

2020 Hermes Award Entry

AWARD ENTRY:

Electronic Media: Audio & Video
Go Lake Havasu

SUBMITTED BY:

Madden Media



Lake Havasu City's "Find Your Element" Campaign

GO LAKE HAVASU

Background

Go Lake Havasu's branded campaign, "Say Yes to Adventure," had run its course, and we knew it was time for a little refresh. The aspirational "Find Your Element" campaign was developed in collaboration with our agency, Madden Media. The goal was to inspire visitors to "be in their element" and find "greater happiness" while visiting Lake Havasu City. We took a fun twist on the universe's elements with "water, earth, air, and fun" to represent what makes up an epic Lake Havasu experience. Strategically, these campaign elements showcase the unique pillars and things to do, while the integrated brand campaign targets high-intent consumers and invites them to find their element in Lake Havasu City.

OBJECTIVE

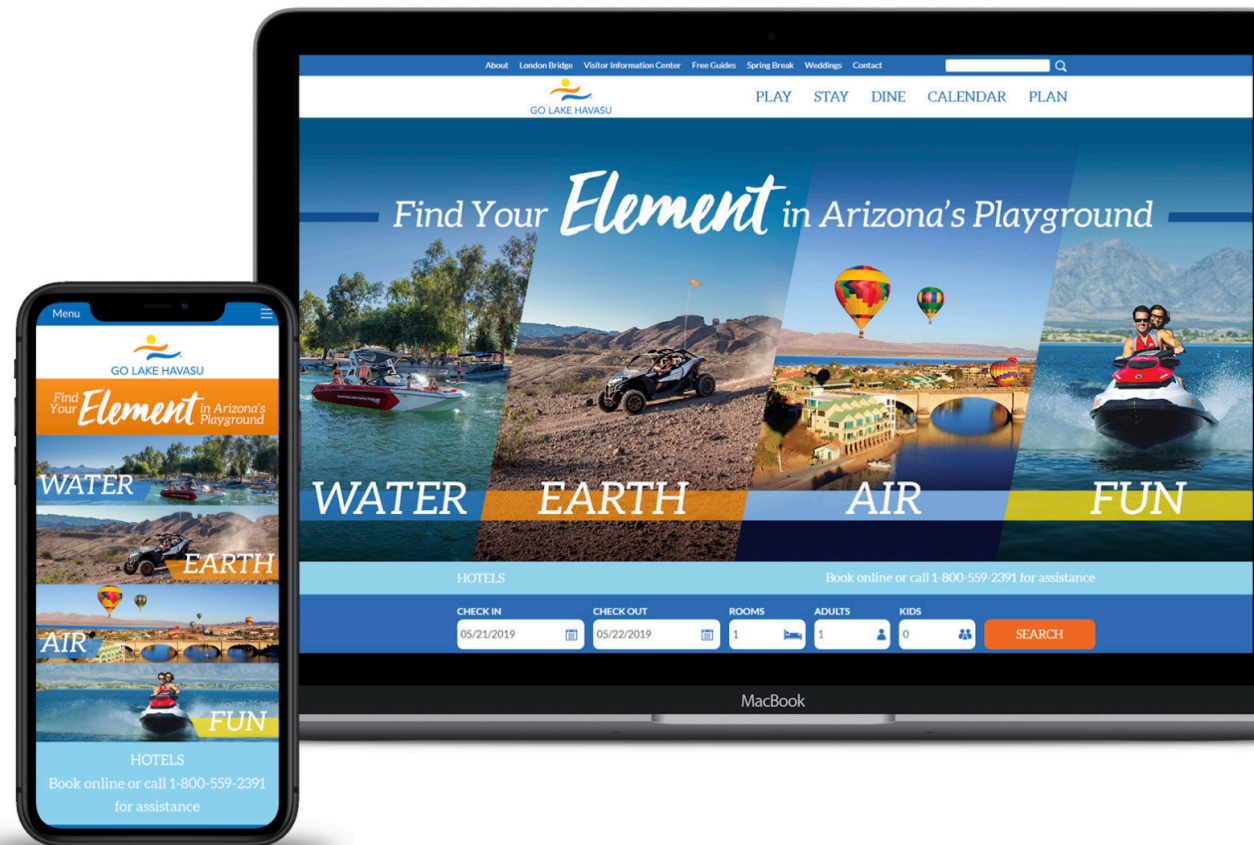
Use video to highlight the new brand and maximize engagement of high-intent website visitors.

TARGET AUDIENCE

Adults 25-64 who are active, enjoy the great outdoors and include enthusiasts who like fishing, boating, hiking, off-roading, and fun times.

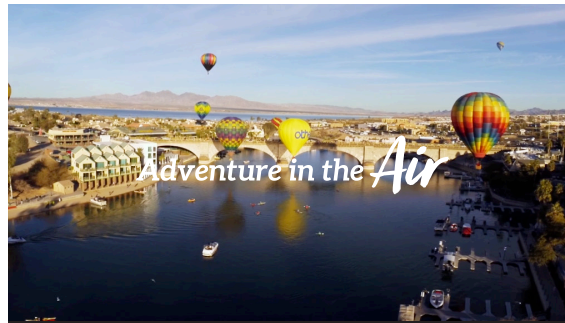
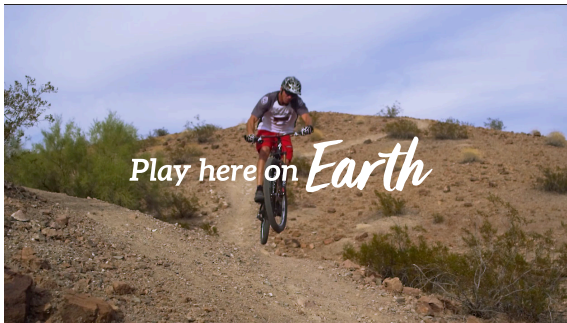
The campaign included four landing pages, which were written based on each of the themes on the homepage.

Each of the element landing pages has its own video header to showcase fun things to do within the theme.



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Tactics

We started the branded campaign by developing the idea around water, earth, air, and fun, but needed a tagline. Madden's creative experts brainstormed some ideas with visuals and tested the options with a small focus group. The group found "Find Your Element" to be the most favorable of the options. Next on the list was redesigning our homepage with an eye-catching header treatment that introduced the themes of Water, Earth, Air, and Fun. We knew it would be important for our audience to see the campaign as soon as they landed on our website. To support the branded campaign, four interactive landing pages were also created. Each landing page focused on one of the elements (Water, Earth, Air, and Fun) and featured a video header related to that specific element. This video element, combined with great photography and a mix of content that includes storytelling, things-to-do, and local quotes made a compelling page which visitors could explore and be inspired by.

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Design and Development Decisions

HEADER VIDEOS

Each landing page had its own header video.

Video content from each of these segments was also used in social media videos and 0:30 versions were created for use in TV commercials.

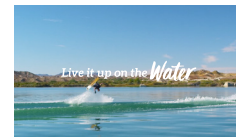
Check out the TV
Commercial [here](#).



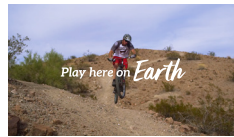
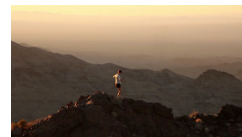
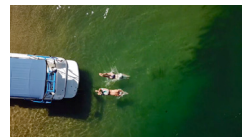
(Music)



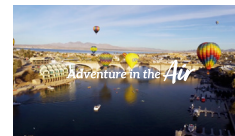
VO: Come find your element in Arizona's Playground.



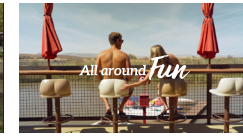
VO: Live it up on the water.



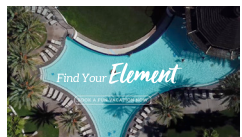
VO: Play here on earth.



VO: Adventure in the air.



VO: All around fun



VO: Find your element in Lake Havasu City...



...(pause) at GoLakeHavasu.com.

Check out an example of
the Landing Page Header
Video [here](#).

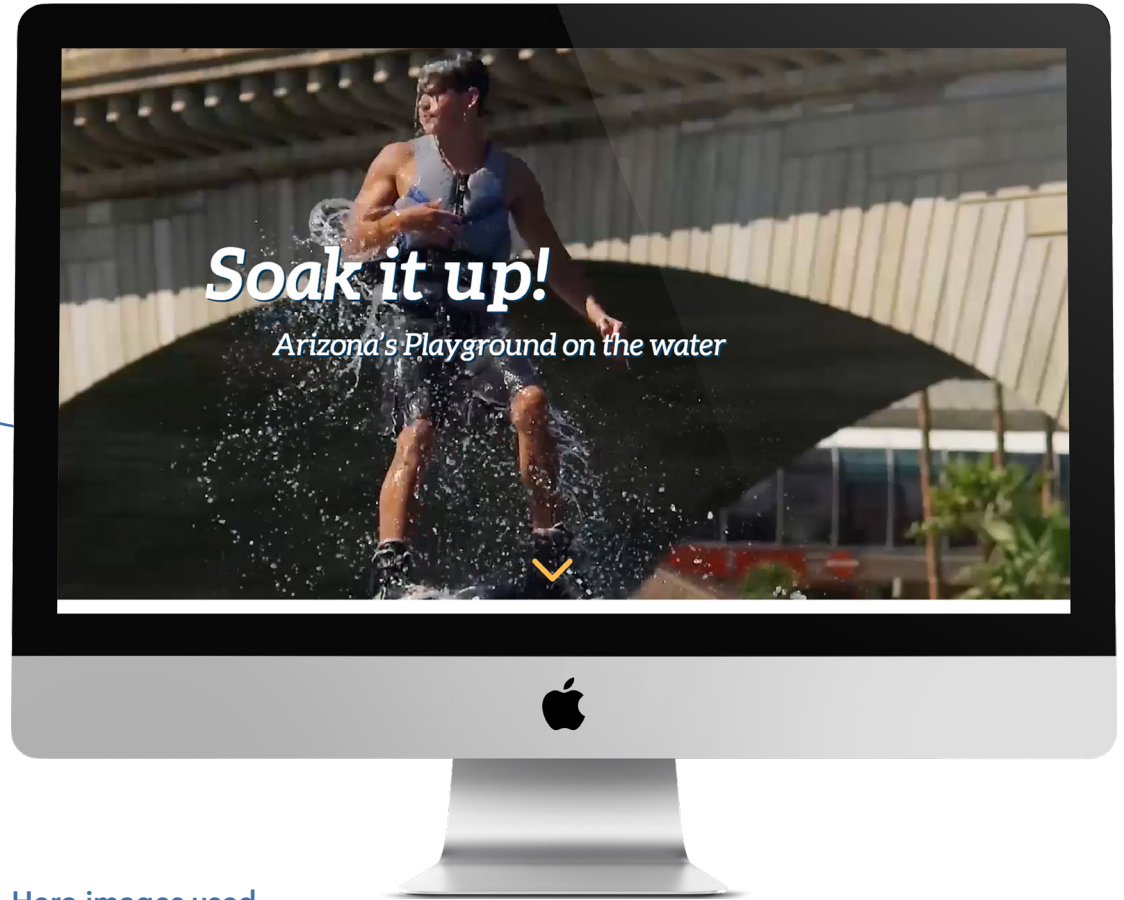
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Design and Development
Decisions

ANIMATION

The video header
plays without sound



Hero images used
parallax scrolling



Arizona's West Coast is where adrenaline meets tranquility, a water paradise where fun knows no limits. The wide-open waterways of Lake Havasu and the Lower Colorado River offer breathtaking space for adventures in boating, fishing, wakeboarding, kayaking, paddleboarding, flyboarding and swimming.

SHARE   



Men's Journal named Lake Havasu City, "America's Best Lake Town for Water Sports." And for good reason. Lake Havasu City is known as "The Personal Watercraft (PWC) aka 'jet ski' Hub of the World." Hop on a PWC and enjoy exploring the area's beautiful beaches, coves and other coastal attractions.

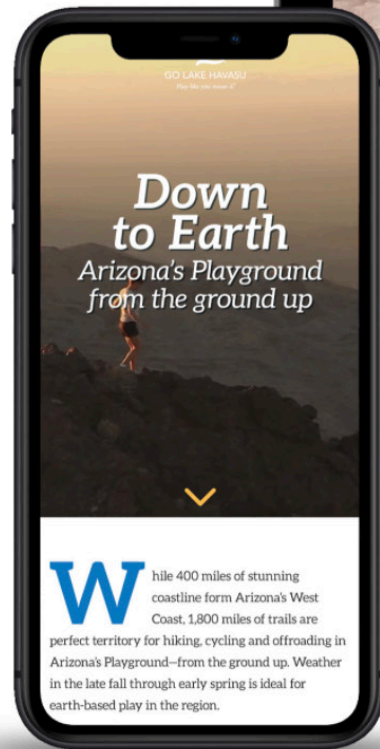
When you're feeling a need for speed, satisfy your craving along 60 miles of navigable waterways with no speed limits in sight. (except for the 10 mph limit in the Lake Havasu City Marina) And for recreation fun, visit our website and see the thrilling fun activities that await you at the Lake Havasu City Marina.

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Results

- The result is great engagement with the Average Time On Page at 6+ minutes
- The digital ads generated an Average CTR is 7.31%, the goal for the travel industry is 2.18%





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