

# Introducing Kidifornia: Where kids can be kids, and adults can be too

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With the launch of Kidifornia, Visit California's fresh new family campaign, audiences around the world are experiencing for themselves what makes California the undisputed ultimate family playground.

The campaign rollout includes dedicated content on Visit California's owned channels, localized and global paid media partnerships, media activations and dedicated family travel influencers, and the unveiling of an all-new television spot titled "Welcome to Kidifornia" in key markets around the globe: the United States, Canada, China, Mexico and Australia.

Family is a key driver of the state's travel economy: From 2012 to 2016, U.S. family travel from all markets increased by 57 percent, underscoring why it is more important than ever to invest in the family audience.

With a total investment of more than \$12.6 million across all five markets, the Kidifornia campaign will put California's family attractions and destinations in a global spotlight, generating nearly 756 million impressions.

In the new spot, the roles of the parents and children are reversed. Unforgettable memories are being made as the children share tips for when they "bring" their parents to California and how to make the most of a Kidifornia vacation at the state's iconic locations, including the Golden Gate Bridge, Santa Cruz, Joshua Tree National Park, Lake Tahoe, the Santa Monica Pier, San Diego and more.

The overall campaign continues to be a fundamental focus for the organization in FY16/17 and beyond, and it is nothing short of comprehensive:

Marked with a colorful, paint-splattered California bear mark, Kidifornia embodies the endless opportunities for family travel throughout the Golden State. Family-focused content created specifically to enhance the consumer experience was added to Visit California's family experiences page on its consumer-facing website, ensuring that visitors connect the paid elements with the owned channel. This content is also being distributed in ongoing e-newsletter efforts to both domestic and international family audiences, and Visit California is strategically pushing family-focused content in social media driving to the owned channel payoffs.

The new family campaign combines TV and online TV targeted in co-viewing environments with digital media targeted to the Mommy Maximus persona. The online media partners selected – Facebook, National Geographic and TripAdvisor – have the ability to deliver a highly engaged audience via entertainment and travel research. These programs will be paired with paid media partnerships in the U.S., Canada, China, Mexico and Australia markets that localize the family campaign's branding and content efforts.

To gain earned media coverage, Visit California will share lighthearted and easily relatable content. Content offers, for example, only-in-California experiences, insider tips on how travelers can stretch their budgets, how to create packing lists for specific destinations, and tips for parenting while traveling.

As part of the excitement around the launch, Visit California is collaborating with prominent California-based sandcastle builder Todd Vander Pluym to build a sand sculpture at South Street Seaport in New York City. Spectators can watch the artist in action – and VIP guests and media can even build their own sand sculptures, with workshop guidance from Todd and his team. The activation will target audiences in New York City as well as nationally through strategic earned media placements, with media invited to participate, while also encouraging social sharing among participating consumers.

The sand sculpture will be constructed within a sandbox of 16-by-20 feet to a height of 12 feet, using 40-60 tons of sand. The design will consist of California vignettes drawing inspiration from the redwood forests, California sea life, theme parks and more. The sand sculpture will be built during the dates of Monday, March 13 to Sunday, March 26, with removal on Monday, March 27. A media/digital influencer workshop and Instameet with family influencers will be held Thursday, March 23.

As the Golden State's family travel market continues to grow at a record rate, the campaign launch only further inspires these key audiences to find out for themselves everything that California Kidifornia has to offer.

For more details on all things Kidifornia and how you can get involved, click [here](#), and for a deep dive into the full campaign, be sure to view and download the [California Family Initiative](#).