



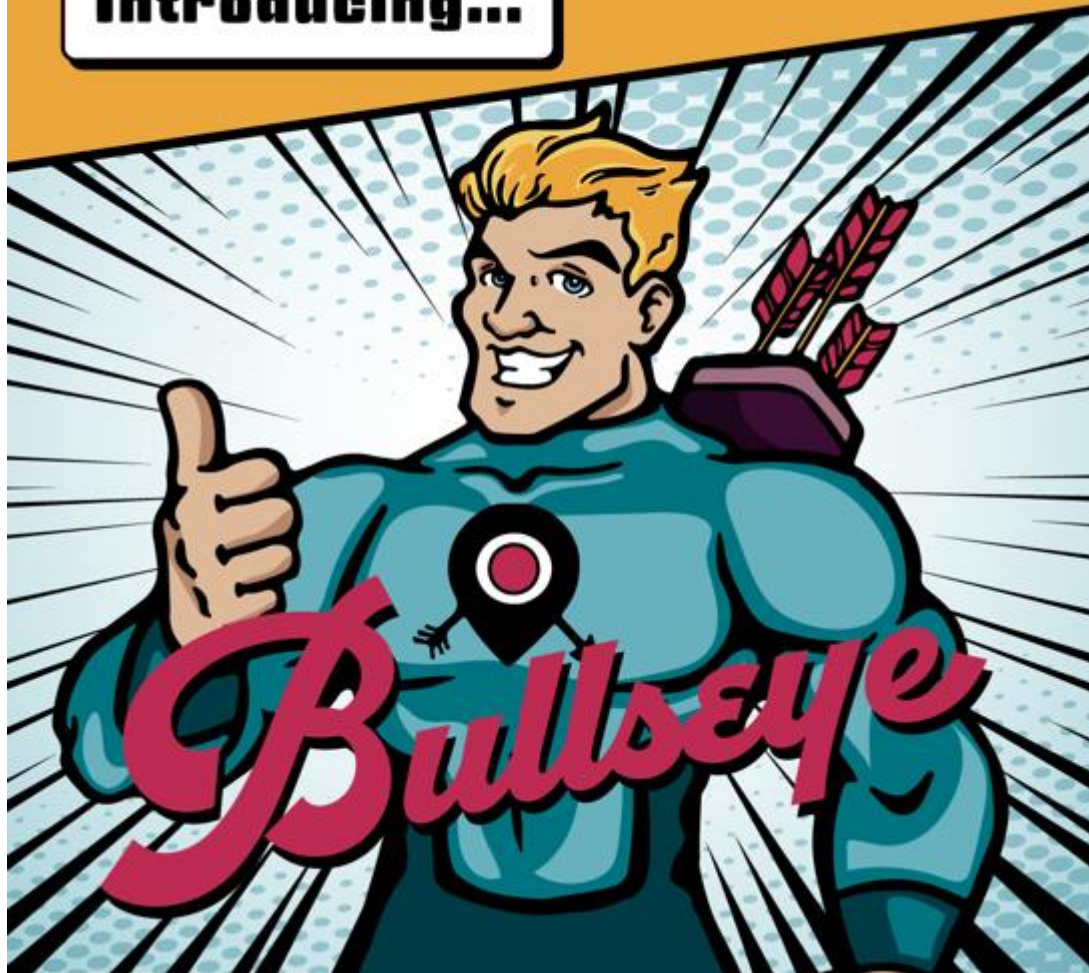


**In a world
where families
lack adventure...**



...a new hero emerges.

Introducing...



The official
superhero of...

Broken
Arrow

BULLSEYE!



Where will Bullseye pop up next?

Follow his journey and discover all that Broken Arrow has to offer.



**Where's
BULLSEYE?**



Campaign Goals

- **To not produce the typical image campaign of sunsets and evening walks but to entice people with curiosity**
- **Create a character who explores Broken Arrow and stimulates business engagement as well as customer curiosity**
- **Increase social presence through a campaign dynamic enough to engage people of all ages on diverse platforms.**
- **Get people to watch. It's the first necessary step to effective campaigning. To get people to engage, interact, share and tag their individual circle of influence is far more vast and trusted than any marketing plan could be!**



VISIT BROKEN ARROW

BOARD 02



VisitBrokenArrowOK.com

Broken Arrow
...Where families find fun

Visit **BROKEN ARROW**



Meanwhile, on Main Street...



Visit **BROKEN ARROW**

Find out where Bullseye will show up next at
VisitBrokenArrowOK.com



Discover more at...

VisitBrokenArrowOK.com
...Where families find fun.

Visit **BROKEN ARROW**



[Bullseye Origin Story](#)

[Bullseye Animation](#)