

Conde Nast Traveller Advertorials

October 2009 through March 2010

Program Description

CTTC worked with *Conde Nast Traveller* magazine to create a series of six advertorials using the “True Californians” from CTTC’s domestic print advertising campaign. The advertorials were designed to fit seamlessly into the magazine and act as a first-person account about what California means to each person, and how it enables them to live their lives as an inspiration to others. CTTC worked with the four existing True Californians:

- Jim Moriarty – beaches
- Charles Phan – food and wine
- Beth Rodden – great outdoors
- Elon Musk – open road

In addition, CTTC brought in two more “True Californians” based around themes relevant to the target market and geographical areas not covered through the original four:

- Kristi Frankenheimer – entertainment
- William Kopelk – design and architecture

Conde Nast Traveller is the number one travel magazine in the U.K., with a readership of 335,000. The magazine has loyal readers who are not only interested in luxury holidays, but are also looking for aspirational holidays, honeymoons, inspirational ideas that they can work into their budget and escapism. The magazine is the only title in the U.K. with a strict “no press trips” policy, meaning that the only way to get a guaranteed message to their readers is through advertorial content. *Conde Nast Traveller* has the highest subscription rate of any consumer magazine in the U.K., and is the only magazine to have increased its circulation over the last six months, achieving its biggest readership ever in autumn 2009.

Target Audience

- **Cultured Explorer.** The high-end cultured explorer and sophisticated

travel-savvy consumer looking for inspiration and first-person accounts and insider guides to California.

- **Silver Voyager.** The less adventurous traveler looking for role models and tried and tested ideas for things and areas to include in a visit to the state.
- **Premium Families.** Families with a high disposable income looking for an alternative to traditional California family vacation destinations.

Objectives & Reach

- To work with the Conde Nast brand to cement California’s position in the U.K. market.
- To use the “True Californians” from the advertising campaign to create three-dimensional characters who can offer more in-depth insights into the state.
- To create further usable content around the “True Californians.”
- To make the “True Californians” campaign work for the luxury market.
- To position California as one of the world’s leading luxury/affordable luxury destinations.
- To take advantage of the fact that *Conde Nast Traveller* readers are still traveling extensively.
- To promote a sustained readership with advertorials spread over six separate issues.
- To cost-effectively create luxury collateral for use at consumer shows, endorsed by Conde Nast, through a print run of 1,000 copies.

Results & Accomplishments

Campaign results will be available at the end of the campaign in April 2010.

Program Contact(s)

Leona Reed
 Senior International Marketing Director
 916.319.5434
 lreed@visitcalifornia.com



IT'S LIFE JIM. BUT NOT AS WE KNOW IT!

Life just feels better under the Southern California sun

WENDY CHAMBERLAIN



SAN OFRE SURFING CLUB

California is one of the most beautiful states in the world. It's a land of endless beauty, with a coastline that stretches for over 2,000 miles. From the redwood forests of the north to the sun-drenched beaches of the south, there's something for everyone in California. And it's not just the scenery that makes it so special, but the people who call it home. The Californians are known for their laid-back attitude and their love of the outdoors. Whether you're a surfer, a hiker, or just someone who enjoys a good sunset, California has it all. So why not move to California? You'll find a better quality of life, a warmer climate, and a more relaxed pace of life. It's not just a place, it's a way of life. And that's what makes California so special.

California is a beautiful state with a rich history and a diverse culture. It's a land of opportunity and innovation, where dreams are made real. From the Silicon Valley tech industry to the Hollywood entertainment industry, California has led the way in many fields. And it's not just the economy that makes it so attractive, but the quality of life. With its beautiful scenery, warm climate, and friendly people, California is a place where you can truly live and thrive. So why not move to California? You'll find a better quality of life, a warmer climate, and a more relaxed pace of life. It's not just a place, it's a way of life. And that's what makes California so special.

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EARTH, FIRE & WATER

Creating edge design and unique, modern architecture.

THINK INFUTURE. PEOPLE ARE GOING TO IMPRINT THEIR IDEAS ON THE LAND. UPON IT.

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AIN'T NO MOUNTAIN HIGH ENOUGH

Rock-climbing hero Beth Rodden reveals California's natural treasures

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LIGHTS CAMERA ACTION

Location manager Kevin Tomlinson's behind-the-scenes look at California's movie industry

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THE FILMS THAT APPEAL TO MIMICISTS ARE THOSE THAT ALLOW FILM LOCATIONS TO DEVELOP INTO CHARACTERS THAT ALMOST BREATHE.

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