

A blue background with a row of five padlock icons. The central padlock is white and appears to be unlocked, with a hand's index finger pointing at it. The other four padlocks are blue and appear to be locked.

Unlock Strategic Insights to Boost Your Media Performance

Discover how Setup's curated network of vetted marketing agencies empowers leading brands to optimize media spend, enhance ROAS, and achieve measurable growth across retail, QSR, healthcare, tourism, and more, through precision-matched partnerships.

Setup, LLC | July 2025

How California's Playful Campaign Delivered Record Results

How Visit California's innovative "Let's Play" campaign reinvigorated California's appeal, driving record-breaking awareness, visitor intent, and engagement.

THE CHALLENGE:

Reinvigorating a Beloved Brand

After a decade of success, Visit California's "Dream Big" platform was losing its shine amid global anxiety and media overload.

Setup-collective agency The Shipyard's task: reposition the brand messaging to resonate emotionally, spark renewed optimism, and measurably increase travel intent, visitation, and spending.

SOLUTION + STRATEGY:

The Shipyard's Strategic Playbook

POLYCRISIS CONTEXT:

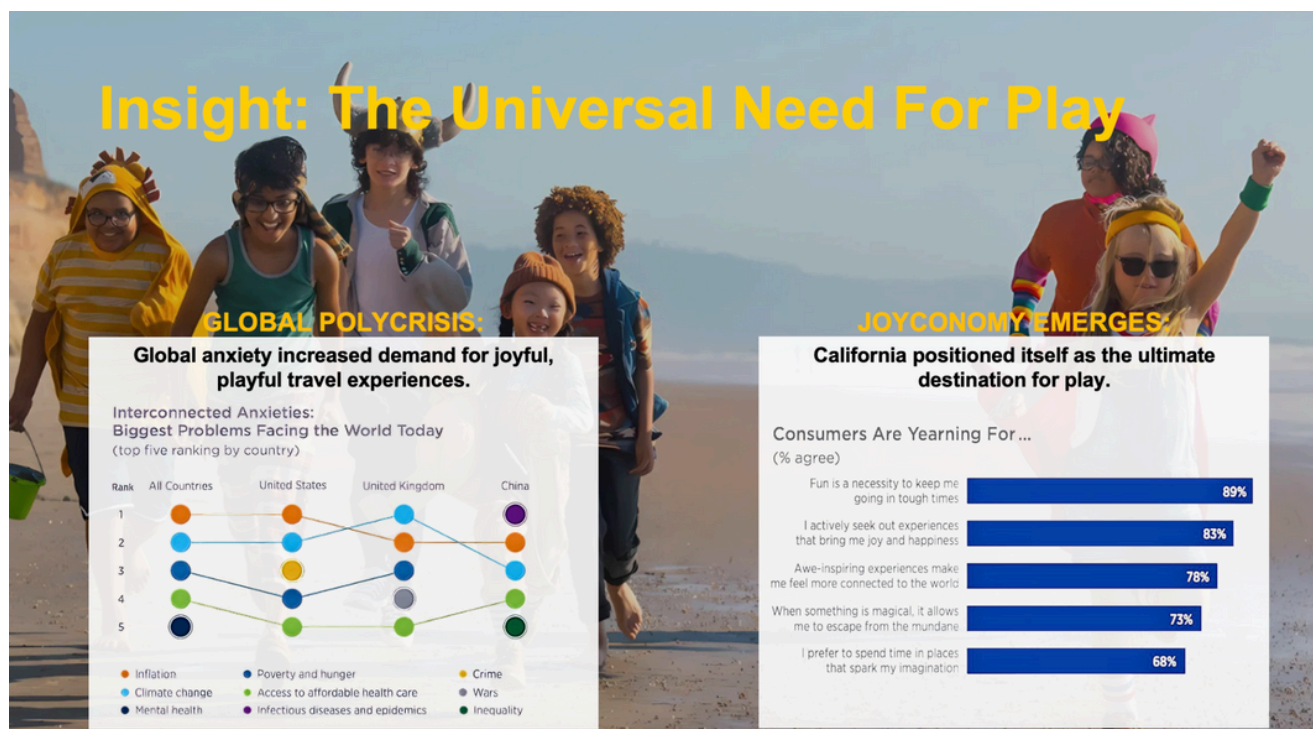
Travelers today are increasingly stressed and **"fun-deprived"**—**89%** consider fun essential in tough times, while **83%** actively seek joy-filled experiences to counter daily pressures.

BRAND POSITIONING:

Reposition California as **"The Ultimate Playground"**, highlighting its playful spirit, diverse experiences, and inviting openness.

STRATEGIC SHIFT:

Launch the **"Let's Play"** platform using the universally engaging concept of **"Keepie Uppie,"** connecting diverse California experiences through an energetic, unified storytelling thread.



EXECUTION:

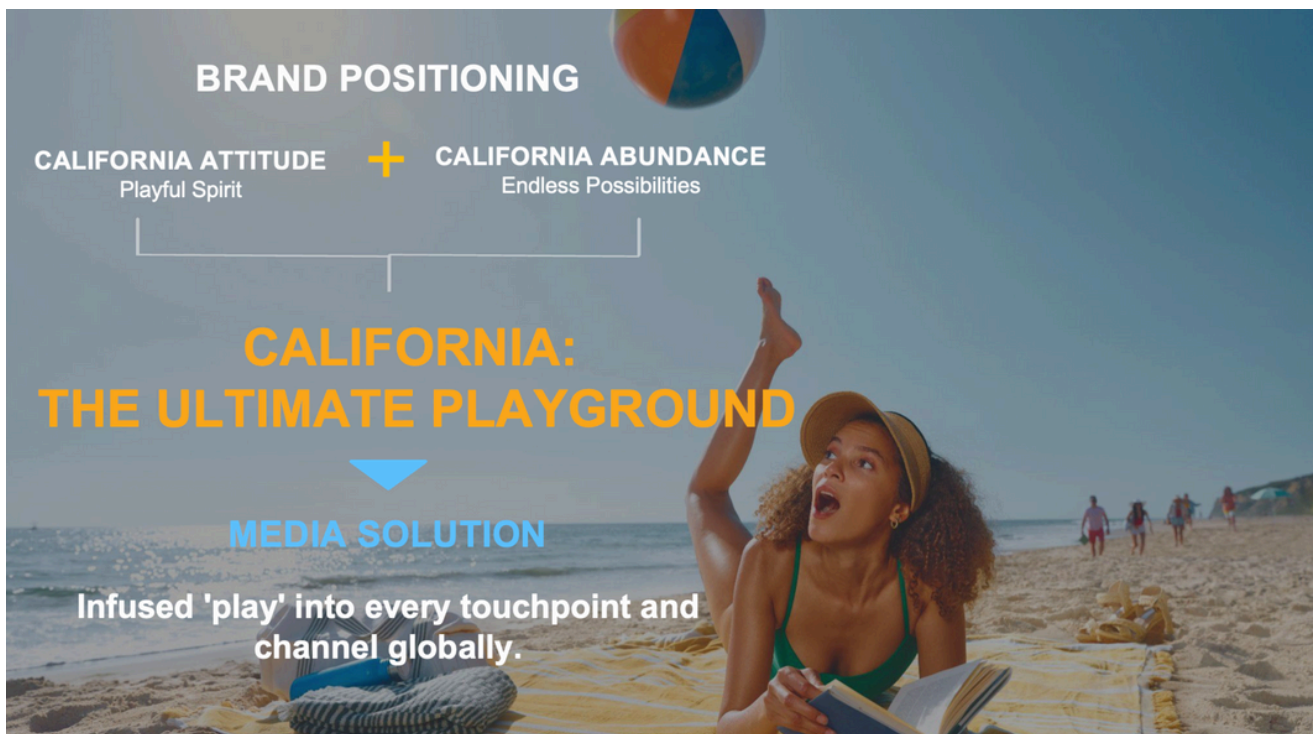
Creative Spark

THE GIANT BEACH BALL:

- **Concept:** CGI beach ball traveling from mountains to surf.
- **Emotional Hook:** Inject joy and play into every frame.

OMNI-CHANNEL DEPLOYMENT:

- **TV & CTV:** National spots on ESPN, TNT, etc.
- **Interactive Tactics:** CTV quiz ads, gamified units, branded podcasts.
- **OOH & Social Extensions:** IPW 3D OOH billboard + April Fool's CGI activation on TikTok & Pinterest.



RESULTS + IMPACT:

Measurable Lift + Unprecedented Recall

Awareness: 72% ad recall, 57.3 M households reached.

Brand Metrics: 40+ point lift in brand ratings; 19-point lift in visitation intent.

Digital KPIs:

- 1.26 B impressions
- 277 M video views
- 0.59% CTR
- 7.4 M clicks to “Ultimate Playground” page
- 1.8 M site sessions



Expert Agency Matching. Effortless Results.

Setup cuts through the noise to pair your brand with the perfect agency match—fast. We vet every partner in our network to ensure they align exactly with your goals, saving you time, protecting your budget, and removing all the guesswork.

About Setup

Setup is an innovative agency matchmaking consultancy built on rigorous vetting and deep industry know-how. Our data-driven approach guarantees you'll be paired with the ideal marketing partner for your unique challenges.

Our proven model simplifies complexity, streamlines decision-making, and consistently delivers superior marketing results.

Ready to find your perfect agency match?

[Schedule Your Free 15-Minute
Strategy Session Today](#)