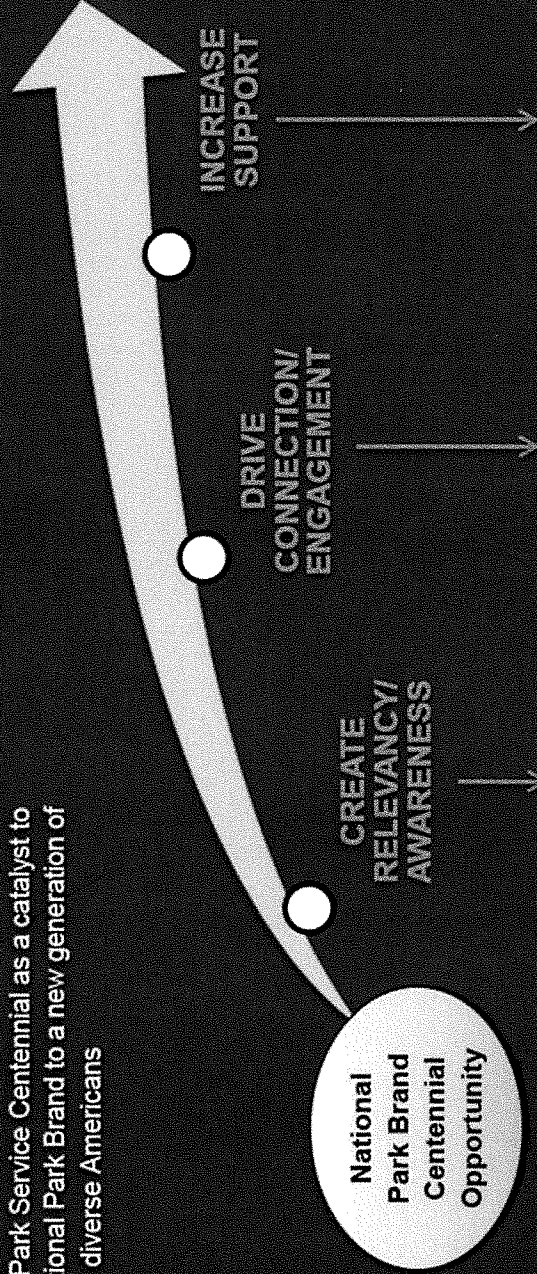


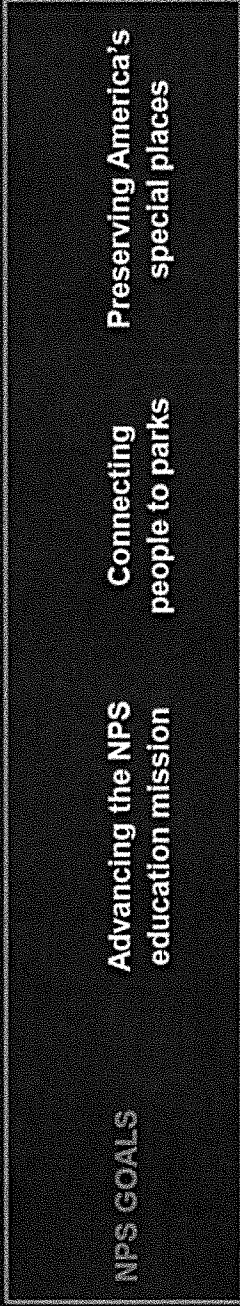
Our Approach

Utilize the National Park Service Centennial as a catalyst to re-introduce the National Park Brand to a new generation of diverse Americans

Replace slide above?



National Park Brand Centennial Opportunity

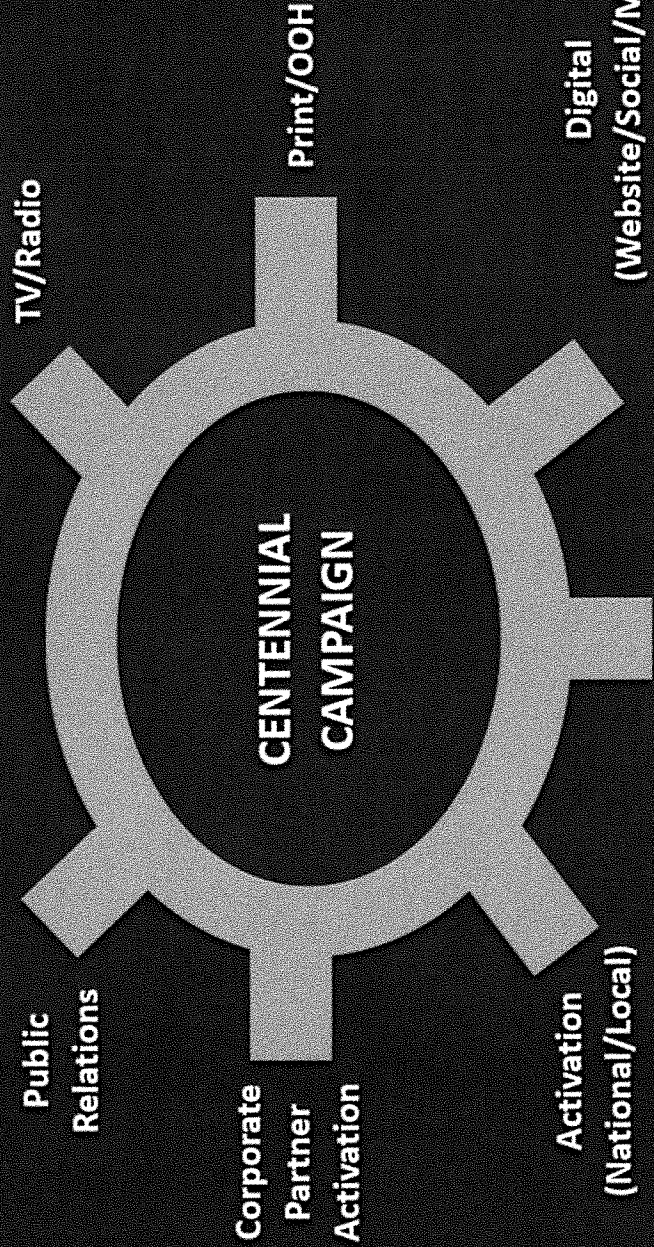


PRE-DECISIONAL DOCUMENT - NOT FOR DISTRIBUTION

Campaign Components

Added internal goals?

Through 2014, we will be building out all the campaign pieces to create an expansive, holistic and multi-channel program that will reach and engage all audiences.



NPS Call to Action Goals

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