



**BIG BEAR LAKE**

2025 Winter Campaign

# What We Learned from Fall and Previous Winter



## “First Snow” = Scroll-Stopping

“It’s Snowing” urgency and First Snow messaging outperformed branded statics (up 55% CTR).



## “Best Rates” Boosts Bookings

Overlays with pricing value improved CPA by 75%.



## Cabins Convert Best

Snowy cabin imagery delivered 2.5x more bookings than scenic views.



## TikTok Loves Longer Stories

20–60 second content aligned better with platform norms and CTR.



## Family Moments Drive Clicks

Action-focused family images outperformed scenic shots by 12%.



## Midweek Messaging Wins

Framing lodging as a midweek reset increased lower-funnel performance.

# Winter made your way. Made in Big Bear.

- Winter in Big Bear doesn't have to be scripted. In a world of overplanned getaways and performative snow days, people crave warmth that feels real. **Not staged.**
- **Today's travelers seek comfort and connection.** The quiet joy of slowing down, sharing a real moment by the fire or watching snow fall without a schedule.
- This allows us to bring winter back to what matters. Here, the season unfolds how our guests want. Cozy, unhurried and unforgettable. Highlighting that the best moments aren't found. **They're Made in Big Bear.**

## Winter made your way. Made in Big Bear.

Turning a variable snow season into a story of warmth, connection and creativity.

This year's campaign embraces whatever winter brings, snow or shine by Inviting visitors to become a part of something truly magical.

- **Narrative**
  - Built around emotion, not conditions
- **Visuals**
  - Cozy, magical and personal
  - Golden moments, not just golden hour
- **Voice and Tone**
  - Unified messaging across platforms
  - Position Big Bear as the heart of California's winter



# Campaign Direction

## Campaign Position / Core Idea

**Big Bear isn't just a snow town, it's a winter tradition in the making.**

**Whether it's the first snowfall or just the first firepit of the season, every moment made here feels intentional. Cozy. Needed. And worth returning to.**

**That's why it's not just a winter trip.  
It's Made In Big Bear.**



## Presnow

### Objective

Drive early bookings by positioning Big Bear as the cozy, snow-proof winter escape where core memories begin. Emphasize that the best moments start before the first snowfall.

### Core Message

This is the season to get away, slow down, and make memories that last. From cocoa by the fire to quiet mornings in the pines, Big Bear is where winter truly begins.



# Presnow



# First Snow



## Full Snow

### Objective

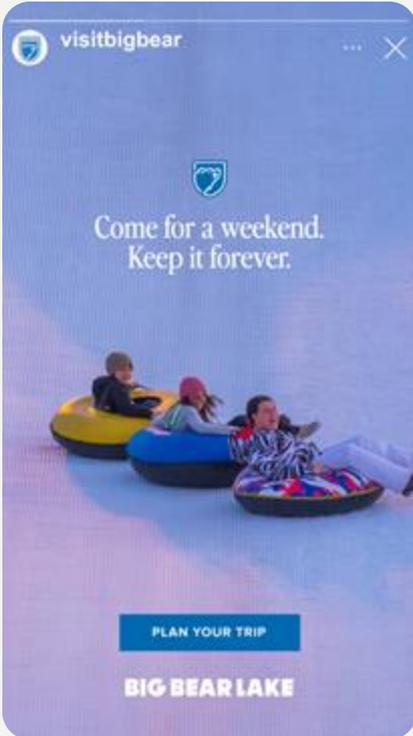
**Capture the emotion and excitement of peak winter. Encourage travelers to act quickly by highlighting the joy of shared experiences and the fear of missing out on moments that become lifelong traditions.**

### Core Message

The snow is here, and the moments that matter are happening now. Every snowfall brings families closer, every firepit tells a story, and every cabin holds the chance to make a memory that lasts for years. Don't just watch winter happen, be part of it.



# Full Snow



A scenic winter landscape featuring snow-covered evergreen trees. The sun is shining brightly from behind the trees, creating a warm, golden glow and lens flare effects. The foreground shows a snow-covered slope.

Thank you.

A winter landscape featuring a snow-covered road that curves through a forest of evergreen trees heavily laden with snow. The sky is a mix of deep blue and purple, suggesting twilight. The road has visible tire tracks and a double yellow line. The overall scene is serene and cold.

# Roads to Big Bear Campaign Creative

ROADS TO BIG BEAR

# IDENTITY & VOICE

**Visit Big Bear Tagline:**

“The Road to Big Bear: Trade Brake Lights for Starlight.”

**Supporting Messaging:**

Beat the rush • Smarter travel • Less rush, more mountain

**Campaign Pillars:**

Access • Behavior • Economy • Innovation

**Care For Big Bear Integration:**

Communications • Road Safety • Partner Resources





# Partnerships, Automation, & PR

## ROADS TO BIG BEAR

### Smart Signage & Highway Messaging

Caltrans CMS coordination

Clear, non-alarmist messages

Mirror messages with 85Sixty digital

### Plug-and-play auto-guest messaging templates

"Leave Thursday and save hours"

"Stay Monday, skip the rush"

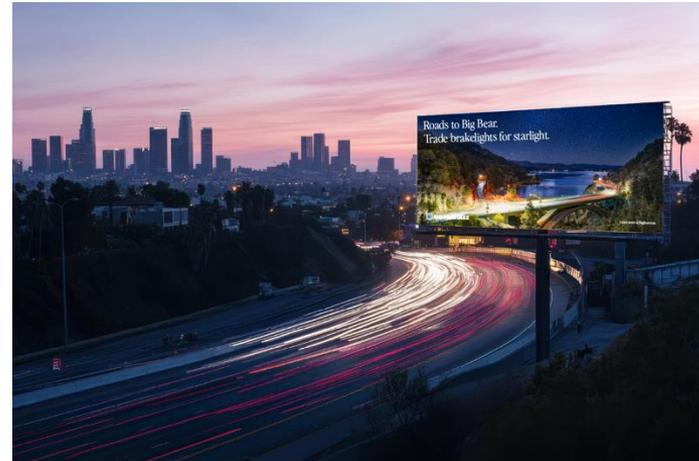
For hotel/host CRMs and property managers

### Gamify the Back Way

Selfie at Highway 18 Billboard (Located at Mitsubishi Plant - coming soon)

Redeem \$25 dining voucher at the Visitor Center

Make the journey part of the fun!



# Creative Deployments

## ROADS TO BIG BEAR

Media Buys



Social Channels



Print Ads



Highway 18  
UGC

