifornia.com/things-to-do/what-if](https://www.visitcalifornia.com/things-to-do/what-if)

Activation Opportunities/ Thought Starters



Activation Opportunities/ Thought Starters

In California, we believe in the power of potential and possibility, especially when it comes to our dreams. We also know that life will never reach its full potential unless we relentlessly ask, “What if?” After all, “if” is Cal-if-ornia’s middle name.

- Use this campaign as an opportunity to share your destinations middle name. For instance, if you are in Temecula, Napa or Sonoma maybe your middle name is wine. Get creative by sharing your destinations middle name and tag Visit California
- In the hero TV spot, Visit California relentlessly asks, “What if?”. Here’s a chance for you to pose that question to your audience. Asking your audiences to live out their dreams and aspirations in our destination. For instance, you can create a series of “What if” content such as “what if... money was no object” where you showcase luxury experiences and hotel stays. Or create a series around family travel titled “what if the kids planned the next family vacation?”



Campaign/Creative Questions

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