

FY25 Creative Gallery

Sampling of creative July 2024 – June 2025

Creative

235+

creative assets, including
video, audio, carousel, story,
static and native

Custom

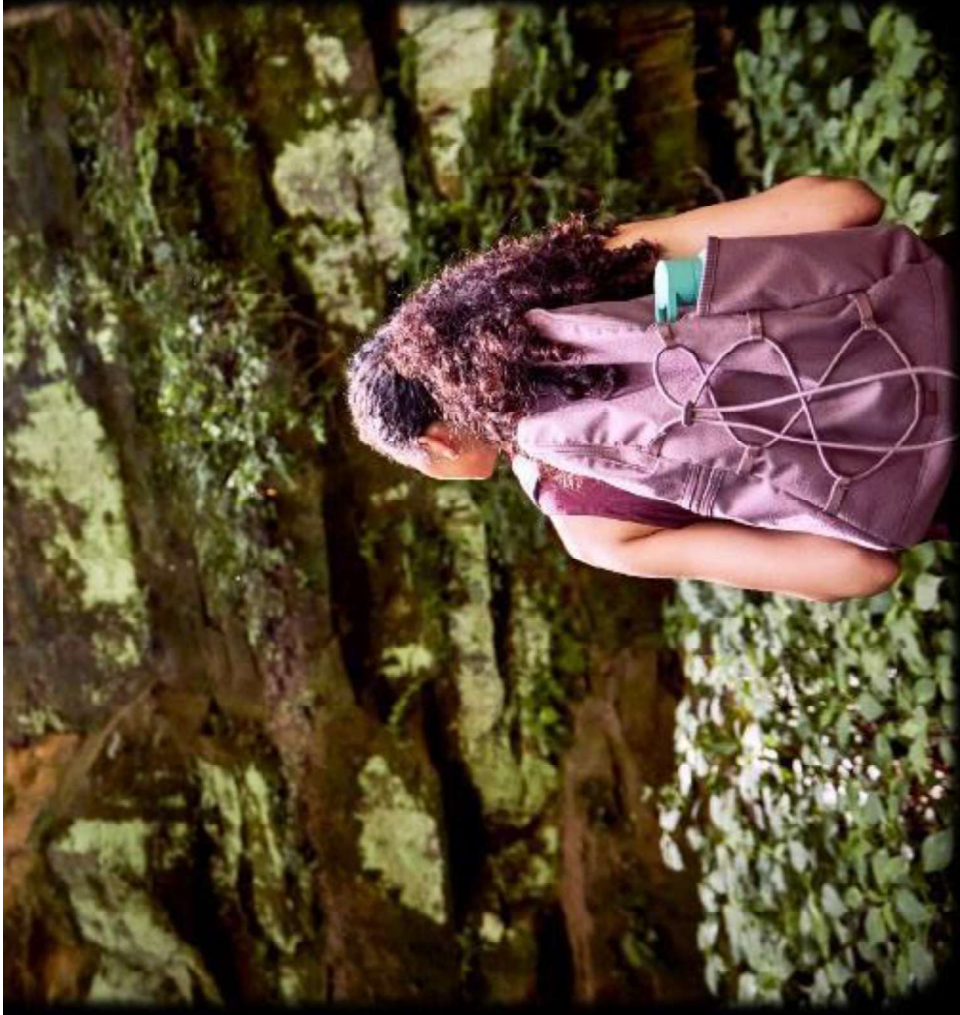
photography captured
on-site in Iowa and use
repurposed footage/visuals

Representation

across all travel areas

Launch

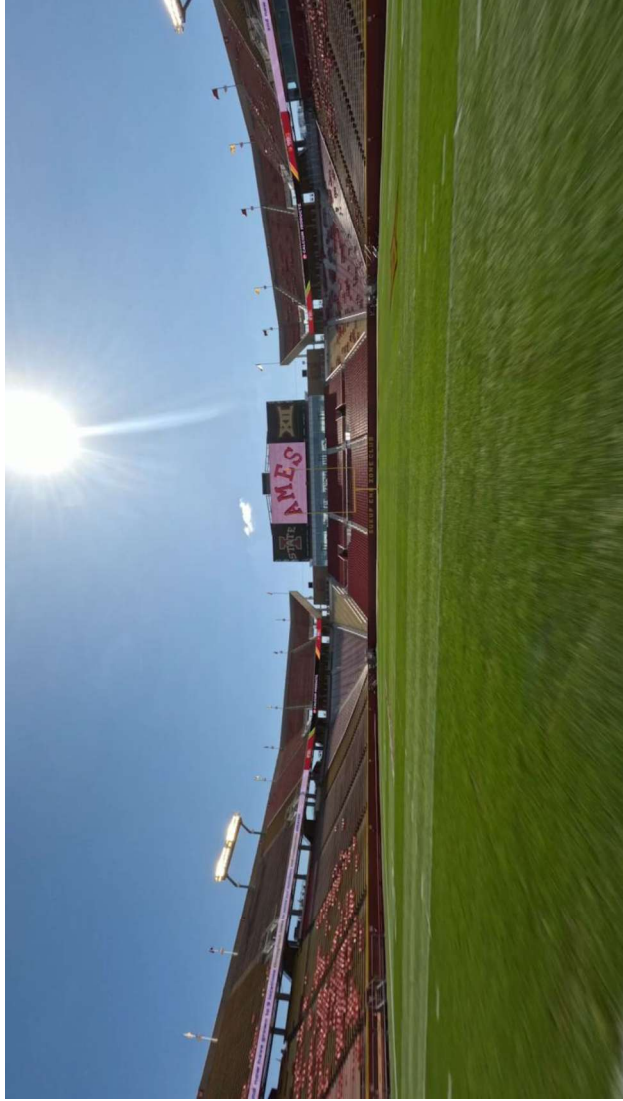
New Give it Time platform



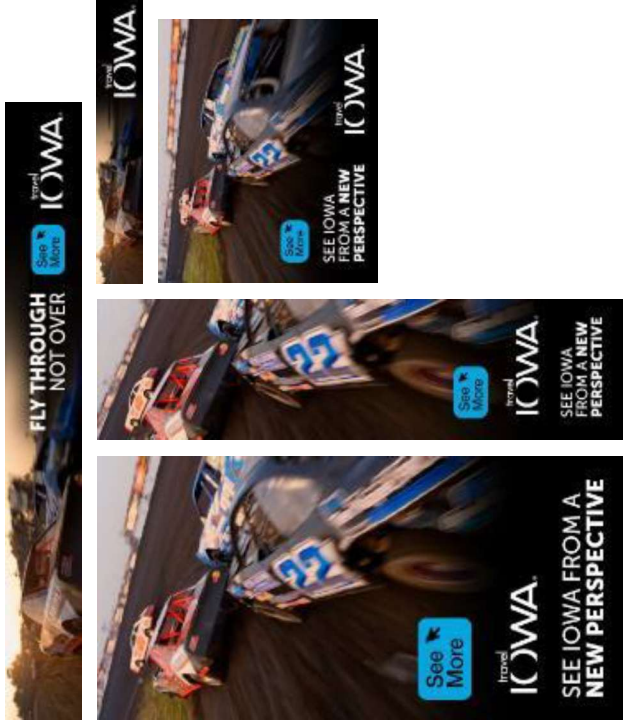
GIVE IT *time*

Fall

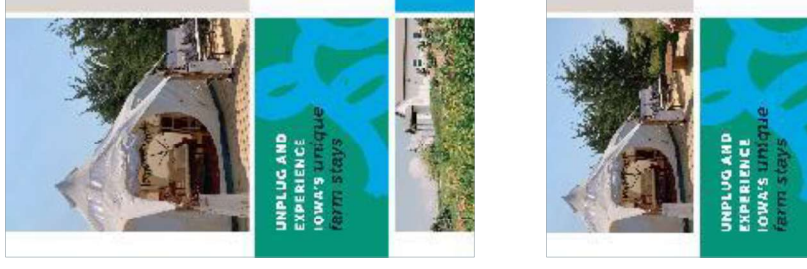
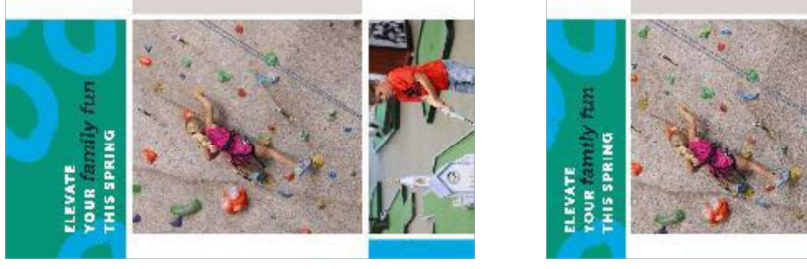
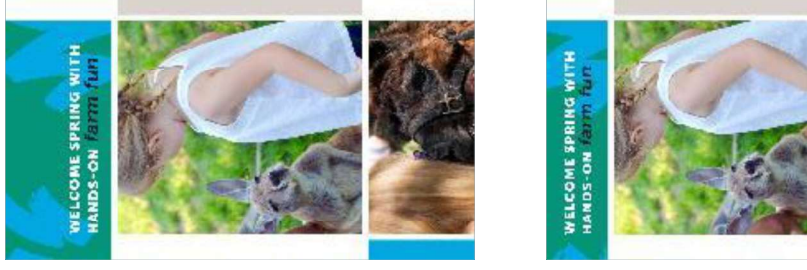
ISU Flythrough Video (Embedded)



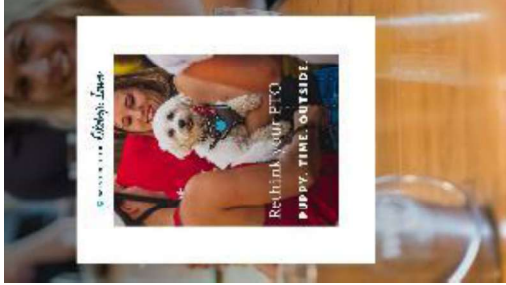
Display Ad Samples



Winter / Spring



Summer



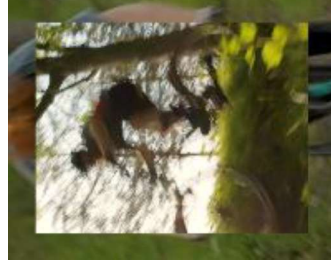
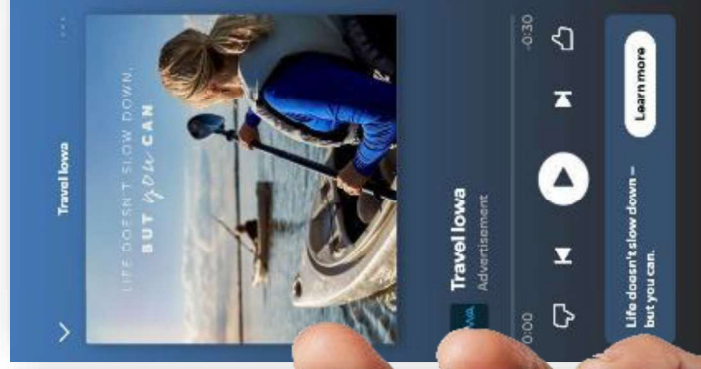
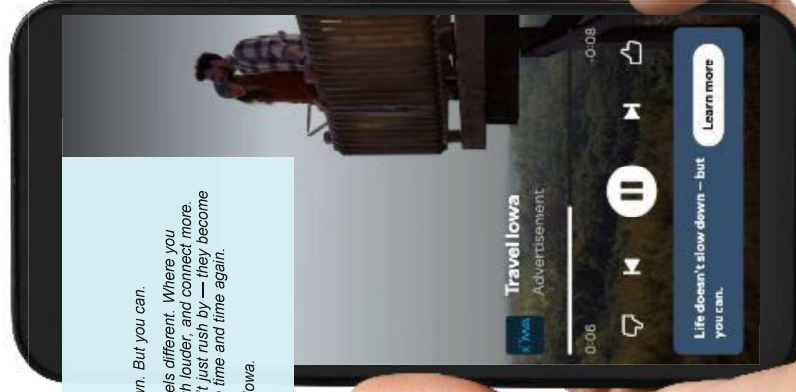
Summer

Audio:

Life doesn't slow down. But you can.

This is where time feels different. Where you breathe deeper, laugh louder, and connect more. These moments don't just rush by — they become the stories you share time and time again.

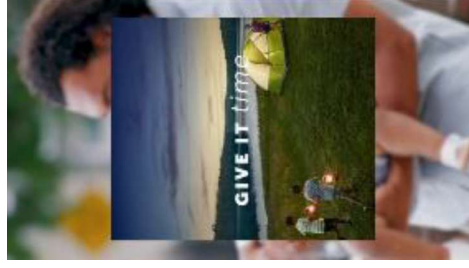
Give it Time. Travel Iowa.



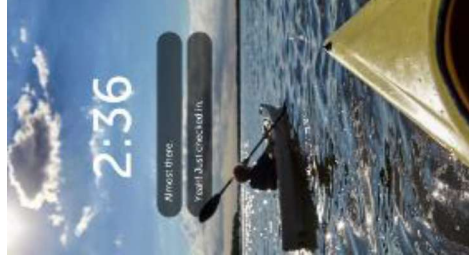
[9:16 — Full Video](#)



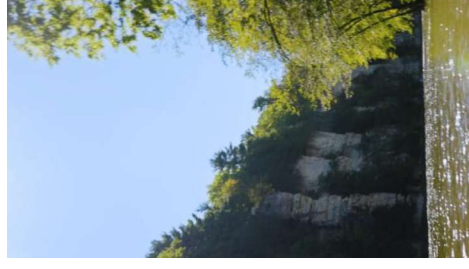
[16:9 — Full :30 Video](#)



[9:16 — Full Video](#)



[9:16 — Full Video](#)



[ASMR Sample
\(Embedded\)](#)