A stylized graphic of a meteor streaking downwards and to the right, with a red-to-orange gradient and a yellow-orange circular base.

# METEOR CRATER

## CAMPAIGN

# CONSUMER PERSONA

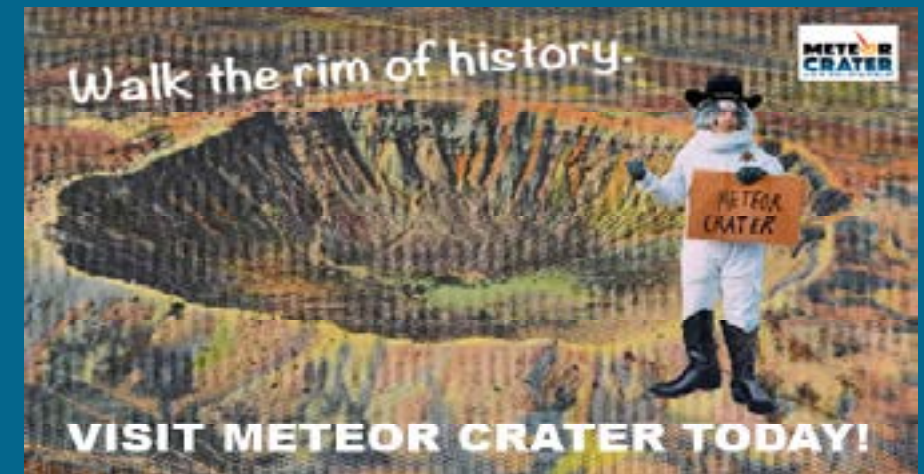
Maggie Frizzle is a 26 year-old middle school science teacher living in Durango, Colorado, earning around \$56,000 a year. She's passionate about ***nature, sustainability, and education***, often blending her love for the outdoors with her role as a teacher.

Maggie radiates curiosity and warmth. She enjoys hiking and reading science-fiction novels, and gravitates toward destinations that align with her values and teaching passions. Maggie is adventurous, values learning, and seeks ***experiences that enrich both her life and her classroom***. Traveling isn't just a hobby—it's a way for her to connect more deeply with the topics she teaches, making places like Meteor Crater uniquely appealing.

Despite these things, Maggie may miss out on opportunities like this simply because she's unaware they exist or assumes they're too far out of reach.



# VISUAL OVERVIEW





# INSTAGRAM REEL

This Instagram reel connects with ***curious, adventure-loving educators*** by showcasing Meteor Crater as both an accessible stop and a unique learning opportunity.

It highlights the crater's scientific wonder and easy access off the I-40, appealing to those seeking *meaningful, shareable experiences that inspire both personal exploration and classroom lessons.*



# INSTAGRAM GRID



This Instagram grid post appeals to adventure-driven educators by ***combining space-age wonder with history.***

The astronaut on the rim creates an engaging visual that sparks curiosity, while the ‘Walk the rim of history’ tagline ties into the target audience’s love for educational exploration and meaningful experiences. It’s a ***playful yet informative*** way to draw in those who seek to connect science with real-world adventures.



# BILLBOARD



This billboard appeals to the target audience by using a **visually striking (and campaign consistent) image** of the hitchhiking astronaut to capture attention and spark curiosity. The bold design and clear callouts—featuring activities like hiking the rim, exploring the visitor center, and more—make it **easy for road-trippers to quickly understand** the experience.

The exit directions make it feel accessible and hassle-free, which **speaks directly to educators and travelers looking for unique, enriching stops that don't disrupt their journey**. The astronaut adds a playful, science-forward touch that resonates with those who love blending education with adventure.

# RECEIPT AD



This receipt ad appeals to the target audience by highlighting both the educational and experiential aspects of Meteor Crater, showcasing activities like hiking the rim, touching real meteors, and family exploration.

The visual mix of adventure and discovery speaks to those who value meaningful experiences for both themselves and their students. **The 25% off coupon adds an extra incentive, making it even more accessible for**

**educators or families looking to enrich their travels without breaking the budget.** It's a perfect blend of fun, learning, and savings, tailored to those who are curious and love to explore.