

Adventure by Day, Culture by Night



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May 9, 2017

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Executive Summary

Explore Minnesota is a top-ranking planning resource for anyone who is interested in traveling to the Midwest. They pride themselves on providing consumer advertising, public relations, publications, websites, social media and international marketing to highlight Minnesota's \$14.4 billion tourism industry. Each day, Explore Minnesota works to inspire consumers and facilitate their travel to and within the state by promoting diversity, creativity, teamwork, integrity, exceptional customer service, and fun in the workplace. Explore Minnesota's five core marketing objectives are to drive economic vitality, create innovative advertising, increase consumer engagement, enhance industry relations and provide excellent customer service. They work closely with Colle + McVoy, a Minneapolis based full-service advertising agency, to not only survive in the tourism industry, but thrive.

Our campaign objectives are based around the goals of increasing website traffic and brand awareness, which will ultimately drive more tourism into Minnesota. To make this possible, we have highlighted groups, families, and couples under the age of forty as our target market because we think that these are the people who are the most active and looking for diverse things to do. We are targeting both of Minnesota's two main audiences, the spontaneous adventures and cultured explorers. The overall goal of our campaign is to combine both of these markets together in a state that has something to offer everyone.

For our campaign's creative strategy, we came up with the title: *Adventure by Day, Culture by Night*. We really want to express to Explore Minnesota's audience how easy it is to experience a variety of activities in Minnesota, without driving all over the state. We are using an animated tone in our campaign to express our excitement regarding Minnesota and all the state has to offer. From an offer standpoint, we see the value Minnesota has with something unique. A chance to fulfill so many different wants and needs in a relative area. Because of the exciting benefits of Minnesota, we decided to take a rational approach to our campaign. We are showing images, writing content, and creating interest surrounding the places in Minnesota. Rationally, we want to show our audience: Minnesota is a place for everyone, where you can do everything. We have created sponsored social media posts for Facebook, Instagram, and Pinterest, Spotify advertising, Google banner ads, and a commercial to effectively reach our target audience.

In our evaluation strategy, we will be focusing on the success of our advertising campaign over the 12 week span. It will be essential to monitor the success of each ad to see which ones are thriving and which ones either need to be changed or if we should stop using a particular social platform all together. Most of the budget is going towards the commercial which will be our main focus when evaluating the success of these ads. If we find during the campaign one of the commercials is not reaching as many people as we thought it would, we would look into other channels which our target audience would be interested in.

Situation Analysis/Strategic Research

The Organization

Explore Minnesota is a tourism organization headquartered in St. Paul, MN that works closely with Minnesota communities and businesses to promote the state as a travel destination. Through consumer advertising, public relations, publications, websites, social media, international marketing and other efforts, this organization is able to hone in on Minnesota's outstanding \$14.4 billion tourism industry. Communicating with Minnesota's tourism industry is key to the success of Explore Minnesota.

The organizational mission of Explore Minnesota is to inspire consumers and facilitate their travel to and within Minnesota. They do this by marketing Minnesota tourism, including destinations, lodging, museums, attractions, restaurants, events and outdoor recreation, to consumers.

Organizational Objectives Include:

1. **Diversity**
 - As a tourism destination, Minnesota offers a diverse array of destinations, activities and events. As a workplace, we value the wide array of backgrounds, opinions and work styles our employees bring to the table.
2. **Creativity** in product and problem solving
 - Developing creative ways to market Minnesota as an attractive destination is in everyone's job description.
3. **Teamwork**
 - Every employee, as well as our peers in the Minnesota tourism industry, works together toward the same goal of promoting Minnesota as a great place to visit. Veteran and new employees collaborate and help each other succeed.
4. **Integrity**
 - Whether it's a promise to travelers, our industry peers or each other, we accomplish what we set out to do and strive to exceed expectations with every project, while remaining honest and ethical no matter what.
5. **Exceptional customer service**
 - Our extensive library of travel information and resources is second to none, accessible to all, and always delivered with a smile.
6. **Fun!**
 - Fewer things are more fun than traveling, and we strive to infuse that feeling into everything we do.

Explore Minnesota's Marketing objectives - from the Explore Minnesota Website:

1. **Drive Economic Vitality**
 - Explore Minnesota aims to grow gross leisure and hospitality sales to \$15.2 billion, jobs to 270,000 and sales tax revenue to \$980 million annually. This will be done by influencing visitation and spending from new and existing domestic

and international markets. This will encourage industry investment in private and public partnerships and take an entrepreneurial approach to growth. Overall, Explore Minnesota will develop a master plan for the growth of state tourism, incorporating product development, workforce and transportation by leading a comprehensive, statewide strategy to support significant new events.

2. Create Innovative Advertising

- Explore Minnesota aims to achieve a 6-to-1 return on investment of their advertising while generating an annual incremental traveler spending of \$320 million and achieving an annual incremental visitation of 3.125 million. This will happen by evolving the creative campaign to engage and inspire today's travelers. Explore Minnesota will reach target consumers through a strategic marketing mix, including social media to increase brand awareness of Minnesota and its offerings while capitalizing on marketing opportunities during all seasons in relevant markets.

3. Increase Consumer Engagement

- Explore Minnesota aims to generate 4 million visitors annually to exploreminnesota.com, grow social media engagement by 150,000 new followers and increase scope as well as number of earned media impressions by 500 million impressions. This will be done by engaging audiences with innovative digital content to generate more web traffic from potential visitors. Explore Minnesota would like to be a social media thought leader and collaborate with stakeholders to engage new audiences while increasing investment in public relations to garner positive media coverage in new and existing markets

4. Enhance Industry Relations

- Explore Minnesota aims to enhance both public and private partnerships to surpass \$5 million in annual match dollars. Hopefully this will continually provide outreach and education to tourism industry partners while we work to achieve a 90% industry satisfaction level of EMT services. Explore Minnesota will do this by developing effective private sector programs and partnerships while offering a robust mix of relevant programs at a range of costs. The company will work to engage the tourism industry in conferences and training opportunities. Coordinating and advocating for the industry on public affairs issues will create opportunities for industry engagement in niche markets.

5. Provide Excellent Customer Service

- Explore Minnesota aims to provide personal service to 3.2 million customers annually and achieve positive customer satisfaction levels according to measurable criteria. This will happen by providing innovative customer services to meet the needs of today's travelers as well as provide all avenues of customer service, including email, online chat and social media interaction. Explore Minnesota will institute ongoing methods for evaluating customer satisfaction and make necessary improvements to enhance training for customer service staff.

The Organizational Structure for Advertising revolves around the ad agency that Explore Minnesota has worked with since 2010: Colle + McVoy. Colle + McVoy is an inventive full-service agency specializing in the modernization of brands located in Minneapolis, Minnesota.

Market Research

Industry: The purpose of the tourism industry is to promote leisure and hospitality in Minnesota which contributes to a thriving economy that encourages business growth and employment opportunities. Tourism is a \$14.4 billion industry in Minnesota and employs almost 260,000 Minnesotans. This dollar amount has grown exponentially in size with \$10.2 billion in revenue in 2005 and 11.3 billion in revenue in 2010 compared to the \$14.4 billion that is generated annually in 2015.

Competition:

- Travel Wisconsin- \$19.3 billion impact
- Travel Iowa- \$8.1 billion impact
- North Dakota Legendary- \$5 billion impact
- South Dakota Tourism- \$6 billion impact

Product Research

Website Features and Benefits:

- Region specific travel planning tools
- Clear and concise contact information
- Recommendations for dining, attractions, festivals, overnight stays and additional resources
- Seasonal specific travel ideas to fit all types of personalities
- Easy access to social media links like Instagram, Facebook, Twitter, Pinterest and YouTube
- Easy to find search bar option
- Eye catching graphics, designs and colors

SWOT Analysis

Strengths: Unlike other travel sites, Explore Minnesota allows couples, families, friends and solo travelers to plan an amazing trip that meets the needs of everyone without the hassle of having to plan multiple trips to different states or regions. Our interactive website is easy to use and provides recommendations for both cultural explorers and spontaneous adventurers. In addition, since Explore Minnesota is such a widely used resource for travelers, we are able to provide tips, tricks and advice from past guests to make everyone's first time experience a great one!

Weaknesses: When people look at the Explore Minnesota website, they see all the adventure and culture Minnesota has to offer. They are interested in exploring Minnesota but may not

know where to start because there is so much information on the website or may not realize how close everything is. New visitors may not know how easy and quick it is to get from the city to the country in Minnesota. Our audience needs to travel to Minnesota with the idea that they will be doing a variety of exciting activities.

Opportunities: Increasing brand awareness through various forms of social media, television commercials, Google Ads, and Spotify ads are our primary opportunity for improvement. Another opportunity to take advantage of is making helpful improvements to the already fantastic website. We will promote the well-kept website that is free for travelers to interactively use. These opportunities for improvement will increase the number of people who want to get out and Explore Minnesota.

Threats: Explore Minnesota's biggest threats are the following area states: Wisconsin, Iowa, North Dakota and South Dakota. Neighboring state travel agencies are not necessarily competitors with Explore Minnesota, but we do try to keep up with the pace of their campaign progress. With each of these state having such large tourism industries, it is vital that Explore Minnesota is seen as the premier travel destination for all types of people.

Advertising Campaign Objectives

Target Audience

Two specific target audiences we want to expand on are young couples (ages 18-35) and young families (younger than the age of 40) who are seeking to travel within Minnesota with different interests of what they enjoy doing. We recognize the main audiences who enjoy traveling to Minnesota as spontaneous adventurers and cultural explorers. We understand couples and families don't always share the same interests when it comes to traveling, so our overall goal is to combine our target audiences together to make traveling in Minnesota a destination they will not look past.

Our spontaneous adventurers are looking for new experiences in the great outdoors. They value the environment around them and are constantly motivated to seek out the natural beauty that can be offered in state parks, on scenic drives, and right in their own backyards. These great outdoor enthusiasts are very supportive of nonprofit and local organizations and tend to advocate for environmental issues. Traveling is not a concern for this audience, as most already live in the suburbs and enjoys taking their time to get to their destination.

Our second target audience, the cultural explorers, are nestled deeply in the heart of the cities. Typically, this audience is female dominated, but they travel in groups which consists of both genders. These young groups are in with all of the current fashions and trends, and find themselves at mom and pop coffee shops over franchise operations. They enjoy the city night life (could be referred to as "nocturnal") over day trips and spend a lot of time searching for the newest upcoming artists. Fine cuisine, art museums, and street festivals are on a typical weekend "to-do" list.

Communication Goals

In this campaign, our objectives are to highlight many of the diverse opportunities Minnesota has to offer, increase website traffic and increase Minnesota tourism. We want our audience to view Minnesota as a place where different personalities can come together to enjoy diverse activities within one general area. In order to measure these goals, we would like to increase website views by 45% by May 25th. By increasing Explore Minnesota website views, we envision a generation with more awareness of what Minnesota has to offer. We will measure our brand image on a regional scale and remain relevant by continuing to use mediums such as television commercials, banner ads, Spotify, and social media (Instagram, Facebook, etc.). Our goal is to develop the view of Minnesota as the state that everyone can go to when they want to experience "it all" without the hassle of traveling too far to get there.

Awareness

We believe that currently, Explore Minnesota's target audience is about awareness of the brand. With our advertising campaign objectives, we would like to increase the awareness by 30% after our twelve-week campaign. Our twelve-week campaign will take place throughout the summer months. We will be advertising during the months of May, June, and July.

Creative Strategy

Advertising Message Idea

The message idea of our Explore Minnesota campaign is, there is something for everyone in Minnesota. The title, *Adventure by Day, Culture by Night* expresses how easy it is to get a little (or a lot) of everything in one place. We really want to convey the feeling of a complete trip, and a complete experience, when a family or group decides to come to Minnesota. All of our advertising is centered around the demonstration of exactly how easy it is to find something everyone in your group will enjoy doing. Minnesota is a one stop shop. Our campaign is both informational and transformational. We do present information in our campaign by detailing some of Minnesota's most popular destinations, to give examples of how a family or group might enjoy their trip and fulfill everyone's needs. Our campaign does go beyond just the information into transformation because we also are selling an overall idea and feeling of connectivity. We want people to feel like they can enjoy their trip with their loved ones, even if they have different interests. Come to Minnesota, where you can experience everything all in one trip. We also go beyond the purely informational message with our Spotify ads which suggest a Minnesota playlist (featuring Minnesota based artists). Music is a great way to get people in the Minnesota mood, and create happy feelings and lasting impressions.

Tone

The tone of our advertising campaign is animated, meaning it is full of life and excitement. We want to get our target audience as excited about coming to Minnesota as we are! Generally, the copy will discuss the features Minnesota has to offer which can satisfy every desire. This leads to our tagline, and the title of our campaign: *Adventure by Day, Culture by Night*. This, in a nutshell, explains our entire campaign.

Motivational Appeal

Our campaign uses a rational appeal to motivate visitors to choose Minnesota as their destination. Specifically, we are demonstrating the ease in which you can take a complete and satisfying vacation for your entire group or family without needing to take multiple trips, or without the need to sacrifice interests of half of the group. Even with our title and tagline, *Adventure by Day, Culture by Night* we have one line which sums up the idea Minnesota will fulfill everyone's needs and be the perfect trip for your family or group.

Final ads:

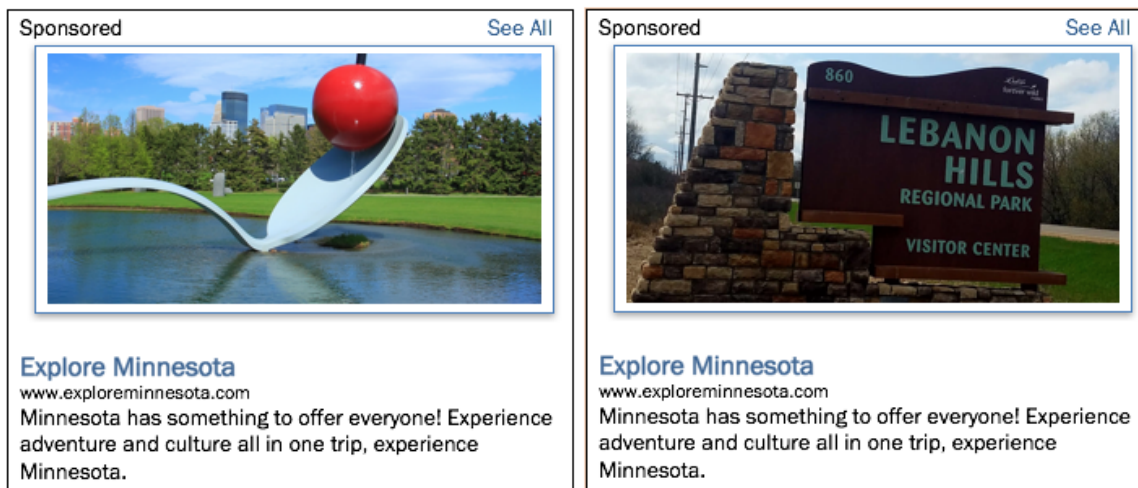
Social Media

- Pinterest - Pins connect to blog posts about Minnesota and the Explore Minnesota Website.
- Facebook - Sponsored ads featuring places in Minnesota. Facebook advertising will correspond with places featured in our commercial.
- Instagram - Instagram advertising will correspond with places featured in our commercial.

Pinterest:



Facebook:



Instagram: Ads will be a carousel of images from the commercial, similar to our Facebook ads.

Spotify: Spotify jingle, ending with banner ad and directions to click the banner to be directed to the Explore Minnesota website. We also have a Minnesota playlist featuring Minnesota artists linking to a concert calendar which demonstrates which concerts will be playing in Minnesota this summer.

Jingle:

See if you have what it takes

To catch a walleye in one of our 10,000 lakes.

If that's not your style,

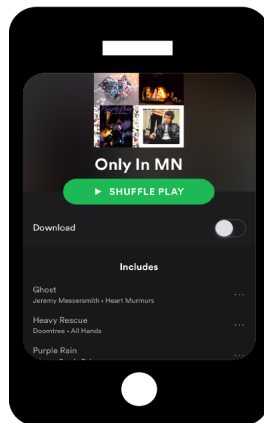
Head down to First Ave. for a while

Exploring Minnesota is sure to excite.

Adventure by Day, Culture by Night

Click on the banner below for more information

Minnesota Playlist:



Large Spotify Ad (When Jingle Plays):



Banner Ads (Appear on bottom of Spotify page):



Google Banner Ads:

Attractions in Northern Minnesota - Explore Minnesota- exploreminnesota.com

 www.exploreminnesota.com/

North Shore **Getaways** in **Minnesota**. Vacation Time at the North Shore Holds More Than Just a Getaway. Search Now!

[Hotels](#)

[Restaurants](#)

[Hiking](#)

[Events](#)

Minnesota Hiking – Explore Minnesota – exploreminnesota.com

 www.exploreminnesota.com/

Along the 10,000 Lakes are Endless **Hiking** Trails in **Minnesota**. Family Hiking. Solo Hiking. Paved Hiking.

[Locations](#) | [Scenic Views](#) | [Free Brochures](#)

Minneapolis Events – Night Attractions – Explore Minnesota- exploreminnesota.com

 www.exploreminnesota.com/

Minneapolis Concerts. Minneapolis Venues. Minneapolis **Night** Clubs. Minneapolis Convention Center.

[Clubs & Bars](#)

[Sports](#)

[Concerts & Shows](#)

[Family Events](#)

Commercial: along with the copy of our commercial is images taken around Minnesota which demonstrate how easy it is to transform from adventure to culture all in one day!

Commercial copy:

Minnesota: Where a day of hiking through Lebanon Hills ends with shopping at the Mall of America.

Minnesota: Where you can snap a shot of the beautiful Minnehaha Falls and then view historic beauty at the Minneapolis Institute of Art.

Minnesota: where you can fish the waters of Lake Superior and then wind down with a tour at the great historic Glensheen Mansion.

All around Minnesota there is something for everyone, but only in Minnesota can you experience the adventure by day and culture by night.

Media Strategy

Our media objectives are to reach people in several states, as well as reach people based on interests on social media. Our media classes consist of social media (Instagram, Facebook) TV ads, Pinterest, Pandora and Spotify. Our most cost efficient advertising will be on social media.

TV Commercial

Our TV commercial will cost 2,134,000. This cost covers creating and running our 30 second commercial on 2 channels, during prime time, twice per month, for three months. We chose two channels (HGTV and History Channel) to target our main audiences.

Spotify

Our Spotify ads will be 30 seconds long and will feature our Adventure by Day, Culture by Night jingle, as well as a banner. The banner will have a link to a concert calendar featuring upcoming concerts in Minnesota. We also offer an "Only in Minnesota" playlist featuring Minnesota based artists. Our Spotify budget is \$12,000 for our three month campaign and will include the cost to have our own featured playlist as well as the cost for our commercial.

Google Ad/Display

Google Ads will allow us to target ads based on keyword links. Based upon the search Google Ads will highlight attractions to the consumers' social media pages, making it easily accessible and eye catching. These targeted ads will appear on YouTube as well. Google Ads gives Explore Minnesota the ability to filter where and who they are targeting with the ad. Our budget for our Google display advertising is \$13,500. We set a daily budget of \$150.00 and will run our ads daily for 90 days (the length of our campaign). Our maximum CPC is \$5.00.

Social Media

Social media is viewed on average six hours a week per person. We will have sponsored posts as well as use shout outs, media blasts, photo highlights, and promotions. These will be shared on Instagram and Facebook to be seen and interacted with. Using these platforms keeps those who follow Explore Minnesota up to date. These promotions can be used in campaigns to generate more followers from around the world. Our main communication objective with social media is to increase brand awareness and get people talking about Explore Minnesota. To increase awareness, we decided to set our budget on a CPM basis. Our budget is broken out below by type of social media.

Facebook

- Budget - \$15,000
- CPM \$7.19
- Impressions - 2,086,230.
- Target Audience/Reach
- States: Wisconsin, North Dakota, South Dakota, Iowa, Michigan, Nebraska, Illinois
- Interests: Shopping, music, arts, fine dining, craft beer, distilleries, Mall of America, history, science, road trips, travel, family, hiking, camping

Instagram

- Budget - \$15,000
- CPM \$6.00
- Impressions - 2,500,000
- Reach based on: location, interests, custom audiences, demographics, behaviors, lookalike audiences, automated targeting

Pinterest

- Budget - \$5,000
- Max CPC - \$1.00

Media Schedule

Type of Media	Location	Target Audience	Reach	Frequency	Expense
TV Commercial	HGTV/ History Channel	Middle aged families, young couples	Surrounding states, Michigan, Illinois and Nebraska	May- August, Two times per week until Aug, then every other week.	\$2,134,000
Spotify Ad	Ads will broadcast on stations that are playing music from Minnesota artists	Cultural Explorers	Surrounding states, Michigan, Illinois and Nebraska	May-Aug	\$5 - \$7 CPM \$12,000 2,000,000 impressions
Google Ad/ Display	Ads will appear when people search for events pertaining to Minnesota	People who have already expressed online interest in Explore Minnesota	Nationwide, International	May-Aug	\$13,500, CPC max \$5.00, daily budget \$150.00.
Social Media	Pinterest, Facebook, Instagram	Younger generation, past users of Explore Minnesota	Nationwide, International	One post every other day FB, Instagram, alternate FB and Instagram days. One post per week, Pinterest.	\$32,000 combined. Combined impressions, 7,000,000.

Media Planning

	Month	May		June				July				August	
	Week	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	Dates	Th 5/18 We 5/24	Th 5/25 We 5/31	Th 6/1 We 6/7	Th 6/8 We 6/14	Th 6/15 We 6/21	Th 6/22 We 6/28	Th 6/29 We 7/5	Th 7/6 We 7/12	Th 7/13 We 7/19	Th 7/20 We 7/26	Th 7/27 We 8/2	Th 8/3 We 8/9
Forms of Advertising													
TV Commercials													
HGTV		1x	1x	1x	1x	1x		1x		1x		1x	
History Channel		1x	1x	1x	1x	1x		1x		1x		1x	
Spotify Commercials													
Google Advertisments													
Social Media Advertisments													
Facebook		3x	4x	3x	4x	3x	4x	3x	4x	3x	4x	3x	4x
Instagram		4x	3x	4x	3x	4x	3x	4x	3x	4x	3x	4x	3x
Pinterest		1x	1x	1x	1x	1x	1x	1x	1x	1x	1x	1x	1x

Evaluation Strategy

To ensure the success of this campaign, we will look at the current ratings of Explore Minnesota on TV, radio, Pinterest, Instagram and Facebook. During the release of the advertisements we will monitor the data to see what ads are reaching the target audience and which ads are falling short. Then make the required adjustments and promote certain ads over others. When the campaign is done, we will look back on the results and use the data collected from this campaign to help make the next summer campaign more successful.

We will be measuring our social media success through the potential impressions and clicks our ads receive. We have roughly \$8,500 left in our campaign budget to put towards the successful ads on social media. Measuring every other week will offer enough feedback as to what needs to be adjusted with our social campaign. To measure the success of our commercial, using the Nielsen Company will be very beneficial. It will be able to tell us how many people were watching a particular show when our commercial aired. This will help us decide if we want to continue to air our commercial at that particular time or if we want to choose a different time slot or channel all together.

Summary/Conclusions

Explore MN is already a well-established brand in the traveling world with a website which includes anything and everything about Minnesota. Explore MN has had a number of successful campaigns over the years. A highlight from their campaigns was their user generated content, in addition to the #OnlyinMN. We wanted our campaign to be centered around this slogan.

This brought on the idea of *Adventure by Day and Culture by Night*. Our goal is to show potential travelers what Minnesota has offer. You can go fishing on one of our 10,000 lakes and then drive a short distance to the city where you can attend musical performances at First Avenue or go to the Minneapolis Institute of Art.

What we took away from our consultation with Explore Minnesota was they were looking to stand out from the neighboring states and to show potential tourists all of what Minnesota has to offer. Once we had a general understanding for what Explore Minnesota was looking for, we began looking at what type of digital, traditional and non-traditional advertising presence we wanted to have with our target audience. With a budget of \$2.2 million we knew we wanted most of the money to go towards a television commercial which would run twice per month on two different channels. Explore Minnesota already has a healthy following on Facebook and Instagram so this is why we focused most of our budget to potential vacationers who maybe do not have a Facebook or Instagram account. We will be using the remaining \$66,000 of the budget to boost Explore Minnesota's social media presence. This will be done via Facebook and Instagram ads, Pinterest boards, blogs and Spotify ads featuring artists coming to Minnesota this summer. By creating an ad for the following advertising outlets we have created awareness about the amazing opportunities that Minnesota has to offer which is the number one goal of Explore Minnesota.