

Explore LS  
Creative  
Production

12/23/25



# Goals & Objectives

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**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?

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- 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★



**COLUMBIA**  
WHAT YOU UNEXPECTED

**VISIT**  
**overland**  
**park**



— VISIT —  
**SHAWNEE**  
— KANSAS —

**VISIT**  
**BALTIMORE**

explore **st. louis**

**VISITOMAHA**<sup>TM</sup>

**VISIT**  
**PHILADELPHIA**<sup>®</sup>

**TRAVERSE** *city*  
**TOURISM**

— *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

Warrensburg  
Outdoor



*Merry times.*  
**No worries.**

— *explore* —  
**LEE'S SUMMIT**

**Juuust right.**

Sedalia  
Outdoor

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*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



RI

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



Kansas City Parent Magazine

Zero hassle.  
**All fun.**

EXPLORE LEE'S SUMMIT

Instagram interaction icons: heart, comment, share, bookmark

The image shows a young child wearing a blue winter jacket and a yellow beanie, standing in front of a display of colorful Christmas lights. The child is looking towards the camera. The background is dark, making the lights stand out. The text 'Zero hassle. All fun.' is overlaid on the bottom left of the image, and a circular logo with the text 'EXPLORE LEE'S SUMMIT' is on the bottom right. The Instagram post header shows the profile name 'Kansas City Parent Magazine' and three dots for more options. The bottom of the post features the standard Instagram interaction icons: a red heart, a speech bubble, a paper plane, and a bookmark.

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



KC Kansas City Magazine

**Juuust right.**

EXPLORE LEE'S SUMMIT

Instagram interaction icons: heart, comment, share, bookmark

Detailed description: This is a mockup of an Instagram post. At the top left is the 'KC Kansas City Magazine' profile header. The main image shows a man and a woman in winter coats and festive glasses taking a selfie in front of a background of colorful lights and falling confetti. Below the image, the text 'Juuust right.' is written in a large, white, sans-serif font on an orange background. To the right of this text is a circular logo with the words 'EXPLORE LEE'S SUMMIT' around the perimeter. At the bottom of the post are four standard Instagram icons: a red heart, a speech bubble, a paper plane, and a bookmark.

*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"

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— 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

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# InKC E-Newsletter Digital Ads

A purple rectangular banner with white text. On the left, 'Zero hassle.' is in a script font, and 'All fun.' is in a bold sans-serif font with a horizontal line under 'fun.'. On the right, 'explore' is in a small script font above 'LEE'S SUMMIT' in a bold sans-serif font, with 'Juuust right.' in a script font below it. At the bottom right is a dark grey button with 'EXPLORE NOW' in white.

*Friends/Couples*

A blue rectangular banner with white text. On the left, 'Good times.' is in a script font, and 'No stress.' is in a bold sans-serif font with a horizontal line under 'stress.'. On the right, 'explore' is in a small script font above 'LEE'S SUMMIT' in a bold sans-serif font, with 'Juuust right.' in a script font below it. At the bottom right is a dark grey button with 'EXPLORE NOW' in white.

*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

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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

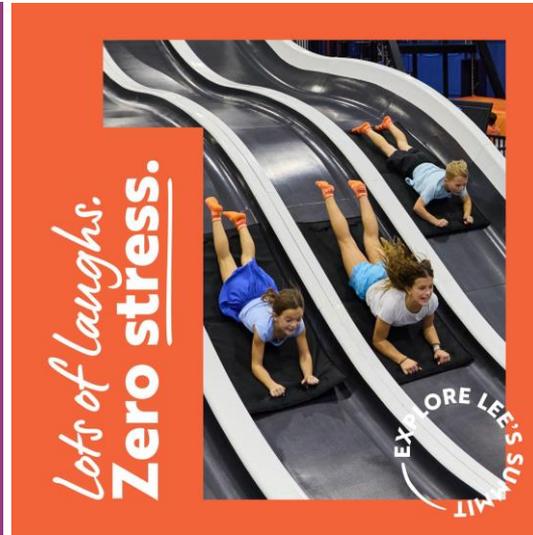
EXPLORE LEE'S SUMMIT

Good vibes.  
**No worries.**

Learn more >

♥ 🔍 📌

The image shows a Facebook advertisement for 'Explore Lee's Summit'. At the top, there is a circular logo with the text 'EXPLORE LEE'S SUMMIT' and the main text 'Explore Lee's Summit' next to it. The central part of the ad features a photograph of a man in a white shirt and a woman in a floral top sitting at a table in a restaurant, smiling and talking. A purple banner is overlaid on the bottom of the photo with the text 'Good vibes. No worries.' in white. Below the photo is a grey bar with the text 'Learn more' and a right-pointing arrow. At the bottom of the ad are icons for a heart, a speech bubble, a share icon, and a bookmark icon.



*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 Lee's Summit

**Juuust right.**

EXPLORE LEE'S SUMMIT

Learn more >

♥ 🔍 📌

The image shows a Facebook advertisement for 'Explore Lee's Summit'. At the top left is a circular logo with the text 'explore LEE'S SUMMIT'. To its right is the text 'Explore Lee's Summit' and a three-dot menu icon. The main visual is a photograph of two women at a bar, clinking glasses. In the background, a sign for 'BO DIDDLEY' is visible. A blue banner at the bottom of the photo contains the text 'Juuust right.' in white, with 'Juuust' on one line and 'right.' on the next. To the right of this banner is a circular logo with the text 'EXPLORE LEE'S SUMMIT' around the perimeter. Below the photo is a grey bar with the text 'Learn more' and a right-pointing chevron icon. At the bottom of the ad are icons for a heart, a speech bubble, a flag, and a bookmark.

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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



Explore LS Integrated Channel Plan



# Additional Photography



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# Media Strategies

# Media Strategy

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

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Social Media

# Social Media Playbook

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- 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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