COVID-19 Phased Response Plan

Phase 1 - Immediate COVID-19 Response Plan - Launched 4/13/20

- Identified immediate action items to engage people while attempting to flatten the curve and encourage people to stay home
- Used current media habits, e.g., social, to have brand moments
- Focused on the ‘dreaming’ phase of travel planning
- Developed creative with messaging that acknowledges the current situation
- Monitoring the travel and media markets related to COVID-19 and the looming recession

Phase 2 - Re-engagement Plan - Tentative Launch 5/18

- Developed a plan that we can “turn on” when the time comes
- Focused on fully re-engaging Core drive markets

Phase 3 - FY21 Plan - Tentative Launch July

- Develop plan focused on elevating the conversation from Phase 2 and focusing on recovery with messaging that inspires in-state, drive markets, and eventually opportunity markets (fly) to visit Santa Fe
Phase 1

Immediate Response
The Make Your Own Series

Virtual Margarita Trail
MARGARITA TRAIL
SANTA FE, NM

MAKE YOUR OWN

DEL CHARRO SALOON’S
SANTA FE TRAIL MARGARITA

WHAT YOU’LL NEED TO MAKE YOUR OWN:
- 2 oz Green Chile Infused Tequila (see next)
- 1 oz Cointreau
- 1 oz fresh-squeezed lemon juice
- 1 oz fresh-squeezed lime juice
- .5 oz agave nectar (or to taste)
- 1 tbsp green chile powder
- 1 tbsp red chili flakes
- 1 tbsp kosher salt
MAKE YOUR OWN
MARGARITA TRAIL
SANTA FE, NM

DEL CHARRO SALOON'S
SANTA FE TRAIL MARGARITA

Tequila + Cointreau
+ fresh lemon + lime

Don’t forget the ice

GREEN CHILE INFUSED TEQUILA RECIPE

1 bottle (750 ml) of Del Charro’s Double Barrel Tequila Reposado from Casa Herradura

4-5 Hatch chiles (depending on size and heat), roasted, peeled, and split

Place tequila and chiles in a container and seal. Allow it to infuse for at least 5 days. Strain and use to make the Santa Fe Trail Margarita.
Zoom Backgrounds
Enjoy a (virtual) change of scenery.

Make your next video conference call different by setting the scene in The City Different. Download a Santa Fe backdrop and enjoy the sights and scenery of the city or its surrounding wilderness. And when you’re ready, uncover it all for yourself and visit The City Different. We’ll see you soon.
Phase 1
Standing Together Campaign
COVID-19 PSA

SCRIPT:
We’re proud to be The City Different.
But today isn’t about standing out.
It’s about standing together.
And putting our world and our people first.

END SUPER:
We’ll see you soon

VISUAL:
We’ll use a series of long aerial shots of the city, matching the somber tone of the VO. The shots we select will show the city in a more general manner, not showing people/tourists.
WE’LL SEE YOU SOON.
As The City Different, we've always been about standing out and being one of a kind. But now is the time to stand together and put our world first.

**Description**

Stay Safe

**Headline**

We’ll See You Soon
STAY SAFE. WE’LL SEE YOU SOON.
Phase 2

Drive Market Creative
Script Update

SCRIPT:
In Santa Fe, you’ll reawaken your soul.
And reinvigorate your senses.
In the flavors you encounter.
The sights you see.
The experiences you have.
It’s just one of the things that makes The City Different.
But there’s still so much more waiting to be uncovered,
and it’s all closer than you might think.

END SUPER:
Uncover Your Different
SantaFe.org

VISUAL:
Existing :30 spot.
In Santa Fe, you’ll feel worlds away.
And yet, right at home.
It’s just one of the things that makes The City Different.
But there’s still so much more waiting to be uncovered, only a short drive away.
Drive Market-specific Copy

Facebook/Instagram

Use our existing spots in targeted social posts for our drive markets. We recommend writing semi-specific copy for our Colorado Springs and Denver drive markets (since they are the closest) and a more generic message for the remaining markets.

**Colorado Springs & Denver Markets:**

**Post:**

Discover a corner of your soul you’ve never met when you visit Santa Fe.

**Description**

Uncover Your Different

**Headline**

A Short Drive Away

**Instagram:**

Discover a corner of your soul you’ve never met when you uncover your different in Santa Fe—it's just a short drive away.
Facebook/Instagram

Drive Market-specific Copy

Remaining Drive Markets:

Post:

Discover a corner of your soul you’ve never met when you visit Santa Fe.

Description

Uncover Your Different

Headline

It’s An Easy Road Trip

Instagram:

Discover a corner of your soul you’ve never met when you uncover your different in Santa Fe—it’s an easy road trip.
REAWAKEN YOUR SOUL IN SANTA FE.

Uncover Your Different ➞

Display

Version 1
Thank you.