



# California Dreamin'

The pandemic decimated California's tourism industry. However, it also created a pent-up demand for travel and record consumer savings. To spur recovery and appeal to consumers looking to book their next dream vacation, Visit California created "Am I Dreaming," a celebrity-studded campaign to launch on Super Bowl Sunday.

To complement the TV campaign and drive visitation to California partner websites, Visit California launched an all-new immersive digital experience. The "DREAM theater" showcases the varied scenery and destinations in the Golden State, making trip planning a whole lot easier for travelers longing for their next dream vacation.







# In California, anything is possible

We partnered with Visit California to design and develop the new digital experience, providing an immersive concept, art direction and experience design, all in creation of The DREAM Theater.

The DREAM Theater website greets users with an idyllic vista of California and entices them to explore a sideways-scrolling journey to discover California's iconic attractions and thrilling adventures across the five key pillars of California tourism: Beaches, Culinary, Family Attractions, Outdoors, and Arts & Culture.

Explore a sideways-scrolling journey to discover California's iconic attractions and thrilling adventures.

D R E A M





# Innovative, Immersive and Dynamic Storytelling



With scrolling imagery of the state's unique landscapes as the backdrop, the DREAM Theater envelops the user in an engaging digital experience that incorporates video, photography, podcasts and motion design, bringing the dreamy destination to life.

## Horizontal Scrollytelling

Interactive scroll-based navigation adds to the sense of unreality, and holds users' attention, as stunning visuals come to life as they go, making them want to keep scrolling to the very end.

## White Space

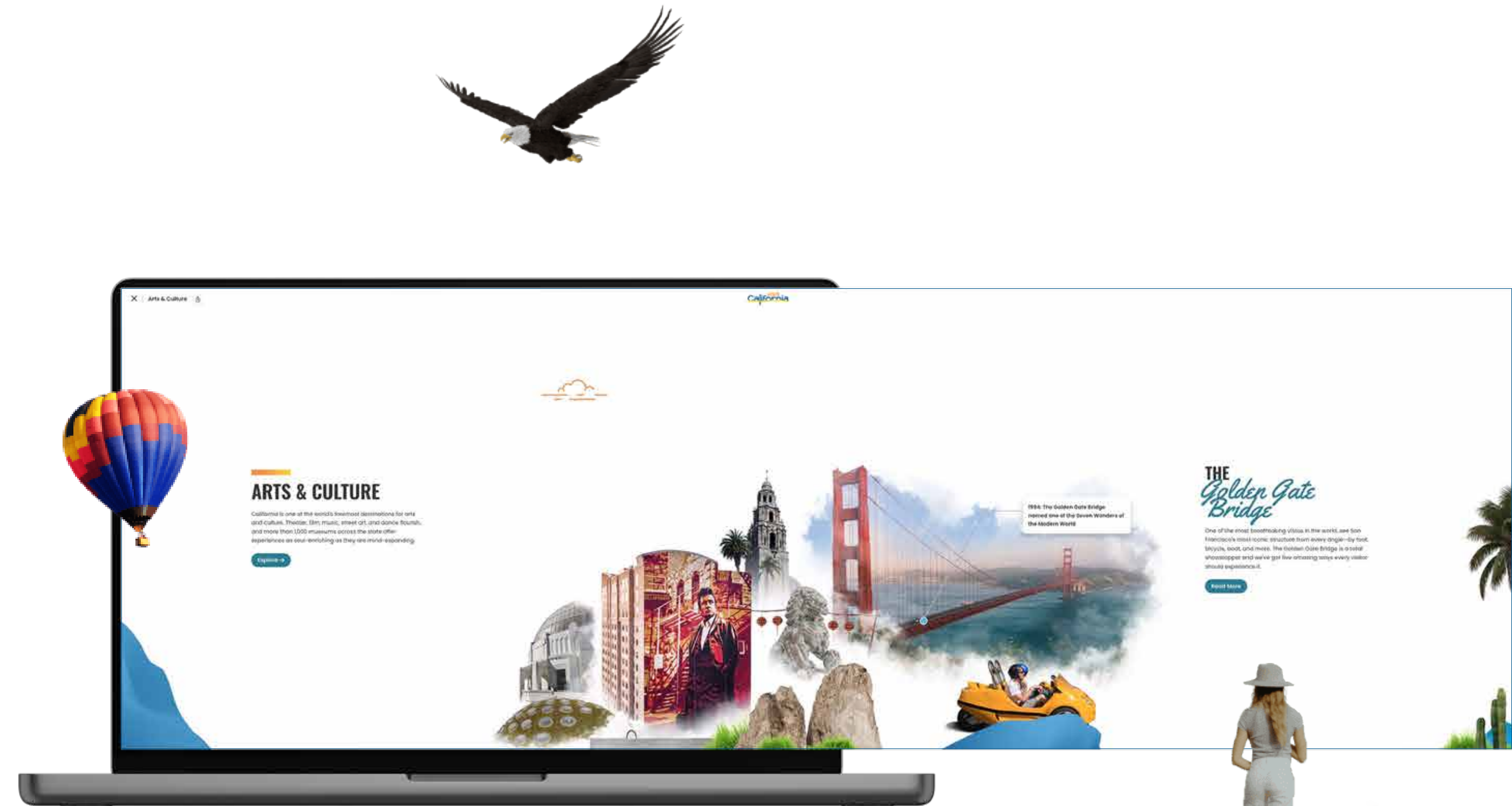
The intentional use of white space allows users' own imaginations to run wild, while improving the user experience, usability and navigation.

## Motion Design

The subtle but constant motion design gives an illusion of depth, bringing the stunning visuals to life.

## Rotoscope Animation

Creating a more intuitive and authentic UX, rotoscoping gives the animation a realistic feel. The human-centered design creates meaningful, natural interactions for users, reducing cognitive load.







# It isn't a dream... It's California

## Results

On Super Bowl Sunday, organic traffic more than doubled, with the “Am I Dreaming” video earning over 58K views. For Visit California, it's all about building trust and delivering the best digital customer experience, inspiring consumers who are ready to travel again to plan a visit in 2022. A 200%+ increase in engagement from the same period last year shows that users are in a ready-to-travel state-of-mind.



## Over 200% increase in engagement



## “Am I Deaming” video earning 58K+ views

