





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



**...a new hero emerges.**

Introducing...



The official  
superhero of...



**Where will Bullseye pop up next?**

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



**Where's  
BULLSEYE?**



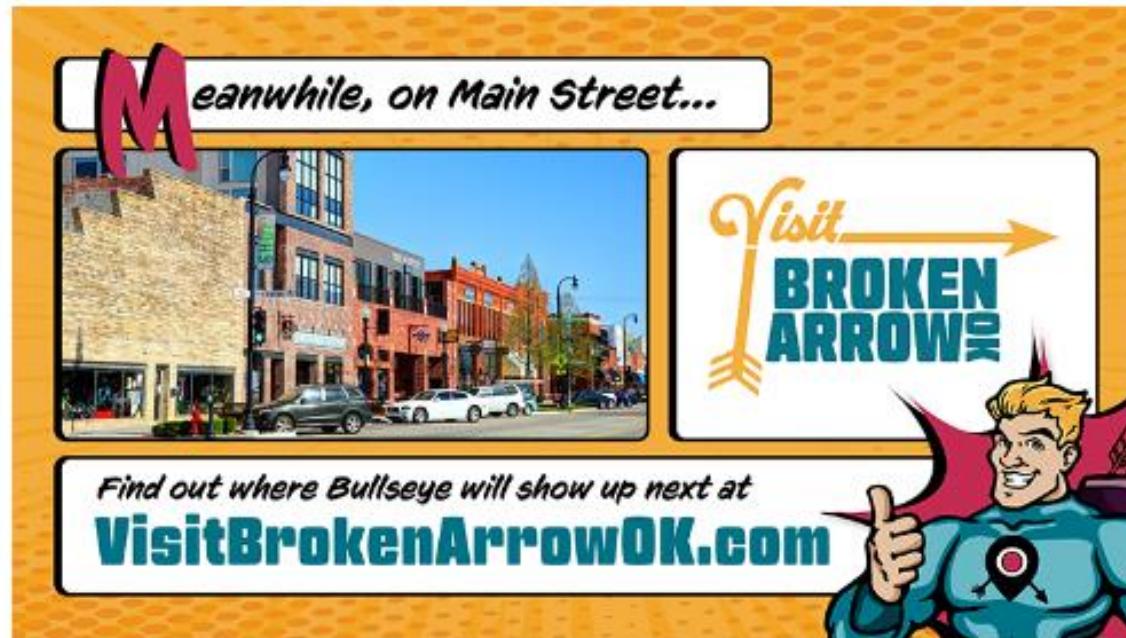
# Campaign Goals

- **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





[Bullseye Origin Story](#)

[Bullseye Animation](#)