

Tourism Advertising Initiatives



3 Advertising



An introduction to 3



We work with New Mexico's most successful brands.



Recognition

One Show Pencil

One Show Merit Awards

Communication Arts Advertising & Design Annuals

Cannes finalists

Archive

Graphis

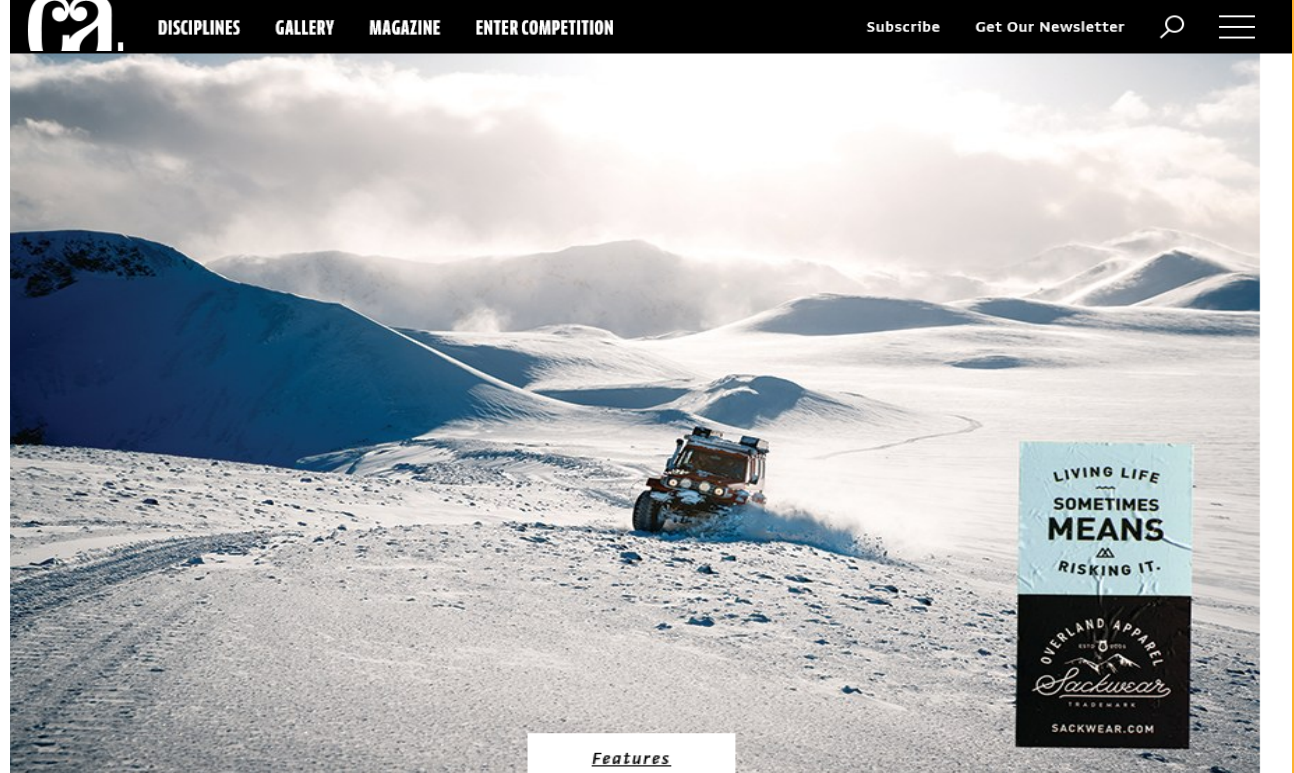
National Addys

Shoot Magazine

Print Design Annual

EFFIE

Ogilvy Effectiveness Awards



Features

3 Advertising

Clients in Albuquerque and beyond trust this small, hardworking, design-centric ad agency that punches above its weight.



By Julie Prendiville
Roux

Apparently, there are red people and green people. At least that's so in New Mexico when it comes to chiles and the flavorful sauces blended from them. Red is smoky and heavy-handed in a comfort food sort of way, while green tangs up, citrusy. Meant to smother delicious regional fare, like carne adovada, chile rellenos and Frito pie, they add a regional air. At restaurants, servers ask which you prefer, because, again, you are either red or green.

Our product is our thinking.

An advertising agency is its people. Our product is the thinking that the people here at 3 do every day and the specialized ability to make ideas a reality.

The benefits to our clients include:

- New ways of looking at things,
- New ways of executing our communications,
- And ultimately campaigns that achieve results.

We hire the best and keep them here.





What we deliver:

- Message research and strategy
- End-to-end account planning and management
- Partnership with NM Tourism Department
- Thoughtful media planning, placement and reporting for a variety of linear and digital channels
- Creative development, including branding, art direction, design, copywriting
- Website development and online communications
- Production services, from video and audio, to printed materials, to large scale installations

Strategic Approach to Roswell's Tourism Efforts

OBJECTIVE

Communications Objective: To develop well-rounded messaging that focuses on Roswell as a destination. This messaging will frame a positive visiting experience for travelers, enticing them to repeat visit and expand their perception of what Roswell has to offer.

In order to: Increase overnight leisure travel to Roswell, leading visitors to spend more time and money in the community and ultimately strengthening tourism and lodgers' tax revenue.

TARGET AUDIENCES: Primary

Sci-Fi/Extraterrestrial Enthusiasts and Truth Seekers: May come as couples, groups of friends, or mom and dad with the kids. They come for the lore of alien and UFO activity, they play along and want to believe.

Families: They want something that everyone can enjoy such as outdoor activities, places to see, zoos/recreational areas for the kids, etc. This group wants to travel to a memorable place with a lot to offer without being too expensive. *This year we will really want to focus on the affordability for this group.*

Weekend Warriors: These people have regular jobs and not a lot of free time. They are looking for a place that is easy to get to and affordable.

New secondary inclusions for 2026: Rvers, ATV and other outdoor adventurers, and aviation enthusiasts

**Campaign:
Aliens are only part of the picture.**

Creative Approach:

We know that alien lore is often the hook for Roswell visitors, but we also want tourists to know there's more to our destination than UFO culture. That said, we know we can't ignore what has made Roswell famous. In this campaign, we let visitors know that **Aliens are only part of the picture**. This allows us to showcase all the different aspects of Roswell tourism while still nodding to our claim to fame in a tongue-in-cheek way.

And in various executions, we remind visitors that Roswell is an ideal place to stay to see area attractions to further drive overnight stays.



ALIENS ARE ONLY PART OF
THE PICTURE.

ROSWELL[®]
believe.

SEEROSWELL.COM.

20493B



ALIENS ARE ONLY PART OF
THE PICTURE.

ROSWELL[®]
believe.

SEEROSWELL.COM.

20493B



Roswell, New Mexico - Tourism

7h · 🌐

...

There's more to Roswell than little green men. Discover out-of-this world shopping and dining when you explore downtown. [SeeRoswell.com](https://www.seeRoswell.com).



**IN ROSWELL, ALIENS ARE
ONLY PART OF THE PICTURE.**

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**IN ROSWELL, ALIENS ARE
ONLY PART OF THE PICTURE.**

ROSWELL
believe.



Roswell, New Mexico

Sponsored · 🌐

Find more than UFO lore in Roswell. Enjoy low-cost RV stays and wide-open New Mexico adventure.



SEEROSWELL.COM

[Learn More](#)

👍 Like

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Roswell, New Mexico

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Roswell is more than aliens. It's affordable RV parks, big New Mexico skies and plenty to explore without breaking the bank.



SEEROSWELL.COM

[Learn More](#)

👍 Like

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IN ROSWELL, ALIENS ARE ONLY PART OF THE PICTURE.

Roswell, New Mexico offers more than extraterrestrial intrigue. Explore Bottomless Lakes State Park for swimming and hiking. Find unique shops in our walkable downtown district. And enjoy Bitter Lake National Wildlife Refuge with awe-inspiring views and incredible birdlife. It's a cosmic adventure that's lightyears from expensive.

SeeRoswell.com

ROSWELL[®]
believe.

Media: Campaign plan & current impact

Tactical Approach

Timing:

- Spring (Spring Break/March – mid-May)
- Summer (mid-May – mid-August)
- UFO Festival / the country's 250th birthday (July 3-6)

Geography:

- In Texas – Lubbock, Amarillo, Odessa-Midland and El Paso
- In New Mexico – Las Cruces and Albuquerque

Tactics include:

- Social media (Facebook, Instagram)
- Programmatic Display (Web banner ads)
- Streaming audio (podcasts, music)
- Paid search (SEM)
- Outdoor
- Radio
- Print (various NM and travel publications)

Digital Media Results Update

Since our FY26 Tourism campaign has been running, we have delivered as intended and have exceeded our goals. We are also seeing significant year over year improvements.

- **1.2M** impressions
- **16,355** new sessions on the website
- **10,407** conversions
- **18,946** clicks
- Exceeded cost-per-action benchmarks across the board for every digital tactic employed
- Facebook/Instagram has a click-through-rate (CTR) of **2.26%** (double over FY25)
- Display has a CTR of **0.12%** (just shy of FY25's 0.13%)
- Audio has a nearly perfect completion rate of **99.13%**
- Paid search (SEM) has a CTR of **15.91%** (an improvement over FY25's 13.62% CTR).

Impression detail for other media and lodging is available as requested.

Thank you!

