Our Approach

Utilize the National Park Service Centennial as a catalyst to re-introduce the National Park Brand to a new generation of diverse Americans.

National Park Brand Centennial Opportunity

- Create Relevancy/Awareness
- Drive Connection/Engagement
- Increase Support

NPS Goals

- Advancing the NPS education mission
- Connecting people to parks
- Preserving America’s special places

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Campaign Components

Through 2014, we will be building out all the campaign pieces to create an expansive, holistic and multi-channel program that will reach and engage all audiences.

Added internal goals?

Public Relations

Corporate Partner

Activation

TV/Radio

Print/DOH

Digital (Website/Social/Mobile)

NPS Call to Action Goals

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