

# SEDONA



Summer Stewardship Campaign Concepts

# CONCEPT 1

# TELL A DIFFERENT STORY

With this campaign, we invite visitors to be truly present in the moment, where the only status that matters is the one written in the lifelong memories you create. Sedona beckons you to tell a different story — one of thoughtfulness and respect. We know you'll love it here, because we love it here. Be here, and tell a different story.

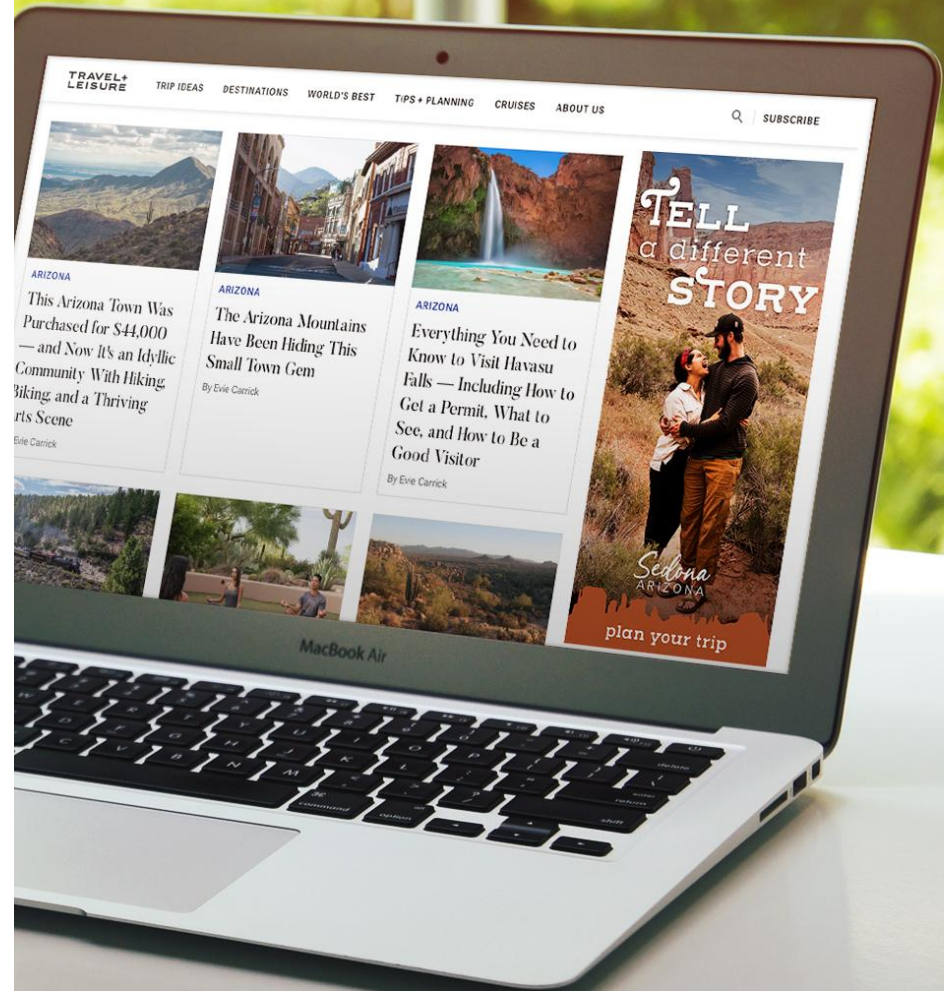
Using the framework of “telling a different story” we can create additional in-market videos where the messages are more direct “stories” about how to be good stewards of Sedona and the surrounding area; picking up trash, staying on marked trails, avoiding areas of overuse, being polite and courteous to others, etc.



# DIGITAL ADS



# DIGITAL ADS



# PRINT ADS

## Body Copy

Come to Sedona to experience a magic you can't find anywhere else. Seek a new adventure and renew yourself. While you're here, slow down and savor the journey. It's worth it. Explore responsibly and remember to be respectful. You'll love it here because we love it here. And when you love something, you care for it. That's the Sedona story. What's yours?

Tell a different story.  
ScenicSedona.com

**TELL**  
a different  
**STORY**

*Come to Sedona to experience a magic you can't find anywhere else. Seek a new adventure and renew yourself. While you're here, slow down and savor the journey. It's worth it. Explore responsibly and remember to be respectful. You'll love it here because we love it here. And when you love something, you care for it. That's the Sedona story. What's yours? Be here, and tell a different story.*

**SCENICSEDONA.COM**

*Sedona*  
ARIZONA

# PRINT ADS

## Body Copy

On Sedona's trails, where ancient rocks whisper and breezes carry stories, tread lightly and with respect. Here, every footstep counts toward conserving the splendor for generations to come, and your story is forever linked with ours.

**Be here, and tell a different story.**  
[ScenicSedona.com](http://ScenicSedona.com)

## Alt

Seek out the reward of a view well earned and where each step on Sedona's trails brings you closer to nature's heart and your own. Remember, the journey's beauty is matched only by the commitment to preserve it for those who follow.

**Be here, and tell a different story.**  
[ScenicSedona.com](http://ScenicSedona.com)



# Video



Sweeping shot of majestic red rock formations of Sedona at sunrise

**VO: Come to Sedona, to experience a magic You can't find anywhere else.**

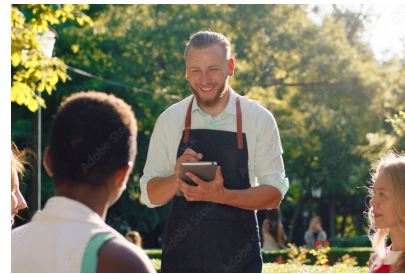


We see a family set off for a hike.

**VO: Allow yourself to disconnect and be in the moment with each other**



They pass a stay on trail sign



Cut to the same family at a local restaurant. We can tell they're being polite with the server.

**VO: While you're here, slow down and savor the journey. It's worth it**



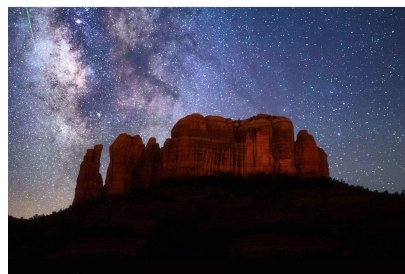
An upclose shot of the parents holding hands, finally having time to reconnect

**VO: We know you'll love it here. Because we love it here.**



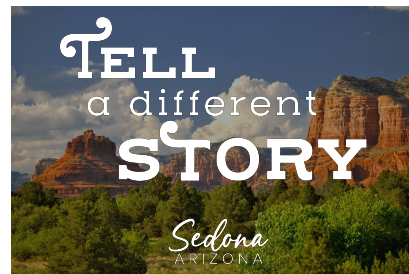
Cut to wide shot of family

**VO: And when you love something, you care for it.**



End with a beautiful scenic shot of the rocks at night with a sky full of stars.

**VO: That's the Sedona story.**



**VO: What's yours**



# CONCEPT 2

# IN THE MOMENT

In a world where the focus often lies on capturing images for social media validation, the essence of living in the present moment is often overshadowed. This concept emphasizes the importance of the small things we can do that have big impact. This in turn can create a deeper respect for natural places and the local community while encouraging better habits.

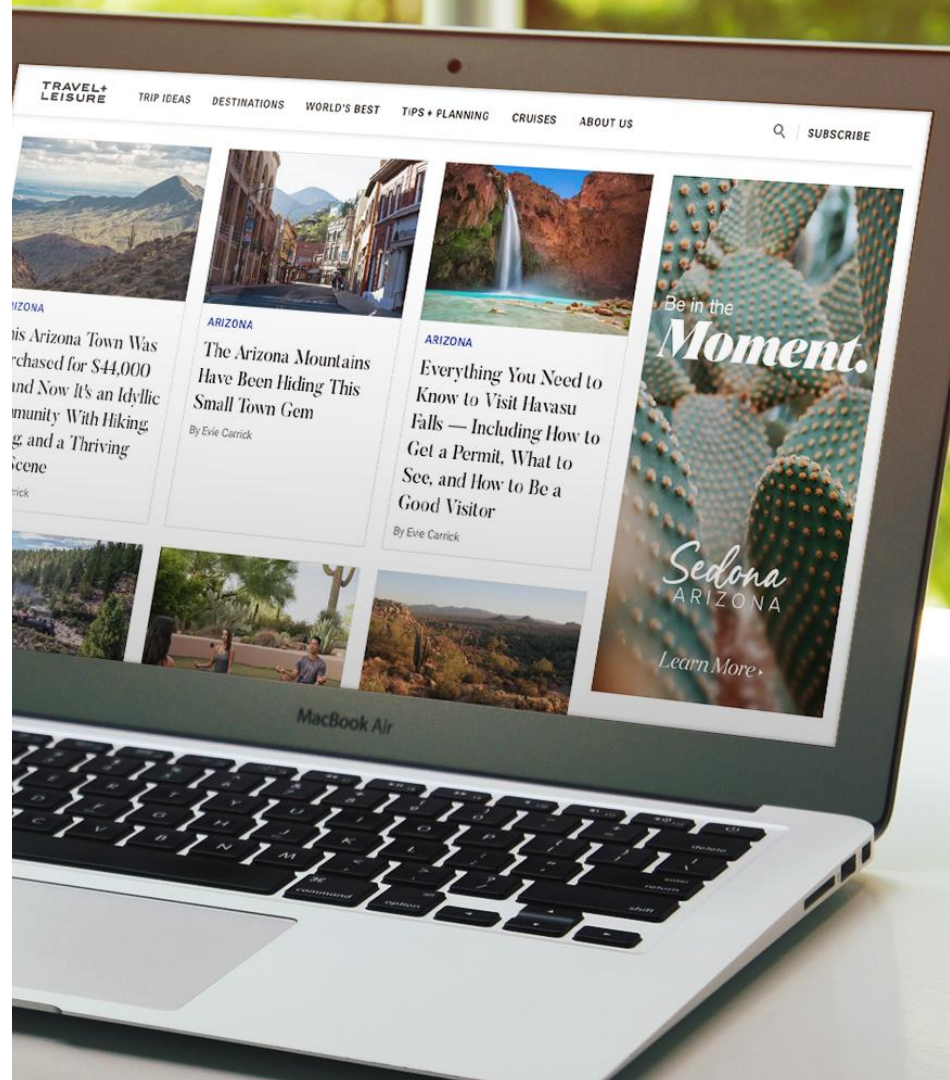
This idea also lends itself to creating more educational videos where we can focus on some of the detailed ways that people can be responsible and effect change; for example, picking up trash, staying on marked trails, avoiding areas of overuse, being polite and courteous to others, etc.



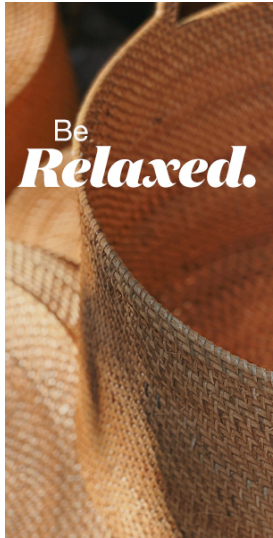
# DIGITAL ADS



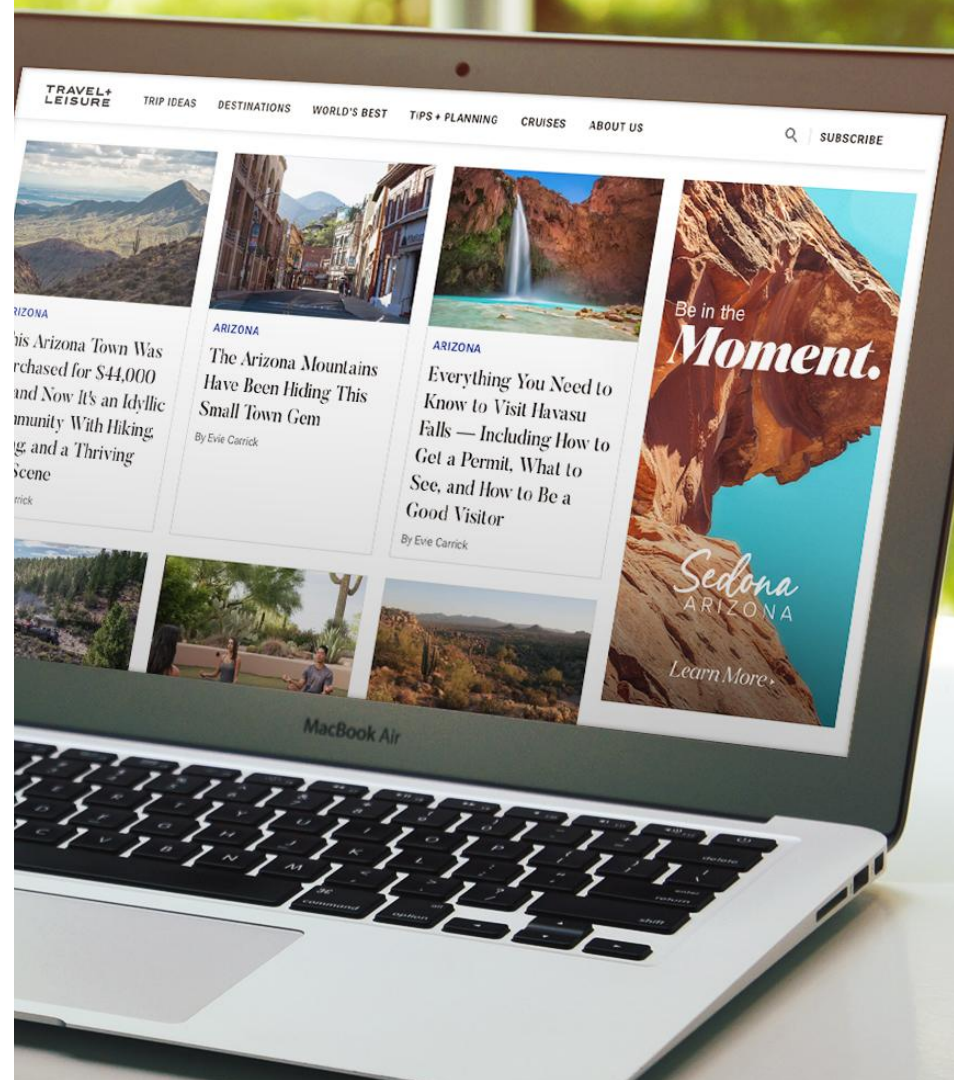
3 frame Animated ad



# DIGITAL ADS



3 frame Animated ad



# PRINT ADS

## Body Copy

### It's in the details.

In Sedona there are plenty of big moments, but it's the small actions that count. Staying on trail, packing out trash, and being respectful make all the difference. And, as stewards of this land, it's nice to slow down and appreciate the details.

Join us and embrace the moment.  
*Learn more at [ScenicSedona.com](http://ScenicSedona.com)*



## In the *Moment.*

*It's in the details.  
From towering vistas and breathtaking scenic beauty—  
in Sedona, there are plenty of big moments. Yet as stewards  
of this land, we like to slow down and appreciate the finer  
details. Join us and embrace the present moment.*

*Learn more at [ScenicSedona.com](http://ScenicSedona.com).*

| *Sedona*  
ARIZONA

# PRINT ADS

## Body Copy

### It's in the details.

Discover the connection that comes from engaging with the desert's beauty. Embrace each moment with mindfulness, where simple acts of care nurture a culture of respect and conservation for our natural wonders.

Join us and embrace the moment.  
*Learn more at [ScenicSedona.com](https://www.ScenicSedona.com)*



# Video



Fade in. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze moving cacti, insect flying/landing)  
VO: "In Sedona, there are lots of big moments"



BE  
*Tolerant*

Slow pan from left to right. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze rustling flowers)  
VO: "but often it's the small actions that count."



BE  
*Present*

Stationary shot. Dynamic movement of fabric flowing and bodies in motion, across frame. Sounds of people, music, festival.  
VO: "staying on trail, packing out trash, and..."



BE  
*Respectful*

Camera slowly moving forward over items in a marketplace. Ambient sounds of market place (people talking, yet subdued).  
VO: "being respectful can make all the difference."



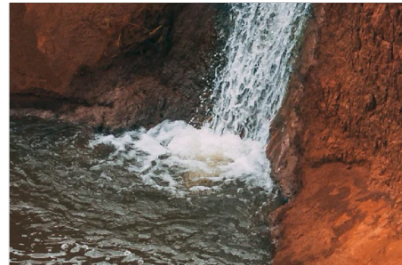
BE  
*Aware*

Stationary shot. Small movements from animal. Animal making sounds (drinking, eating etc).  
VO: "As stewards of this land, we tend..."



BE  
*Relaxed*

Camera slowly moving forward over items in a marketplace. Ambient sounds of market place (people talking etc).  
VO: "...to slow down and appreciate the finer details"



Slow zoom. Quiet and still except natural ambient sounds of water flowing.  
VO - "Join us - In the moment..."



In the  
*Moment.*

*Sedona*  
ARIZONA

Slow pan from left to right. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze rustling flowers).  
VO - "...Sedona Arizona"