



Approval Requested	
<input checked="" type="checkbox"/>	Final - Production
<input checked="" type="checkbox"/>	Preliminary – Media Placement

## Application for projects over \$500

<b>Organization Name:</b>	Glacier Country Regional Tourism Commission
<b>Project Name:</b>	Consumer Advertising - Online Advertising
<b>Application Completed by:</b>	Racene Friede

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.

We will place online advertising on major primary market online newspaper websites as well as other targeted websites across the country in conjunction with other tourism partners in Glacier Country. We have had great success in the past in partnering with private tourism businesses, CVBs, etc. and purchasing large online campaigns in identified markets. We will present a final media buy list prior to each campaign.

### OBJECTIVES:

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

- Increase overall consumer response by 2% over 2009
- Increase direct mail and electronic direct mail response by 3% over 2009
- Increase use of website by 8% over 2009
- Increase our database by 3% over 2009

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

This project is addressed in all of our marketing plan goals and plan and strategy number 2.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
  - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
  - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**       Yes                       No

Budget page must be attached for approval.