

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



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Logo Exploration



INDEPENDENCE
★PARKS★RECREATION★TOURISM★



VISIT
PHILADELPHIA[®]



VISIT
BALTIMORE

TRAVERSE*city*
TOURISM

VISIT
overland
park

explore **st.louis**

VISIT**OMAHA**TM

—Explore—
LEE'S SUMMIT

—explore—
LEE'S SUMMIT

explore
—LEE'S—
SUMMIT

EXPLORE LEE'S SUMMIT

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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

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Holiday Outdoor



All wonder.
No stress.

explore
LEE'S SUMMIT



Juuust right.

OUTFRONT





All wonder.
No stress.

explore
LEE'S SUMMIT



Juuust right.

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KC Parent Digital Ads

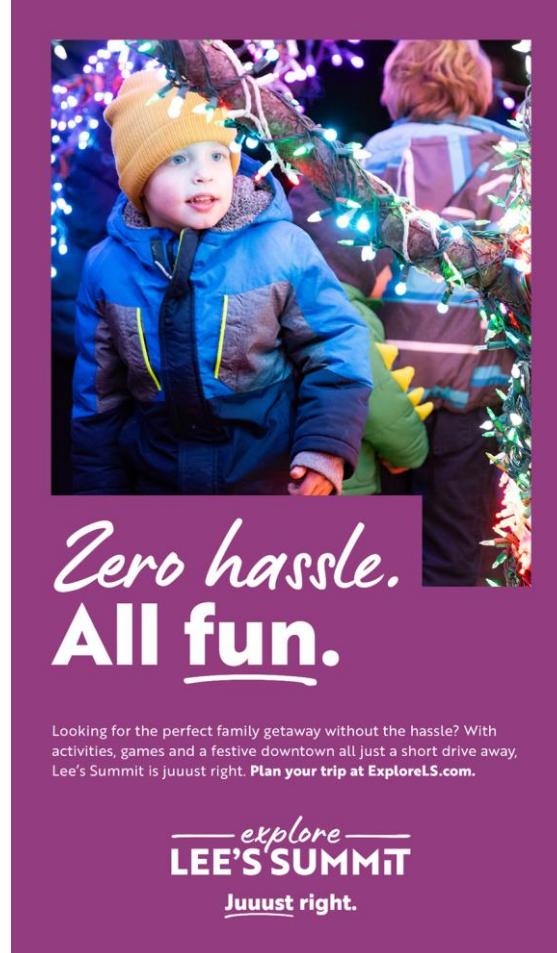
Subject Line

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 (760)

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



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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



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





explore
**-LEE'S-
SUMMIT**

EXPLORE NOW



explore
**-LEE'S-
SUMMIT**

EXPLORE NOW

*No hassle.
All joy.*

EXPLORE NOW

*EXPLORE LEE'S
SUMMIT*

Juuust right.

KC Magazine
Website
Leaderboard
728 x 90



KC Magazine
Print
3.5" x 4.75"



explore
LEE'S SUMMIT

Juuust right.
EXPLORE NOW

www.juuustright.com/explore/lees-summit



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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.

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**—LEE'S—
SUMMIT**

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InKC E-Newsletter Digital Ads



Friends/Couples



Families

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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

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Paid Social

Text (125)

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

Headline (27)

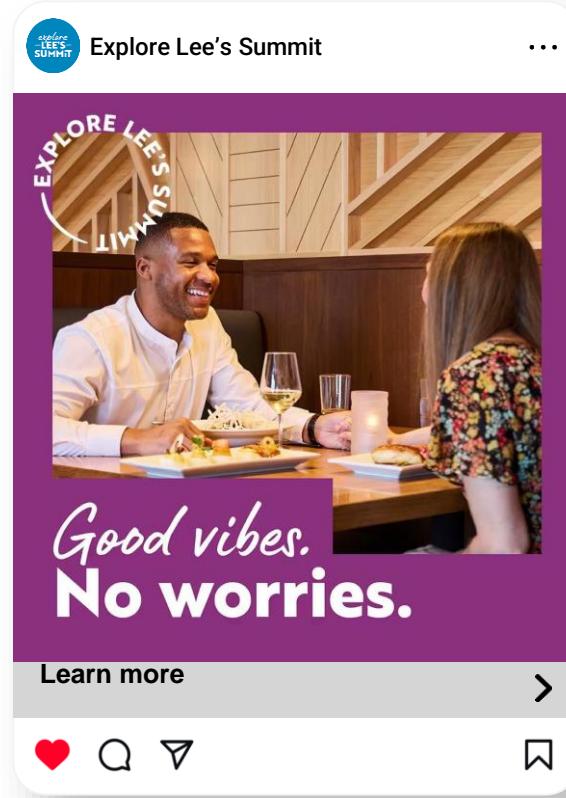
Explore Lee's Summit

Button

Learn more

Animation

Icon rotates continuously
Underline draws on





EXPLORE LEE'S SUMMIT

Good vibes.
No worries.



EXPLORE LEE'S SUMMIT

lots of laughs.
Zero stress.

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...
Explore Lee's Summit



EXPLORE LEE'S SUMMIT

All style.
No fuss.

Learn more >

Heart icon | Search icon | Share icon | Bookmarks icon

Paid Social
Retargeting
1080 x 1080

Text (125)

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

Headline (27)

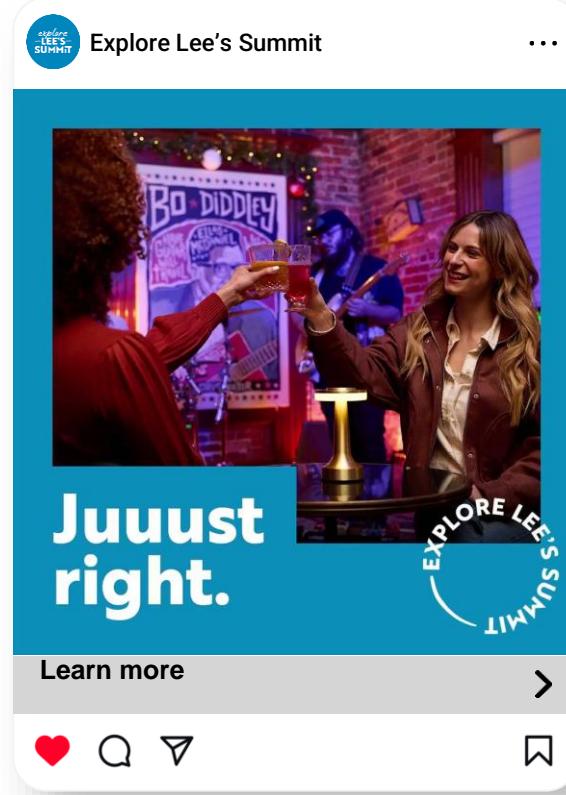
Explore Lee's Summit

Button

Learn More

Animation

Icon rotates continuously
Underline draws on



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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.



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Video:
Goldilocks Paints the Town Red



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Additional Photography



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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>

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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



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