

A person is silhouetted against a dramatic sunset sky, standing on the peak of a large, dark rock formation. The sky is filled with wispy clouds, and the sun is low on the horizon, casting a warm glow. In the foreground, the dark silhouettes of evergreen trees are visible. To the left, another mountain peak is partially visible, also covered in trees.

# FIRSTS THAT LAST 2.0

Visit North Carolina Partner Toolkit

8.11.2022

# INTRODUCTIONS



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Tourism Marketing Director



Katie Bailey  
Tourism Marketing Manager

# CAMPAIGN OBJECTIVE

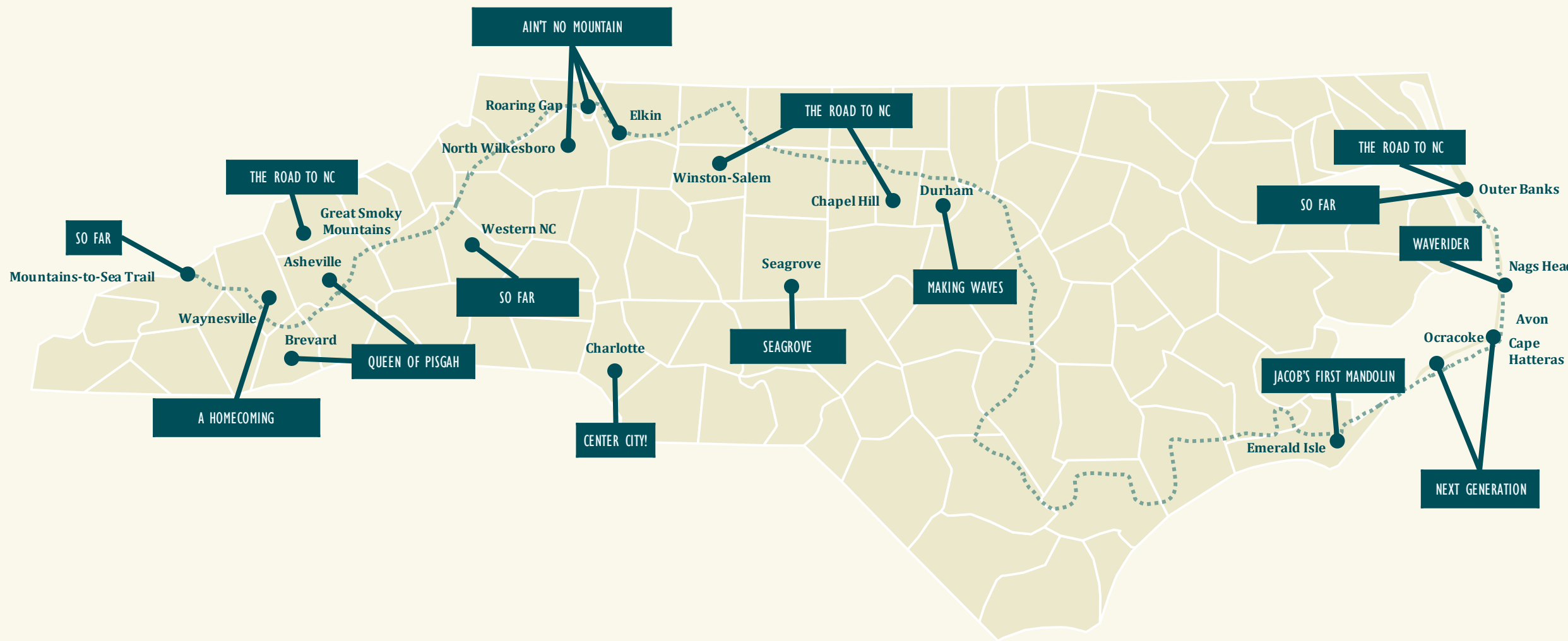
Develop a breakthrough campaign driving an increase in travel to the state.

## KPIs

1. Increased travel to NC
2. New emails with permission to message



# FILM LOCATIONS & THEMES





# CAMPAIGN COMPONENTS

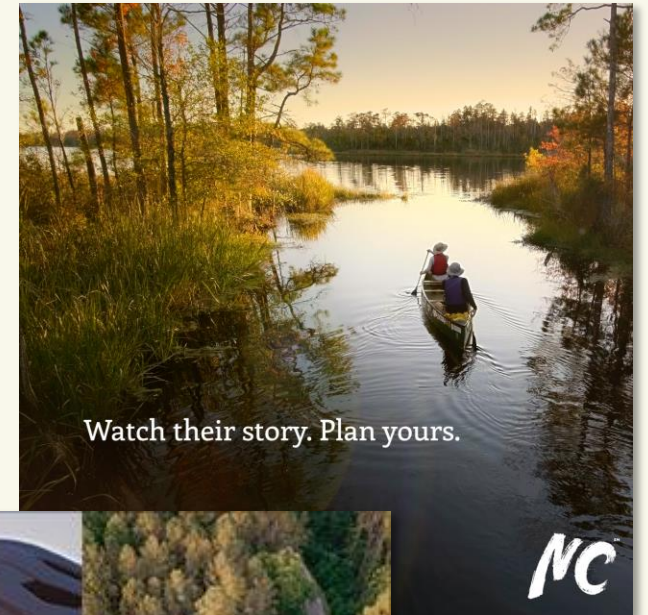
- People's Choice Contest
- Films / Filmmakers
- Brand Campaign
- Film Series Competition



# CAMPAIGN WORK

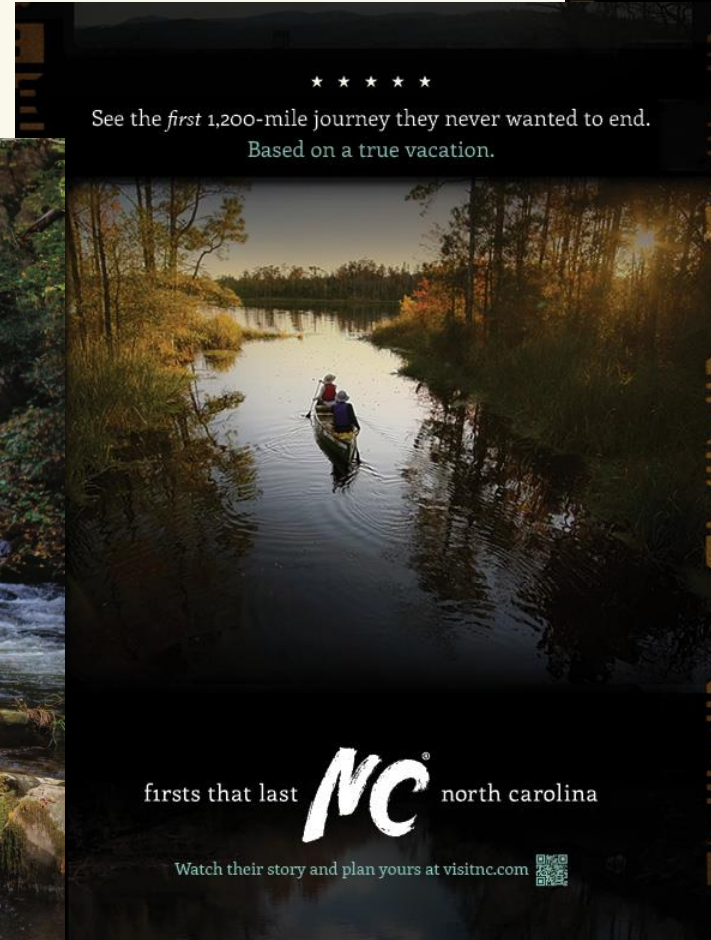


[CLICK TO WATCH VIDEO](#)





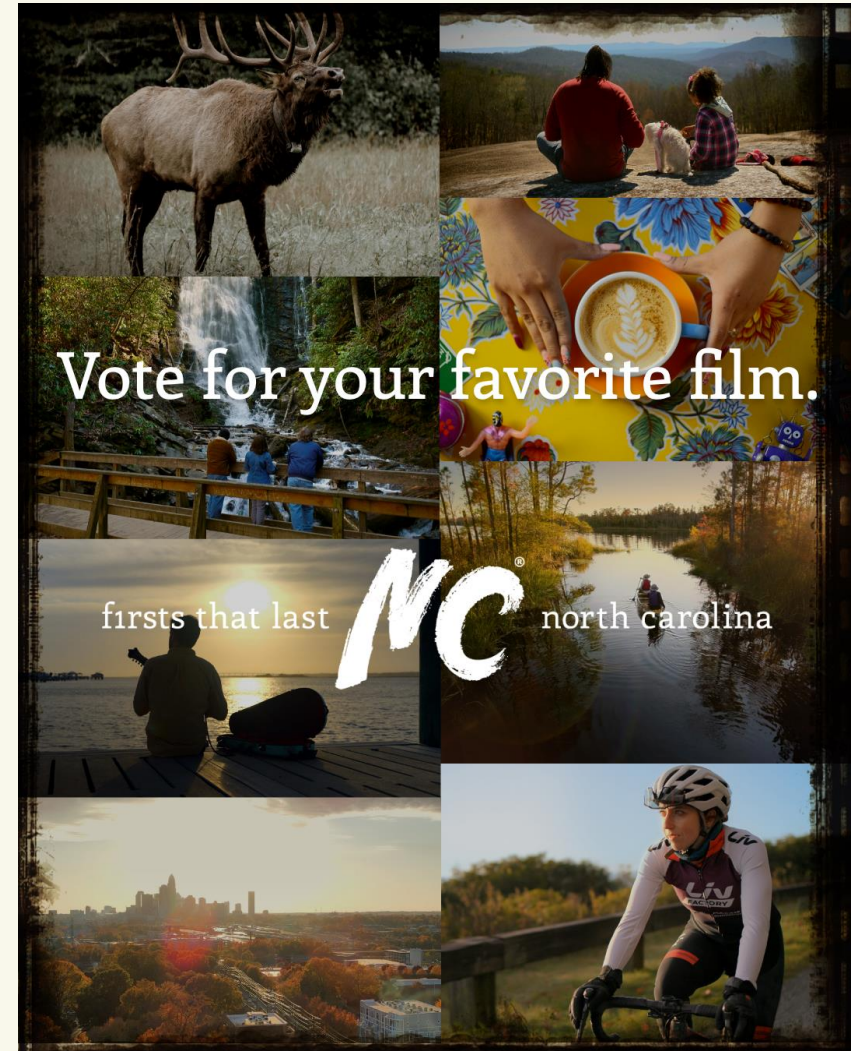
# CAMPAIGN WORK





# FILM SERIES COMPETITION

- Aug. 22 – Sept. 30
- With all films produced, the Film Series Competition launches Aug. 22. Fan-favorite votes will be cast from consumers to select an ultimate competition winner.
- Winner announced Oct. 4
- The winning film producer will receive a grand prize





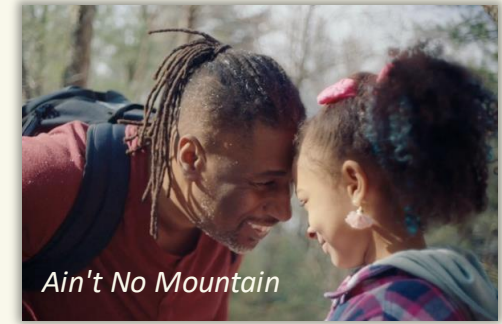
# OVERVIEW OF FILMS

- Ain't No Mountain High Enough
- Center City!
- A Homecoming
- In The Rearview
- Jacob's First Mandolin
- Making Waves: The Cocoa Cinnamon Story
- Next Generation
- Queen of Pisgah
- The Road to NC (People's Choice Winner)
- Seagrove
- So Far
- Waverider



# OVERVIEW OF FILMS

- **Ain't No Mountain High Enough**
  - Eternal Polk has watched so many of his daughter's firsts take place in North Carolina, but a hiking trip to Stone Mountain is one he will never forget.
- **Center City!**
  - For Trey Edwards, one weekend enjoying craft beer, local food and art in Charlotte left such a memorable first impression he ended up moving there.
- **A Homecoming**
  - In Rick Bryson's childhood home, an old photograph of the last living elk in NC shaped his future – a future that included helping reintroduce elk to Cataloochee Valley.
- **In The Rearview**
  - As two siblings look back on a road trip with their father 20 years ago, they discover their memories have faded. But the feelings they share when returning to these mountains remain the same.





# OVERVIEW OF FILMS

## - Jacob's First Mandolin

- A friendly wager on a family fishing trip to Emerald Isle years ago resulted in one boy's dream come true. That boy, all grown up, turned his dream come true into a career.

## - Making Waves: The Cocoa Cinnamon Story

- Areli Barrera and Leon Grodski Barrera arrived in Durham and turned a bicycle cart into three thriving cafes and an award-winning micro roaster. At the heart of it all? Community.

## - Next Generation

- A childhood vacation to the NC coast always stood out to Jonathan Applebaum as magical. Today, Jonathan returns with his family and watches a new generation fall in love with the same coast that shaped him years ago.

## - Queen of Pisgah

- In her first pro bike race in Pisgah National Forest, Kaysee Armstrong is humbled by the terrain. Four years later and fierce with determination, Kaysee returns for redemption.



# OVERVIEW OF FILMS

- **The Road to NC (People's Choice Winner)**
  - After a major life upheaval, filmmaker Luke Gloeckner embarks on a road trip – and he quickly finds that North Carolina would be the perfect place for a fresh start.
- **Seagrove**
  - For the visually impaired, art has its limitations – but pottery is a special art form where the sense of touch makes all the difference in the world.
- **So Far**
  - 1,175 miles make up the Mountains-to-Sea Trail in North Carolina. And in 2018, Jeff and Debra Rezeli found more than just stunning scenery on the life-altering trek.
- **Waverider**
  - Growing up, Bryan Harvey's greatest joy was surfing on the Outer Banks. Today, he knows there's only one thing that's better: teaching his daughter that same passion.





# PARTNER AMPLIFICATION

- We've created a Partner Toolkit for *Firsts That Last 2.0* to get travelers to specifically think about your business or destination by leveraging the reach and engagement of the campaign.
- Created to work for businesses and destinations featured within the films as well as businesses and destinations not featured within the films.

# TOOLKIT ASSETS

**Campaign visual assets** (select video and images) are available for partner download to participate in the campaign in the following ways:

1. To create your *Firsts That Last* itinerary
2. Resharing film content / promoting competition voting
3. Opportunity to engage in YouTube Premiere of Film Series Competition



# PARTNER TOOLKIT — CREATE AN ITINERARY

We will provide a guide to creating content relevant to your brand. To create your *Firsts That Last* itinerary:

1. CHOOSE A FIRST

- Select a “first” from your destination that is uniquely yours. It could relate to a specific film activity or location, but it doesn't have to.

2. SELECT A PHOTO/VIDEO/GIF

- Select either an image/video/GIF of your own that relates to your specific first or use an image from one of the *Firsts That Last* films (provided for download).

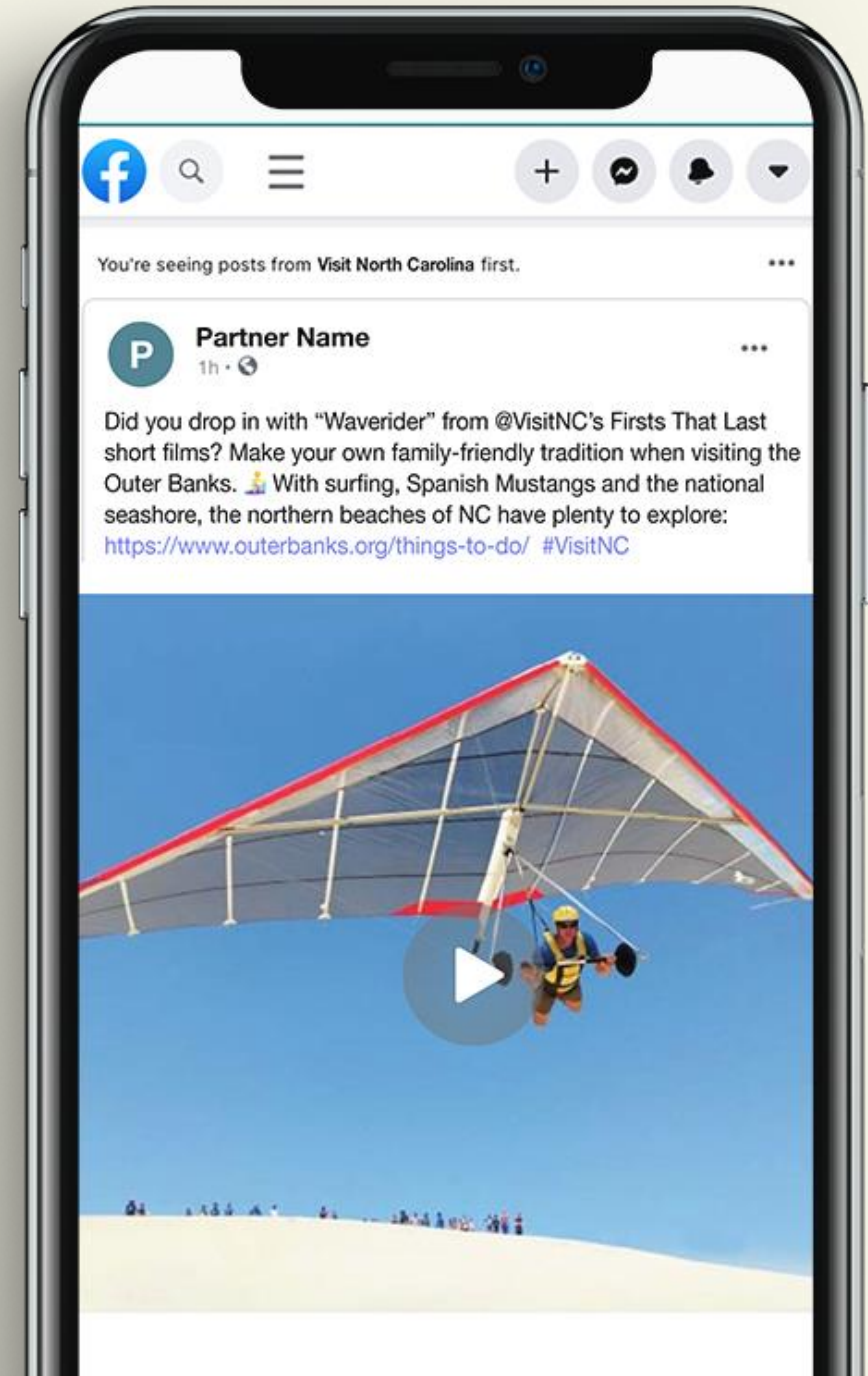
3. CRAFT YOUR POST COPY

- Finally, craft post copy based on provided examples and direction. Be sure to include #VisitNC

# CREATE AN ITINERARY

## POST OPTION 1: If film region/location is relevant to you:

*Did you drop in with "Waverider" from @VisitNC's Firsts That Last short films? Make your own family-friendly tradition when visiting the Outer Banks. 🏄 With surfing, Spanish Mustangs and the national seashore, the northern beaches of NC have plenty to explore: <https://www.outerbanks.org/things-to-do/> #VisitNC*





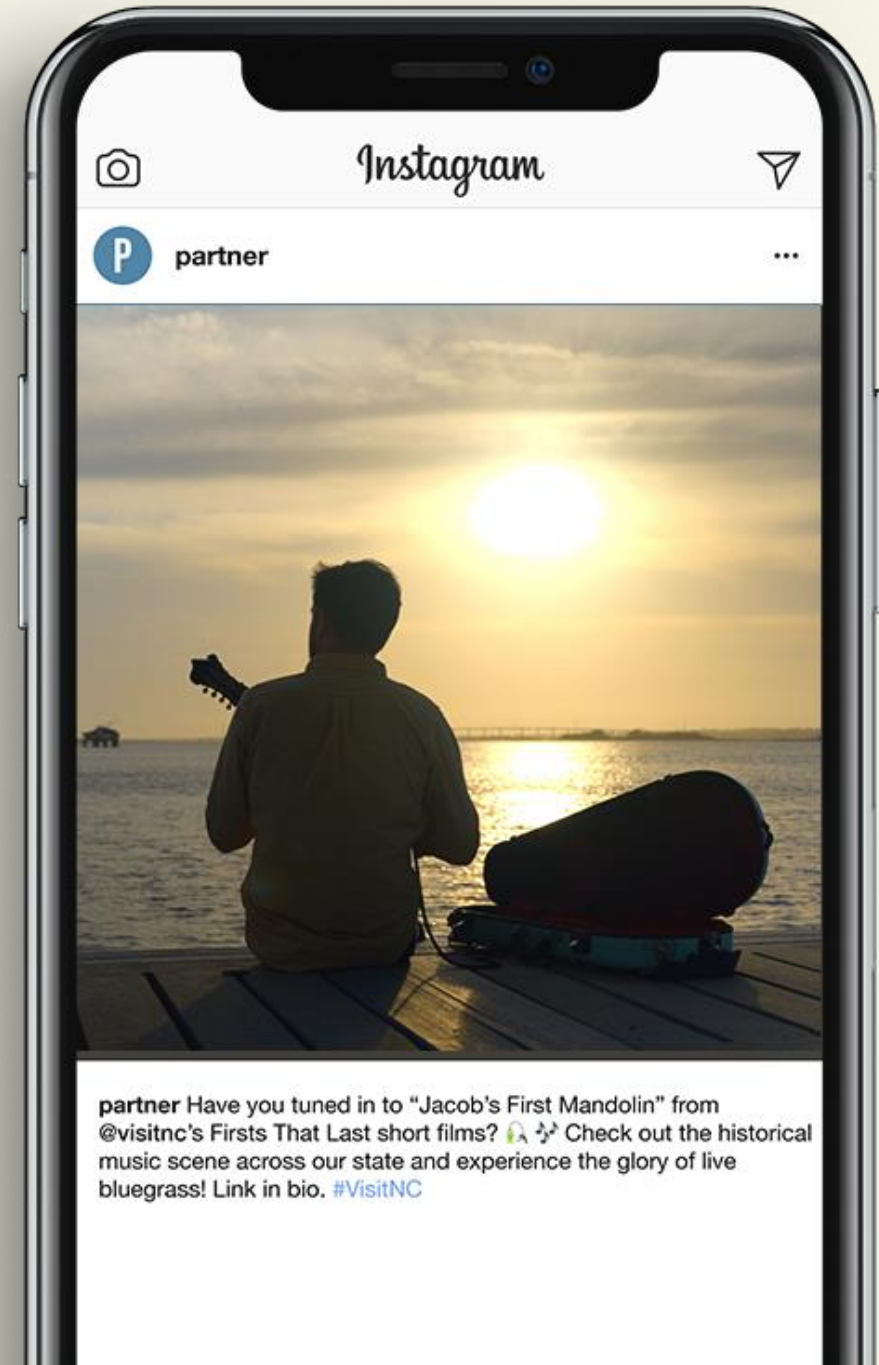
# CREATE AN ITINERARY

## POST OPTION 2: If film activity is relevant to you:

*Have you tuned in to “Jacob’s First Mandolin” from @VisitNC’s Firsts That Last short films? 🎧 🎸 Check out the historical music scene across our state and experience the glory of live bluegrass, link in bio. #VisitNC*

*Link included in profile bio:*

*<https://www.blueridgemusicnc.com/find-music/all-events/>*



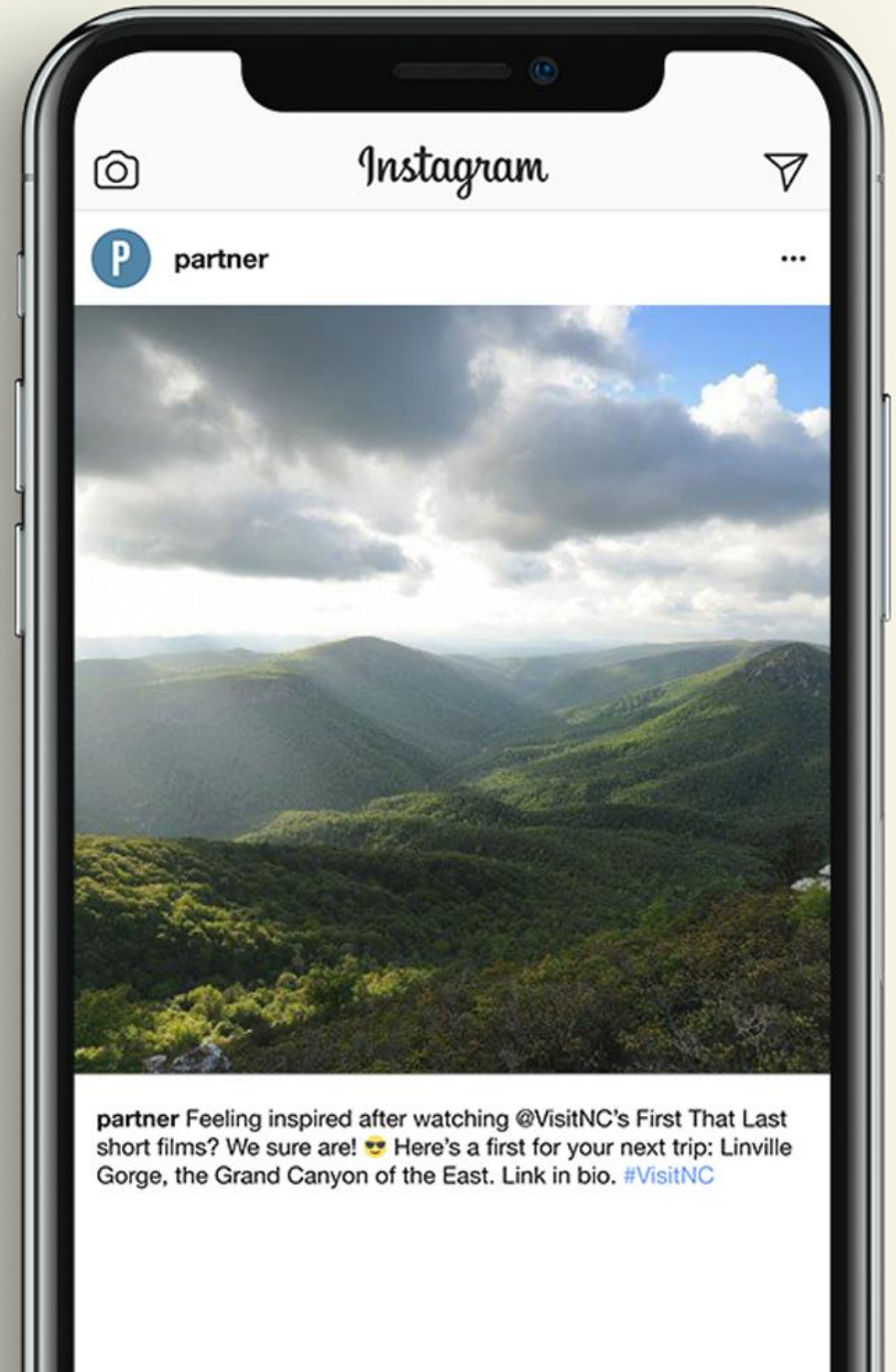
# CREATE AN ITINERARY

**POST OPTION 3: If you have a first that doesn't necessarily relate to a specific film activity or location:**

*Feeling inspired after watching @VisitNC's First That Last short films? We sure are! 😊 Here's a first for your next trip: Linville Gorge, the Grand Canyon of the East. Link in bio.*

*Link included in profile bio:*

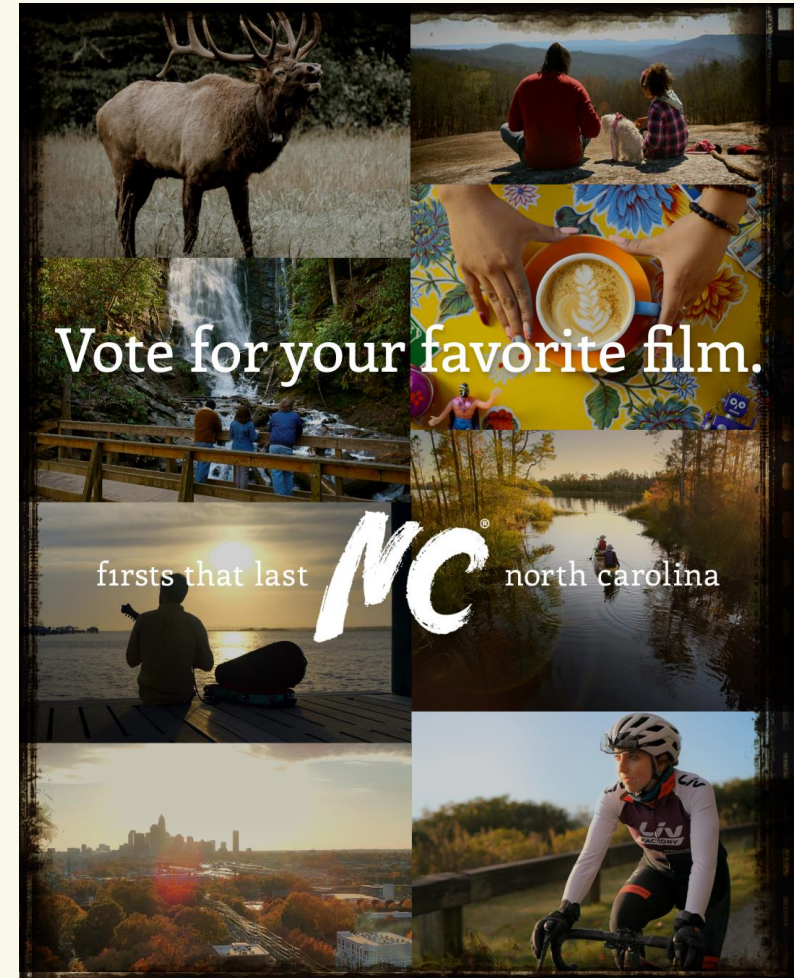
*<https://www.discoverburkecounty.com/all-attractions/linville-gorge-wilderness-area/>*



# PARTNER TOOLKIT — DRIVE VOTES

From Aug. 22, 2022, through Sept. 30, 2022, the *Firsts That Last* Film Series Competition will be open for voting. We'll ask the public to vote for their favorite film. To help spread the word about the films and your region, partners can create content to encourage their followers to vote.

1. SELECT THE VOTING PHOTO OR VIDEO
  - Select either the voting image or video. Download the toolkit folder titled "Campaign Assets." The image and video are titled "Voting."
2. CRAFT YOUR POST COPY
  - Based on provided example.





# DRIVING VOTES EXAMPLE

**POST OPTION 1: Referencing a film with a region/location that is relevant to you:**

*But first, coffee! Support the Triangle roasters by voting for “Making Waves” in the @VisitNC Firsts That Last film competition. ☕ View the link in our bio.*

*Link included in profile bio:*

*<https://www.visitnc.com/firsts-that-last-film-series>*



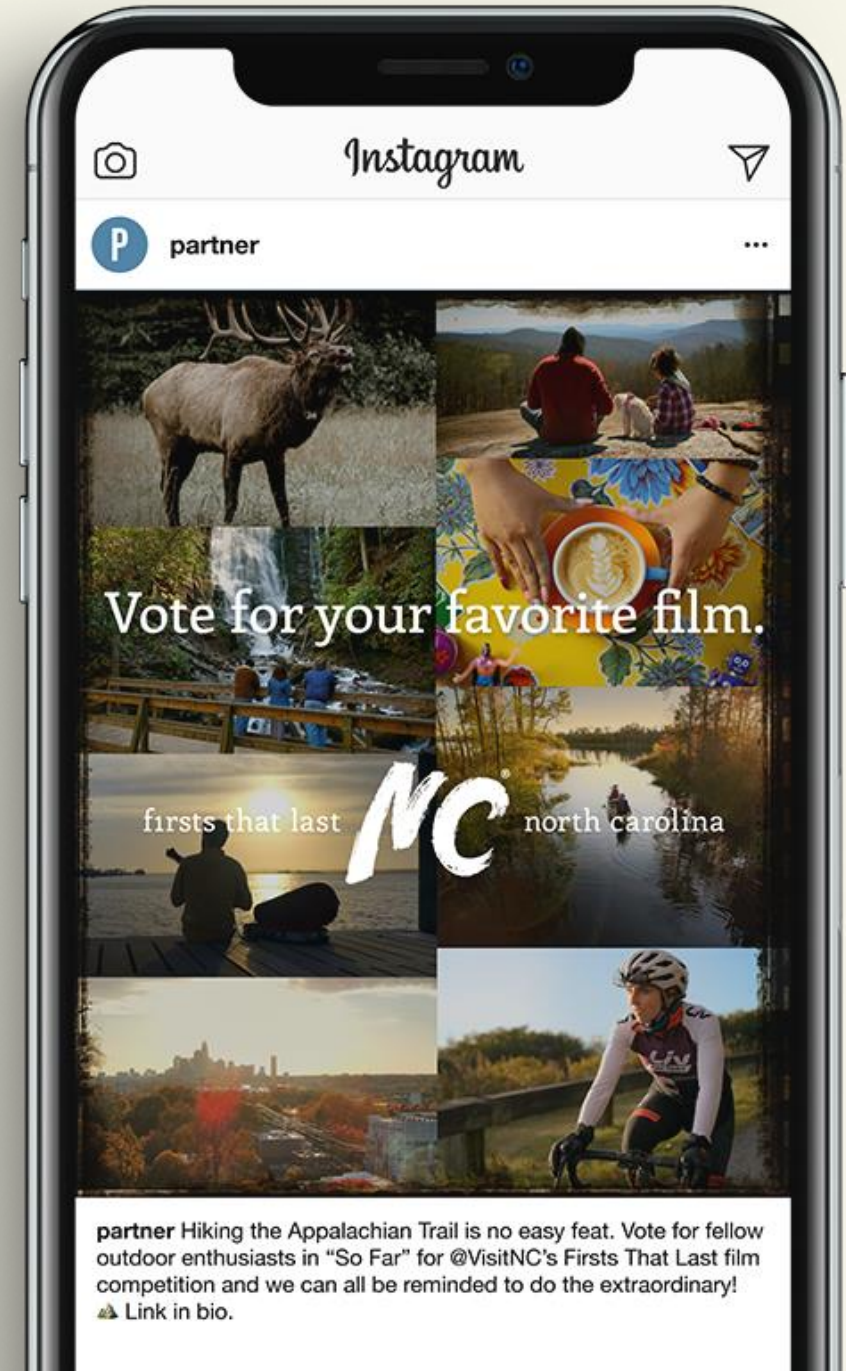
# DRIVING VOTES EXAMPLE

**POST OPTION 2: Referencing a film with an activity relevant to you:**

*Hiking the Appalachian Trail is no easy feat. Vote for fellow outdoor enthusiasts in "So Far" for @VisitNC's Firsts That Last film competition and we can all be reminded to do the extraordinary! 🏔️ Link in bio.*

*Link included in profile bio:*

*<https://www.visitnc.com/firsts-that-last-film-series>*



# DRIVING VOTES EXAMPLE

## POST OPTION 3: General (not referencing a specific film):

*The competition is on! 🎬 🏆 ✨*

*Watch all 12 of @VisitNC's Firsts That Last short films and vote for your favorite. Only one unforgettable trip will be crowned.*

*Vote Now Link: <https://www.visitnc.com/firsts-that-last-film-series>*

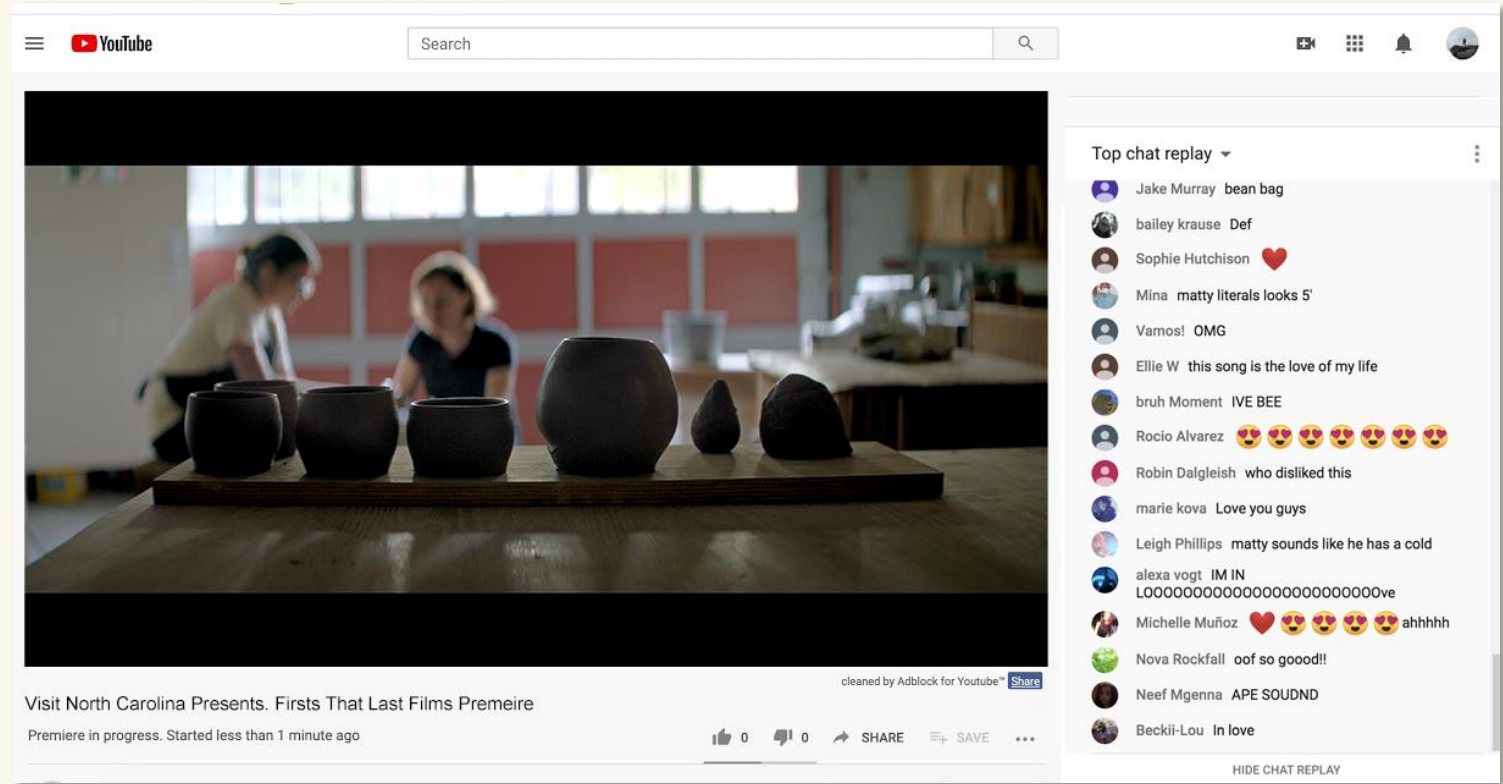




# PARTNER TOOLKIT — YOUTUBE WATCH PARTY

In addition to creating your own content, partners are invited to join Visit North Carolina for a film series watch party via YouTube Premiere on **Wednesday, August 24 at 8 p.m. ET.**

During the release partners can engage in community-wide conversation around the films by sharing their travel pro tips and curated itinerary content with audiences in real time via live chat.



 **Premiere**

# WHERE CAN YOU FIND THESE ASSETS?

- Voting period begins **Aug. 22** on **visitnc.com**
- Assets will be available for download and use on **partners.visitnc.com** under the "Webinars" section

QUESTIONS?



# THANK YOU!

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