

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

**Project Name: Canadian Market Fall Season
Media Placement Fall 2011**

Application Completed by: Carol Lindseth

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> 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 FY12 by 7%.
- 2) Increase the number of visitor sessions to our website in FY12 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
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Professional services:			
Radio Placement 1 st Flight	\$ 6,572.00		\$6,572.00
Radio Placement 2 nd Flight	\$6,572.00		\$6,572.00
Social Media	\$ 1,236.00		\$ 1,236.00
Production	\$2,000.00		\$2,000.00
Project total	\$13,500	\$5,000.00	\$8,500.00

MEDIA PLAN

CLIENT: Great Falls CVB

DATE: August 25, 2011
Approved September 1, 2011

SUBJECT: Canadian Market Fall FY12 - APPROVED

JOB: 248-700

Campaign Timing October - November

Target Audience Adults 25-54

Target Markets Alberta: Lethbridge, Medicine Hat

Campaign Strategy

Based on the success of the warm season campaign that Great Falls CVB ran for the Victoria Day and Canada Day holidays and the continued increased visitation of Canadians to Great Falls (thanks to the strength of the Canadian dollar), the Great Falls CVB has approved another Canadian campaign - this time targeting the fall season. The campaign will increase awareness of Great Falls as a vacation and shopping destination before two Canadian holidays: Canadian Thanksgiving on October 10th and Remembrance Day on November 11th. Wendt recommends the following media placement schedule as the best option for the Great Falls CVB to target Canadian travelers and increase interest in travel to the area during those two months.

Wendt recommends using a targeted mix of radio and social media placement in Lethbridge, Medicine Hat and southern Alberta to reach the southern primary population centers in the province. 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. The Great Falls CVB is also participating in a newspaper insert placement (through the Great Falls Tribune) within these markets that will complement the radio and social media placement.

Media Rationale

Radio:

- Provides media frequency
- Targets specific high-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	Great Falls Tribune Insert
Week of September 19			X (WWWE)
Week of September 26	X	X	
Week of October 3	X	X	
Week of October 10		X	
Week of October 17		X	
Week of October 24		X	
Week of October 31	X	X	
Week of November 7	X	X	X
Week of November 14		X	
Week of November 21		X	
Week of November 28		X	
Week of December 5			X

Media Placement:

Radio

The following costs are based on two flights of two weeks of radio placement in both Lethbridge and Medicine Hat. The first flight will promote Great Falls prior to the Canadian Thanksgiving Holiday while the second flight will promote Great Falls prior to Remembrance Day and the U.S. Thanksgiving 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. Based on the success of the warm season campaign, these same stations will offer contesting, online and on-air added value promotional mentions in exchange for prize packets from area hotels, retail stores, restaurants and gas stations. 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	9/26/11-10/9/11	CHLB-FM CBJZ-FM	Country Adult Contemporary	\$1,206 \$1,206
Medicine Hat	9/26/11-10/9/11	CHAT-FM CFMY-FM	Country Adult Contemporary	\$1,360 \$1,360

Total				\$6,572
Second Flight:				
<u>Market</u>	<u>Flight Dates</u>	<u>Stations</u>	<u>Format</u>	<u>Cost</u>
Lethbridge	10/31/11-11/10/11	CHLB-FM	Country	\$1,206
		CBJZ-FM	Adult Contemporary	\$1,206
Medicine Hat	10/31/11-11/10/11	CHAT-FM	Country	\$1,360
		CFMY-FM	Adult Contemporary	\$1,360
Total				\$6,572

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	September 26 - November 28	\$1,236 (\$1.50 CPC)
Total			\$1,236

Canadian Market - Fall 2011 Budget Recap

Radio	\$10,264
Social Media	\$ 1,236
Production	<u>\$2,000</u>
Total	\$13,500