



THE RISE OF VALUES-BASED MARKETING:

HOW TO SHARE YOUR BRAND VALUES THROUGH CONTENT

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miles
PARTNERSHIP

with you



Hannah Brown
Content Director



Caitlin Row
Content Manager

agenda



What Is
Values-Based
Marketing?



Content
Examples
to Inspire You



Tactical
Tips & Key
Takeaways



What is Values-Based Marketing?

Going Beyond the
transaction

Connecting With Customers That Share Your Brand's Passion

TOMS



For Travel
brands

Going Beyond a List of Things to Do



Share
how a
person will
feel in a place



Cultivate a
relationship
based on
shared beliefs



Attract the
kinds of
visitors you
want to have

Why All the
fuss now?

Travelers Want to Align Themselves With Brands they Share Values With

38%

will *patronize*
locally owned
businesses

59%

are *willing to pay
more* for a
sustainable trip

36%

are searching for
*contentment and
mental well-being*

43%

will *add in extra
time* for services
and transit

49%

will *choose*
a *less crowded*
destination





Time to
think

**BRANDS WILL BE ABLE
TO CONVERT VISITORS
MORE QUICKLY IF THEIR
VALUES MATCH.**

Key Values in
2022



Inclusivity & Respect for
the Indigenous Culture



Environmental-Impact Messaging
or Practices / Traveling
Safely & Respectfully



Kindness to Locals/Hospitality Workers

How to Get
started



Identify Your Values



Tie Them to Meaningful Action



Make Content!



Incorporate Messaging in Every Channel

Content Examples to Inspire You: Inclusivity



INCLUSIVITY: BRAND USA MANY VOICES INITIATIVE



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Why it works:

- Features real locals
- Unscripted videos packed with insider tips
- Approach is authentic



INCLUSIVITY: MACY'S PRIDE + JOY CAMPAIGN

Why it works:

- Non-traditional approach
- Event spurred tons of social media content with #macyspride
- You didn't need to be at a parade to be exposed to Pride + Joy content



INCLUSIVITY: MACY'S PRIDE + JOY CAMPAIGN

Macy's Southwest Plaza @PlazaMacy · Jun 16, 2019

We had such a great time representing Macy's in the Denver Pride Parade. #macyspride



CHY / HomelessYouth @nychyorg · Jun 26, 2019

Youth advocates in action and having fun at @Macys at the @NYCComptroller LGBTQ reception!!! #MacysPride



INCLUSIVITY: BOSTON ALL-INCLUSIVE CAMPAIGN

Why it works:

- Community Q&A spotlights
- Speaks to locals as well as visitors
- Campaign's equitable-recovery focus



INCLUSIVITY: ROOTS OF MEMPHIS MUSIC DISPLAY

Why it works:

- Content not limited to what's on their website
- Eye-pleasing art installation
- Use of QR codes to drive traffic to site content



INCLUSIVITY: TRAVELALASKA.COM SITE LAUNCH

Why it works:

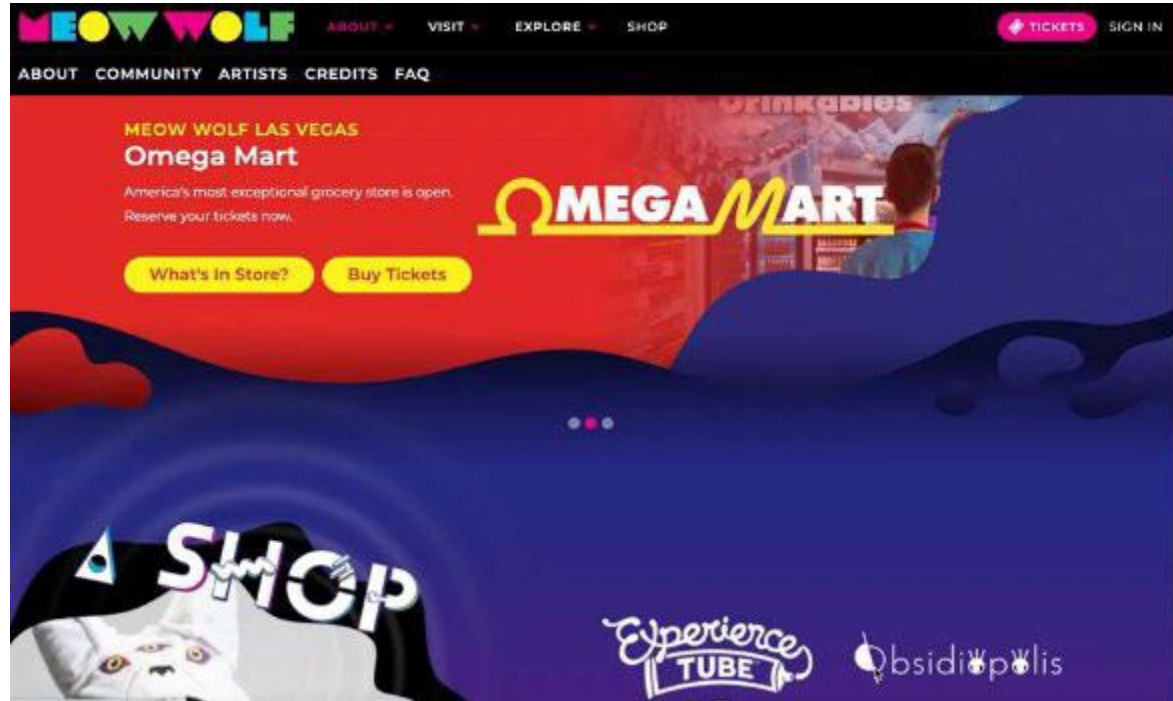
- Worked with an Alaska Native artist to incorporate indigenous patterns
- Different cultural groups represented in welcome messaging
- Alaska Native Lands featured on map



INCLUSIVITY: MEOW WOLF INDIGENOUS THEMES/INSTALLATIONS

Why it works:

- Less traditional take on content creation
- Art installations can communicate values
- Installations supported by other Meow Wolf programs



INCLUSIVITY: GOHAWAII.COM SITE REDESIGN

TRAVEL REQUIREMENTS

ISLANDS

EXPERIENCES



CULTURE

PLANNING

LANGUAGES



Culture



SCROLL
TO
CONTINUE



INCLUSIVITY: GOHAWAII.COM SITE REDESIGN

Why it works:

- Content built around voluntourism & giving back, called “malama”
- Hawaiian language guide
- Island pages reflect unique imagery and language of each island



INCLUSIVITY: GOHAWAII.COM

TRAVEL REQUIREMENTS

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LANGUAGES



Kauai

The "Garden Island"



SCROLL
TO
CONTINUE



Content Examples to Inspire You: Respect for the Environment, the Destination & Community Stewardship



RESPECT: ICELAND'S SWEATPANTS INTO BOOTS PROMO



RESPECT: ICELAND'S SWEATPANTS INTO BOOTS PROMO

Why it works:

- Upcycling sweatpants into boots fits into sustainability value
- Tongue-in-cheek tone that's on brand & catchy
- Environmental-certification content



RESPECT: CO'S WINTER BACKCOUNTRY SAFETY CAMPAIGN

Why it works:

- Offers useful safety advice along with dangers
- Content created with input from key stakeholders
- Organic reach



RESPECT: VISIT SCOTLAND, YOURS TO ENJOY RESPONSIBLY



RESPECT: VISIT SCOTLAND, YOURS TO ENJOY RESPONSIBLY

Why it works:

- Memorable messaging on campaign video and website
- Content voice/tone helpful & not preachy
- Useful responsible-travel content found on website



RESPECT: WY RESPONSIBLY INITIATIVE

Why it works:

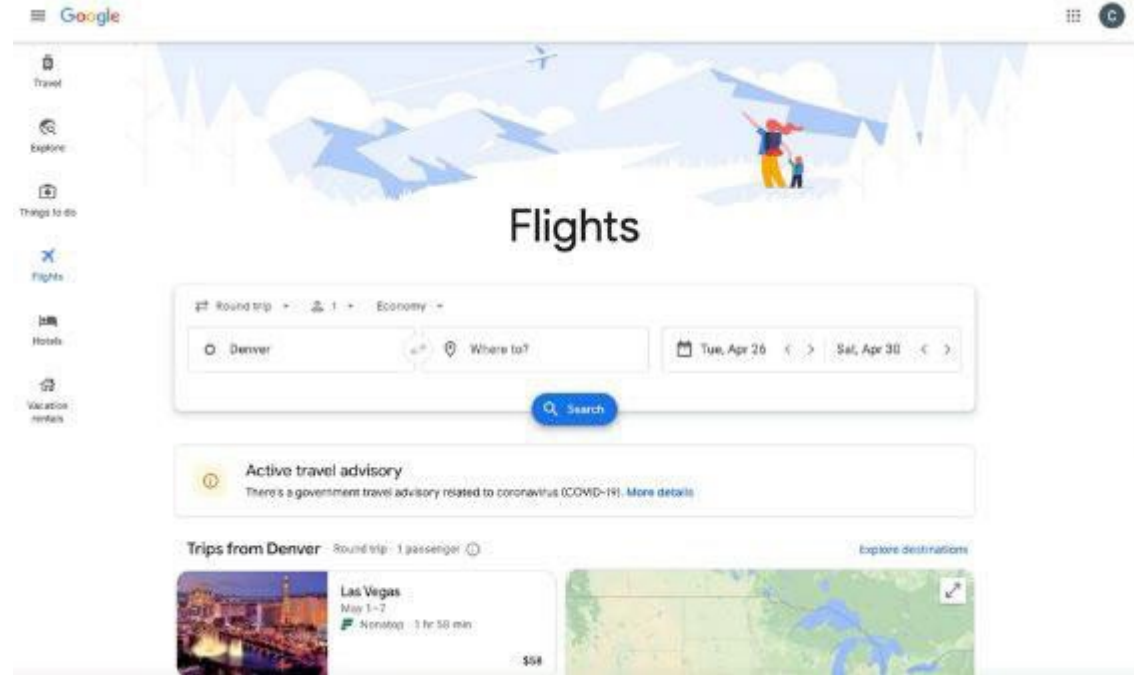
- Compact nature of messaging can be included throughout owned content & channels
- Ambassador partnerships



RESPECT: GOOGLE FLIGHT INFO SHOWS CARBON EMISSIONS

Why it works:

- Function allows travelers to research & compare destinations by carbon emissions
- Good info for higher up in funnel and when travelers are actively making decisions



RESPECT: SONOMA COUNTY'S SUSTAINABLE TRAVEL HUB

Why it works:

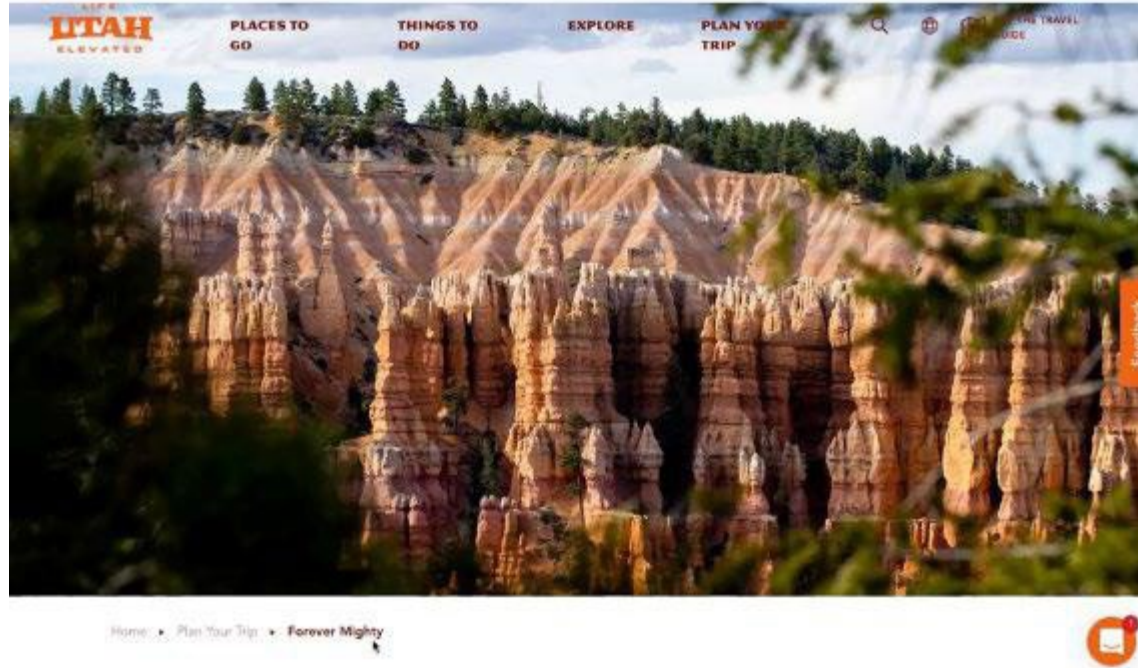
- “Travel Kindly” pledge can help track awareness
- Even if site users don't sign pledge, viewing it and knowing it exists is a good thing



RESPECT: VISIT UTAH'S FOREVER MIGHTY CAMPAIGN

Why it works:

- Robust assortment of unique content
- Long-form Field Guides content featuring real people dedicated to Utah tourism values in some way



Content Examples to Inspire You: Kindness to Locals & Hospitality Workers



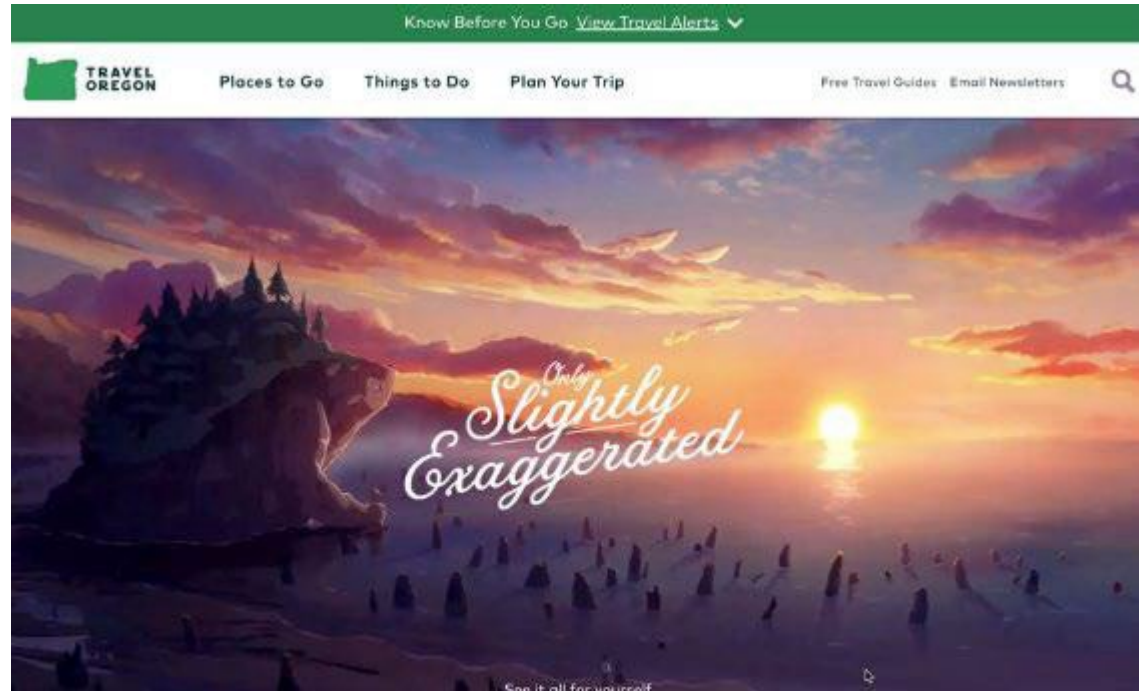
KINDNESS: OREGON ONLY SLIGHTLY EXAGGERATED TOOLKIT



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Why it works:

- Toolkit's look and feel cohesive with campaign's illustrative design
- Helpful tips offer specific ways to be kind
- Safety messaging ran simultaneously to rest of campaign inviting visitors back to Oregon



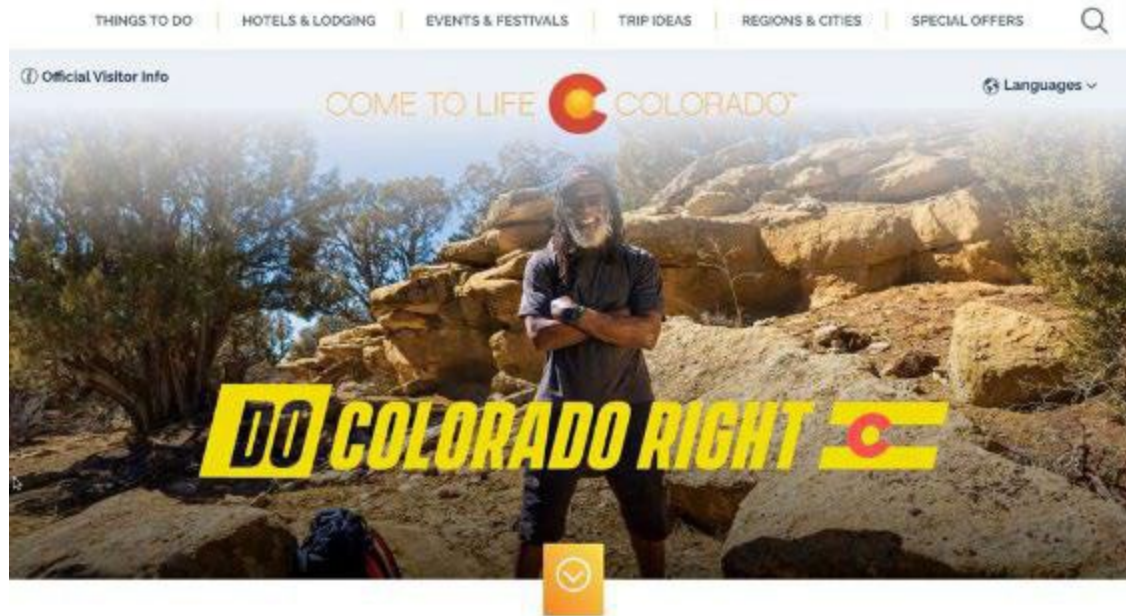
KINDNESS: DO COLORADO RIGHT



KINDNESS: DO COLORADO RIGHT

Why it works:

- Tone addresses challenging topic with humor
- Uses well-known Coloradans via influencer partnerships

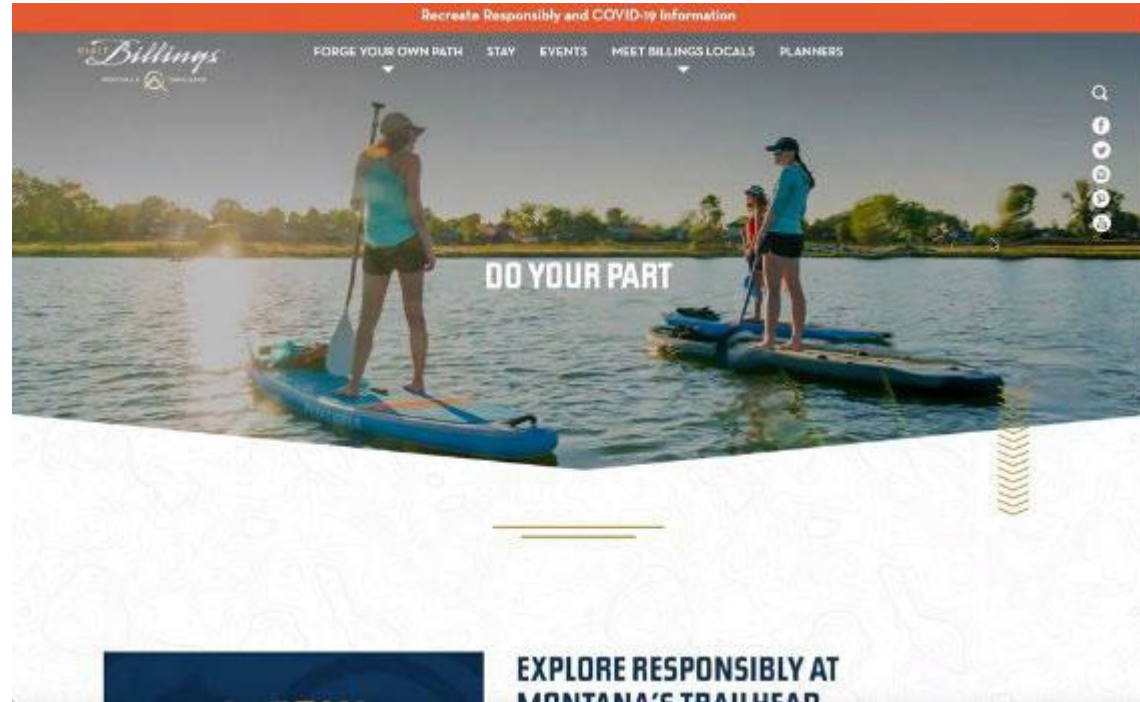


Check Local Fire Bans Like Coloradan Quin Gable

KINDNESS: VISIT BILLINGS (MONTANA) BE KIND TOOLKIT

Why it works:

- Messaging is simple & effective
- Local partnership formed to effect positive change in local community
- Don't need to spend lots of \$\$\$ to be effective



A group of four hikers is seen from behind, walking along a dirt path on a grassy mountain ridge. The hiker on the far right has their arms outstretched, enjoying the view. The landscape is rugged with large, dark rock formations in the background under a clear blue sky. The scene is bathed in the warm, golden light of late afternoon or early morning.

Tactical Tips & Key Takeaways

Get moving

Tactical Tips



Audit your content



Focus on inspiration rather than shame



Strive for authenticity



Craft portable messages



Think beyond the web or printed page

Get moving

Key Takeaways



Travelers are aligning themselves — and their spending — with brands that share their values



Your values shouldn't be determined in a bubble



Consider multiple partnerships and creators



Be flexible and willing to evolve



Q&A

Thank you

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