



Route 66 Campaign

✦ Mother Road Media ✦





Who are we?



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TRAVEL ITINERARY

01.

Situation Analysis

04.

*Creative Brief +
Campaign Concept*

02.

*Goals, Objectives,
& Strategies*

05.

Media Plan

03.

Primary Research

06.

Creative Activation

Overview ✨

The Oklahoma Route 66 Centennial Commission was established to plan, coordinate and implement programs and special events to celebrate the historic highway's centennial in 2026. Our goal is to create a detailed campaign to get people on Route 66 in Oklahoma, and stay there as long as possible.



You asked us to...

Position ourselves as the place you have to go if you only have five days. Once you hit the border there are so many places to see, so many things to do, that makes you stay one more night or get one more meal.

Key Insights

Perception

Younger generations think Route 66 is “just a road” or that “there’s not much to it.”

(Allison, 19F)



Education

There is a lack of awareness of what travelers can experience along Route 66 among our target audience.

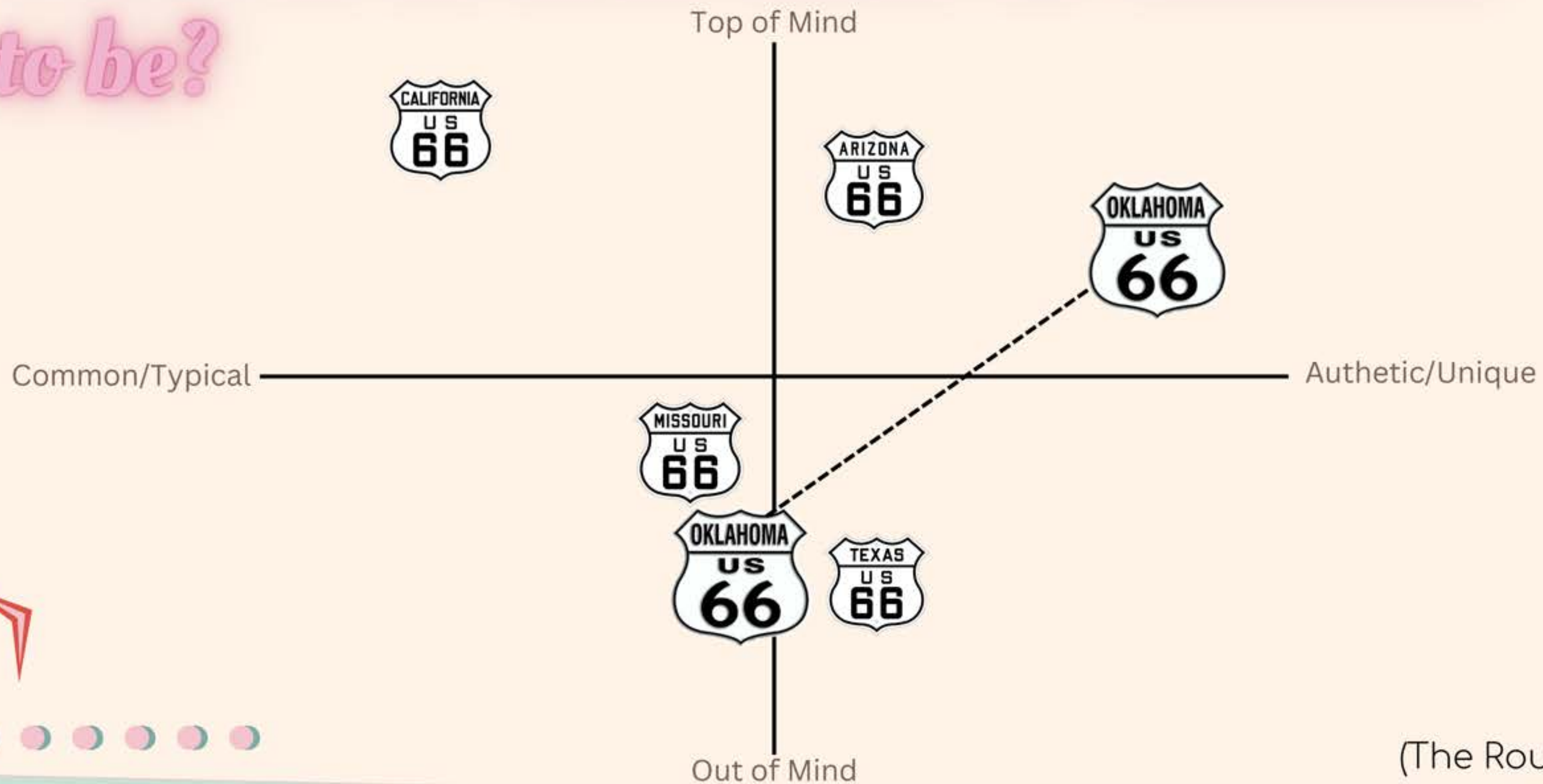


Digital Footprint

There is a lack of communication through social media platforms in regard to events and details.



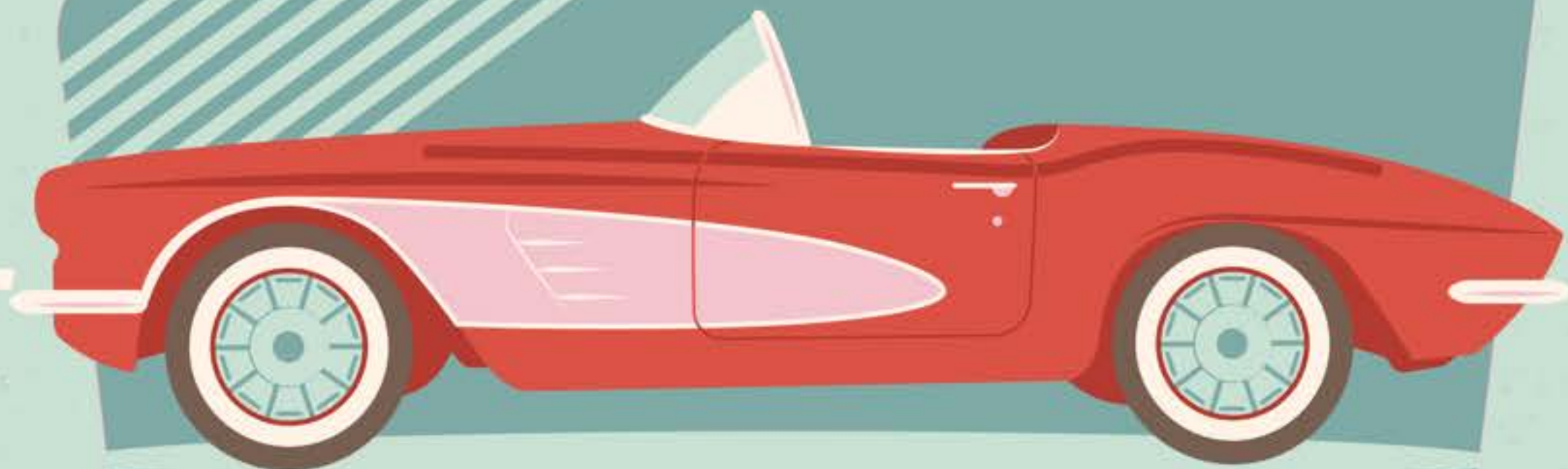
Where do we want Route 66 Centennial to be?



(The Route-66)

01.

Target Audience





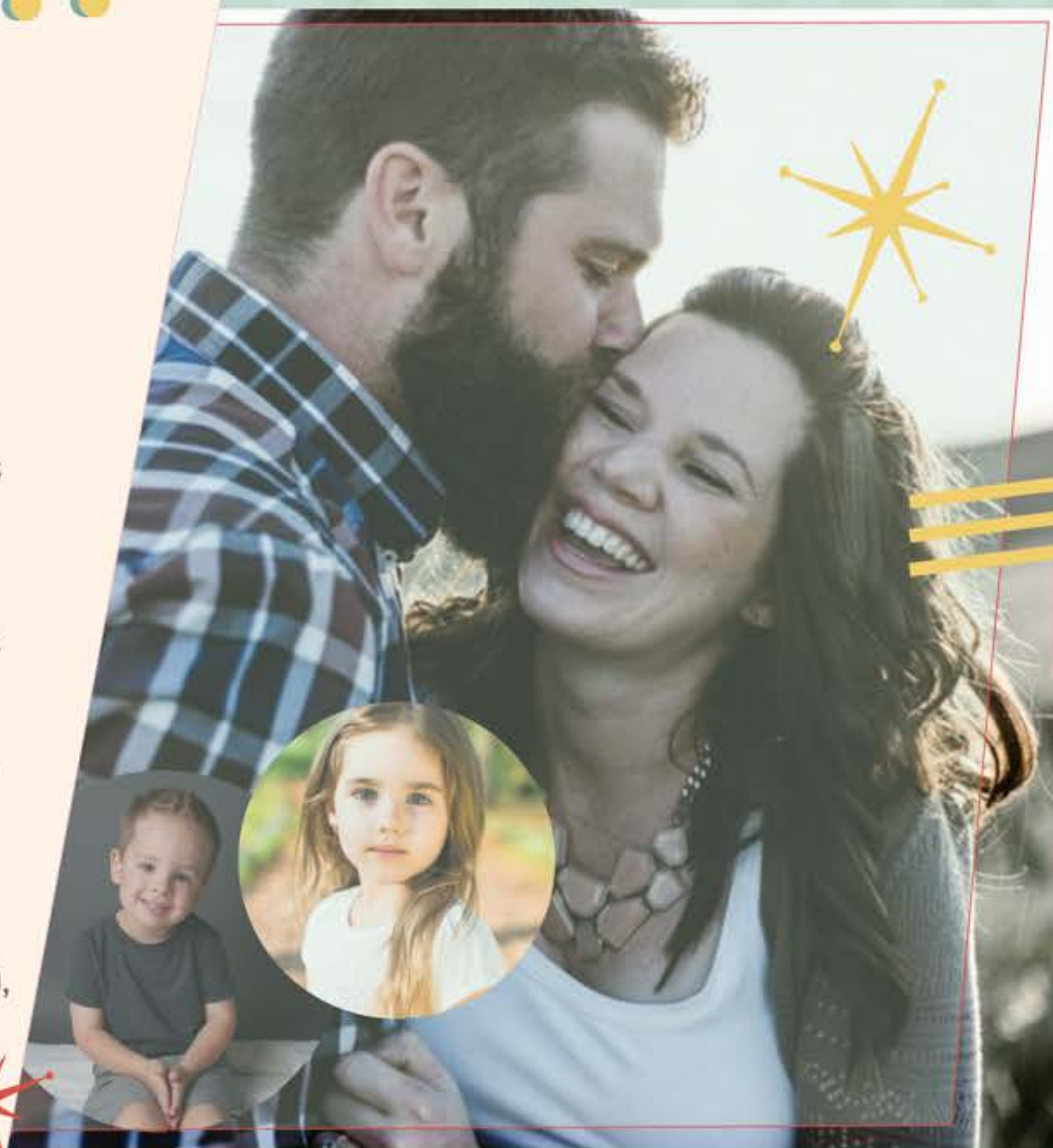
Milestone Mavericks

Based on Simmons data, our target audience consists of Millennial (111) aged families (28-43 years old) with 0-3 children (121) and some college education (108) or higher, who average an annual salary of \$50,000+. They exhibit a keen interest in frequent domestic travel experiences (109), especially road trips (108). They also enjoy outdoor activities, adventure, and trying new things (118)."

The Alden Family

Hi, our names are Joey (33M), Jamie (33F), Raine (5F), and River (3M) and we are from Pawhuska, Oklahoma!

- Both graduated from high school in Pawhuska, OK, and moved to the Tulsa area shortly after
- They like camping/hiking (119) and non-outdoor activities (111) with their kids
- They watch lots of Discovery Channel, especially Jaime and Raine (114)
- When traveling they prefer booking on websites (107), but Joey likes talking to travel agents too (147)
- Family is the most important thing to Joey (121), and he likes to provide his kids with the things he didn't have as a child (122)
- Joey is a bit of a restaurant snob and prefers going out to finer places on vacation (112) while doing some sight seeing on the side (112)
- The Alden's enjoy a round or two of golf on vacation (127), but Jamie's definition of golf is driving the cart



Milestone Maverick Couple

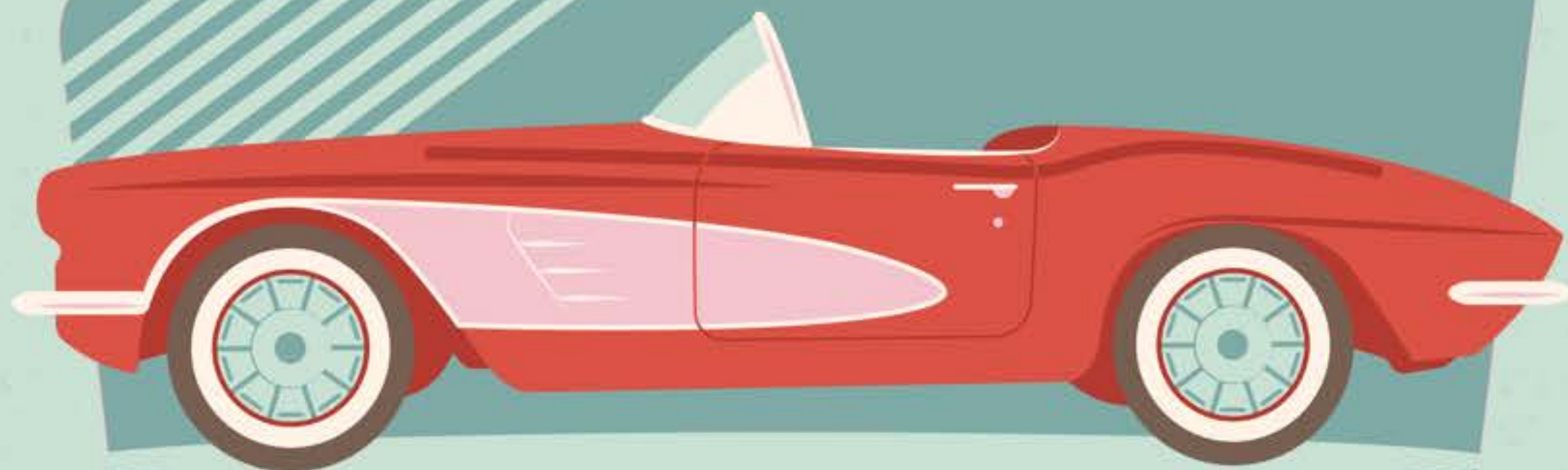
Hi, we are Nathan (30M) & Precious (28F) and we are from Yukon, Oklahoma!

- Both went to SWOSU and currently live in Yukon, OK
- Nathan enjoys boating (113), camping/hiking (114), and playing golf (122)
- Precious enjoys taking risks (147), watching Cooking Channel (198), and posting to social media (103)
- Nathan has traveled domestically in the last 12 months (118), but Precious has not (126)
- Nathan enjoys spending time with family (115)
- Precious likes to pursue a life of challenge, novelty, and change (139)
- Nathan prefers calling directly to make travel arrangements (114)
- When on vacation, Precious enjoys shopping (105) and picking out meaningful souvenirs



03.

*Goals,
Objectives
and Strategies*





Campaign Goal ✨

The goal of our campaign is to position
Oklahoma Route 66 as a must-have
experience among “Milestone Mavericks.”

OBJECTIVE 1

Increase brand awareness by 15% in FY26.

STRATEGIES

- 01 Foster engagement and excitement with our target audience through social media campaigns and interactive content.
- 02 Create and provide social media kits so that content can remain consistent and continuous.
- 03 Improve SEO against our competitors

OBJECTIVE 2

Increase online engagement of Oklahoma Route 66 History by 25% by the end of 2026.

STRATEGIES

- 01 Host public lectures to showcase positive testimonials.
- 02 Create nostalgia for another time.
- 03 Create a meaningful and knowledgeable campaign

OBJECTIVE 3

Increase Average Daily Travelers on SH-66 from 15,600 in 2022 to 23,400 by the end of the 2026.

STRATEGIES

- 01 Promote the communities of towns surrounding Route 66.
- 02 Promote local businesses and emphasize what they specialize in.
- 03 Create a strong sense of FOMO (Fear Of Missing Out) among our Target Audience.

Challenge & Opportunity

Challenge

Milestone Mavericks are unaware of the possibilities and opportunities of traveling through Route 66 in Oklahoma.



Opportunity

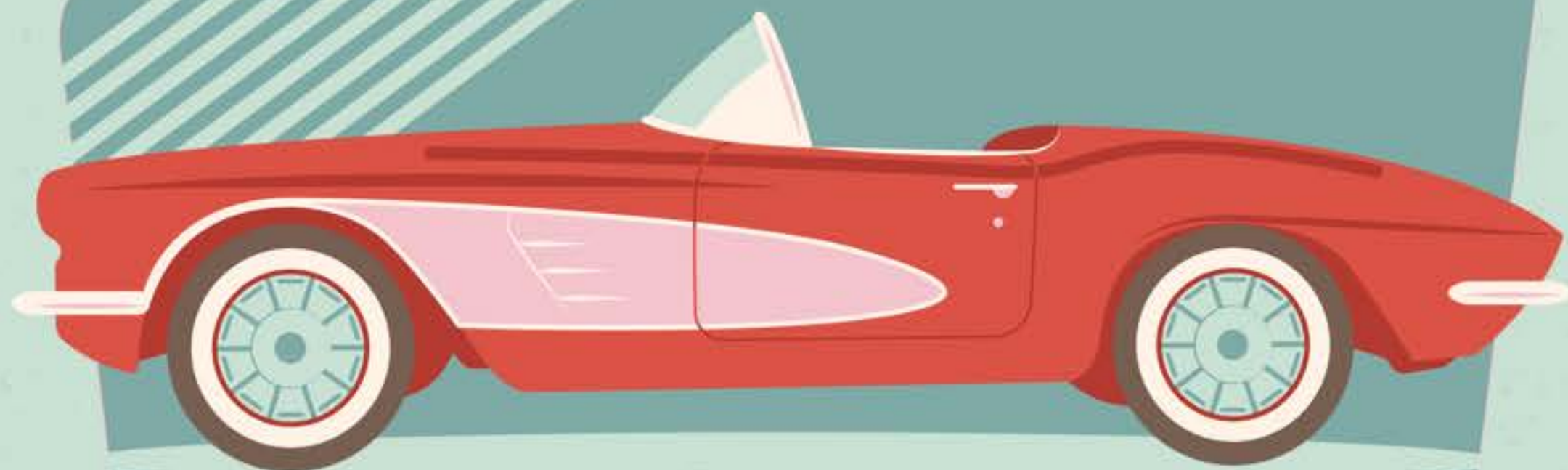
The Centennial Celebration allows the opportunity to showcase to Milestone Mavericks the “Gold along the way” in Oklahoma, which is the nostalgic history and fascinating landmarks that go on for 400+ miles.





The Big Idea

04.



Primary Research & Strategic Planning





Research Recap ✨

Our extensive secondary research shows that Milestone Mavericks enjoy outdoor activities, frequent domestic travel, and trying new things while traveling.

We have also conducted extensive primary research to gain further insights into what Milestone Mavericks are looking for in a vacation destination.



Conducted research



96

**SURVEY
RESPONSES**

20

**ONE-ON-ONE
INTERVIEWS**



3

**FOCUS
GROUPS**

2

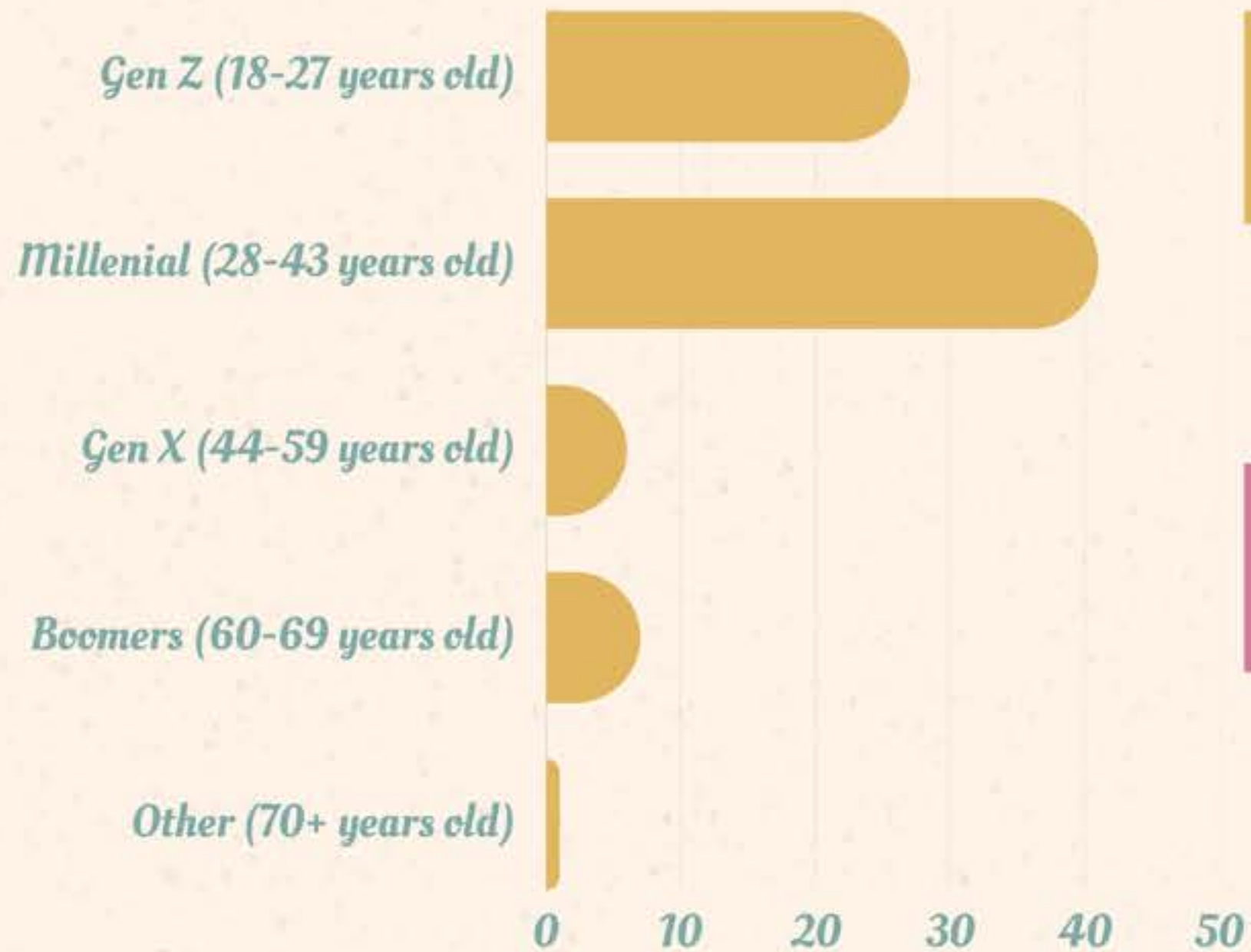


ETHNOGRAPHIES



Quantitative

Survey Findings



Millennials

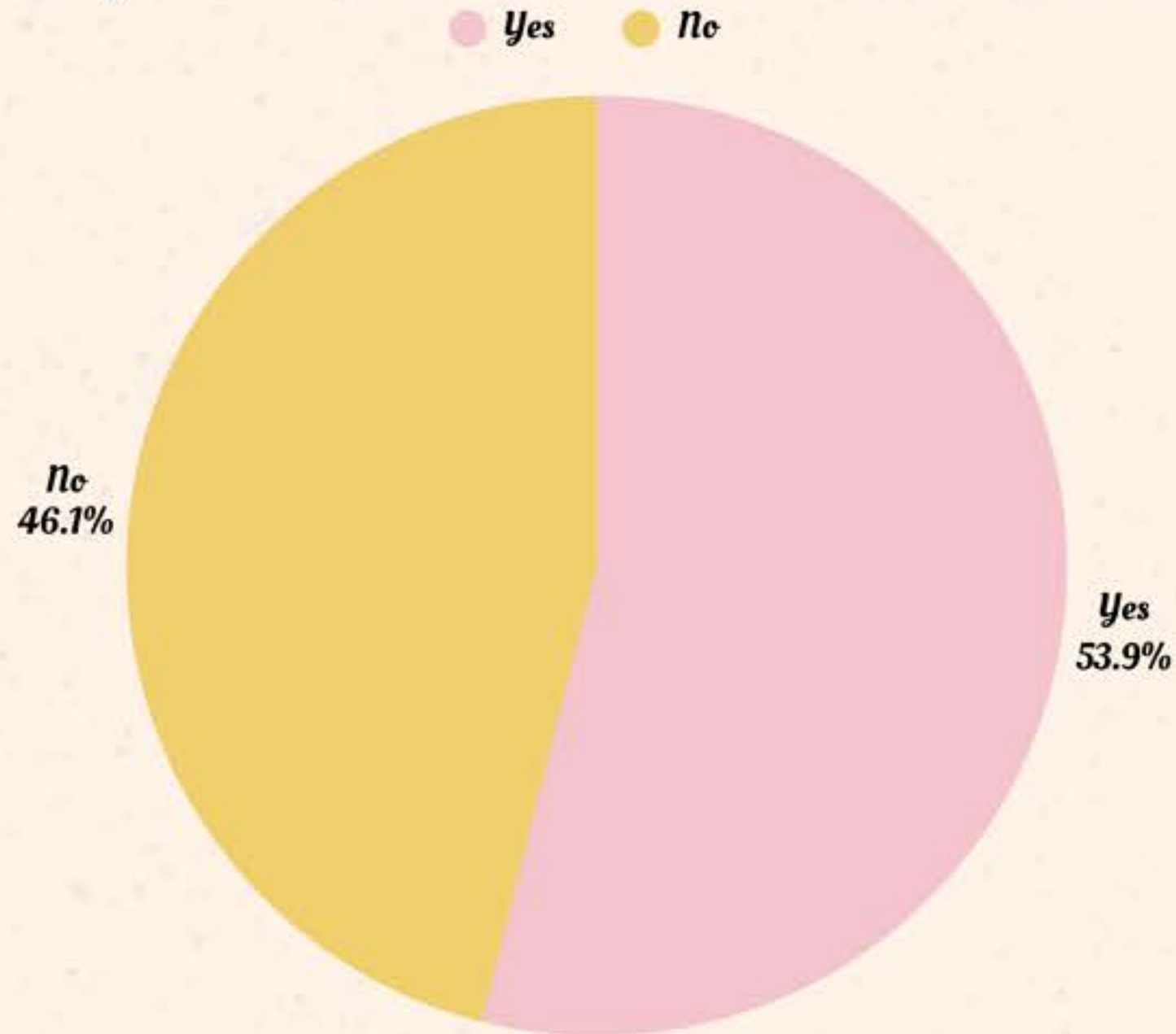
50%

Gen Z

33%

Survey Findings

Have you ever traveled Route 66 in Oklahoma?



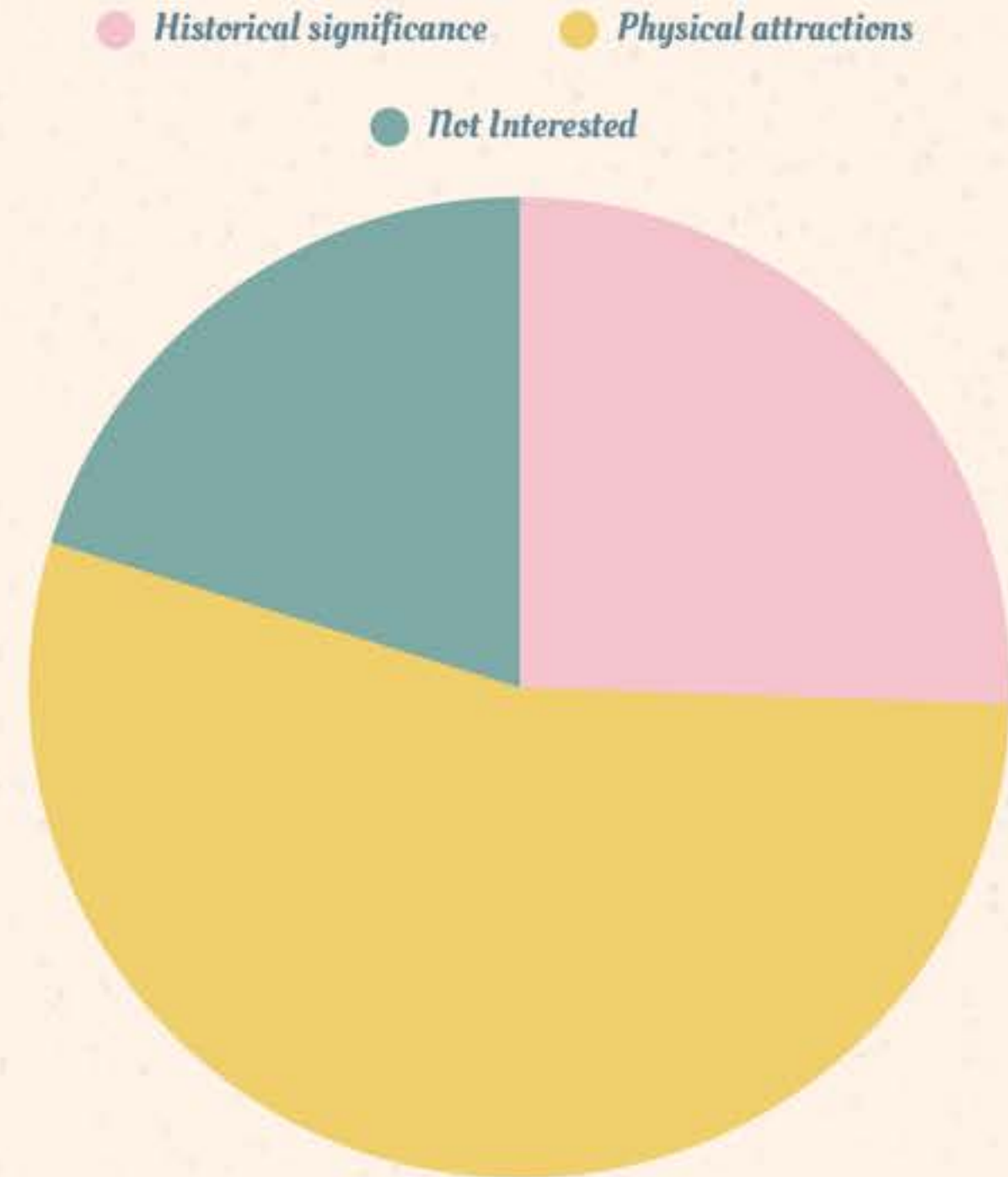
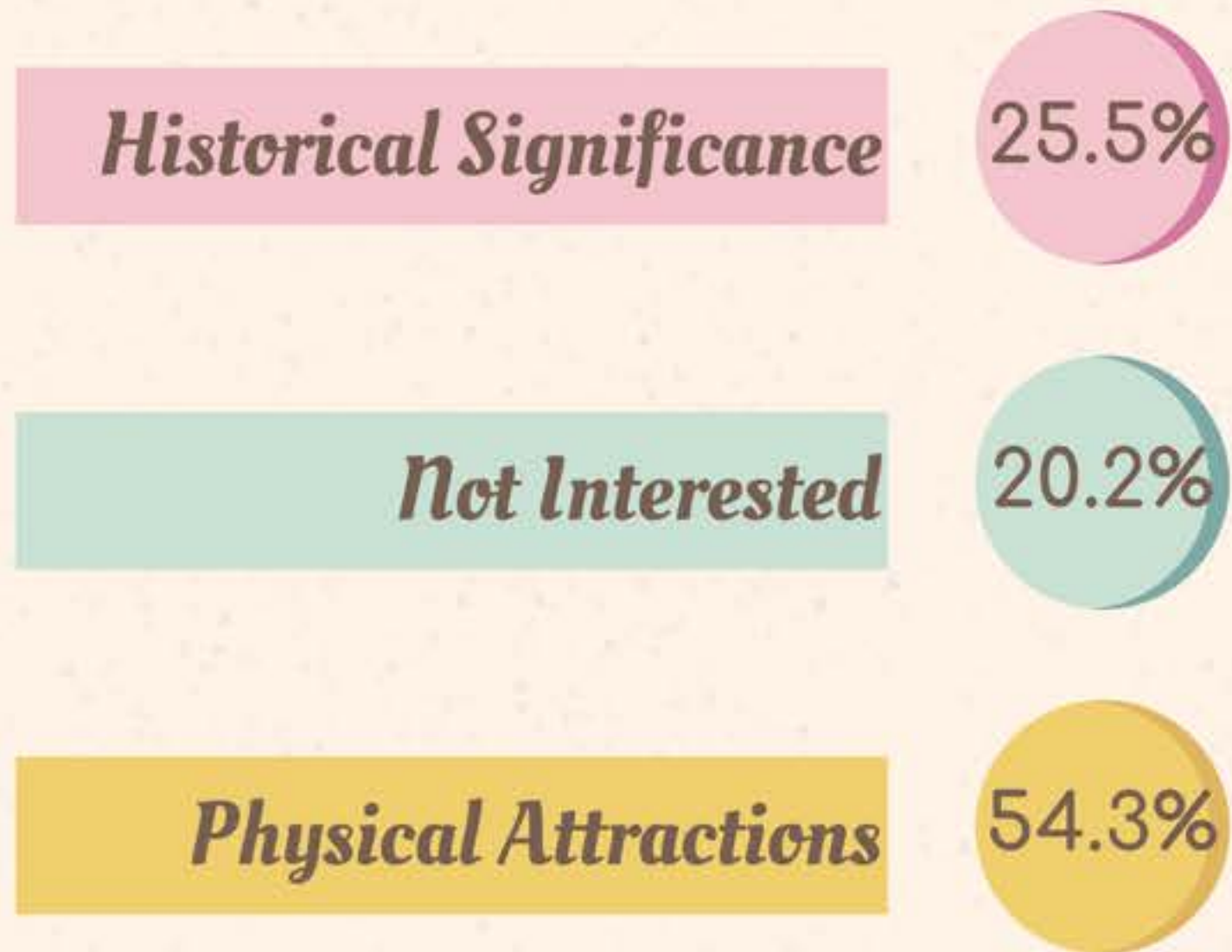
Yes

53.9%

Two key ideas: the larger majority (41 people) indicates more people have traveled Oklahoma Route 66; however, there is also a large majority of those who have not traveled the route.

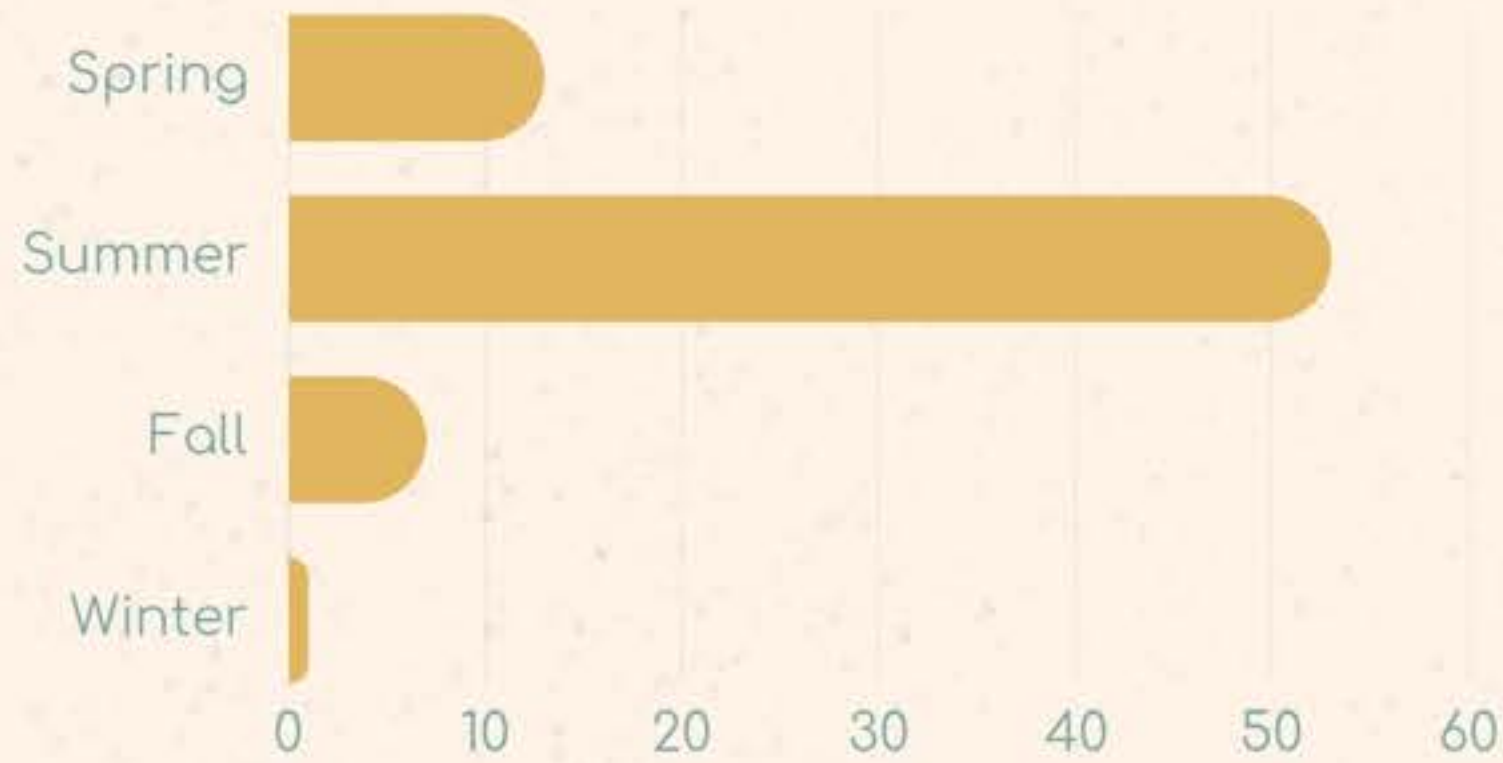
For those that said yes, the most common answer was 2-4 times. For those that said no, there is a **golden** opportunity to turn their "no" into a "yes" by 2026.

Survey Findings



This data shows that (52) people are more interested in learning about the physical attractions along the route, and less about historical significance. Which leads to our next question: How do we get those 19 “not interested” votes and the 52 votes for “physical attractions” to care about historical significance?

Survey Findings



Summer

69%

When asked about preferred season of travel, Summer is the most selected choice by far with 51 votes (69%).

Survey Findings



For this question we wanted to gauge what was most important about travel. Overall road trip and memories, Local Cuisine, and Adventure/Spontaneity were the most popular choices.

Survey Insights

Instagram

Snapchat

Facebook



In regards to Social Media, how are we going to be able to reach our audience? Our results show that in regards to Milestone Mavericks Instagram, Snapchat, and Facebook are the most effective.

Survey Finding Insight

What Does All This Mean..?

Of the people who travel on Route 66 in Oklahoma, they are likely to do it more than once. When these individuals do travel, they do it in the summer and they want to make memories of the physical attractions **along the way**. This includes stops, landmarks, and diners to check out the local cuisine. They enjoy such things because it feeds into their want for adventure and spontaneity.

Lastly, how and where should we advertise to reach these people and inform them they can do these activities in Oklahoma? Through platforms like Instagram, Snapchat, and Facebook!



Survey Finding Insight

What Does All This Mean..?

Of the people who travel on Route 66 in Oklahoma, they are likely to do it more than once. When these individuals do travel, they do it in the summer and they want to make memories of the physical attractions along the way. This includes stops, landmarks, and diners to check out the local cuisine. They enjoy such things because it feeds into their want for adventure and spontaneity.

How and where should we advertise to reach these people and inform them they can do these activities in Oklahoma? Through platforms like Instagram, Snapchat, and Facebook!



Qualitative

Focus Group Methodology



We conducted multiple focus groups with millennial aged friends, family, and community members. We used these focus groups to obtain insight on Milestone Mavericks.



The questions asked in the focus groups were to obtain insight on Route 66, Road Travel, and The Centennial Celebration of Route 66. We had three seperate focus groups in order to focus on all three topics.



We performed three different focus groups both in person and on zoom. Our participants range from 19-25 and 28-43 year olds who are primarily from Texas and Oklahoma.



Focus Group: Important Quotes

"I grew up in a small town and when I think back on my favorite memory of the local diner that has been around for generations."

Liam S. Age 35

"The sense of nostalgia and adventure that is Route 66. I've always wanted to do a road trip along 66. Just to see the small towns and roadside attractions."

Ava D. Age 28

"The idea of driving down Route 66 with the top down, listening to some old music. Would be a cool experience."

Ethan S. Age 38

"My ideal vacation is a mix of adventure and relaxation. I love exploring new cultures and trying local food."

Noah F. Age 40

"I want to do a fun trip but everything is so expensive, there's hardly anything that's good bang for your buck anymore."

Sophia D. Age 42

"If I really wanted to flashback, I would leave my phone in the dash to make it feel like an older time."

Emma B. Age 30

Focus Group: Important Quotes

"I honestly think some of the best memories come from adventurous and spontaneous plans."

Elizabeth W. Age 25

"As a young father, it is difficult to find a budget-friendly vacation plan for me and my kids."

Tyler M. Age 30

"Growing up in Oklahoma, I have always known the importance of Route 66. Before I had first-hand experience with it, it didn't understand its charm. I do now after traveling with my sister."

Deleanie M. Age 27

"I love to be outdoors so any vacation that allows me to get out and explore is my kind of trip."

Sophie J. Age 24

"One of my main concerns after entering the real world after college was finding an experience that felt like a vacation but didn't break the bank."

Rebecca G. Age 22

"Route 66 is like a leisure drive through history. It's like smelling the roses; you stop from the fast pace of life."

Hayden L. Age 24



Focus Group Findings

Connection to American Culture

Participants expressed the importance of Route 66 as an iconic symbol that displays the relevance of Americana adventure. A lot was said about being able to see all of the unique stops and landmarks Route 66 has in Oklahoma. They also frequently mentioned the cultural impact that Route 66 has had on America through music, movies, television shows, and all other forms of media.

Vacation Preferences

Our Milestone Maverick respondents have expressed their vacation preferences as the following: adventure, cultural immersion, trying local cuisines, and also an aspect of relaxation. The need for relaxation was demonstrated in regard to the planning stage. Many participants acknowledged the planning fatigue that comes with traveling.



Focus Group Findings

Nostalgia

Our participants also mentioned how Route 66 and the culture that surrounds it connects them to past generations. Many mentioned how they have wanted to experience the historic road as a way to connect with elder family members. The enduring legacy of Route 66 expands to our audience in a form of nostalgia.

Accessible Travel Destinations

The Milestone Mavericks that were interviewed collectively acknowledged the need for an enjoyable vacation that meets their preferences while also meeting their price range. Many participants mentioned how they struggle with planning an exciting trip that meets their budget and entertainment needs.



One-On-One Interviews

Mother Road Media conducted 20 one-on-one interviews with as many Milestone Mavericks as we could, but also got opinions from other age groups. With the goal to further understand what motivates Milestone Mavericks in their decisions to travel domestically. We conducted interviews in-person, on Zoom, and over the phone.



1:1 Key Findings



"I've never traveled on it for the small towns, but I'd love to take a road trip down it one day. The history of it reminds me of a simpler time."

Elizabeth P. (Age 25)



"I feel like Route 66 is just as much an experience as it is a vibe. It embodies a time period of freedom and creation of art. I personally would like to visit someday."

Taylor M. (Age 22)



"What's there to do along Rt. 66? Besides Pops or driving in the middle of nowhere? ...I'm always excited to try something new, even a new way to re-experience it. Make Rt. 66 a brand new experience."

Chase K. (Age 32)



1:1 Key Findings



"Road trips with my parents and my grandparents and it was about places to eat, good food, stopping places to eat."

Christy C. (Age 44)



"It was just places that from the outside looked like a not a place you will go in. But once you go in the food is just like you can tell it's just grandma in the back cooking. So that's what I remember."

Ivan G. (Age 48)



"I don't want to just say I stopped on the road and I would like more than just a picture in front of a memorabilia. I like multiple experiences in one spot."

Amanda B. (Age 41)



1:1 Key Findings



"I'd love to see the Blue Whale, I saw it on Tik Tok first and it looks cool. I like the story behind it as well."
Josh Y. (Age 31)



"Nothing says America like Route 66. It is very scenic and that's what gives people a memorable road trip."
Dustin T. (Age 30)



"To attract the culture of today you would have to market Route 66 with popular icons and influencers. Or at least give them a taste of what they are missing."
Monty D. (Age 57)



1:1 Key Findings



"Well, I've been around Route 66 long enough to say, the way movies and shows paint it, they get that old-school vibe right, but cruising it yourself, you really feel the history and today's quirks."

Sarah T. (Age 43)



"It's like this symbol of freedom and adventure, you know? It's all about hitting the road, discovering hidden gems, and just soaking in that Americana vibe along the way."

David W. (Age 29)



I've got a soft spot for the Blue Whale in Catoosa—such a quirky roadside gem! And then there's the Cadillac Ranch in Texas, just something about those buried cars that's oddly fascinating" -

Jennifer H. (Age 35)



1:1 Key Findings



"I like a trip with a full itinerary. I like to have new experiences and learn new things. I can sit down at home, but on vacation I can't waste time."
Abbie T. (Age 21)



"I seek out something different from the everyday routine, so usually the beach or some place sunny or pleasant."
Jane P. (Age 59)



"I think the people who appreciate it the most are the older people who remember it growing up. They feel that they missed out and should have taken off from work for a trip."
John P. (Age 87)





One-on-One Findings



Across the 20 one-on-one interviews, there were mixed reviews. Responses range from concerns over trip logistics and limitations to experiencing the American dream of old times.

However, among the Milestone Mavericks, the desire to experience nostalgia, adventure, and new memories reigns strong. Our responses helped reveal to us the vibes along the way matter, the memories along the way matter, and unforgettable stops along the way matter.



Ethnographies ✨

Members of Mother Road Media followed two Milestone Mavericks around for a day to gain insights through their daily routine. Observing members of our target audience assisted us in making decisions on how to proceed in their interests and how they spend their time.

Ethnographies Overview



Keegan G. (24)

Florida Spring Breaker



Klay D. (29)

Brother-in-law,
Alabama Vacationer

Keegan's Timeline: Day 1



Keegan's Timeline: Day 2



Klay's Timeline: Part 1



Klay's Timeline: Part 2



Ethnography Findings

In our ethnographies, we noticed three significant findings: Food, pictures, and the vibe. The first key finding: Food. The food mattered a lot to our audience whether it was getting snacks during stops or trying new food at a new spot. The second key finding: Pictures and tangible reminders of an important stop matter. For example, taking photos of the Duck Commander sign or going to Buc-ee's. Third key finding: The vibe. We noticed participants enjoyed "setting the tone" or "getting in the mood for the vacation."

Playlists and song choice matters. Pictures influence stops. Food drives decisions.



Ethnography Findings

Playlists and song choice matters. Pictures influence stops. Food drives decisions.



The first key finding: Food. The food mattered a lot to our audience whether it was getting snacks during stops or trying new food at a new spot.

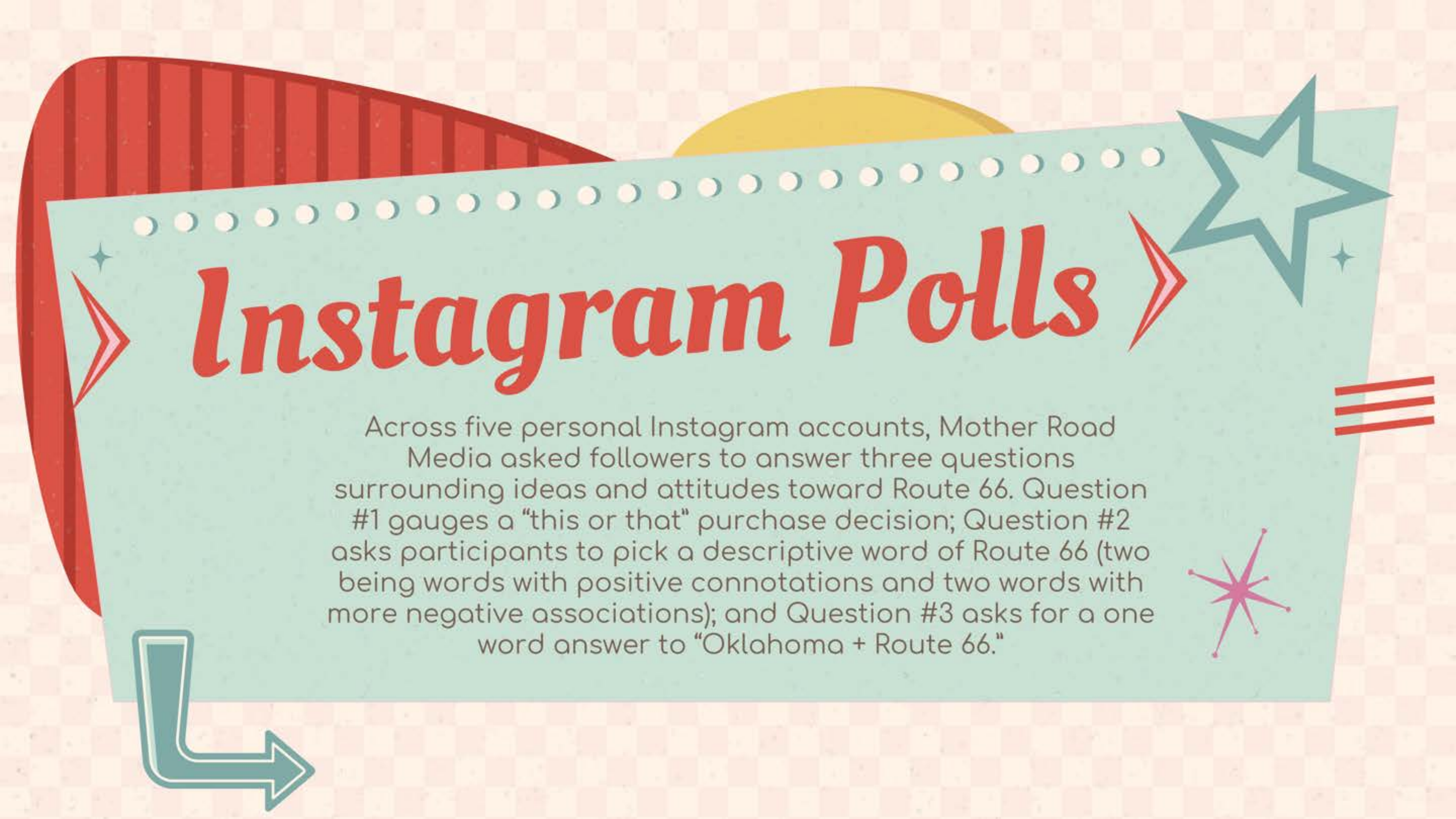


The second key finding: Pictures and tangible reminders of an important stop matter. For example, taking photos of the Duck Commander sign or going to Buc-ee's.



Third key finding: The Vibe. We noticed participants enjoyed "setting the tone" or "getting in the mood for the vacation."





Instagram Polls

Across five personal Instagram accounts, Mother Road Media asked followers to answer three questions surrounding ideas and attitudes toward Route 66. Question #1 gauges a "this or that" purchase decision; Question #2 asks participants to pick a descriptive word of Route 66 (two being words with positive connotations and two words with more negative associations); and Question #3 asks for a one word answer to "Oklahoma + Route 66."

Questions



Would you rather spend money on a Route 66 themed snack vending machine or a sticker vending machine?



*Which Describes Route 66:
Vintage & Classic? or Old & Obsolete?*



Oklahoma + Rt. 66 = ? [one word response]



Question #1

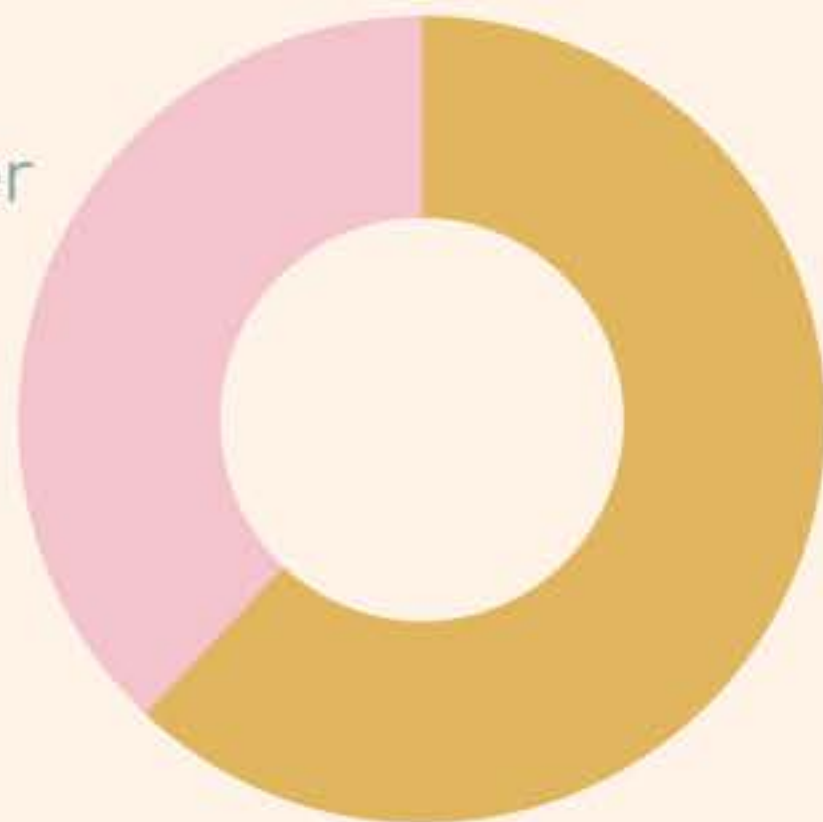
38%

Sticker

94 Respondents preferred to buy from a sticker from a Route 66 themed vending machine.



Sticker
38%



Snack
62%



62%

Snack

155 Respondents preferred to buy from a snack from a Route 66 themed vending machine.

Question #2

10%

Negative Descriptor

596 Respondents
chose Vintage or
Classic when
asked to pick a
word to describe
Route 66.



90%

Positive Descriptor

596 Respondents
chose Vintage or
Classic when
asked to pick a
word to describe
Route 66.





Instagram Findings



Question #1 shows nearly two-thirds of respondents have a preference to buy from a snack Route 66 vending machine, but over a third of respondents would potentially prefer to buy from a Route 66 sticker vending machine. While there is a large majority in favor of team snacks, there is still a notable majority in favor of a sticker vending machine.

Question #2 gauges simple perceptions of Route 66 as a whole. The question asks respondents to pick from a list of four descriptive words to link Route 66 to. The four words were purposefully chosen; of the four words, vintage & classic carry neutral or positive connotations, but old & obsolete were intentionally picked for the negative connotations they carry. Overall, 90% of the 662 respondents went with a positive word association for Route 66.

Question #3 asks "Oklahoma + Route 66 = what?," and respondents were required to fill in the blank with one word of their choice. Of the words, the top 5 popular words are: Pops, Historic, Iconic, "Cars", and Culture.





*Oklahoma Route 66
Centennial Celebration is...*

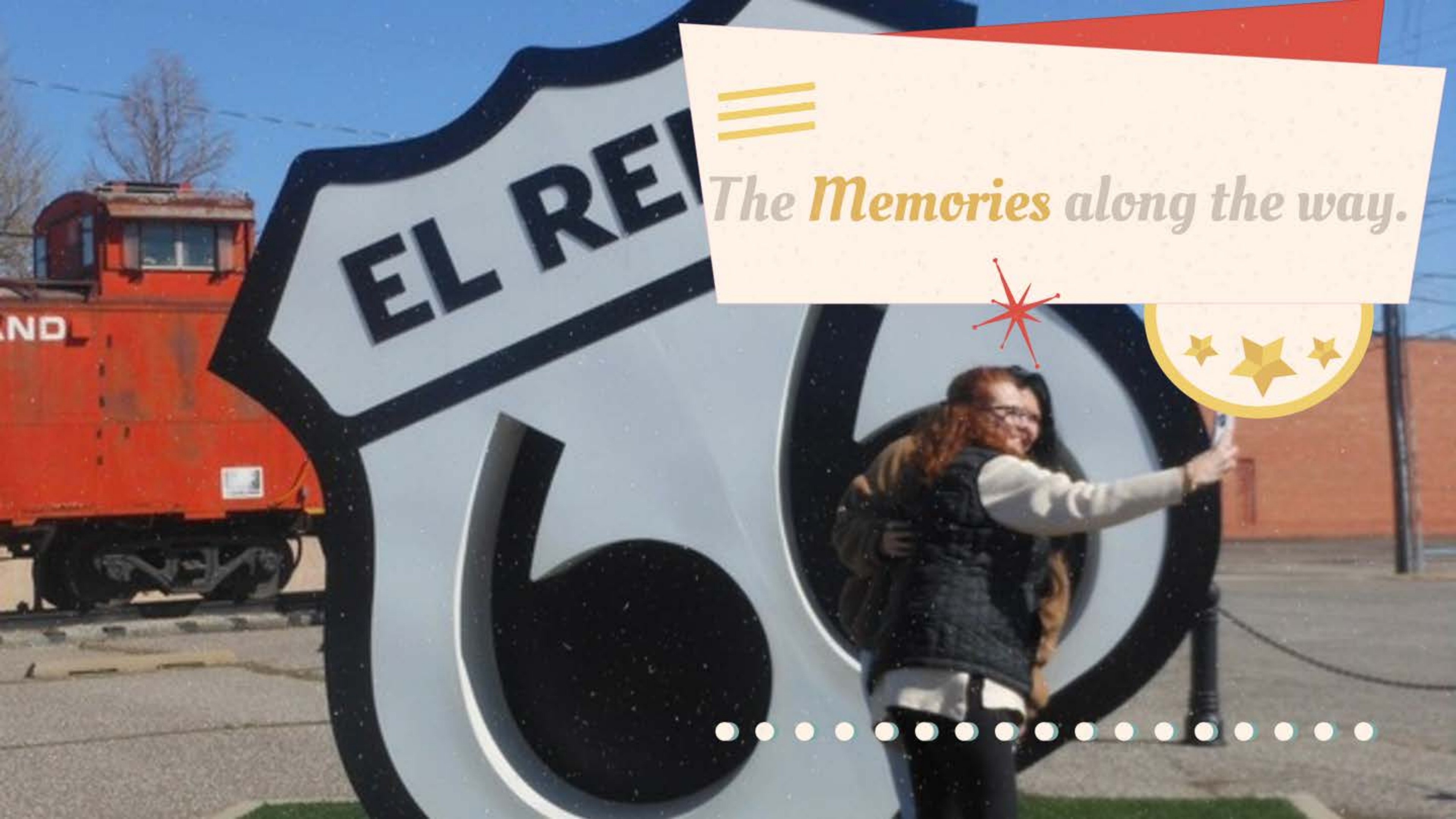


A large, light blue whale sculpture is the central focus, positioned on a grassy bank next to a body of water. The whale has a friendly expression with a large, brown eye and a wide, open mouth showing a dark interior. Several small, dark circular spots are visible on its side. A red starburst graphic is placed on the whale's side. In the background, there are green trees and a clear sky. A white dotted line runs along the bottom of the image.

The Blue Whale along the way.

The People along the way.





*The **Memories** along the way.*





COTTON BOLL
MOTEL

FREE TV
VALANCY

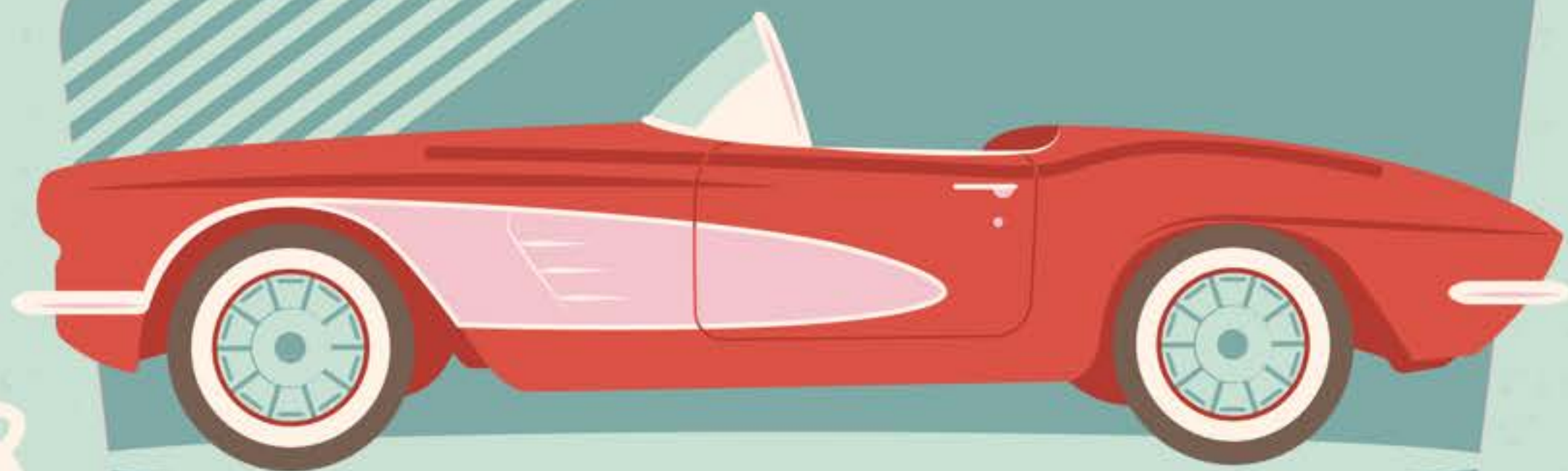
*The **History** along the way.*



The Gold along the way.

02.

The Events





Snacks and Snaps Tour



Snacks and Snaps Tour



10

**UNIQUE
LOCATIONS**

10

**SPECIFIC
SNACKS**



20

**TOTAL
BILLBOARDS**

10

**PICTURES YOU'LL
NEVER FORGET**



Location Number 1



***Dairy King
Commerce, Ok***

Dairy King



Location Number 2



***The Coleman Theater
Miami, Ok***

The Coleman Theater



Location Number 3



***The Coleman Theater
Miami, Ok***

The Pink House



The Blue Whale of Catoosa



The Golden Driller



Pops



The Round Barn



Lucille's Service Station



National Route 66 Museum

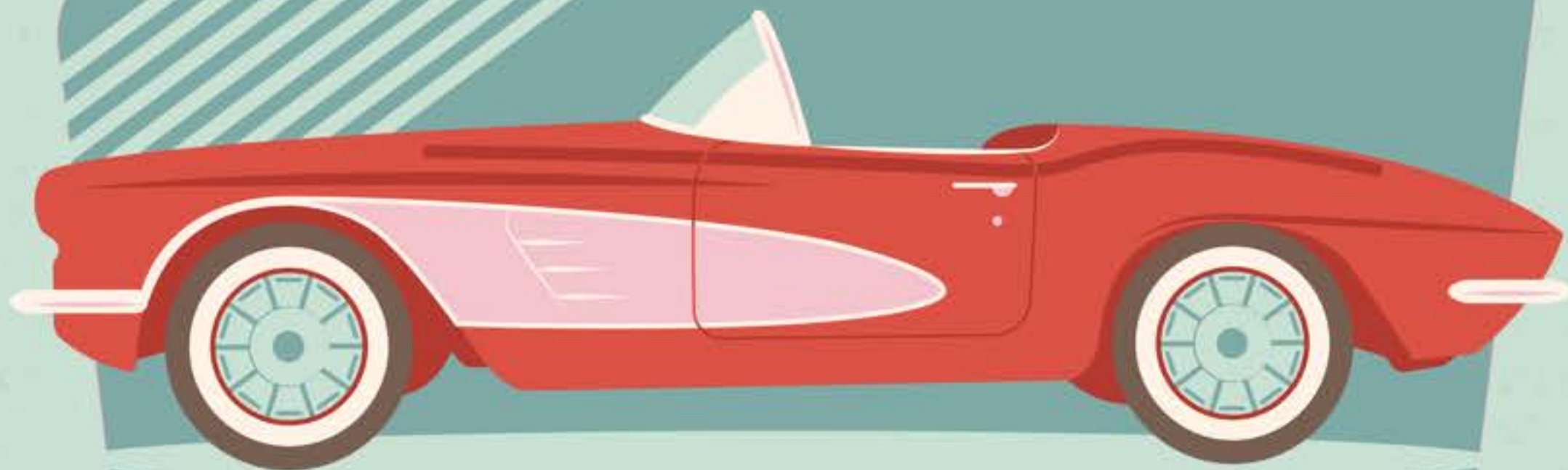


One Room Jail

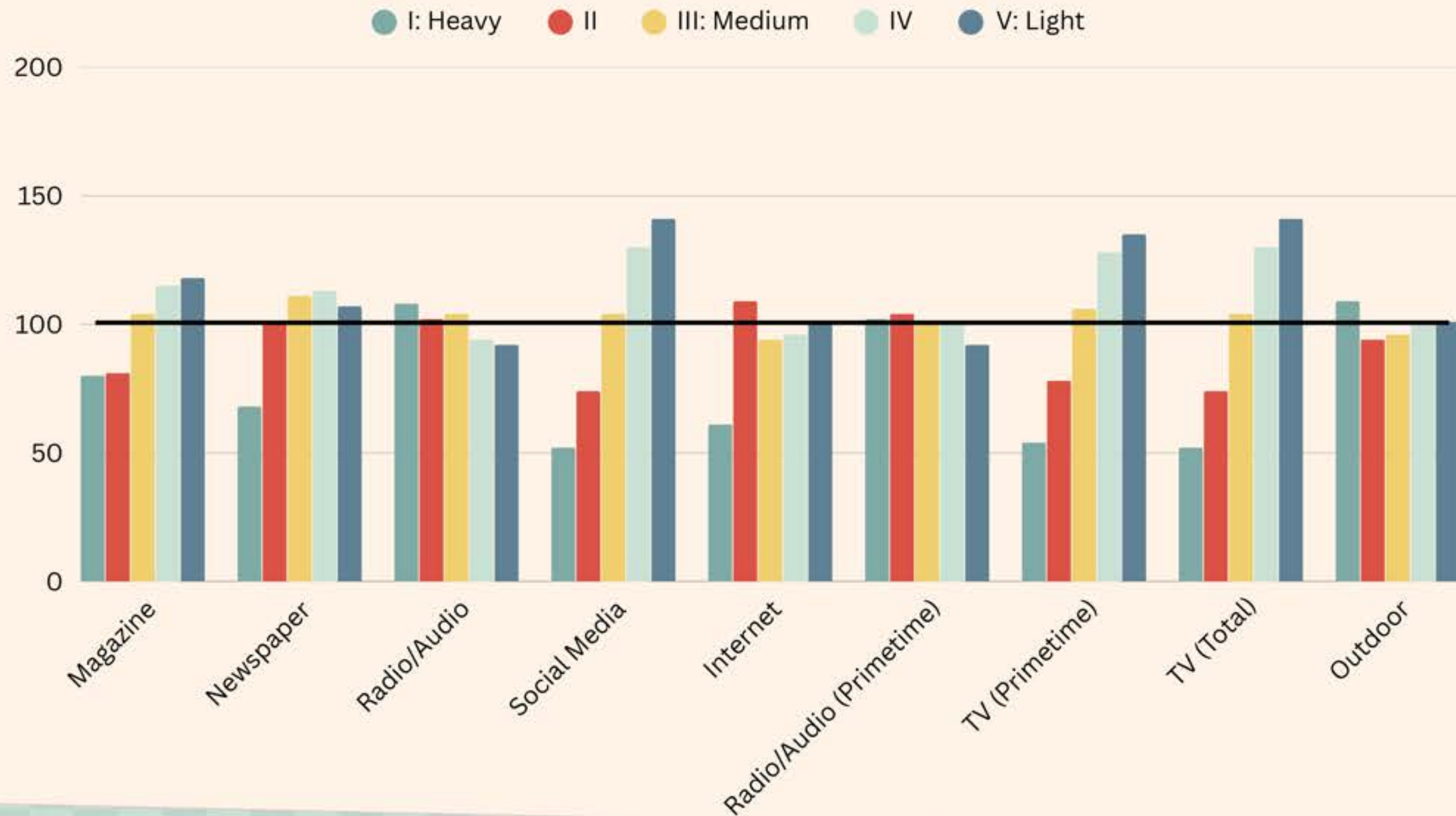


03.

Media Plan



Media Consumption Habits



Geography



Oklahoma Minded: Regional Campaign

OKC & Tulsa
...and the **small towns**
along the way!

Need to add the other parts of region, Kansas City and Dallas mainly.



Television

Television



Strategy: Incorporating local television into our media plan for Route 66 can significantly enhance your reach and engagement with **MAILESTONE MAVERICKS** as 65% of our TA watch local stations. (survey)

Tactics: Targeted Time Slots and Programming: Identify optimal time slots and programming that attract **MAILESTONE MAVERICKS**, including evening news, travel shows, and even weekend programming. Resources strategically allocated to maximize reach and impact of the **GOLD ALONG THE WAY**.





Radio

Radio



Strategy: Using local radio as part of a media plan for Route 66 can be an excellent strategy to reach the **MILESTONE MAVERICKS** interested in travel, history, and Americana. 90% of our target audience listen to radio stations everyday. (Hybrid Media)

Tactics: Radio Advertisements: Create engaging radio ads that highlight the unique experiences, attractions, history, and **GOLD** along Route 66. These ads should capture the attention of listeners and encourage them to plan a trip or explore the route further.

Targeted Ad Placements: Identify specific time slots or programs with high listenership among our target audience and place advertisements strategically during these times to maximize reach and impact.





Print

Print:



Strategy: Local newspapers and magazines have a dedicated readership within specific communities along Route 66. By advertising in these publications, we will directly reach residents, tourists, and enthusiasts who are actively engaged with local news and events. Within the **MILESTONE MAVERICKS**, a total of 45% read local newspapers daily. (Statista)

Tactics: We will utilize local news sources to reach our our target travelers. We will be advertising in the weekday and Sunday editions in a variety of local newspapers, such as the Oklahoman, and Tulsa World. By utilizing these local resources, we will be able to effectivley reach our our ideal travelers about the **GOLD ALONG THE WAY**.



Digital

Digital: Internet/Social Media ✨



Strategy: Since digital takes up 30% of our budget, we have decided that this will be an efficient and well performing way to attract our target audience. According to a study by Statista, 55% of **MILESTONE MAVERICKS** use social media on a daily basis. Since this is such a high percentage for usage, we have allocated the highest majority of the budget towards that.

Tactics: Visual Content: Route 66 is all about the visuals and we wanted to highlight that within our social media efforts. We plan to share high-quality photos and videos of **iconic landmarks**, **roadside attractions**, **scenic views**, and **vintage diners** along the route. User-generated content will also be powerful here in giving our target travelers an idea of what their experience would look like.



Out of Home

Out of Home



Strategy: Out of home makes up nearly 17% of our budget, and our quintiles show that across heavy to light users they are relatively the same in terms of use. Bus warps, bus shelters and stadium displays will be utilized to reach our target audience. By advertising through public transportation and inside a stadium we will reach our **MILESTONE MAVERICKS** and beyond.

Tactics: We will be utilizing displays across public transportation and sports events where the **MILESTONE MAVERICKS** will be traveling. The **GOLD ALONG THE WAY** will be advertized in plain sight where our ideal travelers and visitors will waiting for their next travel inspiration.

Events/Sponsorships:



Strategy: Promoting the Oklahoma Route 66 Centennial through events and sponsorships will help create excitement within the community of **MILESTONE MAVERICKS**. According to our survey results, our target travelers appreciate attending events that allow them to interact with members of the community. Since this was of large importance to our demographic, we have decided to allocate 13% of the budget towards these efforts.

Tactics: Mother Road Media has created in-depth plans for various events and sponsorships across the state to attract and educate **MILESTONE MAVERICKS** about the **GOLD ALONG THE WAY**, that they can experience traveling Route 66. It is important to promote and host these events so the centennial commission informs the public on their mission and the purpose of the centennial.



Success Metrics

Success Metrics

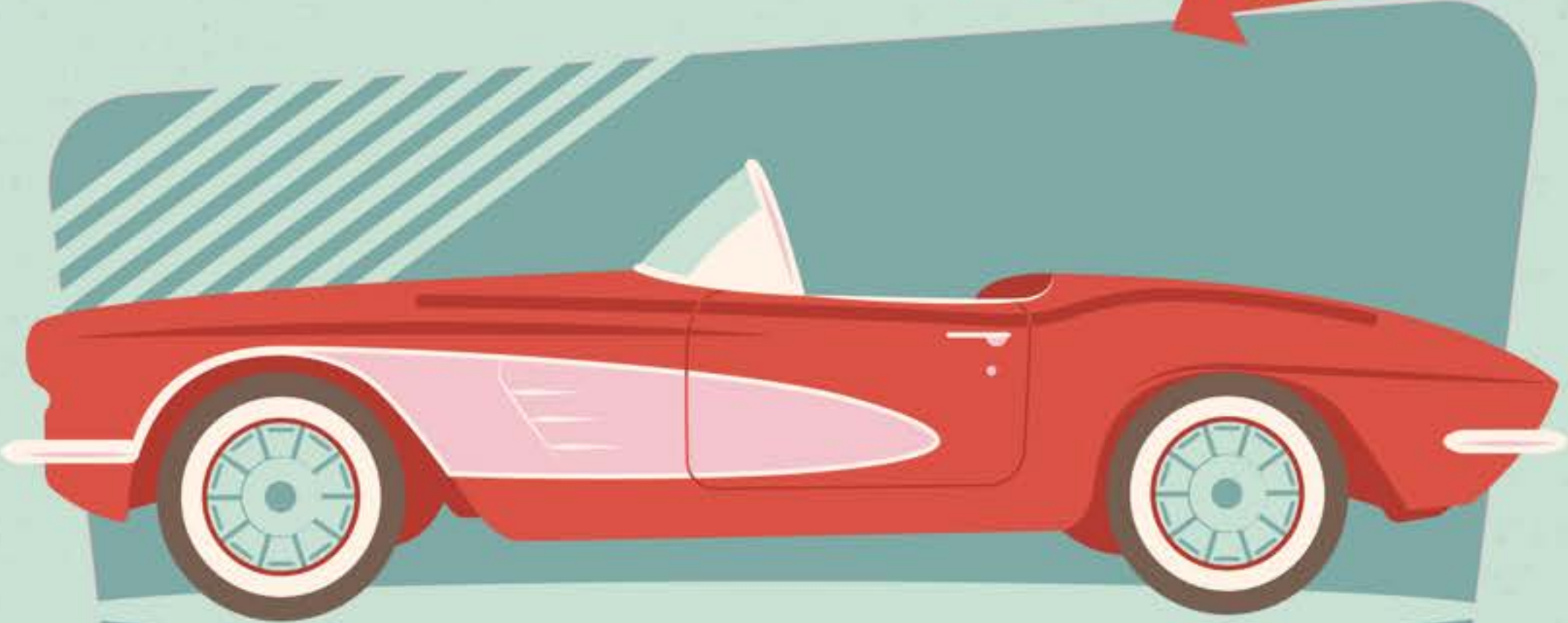


Mother Road Media will evaluate the success of this campaign by tracking the number of mentions of The Route 66 Centennial, website visitors, and click-through rates on digital platforms. For events, we will measure the number of event attendees and mentions before, during, and after the event. From this, we will evaluate the Milestone Mavericks perception, knowledge, and awareness of the centennial celebration by sending a pre/post campaign survey to our **MILESTONE MAVERICKS** and ideal travelers.

02.

Creative Development & Activation



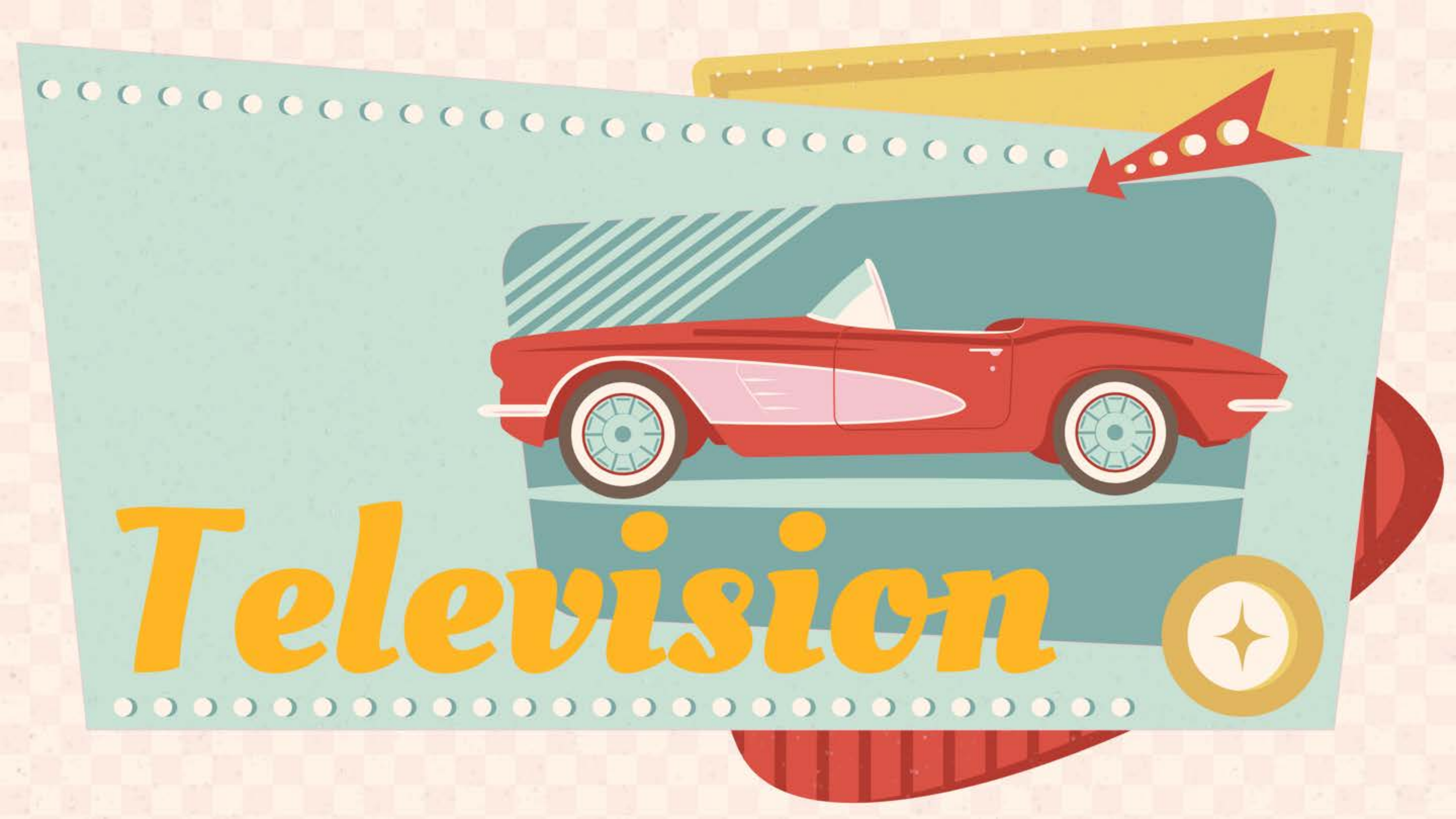


Out-of-Home

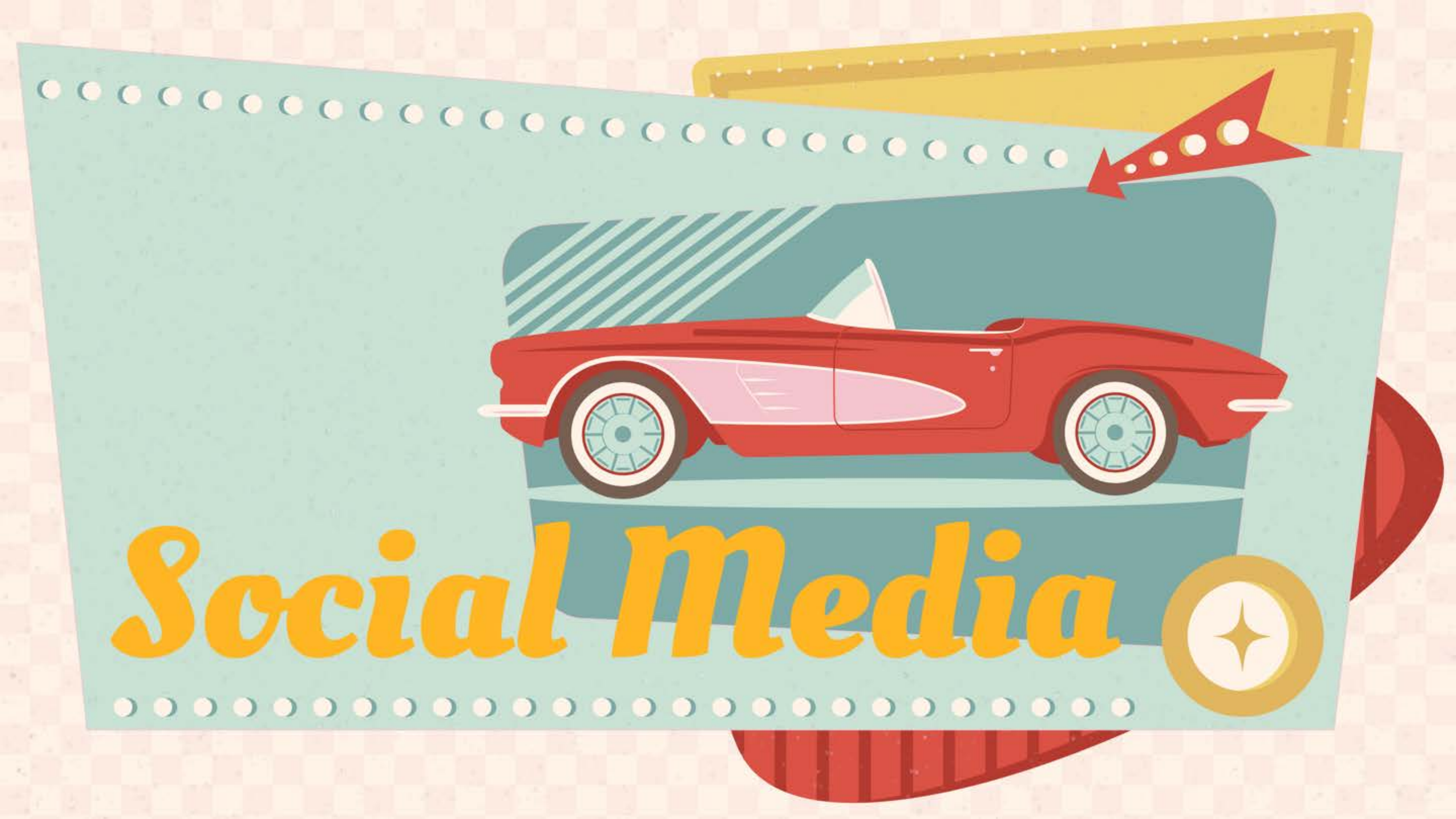


Out of Home: Billboard





Television



Social Media





