



# TTIA

Life's Better in a State of Travel

## LONELY LUGGAGE CAMPAIGN

### CAMPAIGN ELEMENTS

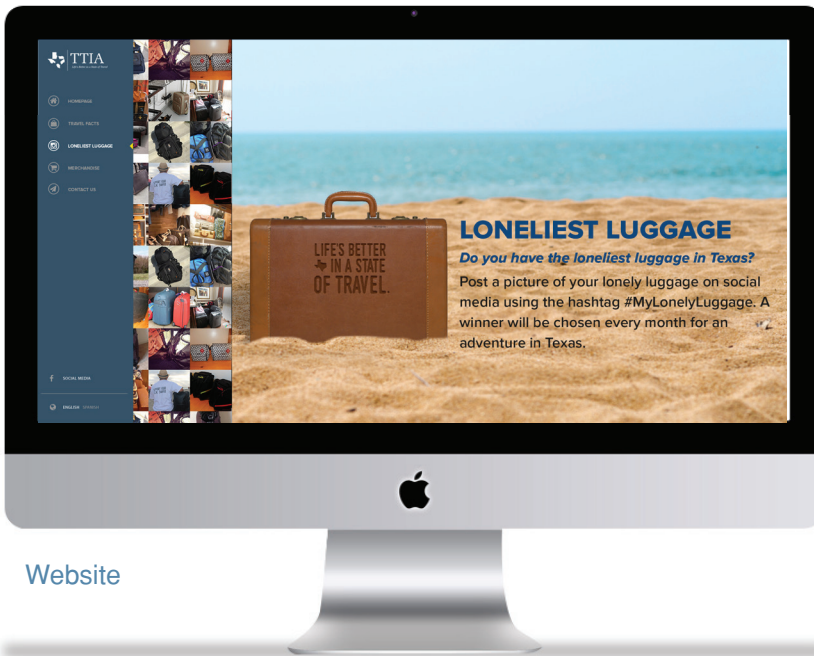


Your luggage misses you.  
Take it somewhere.

[mylonelyluggage.com](http://mylonelyluggage.com)

 TTIA LIFE'S BETTER IN A STATE OF TRAVEL

Broadcast



Website

Print Ads  
Online Advertising  
Outdoor Billboards  
Social Media  
Public Relations  
PSA TIME & SPACE

Instead of telling consumers why “life’s better in the state of travel”, we’re going to show them through the perspective of luggage. Luggage that doesn’t get to go anywhere. We’ll use a series of imagined monologues to create grassroots advocacy for tourism, spread awareness about the campaign, and achieve other goals beneficial for TTIA:

1. Produce an engaging campaign with viral potential
2. Stimulate the idea to travel the State
3. Create Sponsor visibility
4. Speak to our three key audiences
5. Generate multiple PR opportunities

