

Organization Name Custer Country, Montana

Project Name Consumer Advertising

Application Completed by John Brewer

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.

Custer Country would like to purchase ad placements in two magazine publications and one online Homepage Bar that have not been approved as of yet by the TAC. The first of these will be one placement in the April, 2011 edition of Good Housekeeping Magazine. Secondly, we would like to purchase two placements in RoadRunner Magazine. One placement will be in the May/June, 2011 edition and the other placement will be in the July/August, 2011 edition. The online ad placement will be on the website for RoadRunner magazine and will run for 6 months from April to September.

The cost for a 1/6 page full color ad in Good Housekeeping is \$5,670.

The cost for 2 1/3 page full color ads in RoadRunner Magazine is \$4,300.

The cost for a Homepage Banner ad on the RoadRunner Magazine website is \$1,500.

Budget: the \$11,470 will be taken from the previously approved "Consumer Advertising" line item under "Consumer Advertising". We are simply requesting these new publications be funded that were not on the approved list in our first application.

Design or "Ad Production" will simply be deducted from the previously approved \$20,000 for "Ad Production" under "Consumer Advertising".

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Complete rationale is delineated in the marketing plan

- Increase advertising responses

Refer to the portions of your marketing plan, which support this project.

All consumer advertising projects will support the goals within the marketing plan.

- Use Custer Country's most well known historical assets to draw people to the region. These assets are:
 - Little Bighorn Battlefield National Monument
 - Pompeys Pillar National Monument
 - Bighorn Canyon National Recreation Area
 - Cowboy/Pioneer history
 - Native American culture and history
 - Prehistoric sites (Dinosaurs)
- Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.

- Increase visitation to Custer Country among resident, domestic, and international travelers. This should include:
 - Encourage visitation and longer stays by leisure travelers.
- Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

How does this project support the Strategic Plan?

- **Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors**
 - 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
 - i. 1.1.b: Continue with winter marketing
 - 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - i. 1.2.a: Amplify targeted sales and marketing to attract groups, meetings, and conferences.
 - 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - i. 1.3.b: Implement the new Montana tourism brand
- **Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.)**
 - 4.1: Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors
 - i. 4.1.e: Plan and promote commemorations of historic events in Montana

Detail pages attached Yes No

**Custer Country
Consumer Advertising**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Ad production, creative, copy writing, photos, misc. agency services	Will use previously approved Ad Production Funds.	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
Good Housekeeping Ad	\$5,670				
RoadRunner Magazine Ads	\$4,300				
RoadRunner Online Banner Ad	\$1,500	+	\$0	=	\$11,470
TOTAL	\$11,470		\$0		\$11,470

REGION/CVB PROJECT TOTAL	\$11,470	+	\$0		\$11,470
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