FUSEIDEAS

CAMPAIGN RATIONALE

The city of Santa Fe is already unique among other U.S. travel destinations. It's the oldest and highest American capital. Its look and feel is the marriage of the Spanish, New Mexican and Native American influences that left their imprint over the past millennium.

There is an ethereal quality to the light that has drawn artists to its borders. In fact, the legacies of residents Georgia O'Keeffe and Eliot Porter can still be felt today.

There is a bright, lively flavor to the cuisine. Creativity is prized in both taste and presentation. Even the chocolate bears a distinct flavor that brands it as Santa Fe handiwork.

There is shopping, theatre and sightseeing for those looking for a quiet getaway and there is hiking, climbing and even hang-gliding for the thrill seekers among us.

CREATIVE RATIONALE

Virtually everything is different about Santa Fe; and this campaign will show the rest of the U.S. why they should visit precisely because of that.

This campaign features headlines that speak to things you could see or do everyday – and marries them with stunning, iconic Santa Fe imagery. This juxtaposition further highlights Santa Fe as "The City Different".

The treatment at the bottom of the ads is inspired by Native American pottery design motifs and the Santa Fe landscape; and provides a space that calls attention to the logo, tagline and call to action. The font stands sturdy with a subtle sense of roundness, not unlike an adobe building.

Please note that the photography shown in these concepts is meant to convey the concept only and are not final. In the coming weeks, we will hold a photo shoot to gather visual assets to support this campaign.

Santa Fe
STAIRCASE
Santa fe
THE CITY DIFFERENT
TOP 10 HIGH ALTITUDE CITIES - NATIONAL GEOGRAPHIC
TAKE YOUR VACATION TO NEW HEIGHTS. GO TO SANTAFE.ORG TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe

WINDOW SHOPPING

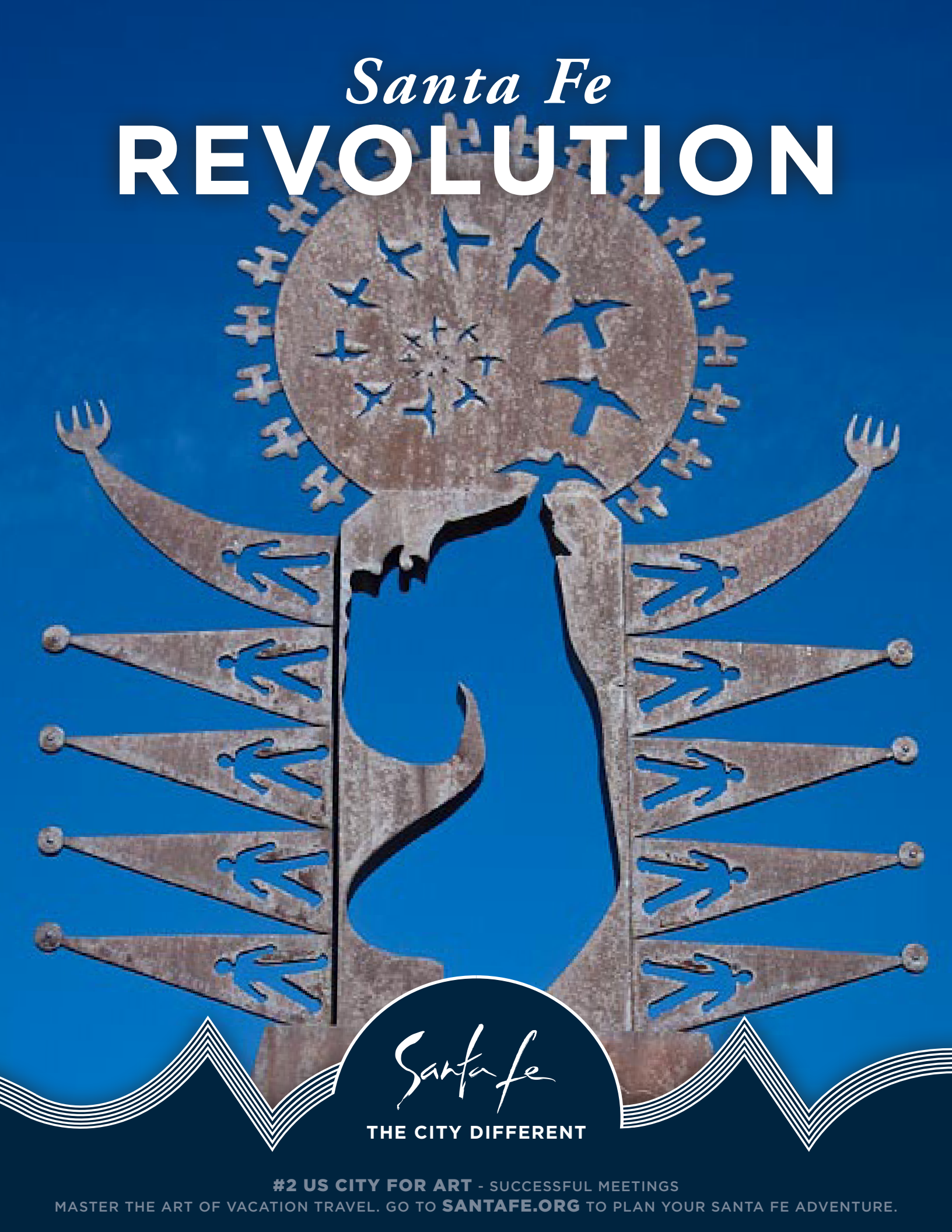
TOP 10 CITIES FOR MUSEUMS & GALLERIES - TRAVEL AND LEISURE

SEE WHAT SANTA FE HAS IN STORE FOR YOU. GO TO **SANTAFE.ORG** TO PLAN YOUR VACATION.

Santa Fe
HAPPY HOUR
Santa fe
THE CITY DIFFERENT
TOP 10 FOODIE CITIES - LIVEABILITY.COM
HERE'S TO A TOTALLY UNIQUE VACATION. GO TO SANTAFE.ORG TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe

REVOLUTION



Santa fe

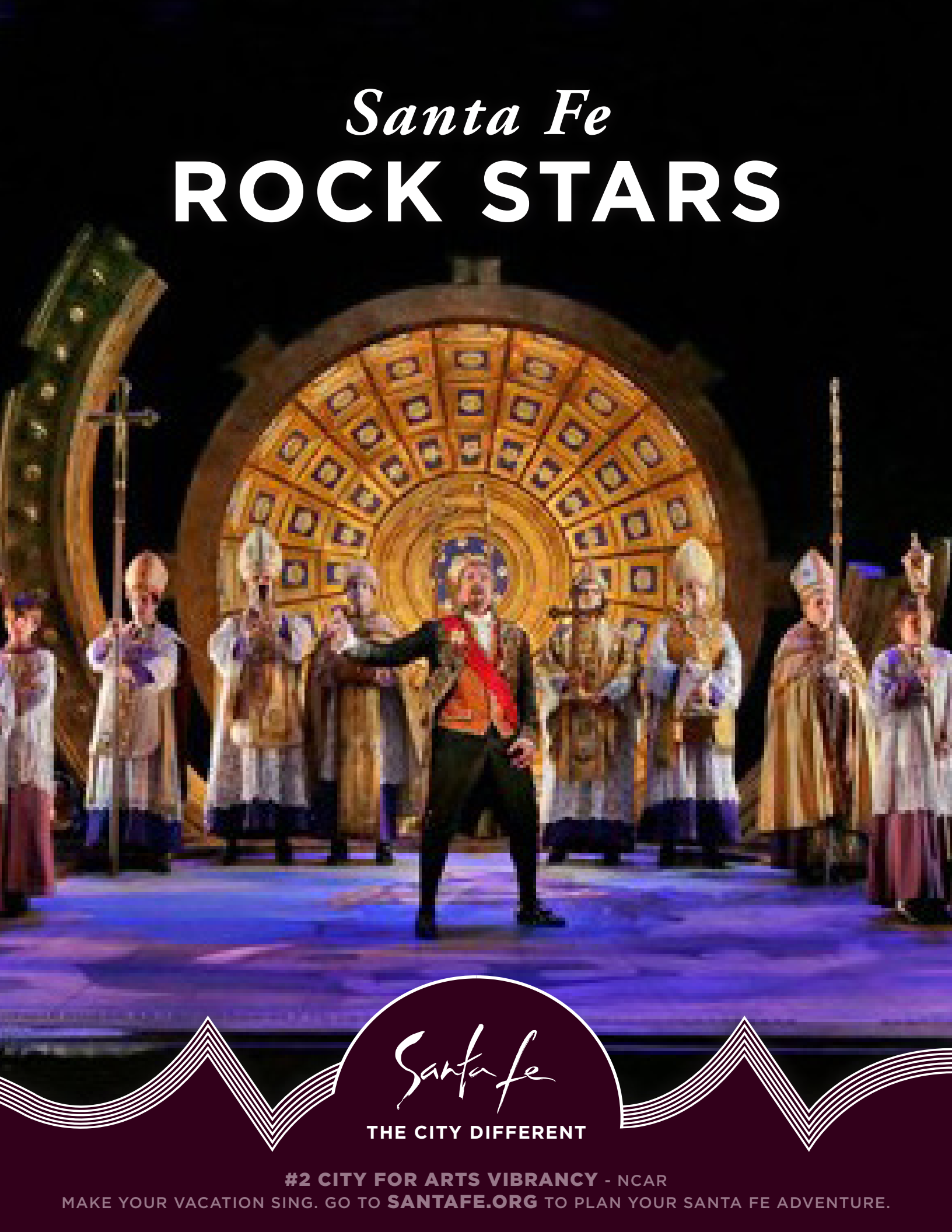
THE CITY DIFFERENT

#2 US CITY FOR ART - SUCCESSFUL MEETINGS

MASTER THE ART OF VACATION TRAVEL. GO TO **SANTAFE.ORG** TO PLAN YOUR SANTA FE ADVENTURE.

Santa Fe

ROCK STARS

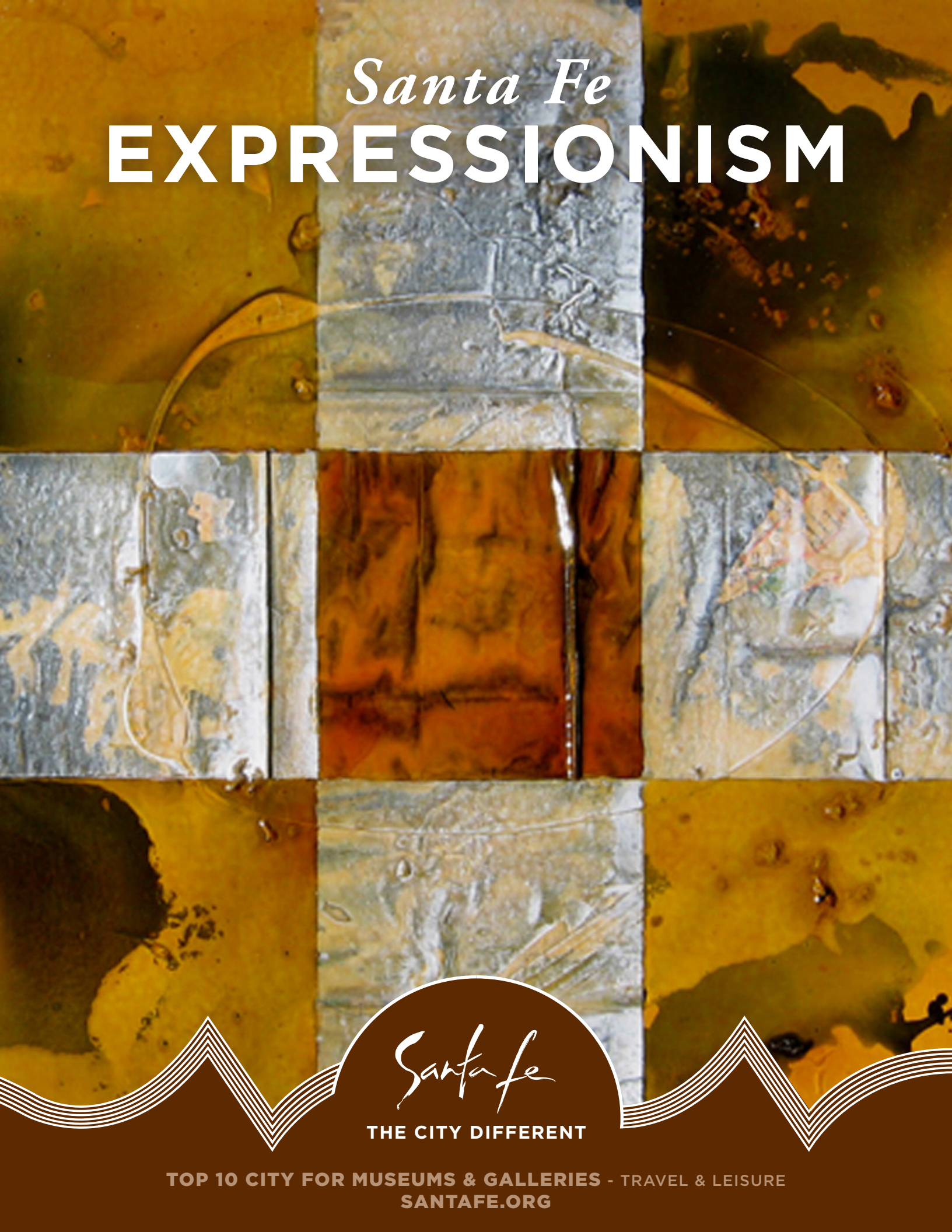


Santa fe

THE CITY DIFFERENT

#2 CITY FOR ARTS VIBRANCY - NCAR

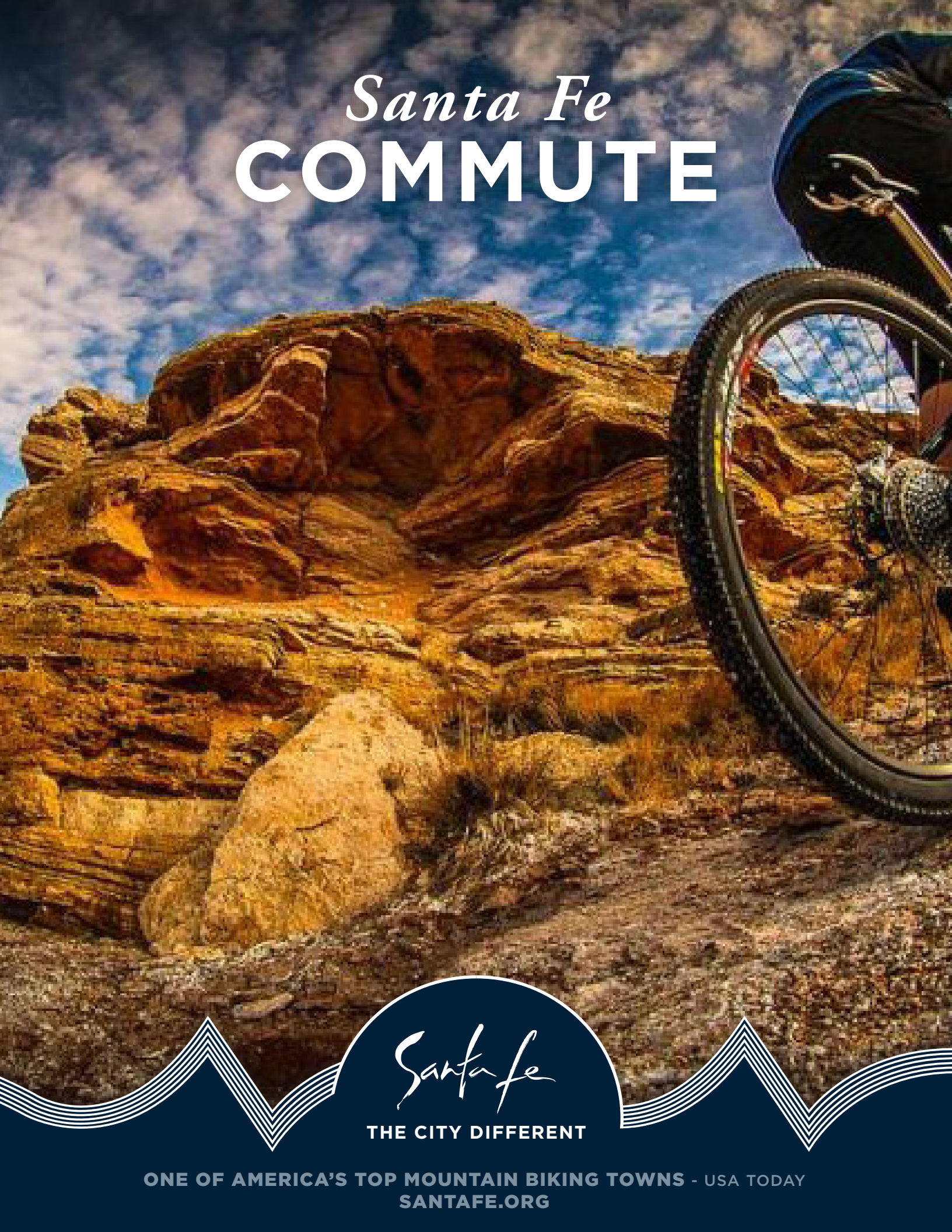
MAKE YOUR VACATION SING. GO TO **SANTAFE.ORG** TO PLAN YOUR SANTA FE ADVENTURE.


Santa Fe
EXPRESSIONISM
Santa fe
THE CITY DIFFERENT
TOP 10 CITY FOR MUSEUMS & GALLERIES - TRAVEL & LEISURE
SANTAFE.ORG

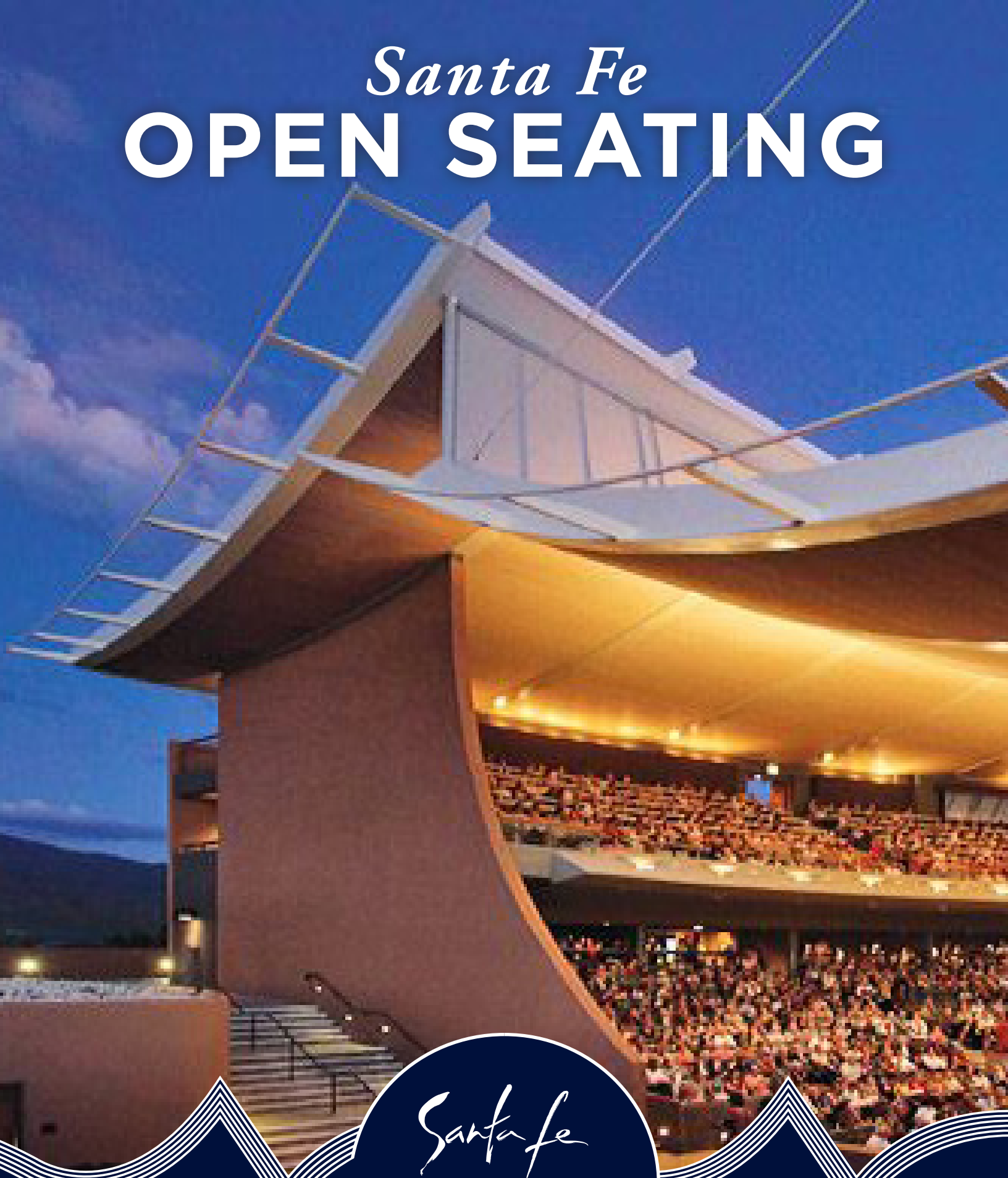
Santa Fe
WINDOW SHOPPING
Santa fe
THE CITY DIFFERENT
#1 INDEPENDENT BOUTIQUES - TRAVEL & LEISURE
SANTAFE.ORG

Santa Fe
BROWSING
Santa fe
THE CITY DIFFERENT
#2 TOP TRAVEL DESTINATION IN THE U.S. - CONDÉ NAST TRAVELLER
SANTAFE.ORG

Santa Fe
SUDS
Santa fe
THE CITY DIFFERENT
ONE OF AMERICA'S BEST BEER CITIES - TRAVEL & LEISURE
SANTAFE.ORG


Santa Fe
COMMUTE
Santa fe
THE CITY DIFFERENT
ONE OF AMERICA'S TOP MOUNTAIN BIKING TOWNS - USA TODAY
SANTAFE.ORG

Santa Fe
OPEN SEATING



Santa fe

THE CITY DIFFERENT

PREMIERE ART & ENTERTAINMENT TOWN - MEETINGS FOCUS

SANTAFE.ORG

Santa Fe

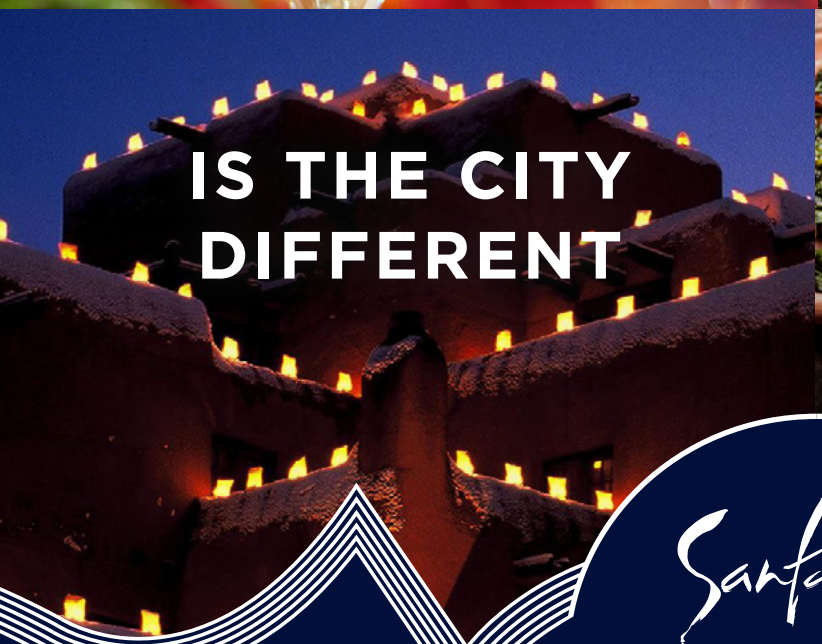
CELEBRATION

Santa fe

THE CITY DIFFERENT

#1 CULTURAL GETAWAY - TRAVEL & LEISURE

SANTAFE.ORG



Santa Fe
THE CITY DIFFERENT

#1 BEST SMALL CITY IN AMERICA - CONDÉ NAST TRAVELER
SANTAFE.ORG

Santa Fe

HIGH RISE

Santa fe

THE CITY DIFFERENT

#1 CULTURAL GETAWAY - TRAVEL & LEISURE **SANTAFE.ORG**

Santa Fe
CHAIN STORE
Santa fe
THE CITY DIFFERENT
WESTERN SHOPPING TOWN OF THE YEAR - GROUP'S TODAY MAGAZINE
SANTAFE.ORG