



South Dakota
Department of Tourism
711 East Wells Avenue, Pierre, SD 57501

May 2012

“Your American Journey”

“Your American Journey” was born out of an aspiration to reach our target audience on a more emotional level. Recent trends are showing that travelers want a more meaningful experience when on vacation – a chance to reconnect with their family, and experience something more than just the “things” and “activities” of a place.

Our previous campaign served us very well, and we enjoyed a lot of success because of it. However, sometimes success can lead to complacency, and we knew it was time to change things up a bit.

In what was a collaborative effort between SD Tourism and Lawrence & Schiller Marketing and Advertising out of Sioux Falls, “Your American Journey” was created. The campaign still utilizes the “Great Faces. Great Places.” tagline, which affords us more than 20 years of brand equity. However, the look and feel has changed significantly. The musical score in the television ads is much more elevated and inspiring, and the imagery used in the print creative features wide, sweeping imagery.

Some background on the television ad footage: In summer, 2011, we were approached by South Dakota Public Broadcasting to enter into a partnership to acquire HD aerial footage of the state. SDPB had contracted with Skyworks Aerial HD out of the UK (experts in HD aerial footage), and asked for our help in paying for the work to be done. We gladly said yes, as did the Dept. of Game, Fish & Parks, and as a result, we now have 30+ hours of footage at our disposal to be used in perpetuity.

The timing of the partnership turned out to be quite serendipitous. The acquisition of this footage, along with the realization that it was time to elevate our ad campaign, all came together at the right time for “Your American Journey” to come to fruition.

The new campaign launched in March of 2012, and thus far we have seen very positive feedback from potential visitors. One visitor from Iowa called our office to say, “The videography is exquisite and the musical background is so uplifting! The ads remind me of a National Geographic special. If this doesn’t get people to SD, nothing will.”

Another gentleman from Kansas City emailed in April and commented, “I don’t usually pay attention to commercials at all but I always stop what I’m doing when yours runs because it is so well done.”

The new campaign reaches our target audience in the markets of Minneapolis, Omaha, and Eau Claire/LaCrosse. We also stretched our dollars into to new markets for 2012 – Des Moines and Kansas City. Combined with our cooperative marketing partners, we’re also reaching audiences in Billings, MT; Casper, WY; the front range of Colorado; Bismarck, Fargo and Grand Forks, ND; Winnepeg, MB, Canada; Sioux Falls, SD; Sioux City, IA; and St. Cloud, MN.