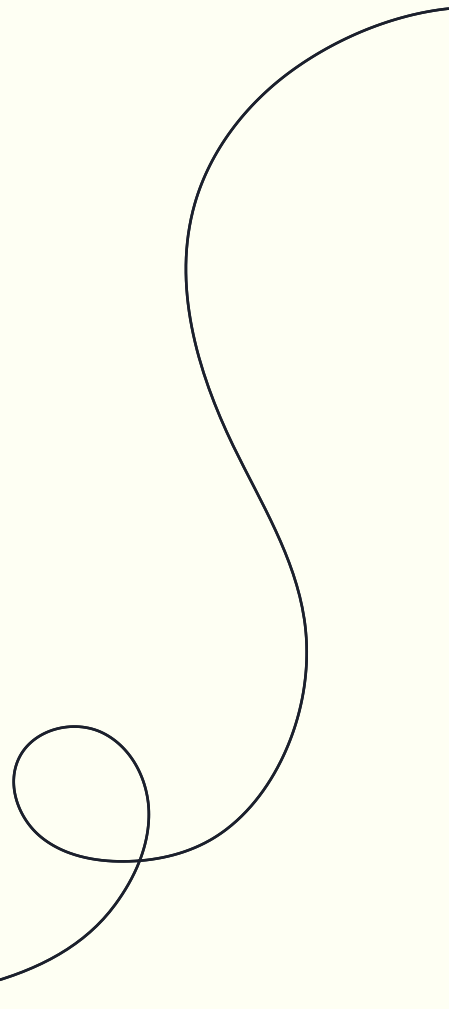




The Souvenir of Joy

Summer Intern Project 2024



MEET THE TEAM



Grace Roy
Media



Aretha McKinney
Public Relations



Riya Salphy
Social Media



Maya Goodlow
Art Director



Linh Tran
Copywriter

The Agenda

01

The Task

02

The Data

03

The Strategy

04

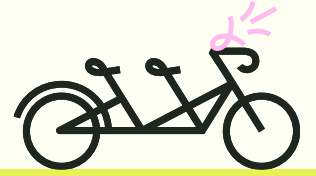
Deliverables

05

Social Media

06

Press Release



01

THE TASK AT HAND

WHAT WE WERE GIVEN

A mile-long spreadsheet of survey-response data

A very cool team to work with

1 month

And some vague objectives...

Our Objectives

Find Insights

“Find compelling stories within the data. Find insights and stories that prospective clients would find interesting and useful”

Develop Collateral

“Create an asset or assets to tell the story to prospects, and a marketing plan to get that story in front of prospective clients”

02

DATA OBSERVATIONS

By the Numbers...

391

Survey responses

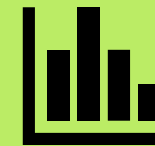


69,989

Cells of super awesome and fun information!

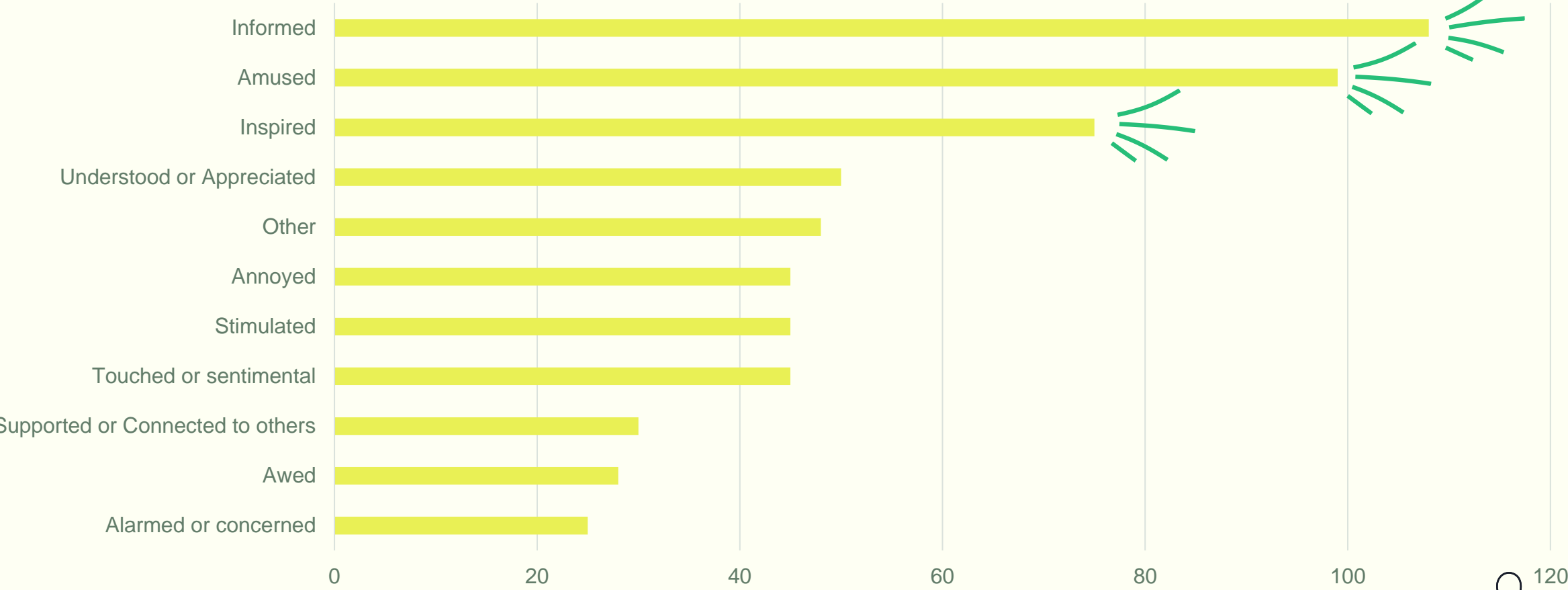
179

Questions posed



Top Emotional Responses to TOM Ads

What Emotions are People Responding to?

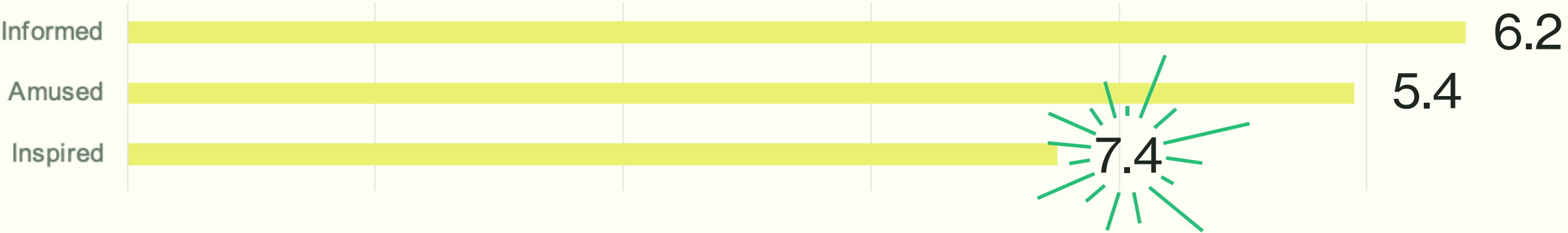


Top Emotional Responses to TOM Ads

Average *Likely to Purchase*
rate of all ads in the survey



4.9



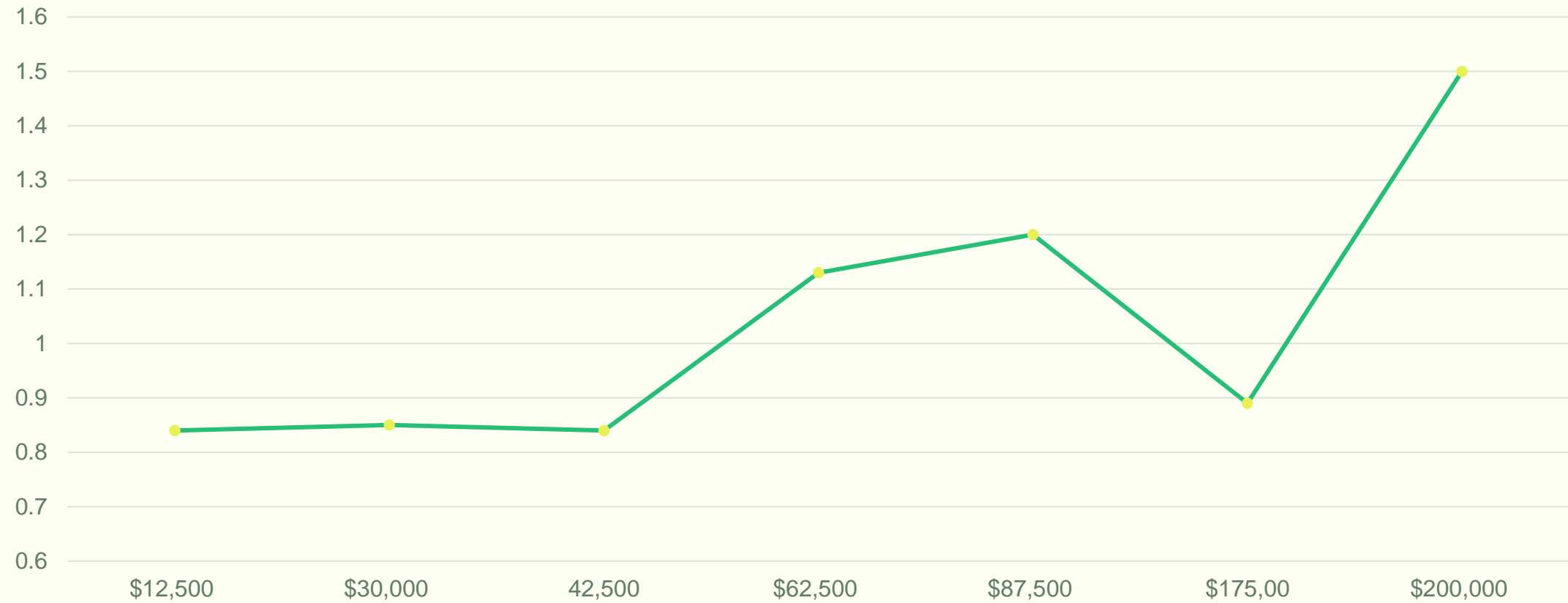
Joy reliance

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Northeast	20	31	10	6	4
Midwest	22	46	25	4	2
South	42	45	27	7	5
West	24	34	19	4	1

- People tend to rely on joy to get them through hard times—this is indisputable. Notably, though, **Southerners rely most on focusing on the positives.**

Does Money Buy Happiness?

Relationship between Income Level and Self-Reported Joy



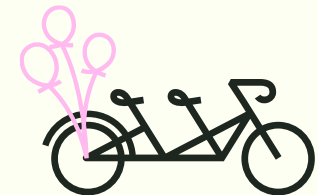
So where is the joy? Survey says...

- **Less Joyful:**

- Financial Hardships
- Health Issues/Stress
- Relationship Struggles

- **More Joyful:**

- Spending more time with family
- Freedom with time
- Relationship success

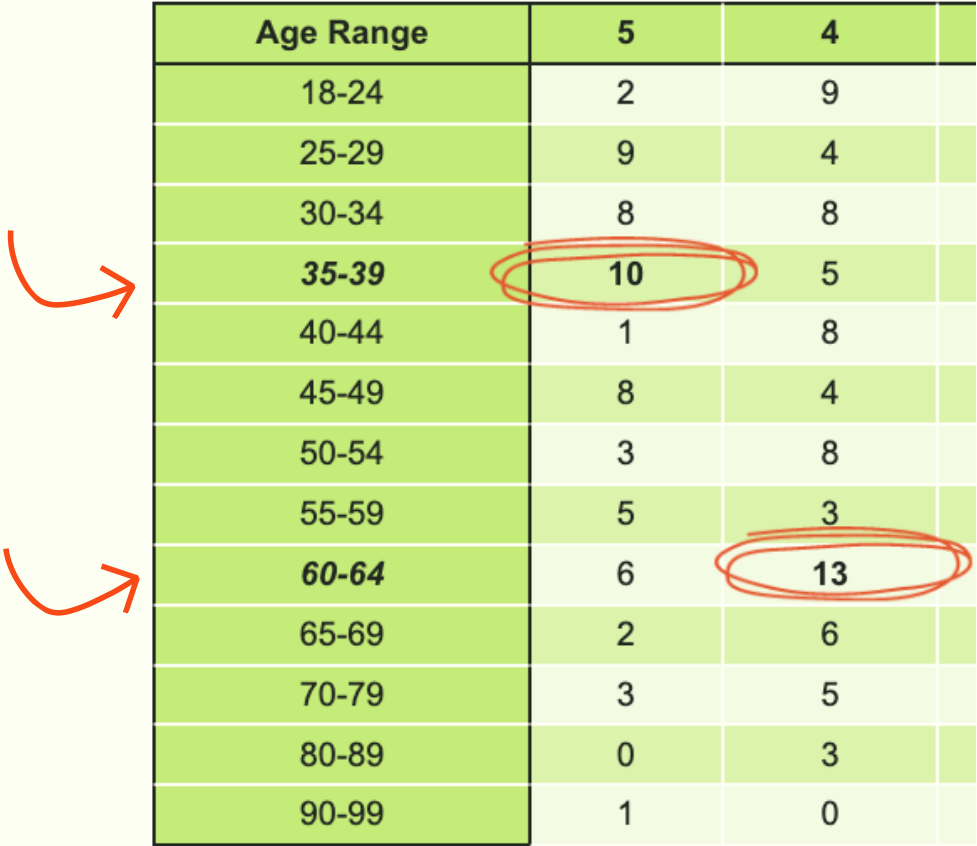


Happiness/optimism

HOW OPTIMISTIC ARE YOU FOR THE FUTURE? (SCALE FROM -3-5, WITH 5 BEING MOST OPTIMISTIC)

Age Range	5	4	3	2	1	0	-1	-2	-3
18-24	2	9	9	5	2	1	3	1	2
25-29	9	4	2	2	0	0	2	0	1
30-34	8	8	6	1	0	0	0	0	1
35-39	10	5	2	4	1	2	1	0	0
40-44	1	8	9	7	4	5	0	0	3
45-49	8	4	3	6	3	2	0	1	2
50-54	3	8	12	7	4	3	3	2	3
55-59	5	3	7	4	4	3	0	1	3
60-64	6	13	17	4	5	3	0	0	3
65-69	2	6	4	2	1	3	3	1	1
70-79	3	5	16	5	6	2	4	0	2
80-89	0	3	1	2	0	0	0	0	1
90-99	1	0	1	0	0	0	0	0	0

Most optimistic age ranges are 35-39 and 60-65



Age Range	5	4	
18-24	2	9	
25-29	9	4	
30-34	8	8	
35-39	10	5	
40-44	1	8	
45-49	8	4	
50-54	3	8	
55-59	5	3	
60-64	6	13	
65-69	2	6	
70-79	3	5	
80-89	0	3	
90-99	1	0	

18 to 34-year-olds are *not* feeling optimistic about the future

Vacation Feelings



So, how do we capture and capitalize on these positive feelings?

Ignorance is NOT bliss?

Location	Awareness %	Average Likeliness to Choose Destination (1-5 Scale)
Petoskey, Michigan	66%	1.8
Haywood County, North Carolina	68%	2.2
The Bahamas	92%	3.0
Hawaii	93%	3.3

People are not nearly as interested in what they don't know about.
Are people losing out on some joy from their own ignorance?

03

OUR STRATEGY

The Service

- Strategic and creative advertising services mainly in the travel/tourism category that have the power to unleash joy into travelers' lives.





The Target

- CMOs and other middle management marketing professionals
- Destination shareholders
- Travel adjacent brand's executive leadership

The Locations

- LinkedIn
- Trade Publications
- Travel Publications
- Travel Trade Shows




A large, solid pink circle is centered on a light yellow background. A large, light pink exclamation mark is positioned vertically in the center of the circle, behind the text.

THE SOUVENIR OF JOY

It's the little **sparks of pleasure** that add up over the course of a trip and **create a joyful experience.**

04

DELIVERABLES



PETERMAYER


8,409 followers

Promoted

⋮

✕

Awareness can lead to more joyful experiences. Find out about how those who know less about a destination may look elsewhere when booking their next trip.



Give Travelers The Souvenir of Joy.

petermayer.com/thesouvenirofjoy

👍👍👍 1,156

19 comments · 24 reposts


👍 Like

💬 Comment

↻️ Repost

✉️ Send

Learn More



PETERMAYER


8,409 followers

Promoted

⋮

✕

Heading home from a vacation. Some find joy in coming back home after a trip. Others feel neutral or negatively about the journey back. See the reasons why.



Give Travelers The Souvenir of Joy.

petermayer.com/thesouvenirofjoy

👍👍👍 1,034

15 comments · 17 reposts

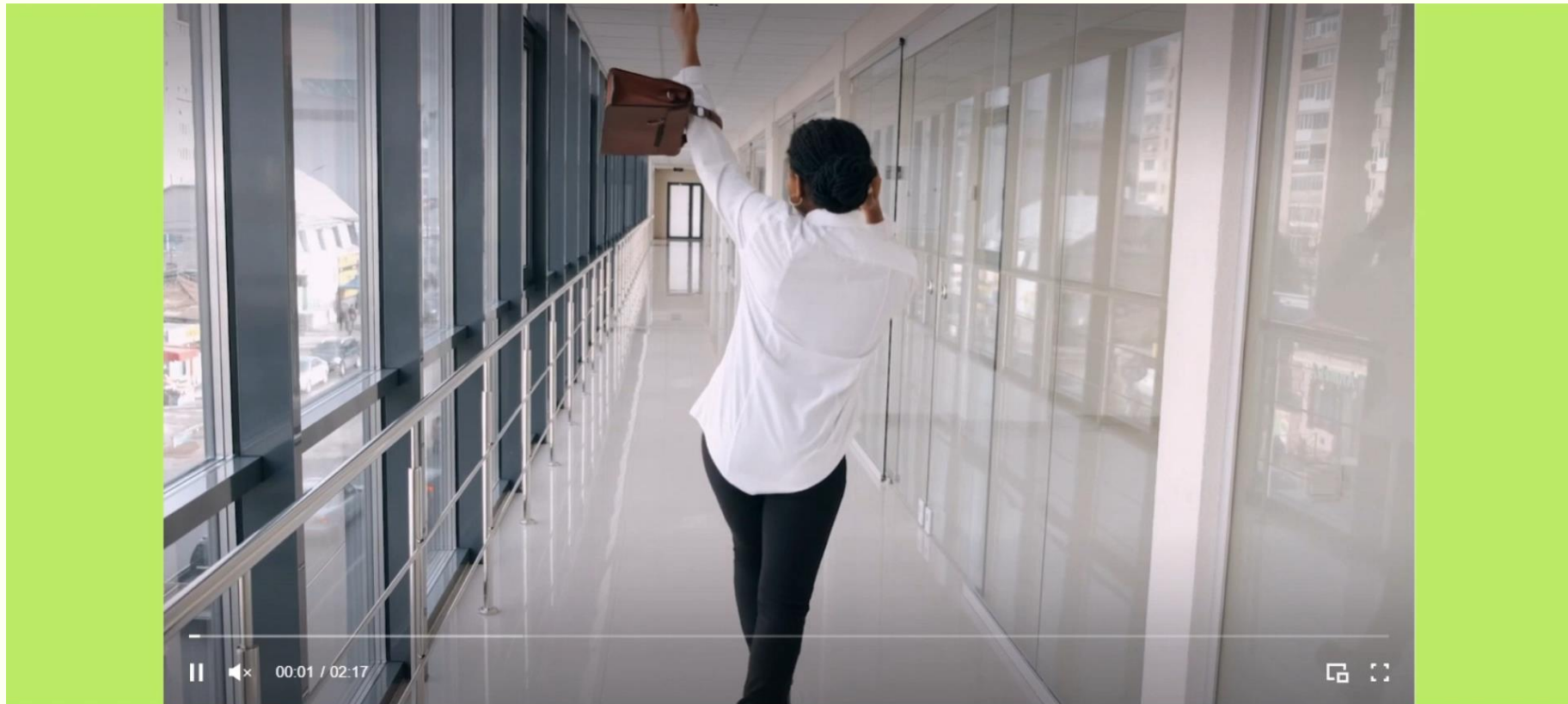
👍 Like

💬 Comment

↻️ Repost

✉️ Send

Learn More



THE SOUVENIR OF JOY





1 min

THE LIPSTICK THEORY AND THE SMALLER LUXURIES IN LIFE

Smaller luxuries are all the hype
these days.



2 min

WHY DOES YOUR CITY FAIL TO ATTRACT MORE TOURISTS?

Find out what may be causing
tourists to look elsewhere when
planning their next vacation.



2 min

HERE'S THE THING THAT DIVIDES TRAVELERS THE MOST

There's one particular aspect of
traveling that seems to have
everyone split.

Thought Leadership 1

WHY DOES YOUR CITY FAIL TO ATTRACT MORE TOURISTS?

- Many respondents think of our clients as “might be boring” or “don't know much about the place” as reasons why they might not visit.
- This article aims to attract CMOs and clients and ask them the question, “What could possibly go wrong in promoting their cities?”
- **Awareness = happiness = joy.**

Thought Leadership 2

HERE IS THE THING THAT DIVIDES TRAVELERS THE MOST

- **Going home.**
- Travelers face an emotional dichotomy – leaving their destinations and going home to their usual lives. However, many feel joy from this.
- This article explores how our home becomes a sanctuary and museum of our lives, which further contrasts our vacations.

Thought Leadership 3

Born to:



drink iced matchas



frolic outside



get a little treat

Forced to:



clean my
apartment



save money



work

The Lipstick Theory and the Smaller Luxuries in Life

- Many respondents are correlating joy with the simpler luxuries in life.
- This article analyzes how **The Lipstick Theory** can impact how brands position themselves among their customers.
- Girl-mathing our purchases.



And our last deliverable...

BRAND JOY LAB

like actually.



05

SOCIAL MEDIA

What you don't know *can* hurt you

When asked, "What kind of experience would you expect if you visited...." Here's what people had to say:

Asheville, North Carolina

"I'm not sure exactly since I'm not familiar with the city/town or state."

"I would expect a fairly dull vacation."



Haywood County, North Carolina

"I would expect a small-town experience without much to do."

Highlands, North Carolina

"Not sure, sounds like a mountain."

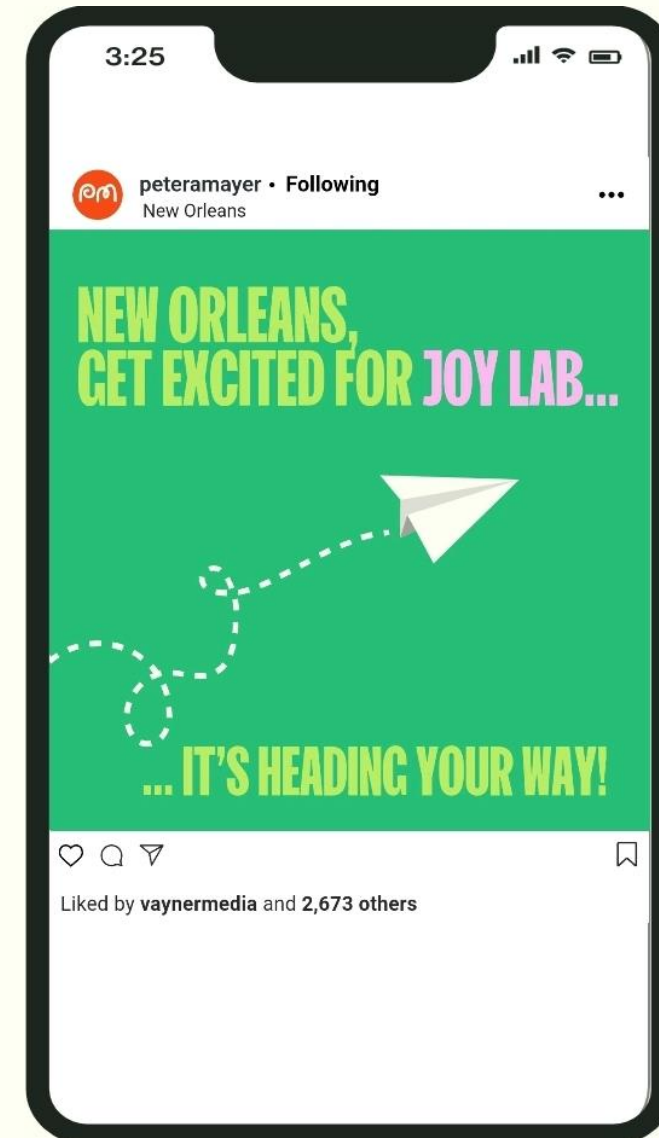
"I believe I would be bored"



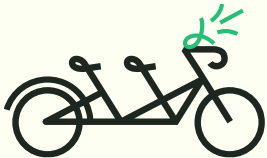
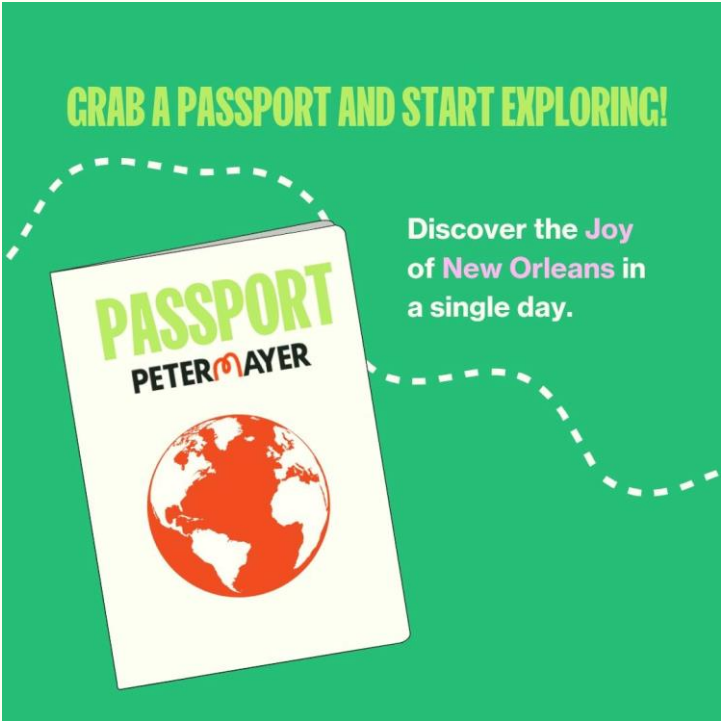
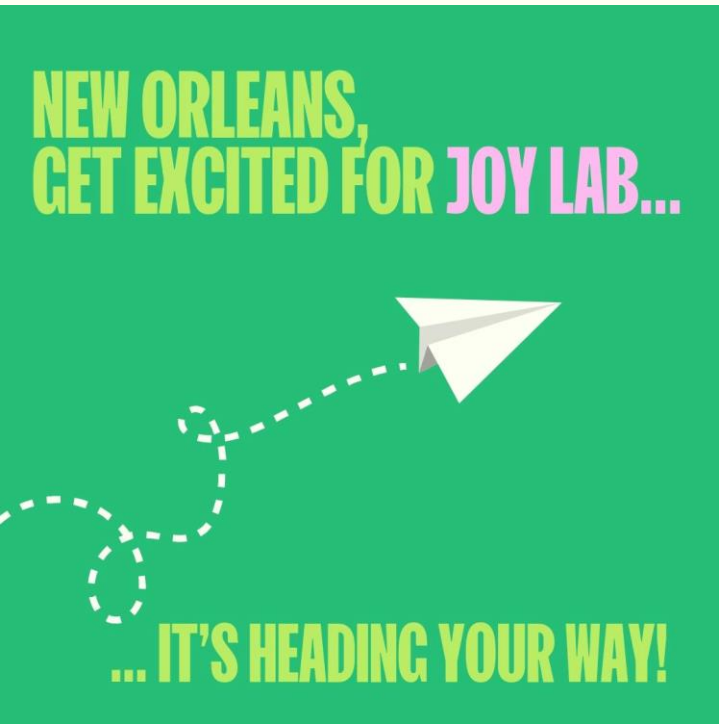
Getting The Public Involved

While the Pop-Up's results are aimed for CMO's, there won't be enough valuable insights unless we market the Pop-Up very well to the public.

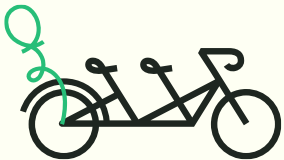
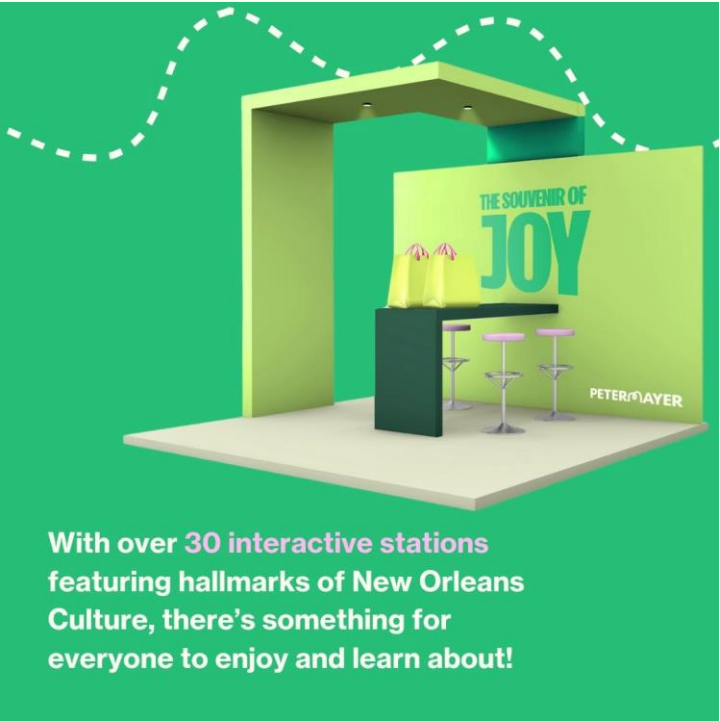
This is why the **Brand Joy Lab** is a social first campaign.



“Welcome To Brand Joy Lab” Carousel Post



Welcome To Joy Lab Carousel Post



Influencer Marketing Campaign



@karissaeats is a viral food vlogger, who taste tests food from all over the world.

Metrics:

- Instagram: 976K
- TikTok: 3.5M

Collab Idea: Film a “What I ate at PM’s Joy Lab in New Orleans” TikTok featuring various stations + the experience.



@keithlee is a viral food critic who travels and rates food from various restaurants and pop-ups.

Metrics:

- Instagram: 2.2M
- TikTok: 16.5M

Collab Idea: Film a food review of the various foods at Joy Lab. Feature chefs and the cooking process in b-roll.

Influencer Marketing Campaign



@thebennettgang is a family channel that films content about traveling and untraditional schooling.

Metrics:

- Instagram: 213K
- TikTok: 397.1K

Collab Idea: Vlog their family experience learning about New Orleans culture and History through Joy Lab's interactive stations.



@travelwsammy is a micro influencer who travels solo and creates groups for others who want to explore with her.

Metrics:

- Instagram: 86.6K
- TikTok: 192.5K

Collab Idea: Select 3-5 followers to visit Joy Lab with Sammy and vlog the experience. Focus on why NOLA is perfect for both individuals and friends.

06

PUBLIC RELATIONS

Discover the Souvenir of Joy: PETERMAYER's Brand Joy Lab Pop-Up Debuts at New Orleans Jazz Fest

New Orleans, LA, April 2025 – PETERMAYER is thrilled to announce **the debut of its innovative Brand Joy Lab Pop-Up at the renowned New Orleans Jazz Fest**. This immersive experience is part of our ongoing “Brand Joy” campaign, which explores where joy resides in the travel experience...

Traditional travel campaigns often focus on the grand picture of a destination – iconic landmarks, famous attractions, and most Instagrammable moments. However, **PETERMAYER's research shows that the true essence of travel lies in the little, joyous moments** that create lasting memories and connections. Our Brand Joy Lab Pop-Ups are designed to capture and amplify these sparks of joy, ensuring that travelers take home **the best souvenir of all: a joyful experience**.



PETERMAYER is spreading joy across the world

Brand Joy Lab Pop-Up at Cannes 2025: Redefining Travel Happiness

Cannes, France, May 2025—PETERMAYER is proud to announce that it is **bringing its Brand Joy Lab Pop-Up to the world-renowned Cannes Festival 2025**. This exciting event marks a significant step in their “Brand Joy” campaign, dedicated to uncovering and celebrating the pockets of joy found in travel.

The Cannes Festival, a beacon of global cinema, media, and culture is the perfect venue for our Brand Joy Lab Pop-Up. This experience promises to add a new dimension of happiness to the festival. Additionally, **we aim to inspire other marketers and communication professionals, enabling them to gift the Souvenir of Brand Joy to their clients and consumers.**



Wrap-up: Key Points

Souvenir of Joy

- Emphasizes the importance of small, joyful moments in travel.

Survey Data Insights

- Emotional responses to ads significantly impact purchase likelihood.
- Optimism varies by age, with younger generations (18-34) being less optimistic probabilistically due to income disparities.
- Increased awareness enhances the likelihood to engage and make purchases

Engagement Strategy

- Targeting CMOs and travel stakeholders through sponsored LinkedIn posts, a microsite, and influencer marketing campaigns

Brand Joy Lab Pop-Ups

- New Orleans Jazz Fest Debut April 2025 and feature at Cannes 2025
 - Designed to foster awareness of local culture, cuisine, shopping, and excursions specific to each unique destination
 - Aim to redefine travel happiness and inspire marketers to spread joy across their brands.

Resource Index

- **The Souvenir of Joy - Microsite**
- **WHY DOES YOUR CITY FAIL TO ATTRACT MORE TOURISTS?**
- **HERE IS THE THING THAT DIVIDES TRAVELERS THE MOST**
- **The Lipstick Theory and the Smaller Luxuries in Life**
- **Press Releases**
 - Joy Lab at Jazz Fest
 - Joy Lab at Cannes

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