

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Canadian Market Warm Season
Media Placement Spring 2011

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls CVB would like to target the Canadian market in order to reach those demographics described in Montana’s 5-year Strategic Plan, as well as those that have a proven success record for Russell Country or Montana as a whole. One of the areas identified is the Canadian Market, specifically, Alberta. These areas are similar in interests as well as other demographics and have proven to be a steady source of visitors for Great Falls and the surrounding areas. Canadians are very interested in the National Parks as well as the history of Charles M. Russell. The GF CVB is proposing a Canadian campaign, targeting those areas from which many of our visitors are located. We are able to complete this campaign with the budget rollover reallocation.

Objectives in marketing plan that support this project

- 1) Increase the amount of Accommodation Tax collections in FY11 by 7%.
- 2) Increase the number of visitor sessions to our website in FY11 by 10%

Portions of Marketing Plan supporting this project:

FY11 Goals #1, #2

This project supports the following Strategic Plan Goals:

- #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: Radio/Online Canadian Campaign

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional services:			
Radio Placement 1 st Flight	\$ 8236.00		\$8236.00
Radio Placement 2 nd Flight	\$8236.00		\$8236.00
Social Media	\$ 1,528.00		\$ 1,528.00
Production	\$2,000.00		\$2,000.00
Project total	\$20,000.00		\$20,000.00

MEDIA PLAN

CLIENT: Great Falls CVB

DATE: March 15, 2011

SUBJECT: Canadian Market Warm Season 2011 –
REVISED and APPROVED 3/15/11 Board

JOB: 248-700

Campaign Timing April 25 – June 30

Target Audience Adults 25-54

Target Markets Alberta: Lethbridge, Medicine Hat

Campaign Strategy

Due to the current strength of the Canadian economy against the U.S. economy, Canadian travel to border states has increased. Montana, and especially Great Falls, has benefited from this recent trend and could continue to benefit during the traditional warm season travel months. Wendt recommends the following media placement schedule as the best option for Great Falls to target Canadian travelers and drive increased interest in travel to the area, particularly during the three-day Canadian Victoria Day holiday in May, as well as supporting online placement through mid-June for the Canada Day holiday in early July.

Wendt recommends using radio and social media placement in Lethbridge, Medicine Hat and southern Alberta to reach the southern primary population centers in Alberta. This campaign will use customized creative aimed at directing listeners/readers to either call the Great Falls CVB office or go to the Great Falls CVB website to get complete travel information. We recommend placement occur between late April and end of June to catch people as they are planning for the Victoria Day or Canada Day Holiday.

Media Rationale

Radio:

- Provides media frequency
- Targets listening dayparts (6am-10am; 10am-3pm; 3pm-7pm)
- Provides market by market targeting
 - Provides opportunities for on-air contesting and additional promotional support

Social Media:

- Provides market by market as well as demographic targeting
- Low cost media placement option
- Provides for complete click-through tracking



Media Flight Schedule Canadian Campaign

	Radio	Facebook
Week of April 25		X
Week of May 2	X	X
Week of May 9	X	X
Week of May 16	X	X
Week of May 23		X
Week of May 30		X
Week of June 6	X	X
Week of June 13	X	X
Week of June 20	X	X

Media Placement: Radio

The following costs are based on two flights of three weeks of radio placement in Lethbridge and Medicine Hat. The first flight will promote Great Falls prior to the Victoria Day Holiday; the second flight will promote Great Falls prior to the Canada Holiday. We will place between 25 to 40 spots a week per station in the Lethbridge and Medicine Hat markets on top rated stations that have broad appeal for the target demographic. The targeted formats are Country and Adult Contemporary. Lethbridge has four strong and top rated stations. Medicine Hat is a more centralized market with fewer stations but still contains two powerhouse stations that cover a very large region. All placement is for one 30-second spot, Monday through Friday, from 6 a.m. - 7 p.m. Some stations have offered contesting, online and on-air added value promotional mentions in exchange for prize packets from area golf courses, hotels, water parks, museums etc. This option has yet to be finalized pending prize packages available from the Great Falls CVB, but if prizes are available, the added value will be worked into the overall schedule.

First Flight:

<u>Market</u>	<u>Flight Dates</u>	<u>Stations</u>	<u>Format</u>	<u>Cost</u>
Lethbridge	5/5/11 - 5/22/11	CHLB-FM	Country	\$2,223
		CBJZ-FM	Adult Contemporary	\$1,853
Medicine Hat	5/5/11 - 5/22/11	CHAT-FM	Country	\$2,080
		CFMY-FM	Adult Contemporary	\$2,080
Total				\$8,236

Second Flight:

<u>Market</u>	<u>Flight Dates</u>	<u>Stations</u>	<u>Format</u>	<u>Cost</u>
Lethbridge	6/6/11-6/26/11	CHLB-FM CBJZ-FM	Country Adult Contemporary	\$2,223 \$1,853
Medicine Hat	6/6/11-6/26/11	CHAT-FM CFMY-FM	Country Adult Contemporary	\$2,080 \$2,080
Total				\$8,236

Facebook:

There are more than 167,340 Facebook users in the target markets of Lethbridge, Medicine Hat and rural areas of southern Alberta and western Saskatchewan. Wendt is recommending a social media ad campaign to promote Great Falls CVB to the ever growing population of Facebook users. Wendt recommends limiting the campaign to areas served by Internet and a demographic 25 years and older. Slide and copy ads will be placed in a targeted area on a cost per click basis. Click costs generally are in the \$1.50 to \$2.00 range for this type of travel related placement.

<u>Market/Media</u>	<u>Creative</u>	<u>Dates</u>	<u>Costs</u>
Target Markets	Slide & Copy	April 25 - June 30	\$1,528 (\$1.50 CPC)
Total			\$1,528

Canadian Market - Warm Season 2011 Budget Recap

Radio	\$16,472
Social Media	\$ 1,528
Production	<u>\$2,000</u>
Total	\$20,000