

DISCOVER CALIFORNIA

THROUGH A VINTAGE LENS

Self-initiated Instagram campaign concept | Travel & tourism | Created for the portfolio of Valentin Chelea

The challenge

How could vintage-inspired photography make travel content feel personal and memorable for young adults exploring California?

The idea

A three-post Instagram concept built around destination discovery, retro details, and the emotional feeling of travel. Original digital photographs are used as visual assets, with warm color, nostalgic typography, and concise calls to action.

Audience & objective

Audience: Young adult travelers and photography enthusiasts (approximately ages 18–35).

Primary objective: Build destination awareness and inspire trip planning.

Secondary objective: Encourage saves, shares, and conversation.

Creative direction

Visual identity: Cream, muted blue, warm highlights, editorial-style typography.

Platform: Instagram feed, 1080 × 1350 px (4:5).

Assets: Original photography edited by Valentin Chelea. Post layouts are campaign mockups.

Location accuracy

The cable car photograph is presented as San Francisco. The diner and golden-hour photographs are used as mood-based creative images; their exact locations have not been verified, so the posts do not identify them as specific California attractions.

01 — Destination discovery



Proposed caption: Some places never go out of style. Ride through San Francisco, take the scenic route, and notice the details that make a city unforgettable.

Call to action: Save this for your next San Francisco itinerary.

Suggested hashtags: #DiscoverCalifornia #SanFrancisco #CaliforniaTravel #TravelPhotography

02 — Culture & nostalgia



Proposed caption: A little nostalgia can turn an ordinary stop into a memorable moment. From retro interiors to local stories, the best travel inspiration is sometimes in the details.

Call to action: What is your favorite retro spot?

Suggested hashtags: #VintageAesthetic #TravelInspiration #RetroInteriors #VisualStorytelling

03 — Emotional storytelling



Proposed caption: The moments you remember are not always on the itinerary. Chase the light, slow down, and make room for unexpected memories.

Call to action: Share this with your favorite travel companion.

Suggested hashtags: #TravelMoments #GoldenHourPhotography #VisualStorytelling #TravelInspiration

Content plan & measurement

Suggested publishing calendar

Day	Post	Purpose
Monday	San Francisco	Destination awareness
Wednesday	Retro Details	Conversation / engagement
Friday	Golden Hour	Emotional connection / shares

Proposed KPIs

Reach: Unique accounts exposed to the campaign.

Saves: Signals of future travel-planning interest.

Shares: Signals of social relevance.

Engagement rate: Interactions relative to reach, defined consistently.

Profile visits: Interest in learning more about the campaign.

Project status

This is an original, self-initiated creative concept. The three social media mockups and campaign plan are completed, but the campaign has not been published or tested. No reach, engagement, conversions, or other performance results are claimed.

Portfolio-ready summary

Developed a three-post conceptual Instagram campaign for California tourism using original photography, vintage-inspired visual design, audience-focused captions, and a proposed KPI framework. Designed to demonstrate creative direction, content planning, and basic social media strategy.