

# Illinois

walkin  
in a middle  
wonderland

**video**



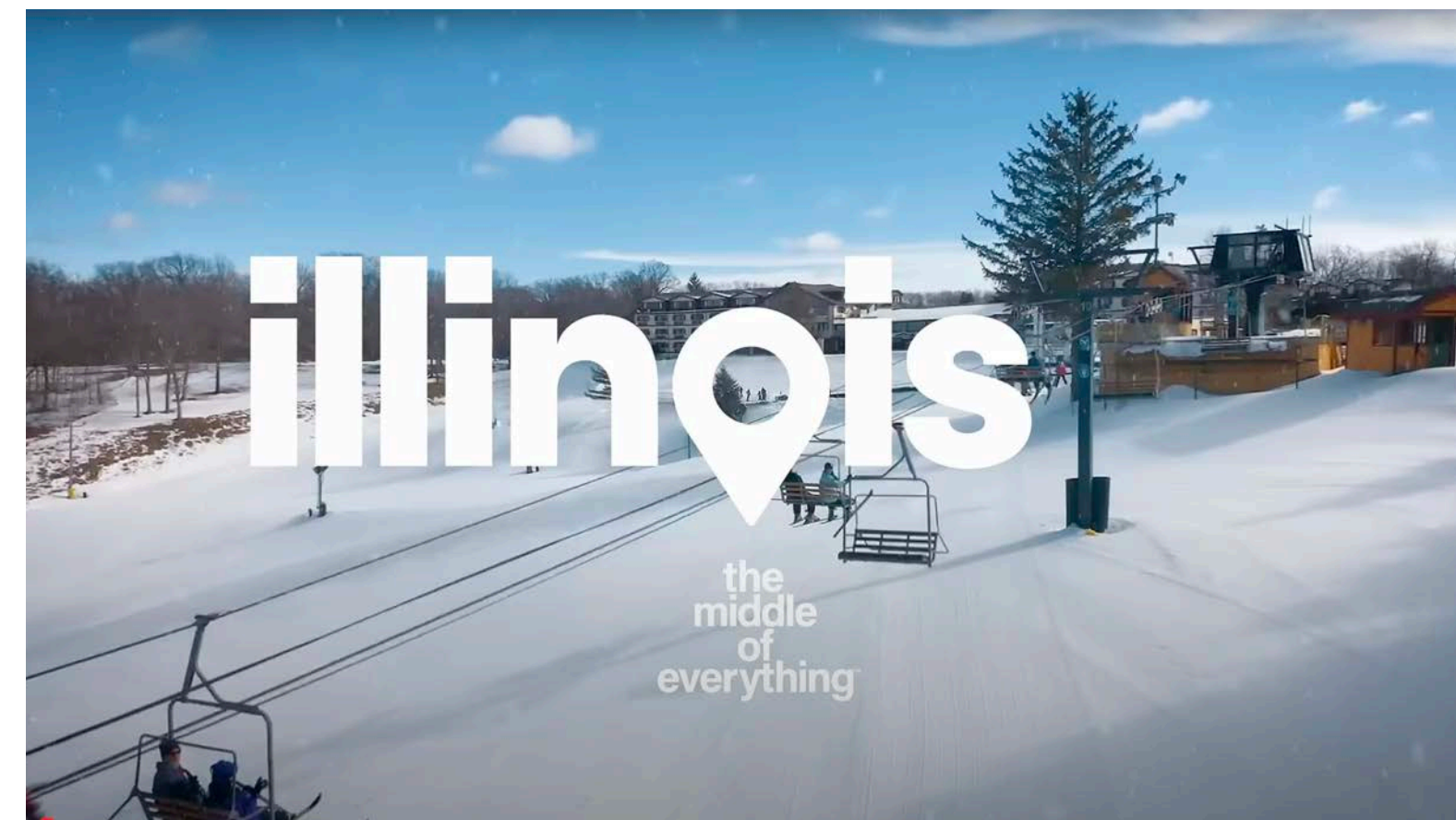
## Video:



**MOE\_Middle Wonderland Winnin Grinnin 15**

watch now :15

watch now :30



**MOE\_Middle Wonderland Winnin Grinnin 06**

watch now :6



**MOE\_Middle Wonderland Lodgin 15**

watch now :15

watch now :30



**MOE\_Middle Wonderland Lodgin 06**

watch now :6



## Video: Luxe



MOE\_CHI LUXE 15

watch now :15

watch now :30

## Video: Spanish



MOE\_Middle Wonderland Spanish 15

watch now :15

**social**

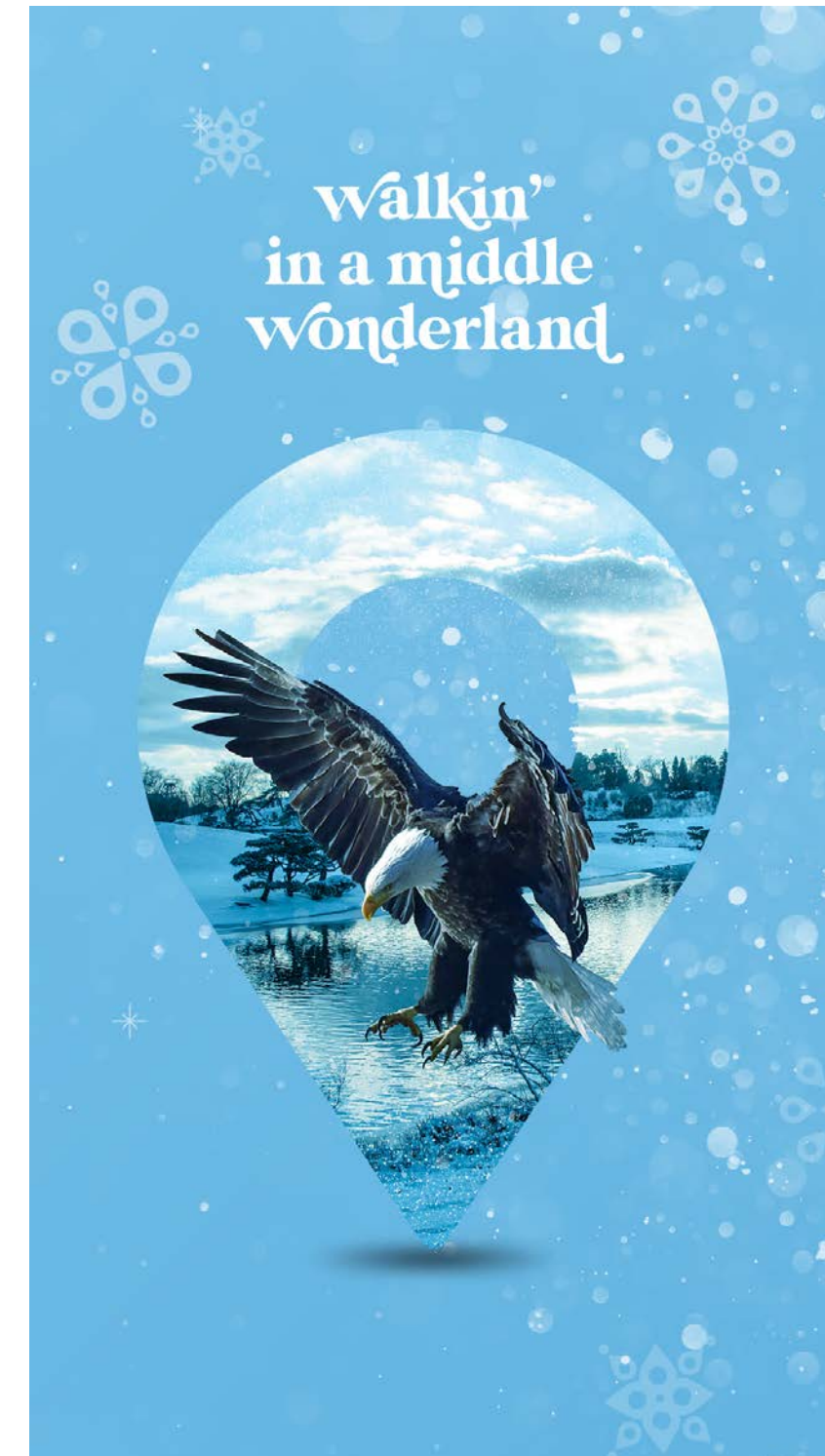
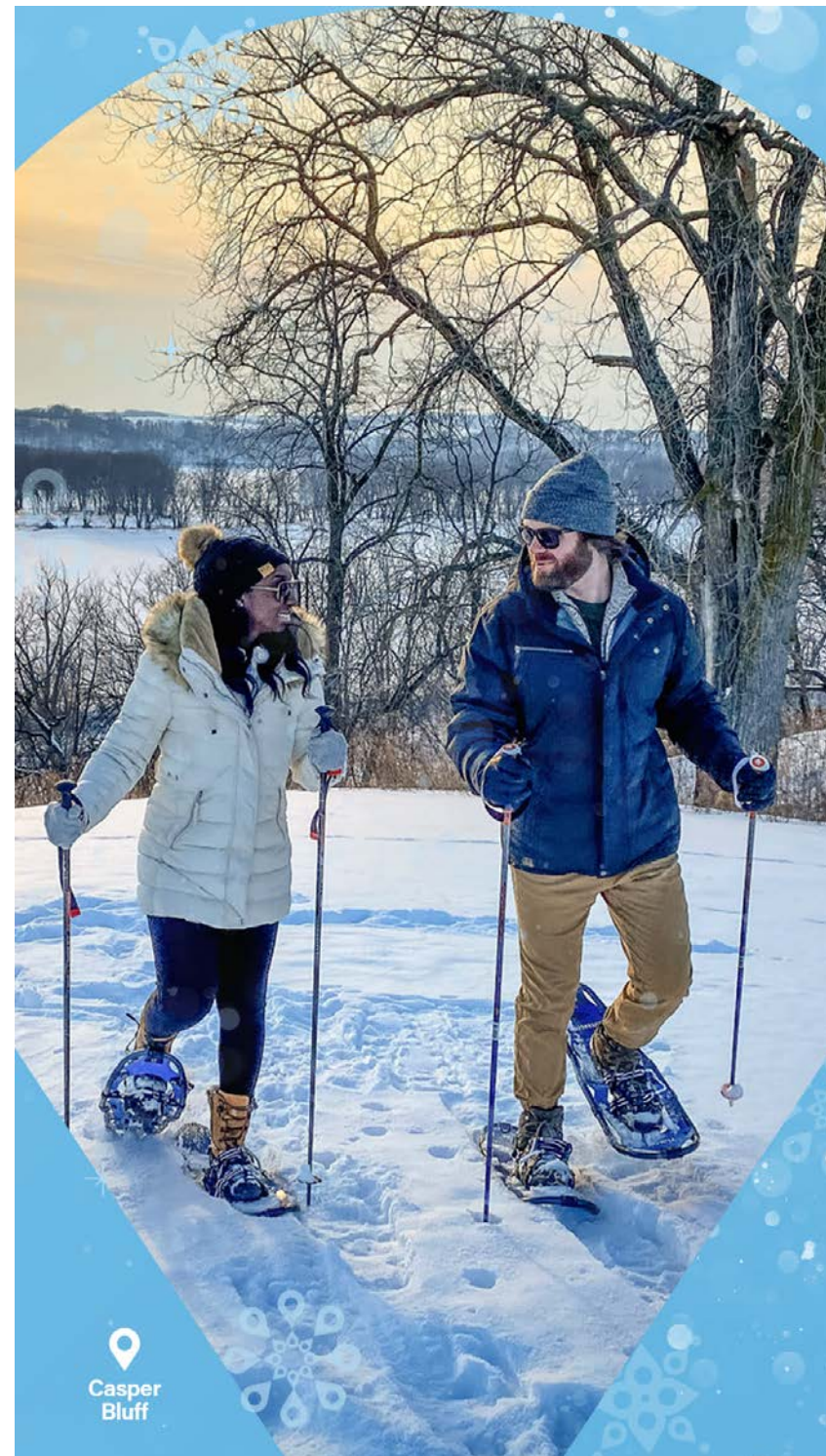


# Meta Carousel: Snowy Winter Wonderland

## Post copy

Headline: A Snowy Winter Wonderland

Body: Experience the snow covered playground of Illinois this Winter season.



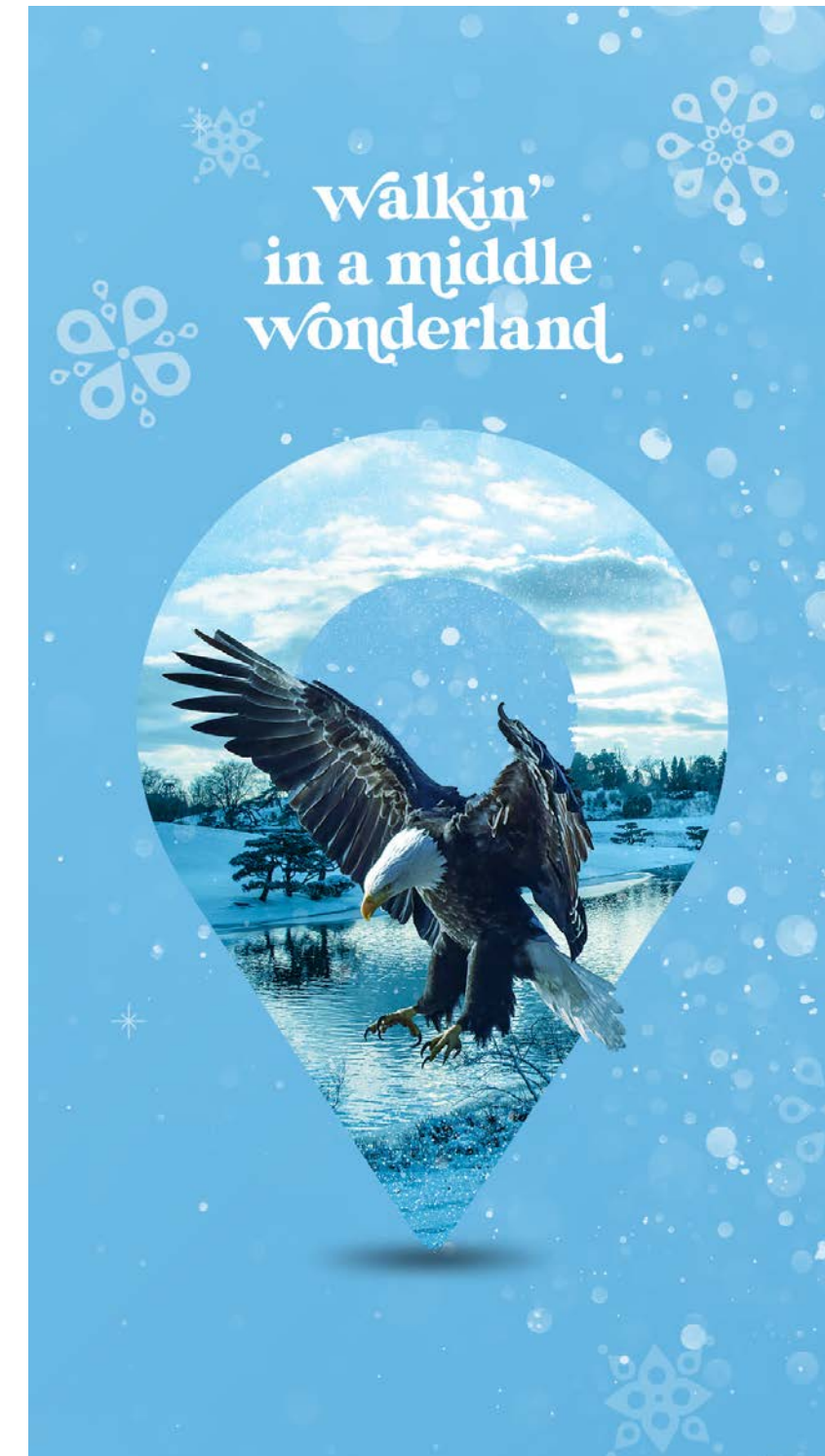
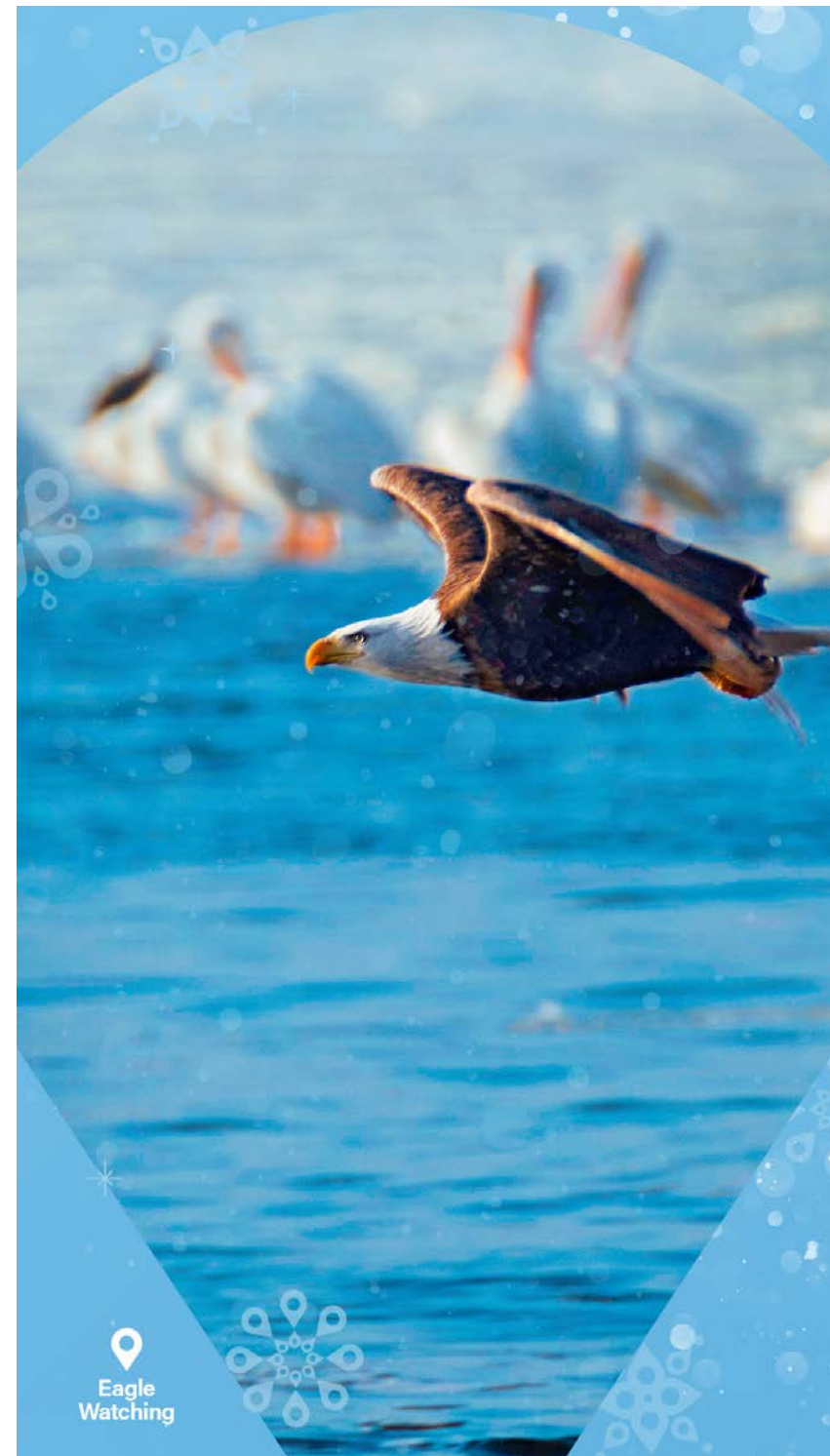


# Meta Carousel: Snow Dusted Memories

## Post copy

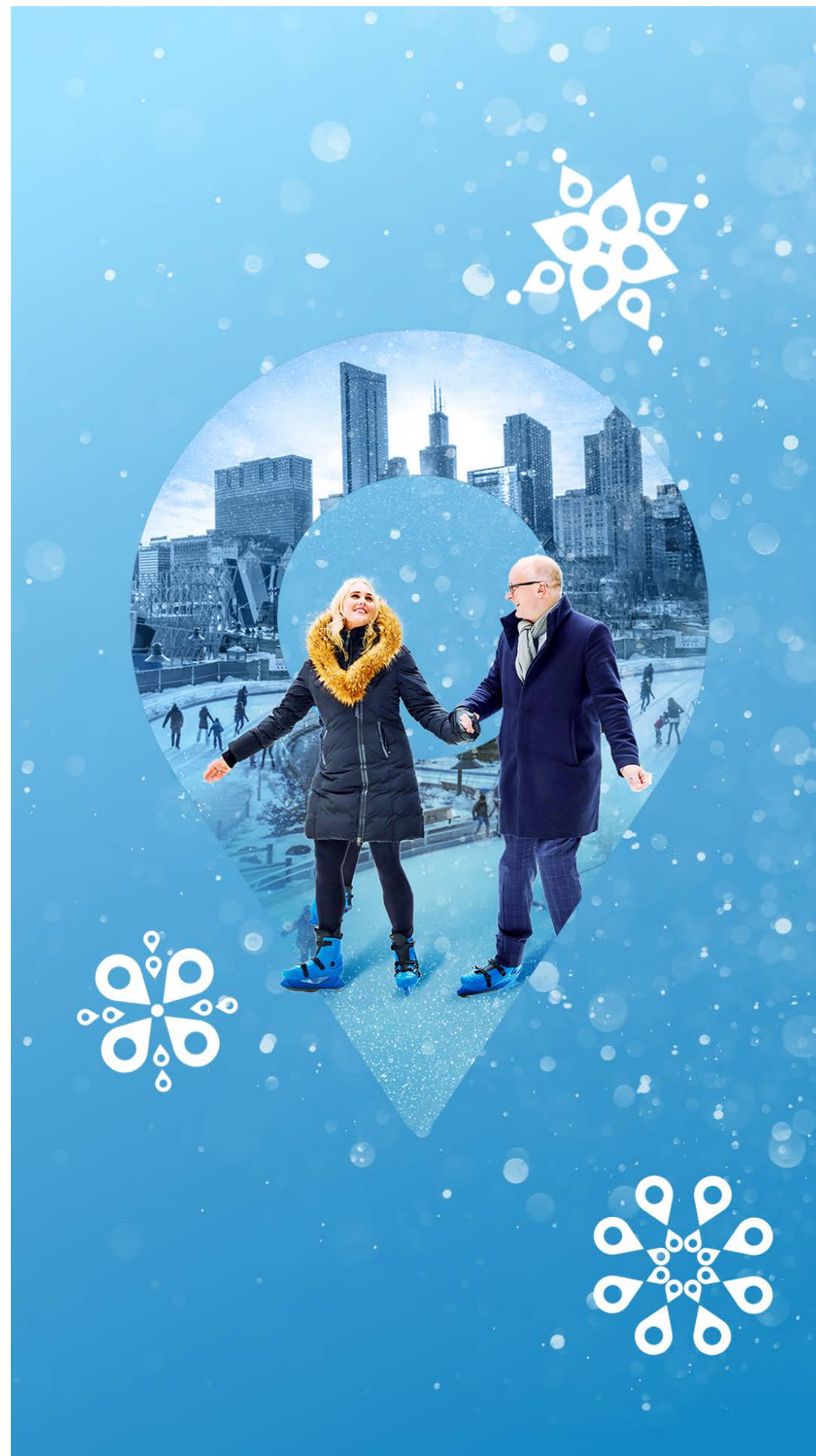
Headline: Make Snow-Dusted Memories

Body: Whether you're keeping it cozy indoors or hitting the slopes, Winter in Illinois has family fun all around.





## Social: Animated



**Post copy**

HL: Frosty rinks with loved ones  
BODY: Step onto the ice and lace into the magic of an Illinois winter.



**Post copy**

HL: Experience Winter's Majesty  
BODY: Take Flight this Season to Illinois and see Eagles soar through the skies.



## Social: News Feed



HL: Soar to Illinois this winter  
BODY: Watch Eagles glide over a snow-dusted Illinois.



HL: Date Night in Style  
BODY: Warm hearts, full plates and so much to love in Illinois.



HL: Elevate the Fun  
BODY: Escape to Illinois this winter and feel your spirits lifted by adventure.



HL: Savor the Season  
BODY: Cheers to Winter adventures and unforgettable moments.



## Social: News Feed Spanish



HL: Un fin de semana de aventuras

BODY: Desde montañas para esquiar hasta paisajes increíbles para explorar, disfruta lo mejor del invierno en Illinois. (el #CentroteTodo)

HL: Disfruta del invierno en Illinois

BODY: ¡Escápate a Illinois! (, el #CentroteTodo!) Aprovecha la temporada para esquiar, probar sabores exquisitos y celebrar en familia.

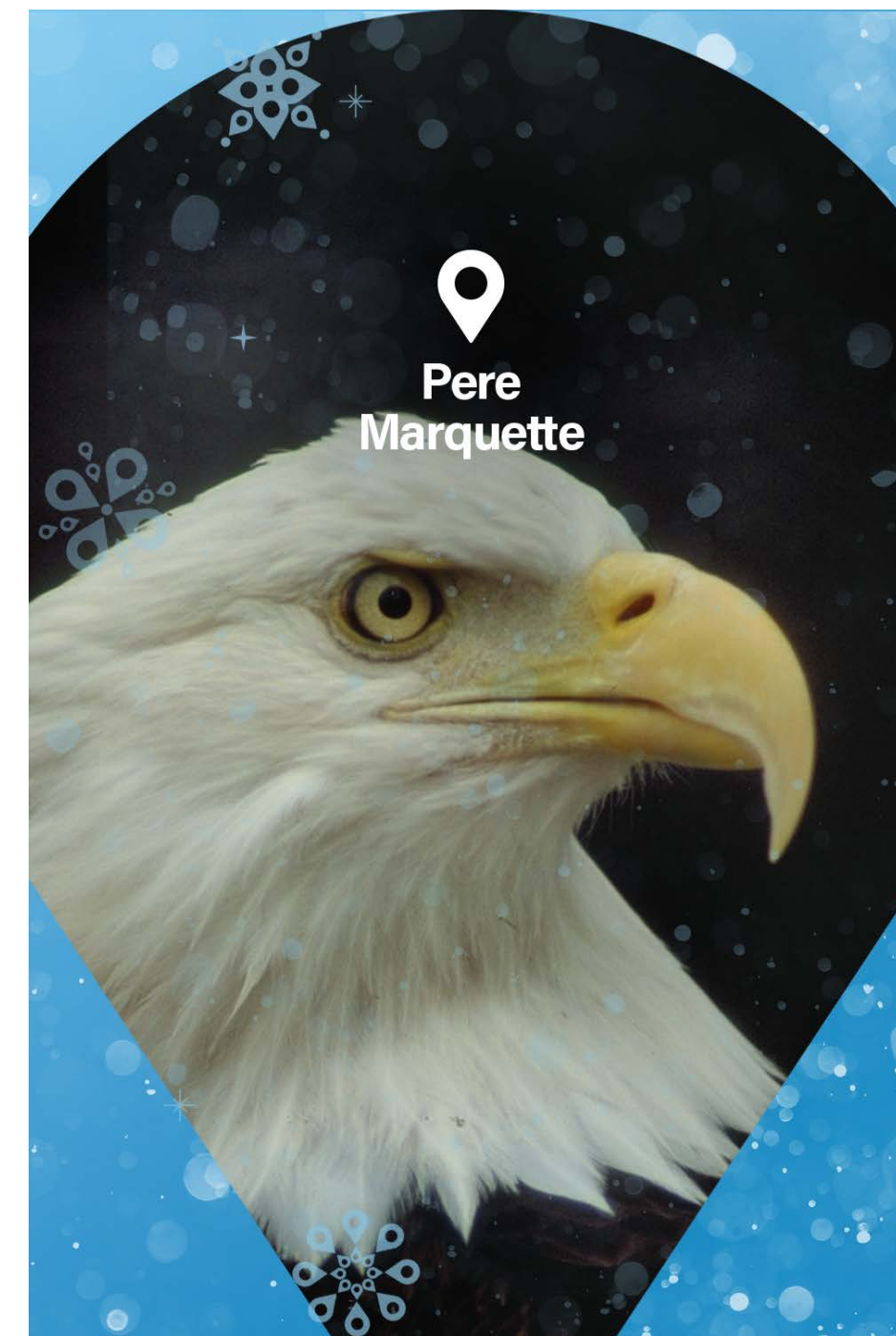
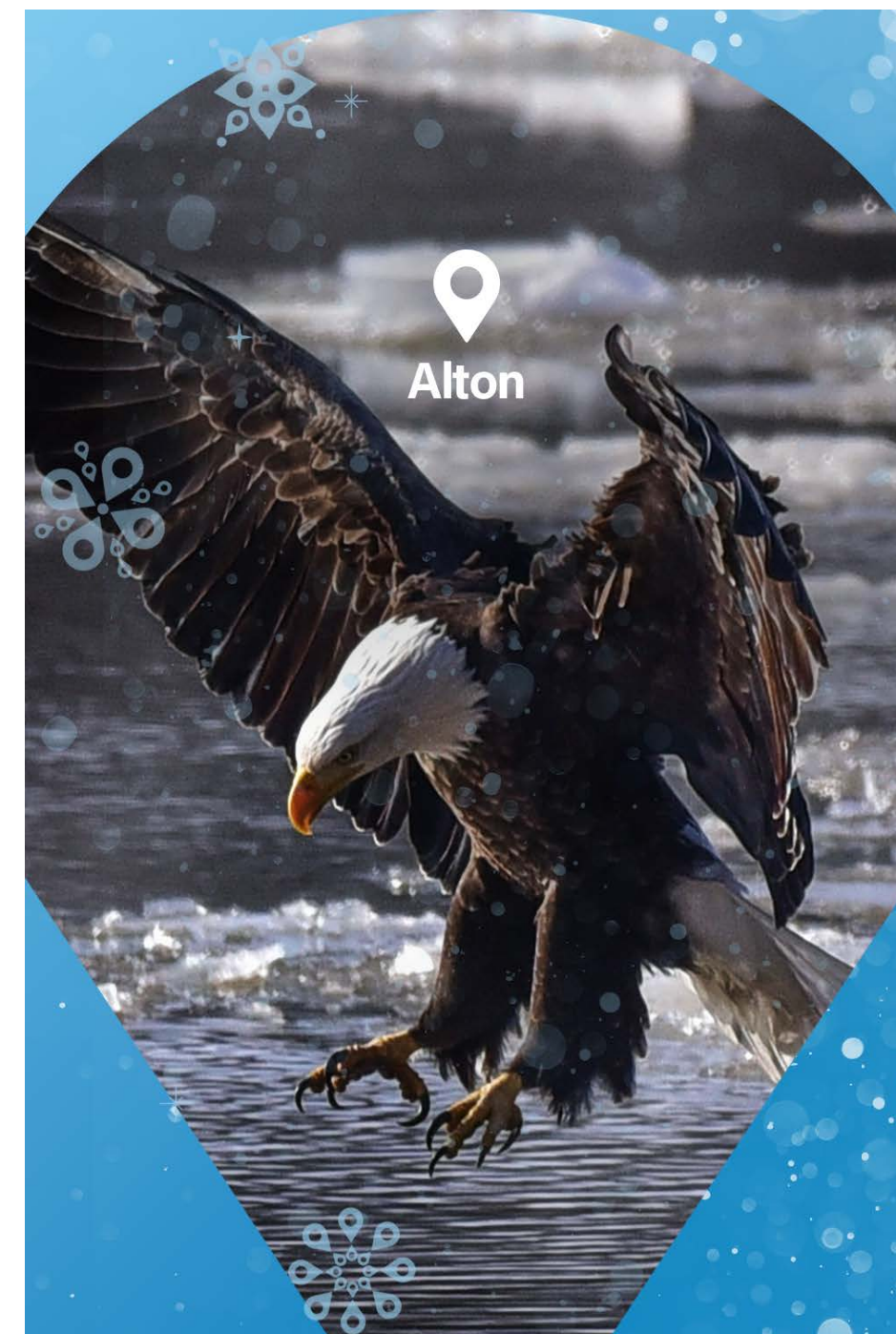
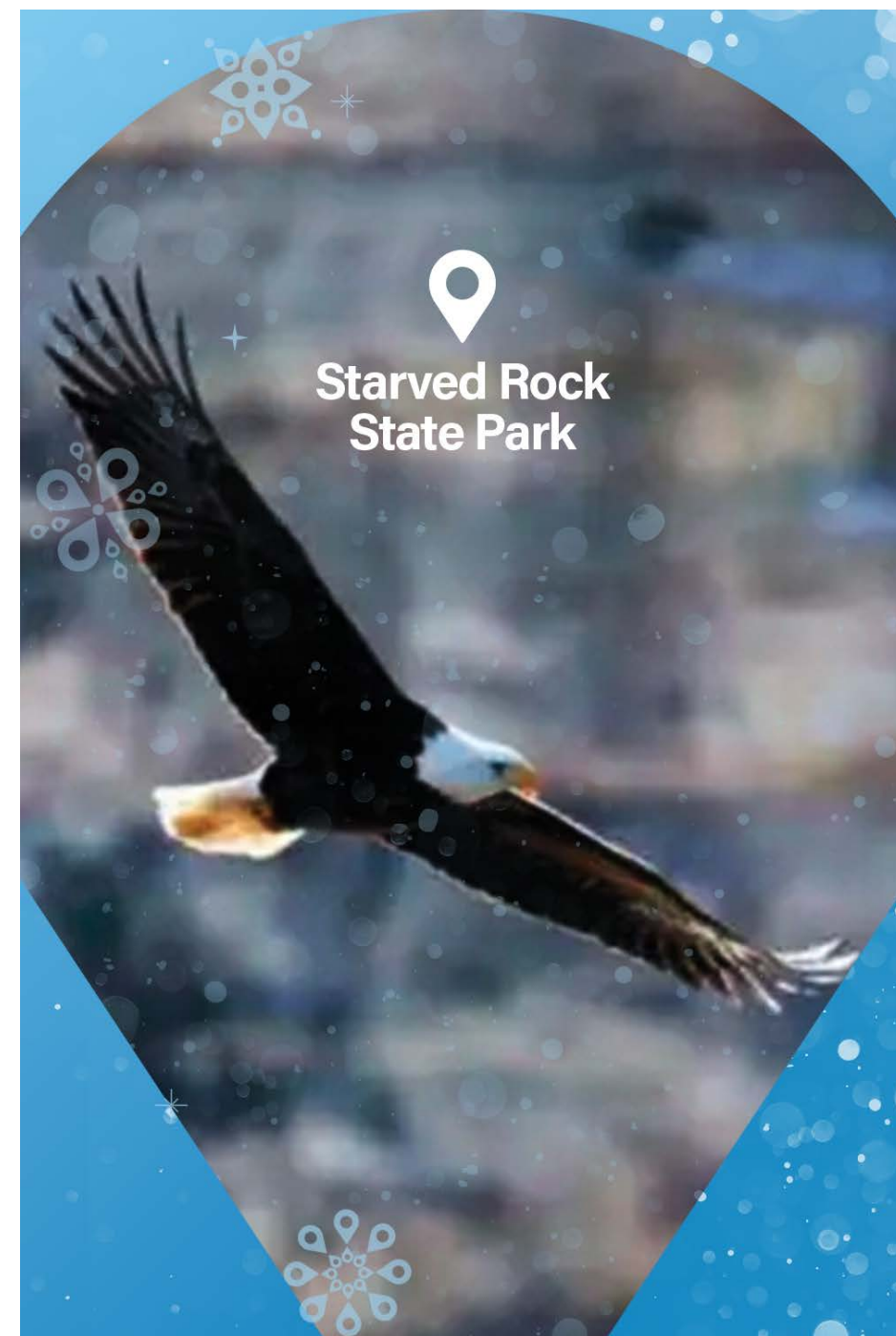


## Pinterest: Carousel

### Post copy

Headline: Soar to Illinois this Winter!

Body: Pack your binoculars and explore the top places in Illinois for spotting America's most majestic bird.



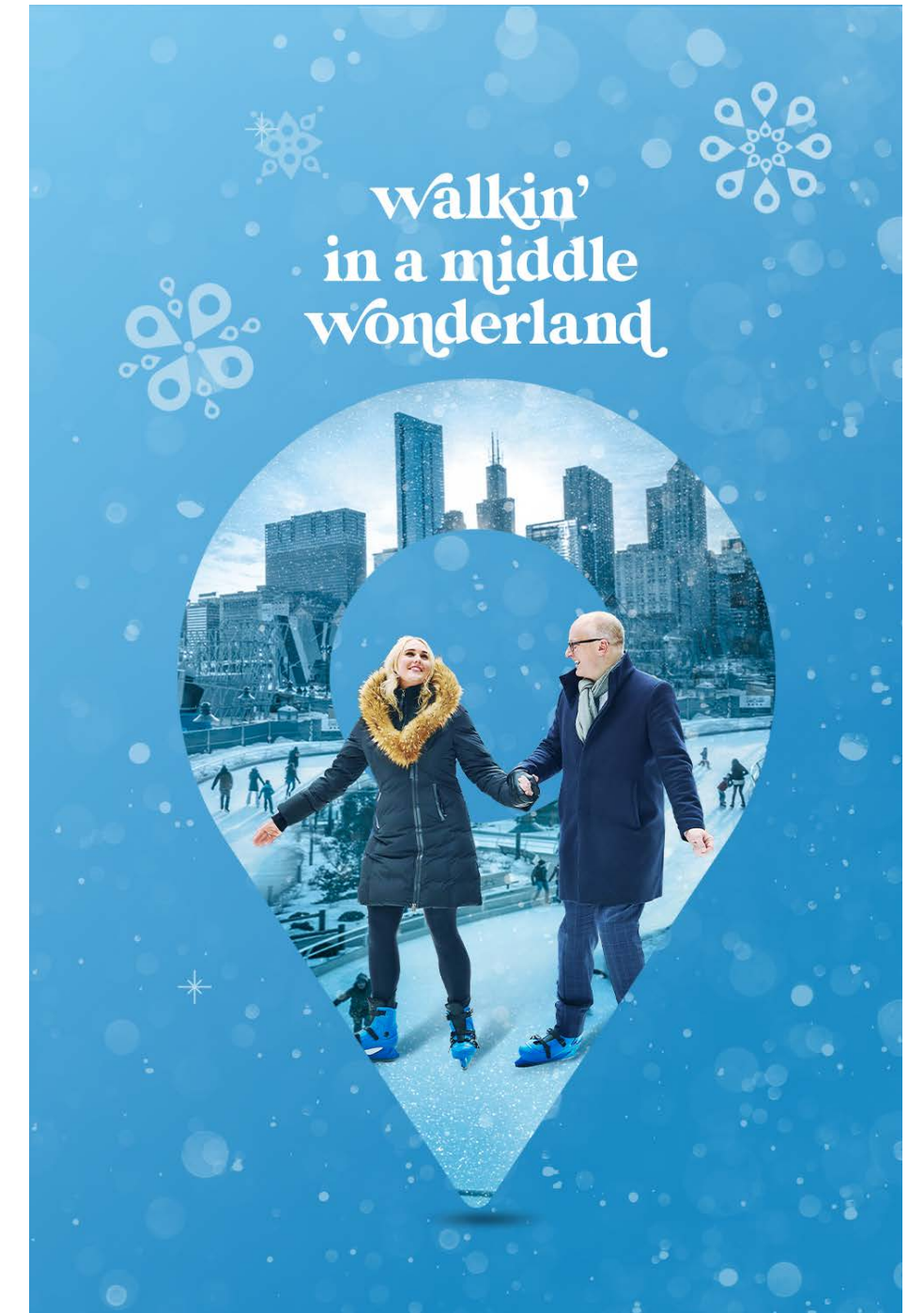
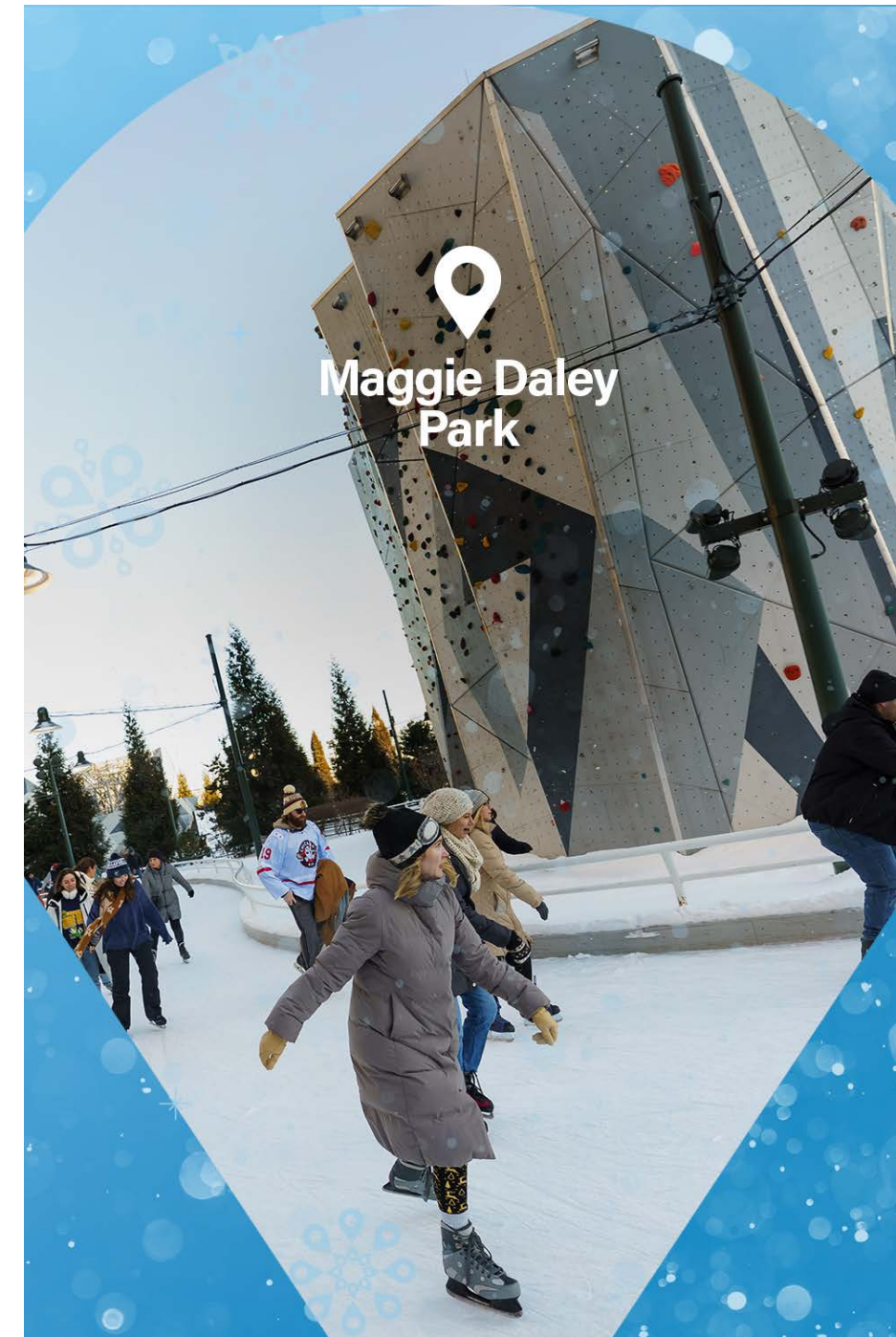
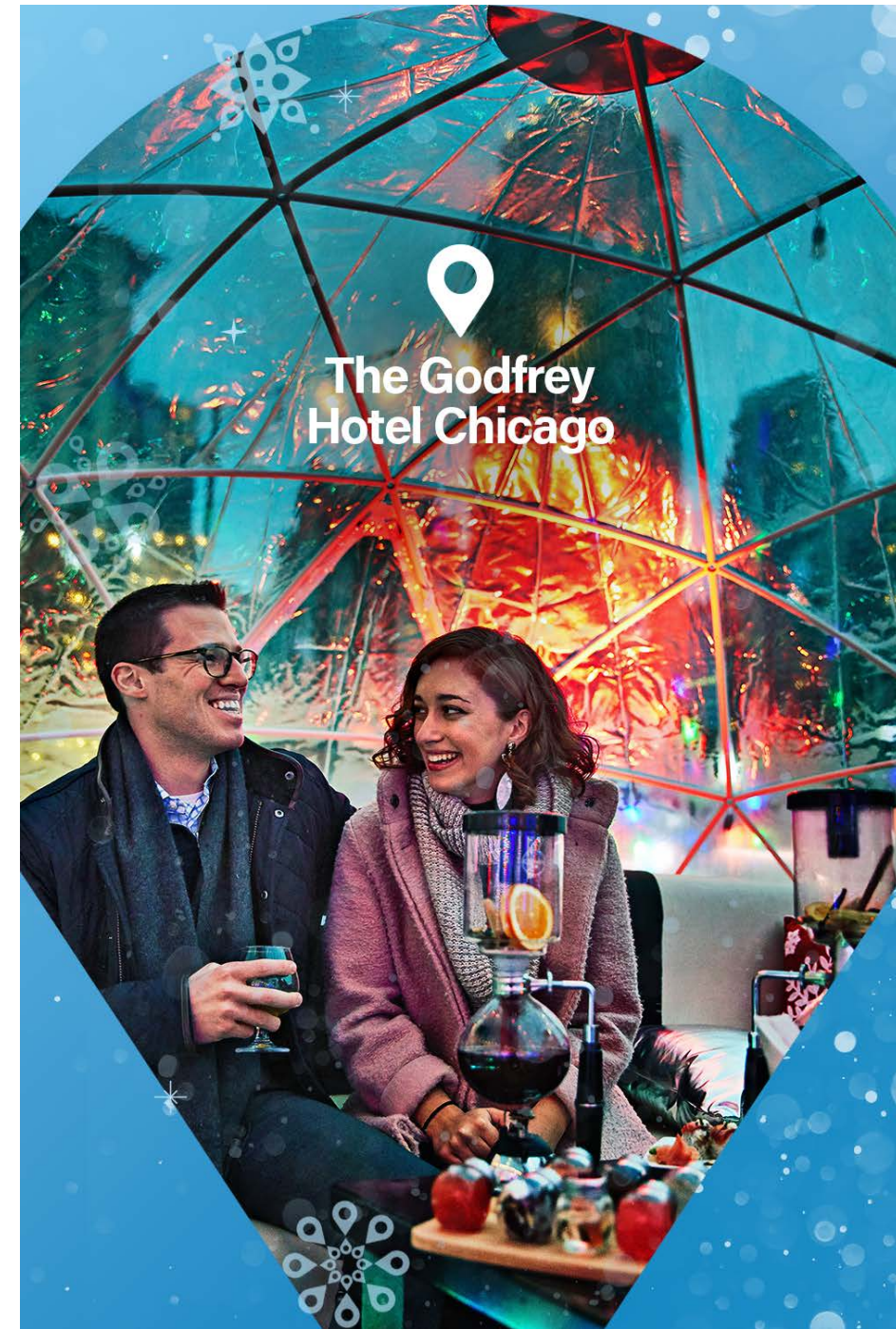


# Pinterest: Carousel

## Post copy

Headline: Hiber-date in Chicago

Body: Hit the town and discover all the charming date spots where you can cozy up in Chicago.





**display**



# Programmatics: Cozy

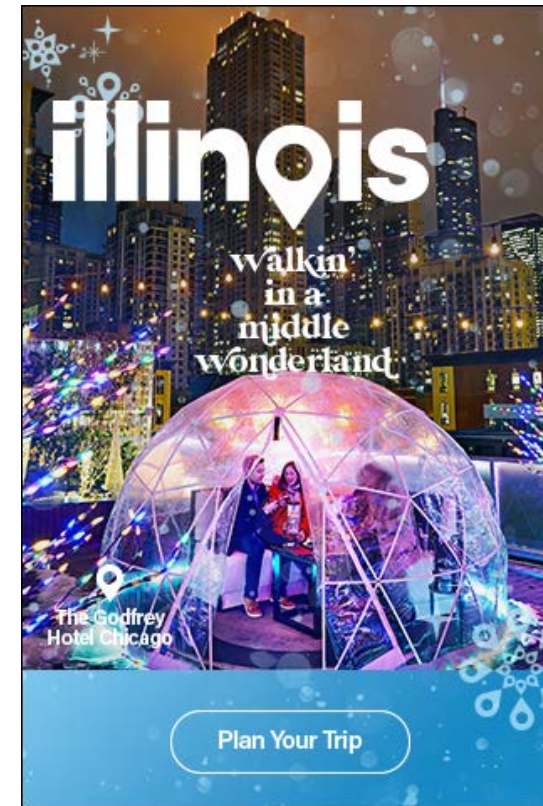
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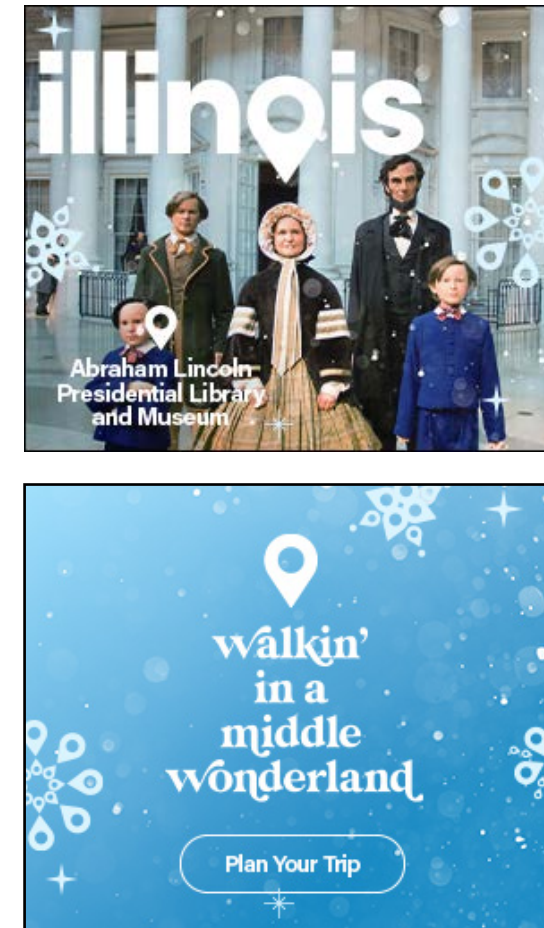
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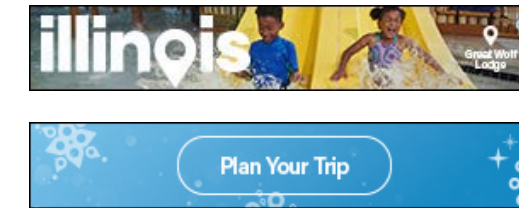
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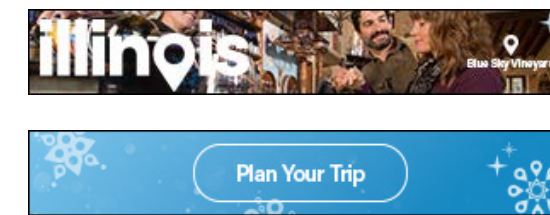
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300X50



320X50



728X90



970x250





# Programmatic: Outdoor

160x600



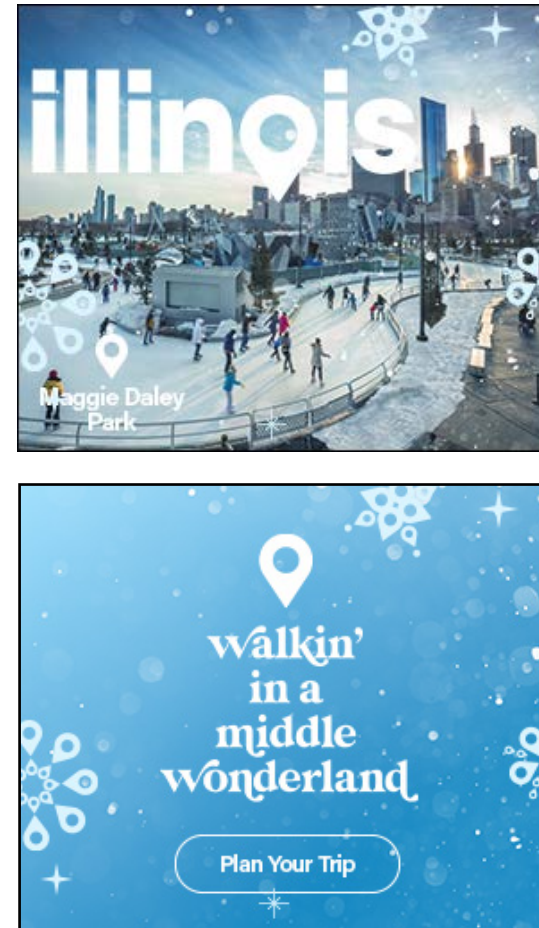
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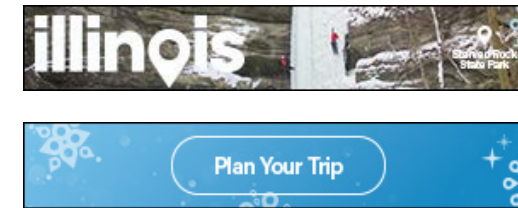
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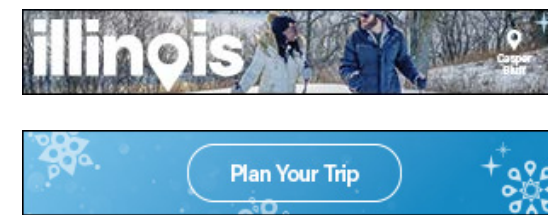
300x250



300x50



320x50



728x90



970x250





# Programmatics: Spanish

160x600



300x600



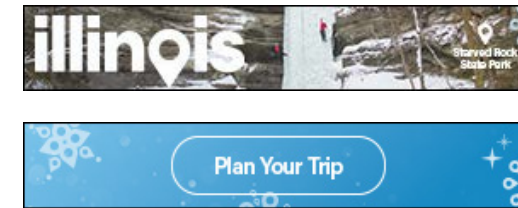
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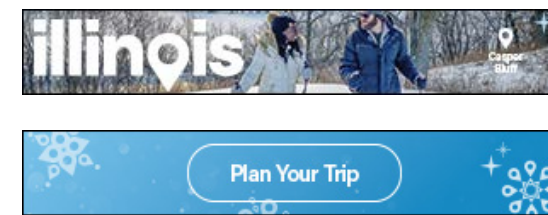
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300X50



320X50



728X90



970x250

