

Week 2 : Project One-Pagers

Short Pitch

A website encouraging viewers to visit Telluride Colorado by highlighting the amazing opportunities and views that it has to offer.

Long Pitch

Telluridebliss.com will emphasize the activities and courageous adventures that it's visitors can participate in on a daily basis. In addition to the sporty side of this mountain town it will showcase the breathtaking views and shopping opportunities. These main focuses that will be highlighted are a key for promoting and encouraging visitors of the website to want to experience this amazing town in person. In addition to the knowledgeable facts and art displayed, it will also have links to flight and hotel sites to push the marketing aspect.

Personas

- Families
- Active adults
- Newlyweds
- Young couples

Comparables

View pictures below