

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Opportunity Marketing – Fall Digital Campaign – KTVQ Billings
Application Completed:	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.

Overview:

In an effort to further explore in-state advertising opportunities to reach a target drive market we have negotiated a 3 month digital campaign to include banner advertising and page takeovers on KTVQ, a Billings affiliate of CBS. This campaign will run during a time we have less direct advertising exposure and will thus allow us shoulder season marketing. *See attached for details.*

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2011
- Increase electronic response by 2% over 2011
- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011

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

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
 - a. Attracting new travelers
 - b. Positioning ourselves as a resource for information
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country’s amenities, cultural, tribal and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Cooperate with other tourism organizations such as the Kallispell, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, TBIDs, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, tribal, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 7) Continue targeted visitor appeals in Glacier Country’s marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 8) Incorporate Montana Office of Tourism’s branding initiative into our various marketing projects

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.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.1.d Continue marketing to international travelers
- 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 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.a Host an annual marketing plan meeting to coordinate the marketing planning process
- 1.3.b Implement the new Montana tourism brand



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

- 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



PROJECT BUDGET
Opportunity Marketing - KTVQ Billings

	State Tourism Funds	Other Funds		Total
PROFESSIONAL SERVICES:				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
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	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ -	\$ -	=	\$ -
MARKETING/ADVERTISING:				
Media Placement	\$ 9,900.00	\$ -	=	\$ 9,900.00
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ 9,900.00	\$ -	=	\$ 9,900.00
TRAVEL:				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ -	\$ -	=	\$ -
OTHER:				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ -	\$ -	=	\$ -
<hr/> <hr/>				
PROJECT TOTAL	\$ 9,900.00	\$ -	=	\$ 9,900.00



Publication	Run Dates	Ad size(s)	Distance Area	Circulation	Net Cost	CPM	Value Added
MTN – Homepage Takeover	Oct-Dec	150x800	Global	Minimum 400k imp's	\$8,400	\$21	60% savings
KTVQ.com	Oct-Dec	300x250, 584x50, 728x90	Global	400k+ pageviews/mo	\$1,500	\$7.14	Save \$2.86 CPM