

Inside the LAB

**THIS STARTED AS
A FULL MEDIA
CAMPAIGN...**

**IT ENDED AS
SOMETHING MUCH
MORE IMPORTANT.**

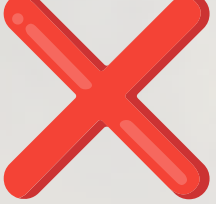
**When the wildfires hit Ely,
we had to pivot.**



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MARKETING

Inside the LAB

 **Tourism ads**

 **Promotional
messaging**

 **Business as
usual**



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Real updates



Honest

storytelling



Trusted voices

**The ads stopped,
but the influencer didn't.**



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THE RESULT?

80,000+ VIEWS

A COMMUNITY INFORMED.

TRUST STRENGTHENED.



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MARKETING ISN'T ALWAYS ABOUT PROMOTION.

**Sometimes it's about
showing up.**



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