

AEDC/Tourism See Why Campaign			
CONTENT	ASSET	HEADLINE	MESSAGE
Organic and/or Paid			
Antonio Williams	TBD	Arkansas. See Why.	The Natural State is unlike any other place in the South. See why people are relocating for great jobs, a relaxed pace, and endless outdoor adventures.
Harvey Williams	TBD	Arkansas. See Why.	Anywhere you look, there's something amazing happening in Arkansas. See why people from all over are calling The Natural State home.
Jenny Straub	TBD	Arkansas. See Why.	See how Arkansas is taking American art to another level and why a new generation of culture seekers is calling it home.
Martin Smith	TBD	Arkansas. See Why.	Why Arkansas? Because there's all the space you need to do your own thing. But wait, there's more!
Nat Ross	TBD	Arkansas. See Why.	Breweries, bike shops and businesses of every kind are growing naturally in Arkansas. See why The Natural State is popping with entrepreneurs.
Get to Know - 15	X	Rediscover The Natural State	Do you love calling The Natural State home? Turn your out-of-state friends into locals! There's never been a better time to rediscover Arkansas.
Growth - 15	X	Love Arkansas? Invite a Friend	There's never been a better time to rediscover The Natural State. See why Arkansans from around the country are coming home to build careers and families. Share this video with an out-of-state friend, and you might get a new neighbor!
Short Drive - 6	X	Change Happens Fast in Arkansas	Wander close to where you work. It's easy in The Natural State. See why Arkansas travelers are becoming locals.
Organic Only			
Antonio Williams Interview	X		From relaxed communities to low cost of living, life is easier in Arkansas. See why people from all over the country are embracing The Natural State as home.
Harvey Williams Interview	X		A new generation of family businesses are popping up all over Arkansas. Come home to The Natural State and start something all your own. See why Arkansas is good for business.
Jenny Straub Interview	X		Think you know Arkansas? Prepare to be surprised! See why professionals are coming to The Natural State for the opportunities and staying for the adventure.
Martin Smith Interview	X		Work anywhere, live in The Natural State. See why Arkansas is the best of both worlds.
Nat Ross Interview	TBD		Business is booming in The Natural State. See why entrepreneurs are following their dreams in Arkansas.