

# FY15 Marketing Campaign

Brand: Iowa offers an escape to the unexpected

Messaging: #ThisIowa



# Media Objectives

- Raise awareness of Iowa's tourism and connect the audience to Iowa's planning resources
- Increase visits to [www.traveliowa.com](http://www.traveliowa.com)
- Increase Travel Guide orders

# Media Strategies

- Surround the target audience with the Iowa tourism message at key points throughout their day utilizing both traditional (mass awareness) and digital (niche/targeted) advertising
- Use cost-effective online media to further demographically target the audience and generate clicks to the website
- Focus advertising efforts in the surrounding states in the areas with the largest number of prospects to efficiently reach those most likely to travel to Iowa

# Media Strategies

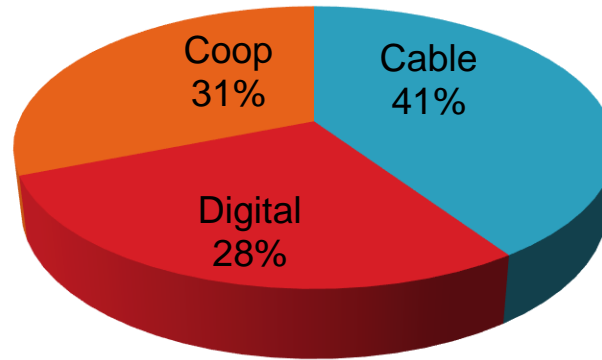
- Use co-op advertising to promote the local tourism partners and further target secondary audiences
- Flight a majority of the advertising campaign (broadcast/online pre-roll) around the spring/summer travel time frame
- Run keyword search campaigns year-round to have a presence throughout the year and capture those looking for getaways and experiences where Iowa would be a good fit. Integrate campaigns with promotions and add seasonal keywords.

# Targets

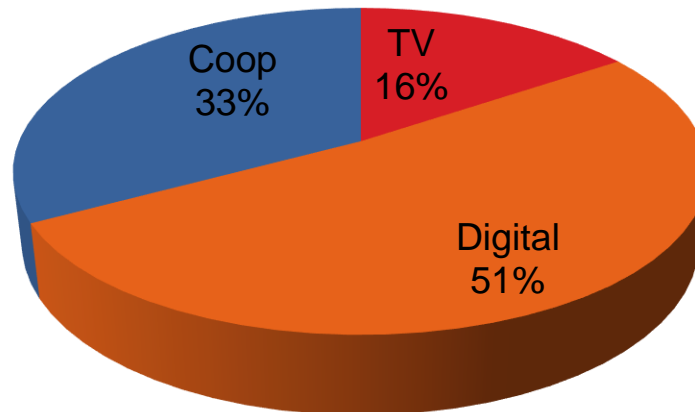
- Target markets:
  - Chicago
  - Minneapolis/St. Paul
  - Omaha
  - Kansas City
    - Some digital efforts have a broader reach and include the target markets and Iowa, Wisconsin, North Dakota and Kansas
- Target audience:
  - Social mom, Women with children in her home

# Percentage Spend by Medium

## Media Spend by Medium FY14



## Media Spend by Medium FY15



# Television Advertising

- Shows
  - Today Show
  - Good Morning America
  - Local programming
- Reach
  - 456 commercial spots
  - 8,528,770 impressions



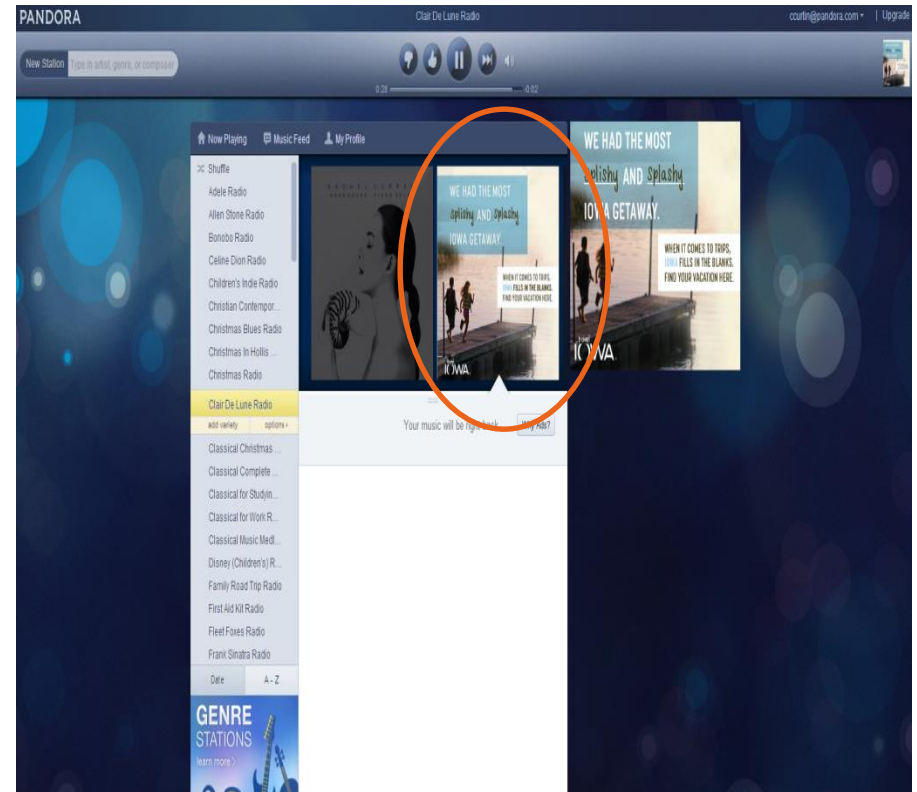
## Multiscreen approach

- 76% have a mobile device in their hands while watching TV
- 50% higher brand recall on multi-screen campaigns than TV alone

# Pandora

Impressions: 4.5 million

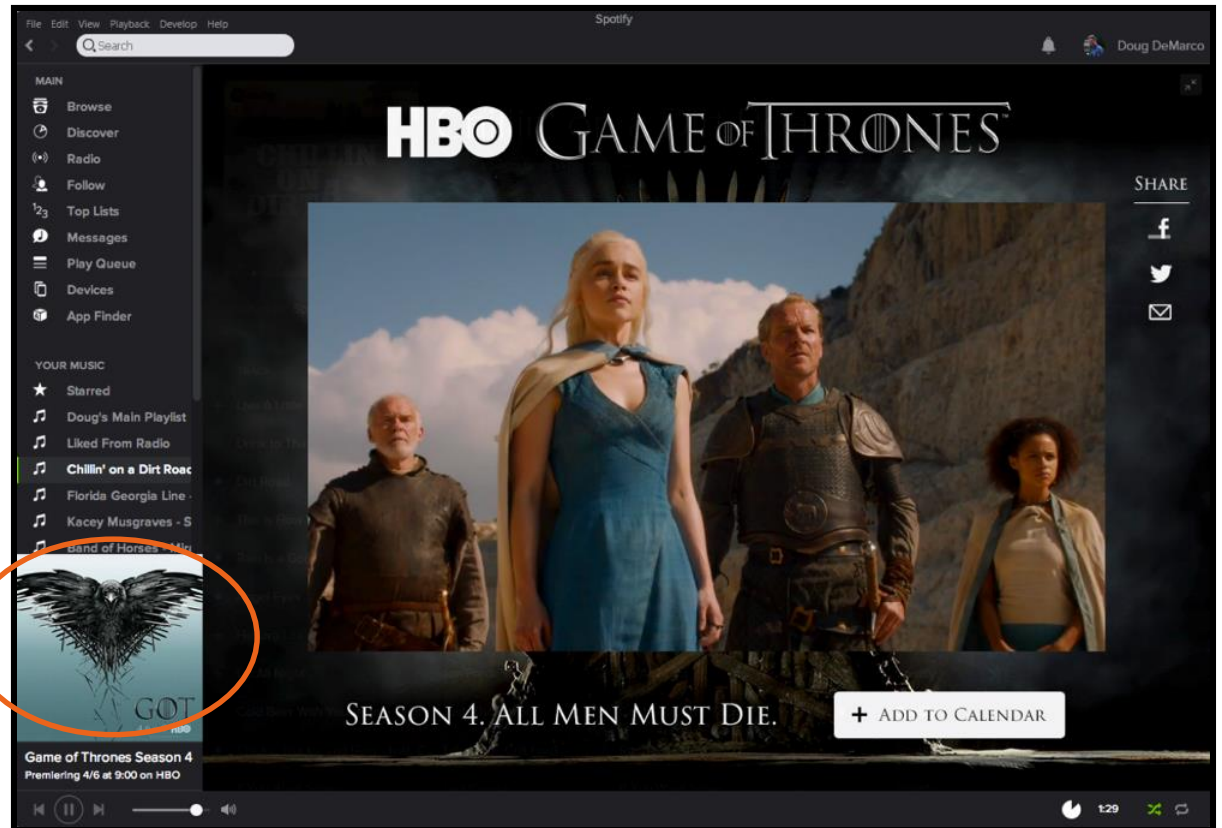
Display, audio and video ads





# Spotify

Impressions: 2.9 million  
Video ads



# Expedia

Impressions: 1.7 million

Remarketing ads

The screenshot displays the Expedia website interface. At the top, there is a navigation bar with the Expedia logo and links for Account, My Scratchpad, My Trips, and Support. Below this is a main navigation menu with options like Home, Vacation Packages, Hotels, Cars, Flights, Cruises, Things to Do, Deals, Rewards, and Mobile. The central focus is a search box for "FLIGHT + HOTEL" with various filters and a "SEARCH" button. To the right, there is a large banner for "OUR IOWA GETAWAY" featuring a hot air balloon and a "LEARN MORE" button. Below the banner, there are several featured vacation package deals, including "Spring Savings" and "Mexico & Caribbean Savings". At the bottom, there is a table titled "TOP VACATION PACKAGE DEALS" with columns for Airport, Destination, Travel Dates, Nights, Rating, and Flight + Hotel Per Person. The table lists several destinations like Las Vegas, Orlando, Cancun, Miami, Montego Bay, and Punta Cana. On the right side of the page, there is a sidebar with a "Learn More" button and a "Click. Compare. Save." advertisement.

Expedia Account My Scratchpad My Trips Support

Home Vacation Packages Hotels Cars Flights Cruises Things to Do Deals Rewards Mobile

SEARCH FOR FLIGHT + HOTEL

Flight + Hotel  
Flight + Hotel + Car  
Flight + Car  
Hotel + Car

Search two destinations >

Leaving from: Departing: 08/08/2014  
Going to: Des Moines (and vicinity), Iowa, IA, 10005-0014 Returning: 10/05/2014

I only need a hotel for part of my trip.

Rooms: 1

Room 1:  
Adults (18-64) Seniors (65+) Children (0-17)  
2 0 0

**BEST PRICE GUARANTEE** SEARCH

Need help booking?  
Call 1-800-551-2534  
Visit Customer Support >

OUR IOWA GETAWAY  
CAME WITH A view THAT took our breath away.

WHEN IT COMES TO TRIPS, IOWA FILLS IN THE BLANKS. FIND YOUR VACATION HERE.

LEARN MORE

FEATURED VACATION PACKAGE DEALS

Spring Savings Book by 4/28 Up to \$100 Statement Credit Learn More!

Mexico & Caribbean Savings Book by 3/31 Exclusive Deals at staySky Hotels

TOP VACATION PACKAGE DEALS

Package Deals Current Promotions Shop by Theme

Choose your departure: Washington D.C.

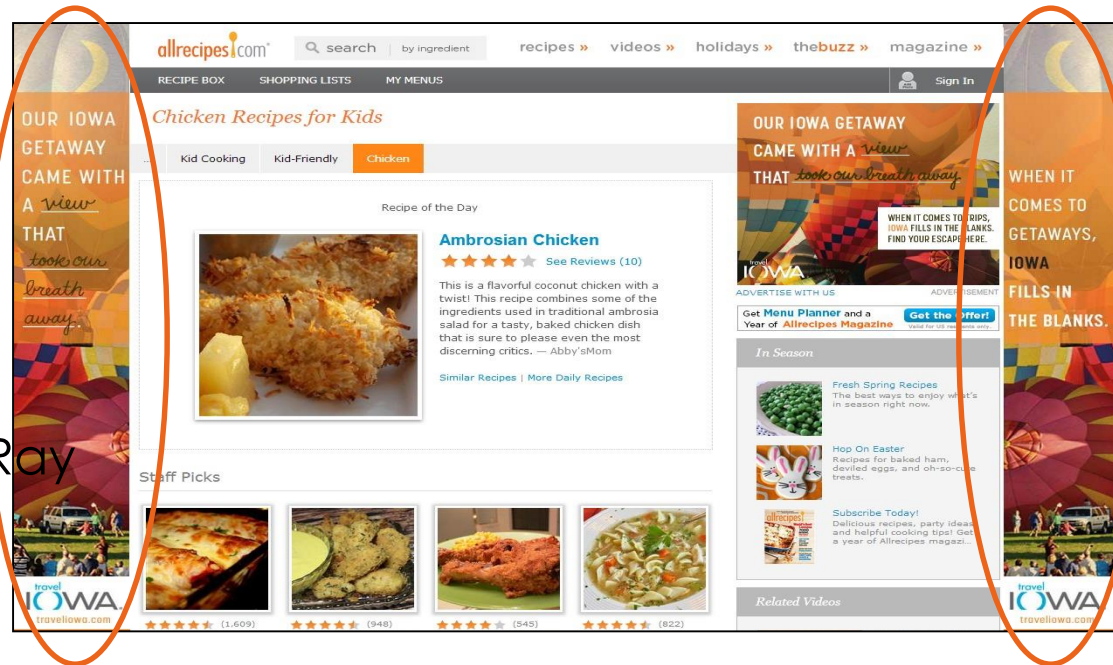
Airport	Destination	Travel Dates	Nights	Rating	Flight + Hotel Per Person
DCA	Las Vegas	10 Apr - 14 Apr	4	★★★★☆	\$672
DCA	Orlando	10 Apr - 14 Apr	4	★★★★☆	\$449
DCA	Cancun	10 Apr - 14 Apr	4	★★★★☆	\$703
DCA	Miami	10 Apr - 14 Apr	4	★★★★☆	\$655
DCA	Montego Bay	10 Apr - 14 Apr	4	★★★★☆	\$767
DCA	Punta Cana	10 Apr - 14 Apr	4	★★★★☆	\$919

Click. Compare. Save.  
All the best deals in one place.

tripadvisor

# Meredith

AllRecipes.com  
BetterRecipes.com  
BHG.com  
EatingWell.com  
Familycircle.com **New**  
LHJ.com  
Parents.com  
Recipe.com  
Parenting.com **New**  
Everyday with Rachel Ray



500,000 banner ad impressions  
480,621 pre-roll impressions  
850,000 rich media impressions  
600,000 added value banner ad impressions  
73,000 impressions (Best of the Midwest e-newsletter)

# Remarketing

Follows user for 30 days

Serves ad a maximum of seven times/day

A group of cyclists in various colored jerseys are riding on a cobblestone path. Some are in the foreground, while others are further down the path. The background shows green trees and a building.

This is an unexpected twist.

**#THISISIOWA**

A large, white and brown cow statue stands on a pedestal. The cow has a white face with a black eye and a brown body. The background shows a blue sky and green trees.

This is so unreal.

**#THISISIOWA**



# Google Network Display

Impressions: 10.4 million



This is  
ahh-  
mazing.

#THISIOWA



This is  
far-out  
fare.

#THISIOWA



This is  
a dream  
come  
true.

#THISIOWA

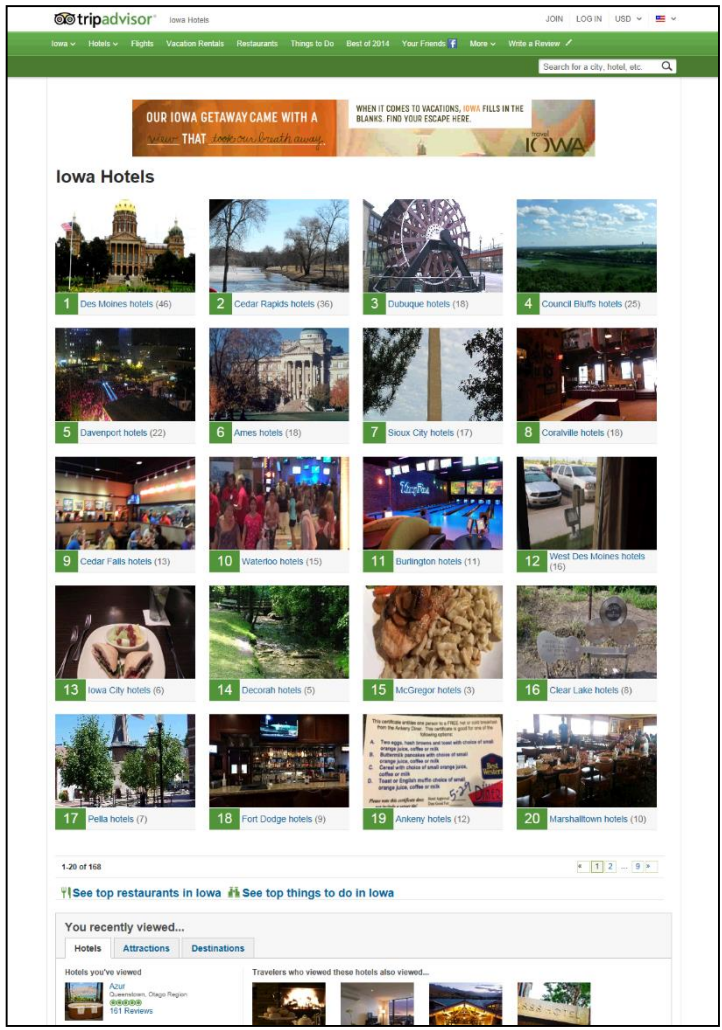


This is  
why Iowa  
rocks!

#THISIOWA

# Trip Advisor

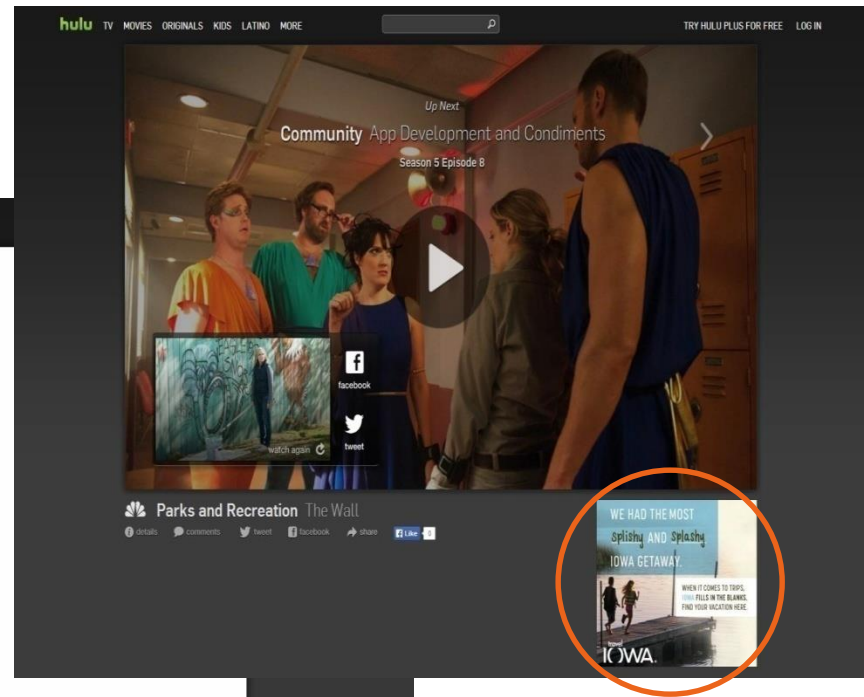
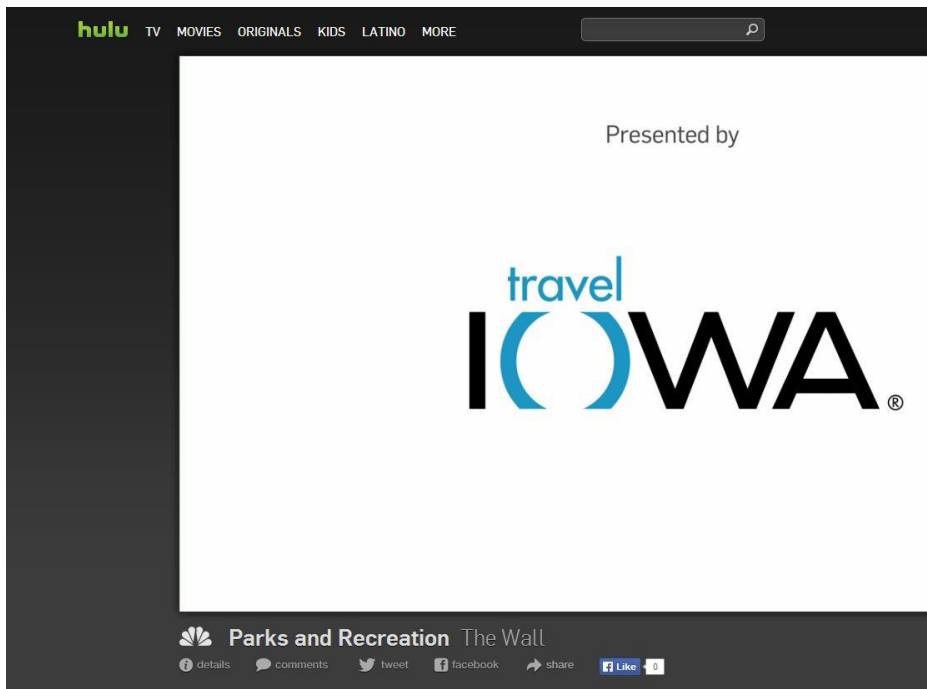
Impressions: 1.6 million  
Display, roadblock ads  
Ads on neighboring states' pages



# Hulu

Impressions: 3.3 million

Slate voice over, pre-roll, display, commercial within programming



# Social Moms Network

Impressions: 1.7 million

Display, pre-roll ads; Ad in blogger e-newsletter

The image is a screenshot of the BetterMoms website. At the top, there is a pink navigation bar with the following menu items: HOME, PARENTING, PREGNANCY, LOVE, FASHION & BEAUTY, WELLNESS, FOOD, and VIDEOS. To the right of the navigation bar is a logo for 'eBM VIDEOS' featuring a collage of photos. Below the navigation bar is the 'BetterMoms' logo in pink and yellow. To the right of the logo are links for 'About', 'Contact', and 'Privacy Policy'. Below the logo is a search bar with the text 'DON'T MISS' and a search icon. The main content area features a large video player on the left showing a family in a grand, ornate interior. To the right of the video player is a sidebar advertisement for an Iowa getaway, featuring a hot air balloon and the text: 'OUR IOWA GETAWAY CAME WITH A view THAT looks our breath away. WHEN IT COMES TO TRIPS, IOWA FILLS IN THE BLANKS. FIND YOUR ESCAPE HERE.' Below the advertisement are tabs for 'LATEST', 'POPULAR', and 'COMMENTS'. At the bottom of the sidebar, there is a section titled 'Step By Step Family Vacation Planning' with a small photo of a family and the text 'Family vacation planning can...'. The video player has a caption: 'Buying Baby Gear: Essentials' and a date '02/07'. Below the video player is another caption: 'Dancing a Miracle' and a date '04-04'.



# YouTube

Remarketing **New in 2015**

Pre-roll based on niche interests

2014 Travel Iowa Television Ad (Two) by Travel Iowa 1,810 views 0:31

Fast Track 8.2.2014 India Direct by BBC Travel Show 4,327 views 25:04

Bartender Lady Antebellum Lyrics by yellowwatch5 Recommended for you 3:10

Do You Want To Build a Snowman? (FAMILY GUY VERSION) by Mikey Bolts Recommended for you 2:08

India, China, Japan - New Partners or Old Disputes (2013) by gmshadowtraders 6,212 views 15:04

Blue Bunny Helmet of Hope 2014 by Jimmie Johnson 192 views 11:26

Big Animals of the Fair | Iowa State Fair 2012 by IowaPublicTelevision 101,453 views 4:43

Travel Iowa Ads by traveliowa 7

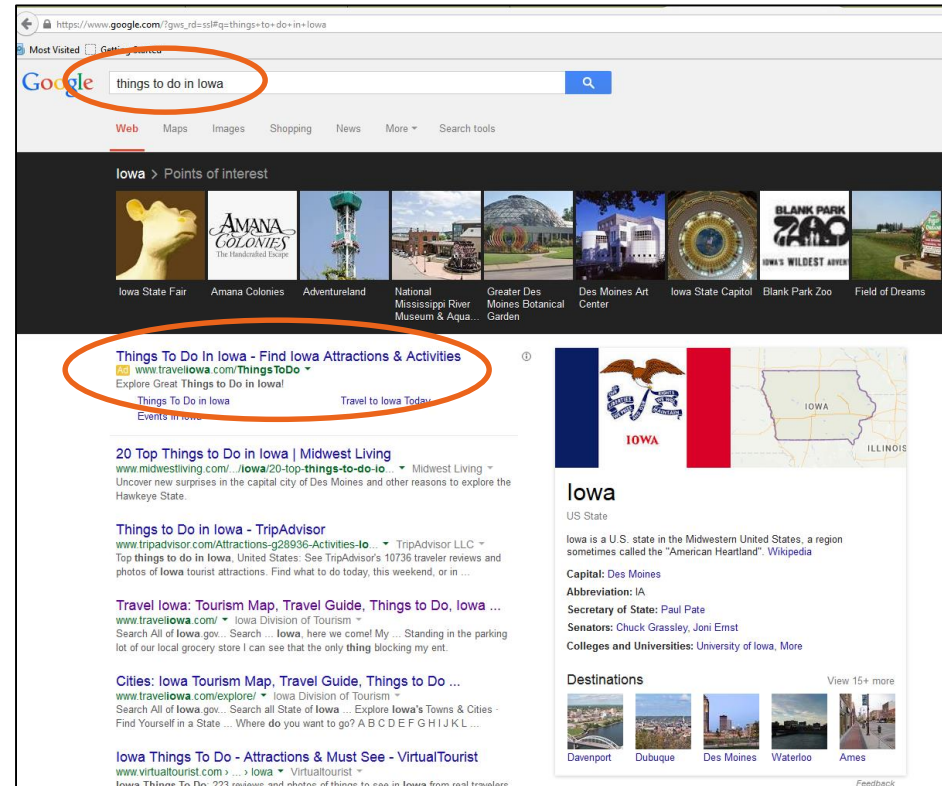
Big Troubles - Minor Keys (Live on KEXP) by REXP 5,148 views 4:09

#EpicIowaRoadTrip - Pella Tulip Time by Travel Iowa 127 views 2:31

2014 Travel Iowa Television Ad  
Travel Iowa 3,495 views  
Like 10 Dislike 0  
Published on Mar 10, 2014  
Enjoy your time in Iowa. Whatever you want from your getaway, Iowa fills in the blanks. Visit [www.traveliowa.com](http://www.traveliowa.com) to discover trip ideas that fit you perfectly. #MyIowaGetaway  
This version features the Des Moines Art Center, Union Pacific  
Show more

# Google/Bing SEM

- July 2014-June 2015
  - Target Iowa and *all* surrounding states
  - Increased spending in March - June



# Facebook

- July 2014-June 2015
  - Target Iowa and *all* surrounding states
  - \$1,000/month – general ads
  - \$5,000/campaign - niche-specific ads

The screenshot shows a Facebook news feed for a user named Natasha Harvey Oswaks. The interface includes a search bar at the top, navigation options like 'Home', and a left-hand sidebar with categories such as News Feed, Ads Manager, Messages, Events, Saved, Friends, Apps, Groups, and Interests. The main feed area displays several posts:

- A post from John F Bridges with the text "What's on your mind?"
- A sponsored advertisement for "Travel Iowa" with the headline "Connect Your Family to all the Unexpected Destinations in Iowa." The ad features a photo of a family looking at a map and the hashtag #THISISIAWA.
- A post from Gawker with the text "Next question: Slow dance with Big Bird while I sing 'Don't Want to Miss a Thing.'" and a video thumbnail showing a man singing into a microphone in a store.
- A post titled "Michelle Obama Survives Billy on the Street, Wins Ariana Grande Poster" with a description: "This episode of Billy on the Street has a lot going for it: Michelle Obama, Big Bird, a random woman named Elena, carrots, a poster of Ariana Grande's ponytail, a..."

On the right side of the feed, there are sections for "TRENDING" (listing Lorenna Rojas, Casper, Wyoming, and Patty Hearst), "SPONSORED" (featuring AT&T smartphones), and "AT&T Customers!" (promoting a \$0 device offer).

# Native Advertising

- New in 2015
- Social moms network
- Display ads
- In-stream video
- Native

Impressions: 5 million

Impressions: 3,571,429

Impressions: 12 million

<p>preferred in the heat, creamy, calorie-laden salads (read: potato and pasta)</p> <p><a href="#">Read more »</a></p>	<p>Championed by generations of most</p> <p><a href="#">Read more »</a></p>	<p>There's nothing we like more than</p> <p><a href="#">Read more »</a></p>	<p>quenching, country celebrating cocktails at your Canada Day ...</p> <p><a href="#">Read more »</a></p>
<p>ARTS &amp; CULTURE</p> <p><b>SUMMER BOOKBUSTERS: TOP 5 MOVIE READS</b> JUN 25, 2014</p> <p>Summertime's known for its blockbuster film releases—but what about the books behind all those Hollywood hits? Here are five page-turners you ought to flip through before</p> <p><a href="#">Read more »</a></p>	<p><b>YOU DIDN'T KNOW ABOUT IOWA?</b> SPONSORED</p> <p>To see the real Iowa, hop off the interstate and follow our scenic byways and historic routes</p> <p><a href="#">Read more »</a></p>	<p>EDITORS' DIARY</p> <p>slide show</p> <p>FASHION &amp; SHOPPING</p> <p><b>SAY YES TO THE WEDDING GUEST DRESS</b> JUN 26, 2014</p> <p>Whether you're invited to a shotgun at city hall or an elegant affair in Muskoka, these summer-suited frocks are good for all manner of nuptials. You'll stand out, without (...)</p> <p><a href="#">Read more »</a></p>	<p>TRAVEL &amp; LEISURE</p> <p><b>OUTDOOR REC IN UCLUELET</b> JUN 26, 2014</p> <p>Though neighbouring Tofino's been given much of the spotlight in the past, Ucluelet on Vancouver Island's rugged east coast is ready to shine on its own</p> <p><a href="#">Read more »</a></p>
<p>FASHION &amp; SHOPPING</p> <p>FELT FETTER</p>	<p>Contest</p> <p>HOME &amp; DECOR</p> <p>APCALYPTIC GARDEN</p>	<p>ARTS &amp; CULTURE</p> <p>SPONSORED: THE FUTURE IS</p>	<p>HOME &amp; DECOR</p> <p>DELICIOUS DÉCOR</p>

# Key Performance Indicators

Key Performance Indicators	#1 Time on site	#2 Pages visited	#3 Bounce rate	Actual	#1 Time on site	#2 Pages visited	#3 Bounce rate
FY14 (Overall)	2 minutes, 30 seconds	3	< 60%	Overall	2 minutes, 29 seconds	3.5	55%
				Paid	1 minute, 34 seconds	2.83	64%
FY15 (Overall)	2 minutes, 30 seconds	3	< 55%	Overall			
FY15 (Paid)	2 minutes	3	<60%	Paid			



# Resources

www.traveliowa.com/asp/media/industry\_partners.aspx?marketingplan=y

Most Visited Getting Started

Agencies Online Services

LOG IN REGISTER TRAVEL TOOLS GROUP TRAVEL MEDIA CENTER INDUSTRY PARTNERS

Like 63k

Search All of Iowa.gov...

travel IOWA

Trip Ideas See & Do Events Blog Travel Guide

Return to Industry Partners

## Iowa Tourism Office Strategic Plan

Each year the Iowa Tourism Offices executes a strategic, multi-media marketing campaign to position Iowa as an ideal travel destination. The campaign uses a variety of unearned and earned media tactics to showcase Iowa's many travel destinations to a target audience in Kansas City, Omaha, Minneapolis/St. Paul and Chicago. Use the information below to get to know the FY15 campaign.

- [Iowa Tourism Office FY15 Plan](#)
- [#ThisIowa Style Guide](#)
- [Napoleon Bonaparte Memes](#)
- [Campaign Creative Samples](#)

### #THISIOWA

This is the ride of a lifetime.

Industry Partners Contacts

**Iowa Tourism Office**  
Iowa Economic Development Authority  
888.472.6035  
[Staff List](#)

**Industry Information:**

- Partnership Opportunities**
  - [Co-op Partnership Program](#)
  - [Content Partnerships](#)
  - [Media Clips](#)
- Programs & Grants**
  - [Iowa Tourism Grants](#)
  - [Regional Sports Authority District Grants](#)
  - [Vision Iowa Grants](#)
- Research**
  - [Economic Impact of Tourism](#)
  - [Iowa Tourism Office Research](#)
- Events**
  - [Iowa Tourism Conference](#)
  - [Education Opportunities](#)
- Iowa Tourism Office Strategic Plan**
  - [Industry Toolkits](#)
  - [Year in Review](#)
- E-Newsletters**
  - [Industry](#)
  - [Consumer](#)
- [Additional Resources](#)

- Strategic Plan
- #ThisIowa Creative Brief
- #ThisIowa Art
- Creative Samples
- #ThisIowa Memes