
ARIZONA LAUNCHES NEW ADVERTISING CAMPAIGN



The Arizona Office of Tourism has launched a new advertising campaign designed to accentuate the state's national parks and natural beauty. The campaign, dubbed "In One Word-Arizona," began this month and will run through May 2011. It will appear primarily in the Chicago and Los Angeles markets. AOT collaborated with Moses Anshell, a Phoenix-based advertising agency, on the concept, design and execution of the campaign. AOT also worked with the marketing firm Mighty Interactice to execute the extensive digital media plan. The ads will feature some of Arizona's most recognizable attributes and visitor attractions, including the Grand Canyon National Park, Monument Valley, Sedona, and Saguaro National Park. The images of Arizona are so powerful; we created a campaign that's visceral," said Louie Moses, president and executive creative director at Moses Anshell. "These iconic photos bring to mind so many individual emotions, the one word just gets you started." According to AOT, the state had more than 35 million visitors in 2009 and spent \$16.6 billion.

<https://blog.granted.com/>