



# Marketing Communications Plan FY14

Iowa Economic Development Authority,  
Iowa Tourism Office

# Iowa Tourism Office mission

**Grown the state's economy  
through travel-related  
expenditures**

- **Focus on relevancy**
  - Travel planning tools have changed. How do we fit in? What can we offer that is relevant to travelers?
- **Create a strategic, integrated marketing plan**
  - Continued commitment to remerchandising content across marketing platforms to give our partners the greatest visibility.
- **Prove our support to the tourism industry**
  - Remember who we serve and that we don't exist without them.

- **Antiquated metrics**
  - Printed travel guides on national decline (can't fight against macro trend)
  - User-generated reviews the #1 information source
- **Earned media budget allows only one target audience, social moms**
  - The tourism industry and Iowa Tourism Office do not always share this target
- **Seamless experience online / offline**
  - ZLR's role is to deliver website traffic, Spindustry controls user experience

# Opportunities

- **Expand, adjust importance of success metrics**
  - Travel Guide orders / online views still captured, but less important
  - More focus on website engagement, social activity & data capture
- **Better alignment of creative campaign & user-experience pay-off**

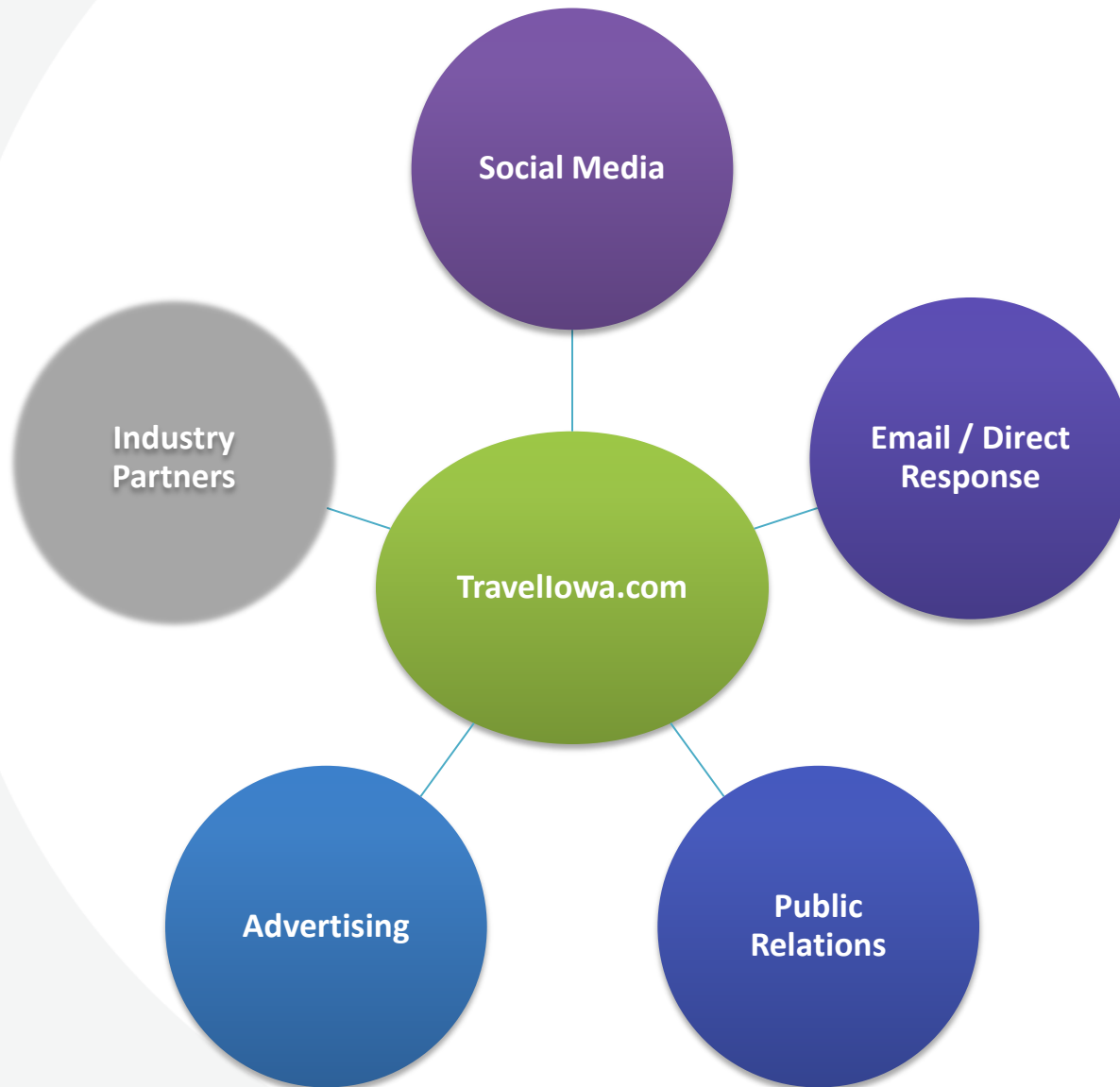
# FY14 marketing objectives

1. **Inspire more travel to and within Iowa**
2. **Increase awareness of travel opportunities**
3. **Improve Travel Iowa's relationship with the industry**
4. **Build Travel Iowa's consumer email database**

# FY14 marketing strategies

- **Implement a seamless marketing communications plan**
- **Engage and interact with the audience on multiple social channels**
- **Encourage the tourism industry to be promoters of Iowa's brand**
- **Capture traveler data for ongoing CRM outreach**

# Our hub is [travelliowa.com](http://travelliowa.com)





# Social Moms target is larger than we think

- Social moms aren't just in their 20s or 30s
- Grandmothers are social moms too
- 50 is the new 40
- Opportunistic- this target will grow with us

**75%**

OF THE FAMILY TRIP PLANNERS  
WERE WOMEN

AVERAGE AGE  
OF FAMILY TRIP PLANNER **FORTY-THREE**

TOP TEN ACTIVITIES FOR FAMILY TRAVELERS

**HISTORICAL SITES**  
STATE PARKS  
WATER/AMUSEMENT PARKS  
**MUSEUMS**  
FESTIVALS & EVENTS  
OUTDOOR LAND  
**SCENIC BYWAYS**  
**SHOPPING**  
OUTDOOR WILDLIFE

**IOWA**

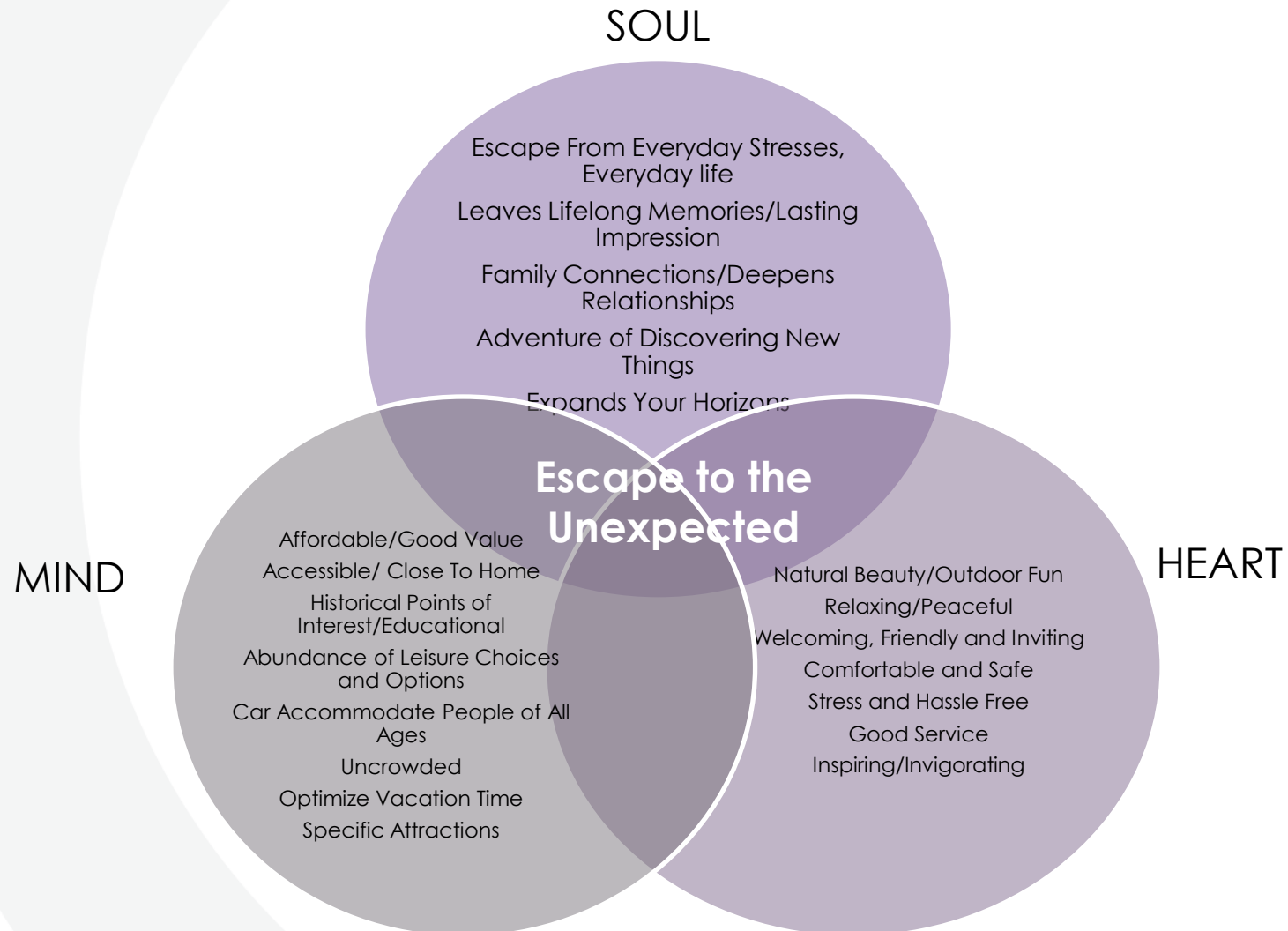
## Social Moms:

- Moms spend 2x the amount of time online per month than the general population (66 hours)
- Moms are 45% more likely to use social media than the general population
- 23 million moms are active on blogs

# Social Grandmothers

- **Boomers are redefining how they travel/ want to be marketed to**
- **Internet has become a way of life for boomers and seniors. Boomers spent more time on the web than any other media channel.**

# Brand Strategy



# Digital/Social

## Objectives:

- Improve user-experience on traveliowa.com
- Capture traveler data for ongoing CRM outreach
- Increase social channel following Likes, shares  
Engagement (Facebook / Flickr / Twitter / Pinterest / Blog)
- Create and populate a Travel Iowa YouTube channel

## Strategies:

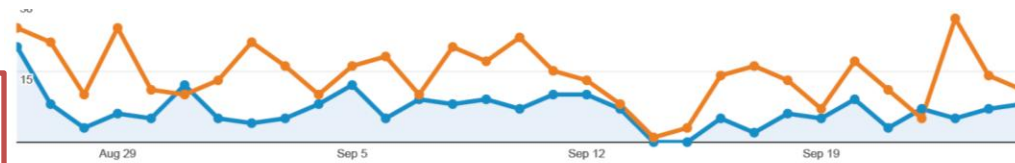
- Incorporate new and updated content to improve user experience (more visuals)
- Use digital channels to obtain leads and to create new content (social plug-ins)
- Tie-in industries into digital/social ideas (co-op)

# Usability testing

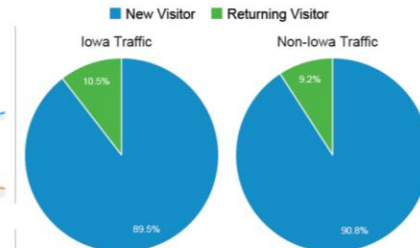
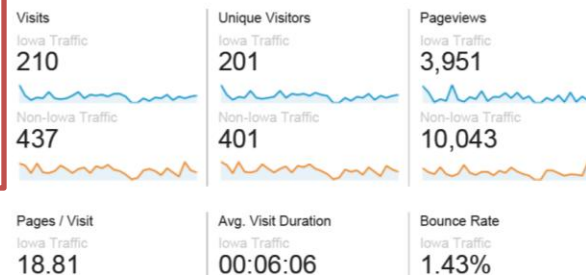
- There are two types of users who interact with **traveliowa.com**
  - In-state and out-of-state
- Both are looking for things to do in Iowa
- Out-of-state users are looking to explore

## Key Takeaways

- Digital Travel Guide
- Need more than a listing- Explore
- Should be fed inspirational content
- Should be integrated and seamless

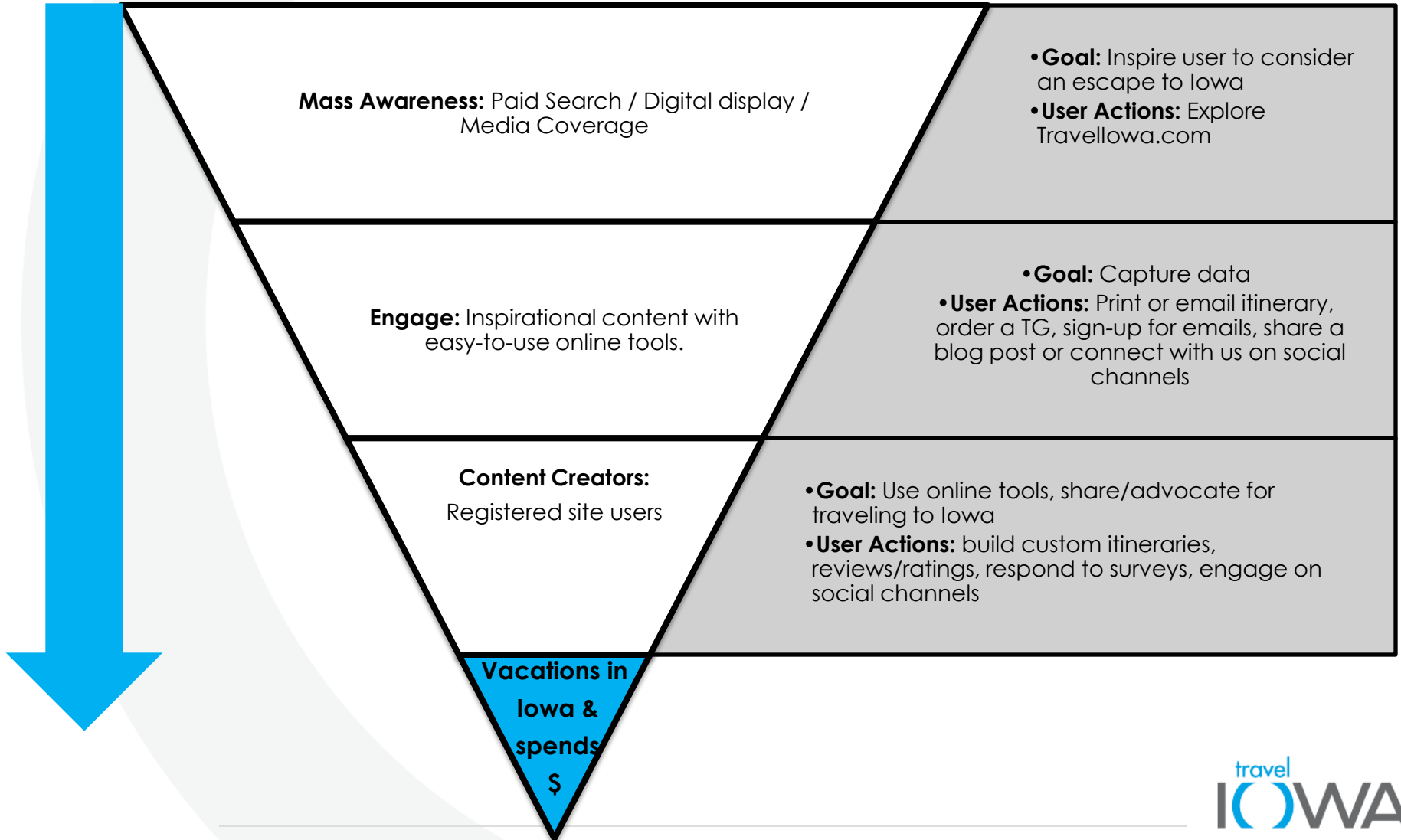


### 201 people visited this site





# Guide users through traveliowa.com



- **Develop design templates for specific emails**
  - Consumer / Traveler emails (6-8 per year)
    - Regional or interest-area versions
  - E-Traveler
  - Industry insights & research
  - Inside Iowa (media email)
- Map out cadence for consistency and determine image / video specs
- Commit to reviewing analytics quarterly to optimize content/delivery

# Social Media

# Social Media promotions

## Attract new followers through buzzworthy promotions.

- Manage, promote quarterly promotions to engage current followers and new prospects.
  - Host on Wildfire program to decrease custom-coding needs
  - Support each promotion with strategic Facebook ad buy
- Each promotion should encourage social-sharing, capture emails/data and user-generated content for use in future marketing.

# Social Media plug-ins

## Utilize custom Wildfire tools to extend core website elements & reach “Social Moms” on Facebook

- Incorporate a 2014 TG “pre-order” option with the cover photo contest
- Publish 2014 TG editorial pages on special FB tab
- Travel Iowa blog feed
- Develop a custom itinerary-builder
- Capture emails for all promotions
- Consider sharing out LuAnn’s annual travel surveys on FB & Twitter multiple times, offer an incentive to participate

**72 HRS. OF VIDEO  
ARE UPLOADED  
EVERY MINUTE**

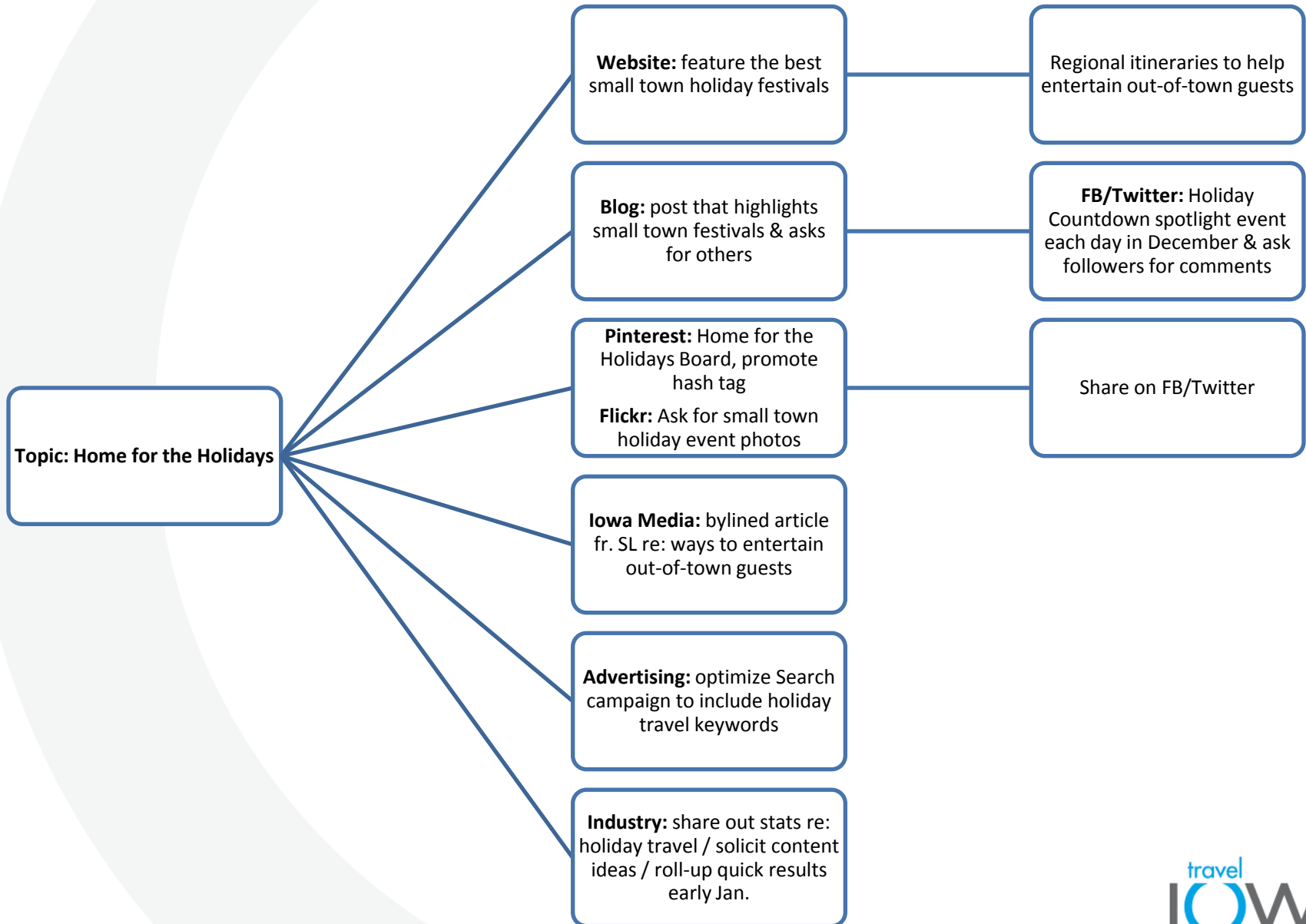
**1 BILLION + UNIQUE  
VISITORS PER  
MONTH**

- **Collect related video content and create webisode series (fall / winter)**
  - Search out existing travel/lifestyle video from industry partners + niche organizations and solicit files & share out on social channels
- **Launch in spring 2015 with the Iowa Faves Travel Video Contest**
  - Challenge those traveling in Iowa (May – August) to film their adventures/experiences and submit for a chance to win a 2015 Iowa movie vacation package (hotel stay / Field of Dreams movie site / Bridges of Madison County, etc. / gas gift card / highlighted on Travellowa.com)
  - 1-2 minute videos taken with your cell phone

## Continually optimize content to increase engagement & traffic

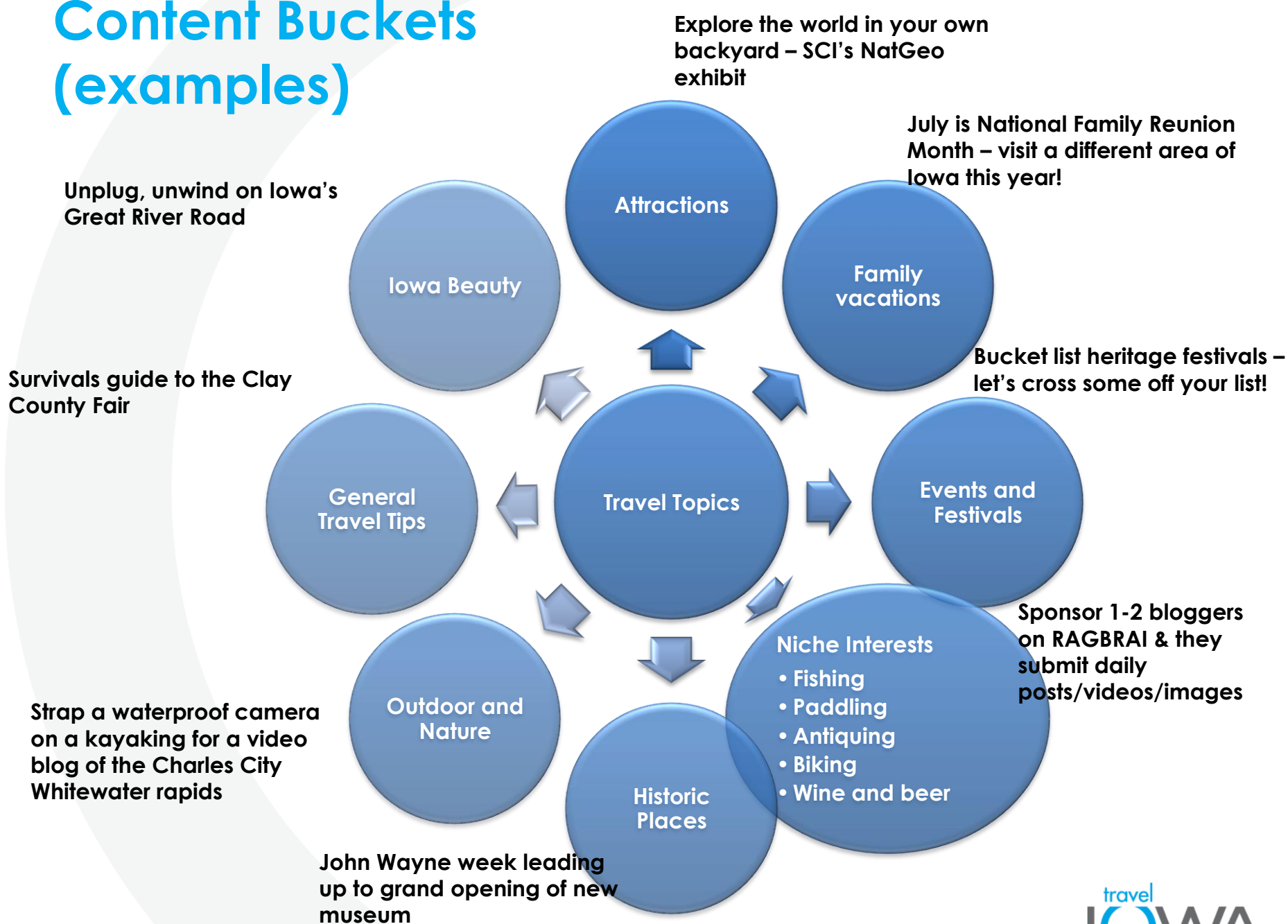
- Highlight blog contributors to give the content more personality (add team head shots)
- Standardize image/video specs for individual posts
- Encourage dialogue by asking questions / polling readers, etc.
- Optimize email notifications to pull in blog intro, or images to entice click-thru

# Content Road Map





# Content Buckets (examples)



## Objectives:

- Increase earned coverage in key national/regional publications
- Develop stronger relationships with target travel/lifestyle bloggers & freelancers
- Secure 1-2 “hits” each month through proactive, authentic storytelling

## Strategies:

- Increase media outreach frequency
- Proactive and tailored follow-up to writers after each conference
- Pitch stories/themes based on collected 2013 reporter interviews, survey new batch of target media to capture 2014 insights
- Incorporate more visuals with each active push

- **Monthly & quarterly proactive story pitching**
  - Long-lead consumer media outreach is quarterly / outreach to key Iowa media each month
  - Build, expand key media list, adding niche pubs/bloggers
  - Pull editorial calendars to map out content
  - Create / update visual pitch sheets, repurpose
  - Refresh design of *Inside Iowa*, proactive follow-up
- **Host one – two media fam tours annually**
- **Ongoing media partnerships**
  - KCCI-TV, Des Moines (weekly tourism update)
  - WMT, Cedar Rapids (weekly events update)
    - Look to repurpose for a western Iowa station

# Media

# Media Objectives

- Raise awareness of Iowa's tourism and recreational opportunities among “social moms” and connect those women planning trips for their families to Iowa's online planning resources
- Target the surrounding states in areas garnering the most prospects and encourage them to visit Iowa and stay in the state longer to boost tourism revenue for the state
- Increase visits to [www.traveliowa.com](http://www.traveliowa.com), Iowa's social media outlets and the Travel Iowa blog

# Media Strategies

- Surround the target audience of “social moms” with the Iowa tourism message at key points throughout their day utilizing both traditional and digital advertising
- Use cost-effective online media to further demographically target the audience and generate clicks to the website
- Focus advertising efforts in areas with the largest number of Iowa travel inquiries in the states of focus to efficiently reach those most likely to travel to Iowa
- Use co-op advertising to promote the local tourism partners and further target the secondary audience
- Flight a majority of the advertising campaign 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

# FY14 advertising – New elements





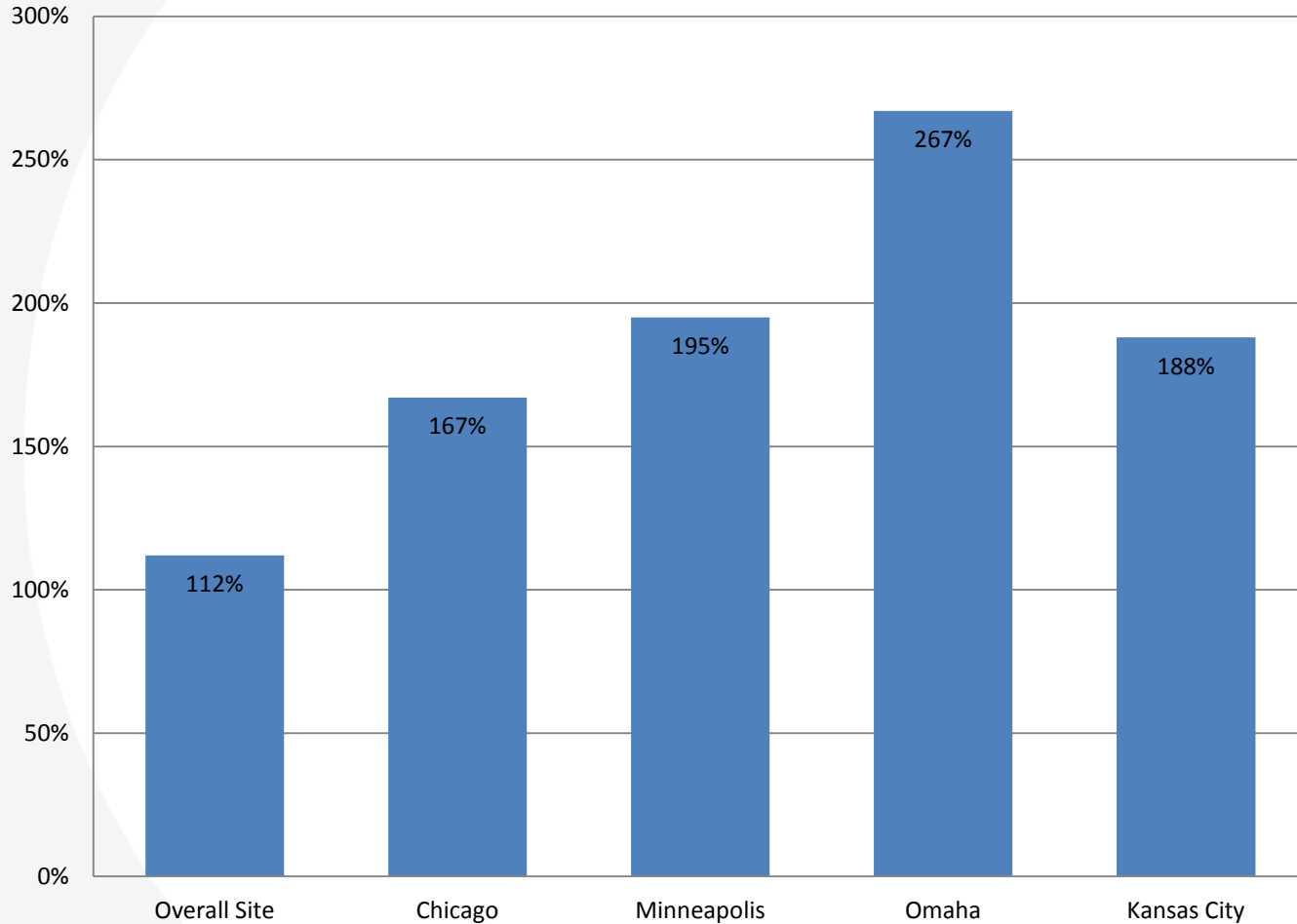
# Cable Advertising

# Cable advertising rationale

## Traveliowa.com analytics

- Organic search traffic and direct website traffic reached highest levels in the markets in which we were advertising with cable in June 2013
  - Comparing February 2013 (when no advertising was running) to June 2013 (when all advertising was running), we were able to see significant lifts in organic and direct traffic to the website
    - Organic Search Traffic – people who clicked on the traveliowa.com website after it came up in organic search results
    - Direct – those who went to traveliowa.com by directly entering traveliowa.com into their toolbar

## Organic Search Increases in Target Markets During Spring Campaign



Compared the month of February 2013 to the month of June 2013 when ads were running

# Cable advertising rationale

## Traveliowa.com analytics – Organic search

- Overall, Organic Search website traffic increased from 10,197 visits in February to 22,329 visits in June (112% increase)
  - Chicago - 167% increase in organic traffic (430 to 1,116)
  - Minneapolis -195% increase in organic traffic (552 to 1,581)
  - Omaha - 267% increase in organic traffic (332 to 1,218)
  - Kansas City - 188% increase in organic traffic (141 to 406)

# Cable advertising rationale

## Traveliowa.com analytics – Organic search

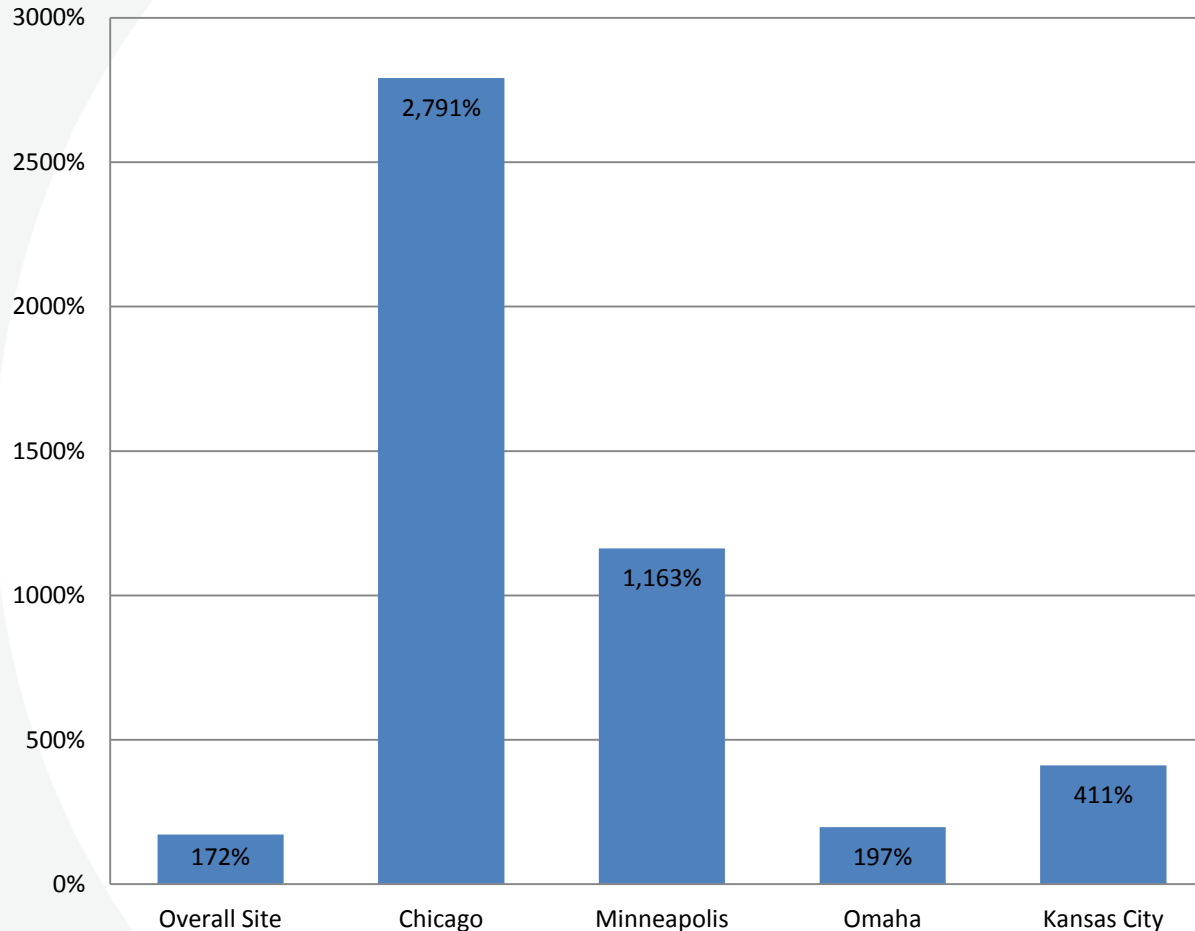
- Each market that had cable ads running over-indexed the overall website organic search traffic of 112%
- People in these markets searched terms related to Iowa and Iowa travel and clicking through to the website at higher levels than those in other markets
  - Top Keyword Searches bringing people to traveliowa.com in June were:
    - Iowa
    - Iowa tourism
    - Things to do in Iowa
    - Travel Iowa
    - Visit Iowa

# Cable advertising rationale

## Traveliowa.com analytics – Direct traffic

- Overall, direct traffic to the website also increased when comparing the month of February to the month of June – 4,614 to 12,561 (172%)
  - Chicago - 2,791% increase in direct traffic (47 to 1,359)
  - Minneapolis - 1,163% increase in direct traffic (62 to 796)
  - Kansas City - 411% increase in direct traffic (171 to 873)
  - Omaha - 197% increase in direct traffic (481 to 1,430)

## Direct Search Increases in Target Markets During Spring Campaign



Compared the month of February 2013 to the month of June 2013 when ads were running

# Cable advertising rationale

## Traveliowa.com analytics – Direct traffic

- In cities where cable didn't run, direct traffic did not increase in such high numbers
  - Green Bay -76% increase in direct traffic
  - Rochester -166% increase in direct traffic



- Generates mass awareness in the target areas during the time when the audience is planning vacations
- Airing commercials on cable television allows advertisers to affordably target audiences, both geographically and demographically
- Advertising on networks with a high composition of women such as Lifetime, Food, HGTV, ABC Family and Travel can effectively reach those in the target audience
- Commercials will air in cable zones in the primary markets of: Chicago, Minneapolis/St. Paul, Kansas City and Omaha where large populations exist within reasonable driving distances north, south, east and west of the state where the most prospects are coming from
- New for 2014 – Ads will reach Dish Network households in the Minneapolis and Chicago markets, increasing the reach of the campaign

- **Cable also offers significant added value opportunities**
  - ZLR/*IGNITION* client's commercials air free of charge as "autofill" on cable networks purchased as inventory allows
  - Taggable commercials will also run in each market as available
  - ZLR/*IGNITION* will report back how many times the commercials aired free of charge during the campaign
    - FY13 garnered 736 bonus spots across all markets for \$57,592 in added value, or 15% of paid schedule

# Online Advertising New in FY14

## Expedia.com (New for 2014 Spring Campaign)

- Expedia is an internet-based travel website
  - 63% of Expedia users are between the ages of 25-54 and a majority are women
- Iowa Tourism ads will reach a highly-engaged audience on Expedia.com
  - The typical searcher spends 5 minutes on their site
- Iowa's Expedia advertising sponsorship includes 966,667 targeted impressions to run from March through June as follows:
  - Iowa ads will be remarketed to Expedia users as they browse other pages on Expedia.com's site
    - Those who view the Iowa page on Expedia will be followed by Iowa banner ads while they browse other information on Expedia for 30 days or until they viewed another 5 destinations, keeping Iowa top of mind among Expedia users
    - Iowa will run 300,000 remarketing banner ad impressions
      - Ad sizes will be: 300x250, 160x600, 728x90

## Expedia.com

- Banner ads will geo and demo-target Women 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
  - 466,667 impressions will be purchased
  - Ad sizes will be: 300x250, 160x600, 728x90, 416x267 and 992x265
    - Expedia builds the 416x267 and 992x265 size ads as they are integrated into site content to encourage user interaction
      - These ads typically yield a 2-3 times higher click through rate than standard ads

# Expedia ad example

The screenshot shows the Expedia website interface. At the top, there is a navigation bar with links for Home, Vacation Packages, Hotels, Cars, Flights, Cruises, Things to Do, DEALS & OFFERS, Groupon Getaways, and Rewards. The main content area is divided into several sections:

- THINGS TO DO:** A search form with radio buttons for Flight only, Hotel only, Package, Car only, Cruise, and Activities. It includes fields for Destination, From (mm/dd/yy), and To (mm/dd/yy), along with a SEARCH button and a BEST PRICE GUARANTEE badge.
- 30% off Michigan hotels:** A large banner with a scenic view of a lake and trees, featuring a 'SAVE up to 30% on Michigan hotels' offer and a LEARN MORE button.
- FEATURED OFFERS:** A row of four promotional cards:
  - Disneyland® California: from \$170
  - KÅ by Cirque du Soleil: Free Seat Upgrade
  - Royal Lahaina Luau Maui: save up to 26%
  - London Hop-On, Hop-Off Tour: from \$45
- EXPEDIA LOCAL EXPERT:** A section with a CONCIERGE badge and a description: "Get the most out of your trip! When you travel, look for one of our concierges. They can arrange activities, experiences and all the things that create memories you'll cherish forever!"
- TOP PICKS:** A table listing activities and their prices:

Activity Name	From
Tablao de Carmen: Flamenco Show with Optional Dinner or Tapas	\$49
Chichén Itzá Sightseeing Excursion	\$83
Universal Orlando® Theme Parks	\$127
San Diego 3-4-1 Pass	\$143

Below the featured offers, there is a TRAVEL TOOLS section with links for "How do I change or cancel a Vacation Package?" and "Can I reserve a shuttle or a limousine for my trip?".

992x265 Expedia Created Banner Ad

# Expedia ad example

The screenshot displays the Expedia website interface. At the top, the Expedia logo is on the left, and navigation links for 'Welcome Sean', 'Sign Out', 'My Itineraries', 'My Account', 'Customer Support', and 'Feedback' are on the right. A yellow navigation bar contains links for 'Home', 'Vacation Packages', 'Hotels', 'Cars', 'Flights', 'Cruises', 'Things to Do', 'DEALS', 'GROUPON Getaways', 'Rewards', and 'Mobile'. A 'NEW' badge is positioned above the 'Mobile' link.

The main content area is divided into two sections. On the left, a dark blue box titled 'PLAN YOUR TRIP ON EXPEDIA' contains a search form for 'Flight + Hotel'. The form includes radio buttons for different trip types: Flight, Hotel, Car, Activities, Cruise, Flight + Hotel (selected), Flight + Car, Flight + Hotel + Car, and Hotel + Car. A yellow callout box with an airplane and bed icon says 'Book FLIGHT + HOTEL at the same time SAVE UP TO \$525\*'. Below this, the 'Flight + Hotel' section has a 'Search two destinations »' link. The search form includes fields for 'Leaving from:' (Chicago, IL, United States (ORD-O'Hare Intl.)), 'Departing:' (02/17/2014), 'Time:' (Any), 'Going to:' (Chicago (and vicinity), Illinois, United States of Ar), and 'Returning:' (02/22/2014). There is a checkbox for 'I only need a hotel for part of my trip' and a table for 'Rooms:' with dropdowns for 'Adults (18-64)', 'Seniors (65+)', and 'Children (0-17)'. A 'BEST PRICE GUARANTEE' logo and a 'SEARCH FOR FLIGHT + HOTEL' button are at the bottom of the search form.

On the right, a red-bordered banner for 'Oahu' features a woman lying on a grassy hill. The text reads 'Today on Expedia: Oahu The Heart of Hawai'i. Save 30% on Oahu Vacations' with a 'SEE DEALS' button.

Below the banner, the 'Sean's Recent Searches' section shows three results: 'Western Heritage Inn of Bozeman' (Feb 17 - Feb 22, from \$89 per night), 'Dreams Puerto Vallarta Resort & Spa All Inclusive' (from \$318.4 per night), and another search result partially visible.

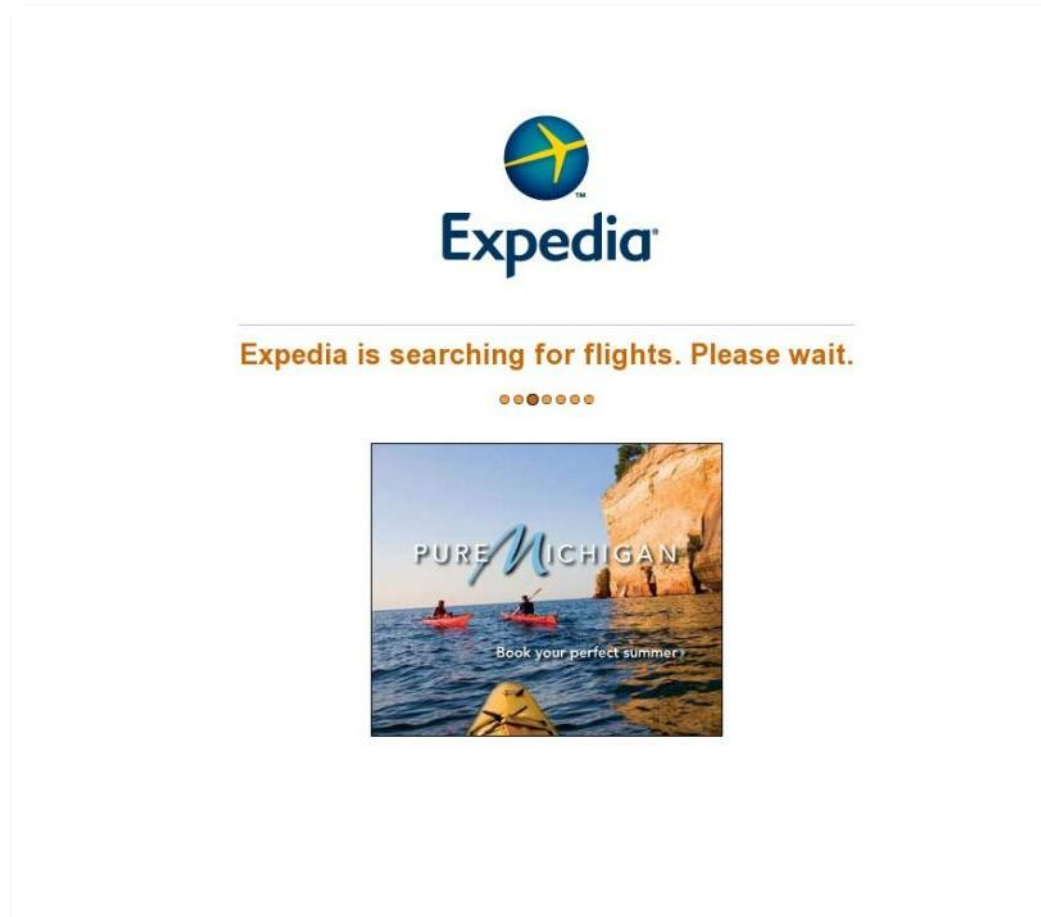
416x268 Expedia Created Banner Ad

## *Expedia.com*

- Interstitial Banner Ads
  - A clickable 300x250 Iowa banner ad will be displayed while users are waiting for flight results while there is no other content on the screen
    - Clicking on interstitial ads does not interrupt the booking process
    - Interstitials typically yield a .05% CTR and are great for brand awareness
    - Advertisers usually see a 25% higher click through rate on their standard banner ads on Expedia after seeing the interstitial
  - Plan includes 200,000 Interstitial ad impressions



# Expedia Ad Example



Interstitial Banner Ads 300x250

## ***SocialMoms Network (New in FY14)***

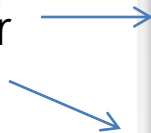
- The SocialMoms Network reaches over 200 million women across digital display and social media outlets
- With 45,000 bloggers, celebrities, influencers and sites, they are wired to reach social moms, drive conversation and ensure campaign performance
- Iowa Tourism ads will run on websites geo and demo targeted to Women aged 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
- Ads will run on a custom site list focused around: Women's Lifestyle, Fashion & Beauty, Health & Food, Entertainment, Family & Travel
  - Sites include:
    - » [Cosmopolitan.com](http://Cosmopolitan.com), [elle.com](http://elle.com), [foodnetwork.com](http://foodnetwork.com), [bicycletouringpro.com](http://bicycletouringpro.com), [eonline.com](http://eonline.com), [oprah.com](http://oprah.com), [yelp.com](http://yelp.com), [cafemom.com](http://cafemom.com), [perezhilton.com](http://perezhilton.com), [huffingtonpost.com](http://huffingtonpost.com)

## ***SocialMoms Network (New in FY14)***

- Travel Iowa will run 1,061,833 targeted video and banner ad impressions from March through June as follows:
  - Pre-Roll with In-Display Companion Banner
    - Travel Iowa commercials will run as in-stream video before premium content on leading websites
    - Ideal for videos of 15 to 30 seconds in length
    - Video begins playing automatically with sound when a user chooses to watch a content video
    - Added Value
      - Companion banner ads will be delivered to run in conjunction with the pre-roll videos 15% of the time at no charge to further surround the audience with the travel Iowa message

# Pre-Roll and companion banner example

Pre-Roll and  
Companion  
Banner



**FANDANGO** Find a Movie Find Theaters + Movie Times Search  
Movie List OR Enter ZIP or City, State Movies + Actors Sign In Join

Home Showtimes Movies **Videos** Movie Guides Movie Blog Gift Cards Offers Family My Movies My Theaters

Movie Trailers + Clips | Pain & Gain

They have it all... except someone to share it with.  
**READY FOR LOVE**  
SERIES PREMIERE TONIGHT 9/8c AFTER THE VOICE

READY FOR LOVE SERIES PREMIERE TONIGHT 9/8c AFTER THE VOICE

This advertisement runs for 15 seconds

**Pain & Gain**  
Mark Wahlberg, Dwayne Johnson, Anthony Mackie, Ed Harris, Ken Jeong, Rebel Wilson  
in Pain & Gain Buy Tickets

**Videos** 1 of 6

**NOW PLAYING**

**Pain & Gain** **Weekend Ticket - Episode 7** **Exclusive: Pain & Gain - Stepfather** **Pain & Gain: Stryper**

**Overview** See Full Details >

**Pain & Gain**  
Runtime: 2 hr 9 min  
Information for parents: Common Sense Media says not for kids. Read More  
Opens: Apr. 26, 2013  
Cast: Mark Wahlberg, Dwayne Johnson, Anthony Mackie, Tony Shalhoub, Ed Harris  
Director: Michael Bay  
Synopsis: Daniel Lugo (Mark Wahlberg) is a regular bodybuilder who works at... Read More

Fans say SO-SO Critics say SO-SO What do you say? I'M IN! I'LL PASS Seen it? RATE

Tweets About This Movie

98% positive Join the conversation

haimichelle Pain and Gain was a very good movie. I'd recommend it. Shows how sick some people can be to get what they want. 4 minutes ago.

marksceffo word on the street is Pain and Gain wasn't all that great and it was about 30 min longer than it needed to be. 4 minutes ago.

DrewHightower Pain and Gain was a total bust. The only funny parts were in the previews. 12 minutes ago.

Cochran\_Aaron Pain and gain was hella funny 13 minutes ago.

ArtofSeduction\_ Saw Pain and Gain this weekend, good movie. It's crazy that's a true story 14 minutes ago.

Powered by Flicktweets

Featured Videos

Added Value  
Banner



## ***SocialMoms Network (New in FY14)***

- Rollover-to-Play In-Banner Video Ads
  - Rollover-to-play units deliver engaged viewers who choose to watch your video and you only pay when someone watches the video 100% through
    - » Video is served with “Rollover to Play” call-to-action over center of video and a “rollback” corner. When viewers rollover video for 3 seconds the video plays, this qualifies the user, eliminating accidental rollovers
    - » This user-initiated format is ideal for longer form content
    - » Bonus impressions will be received for video ads served, but not clicked on
  - Ads can have a custom overlay that includes a call to action such as “Click to get a Travel Guide” as well as social sharing functionality linking the user to Travel Iowa’s facebook or twitter
  - We can add a short “teaser” that plays when the webpage loads to entice viewers to click on the video

# Rollover-to-Play In-banner example

Top Stories ▾ Trending Topics ▾ People ▾ Jobs

Welcome to Mashable! Sign in with Facebook or Twitter

## Mashable

Social Media ▾ Tech ▾ Business ▾ Entertainment ▾ US & World ▾ Videos

Featured: Apple YouTube Google+

TRENDING STORY



1,257 Tweet

199 Like

### 5 Best New Apps Worth Downloading This Week [PICS]

TECH From the risque to the semi-offensive, there were many interesting new arrivals in app stores this week. We sorted through them to find the apps we could actually imagine using and...

10 hours ago by Sarah Kessler 8

MORE TRENDING STORIES



Top 10 Tech This Week [PICS] 5



'Playing With Your Phone While Sitting on the Toilet' Gets a Tribute [VIDEO] 12

MOST SHARED THIS WEEK

LLC vs. S Corp: Which is Right for Yo...

10 Social Media Tips for Bloggers

Google Caught Tracking Safari Users: ...

HOW TO: Follow London Fashion Week Vi...

37 New Digital Media Resources You Ma...

ALL STORIES



### New AppList: Apps For Streaming On-Demand Video

TECH It's a delight to watch on-demand video on the iPhone or iPad. However, video streaming apps are now so prevalent that users may suffer from co...

8 hours ago by AppAdvice 0

108 Tweet

11 Like

1



### What to Do When Your Celebrity Client Flips Out on Social Media

BUSINESS In the wake of another celebrity social media meltdown this week, the question "where is his publicist?" has appeared from commenters in a...

1 day ago by Christine Erickson 8

907 Tweet

102 Like

1

SUBSCRIBE TO MASHABLE

Mashable on Add to circles

52k Recommend on Google

Follow @mashable 2.7M followers

LinkedIn YouTube Stumble RSS

More subscription options »



MASHABLE NEWS IN YOUR INBOX

Enter your email

Top Stories

My Stories (Personalized)

TOP STORIES TODAY



### 37 New Digital Media Resources You May Have Missed 1

Rollover Video Ad



## SocialMoms Network - Added Value

- Leverage SocialMom's Social Media Platforms to Promote Iowa
  - SocialMoms Twitter Promotion – 2 million impressions
    - » SocialMoms will tweet Travel Iowa content 4 to 5 times throughout the campaign to raise awareness for Iowa Tourism and encourage their community of 436,000+ followers to retweet the link with the campaign #hashtag
    - » SocialMoms reaches the largest organic following of its kind on Twitter, and their live events frequently become trending organic topics

## SocialMoms Network - Added Value



- Leverage SocialMom's Social Media Platforms to Promote Iowa
  - Facebook Promotion
    - SocialMoms will push Iowa-related messages to their 30,000 plus SocialMoms facebook followers throughout the campaign, driving additional awareness about visiting Iowa's favorite places and driving traffic to Iowa's facebook page to learn more about planning a visit to Iowa
  - Travel Iowa Inclusion in Weekly Newsletter and Email
    - Reach 35,000+ bloggers and social media influencers with Iowa content
    - We will work with SocialMoms to write content for the newsletter to go out 2 to 3 times during the campaign to engage this audience and drive them to [traveliowa.com](http://traveliowa.com)




## **Allrecipes.com (New in FY14)**

- Allrecipes.com is the world's largest digital food brand, where cooks can share recipes, ratings, reviews, menus, blogs, photos and profiles
  - Nationally, Allrecipes.com has 22,424,000 monthly unique views with a median age of user at 43.8
  - 97% of Allrcecpipes' audience is involved in travel decisions for themselves and their families. 47% are solely responsible and 50% are equally responsible with someone else
  - Allrecipes.com is the 5<sup>th</sup> largest social site (#1 in Food, 33% larger than their nearest competitor, FoodNetwork.com)
- Iowa Tourism ads will run April 1-30 on Allrecipes.com
- Ads will be geo and demo targeted to women aged 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
- Sponsorship includes 135,712 targeted impressions
  - Iowa Tourism Ad Roadblock includes:
    - Clickable Iowa branded wallpaper ad
    - 300x250 banner ad

# Allrecipes.com ad example

 [recipes »](#) [videos »](#) [menus »](#) [holidays »](#) [thebuzz »](#)

[RECIPE BOX](#) [SHOPPING LISTS](#) [MENU PLANNER](#) [Go Pro!](#) or [Join for free!](#) [Sign In](#)



**Addictive Sweet Potato Burritos**  
★★★★★ [Read Reviews \(1522\)](#)  
Pinterest 3K+ Facebook Like 2.6K Twitter Tweet 23

READY IN **50 mins**

"Once you've had one - you'll want another. The recipe is a little different from most burrito recipes, but I've had many, many requests for it. Serve these with sour cream, chopped green onions and salsa. For vegan burritos, omit the cheese and sour cream. These may be made ahead of time, individually frozen, then heated. For an interesting variation, try deep frying these tasty burritos." — Karena

[See how to make this recipe!](#)

[Recipe Box](#) [Shopping List](#) [Menu](#) [Email](#) [Print](#)

**Ingredients** [Edit and Save](#)

Original recipe makes 12 burritos [Change Servings](#)

<input type="checkbox"/> 1 tablespoon vegetable oil	<input type="checkbox"/> 4 teaspoons prepared mustard
<input type="checkbox"/> 1 onion, chopped	<input type="checkbox"/> 1 pinch cayenne pepper, or to taste
<input type="checkbox"/> 4 cloves garlic, minced	<input type="checkbox"/> 3 tablespoons soy sauce
<input type="checkbox"/> 6 cups canned kidney beans, drained	<input type="checkbox"/> 4 cups cooked and mashed sweet potatoes
<input type="checkbox"/> 2 cups water	<input type="checkbox"/> 12 (10 inch) flour tortillas, warmed
<input type="checkbox"/> 3 tablespoons chili powder	<input type="checkbox"/> 8 ounces shredded Cheddar cheese
<input type="checkbox"/> 2 teaspoons ground cumin	

[Check All](#) [Add to Shopping List](#)

**Directions**

- Preheat oven to 350 degrees F (175 degrees C).
- Heat oil in a medium skillet, and saute onion and garlic until soft. Stir in beans, and mash. Gradually stir in water, and heat until warm. Remove from heat, and stir in the chili powder, cumin, mustard, cayenne pepper and soy sauce.
- Divide bean mixture and mashed sweet potatoes evenly between the warm flour tortillas. Top with cheese. Fold up tortillas burrito style, and place on a baking sheet.
- Bake for 12 minutes in the preheated oven, and serve.

[Kitchen-Friendly View](#)

**DISCOVER OUR ORGANIC AND ALL-NATURAL FOODS**


[CLICK HERE](#)

WILDWOOD. wild by nature.

ADVERTISE WITH US

[Menu Planner](#) **40% off** [One Year](#)

**In Season**



**Crazy Busy?**


Get easy recipes for breakfast, lunch, and dinner.

**Related Videos**

- [Addictive Sweet Potato Burritos](#)  
These vegetarian burritos have a slightly spicy s...
- [Sweet Potato Black Bean Chili](#)  
See how to make roasted sweet potato chili.
- [Spicy Baked Sweet Potato Fries](#)  
See how to make healthy baked sweet potato fries with...

[More How-To and Recipe Videos »](#)

**Related Menus** [PRO](#)



Discover our organic and all-natural foods.

**GO NATURAL**

## ***Parents.com (New in FY14)***

- Parents.com works to help parents understand the issues and challenges that are important to them, address their concerns, advocate their causes, and celebrate the joys of parenthood
- Parents.com offers moms and moms to be content whenever and wherever she wants it
  - Parents.com has 3,290,000 unique views per month and a median age of 35.5
  - Parents.com leads competitors in social media activity
    - #1 in Facebook likes and Twitter followers versus their competitors
- Banner ads will be demo targeted to women with children, aged 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
  - Ads will run March-June receiving 1,672,400 impressions
    - Ads will be 728x90 and 300x250

# Parents.com Ad Example

The screenshot displays the Parents.com website interface. At the top, there is a navigation bar with the site name 'Parents.com' and a search bar. A prominent banner for 'Parents' magazine is visible, advertising a subscription for 'ONLY \$7.99 For 2 Full Years'. Below the banner, a green navigation menu lists various categories such as 'Getting Pregnant', 'Pregnancy', 'Babies', 'Baby Names', 'Toddlers & Preschoolers', 'Big Kids', 'Parenting', 'Food', 'Health', 'Fun', 'Video', and 'Birthdays'. The main content area features several articles and ads. On the left, there is a sidebar with categories like 'Family Vacation', 'Entertainment', 'Games', 'Birthdays', 'Parties', 'Arts & Crafts', 'Toys', 'Printables', 'Family Activities', 'Sports', and 'Holiday'. The central article is titled '5 Spring Crafts and Games' and includes a search filter for 'Themes', 'Ages', and 'Materials'. To the right, there are several smaller articles and ads, including 'Saratoga, New York: easy to reach, always exceptional.', 'Tools You'll Love', 'Home Tutoring for All Levels & Subjects', 'Looking for an Elegant Gift?', 'Give Hope To Complex Growing Generations', and '#1 Pest Control & Removal'. The bottom of the page features a 'Recommended Just For You' section with various article thumbnails and a 'Find FamilyFun' section with social media links for Twitter, Facebook, YouTube, and Pinterest.

## Midwest Living e-Newsletter (New in FY14)

- Midwest Living's "Best of the Midwest" e-newsletters are delivered to over 700,000 engaged readers throughout the country each week
- This e-newsletter connects with an engaged audience of opt-in subscribers
- The newsletter is written by *Midwest Living*
- Travel Iowa banner ads will run within one geo and demo-targeted e-newsletter reaching women 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
  - Iowa Tourism ads will run in the March 5<sup>th</sup> e-newsletter for an estimated 82,661 targeted impressions
  - Iowa's 300x250 and 728x90 ad units will be integrated into the body of the newsletter with a URL link to [traveliowa.com](http://traveliowa.com)

# Midwest Living e-newsletter ad example

Midwest Living

best of the midwest

## Savor Summer's Bounty

- 25 Sweet Raspberry Recipes
- Easy Make Ahead, 35 Fresh Green Salades
- 25 Seasonal Salads
- Win \$1,000 in Our Third Annual Recipe Contest!
- Healthy Nature Choices for Your Desktop
- How to Decorate with Vintage Finds

P.S. The clock's ticking for entries to our [Third Annual Recipe Contest](#). Submit your original recipe by August 15, 2012, for the chance to win \$1,000 and have your specialty featured in Midwest Living.



## Our Weekly Picks for You

### Cabin-Style Decorating

- Hang Pots by the Fireplace
- Choose Earth Tones
- Put a Rug on the Porch



### 15-Minute Garden Projects

- Flower-Pot Bird Bath
- Jar Lids as Plant Labels
- Salvaged Crate Containers



### Must-See Midwest Gardens

- Chicago Botanic Garden
- University of Illinois Garden
- Chicago Botanic Garden



300x250

## Sweet on Honey!



- 1 Honey-Cinnamon Muffins
- 2 Cream and Honey Muffins
- 3 Honey-Crumpled Fruit Muffins
- 4 Honey-Cheese Muffins
- 5 Honey-Cheese Croissants

## More on [MidwestLiving.com](http://MidwestLiving.com)



Baked Beans



Back Your Back Against



Bake in Cook's Kitchen



Cherry-Smoo Smoothies

 Like us on FACEBOOK

 Follow us on TWITTER

 Sign up for SWEEPSTAKES

 Follow us on PINTEREST

728x90

### Sponsored Links



53yr Old Woman, Looks 25  
Mom reveals a sim...  
[www.ConsumerLifestyle.com](http://www.ConsumerLifestyle.com)



Groupon™ Official Site  
1 mind-blowingly huge deal...  
[www.Groupon.com](http://www.Groupon.com)



Rare Bean Burns Fat?  
Learn How This Strange  
Bean Burns Fat Fast!  
<http://tiny.cc/beanburner>

### Special Offers

Get Midwest Living's Best Recipes Collection!

This terrific collection contains more than 275 of our favorite recipes for every occasion—from special breakfasts and brunches to simple dinners and sumptuous desserts, all with the distinct flavor of the Midwest.

[Buy Now for Only \\$4.95 & FREE Shipping!](#)



This email was sent to [rebecca.wagner@midwestliving.com](mailto:rebecca.wagner@midwestliving.com).  
[Update Email Preferences](#) | [Unsubscribe](#) | [Help Center](#) | Was this email forwarded to you? [Subscribe Here](#).  
Midwest Living, 1719 Locust Street, Des Moines, IA 50309

## Meredith Digital Network (New in FY14)

- Meredith Digital Network connects 40 million women
- These women spend 821 billion annually on products and services
- Socially, Meredith Digital has 3.7 million Facebook fans, 4.75 million Pinterest followers and 1.1 million Twitter followers
- The Meredith Digital Network is a group of high-traffic, reputable websites that reach women covering topics related to food, home, parenting and lifestyle
  - Websites include:
    - *Parents, Ladies Home Journal, Family Circle, Everyday with Rachel Ray, Better Recipes, Recipes, All Recipes, Better Homes and Gardens\**, *Midwest Living\** and *Traditional Home*

\* We will also have a presence in print with these pubs as part of the co-op plan

## Meredith Digital Network (New in FY14)

- Targeted rich media ads will run on sites within the Meredith Digital Network geo and demo-targeted to Women aged 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
- Iowa will run 568,000 “Rising Star Portrait” Rich Media Ads
  - These ads are extremely popular as they show all of the information to the consumer within the ad without expanding across the content of the page
  - The ad can house links to Iowa Tourism’s Facebook page, Twitter feed, blog, website and can play the Travel Iowa commercial all within the ad unit so the user can interact without leaving the current website they are on
- Iowa Tourism ads will run from May through June and will be optimized to run on the websites within the network that perform the best and have the highest interaction for Travel Iowa



# Meredith Digital Rising Star Portrait Ad

The image is a screenshot of the Better Homes and Gardens website. At the top, there is a navigation bar with the site logo and a search box. Below the navigation bar, there are several promotional banners and a main content area. The main content area is titled 'Holidays' and features a large image of a bowl of food with the text 'Potluck Recipes for Holiday Celebrations'. To the left of the main content is a sidebar menu with categories like 'Recipes', 'Crafts', and 'Decorations'. To the right of the main content is a sidebar with various articles and a 'The Inside Scoop' section. The website has a clean, organized layout with a mix of text, images, and interactive elements.

**Better Homes and Gardens**  
FULL YEAR JUST \$5.99 PLUS A FREE GIFT  
Search BHG.com

recipes & cooking | decorating & home ideas | gardening | entertaining | holidays | health & family | magazine | pets | shop

easter | easter recipes | easter crafts | easter decor | 4th of july | halloween | thanksgiving | christmas | see all

Go sundressing! SHOP WOMEN

st. patrick's day | BHG.com / Holidays

**Holidays**  
Delicious holiday recipes, easy decorating ideas, creative crafts, how-to videos, fun online tools, planning tips, and great reader-to-reader content.

Like | D.L. | Share | f | t | g | +

Recipes  
Easter  
Crafts  
Eggs & Baskets  
Decorations  
Recipes  
mother's day  
Cards  
Crafts  
Recipes  
Gifts  
father's day  
Cards  
Crafts  
Gifts  
fourth of july  
Crafts  
Decorating  
Recipes  
halloween  
Pumpkins  
Decorations  
Crafts  
Recipes  
Parties  
Pumpkin Stencils  
Pumpkin Decorating  
thanksgiving  
Sides & Appetizers  
Pies & Cakes  
Menus  
Decorations  
Crafts  
Recipes  
Planning  
Centerpieces  
christmas  
Decorations  
Cookies  
Baking  
Appetizers  
Ornaments

my viewed | my saved | recommended

**\$10,000 Spring Into Color Sweepstakes**  
enter daily | Enter Now

**The Inside Scoop**  
Bring outside fun in with these all-weather get-together tips from contributing editor Molly Sinnott.

**Give It a Beat**  
Get the party started. Create a custom playlist to complement the party theme or to set the mood.

**Garden Elixirs**  
Bring the flavors of the garden into your drinks. Serve cocktails infused with fresh juices such as Peach Bellini, Apple Lime Coolers or Pear Rosémary Martini.

**Power in Numbers**  
Create a different centerpiece with a new of vases. Fill several tall glass vases with blooms from your garden.

**Flower Favors**  
Say "thank you for coming" by giving guests the gift of gardening. Send each friend home with a small potted seedling.

Have a good idea for a centerpiece?

Table V: Place one bloom of roses in different containers, including wine bottles, mason jars, water glasses.

Flowerbox B: Empty wine bottles filled with flowers.

Remember a wedding here

SHARE

Fun summer picks from Target

Apple iPad touch4th Generation - 60B

SPONSORED BY | Like us on Facebook

## Meredith Digital Network (continued)

- Pre-roll video ads will run on Meredith Digital websites
  - 600,000 pre-roll video ads will run from March through June
  - Videos cannot be skipped or opted out
  - Video ads will be targeted to Women 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
  - Ads will be optimized to run on the highest performing sites
- Banner ads will run on Meredith Digital websites
  - 2,000,000 impressions will run March through June
  - Ads will be targeted to Women 25-54 living in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
  - Ads will be 300x250 or 728x90
  - Ads placements will be optimized to run on the highest performing websites

# Meredith Digital pre-roll and banner ads

Better Homes and Gardens logo and search bar. Navigation menu: recipes & cooking, decorating & home ideas, gardening, entertaining, holidays, health & family, magazine & more, shop.

BHG.com / Videos / How to Paint Furniture

### How to Paint Furniture

Painting furniture gives an old piece a new look. Here's how to paint furniture and get great results.

300x250

more with sanding

#### How To Spray Paint A Chair

Sanding found at 0:19

Video player controls: 00:28 / 01:06

Parents.com logo and search bar. Navigation menu: Getting Pregnant, Pregnancy, Babies, Baby Names, Toddlers & Preschoolers, Big Kids, Parenting, Food, Health, Fun, Video, Printables.

## 728x90

Parents.com > Toddlers & Preschoolers > Feeding & Nutrition > Healthy Eating

### The 20 Best Snacks for Kids

Toss out the junk food and start making snack time fun again! Check out these 20 kid-friendly ingredients that make great snacks, plus an easy recipe for each one.

By Jacqueline Plant, Fraya Berg, and Lori Brookhart-Schervish

3.3k Likes, 13K Shares

#### Cheese

The protein in this kid-friendly snack keeps energy levels high until dinnertime. We like to slice salt-free pretzel sticks into cubes of low-fat cheese to make "satellite snacks," but you can also make cheese more interesting to kids by pes with a cookie cutter and our favorite fruit.

More Smart Savings

300x250

allrecipes.com logo and search bar. Navigation menu: new at AR, recipes, videos, menus, holidays, thebuzz, myallrecipes.

### Fettuccine Alfredo III

★★★★★ Read Reviews (17)

"Fresh pasta is the way this dish is made in the 'old country.' A simple recipe that takes about 20 minutes to prepare." — John Antonini

300x250

Ingredients: 8 ounces dry fettuccine pasta, 1/2 cup grated Parmesan cheese, 1 cup butter, softened, freshly ground black pepper.

## Adwords Search Marketing

- When planning vacations, many people begin their vacation searches online
- For FY14, 16 campaigns have been created to reach this audience throughout the year and as they begin their initial travel search
- *ZLRIGNITION* will continue to run campaigns targeting high-performing keywords such as “Midwest Travel”, “Family Vacations,” and “Iowa Travel”
- Additional campaigns will run seasonally during peak interest times to best target designated audiences
  - Hiking, Biking, Golfing, History, Seasonal
- To further integrate search media with public relations efforts, a separate search campaign will be created to buy keywords year-round tying in with the editorial/content calendar

## Adwords Search Marketing

- To ensure dollars are spent effectively, Search Campaigns will be:
  - Geographically targeted to residents in Illinois, Minnesota, Missouri, Nebraska, Wisconsin and South Dakota
  - ZLRIGNITION will continuously monitor keywords that generate the most responses and traffic to site
  - ZLRIGNITION will develop and test different text ads to generate traffic to [traveliowa.com](http://traveliowa.com)
  - Each campaign will link to specific landing pages within [traveliowa.com](http://traveliowa.com)
  - Ads will run October through June
    - Search campaigns will be timed to run during months where peak performance is expected based on FY13 campaign performance and analytics

# FY14 advertising – New elements



# FY14 advertising



# FY14 Advertising (FY13 elements eliminated)





- **Cable**

- Commercials will air for 12 weeks March 10 through June 15, 2014 (off weeks of 3/31, 5/12)
- Estimated Overall Impressions Women 25-54
  - » 7,940,625 impressions and 9,876 commercial spots
    - Campaign market goals: 75% reach, 4-7 frequency
- Increasing the cable investment extends the flighting to ensure all digital and cable media run from March through June
  - » Increase in cable advertising in this plan yields:
    - 2 million more branding television commercial impressions in target markets
    - Over 2,000 more targeted commercial spots
    - More added value potential
    - 25% more reach of Women 25-54 in the target markets

- **Online**

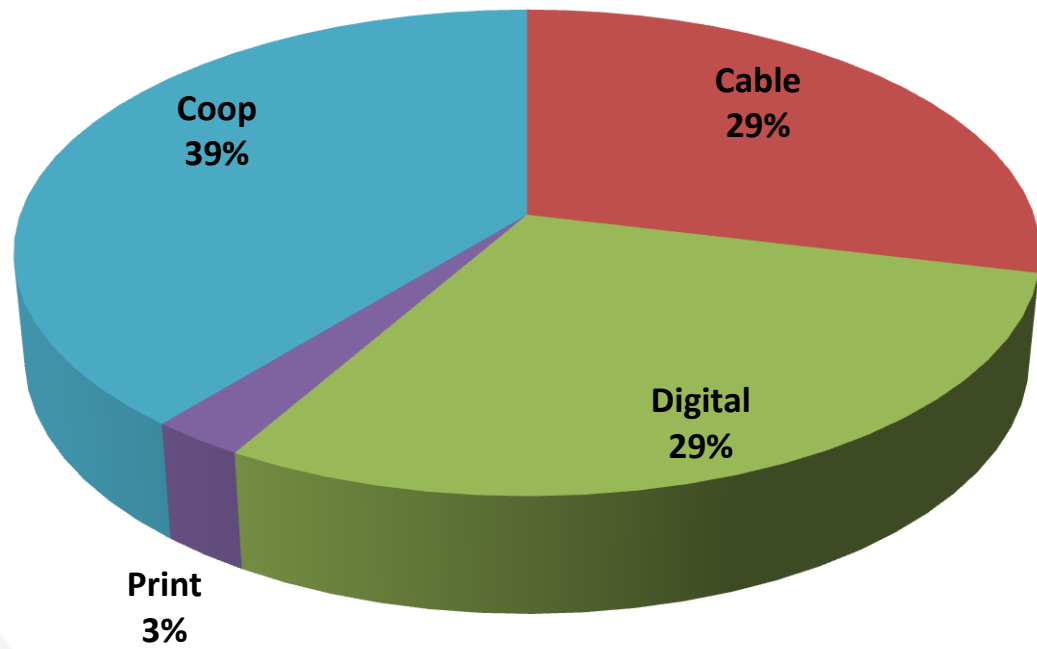
- Run all new digital media ideas as outlined in the previous slides to keep the plan focus on interactive rich media ads that encourage interaction with Iowa's website and social media pages
- Continue to run a number of low-cost standard banner ad impressions on YouTube (no video ads) and Google network websites to generate awareness and garner website clicks but at a lower level than FY13 and Option 1

# FY14 Advertising (elements eliminated based on FY13 performance/metrics)



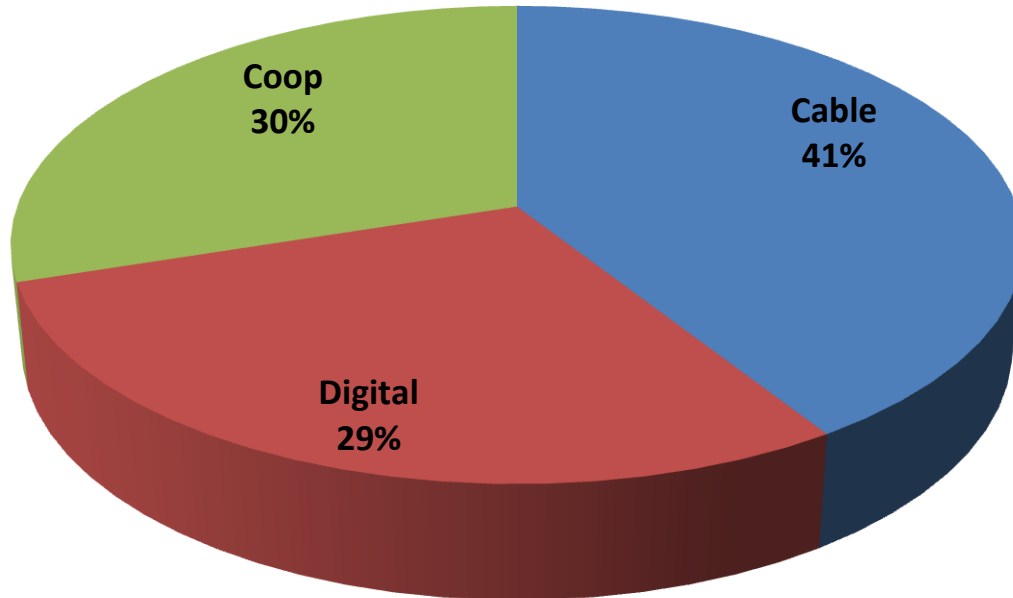
# Media Plan Spend Allocations by Medium, FY13

Media Spend by Medium FY13



# Media Plan Spend Allocations by Medium, FY14

Media Spend by Medium FY14 Option 2



## Current Metrics

- **Travel Guide online views / orders**
- **Website traffic**
- **Co-op leads**

## Proposed Metrics

- **Digital**
  - Website traffic
  - Website engagement
  - App downloads / engagement
  - Itinerary downloads
  - Email open rates / engagement
- **Advertising**
  - Video views / shares
  - Digital banner click-thrus
- **Data Capture**
- **Social Media**
  - Facebook / Twitter / Blog / Pinterest / YouTube analytics
  - Promotions analytics
- **PR**
  - Secured coverage
  - New /improved media relationships
  - Media tour participation
  - Positive industry survey results

## Integrating by:

- Repurposing content
- Message coordination
- Audience
- Delivery vehicle

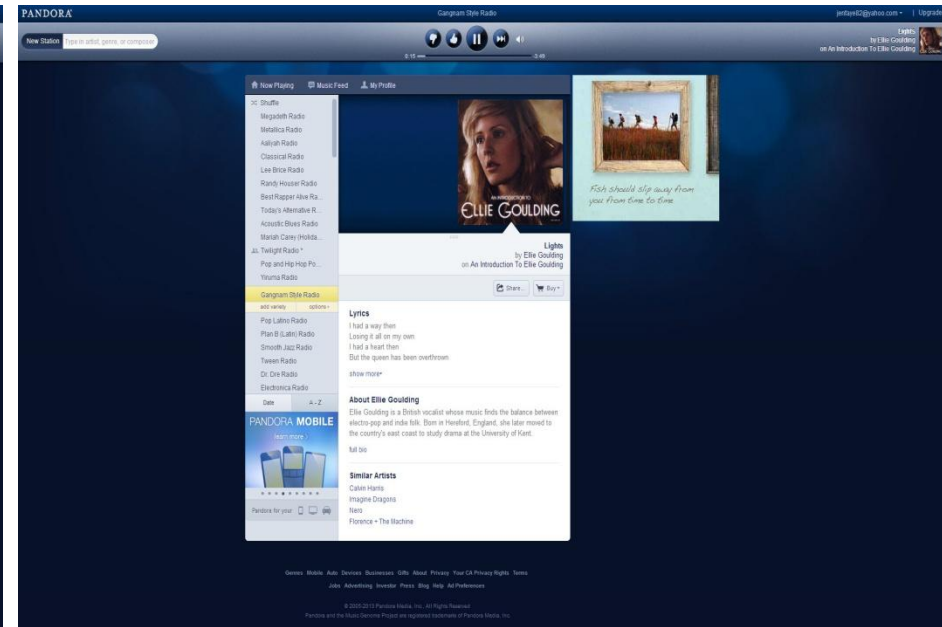
# Addendum



## Pandora Radio - music management platform

- Advertising on Pandora was part of the Spring 2013 campaign generating 1,087 clicks to the website with a .03% click through rate
  - Desktop listeners spent an average of 34 seconds and visited 2.75 pages while on traveliowa.com
- In FY14, Travel Iowa will again geo and demo target women ages 25-54 listening to online radio as they go about their day
- The plan includes 2,947,428 geo and demo targeted impressions (paid and bonus)
  - One 15 second audio commercial will air within programming on desktop computers (3 advertisers per hour)
  - Ads cannot be skipped
  - Desktop Display ads 300x600
  - 1,250,000 impressions were negotiated to run as added value to enhance the campaign at no charge to Iowa:
    - Desktop Audio Companion ad and Tile ads for Homepage Tuner (300x250, 300x600, 500x500)

Desktop impressions include:  
**Tile Ad (500x500), Companion Ad (300x250 or 300x600),  
15 second audio recording from Pandora (given script)  
The audio runs simultaneously with Banner and Tile Ad**



- Spotify** - Spotify is a music management platform with a deep social media experience that allows listeners to share playlists on Facebook
- According to ComScore, 44% of Spotify listeners plan to travel in the next 6 months
    - Spotify was part of the 2013 Spring Campaign and generated 2,697 clicks to traveliowa.com with a .21% click through rate
    - 91% of visitors from Spotify were new to the traveliowa.com site, these visitors explored 2.75 pages and spent 54 seconds on the site
  - Impressions will geo and demo target women 25-54 in the target areas
  - Audio ads on Spotify cannot be skipped
  - Sponsorship includes 1,070,619 audio and banner ad impressions
    - One 15 second audio commercial will air between every 5-7 songs on desktops with a 300x300 companion unit (Spotify changed to this size from 300x250)
    - Desktop Display Ad impressions (160x600 and 728x90)

# Spotify ad examples

**Mumford & Sons** Followers: 1,645,439

**Top Tracks**

01	I Will Wait	06	Lover of the Light
02	The Cave	07	Holland Road
03	Little Lion Man	08	Ghosts That We Knew
04	Sabel	09	White Blank Page
05	Whispers in the Dark	10	Lovers' Eyes

**Albums**

**The Road to Red Rocks (Live)** 2013

1	Lovers' Eyes - Live From Red Rocks	5:43
2	Little Lion Man - Live From Red Rocks	4:28
3	Below My Feet - Live From Red Rocks	4:44
4	Roll Away Your Stone - Live From Red Rocks	4:43
5	Lover of the Light - Live From Red Rocks	5:22
6	Ghosts That We Knew - Live From Red Rocks	5:55
7	Awake My Soul - Live From Red Rocks	4:23

**Travel Iowa** 2013

Get your free Iowa Travel Guide today at [travellowa.com](http://travellowa.com)!

300x250 Banner Ad with Audio

**Sheryl Crow** Followers: 48,593

**Top Tracks**

01	The First Cut Is The Deepest - A...	06	Strong Enough
02	If It Makes You Happy	07	My Favorite Mistake
03	Easy	08	Real Gone
04	All I Wanna Do	09	The First Cut Is The Deepest
05	Soak Up The Sun	10	Everyday Is A Winding Road

**Albums**

**100 Miles From Memphis** 2010

1	Our Love Is Fading	6:22
2	Eye To Eye	5:34
3	Sign Your Name	5:37

**Soak Up The Sun** Sheryl Crow

Fish should slip away from you from time to time.

728x90 Banner Ad

**The Lumineers** Followers: 402,844

**Top Tracks**

01	Ho Hey	06	Dead Sea
02	Stubborn Love	07	Submarines
03	Flowers in Your Hair	08	Big Parade
04	Classy Girls	09	Charlie Boy
05	Slow It Down	10	Flapper Girl

**Albums**

**The Lumineers** 2012

1	Flowers in Your Hair	1:50
2	Classy Girls	2:46
3	Submarines	2:43
4	Dead Sea	4:08
5	Ho Hey	2:43

**Ho Hey** The Lumineers

Sometimes all it takes is seeing like a kid

160x600 Banner Ad

## Hulu.com

- Hulu.com is a website offering ad supported streaming videos of television shows from NBC, Fox, ABC and other networks
- Hulu ads offer a way to reach viewers while they use their desktops to view their favorite television shows with the added benefit of getting them to click to your website from the ads
  - Iowa Tourism ads running on Hulu during the 2013 Spring Campaign yielded a .21% click through rate with 3,138,289 impressions on ads
  - Over 97% of viewers watched the Iowa Tourism video in its entirety on Hulu.com
- Iowa Tourism proposal includes 2,593,362 geo-targeted and demo-targeted impressions
  - A branded slate with voice over, “The following program is brought to you with limited commercial interruption by Iowa Tourism” airing before programs
  - One 30 second Iowa Tourism commercial within programming
  - Iowa Tourism banner ads placed below the episode throughout the video experience

## Youtube.com

- According to Google, 66% of travelers view videos online during their travel planning process
- Another benefit to video advertising is that it is a much more engaging format than display ads and a great way to repurpose the commercials and integrate the television brand message in the digital medium
- In FY13, Iowa's YouTube campaign garnered \$.09 cost per view
- YouTube reaches more travel enthusiasts than niche travel sites with 5.6 million unique visitors a month compared to 943,000 for Expedia and 759,000 for Trip Advisor
  - Nielsen 2011 – Travel enthusiast is defined as a person who is a heavy spender of airline tickets and hotel reservations in last 6 months

## Youtube.com

- Geo-targeted 30 second pre-roll video ads will run in Illinois, Minnesota, Missouri, Wisconsin, Nebraska and South Dakota
  - Commercials will air before videos played in these markets
  - Ads will demo-target Women 25-54 years-old
- ZLR*IGNITION* will report weekly on how many impressions are served and how many clicks are received

## Remarketing

- Remarketing allows Iowa Tourism to remain top of mind to internet searchers who have expressed an interest in traveling to Iowa
- Banner ads follow users for 30 days from their visit to [traveliowa.com](http://traveliowa.com)
  - Ads will be shown to each person a max of 7 times per day
- The FY13 remarketing campaign placed banner ads on 8,912 sites yielding over 2 million impressions
- In FY14, remarketing banner ads will run from January through June to reach potential travelers
  - January will reach visitors after the holiday season is over and they are sick of daily routine, looking for ideas to getaway
  - Beginning remarketing ads in January allows Iowa to be top of mind and then when the spring campaigns starts all other advertising kicks in to lead them to investigate Iowa more in-depth



## Remarketing

- Banner ads will be targeted to Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
- Target banner to serve specific ads to each user depending on where they landed on the traveliowa.com website to ensure the most relevant ads get served to boost click through rate
- *ZLRIGNITION* will monitor the list of sites banner ads appear on to ensure the message is appearing where we want it to

## Display Advertising

- Banner advertising is used to create brand awareness and support the campaign message
- Ads will not only generate awareness of the message but will prompt those already online to research Iowa travel
- Banner ads are shown to users as they browse different websites within the Google network of sites
- Banner ads will be geographically and demographically targeted to women aged 25-54 and link to [traveliowa.com](http://traveliowa.com)
  - In FY13, banner advertising generated 28,902,299 ad impressions with viewers visiting an average of 1.45 pages on site

## Display Advertising

- Two ad campaigns will be created to run March-June 2014
  - One banner ad campaign will place ads on youtube.com only
    - In the FY13 Spring campaign majority of impressions ran on youtube.com due to the low cost per thousand
  - To ensure ads run on other targeted websites, another banner ad campaign will place ads on travel, arts, culture and history sites
    - Websites such as modernmom.com, momtourage.com, hgtv.com, kayak.com, travelocity.com, frommers.com, fodors.com
    - Building off the coop ad campaigns from FY13, sites that performed well will also be targeted \*\*websites that did well for coop
- ZLRIGNITION will continually monitor the number of impressions/clicks per sites, with frequent updates or changes made accordingly to optimize performance

## Display Advertising

- Two creative banner ad campaigns will be tested to ensure the most relevant clicks are coming through to the website
- The campaign that performs the best with number of ad clicks, time spent on site, travel guide downloads, etc. will be used
- *ZLRIGNITION* will monitor the ads each week to determine which ones are performing best and increase spend on those

## TripAdvisor sponsorship

- According to comScore (July 2012), in the U.S., those people 24-54 years old with children looking for travel information, use TripAdvisor as their top site for information
  - TripAdvisor gets 66 million unique visitors a month
- In FY13, Iowa-related content delivered over 1.6 million page views including hotels and accommodations, restaurants, attractions and topic discussions
- To integrate more Travel Iowa content within Trip Advisor, updates to the sponsorship page will be made for the Spring 2014 campaign

## TripAdvisor Sponsorship

- IEDA will continue to sponsor the Iowa page on TripAdvisor.com (current sponsorship ends in March)
  - The sponsorship allows TripAdvisor users to familiarize themselves with great Iowa content and link to TravelIowa.com
  - This sponsorship includes fixed positioning on the Iowa overview page for 12 months including:
    - Content integration and direct link modules within the Iowa tourism page
    - Photos and videos
    - Brochure link
    - Events and promotion module
    - Roadblock Iowa banner ads on page (eliminating competition from advertising on page)

## TripAdvisor banner advertising

- In FY13, visitors to traveliowa.com from Trip Advisor spent almost 4 minutes on site and visited 7.38 pages during their visit
  - TripAdvisor users interacted the most with Traveliowa.com among all paid ads from FY13
- TripAdvisor sponsorship includes 1,016,922 impressions from March-June (includes 48,425 added value impressions)
  - Place 160x600, 300x250, 728x90 banner ads on the Iowa Content pages on TripAdvisor
  - Place ads on content pages for neighboring states such as Minnesota, Illinois, Missouri, Kansas, Nebraska, South Dakota, Wisconsin
  - Run of site ads geo-targeted to Minnesota, Illinois, Missouri, Kansas, Nebraska, South Dakota, Wisconsin residents
- Campaign results to be optimized during campaign to ensure best results are being achieved

## Co-op advertising for tourism partners

- ZLRIGNITION will assist and support the IEDA and constituent partners with the implementation of co-op advertising
- IEDA will purchase ads in a variety of newspapers and print publications for co-op advertising. A rich media online opportunity will be purchased as well
  - Publications including *Midwest Living*, *The Iowan*, *AAA Living* are included to reach the target audience in Iowa and surrounding states with co-op advertising
  - The plan assumes IEDA will buy down the space cost and sell the remaining cost to constituent partners so they can purchase co-op advertising at a discounted rate
- ZLRIGNITION will place ads in print and online based on partner interest
- These publications further target the older traveler demographic and generate leads for partners