



# Mountain of Youth 2.0 Toolkit



# How to Use This Toolkit

The Jackson Hole Travel and Tourism Board winter campaign, **The Mountain of Youth**, is back for another season.

To help amplify the message, we have developed this toolkit containing assets for our partners to use at various guest touchpoints.

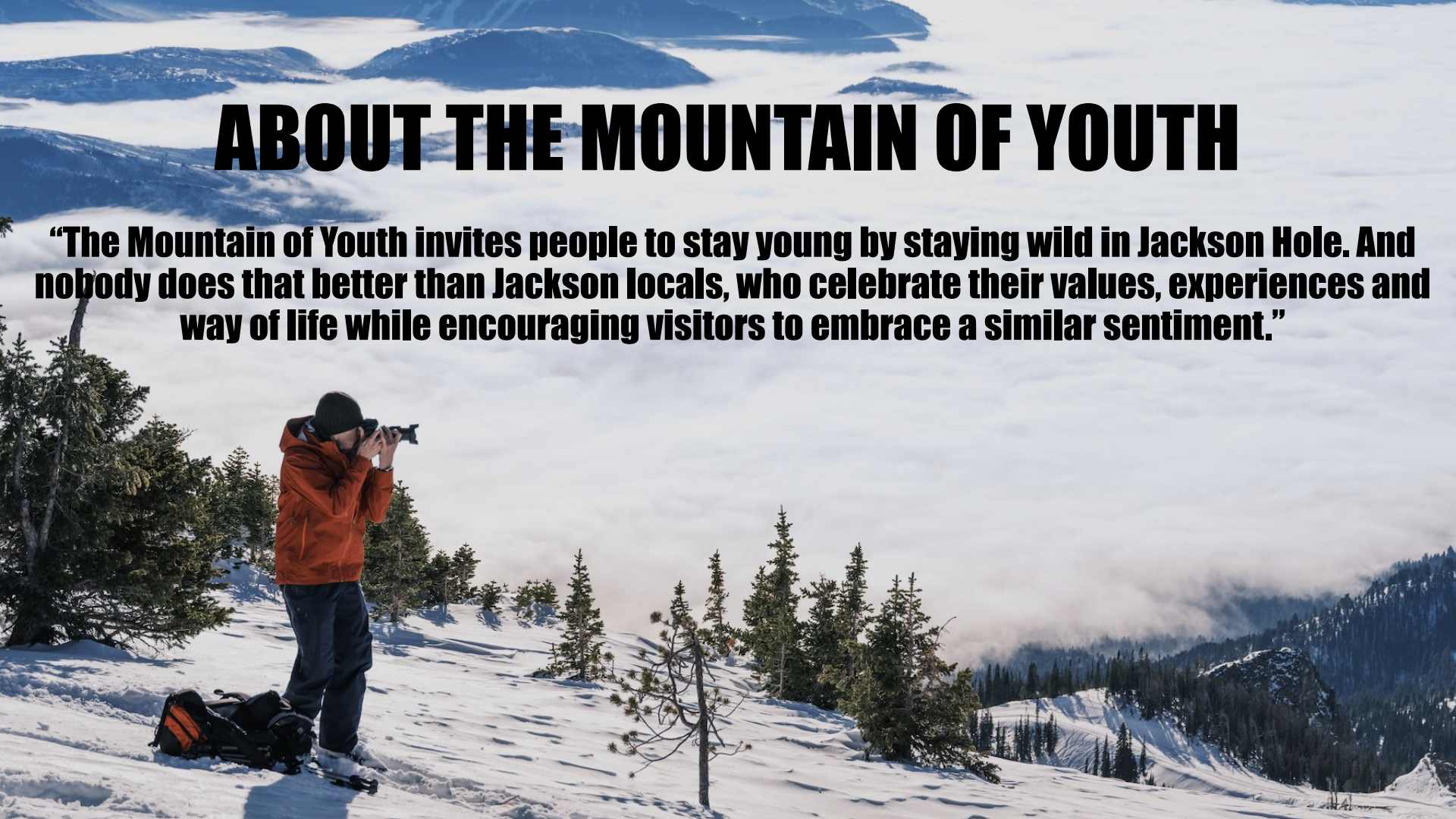
In the following slides you'll find:

- Information about the campaign
- A breakdown of The Mountain of Youth
- Examples of the campaign videos and ads
- Easy to understand campaign guidelines
- Links to download assets and join the campaign.



# ABOUT THE MOUNTAIN OF YOUTH

**“The Mountain of Youth invites people to stay young by staying wild in Jackson Hole. And nobody does that better than Jackson locals, who celebrate their values, experiences and way of life while encouraging visitors to embrace a similar sentiment.”**



# LOCALS OF THE MOUNTAIN OF YOUTH

## Wade McKoy



**Legendary photographer and skier, Wade McKoy, has captured the the soul of skiing in Jackson Hole for the past 50 years. Chasing athletes around the Teton with his camera keeps his wild spirit alive.**

## Kathryn Turner



**As a world renowned artist and 5th generation rancher, Kathryn Turner has been painting the place she calls home her entire life. The sense of wonder and awe she creates from her brush keeps her young and inspired.**

## Lexie Hunsaker



**Seasonal Jenny Lake Ranger and mountaineer, Lexie Hunsaker, has pushed her comfort zone in the highest peaks of Teton Range. It's her love of endless landscapes that fuels her pursuit of exploring rugged places.**





# MOUNTAIN OF YOUTH VIDEO ADS

**Wade McKoy**



**Kathryn Turner**



**Lexie Hunsaker**



**\*All videos sized 16x9, 9x16, 4x5 & 1x1 for placements across multiple platforms**

# CAMPAIGN TIMELINE

SEP	OCT	NOV	DEC	JAN '25	FEB	MAR	APR
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## Digital Video

CTV, Premium OLV



## Digital Display

Retargeting: Video Views and Search

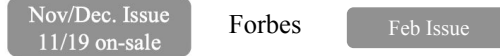


## Print

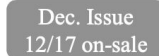
Travel + Leisure



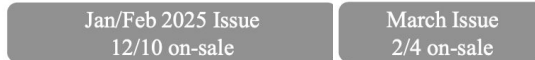
Outside



Afar



Conde Nast Traveler



## Paid Social

Awareness & Traffic Campaigns



## YouTube

YouTube Pre-Roll Shorts



**Although we are in Phase 2 of the Mountain of Youth campaign for this season, we encourage our partners and local businesses to amplify the message at any time by using the assets provided in this toolkit.**

# **GUIDELINES AND ASSETS**




# SOCIAL MEDIA GUIDELINES

## Suggested Social Copy:


### OPTION 1

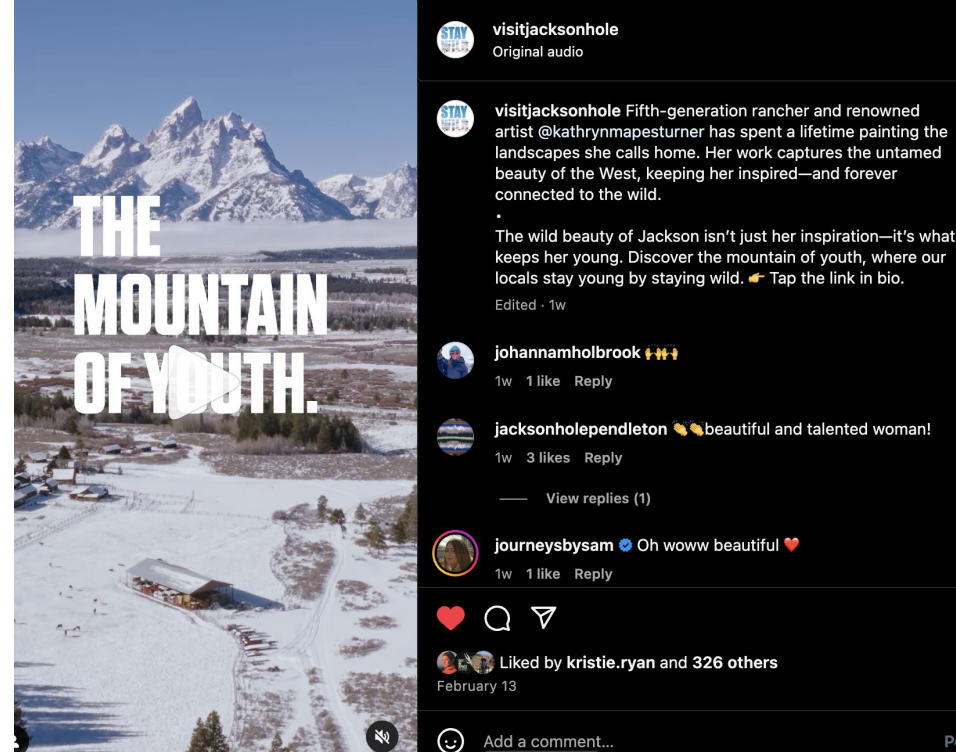
*The secret to youth doesn't come from a serum or in a glass jar. The secret is staying wild. It's not about what you look like. It's about how you feel. And in Jackson you feel like a kid again, because when you keep exploring, you keep growing. No matter how old you are.*

: @visitjacksonhole  
#mountainofyouth #visitjacksonhole

### OPTION 2

*In Jackson, you feel like a kid again because here you explore, discover, and find adventure around every corner. So yes, there is something in the water, in the mountains, and in the air. That something is Jackson Hole.*

: @visitjacksonhole  
#mountainofyouth #visitjacksonhole



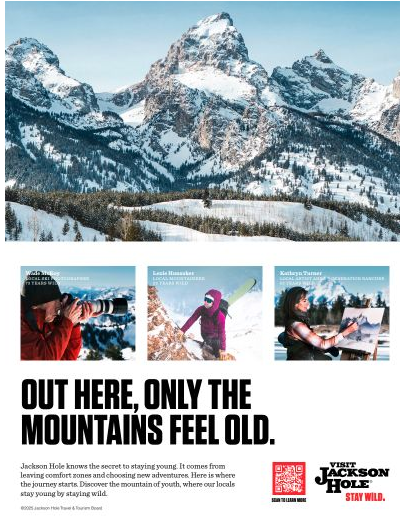
## Landing Page/Link in Bio :

<https://visitjacksonhole.com/mountain-of-youth>

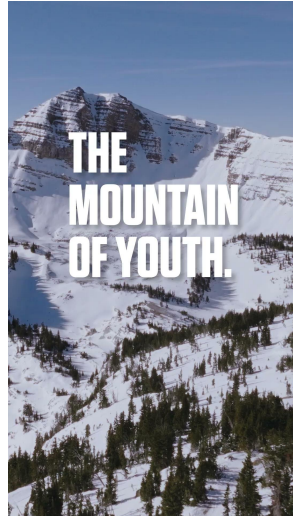
## Required Tag on all Social Posts:

Instagram- [@visitjacksonhole](https://www.instagram.com/visitjacksonhole) Facebook- [Visit Jackson Hole](https://www.facebook.com/VisitJacksonHole)

# DOWNLOAD CAMPAIGN ASSETS

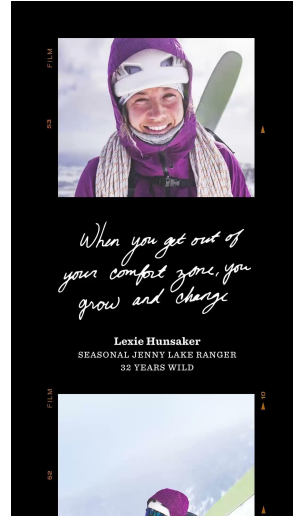


**DOWNLOAD**  
**PRINT AD**



**DOWNLOAD**  
**CAMPAIGN**  
**VIDEOS**

**Option 1**



**DOWNLOAD**  
**CAMPAIGN**  
**VIDEOS**

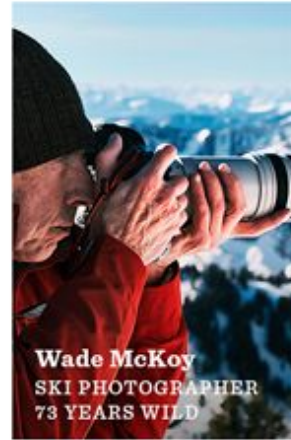
**Option 2**

**HERE,  
MOMENTS  
FREEZE IN  
TIME.**

**EXPLORE >>**

**VISIT  
JACKSON  
HOLE**

**STAY WILD.**



**DOWNLOAD**  
**DISPLAY**  
**BANNERS**

# QUESTIONS AND MORE INFORMATION

For questions about the Mountain of Youth campaign please reach out to:

**John Bowers, Marketing Manager**  
[Visitjacksonhole@tetoncountywy.gov](mailto:Visitjacksonhole@tetoncountywy.gov)

**Crista Valentino, Executive Director**  
[Lodgingtax@tetoncountywy.gov](mailto:Lodgingtax@tetoncountywy.gov)

## ADDITIONAL INFORMATION

[JHTTB/VJH BRAND GUIDELINES](#)

[VISIT JACKSON HOLE SOCIAL MEDIA PLAYBOOK](#)







**THANK YOU.**

**JACKSON  
HOLE** Travel  
& Tourism  
Board