

PETERMAYER

HERE'S TO UNLEASHING BRAND JOY!

At PETERMAYER, we believe every brand has a unique joy at its core – and when we uncover it, pressure-test it, and unleash it with precision and craft, magic happens. Measurable magic. Through ongoing study, 13,000 consumers and counting across all demographics, we've found that the uplift felt through marketing delivers a .63 correlation to purchase intent. And any brand is capable of this effect.

PETERMAYER has spent decades helping travel and tourism brands surface and showcase their unique joy. We thrive at building destination, hospitality, travel, and attraction brands, and executing creative, media, and PR campaigns that grow awareness and drive visitation at scale.

TRAVEL & TOURISM EXPERIENCE

ASHEVILLE



WE DO THIS FOR WORK

- Creative platforms & campaigns
- Brand story & positioning
- Strategic media & measurement
- Public relations & activation
- Research & analytics
- Social media strategy & activation



ALL ABOARD!

Brand Joy Lab: including our ongoing study of joy in society, across industries and brands

Joy Workshops: the birthplace of your joy-based system, a collab with our team and yours

DROP US A LINE

Eric Lent, Head of Client Development

Lente@peteramayer.com

www.peteramayer.com



Created a new brand platform for the state that invited all visitors to participate. Attention and visits grew.



Reimagined a regional gem to be a destination to reset your inner compass. A fresh brand and major campaign told the story.



Turned a 14-property portfolio of resorts into a performance engine without increasing spend. ROAS soared.



Repositioned the attraction to be the best place on Earth to experience the wonder of space. Visitorship increased 49%.