

**Ocean City, Maryland**  
**2023 Summer Brand Experience Program**  
**“Catch a Ride” - Program Overview**

**Confidential**



This spring, we are excited to launch Ocean City, Maryland’s new brand platform, “Somewhere to Smile About”! In support of the campaign launch, we’ve designed a brand activation that highlights all the reasons to pack up the family and hit the road for the ultimate summer trip to Ocean City.

Branded OCMD beach vans will be decked out with everything you need for an unforgettable road trip to OCMD. These vehicles will pop up at three popular locations in Baltimore, Philadelphia, and Washington DC on or around National Road Trip Day (Friday, May 26, 2023). Residents will be asked to grab a key with a QR code that indicates what they won from the following prizes:

- Tier 1: Grand Prize Winner
  - 3-night, all-expense paid trip for two in Ocean City, Maryland – complete with our decked-out beach van.
- Tier 2: Road Trip Kit
  - Somewhere to Smile About Road Trip Kit with everything you need to plan and enjoy the ride to your OCMD getaway.
- Tier 3: Giveaways
  - Branded hats, koozies and car magnets items handed out as a thank you for event participation.

At the activation, guests will have a chance to grab keys with a QR code, scan to see what they won, play games, enter for a chance to win an additional trip and learn about travel OCMD. Onsite components include:

- Brand VW beach van
- Surfboard display
- Lounge area (beach chairs, beach umbrella, putt putt game, coolers with prizes)
- Gaming station (podium, car key scanners, prizes)
- Mobile billboard with visuals of Ocean City, Maryland
- OCMD event staff

The goal of our program is to elevate OCMD in the minds of travelers, encourage Summer 2023 travel and showcase all our enticing destination offerings. To build awareness of the event and educate residents on how to participate, we will execute a media plan inclusive of influencer marketing, public relations, social media, radio and digital mobile billboards. These channels will encourage engagement with OCMD social media channels and direct residents to the “Catch a Ride” program landing page (URL TBD) where consumers can enter for a chance to earn a key.