

**Approved Audits/Applications Committee 7/1/09**

**Organization Name: Billings Chamber of Commerce / CVB**  
**Project Name: Advertising: Custer Country, Leisure Regional,  
Shoulder Season Regional**

**Project Date: Fiscal Year 2009 -2010**

**Application Completed by: Joan E. Kronebusch**

Approval Requested

Final

Preliminary

*Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.*

The Billings Chamber CVB has identified our regional travel audience as being our number one target to increase visitation.

**Custer Country Visitor's Guide**

Promote Billings to Custer Country visitors. This publication is targeted toward our core audience. It will align with our national and regional advertising campaigns.

**Leisure Regional Advertising**

The Billings Chamber/CVB has identified our regional travel audience as being our number one target to increase visitation. Print and electronic advertising will run in communities in Northern and Eastern Montana, Western North Dakota, Northern Wyoming and Western South Dakota. Visitors from these areas to Billings are typically interested in shopping, cultural experiences and dining opportunities that they do not find at home.

This project is the "pick six" program of the Billings Chamber/CVB. We choose six different events and supplement their advertising program with ours. The events are chosen because of the tourism impact they have on the Billings Community. Past events have been proven to drive room nights and visitors to Billings. Past events have ranged from Billings' largest single event – MontanaFair, to art exhibits and museum anniversary events.

All ads will drive the traveler to the CVB Website and will be tracked.

**Shoulder Season Regional**

This advertising campaign will target our advertising toward the two shoulder seasons in Billings. The campaign has in the past been targeted toward; shopping in Billings, Holiday in Billings, Fall in Billings and Spring in Billings and Weekend Getaway in Billings. The theme of the 2009-2010 campaign has not been identified, but will be geared toward the off seasons in Billings. All ads will drive the traveler to the CVB Website and will be tracked.

*Develop Objectives*

1. Increase citywide room demand by 4% from 927,000 to 964,000.

*Identify the portions of your marketing plan, which support this project.*

Regional Leisure Recruitment is to increase visitation and expenditures of the regional drive market and this will be achieved by encouraging multiple repeat visits.

Does this project support the Strategic Plan? **Yes** If so, describe how.

**Goal 1;** Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

**Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.

**Detail pages attached: Yes**

**Billings CVB Budget**

Custer Country,  
Regional Leisure,  
Shoulder Season Adv.

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
Custer Country Advertising	2500	+		=	2500
Regional Leisure Advertising	30,000	+	25,000	=	55,000
Shoulder Season Regional	15,000	+	15,000	=	30,000
Production	1500				1500
Creative	2500				2500
Photographs	500				500
Postage	250				250
Miscellaneous Agency Expenses	250				250
<b>TOTAL</b>	<b>52,500</b>		<b>40,000</b>		<b>92,500</b>

## Custer Country Ad

Billings CVB will place a full page full color ad in the Custer Country Vacation Guide.

### PRINT ADVERTISING

Publication Custer Country Vacation Guide

Issue Annual

Size of Ad Full Page

Color Full

# Regional Leisure (Pick 6) and Shoulder Season

## Target Audience

Adults 25+

## Target Markets

Baker, Culbertson, Glasgow, Glendive, Jordan, Miles City, Plentywood, Sidney, Wibaux, Wolf Point, Rapid City, Dickinson, Williston, Casper, Cody, Powell, Riverton, Lander, Sheridan. (See complete list below).

## Campaign Strategy

The campaign strategy uses a combination of both regional and local newspapers to reach a broad geographic area and all of the target markets. Customized creative will run in advance of each event, which will highlight the overall Billings CVB theme but will focus on the timing/dates of each unique event. The overall campaign will spotlight all of the reasons to visit Billings and will continually position Billings as a top of mind destination throughout the region.

## Media Rationale

Consumer Newspaper

- Included in the plan to provide media frequency
- Most cost effective way to target the target audience
- Ads are large enough to create added image awareness in all target newspapers
- Rapid audience accumulation
- Ability to list detailed copy

## Media Placement

*Consumer Newspaper and publications, publications and the Montana magazine:* The following costs are based on a 20-column inch, black and white, or full color ad in the daily and weekly newspapers, publications and the Montana Magazine covering the target markets. All ads will runs approximately 2 weeks prior to the chosen events. We will place the ad in travel and entertainment sections if available in selected markets.

### Montana Publications:

*Baker Newspaper*

*Fallon County Times*

*Culbertson Searchlight*

*Glasgow Courier*

*Glendive Ranger Review*

*Jordan Tribune*

*Plentywood*

*Sheridan County News*

*Sidney Herald*

*Wolf Point Herald News*

*Miles City Star*

*Billings Gazette*

*Wolf Point Gazette*

*Lively Times*

*Montana Magazine*

*True West*

### WY, ND, SD Publication

*Casper Star Tribune*

*Cody Enterprise*

*Powell Tribune*

*Riverton/Lander Journal*

*Sheridan Press*

*Dickinson Press*

*Williston Daily Herald,*

*Rapid City Journal*

