



explore the real original



The City of Albuquerque's new campaign to bring people back to Route 66 is all about rediscovering our stretch of the Mother Road. Through various tactics, including a website, locals and visitors can explore everything there is to love about the real original Albuquerque. The goal of the campaign is to create buzz about all that's going on along the Central corridor in order to bring business to local retail, restaurants, lodging, and entertainment venues.

**Experience Route 66 in the heart of Albuquerque. Discover its unique neighborhoods, dining, one-of-a-kind shopping, and entertainment.**

biopark district

downtown

edo/innovate abq

international district

nob hill

old town

west central

west downtown

university



**explore the  
real original**



**The Explore the Real Original  
Route 66 campaign is supported  
by multiple tactics.**

Multiple tactics were created to reach a diverse audience including locals, New Mexicans, and travelers from within the U.S. and around the world.





**Branding**



The colors in the new logo represent all the neighborhoods that abut Route 66 and the Central corridor. Each character is the same with a different rotation except the 'a' which has a shorter stem. The tagline, explore the real original, is a call to action to discover what's unique along Route 66.

**Website**



[exploreabq66.com](http://exploreabq66.com)

The ABQ 66 website tells the story of this stretch of Route 66 from its legendary history through the current, unique vibe of its neighborhoods. A lot of information is available for travelers planning a trip to Albuquerque as well as for locals looking to rediscover all that's happening along the Central corridor.



**Print**



Print ads target travelers planning their trips to Albuquerque through tourism publications.



**Social/Digital**



The campaign extends to social media with posts and videos on multiple platforms including online digital ads, Facebook, Instagram Stories, and YouTube, increasing engagement with the audience and garnering earned media.



**Light Pole Banners**



Branded banners for each neighborhood will be displayed along Central Avenue providing wayfinding in addition to awareness to the campaign.

