

Explore LS Creative Production

12/23/25



Goals & Objectives

To effectively position Lee's Summit as a prime destination for visitors of all ages.

Objectives:

- Grow destination awareness and reputation.
- Attract and capture the economic impact of visitors.
- Maintain local support for tourism.



Who are we talking to?

- Young families or grandparents looking for affordable, wholesome, simple outings.
- Friends, couples or empty nesters wanting unique and cool escapes close to home.
- Locals rediscovering new things to do in their own city.
- Visitors from nearby towns seeking something different to do just a short drive away.





The Brief

BRAND PROMISE

We create simple, enjoyable moments of adventure, entertainment and wholesome fun, without the hassle.



BRAND PERSONALITY

Charming with a
sense of adventure.



GEE WHIZ IDEA

The Perfect Escape



Explore LS Integrated Channel Plan



Logo Exploration



INDEPENDENCE
★ PARKS ★ RECREATION ★ TOURISM ★



VISIT
overland
park



VISIT
BALTIMORE

explore **st. louis**

VISITOMAHA™

VISIT
PHILADELPHIA®

TRAVERSE *city*
TOURISM

— *Explore* —
LEE'S SUMMIT

— explore —
LEE'S SUMMIT

explore
— LEE'S —
SUMMIT

EXPLORE LEE'S
SUMMIT

Explore LS Integrated Channel Plan



Creative Campaign

In so many ways,
Lee's Summit is the
perfect "Goldilocks" city.



Not too big, not too small.
And – bonus! – it's just
down the road.



So for families looking
for a little adventure, LS is
Juuust Right.





Holiday Campaign

Explore LS Integrated Channel Plan



Holiday Outdoor

Warrensburg
Outdoor

Merry times.
No worries.

— *explore* —
LEE'S SUMMIT



Juuust right.

Sedalia
Outdoor

All wonder.
No stress.

— explore —
LEE'S SUMMIT

Juuust right.



OUTFRONT

Lexington
Outdoor



No hassle.
All joy.

explore
LEE'S SUMMIT

Juuust right.

OUTFRONT 1200

All joy.
No stress.

— explore —
LEE'S SUMMIT



Juuust right.

1141

OUTFRONT

Blue Springs
Outdoor

All wonder.
No stress.

— *explore* —
LEE'S SUMMIT



Juuust right.

Explore LS Integrated Channel Plan



KC Parent Digital Ads

Subject Line

The Perfect Family Getaway

Body Copy

Looking for the perfect family getaway without the hassle? With activities, games and a festive downtown all just a short drive away, Lee's Summit is juuust right.

Plan your trip at **ExploreLS.com**.



Zero hassle.
All fun.

Looking for the perfect family getaway without the hassle? With activities, games and a festive downtown all just a short drive away, Lee's Summit is juuust right. **Plan your trip at ExploreLS.com.**

— *explore* —
LEE'S SUMMIT
Juuust right.

Text (160)

Looking for the perfect family
getaway without the hassle?
With activities, games and a
festive downtown all just a short
drive away, Lee's Summit is
juuust right. ExploreLS.com



Explore LS Integrated Channel Plan



KC Magazine Event Package

Text

Looking for a joyful holiday getaway without the hassle? We've got you covered. With shopping, fine dining and a festive downtown all just a short drive away, Lee's Summit hits the spot.

[ExploreLS.com](https://www.explorels.com)



Text

Looking for a joyful holiday getaway without the hassle? We've got you covered. With shopping, fine dining and a festive downtown all just a short drive away, Lee's Summit hits the spot.

[ExploreLS.com](https://www.exploreLS.com)





explore
-LEE'S-
SUMMIT

EXPLORE NOW



explore
-LEE'S-
SUMMIT

EXPLORE NOW

No hassle.
All joy.

EXPLORE LEE'S SUMMIT

EXPLORE NOW

Juuust right.

— explore —
LEE'S SUMMIT

Zero hassle.

EXPLORE NOW

— explore —
LEE'S SUMMIT

Zero hassle. All fun.

EXPLORE NOW

— explore —
LEE'S SUMMIT

Juuuuuuuuust right.

EXPLORE NOW

KC Magazine
Print
3.5" x 4.75"



— *explore* —
LEE'S SUMMIT

Juuust right.
EXPLORE NOW



Explore LS Integrated Channel Plan



KC Daily

Text (280)

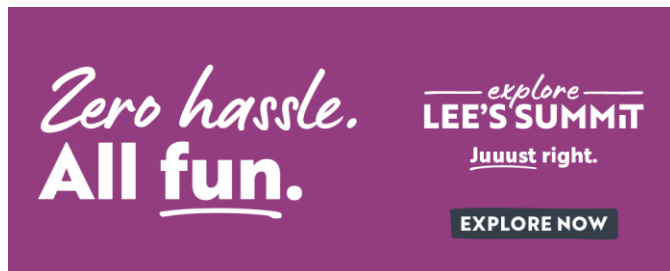
Looking for a joyful holiday getaway without the hassle? We've got you covered. With [shopping](#), [fine dining](#) and [entertainment](#) options galore all just a short drive away, Lee's Summit is juuust right. Plan your getaway at ExploreLS.com.

explore
—LEE'S—
SUMMIT

Explore LS Integrated Channel Plan



InKC E-Newsletter Digital Ads



Friends/Couples



Families

Explore LS Integrated Channel Plan



Radio

V/O

Looking for the perfect getaway without the hassle? Lee's Summit has got you covered. With shopping, fine dining, entertainment options galore, and even a magical Christmas tree, Lee's Summit offers all the fun without the stress. So make plans to explore Lee's Summit today. It's juuust right.



Initial Results

Initial Holiday Results

Below are some high-level results from the holiday campaign that recently launch. We will provide more formal reporting in the new year, but wanted to share the initial impact we're seeing.

OOH

- OOH Bulletins served over **1.1 million impressions** since launching on 11/11.
- We also received over **88.6k added value impressions** from vinyls posting after contract dates.

Traffic Radio

- Aired for two weeks (12/8-12/21) on 8 stations with **1.7 million impressions**.

Digital Partnerships

- The KC Magazine print ad was delivered to **112.5k** people in December.
- December E-Newsletters (KC Magazine, KC Daily, KC Parent and InKC) delivered to over **200.2k** subscribers.

Paid Search

- Just launched on 12/15 and has already served **5,324 impressions** with 612 clicks to the website.





February Launch

Explore LS Integrated Channel Plan



Paid Social

Text (125)

That feeling when you've got all this waiting for you after just a short drive. Juuust right.

Headline (27)

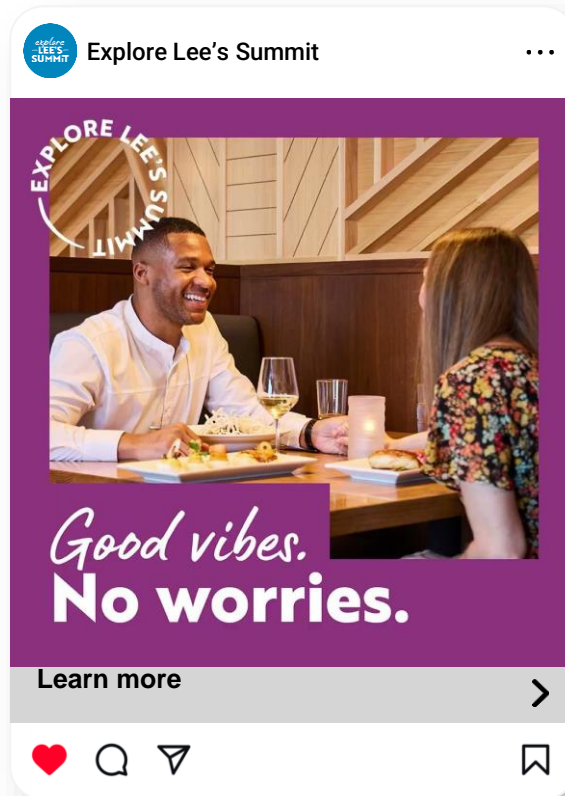
Explore Lee's Summit

Button

Learn more

Animation

Icon rotates continuously
Underline draws on





Text (125)

Still searching for the perfect weekend getaway without the hassle? We've got you covered.

Headline (27)

Explore Lee's Summit

Button

Learn More

Animation

Icon rotates continuously
Underline draws on



Explore LS Integrated Channel Plan



Radio

V/O

This is the story of Goldilocks and the Three Vacations. First, Goldilocks took her family to a small town but they needed more to do. So then she took them to the big city, but things there were so hectic that they got overwhelmed. Finally, Goldilocks took her family to Lee's Summit and it was like a breath of fresh air. It had everything from shopping to fine dining, the Green Street farmers market. So be like Goldilocks and explore Lee's Summit. It's juuust right.



Explore LS Integrated Channel Plan



Video:
Goldilocks Paints the Town Red



Explore LS Integrated Channel Plan



Additional Photography



Explore LS Integrated Channel Plan



Media Strategies

Media Strategy

CTV/OTT	<p>Where: Top streaming networks, Paramount+, Hulu and devices, Roku, Apple TV.</p> <p>Why: Target based on interests, demographics and location.</p> <p>When: Always on.</p>
Audio	<p>Where: Radio Stations KC (KMBZ, KMXV, Right Now Traffic) Podcasts (Pandora, Spotify, iHeart).</p> <p>Why: Target by age, geography and genre.</p> <p>When: Radio: Always on. Podcasts and Traffic Radio: December, May.</p>
Publications	<p>Where: Digital: KC Parent, InKC, KC Daily, KC Mag; Print: KC Mag, KC Parent.</p> <p>Why: Target parents and consumers in the KC area looking for local content and experiences.</p> <p>When: Digital: December, April, May. Print: December, May.</p>
Digital	<p>Where: Paid Search, Paid Social</p> <p>Why: Target based on location, age, intent, engagement, keyword searches leveraging AI to optimize in real time.</p> <p>When: Always on.</p>
OOH	<p>Where: Sedalia, Warrensburg, Blue Springs, Harrisonville, Lexington</p> <p>Why: Target drivers from our ideal audience from smaller towns east of Lee's Summit and towns directly south with easy access to Lee's Summit.</p> <p>When: December, May.</p>

Explore LS Integrated Channel Plan



Social Media

Social Media Playbook

- Strategic framework for our presence across **Facebook, Instagram** and **X**.
- Growth opportunities and digital strategies for **influencer engagement** and **community collaborations**.
- Prioritize **authentic storytelling**, data-driven **content optimization** and responsive **community engagement**.
- Ensures Lee's Summit is positioned as a **welcoming, safe** and **vibrant destination**.
- **Primary KPI goals** include:
 - Drive **Brand Awareness** (Impressions, Views, Reach)
 - Drive **Engagement** (Likes, Shares, Comments)
 - Drive **Website Traffic** (Increase Clicks/CTR)



Thank you



816.842.8111

