

PENNSYLVANIA STATE PARKS

Goals: Increase in-state visits to Pennsylvania State Parks, especially from urban areas.

Creative Strategy: Place print and outdoor advertisements profiling a series of state parks, giving each a high-quality photograph, park description, and a common tag line. Copy will be accompanied by large, high-quality photographs of the park with the tag line in large type below the description at the bottom of the image.

Copy:

Tag line for all state parks: “Pennsylvania’s state parks. More wild than you imagine, closer than you think.”

Ohiopyle: “Ohiopyle State Park features 62 miles of hiking trails, whitewater rafting, and tubing in the heart of Pennsylvania’s scenic Laurel Highlands. Just a 90-minute drive from Pittsburgh, Ohiopyle is a taste of the mountains in your own backyard. Make your next weekend adventure wild.”

Raccoon Creek: “With fishing, boating rentals, and camping, Raccoon Creek state park will let you leave your stress at home. Breathe the cool lake air, feel the leaves whisper in the wind, and sink a line 45 minutes outside of Pittsburgh. Come feel like yourself again.”

Pine Grove Furnace: “At the northern tip of the blue ridge mountains, Pine Grove Furnace State Park is 696 acres untouched by time. Hike, swim, and enjoy our shared heritage in this historical charcoal-fueled iron furnace community. Pine Grove furnace is home to the Appalachian trail museum, making the park a must-see for anyone hiking the Central Appalachians. Thirty minutes outside of Harrisburg, experience the Pennsylvania of today and yesterday in an afternoon.”

VISUAL COMPOSITION

Created in Photoshop with a photograph found through Google search, used for limited non-commercial display.



Ohiopyle State Park

Ohiopyle State Park features 62 miles of hiking trails, whitewater rafting, and tubing in the heart of Pennsylvania's scenic Laurel Highlands. Just a 90-minute drive from Pittsburgh, Ohiopyle is a taste of the mountains in your own backyard. Make your next weekend adventure wild.



pennsylvania
DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES

Pennsylvania state parks. Wilder than you imagine, closer than you think.