

Up-front Planning

Target audience: Families with older children, parents 35-55, those looking for a fun, inexpensive weekend getaway, enjoy the outdoors and winter activities

Key benefit: Discounted prices, proximity, different environment (winter)

Key message: Winter is a great time to stay in a Nebraska state park

Big idea: Lodging in Nebraska state parks is discounted during the winter months

Tone of voice: A warm and welcoming feeling with a sense of adventure

Audio Ad

ANNOUNCER:

This winter, spend your weekend in a Nebraska state park.

MUSIC: (Establish, then under)

ANNOUNCER:

Hike the snowy woodlands of Chadron State Park or spend the afternoon with the family at Eugene T. Mahoney State Park's indoor activity center. Take in the wildlife of Niobrara, Fort Robinson or Platte River State Parks and many more of Nebraska's most scenic settings. Explore all the wonders of winter with the comforts of home in a cabin, mini-lodge or hotel style lodge room. Now through April, receive 30% off your stay at various parks across the state. Reserve your weekend getaway by visiting OutdoorNebraska.org. So, whether you're drilling your next ice fishing hole, sledding the slopes or ending the evening next to the glow of the fireplace – remember to make your time outdoors, time well spent.

MUSIC: (Fade, out at :59)