

Campaign Creative: Elements

Video

Hero Stories (3)

Lead Digital, :30 and :15

- Cesar
- Debbi
- Gary and Judy
- Educational Animated Infographic (:15 and :30)

In-Depth Content

Web Content, Various Lengths

- Feather Falls Brewery (long and :30)
- Local Grocery Store (long and :30)
- 2 Gateway College Students (long and :30 of each)
- 3 San Manuel Oncology Center Representatives (:30s)
- Lynn Valbuena Native American Spirit of Giving (:30)
- 5 Sherman Indian High School Students (:30s)

Audio

Pandora Audio Ads

:15 and :30 Economic Impact

Display

Hero Stories

Infographic, Various Lengths

- Economic Impact
- Jobs Impact
- Community Impact

Landing Page

Campaign Creative leads back to Campaign Landing page for more information