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Chickasaw Country Launches “Take Tomorrow” Campaign

Chickasaw Country, Okla. – Chickasaw Country, the tourism department of the Chickasaw Nation, announced the launch of a new video campaign this week featuring the numerous ways to explore, connect and unwind in south-central Oklahoma. The “Take Tomorrow” campaign showcases the natural beauty, the enjoyable adventures and the cultural experiences available in Chickasaw Country.

The “Take Tomorrow” tagline invites locals and visitors into a state of action, movement and discovery, conveying the vast possibilities a day or week in Chickasaw Country holds. “Take Tomorrow” is meant to spur the visitor into action.

The first video in the series is online now and focuses on taking tomorrow to explore featuring a group of friends who are enjoying their adventure in nature. The second video in the series to be released next month features a family, connecting with nature and with each other. The third video in the series will feature a couple unwinding in Chickasaw Country.

“Chickasaw Country is a versatile, welcoming and beautiful escape,” said Paige Shepherd, director of tourism for The Chickasaw Nation. “With this new campaign, our hope is locals and visitors alike will look at Chickasaw Country as a preferred location for their next getaway and to be inspired by the locations and scenery in the videos.”

Chickasaw Country introduced its new branding in January 2023 with four brand pillars for guests to connect, explore, learn and relax in south-central Oklahoma. The “Take Tomorrow” campaign is a natural progression of that message showcasing there is something new around every corner in Chickasaw Country ready to be explored.

An estimated 7.2 million travelers visited Chickasaw Country in 2021. (Economic Impact Report, 2021) The new campaign will target potential travelers in the drive market including Oklahoma, Texas, Louisiana, Arkansas, Missouri and Kansas through digital advertising and organic social posts.

For this project, Chickasaw Country partnered with Flight, a local creative, marketing and film agency taking brands to new heights.

“With new branding and new messaging, we wanted fresh eyes and perspective for this project,” said Angel Green, tourism marketing assistant director for the Chickasaw Nation. “Flight was able to really bring our vision to life.”

The first video can be viewed now online at <https://youtu.be/UP-nh2q2KOs>. To learn more about the things to do and explore in Chickasaw Country, visit www.chickasawcountry.com.

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About Chickasaw Country

Nestled in the south-central region of Oklahoma, [Chickasaw Country](#) is a regional tourism organization representing 13 of Oklahoma's 77 counties. A division of the Chickasaw Nation, Chickasaw Country is the tourism brand and resource for visitors and communities in the region, promoting local attractions, experiences and events. South-central Oklahoma is an easy, versatile, friendly and beautiful escape packed with First American and Western culture, outdoor recreation, local dining, breathtaking landscapes and one-of-a-kind festivals. For adventure-seekers, cultural lovers and everything in between, Chickasaw Country is uniquely positioned as a go-to, spur of the moment, easy-to-get-to, ever-changing vacation, for a day, a weekend, a week or longer.

*Visitation breakdown by county is available in the 2021 Economic Impact Report from the Oklahoma Tourism & Recreation Department.