



DRIVEN BY ALASKA

REAL ROADS
REAL PEOPLE
BETTER ALASKA TRAVEL

2027 PARTNERSHIP OVERVIEW

Take your brand farther into Alaska.

A credible, measurable road campaign with Ty & Julie.

WHO WE ARE



Ty & Julie

ANCHORAGE, ALASKA

Ty is a lifelong Alaskan and nationally recognized marketing professional with decades of experience. Julie is a retired nurse who has called Alaska home for 30 years. Active travelers, cyclists, hikers and campers, they bring deep local roots and genuine curiosity to every mile.



Concept: a trackable mobile OOH campaign on a professionally wrapped Transit.

OOH MEANS

OUT-OF-HOME

Advertising people encounter away from home, out in the real world. A wrapped van is mobile OOH.

64% OF AMERICANS
NOTICED A WRAPPED
VEHICLE LAST MONTH

Source: OAAA/Nielsen Notice OOH Study, 2019

WHAT DRIVEN BY ALASKA IS

A new Ford Transit becoming a rolling story studio, traveler guide and visible platform for brands that belong on Alaska's roads. Statewide travel will be paired with original stories, field photography and useful recommendations.

WHERE WE WILL TRAVEL

Alaska, end to end

Southcentral, the Kenai Peninsula, the Interior and farther north, with stops at campgrounds, communities, visitor centers, festivals, outdoor events and scenic roadside destinations.

WHAT A PARTNER RECEIVES

- Professional wrap or campaign branding
- Statewide visibility and strategic appearances
- Original field stories and Alaska photography
- Category exclusivity when agreed

HOW RESULTS ARE MEASURED

- Trackable QR codes and campaign links
- Mileage, route and appearance records
- Content and photography delivery log
- Clear campaign and season-end reporting

Let's build a useful Alaska campaign together.

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