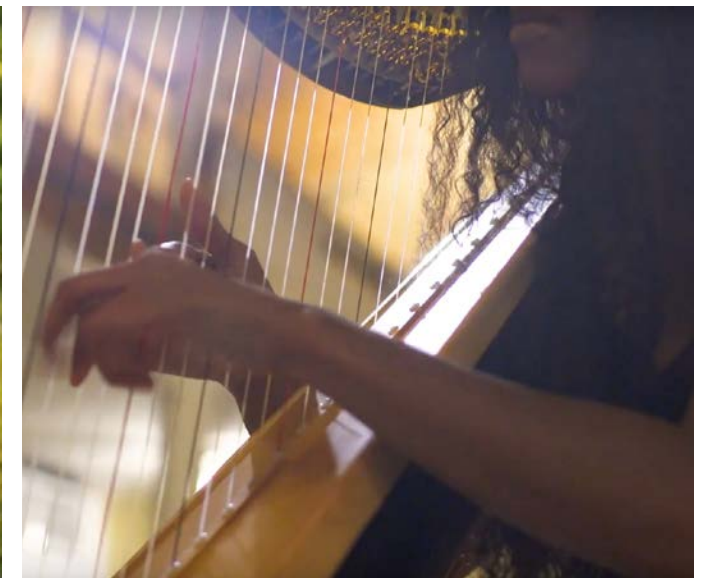


PURE SOUNDS OF MICHIGAN

SABRE Submission



THE OPPORTUNITY

The world of travel destinations is a world of images. Paris, The Grand Canyon, Giza—if you can name them, you can picture them. Michigan too, is known for its magnificent scenery. Still, the most powerful image you can see, is when you close your eyes. So, to promote Michigan to a broader audience, we wanted to capture our most iconic locations, all without a camera.

For over a decade, the award-winning Pure Michigan campaign

has been one of the most memorable and visually stunning tourism campaigns in the country, attracting millions of visitors over the years. The opportunity was ripe to show off Michigan in a completely different way. We asked ourselves, what can we do or say that lives up to the campaign's high expectations of strengthening Michigan as a travel destination that wasn't going to go in one ear and out the other.

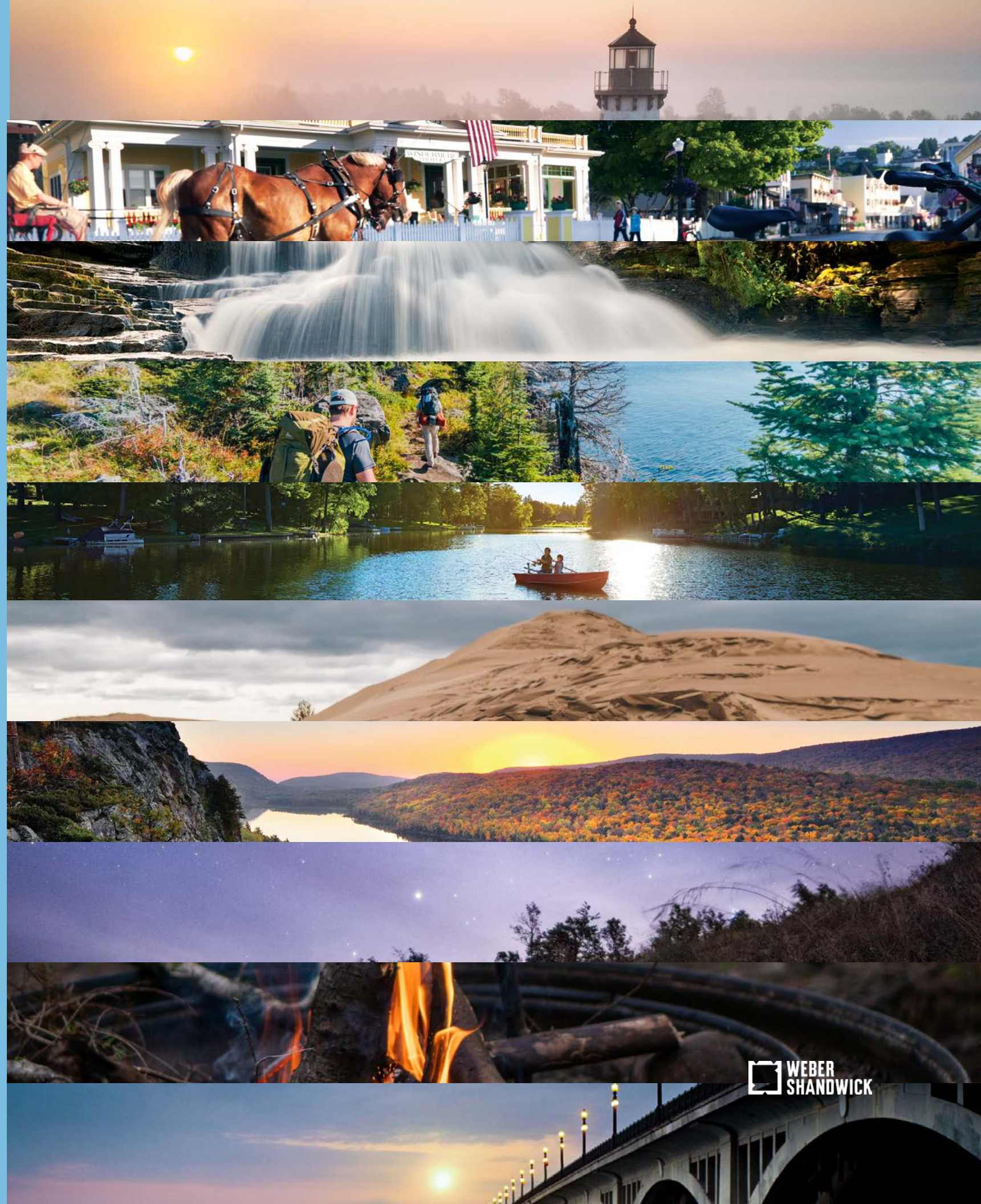


THE STRATEGY

No one owns “Pure” like Michigan. Knowing that, made our objective crystal clear. If we wanted to successfully import a new audience to visit our great state, we needed to export relaxation, or our “Pure” to entice a new demographic of visitor. A kind of quid pro quo. The way we looked at it was:

We need to stop interrupting what people are interested in and be what people are interested in.

– **David Beebe**





RESEARCH AND INSIGHT

Michigan is about pure serenity. It's creating memories and enjoying the relaxing sounds of nature. According to Live Science, sounds of nature can trigger vivid memories and emotions in the brain transporting listeners back to places commonly associated with childhood, like family vacations, for example. What a great way to encourage a younger audience to consider passing those feelings and memories along to the next generation of family vacationers with a return or even first time visit to Michigan.

So, needless to say, sounds of nature had to become the key ingredient in whatever we did. The problem was there's also an abundance of apps on smartphones with relaxing nature

sounds lulling people to sleep at night. That was the last thing we wanted to do. We wanted to create an audible experience people could work to, drive to and relax to.

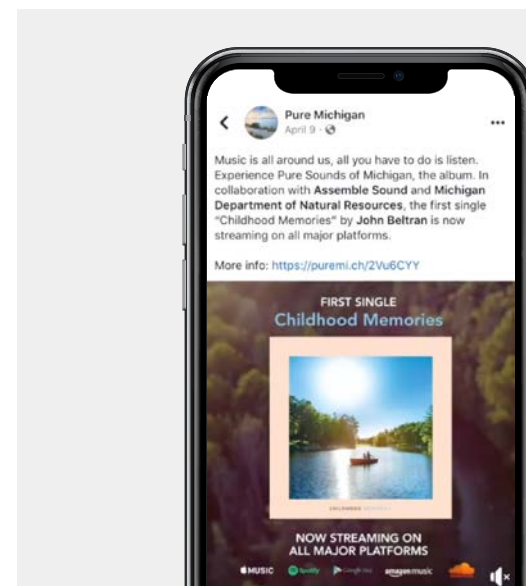
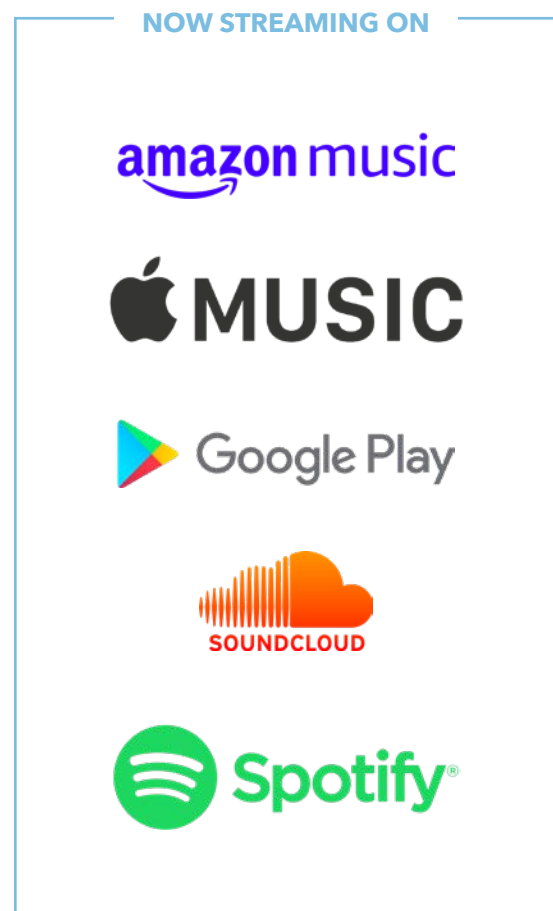
We then explored ways to transform our "patent pending" sounds of nature into a unique audible experience. Realizing that we have an abundance of extremely talented musicians in Michigan, the answer was pure and simple, combine the sounds of nature and ambient music. The result was an orchestra of natural sounds just waiting for a conductor and ***Pure Sounds of Michigan*** would become our way of inviting the world to hear what we're made of.



EXECUTION AND TACTICS

Introducing ***Pure Sounds of Michigan***, the ambient compilation album that invites listeners on a virtual, sunrise-to-sunset tour of the state. Working with Detroit-based Assemble Sound we created an album that used Michigan's sounds of nature as an instrumental element of what would become 10 original tracks composed by 12 Michigan-based musicians. Job one was to travel the entire state collecting field recordings from 10 state parks. Every sound that struck an emotion was captured then given to the artists as inspiration. On May 22, 2019, coinciding with the Michigan State Park Centennial, the album made its debut on every major streaming platform.

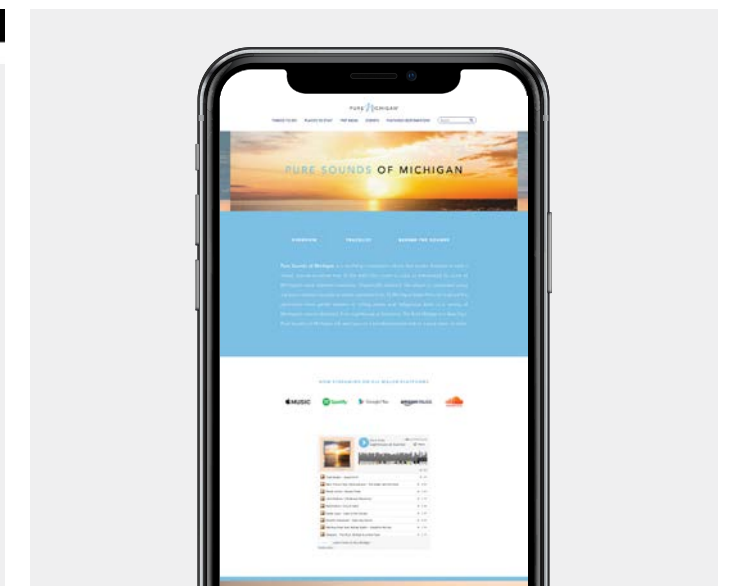
Creating an integrated campaign consisting of PR, digital, social, experiential and partnerships we promoted the first 3 singles to music and nontraditional outlets including Stereogum and Billboard Magazine. Through a steady drumbeat of engaging content, we drove viewers to the state's official [website](#) where we introduced them to the full digital album, travel experiences aligned with the tracks and the artists behind the music.



RELEASED THREE "SINGLES"



BILLBOARD ALBUM PREMIERE



MICHIGAN.ORG LANDING PAGE

For the album launch party, we needed an actual album, so we turned the digital album into a vinyl album. The music industry applauded helping to elevate its credibility by reviewing and promoting it beyond expectations. Billboard gave the world an exclusive first listen and NTS Radio took the entire album for a spin the day before it dropped.

In concert with Detroit-based International design brand Shinola, which sells cool stuff like turntables, we included a free album with purchase. We also provided albums to the listening libraries in their stores worldwide and in every Shinola Hotel suite.

Cue the Detroit Movement Festival, which for over 20 years has been one of the world’s largest electronic music events. In addition to creating a Pure Sounds-themed press lounge for over 200 media outlets, some 100,000 festival goers received push notifications through the Movement app at the end of each night inviting them to wind down to the album.



something I've really been enjoying
this summer is @puremichigan's first
album, Pure Sounds of Michigan 🎵
this ambient album takes listeners on
a sunrise-to-sunset tour of Michigan
from coast to coast as interpreted by
some of the state's most talented
musicians 🌅 Where will...



Tweet your reply



3 PM - 5/21/19 - SocialFlow

likes



As part of the state of Michigan's
tourism and economic developm
initiative, the state has released a
length album of ambient music. "

@radiorecmusica
Actualitat musical a Twitter Sempre a
a última... 'Pure Sounds of Michigan'
album looks to lure to AT&T 5G E
ambient music blbrd.
ic.twitter.com/yJXR



'Pure Sounds of Michigan
Lure Tourists With Ambient
billboard.com

3:04 AM · 5/23/19 · IFTTT

Tweet your reply



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As part of
tourism &
initiative,
length all
Sounds of
Wednesday

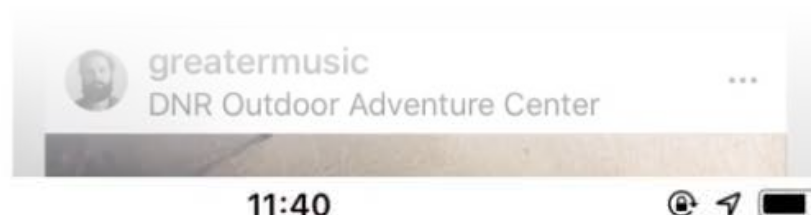


self-titled
@selftitledmag

If only more tourism boards went the
ambient route the way @PureMichigan did
on this @Waajeed_ track + an
@AssembleSound LP that's out later this
month: selftitledmag.com/2019/05/09/pur... #selftitledpremiere



10:31 · 5/9/19 · TweetDeck



11:40

Tweet



Michigan Made an Album of Ambient
Music to Attract Tourists -
@WeberShandwick crafts 'Pure
Sounds of Michigan': j.mp/2EpyJSL
@MUSEbyclio

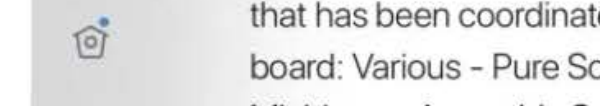


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11:43 AM · 5/25/

4 Likes
Jon Freer
@Jon_Freer

Tweet your reply



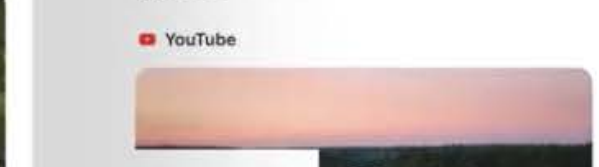
business

lunch album c
m state parks

freersounds.tumblr.com/post/185081034...



Just this week Pure Michigan Sounds
came out with an album using actual
field recordings from around the state.
@PureMichigan is the first of its kind
to create such a project. How cool is
this!? Take a look at the behind the
scenes:

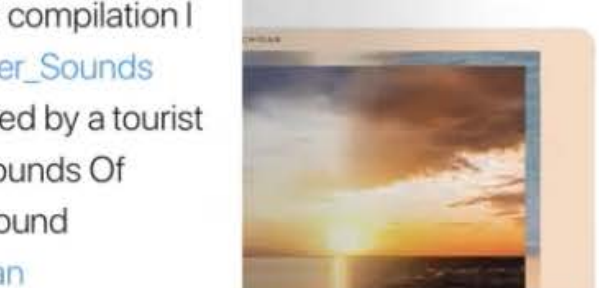


2:35

Tweet

Free Press

an is releasing its first
— full of state's sounds



is releasing its first music
of state's sounds

19 - SocialNewsDesk

7 Likes



WEBER
SHANDWICK

EFFECTIVENESS AND RESULTS

The current success of the project, being measured through listens, website visits, CTRs and earned coverage was music to our ears. The partners, influencers, mainstream and music media turned the album to gold. As of August 15th, the *Pure Sounds of Michigan* campaign played out to the tune of:

<div>billboard</div> <div>#9</div> <div>New Age Charts</div> <div>just one week after its release.</div>		<div>Listens from over 50 countries</div> <div>& played every day since its debut.</div>
<div>193</div> <div>traditional placements across broadcast, print and digital stories with nearly 10MM impressions.</div>	<div>40%</div> <div>higher CTR than industry average for paid audio ads.</div>	<div>The first of its kind</div> <div>for a U.S. travel brand.</div>
<div>AP</div> <div>Outdoor enthusiasts soon will be able to appreciate 10 of Michigan's state parks from their headphones.</div>	<div>theStranger</div> <div>The most beautiful, beatific music ever used for a government ad campaign.</div>	<div>self-titled</div> <div>It's hard to imagine a more fitting use of a tourism budget than this month's Pure Sounds of Michigan album.</div>

COVERAGE

billboard

AP

CISION
PR Newswire

NTS

STEREOGUM

Muse

edm

FOX

abc

npr

NBC

a.list

self-titled

theStranger

DETROIT FREE PRESS

HOOR
DETROIT

CRAIN'S DETROIT BUSINESS

WDET

Brooklyn Vegan

The Detroit News

Wendell
Radio

destroy//exist

The Spa Insider

wdet

OAKLAND PRESS

PLAYGROUND
DETROIT

S

dbusiness

WEBER
SHANDWICK