



FY 2013 PLAN

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INTRODUCTION

This year's marketing plan started with research. First, we scoured all the available industry data. Then the Iowa Tourism Office and our marketing partner **ZLR/GNITION** conducted a whirlwind tour of Iowa to gain better insight from our tourism partners. We asked the industry for their opinions about what makes Iowa a great tourism destination and what the Iowa Tourism Office could do to help them attract more visitors.

With that insight in hand, we went to the consumer. We talked to the consumer about their "ideal" vacation. We talked to them about the competition, and then we talked to them about Iowa. We heard some things we already knew and learned some things that surprised us.

We combined all the insights gained from exhaustive research into a marketing plan dedicated to improving results: more value added media, more digital and social media, strategically driven creative.

Iowa Tourism Mission

- Grow Iowa's economy through travel expenditures

Iowa Tourism Objective

- Inspire more travel to and in Iowa

Iowa Tourism Strategies

- Define the Iowa Tourism brand
- Conduct a multi-media, digital and PR campaign to promote the brand
- Engage the tourism industry in the promotion of Iowa's tourism brand

Travel Insights

The Digital Era

The Digital Era for travel is here. People's lives revolve around their phones and technology. The Internet, finding directions and booking travel is one touch away. Approximately 90 million adult Americans use the Internet to plan their travel. With so many sites out there to plan vacations, people are turning more to blogs to get real travelers' opinions. They also want to comparison shop so they can get the best deal.

Mobile devices were also seen as a "go to" travel resource in 2012. According to a survey by TripAdvisor, 44 percent of U.S. travelers planned on using their mobile phone or smartphone more as a travel resource during trips in 2012. 47 percent expected to use their mobile device for their travel needs at their destination. 31 percent planned to use travel apps on their mobile device. And 27 percent planned to use their mobile device to find local attractions, things to do and accommodation research.

Approximately one-third of travelers (33 percent) have visited an online community, travel forum or blog to seek and/or review information about a destination or travel-service supplier during the past 12 months. Now more than ever, families are using blogs as a form of reference to help them plan their vacation.

Travel planners may skip the official state tourism site and start with researching real people reviews on hotel accommodations, reviews about places to go, what to see and how long to stay. Many travel planners find blogs more fun to read, more interesting, more relevant, more comprehensive, more specific and more helpful in making decisions than information provided by the tourism marketers.

Vacation Trends

While the economy is picking back up, some Americans are still suffering from tough economic times. For a lot of Americans, travel means taking short trips more often versus the traditional annual one to two-week vacation. Taking shorter trips, or even one-day trips, saves money on travel. According to a survey of United States residents by the U.S. Travel Association, “opportunities to learn” was one of the top motivators for taking a leisure trip. “From museums, to reenactments, to historical tours, cultural vacations offer families a chance to unplug and learn together in an interactive and meaningful way.”

In addition, the family road trip is making a comeback. According to Expedia data, despite higher gas prices, families are planning more road trips. Families opt for a road trip to stretch their vacation dollar while enjoying meaningful family time. More families are looking for a quality resort within driving distance with meaningful road side experiences that they can discover together.

According to TripAdvisor’s annual travel forecast for 2012, 44 percent of survey respondents say a beach trip is their top destination. However, coming in at number two, at 42 percent, is a cultural trip (visiting museums or historic sites,) and 40 percent say they will take a road trip. 24 percent say they will be taking a guys or girlfriends getaway.

Why People Vacation

People need a break from the working world. With the economy still somewhat unpredictable, people think they need to dedicate most of their lives to their jobs. Taking a vacation sometimes falls last on the priority list. However, when a vacation does make it to the top of the list, families are traveling together. Taking a family vacation is a reason to come together for quality time. Families take vacations for many reasons, but “building memories is what is important about vacations,” says Howard Nusbaum, CEO and president of The American Resort Development Association. Vacations are a perfect way for the entire family to reconnect and rejuvenate away from the daily stresses of life.

Consumer Insights

Statistics of the Iowa Traveler

According to the 2012 Iowa Marketing Follow-Up Survey, most Iowa travelers are residents traveling within their home state (64.3 percent). Illinois has the next highest percentage of tourism share in Iowa at 10.9 percent. Minnesota falls closely behind 8.1 percent.

Out-of-state travelers spend more money than in-state travelers. According to the 2012 Iowa Marketing follow-up survey, the average spending per trip in Iowa from out-of-state travelers is \$563 while average spending of those from within Iowa is \$423.

Who is the Iowa Traveler? Meet The Social Mom.

The typical Midwestern traveler is a 25-54 year-old woman with a household income of \$84,000. She is likely to be a college graduate and will do online research to help make decisions for her family. While she's busy, her top priority is spending time with her family. She is a "Social Mom."

She typically stays three to five days and starts her planning three to six months ahead of time, unless it's summer and then she takes less time to plan.

Social moms have extremely interesting media habits and will spend time online researching their trip.

- In the U.S., nearly 28 million moms are on social networks. This represents over 80% of all women with children under 18 in their household. (Source: SOAM Report)
- 46% of moms says they are on social networking sites several times a day. (Source: Edison Research, Moms and Media 2012)
- 67% of moms would rather keep their smartphone and lose their TV than vice versa. (Source: Edison Research, Moms and Media 2012)

RESEARCH

Ignition Summit

Partnership feedback is, and always will be, a priority to the Iowa Tourism Office. And with the start of a new fiscal year, along with a new agency to the Iowa Economic Development Authority, the Iowa Tourism office and **ZLR/IGNITION** conducted seven summits across the state to meet with tourism partners to simply find better ways to create and deliver our tourism message.

These summits, conducted in Waterloo, Fairfield, Davenport, Mason City, Ames, LeMars and Red Oak had three simple goals: Recommit to traveling to our constituents for their input, introduce **ZLR/IGNITION** to the tourism industry and help us identify priorities. The tourism industry provided valuable feedback to help spur **ZLR/IGNITION** and the Iowa Tourism Office into 2013 planning by answering questions like, “What can IEDA do to encourage more travel in Iowa?” or “How can IEDA spend its limited budget more effectively?”

Key Conclusions:

1. The industry wants IEDA to implement more digital and social media to stay relevant in the eyes of the consumer and so the industry has something to reference online.
2. The industry wants IEDA to have a consistent theme with messaging that the industry can use and implement in their current advertising efforts.
3. If the state is going to come up with a consistent theme, it needs Iowa-specific research that will help determine what the statewide messaging will be.
4. The industry wants better communication from the state on current advertising efforts so the industry's efforts can be more effective.
5. The industry still relies heavily on co-op partnerships to help advertise its attractions and destinations.

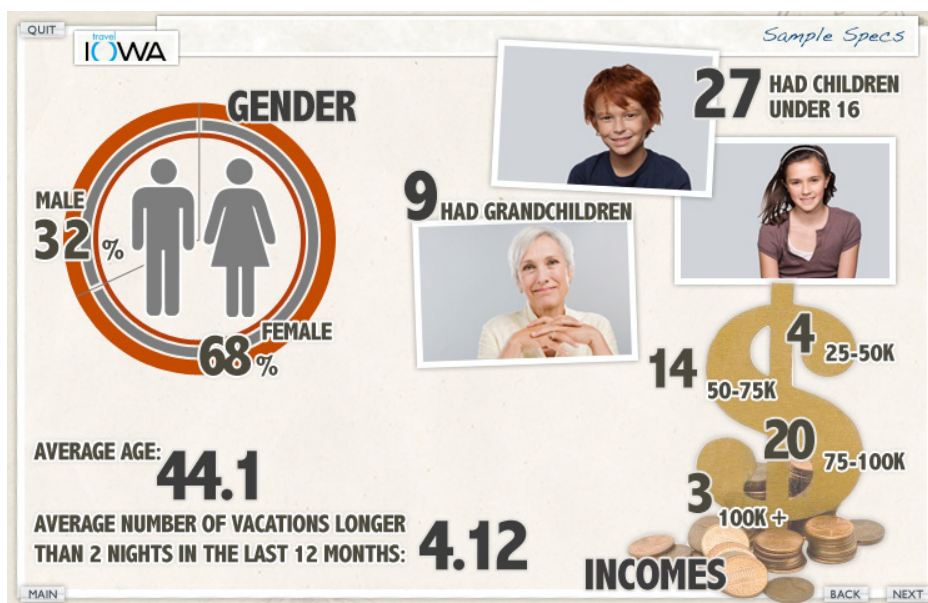
StreetSmart Research

Consumer Insight Drives Communication

One thing **ZLR/IGNITION** and the Iowa Tourism Office heard loud and clear at the Ignition summits was that the industry wanted a brand for Iowa. A theme that the entire tourism industry could use in their own marketing that would tie the state tourism efforts together at the ground level. To assist in that effort, **ZLR/IGNITION** hired StreetSmart Strategic Planning to conduct consumer research and identify lucrative strategies for the Iowa Tourism Office. StreetSmart was chosen because of their unique research techniques that have proven successful with many other tourism and state of Iowa clients. StreetSmart also has a unique way to bring messaging to life with its Heart, Mind and Soul diagram... more on that later.

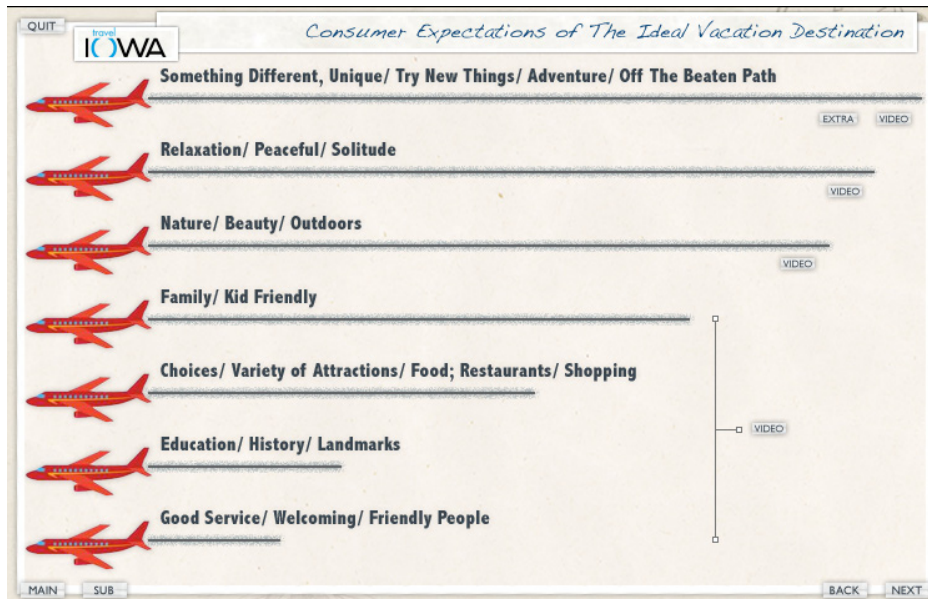
The purpose of this discussion is to provide the highlights of an in-depth research study, the presentation of which is approximately two hours long. It has been substantially abbreviated for this document.

The research combined online discussion as well as focus groups conducted in Chicago, Minneapolis and Kansas City. The research presentation screen shots below provide detail of the research sample:



The Ideal Vacation Destination

The research began with an exploration of what respondents thought would be an ideal vacation. A photo sort technique was used where respondents were asked to select images from a deck of 200 that remind them of an attribute of an ideal vacation destination. The responses were captured on video and transcribed. After transcription, the responses were grouped into categories. The graph seen here is the result of that compilation.



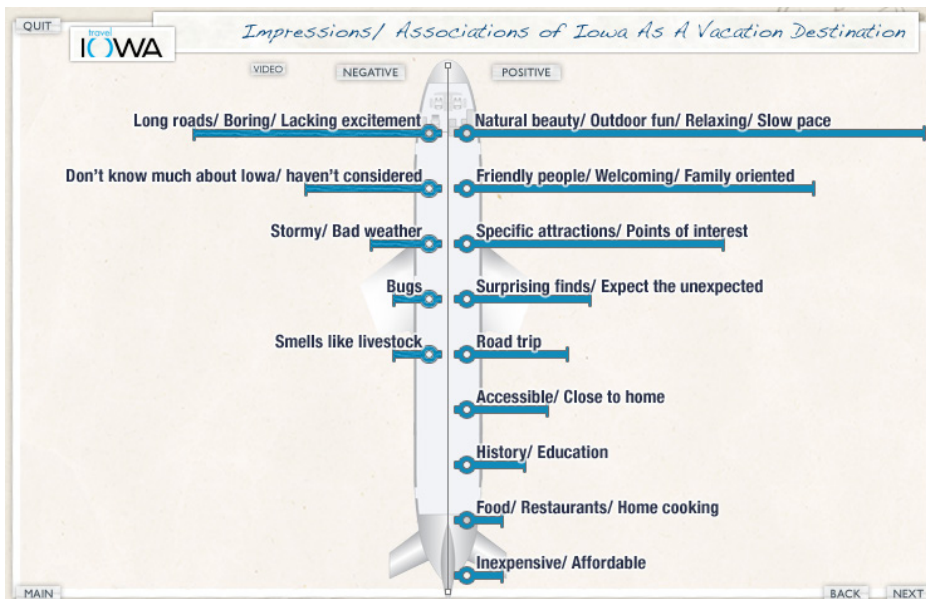
As the research suggests, people look to vacations to get away from their everyday life. To have an adventure and do something that is not the norm, even when it comes to vacations. All the while looking for that peace, solitude and relaxation that busy lives crave.

The exercise also uncovered destination turn-offs, which are represented below.



Brand Perceptions of Iowa

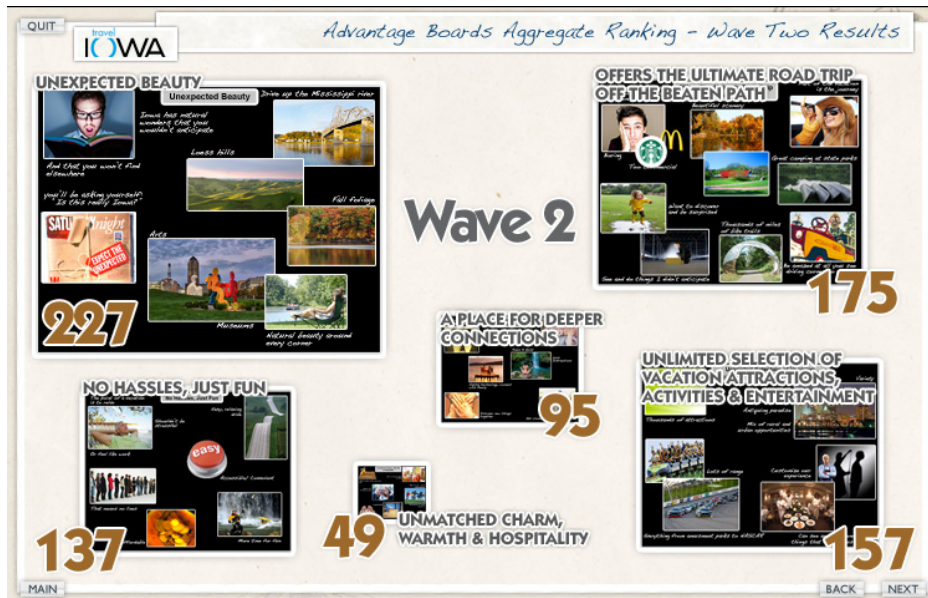
The same exercise was repeated, but in this case as it related to respondents' perceptions of Iowa as a vacation destination.



Respondents had both positive and negative perceptions of Iowa. The positive having to do with natural beauty, outdoor fun and pace. The negative having to do with a perception of little to do, long roads and the lack of knowledge about the state.

Positioning Exploration

After uncovering the insights above, **ZLRIGNITION**, the Iowa Tourism Office and StreetSmart created what are called “Advantage Boards,” which are explorations of possible positionings to see which ones had the most positive effects on consumer perceptions. Below are the result of six positionings that were tested. The Advantage Board images are a combination of Iowa photography and images from the image decks used as part of the initial exercises. The numbers attached to the Advantage Boards are the numbers of positive comments for each board.



After seeing the imagery for Iowa, especially natural beauty imagery, respondents who had previously been ambivalent or even negative about the prospect of visiting Iowa opened their minds to the possibility. The expectation of endless corn fields was changed by beautiful photos of Iowa.

Respondents felt that there was truth and attractiveness in the idea that Iowa offered an off the beaten path travel opportunity.

Brand Strategy

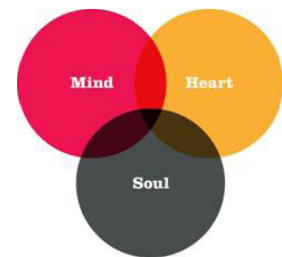
The plan spoke earlier on “Heart, Mind and Soul.”

First, **ZLR/IGNITION** believes a brand is more than a name, logo, and a tag line. It is a complicated set of attributes that are interrelated to form a consumer’s concept of the state or destination. A brand is an icon that holds all of those attributes at one time.

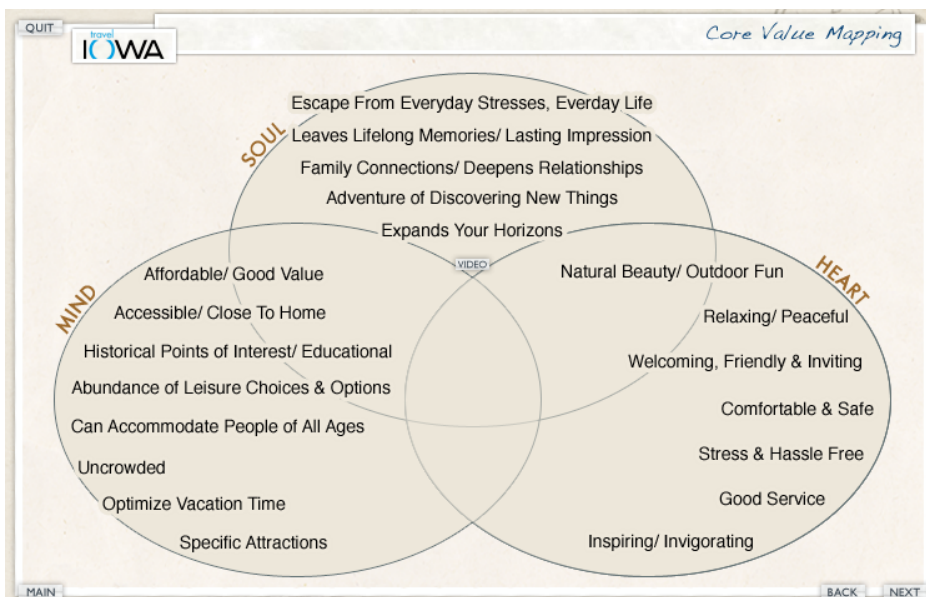
Second, **ZLR/IGNITION** believes the brand is held in the minds of the audiences it sells to and serves. The audience decides whether a destination is attractive or a turn off. Brands are earned and influenced, not claimed and dictated. As a result, the brand must be about the consumer. The more a company talks about itself, instead of how it relates to its consumer, the less effective the brand becomes. Conversely, the more the brand understands its purpose, relationship and features as they relate to the audience, the more effective the brand becomes.

Third, **ZLR/IGNITION** believes the brand needs to be understood and lived by everyone within the organization. In essence, the brand becomes the road map for everyone to follow. If there is a question as to what direction the organization should take, the brand is there to be the decision maker. It keeps everyone on the same page and headed down the same path.

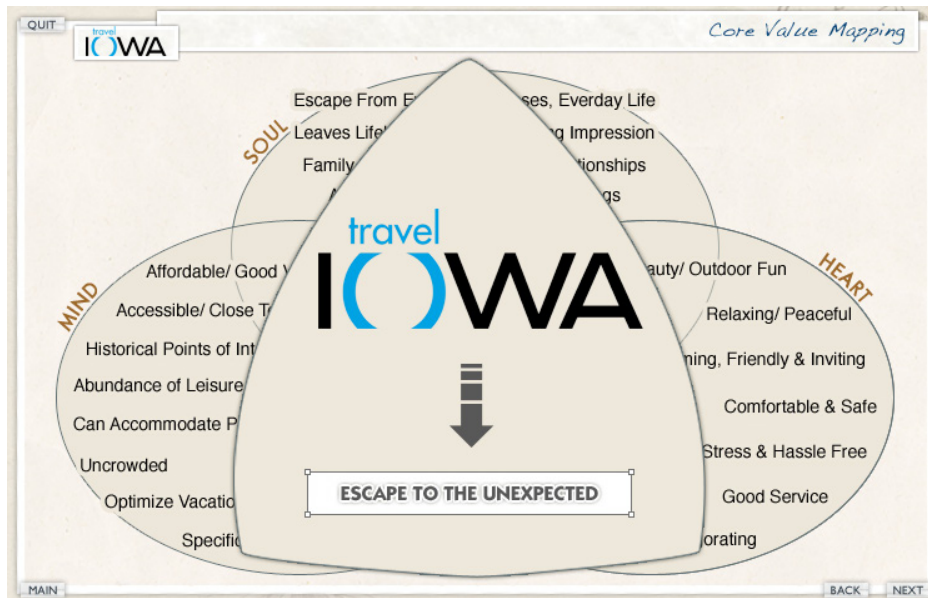
ZLR/IGNITION visualizes brands in three related ways. First, we look at the **Mind** which represents the brand’s facts and rational discriminators. Next, we examine the **Heart** which characterizes the audience’s emotional relationship with the brand. Finally, we explore the **Soul** which voices the purpose of the category. In other words, the Soul tells us what the audience would miss if the client’s brand didn’t exist. The Mind, Heart and Soul diagram creates a picture of how the attributes of the organization work together to define the organization. Through this exercise, **ZLR/IGNITION** discovers what attributes should be emphasized in communications and, ultimately, what defines the client’s brand.



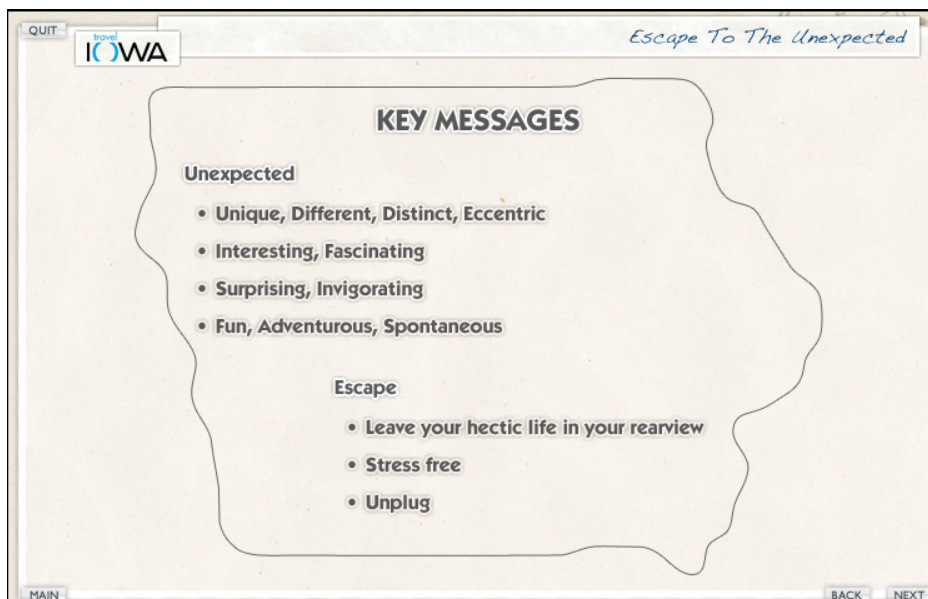
The diagram combines all of the insight that travelers have voiced in the research that they like about vacation destinations combined with the positives about Iowa thus far to create a core value map. There are two attributes in the Soul of the brand that attention should be drawn to. First is escape from everyday stresses and life. Second is the adventure of discovering new things. Respondents were generally impressed with locations in Iowa that had unexpected beauty and unexpected points of interest. And respondents are generally looking for an escape when they vacation.



ZLR/IGNITION's and the Iowa Tourism Office's challenge is to positively communicate that Iowa will surprise visitors with the unexpected and provide a way that they can escape from their everyday life.



“Escape to the Unexpected” is a strategy, not a tagline. It charges the communications to provide the audience with evidence that Iowa has attractions that they do not currently expect from Iowa. That Iowa has undiscovered natural beauty and interesting local attractions along the way. That the escape from their everyday is found in the surprises along the way. Other key messaging is shown below.



MEDIA PLANNING

Media Objective

Increase awareness of Iowa's tourism and recreational opportunities among "social moms" in the target areas, and encourage them to visit Iowa and stay in the state longer to boost tourism revenue.

Media Strategies

1. Surround the target audience of "social moms" with the Iowa Tourism message and reach them at key points throughout their day.
2. Focus advertising in the cities with the largest number of Iowa travel inquiries and potential prospects.
3. Flight the advertising campaign around the spring/summer travel and travel planning time frame.
4. Extend the advertising schedule through added value negotiations.

Media Deliverables

Cable Television

Cable television advertising will be used to generate mass awareness of the message in the target areas during the time when the audience is planning vacations. Airing commercials on cable television allows advertisers to affordably target women, and those interested in travel, in the target areas. Advertising on networks with a high composition of women such as Lifetime, Food Network and Travel Channel will effectively reach those in the target audience when they are viewing relevant programming and programming in-line with their hobbies and interests.

To maintain the brand equity built over the years in the Chicago, Kansas City and Minneapolis markets, commercials will air on cable networks in these markets. New for FY13, commercials will air in the Omaha, Nebraska, market. This market yielded a high number of travel inquiries with a low cable cost, making it another market worth advertising in. Advertising in each of these four areas effectively covers residents and potential prospects in major cities to the north, south, east and west of the state.

Another benefit to cable advertising is the significant added value opportunities cable advertising offers. Because cable companies have a large amount of advertising inventory available, we have negotiated that the Iowa Tourism commercials will air free of charge on cable networks purchased whenever there is open inventory available. At the conclusion of the campaign, we will report how many times the commercials aired free of charge.

Details of the cable television buys include:

1. Markets

- Commercials will air in: Chicago, Minneapolis/St. Paul, Omaha and Kansas City where large populations exist within reasonable driving distances of the state.

2. Networks

- Top-rated networks geared toward women 25-54 in each market will be purchased, as well as those designed for families and travel aficionados. Buys will include a combination of the following:

Travel Channel	ABC Family
Lifetime	TBS
Weather Channel	USA
Food Network	TLC

3. Schedule

- Commercials will air for eight weeks from April 15– June 16, 2013.

Print

Thousands of women subscribe to national print publications to get the latest information on topics like health and beauty. Women are spending time at their leisure with these publications to stay on top of the latest news and trends. The publications of Elle, Cosmo, Harper's Bazaar, InStyle, Marie Claire reach a total of 258,730 subscribers in Chicago, Minneapolis and Kansas City. Subscribers of these magazines are predominately female and are likely to have children and have a household income more than \$200,000. To reach these women as they are planning vacations for their families, full-page full color ads will run in June in regional issues of these national print publications. (The ads will only appear in the version of these magazines that are distributed to subscribers; the ads will not appear in newsstand editions.)

Online advertising will also be placed on these publications' websites to further reach this audience and surround them with the message.

Digital Media Objective

Increase awareness about Iowa's tourism and recreational opportunities among "social moms" in the target areas and encourage them to download the digital travel guide and make plans to travel to Iowa.

Digital Media Strategies

1. Maximize results and minimize costs by using online media to further demographically target the audience of "social moms" while they are online throughout their day.
2. Optimize campaigns to focus advertising efforts in zip codes/cities with the largest number of Iowa travel inquiries to effectively reach those most likely to travel to Iowa.
3. Flight the advertising campaign around the spring/summer travel and travel planning time frame.

Online

Online advertising allows the Iowa Tourism Office to pinpoint “social moms” and efficiently advertise to them. Online advertising reaches social moms as they are online searching information they are passionate about for them and their families. The Iowa Tourism message will urge them to visit traveliowa.com to get more information about the possibilities that exist for family vacations in Iowa. Online advertising offers the ability to geographically and demographically target “social moms” and surround them with the tourism message whenever and wherever they are online searching for information.

To ensure reach of the audience, a variety of online tactics will be used to surround the audience and interject the tourism message.

Remarketing

Clients like Yankee Candle, Porsche and Delta Airlines have used remarketing to re-engage those who have previously visited their website and to encourage them to make a purchase. Remarketing allows advertisers to reach people who have expressed an interest in Iowa as they browse websites across the Google Display Network. Code will be placed on traveliowa.com to tag travelers who visited the website and follow them as they browse other websites. Specific banner ads will be displayed based on where they visited on the website (arts, bicycling, etc.) to remind them about what Iowa has to offer for their travel experience. Remarketing allows Iowa to stay in front of those who have expressed an interest in traveling to Iowa until they have downloaded a digital guide. We will pull weekly reports on where banner ads are placed and where clicks and impressions are coming from.

Keyword Search (Google AdWords)

When planning vacations, many people will begin their vacation search online. To reach the audience when they begin their initial search, we will purchase a broad list of terms that the audience may search or “google” for information, i.e. “Midwest travel,” “Family Vacations.” Buying or bidding on search keywords ensures travellowa.com will receive prominent placement among the search results with paid text ads next to and above the natural search results. This prompts travelers who are researching vacations to get more information about Iowa. To ensure dollars are spent effectively, the keyword search buys will be:

- Geographically targeted to residents in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin
- Continuously monitored to identify which keywords generate the most response with frequent changes or updates made accordingly
- Ads will run throughout the year; monthly investments will vary based on consumer interest

Display Ads

weatherbug.com

Weatherbug.com is the #2 weather site behind weather.com. Weatherbug has yielded great click through rates for tourism/travel advertisers and has more affordable rates than weather.com for advertisers with smaller budgets. Travel and weather information go well together; and investing in advertising on a weather website is a perfect fit for travel.

- Ads will be geo-targeted to Illinois, Minnesota, Missouri, Nebraska, Wisconsin and South Dakota.
- The ads will run from April through June 2013 with 932,102 targeted impressions.
- Ads will be 300x250, 728x90, and 160x600.
- The budget will be optimized each week to ensure the budget is being spent in areas generating the best results.

Google Network of websites

Google's vast network of website partners allows advertisers the ability to efficiently target potential customers with banner ads placed on websites containing relevant content to tourism, i.e. travelandleisure.com, budgettravel.com and fodors.com. To further surround the audience of social moms as they are online and get them to think of Iowa travel, ads will run on sites such as modernmom.com, momtourage.com, bloggymoms.com, hgtv.com, bhg.com, marthastewart.com, foodnetwork.com, parenting.com and parents.com. Display ads will also run on instyle.com, marieclaire.com and harpersbazaar.com to reach social moms in the target areas online and in print. Banner ads will be geographically and demographically targeted to women ages 25-54 and ads will link to traveliowa.com. Ads will not only generate awareness of the message but they will prompt those already online to research Iowa travel.

- Display ads will be geographically targeted to residents in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.
- **ZLR/IGNITION** will continually monitor the number of impressions/clicks per sites, with frequent updates or changes made accordingly.

totallyher

totallyher is a network of websites, home to many marquee female brands, from momtastic.com and TheFashionSpot.com to Cooks.com. totallyher understands the unique needs, and behaviors of women online and why and where they turn to the web to get informed, socialize and have fun. According to comScore data for Chicago, with the target audience of females 25-49 with children, the totallyher websites reached 19.2 percent of this audience with 128,000 unique visitors in August 2012 alone.

- Ads will be demo-targeted to women 25-54 with children and geo-targeted to Illinois, Minnesota, Missouri, Nebraska, Wisconsin and South Dakota. The budget will be optimized to spend in areas generating best results.
- Ads will run April through June 2013 with 6,456,335 impressions.
- Ads will be 300x250, 728x90, 160x600 and pre-roll video.
- Added value - 533,299 banner ads.

BlogHer.com

BlogHer is the largest community of women who blog, with 45 millions unique visitors a month (August 2012, Nielsen Site Census). Engaged, influential and info-savvy, these women come to BlogHer to seek and share advice, opinions and recommendations. According to comScore data for Chicago, with the target audience of females 25-49 with children, the BlogHer websites reached 12.4 percent of this audience with 83,000 unique visitors in August 2012 alone.

- Ads will be demo-targeted to women 25-54 with children and geo-targeted to Illinois, Minnesota, Missouri, Nebraska, Wisconsin and South Dakota. The budget will be optimized to spend in areas generating best results.
- Banner ads will run from April through June 2013 with 5,152,000 impressions.
- Ads will be 300x250, 728x90, and 160x600.

Mobile

To ensure we are surrounding the target audience, banner ads will run to reach those using their mobile devices to go online throughout the day.

- Ads will be demo-targeted to women 25-54 with children and geo-targeted to Illinois, Minnesota, Missouri, Nebraska, Wisconsin and South Dakota. The budget will be optimized to spend in areas generating best results.
- Ads will run April through June 2013 with 2,501,000 impressions.

Banner ads will run on a number of mobile websites including:

- Access Hollywood, Accuweather, AOL Mail, AOL Shopping, Better Homes & Gardens, Boggle, Café Mom, CBS News, Celebuzz, CouponMom.com, Evite, FOX News, Hollywood.com, WeatherBug, WeightWatchers, Parenting, Prevention, Yahoo Weather

Social Media Ads

Facebook

With millions of users each day, Facebook ads will reach the target audience as they are online talking with friends and sharing information. Ads will be psychographically and geographically targeted to appear on profile pages of women 25-54 in the target areas. Ads can further target women with children and those who say they are interested in travel. Ads will link to traveliowa.com and the Iowa Tourism Office will only pay when someone clicks on the ad and is sent to the website. Ads will run April through June 2013.

YouTube Pre-Roll

With over 800 million visitors a month, You Tube makes it easy to reach the target audience and generate awareness of Iowa's travel possibilities. Video ads will run as pre-roll before viewers watch videos.

- Ads will be geographically targeted to residents in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.
- Advertising on YouTube will run April through June 2013.

Hulu.com commercials

As viewers of popular television programs shift to watching shows online, Hulu allows the opportunity to reach those viewers. Tourism commercials will air in an uncluttered advertising environment online within a variety of targeted programs airing on hulu.com. Commercials will be targeted to reach women in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin who are 25-54 years old, making the buy extremely efficient. Commercials will air during television shows being viewed by that age demographic. The Iowa Tourism Office will only be charged when a viewer watches the entire commercial. When a user clicks on the commercial video they will be taken to the website to learn more about Iowa travel.

Results will be reported each month outlining audience view of the commercial, as well as clicks to determine success of campaign. Commercials will run from April through June 2013, adding up to over 2 million targeted impressions during that time.

TripAdvisor.com Ads, Iowa page sponsorship

According to comScore July 2012, TripAdvisor is the top site for travel information in the U.S. with people 24-54 years old with children. To ensure browsers of the site are getting the most out of the Iowa page on the site, Iowa Tourism will sponsor that page on TripAdvisor.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
- Links to website
- Brochure link
- Official visitor centers flagged on map
- Events and promotion module
- Roadblock Iowa banner ads on page (eliminating competition from advertising on page)

In addition to the Iowa page sponsorship, 583,333 Iowa Tourism banner ads will run on TripAdvisor.com from March through June 2013 as follows:

- 160x600, 300x250, 728x90 banner ads will run on the Iowa Content pages on TripAdvisor.
- Ads will run on content pages for neighboring states such as Minnesota, Illinois, Missouri, Kansas, Nebraska, South Dakota, Wisconsin.
- Run of site ads will also be geo-targeted to Minnesota, Illinois, Missouri, Kansas, Nebraska, South Dakota, Wisconsin residents.
 - Added value:
 - 27,778 run of site ads.
 - Campaign results to be optimized during campaign to ensure best results are being achieved.

Spotify.com

A great way to target those listening to music online is through advertising on Spotify. Spotify is a music management platform with a deep social media experience which allows seamless sharing of music with friends across Facebook and Twitter. According to YouGov Definitive Insights, Audience Profiling July 2012, 68% of Spotify users plan to book a vacation in the next 12 months.

- To reach these prospects, Iowa Tourism will run banner and audio ad impressions geo- and demo-targeted to Women 25-54 in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.

The Spotify sponsorship includes 1,104,798 targeted audio and banner ad impressions. A benefit to Spotify advertisements is that they cannot be skipped.

- One 15 second audio commercial will air within programming on desktops with a 300x300 companion unit.
- Desktop Display Ad impressions (160x600 and 728x90.)
- Added Value
 - Includes 94,697 impressions (160x600 and 728x90 ads.)

Pandora Radio (online/mobile)

Another popular online and mobile music listening portal with millions of subscribers is Pandora Radio. Pandora offers advertisers the ability to geo- and demo-target audio and banner ads to reach potential customers as they listen to music of their choice when and where they want to listen.

Iowa Tourism's sponsorship on Pandora includes 1,547,616 geo-targeted and demo-targeted impressions (women 25-54) on desktop and mobile devices. Iowa Tourism sponsorship includes:

- One 15 second audio commercial within programming desktop and mobile (3 advertisers per hour and ads cannot be skipped.)
- Desktop Display ads 300x600, Mobile Display ads 330x250.
- Added Value includes 1,666,664 impressions:
 - Desktop Audio Companion ad and Tile ads for Homepage Tuner (300x250, 300x600, 500x500.)
 - Mobile Companion Ad 500x500 and Mobile Audio Follow Up 300x250.

As consumers continue to customize their music listening experiences online, Spotify and Pandora are a great way to reach the target audience.

Cooperative Partnerships

The Iowa Tourism Office supports the constituent partners through the Cooperative Partnership Program that offers discounted advertising rates to local tourism partners. This program makes it affordable for partners who wouldn't otherwise have the opportunity to advertise to reach mass audiences of potential travelers.

Ads are purchased in a variety of newspapers, print and online publications to reach Iowans and those across the Midwest with travel advertising. Niche sports publications and group tour publications are included as well. Business reply cards and reader service listings are also included as part of the co-op plan to help ensure partners are receiving leads from those interested in learning more about their attraction.

Co-op Publications

Sports Destination Management – Circulation 18,000 sports organizations, sports event promoters and statewide sports associations

November/December 2012 issue

Midwest Living – Circulation 950,000 (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

March/April 2013 and May/June 2013 issues

AAA Living – Circulation 168,407 Iowans

March/April 2013 and May/June 2013 issues

The Iowan – Circulation 20,241 Iowans

March/April 2013 issue

Iowa Outdoors – Circulation 43,000 Iowans

May/June 2013 issue

The Group Travel Leader – Circulation 20,000 Group tour planners across the country with strong Midwest reach

April 2013 issue

Midwest Meetings – Circulation 35,000 members of MPI, PCMA, ASAE, RCMA, ASTD, ISES

Spring 2013 issue

Reader's Digest – Circulation 1,686,200 (CO, IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, PA, SD, WI, WV, WY)

April 2013 America's Heartland Travel Section

USA Weekend – Circulation 1,155,745 (IA, MN, MO, KS, NE, SD, ND)

May 19, 2013 issue

Better Homes and Gardens – Circulation 1,180,000 (IA, IL, KS, MN, MO, ND, NE, SD, WI subscribers)

April 2013 issue

Ladies' Home Journal – Circulation 520,800 (IA, IL, KS, MN, MO, ND, NE, SD, WI subscribers)

April 2013 issue

Newspaper Group – Cedar Rapids Gazette, Quad-City Times, Dubuque Telegraph Herald, Iowa City Press

Citizen, Sioux City Journal, Waterloo/Cedar Falls Courier and Omaha World-Herald

Circulation – 530,000

Sunday, May 5, 2013 editions

Iowa's Simple Pleasures – IPTV television show sponsorship.

Reaches 1.5 million Iowa viewers weekly.

Will run commercials in shows May-June 2013

Online Trio

Banner ads will run on three categories of websites: General Travel, Outdoor Recreation, Culture and Culinary. Banner ads will be placed across a network of sites that include content in each category, and will be targeted to the Midwest. Ads will run in April/May 2013.

TripAdvisor Online

Banner ads will run on the Iowa content of TripAdvisor. Each partner will receive 44,188 banner ad impressions for their ads on the site. Ads will run April 1 - May 31, 2013.

Groupon

New for 2013, the Iowa Tourism Office will provide a maximum of \$200 for partners to reimburse them for the administration fee for each coupon sold as an incentive to those businesses interested in using Groupon.

DIGITAL PLANNING

Digital Planning Strategy

Provide an informational and inspirational website that is easy to use to showcase the state's destinations. The site will be easily usable for mobile and desktop users.

Travel Iowa Website

According to the U.S. Travel Association, the Internet is the most often used source for travel information among both online bookers and online non-bookers. Over three-fourths of online non-bookers used the Internet to obtain travel-related information, but used channels other than the Internet to make the purchase. No major updates to the website had been done since 2008. This needed to change.

With a completely revamped website, offering a fast, fun way to check out what the state of Iowa really has to offer, Iowa Tourism Office has made tremendous strides to ensure their online presence has been established.

The new traveliowa.com includes:

- Bright, welcoming layout with bigger pictures of Iowa's beautiful destinations and attractions.
- Opportunity for Iowa destinations and attractions to update their information.
- Niche-specific pages to help potential travelers to "get inspired."
- A listing of some Iowa restaurants and catering establishments.

Traveliowa.com is now informational *and* inspirational.

Digital Travel Guide

Digital downloads of the Iowa Travel Guide have grown exponentially over the years, so there will be a greater emphasis put on the digital Iowa Travel Guide on traveliowa.com. The enhancement of the digital Iowa Travel Guide will provide more in-depth information of all of the destination and attractions the state has to offer, with further information just one click away. Additionally, we're researching new digital platforms that will allow to make the Iowa Travel Guide available in various app stores and offer travelers a richer digital experience.

SOCIAL MEDIA PLANNING

Social Media Objectives

- Grow Iowa Tourism's online communities on all platforms.
- Increase online engagement and interaction.
- Generate web traffic to traveliowa.com.

Social Media Strategies

- Showcase the state and provide travel ideas and insights.
- Generate "buzz" about travel opportunities in Iowa.
- Engage potential users with new, exciting social media campaigns.

Social media's role in Iowa Tourism's 2013 campaign is that of great importance. The strategies listed all center around Iowa Tourism's main goal to encourage travel in Iowa while changing perceptions through real-time engagement.

Iowa Tourism's 2013 social media campaigns will use various outlets like Facebook, Twitter and Pinterest, combined with concentrated PR efforts and digital advertising that tailor specifically to each social media campaign, to engage our followers to like, tweet, comment and photograph more of Iowa.

Public Relations Planning

Public Relations Objectives

- Create awareness and interest among Iowans to travel in Iowa.
- Establish Iowa as a place that offers unexpected escapes.

Media targets include:

Regional and national travel magazines, major midwest newspapers, leading travel bloggers, Iowa newspapers, television and radio stations, niche media (publications serving hunters, fishermen, biking and motorcycle enthusiasts), and freelancers.

Media Audit

The efforts began with a series of interviews with influential media from the target list to determine the kinds of stories they most want to provide for their audiences, their perceptions of Iowa as a travel destination. From these interviews, we learned that editors want:

- Uniqueness – places and activities that you will not find anywhere else. Not just unique to Iowa.
- Experiences – places or colorful people who can make a vacation memorable.

Ongoing Media Relations

Outreach to media, both conventional and online, will occur throughout the year. It will include review of editorial calendars to identify coverage opportunities and pitching specific Iowa locations or vacation packages to those opportunities.

Media FAM Tour

A mini-media tour will be arranged as a pilot project. It will convene in a border community to attract press interest from Iowa and out-of-state media. The tour will include a briefing by the Iowa Tourism Office team and visits to nearby attractions.

Media Suite

To maximize coverage opportunities that reach large urban audiences, we also plan to pilot a Media Suite in Chicago or Minneapolis where we would provide one-on-one briefings for influential travel writers. Journalists and bloggers who attend also will be provided with a suggested editorial calendar that outlines timely travel opportunities throughout the year, as well as attractive digital photos of attractions, scenic beauty and more.

Special Events

Special events will be arranged throughout the year to announce milestone anniversaries and important information about travel opportunities in Iowa.

Other initiatives

Story leads: Rather than quarterly coverage tips, the Iowa Travel Office will provide media with story ideas every month. These leads will be distributed electronically and will be posted on the Media Section of traveliowa.com.

Iowa Travel Guide

The Iowa Travel Guide will be updated and available in the spring.