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About Grey

Grey New York is the flagship and largest office of Grey, the advertising network of Grey Group. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ: WPPGY). Under the banner of Grey Famously Effective Since 1917, the agency serves a blue-chip client roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Diageo, Darden Restaurants, Pfizer, Canon, 3M, ETrade, NFL, Boehringer Ingelheim, Marriott Hotels & Resorts and T.J. Maxx. We also have experience with social and cause related clients such as TED, Ad Council, Paul Newman's The Hole in the Wall Gang Camp and NYC Recycling. FAST COMPANY named Grey in its "The World's 50 Most Innovative Companies" issue in 2010 and 2011. (www.grey.com)

Grey has been tasked to spearhead an integrated multi-platform marketing and communications campaign in support of the Centennial anniversary of the National Park Service in 2016. The following Grey Group and WPP companies will participate: Grey New York (advertising and digital marketing); Wing (multi-cultural marketing); and Alliance (public relations, activation and event marketing).

Overview of Grey's Approach to the NPS Centennial Campaign

The Centennial of the National Park Service in 2016 represents a once in a lifetime opportunity to draw unparalleled attention to and celebrate all the wonderful and important things the National Park Service has done for our country.

But more importantly, the Centennial allows us to broaden that awareness and deepen the relationship Americans have with the National Park Service. To amplify the National Park Service story beyond the stewardship of parks as cultural and historic physical places to the broader mission of the Park Service of today. To extend that message to the many community-based efforts of the Park Service. To discuss educational programs, and societal issues, like climate change, or shoreline degradation.

At a time in history when America is more fragmented than ever, it's an opportunity to bring American's together with one common cause. To be the stewards of something bigger. To honor the values of a nation that can be found in each and every park. That are accessible to all Americans. Every day. To make the National Park Service a source of personal self-worth and pride for every single American today while creating a platform to propel us into the next 100 years.

To re-introduce the National Park Service to a new generation of Americans...in a changed America.

To accomplish this, Grey will create a multiyear, cross channel activation plan that will increase the cultural relevance, advocacy, partnership and donation platform of the National Park Service. The campaign will appeal to current and future park goers, park influencers and advocates, existing donors and importantly future donors. But most importantly our campaign will create a heightened sense of pride among current National Park Service employees and volunteers. For today, tomorrow and the future.

Over the next year, Grey will execute a program to develop this campaign for launch in 2014. Consumer research, listening tours and key constituent outreach will inform our strategy and creative development. Quantitative research will be used to validate that work and programs developed based upon a single overarching creative idea will be created to execute through advertising, digital and social marketing, public relations, promotions, grass roots programs, educational programs, fundraising and select partnerships.

At the core of the campaign will be an idea that each and every Park can utilize, while still having relevance and impact on a national level. In all, we will engage American's with a message that creates emotional connections, penetrates culture and will motivate people to action through increased visitorship, education or donation.