

**magnum**  
integrated marketing

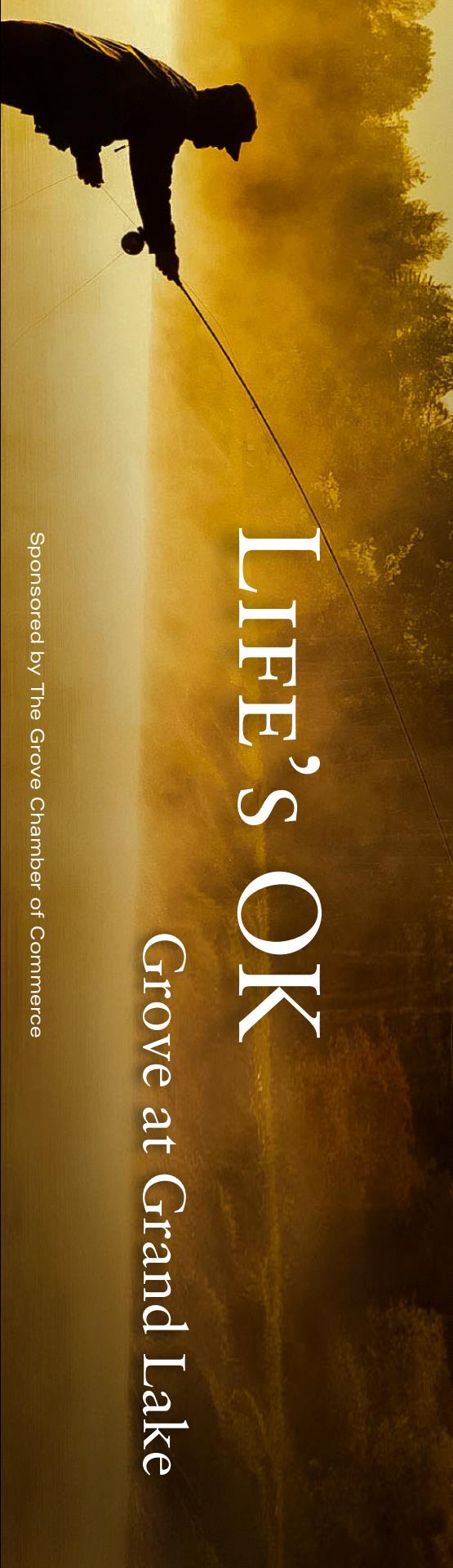
**Grand Lake at Grove**  
Life's OK.

9.15



### Strategy:

In the aftermath of the five year great recession it's time to start enjoying life. Again. What better way to say it than **Life's OK.** (Oklahoma) That is. At Grand Lake in Grove.

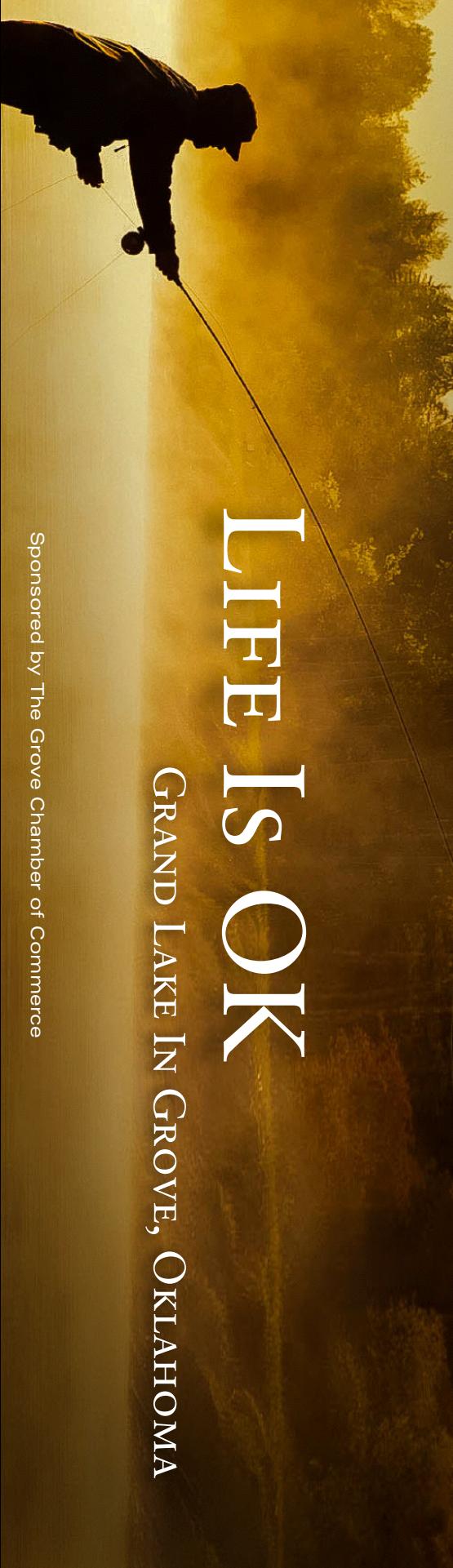


LIFE'S OK

Grove at Grand Lake

Sponsored by The Grove Chamber of Commerce

**LAMAR**



# LIFE IS OK

GRAND LAKE IN GROVE, OKLAHOMA

Sponsored by The Grove Chamber of Commerce

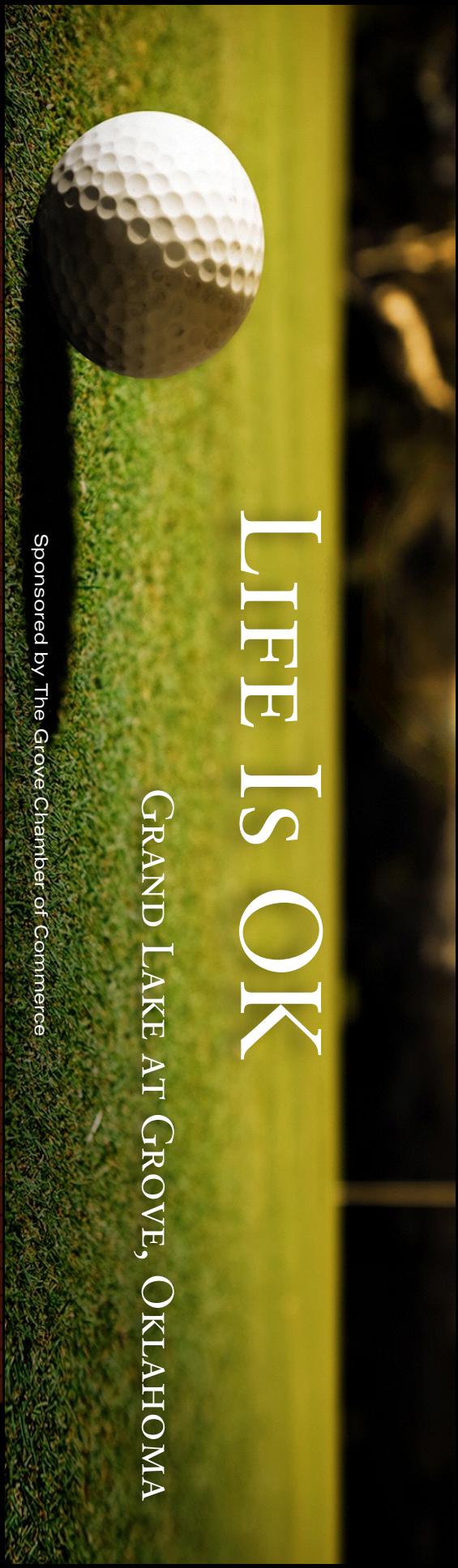
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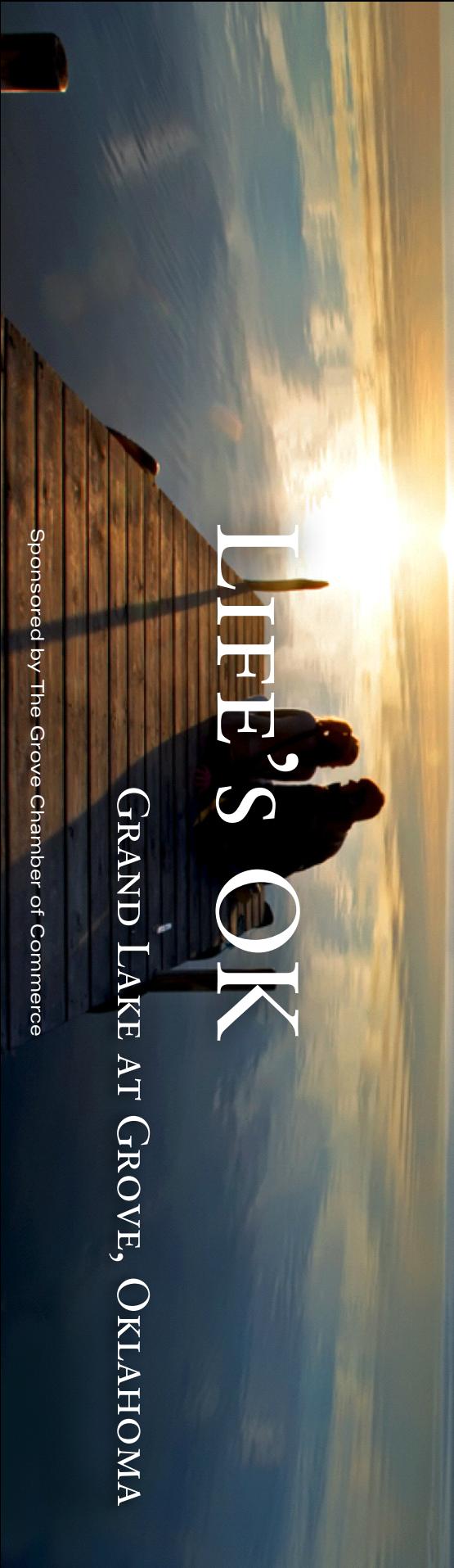


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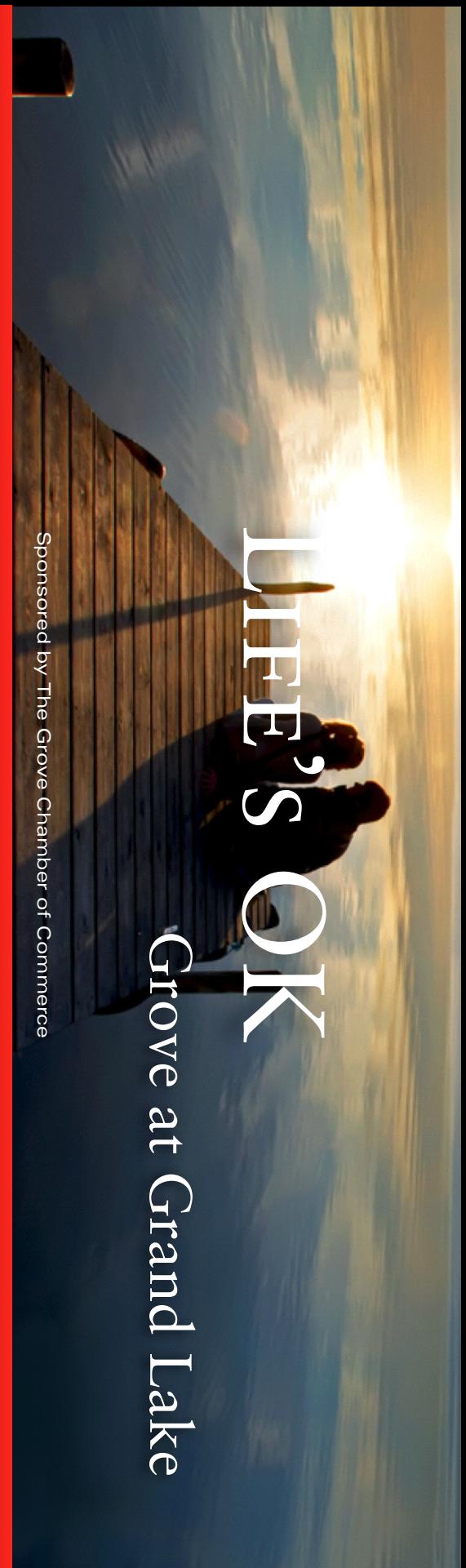


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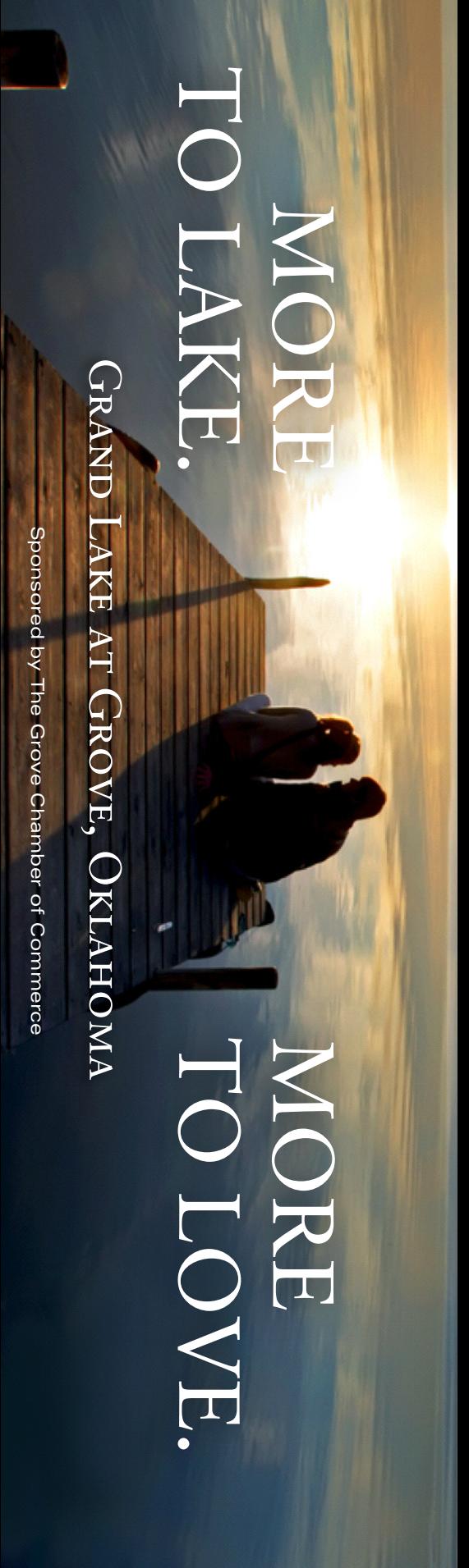
**Find Happiness | Interstate 44 to Exit 203**



### Strategy:

There's no place in Oklahoma quite like Grove at Grand Lake. With so many lake amenities and its small town charm, you won't just lake it, you'll love it.

From downhome bars and restaurants to sports fishing to its small town mystique, Grove at Grand Lake is Grand in Every Way.

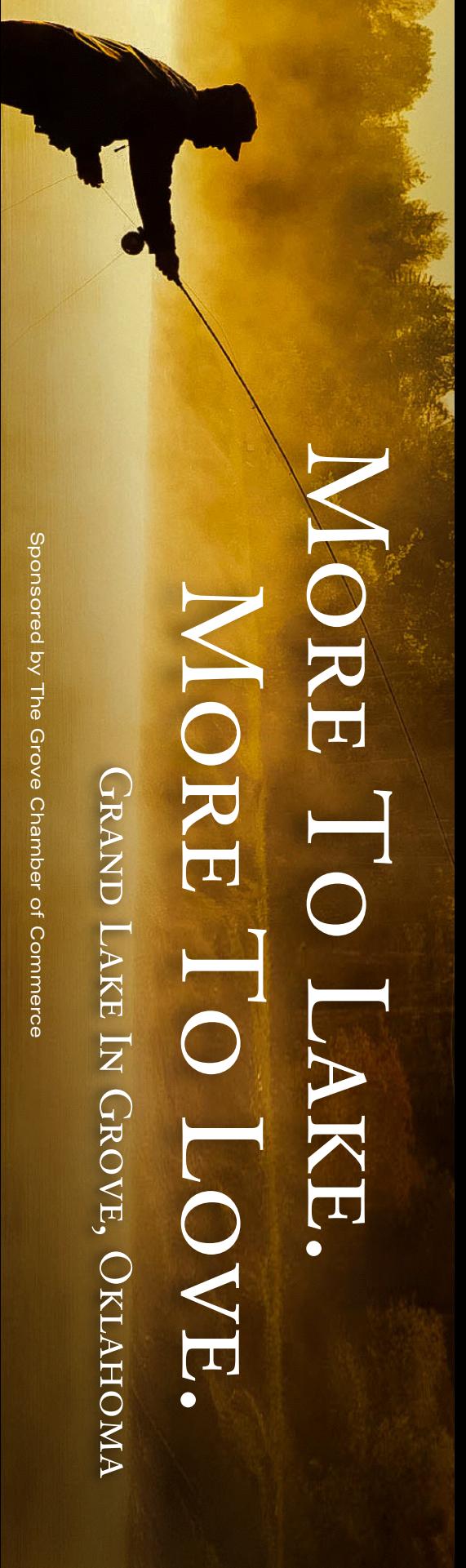


MORE  
TO LAKE.  
MORE  
TO LOVE.

GRAND LAKE AT GROVE, OKLAHOMA

Sponsored by The Grove Chamber of Commerce

LAMAR



MORE TO LAKE.  
MORE TO LOVE.

GRAND LAKE IN GROVE, OKLAHOMA

Sponsored by The Grove Chamber of Commerce

LAMAR



GRAND IN  
EVERY WAY.  
GROVE AT GRAND LAKE

LAMAR



**GRAND IN  
EVERY WAY.**

**GROVE AT GRAND LAKE**

**EXIT 203**

**LAMAR**



THIS IS LIVING.

GROVE AT GRAND LAKE

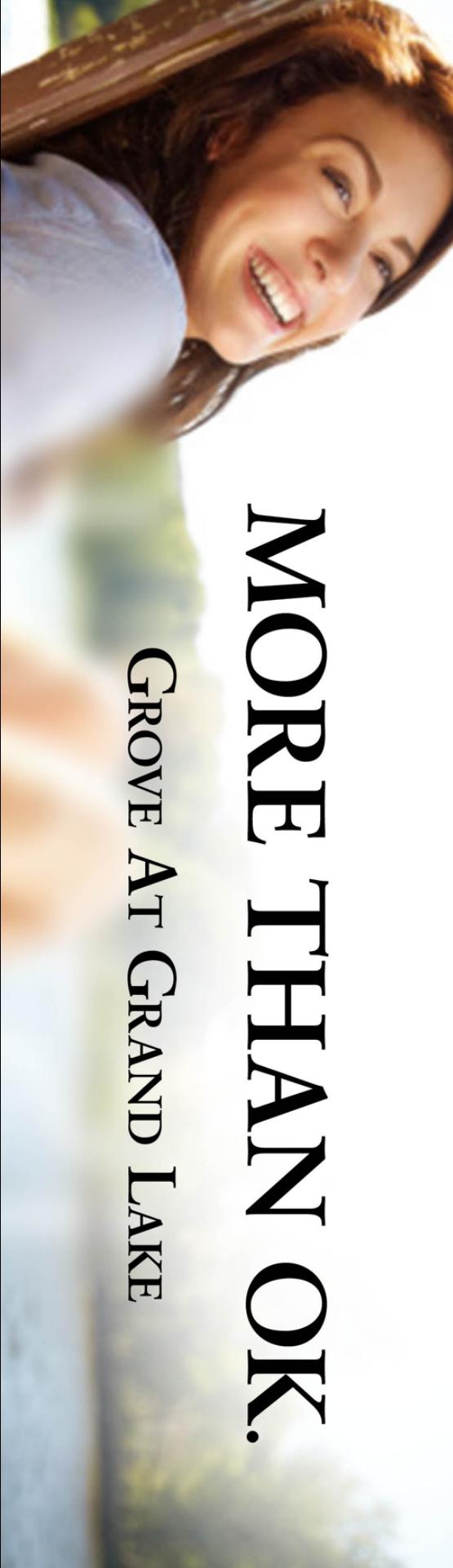
LAMAR



LAKE IT. LOVE IT.  
LIVE IT.

GROVE AT GRAND LAKE

LAMAR



MORE THAN OK.

GROVE AT GRAND LAKE

LAMAR



## Media:

This is bigger than billboards.

Strategic buys locally across the Media Networks ( MNI ) can create a presence that across local markets in national publications, regionally.



## LUXURY



## MEN'S LIFESTYLE



## An Integrated Campaign

