

“You Are Here”

Custom Content

Immersive multimedia content matches under-vacationed readers with a perfectly tailored Mexican experience.

Each year, U.S. workers leave 429 million paid vacation days on the table. We’re a vacation-deprived nation—not because we lack the opportunity but because we choose not to take it.

Leveraging Mexico Tourism’s “Doppelgänger” campaign, WP BrandStudio will create custom content that overcomes readers’ objections, rationalizations and procrastinations through vacation solutions that empower them to see themselves **here...**

Execution

Depending on final budget, program components could include:

- “Valuing Vacation”: Rich-media article
- “Who’s Your Doppelgänger?” Interactive quiz
- “You Are Here”: Immersive video experience



“Valuing Vacation”

Rich-media article

Journalistic reporting incorporates engaging graphics and data visualizations to explore the physical, mental and economic benefits of taking vacation.

Studies have shown that taking vacation can reduce the risk of heart disease. Overworked team members are more likely to suffer from depression. Well-rested employees are more efficient and creative. Yet if their companies offered unlimited vacation days, 56% wouldn't take extra time off.



67% of Americans stay connected to the office via e-mail or voice mail while on vacation

We'll look at the physiological and economic effects of vacation, including shareable listicles and stats such as:

- Vacation deprivation personality types: the Hoarder (stockpiles days for possible future trips); the Cheapskate (prefers to cash in unused days); the Showboat (thinks taking time off is a perceived weakness); the Martyr (who's going to do the work while I'm gone?)
- The top 10 signs of vacation deprivation
- Global demographics: Japanese workers take seven out of 18 vacation days; French workers get 30 days but 90% feel deprived

“Who’s Your Doppelgänger?”

Interactive quiz

Utilizing a format that’s highly popular with *The Washington Post* audience, an interactive quiz helps readers understand and overcome their resistance to taking time off.

- Readers answer a series of self-discovery questions
- They receive a Vacation Doppelgänger profile that describes what their particular persona would find most fulfilling
- Each Vacation Doppelgänger type is matched with an ideal Mexican destination

Vacation Doppelgänger Types

- The Hedonist
- The Explorer
- The Escapist

Sample Quiz Question

- You wouldn’t leave home without your...
- a) Sleep mask
 - b) Hiking boots
 - c) Binoculars

“You Are Here”

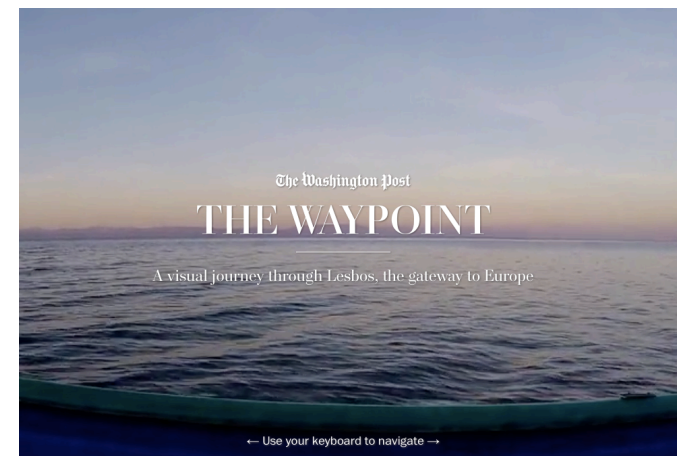
Immersive video experience

A “choose-your-journey” experience interweaves narrative copy with video interviews, photo galleries and maps.

- Readers choose the Mexican destination that appeals to them
- Destinations match Vacation Doppelgänger types
- Copy and voiceover narration takes readers on a dynamic journey through their destination

Sample journeys:

- A day by the pool or beach in Manzanillo (Hedonist)
- A visit to the agave-producing region of Valladolid (Explorer)
- A view of millions of butterflies in the forests of Michoacan (Escapist)



Execution inspiration: *The Washington Post's*
“The Waypoint”:
<https://www.washingtonpost.com/graphics/world/lesbos/>

Sample entry point of immersive video experience

BrandStudio

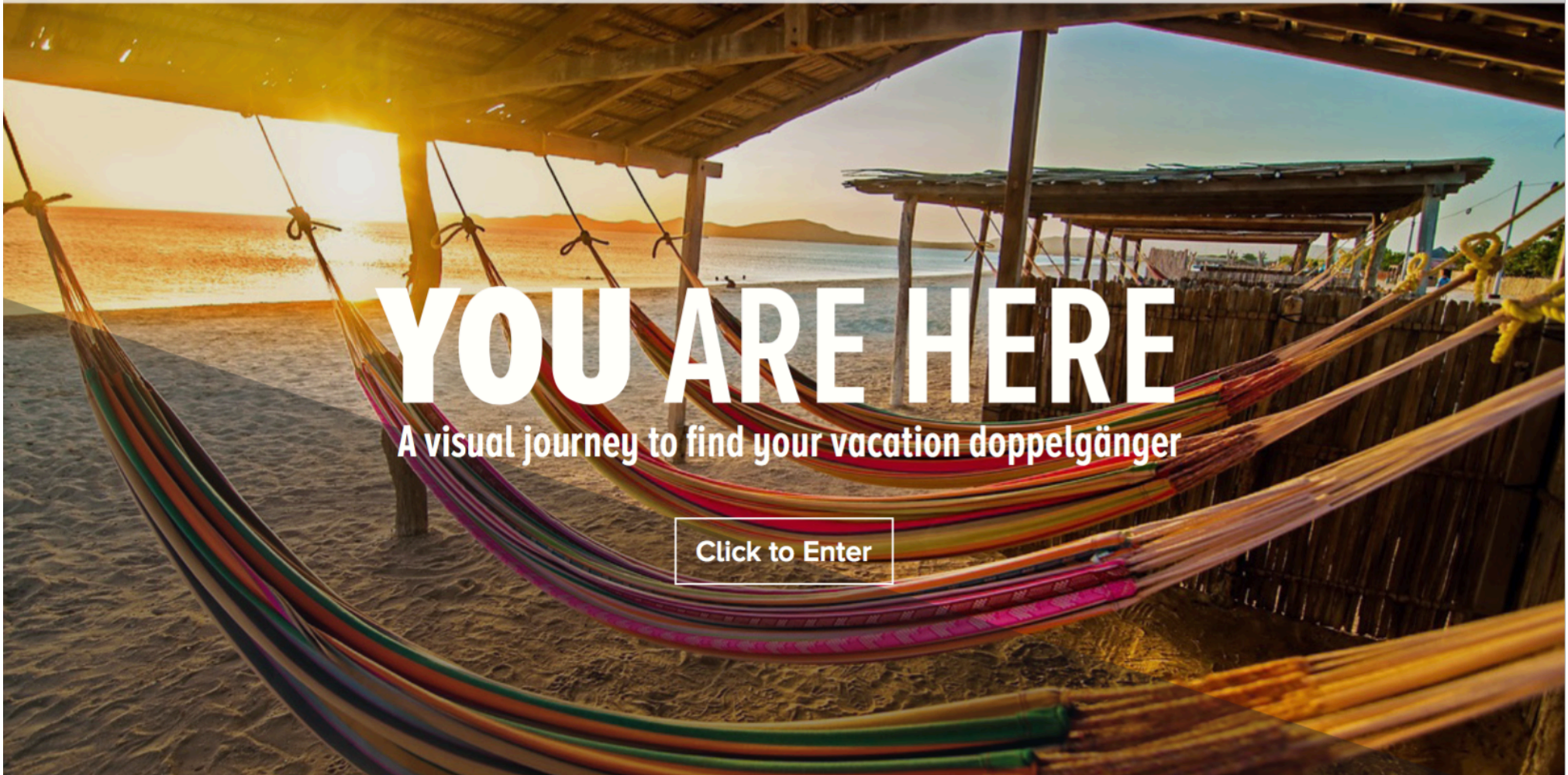


CONTENT FROM MEXICO TOURISM

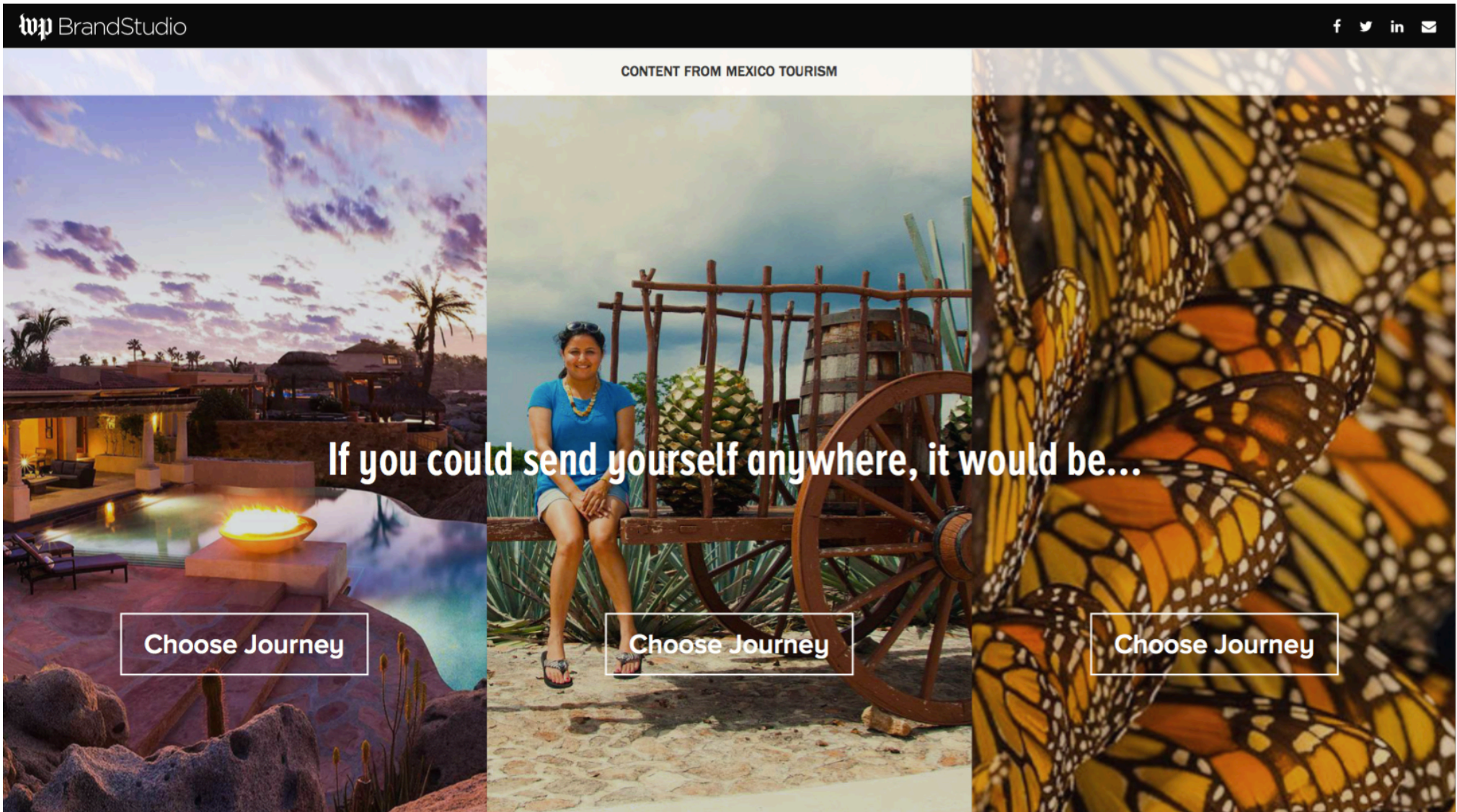
YOU ARE HERE

A visual journey to find your vacation doppelgänger

Click to Enter



From entry point, readers select a vacation destination



Readers experience an immersive journey through the destination

wp BrandStudio



CONTENT FROM MEXICO TOURISM



Welcome to The Escapist's Vacation

Every year, as many as one billion Monarch butterflies make a 2,500-mile journey from Canada to western central Mexico. Some believe they are the souls of the dead returning to earth.