

Approved Audits/Applications Committee 6/29/09

Approval Requested

Final -

Preliminary -

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Helena Institute Learn to Live Campaign

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB is working to support the new brand that the community has chosen. That brand has to do with being a learning center and has produced the tag line, "Learn to Live." With this in mind, the Helena Institute has worked very hard to offer courses that were experiential and could bring visitors to Helena to participate in several learning courses. One of the criteria of the courses offered was that they needed to be 2-4 days in length thus providing the opportunity to bring visitors to Helena for at least one overnight stay. These courses would take place in August and September of 2009 and the Helena CVB wants to assist the Institute by advertising these various courses. These media elements would include Yellowstone & Montana Public Radio and Newspaper Ad Placement. We would also like to use banner ads on on-line newspaper sites.

The full media plan produced by Wendt is attached to this application. **Note: (The permission e-mail campaign and the web based media search terms contained in this media plan were previously approved by the TAC)**

The effectiveness of this project will be measured by the success of the Institute and the number of individuals who participate in these learning activities. This is the first year of this sort of event in Helena and we realize that it will take time for something of this magnitude to grow. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

- Increase the number of visitor sessions on our Website by 3%.
- Have at least 300 participants in the inaugural year of the Institute Classes
- Increase the amount of Bed Tax collections by 2% over FY08/09 for Helena.
- Provide information to 100% of the visitor inquiries we receive within seven business days.

Identify the portions of your marketing plan which support the project.

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Market Opportunities;

- Target mature travelers
- Showcase Montana's heritage and culture
- Promote festivals & events
- Focus on rural appeal, but nearby amenities
- Encourage extended stays

This project supports the following Strategic Plan Goal:

Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists, measure, track and evaluate tourism results and trends.

Detail pages attached: Yes
Budget: Attached

MEDIA PLAN

Overview

With the upcoming “Learn to Live” marketing efforts for summer 2009, Wendt has reviewed and researched placement options and is recommending the following campaign which includes placement on one preferred search network, permission based e-mail distribution, online banner placement on area internet news sites, newspaper display and classified placement as well as sponsor mentions on Montana Public Radio.

Campaign Timing

June 1 – September 20

Target Markets

Billings, Missoula, Kalispell, Spokane, Montana

Target Audience

Adults 25-70, interested in learning and educational opportunities

Campaign Strategy

This campaign features a targeted mix of several media in all of the target markets. All media reinforce the message, strengthen its impact and take advantage of the unique power of each. By using complimentary targeted communications we can get the message in front of the audience more often and still maintain overall budgetary goals. The media placement includes both broad reach mass media and tightly targeted specialty media to provide coverage for both the new image launch and young transitional target audiences. The media mix also allows for media layering which will drive the conversation forward.

Media Rationale

Public Radio

- Sponsorships offer the ability to target the life long learner
- Targets a loyal audience which tends to be older, educated and affluent
- Ability to sponsor premier programming
- Offers an affordable way to cover large geographic areas

Consumer Newspaper Ads / Classified Ads

- Ability to target based on geography
- Ability to list detailed copy
- Ability to list multiple contact methods (phone number, mailing address, website, etc)
- Ad exposure is not limited, readers can review the ad several times if they want

Specialty Newspapers

- Ability to target based on audience psychographics including interests and hobbies
- Targets a loyal audience which tends to be older, educated and affluent
- Reaches the traditional audience accustomed to reading independent papers

Internet Banner Ads

- Included in the plan to expand media reach
- Placement can be targeted by geography
- Inexpensive to produce and place
- Completely track able placement
- Exact placement can be optimized continually throughout the campaign

Internet Search Terms

- Included in the plan to expand reach and frequency to both the niche interest and general target audiences
- Placement can be targeted by geography

- Inexpensive to produce and place
- Completely trackable
- Exact placement can be optimized continually throughout the campaign

E-mail

- Included in the plan to provide targeted communication to pre-selected audiences
- Ability to target by geography
- Ability to target by age/income/interest
- Allows for personal communication and trackability

Media Flight Schedule:

	Newspaper Display Classified	Specialty Newspaper	Internet Search & Banner	E-mails	Public Radio-Sponsorship MT PBS PSA's
Week of June 1	X	X			
Week of June 8	X		X		
Week of June 15	X		X		X
Week of June 22	X		X		X
Week of June 29	X		X		
Week of July 6	X	X	X		
Week of July 13	X		X	X	
Week of July 20	X		X		X
Week of July 27	X		X		X
Week of August 3	X	X	X		X
Week of August 10	X		X		
Week of August 17	X		X		
Week of August 24	X		X		
Week of August 31	X		X		
Week of September 7	X	X	X		
Week of September 14	X		X		
Week of September 21					

Media Placement:

Public Radio

- The creative message will focus on the “Learn to Live” message and direct people to the microsite for schedules and registration.
- By purchasing an underwriting sponsorship, the message is guaranteed to be broadcast and reaching the largest possible audience during popular NPR news programming.
- All creative is a 10 to 15 second sponsorship audio tag with copy supplied by Wendt and the voice supplied by the PBS stations using their in-house talent. There are proper underwriting guidelines and Wendt will submit the message to accommodate the guidelines.
- Wendt will schedule Public Radio underwriting sponsorships during the morning news segment of National Public Radio Morning edition on both of the major public radio networks in Montana.
- The sponsorship will run an average of three times per week during this program segment flighted two weeks in June and three weeks in July over a five week campaign.
- Montana Public Radio out of Missoula and Yellowstone Public Radio out of Billings have a wide coverage map with the various translators all over the state. MPR covers all of Western Montana, Great Falls and Helena as well as parts of the Gallatin Valley. YPR covers Billings, Southeast Montana, Northeast and North Central Montana, Bozeman and the Helena Valley.

<u>Market</u>	<u>Flight Dates</u>	<u>Programs</u>	<u>Estimates</u>
Yellowstone Public Radio KEMC-FM KBMC-FM KYPR-FM	June 15- August 7	Morning Edition 6am - 8am	\$750
Montana Public Radio KUFM-FM KGPR-FM Translators	June 15- August 7	Morning Edition 6am - 8am	\$ 850
Budget			\$1,600

Consumer Newspaper

- The creative will be a one column by two inch, b/w display ad in the classified sections of the newspapers covering the target markets, except in the Spokesman-Review, where the minimum size allowed is a one column by 4 inch ad.
- Ad to run on the highest circulation day of the week in all markets except Kalispell.
- In Kalispell, the Helena CVB ad will run every day to take advantage of a special classified pricing structure.
- Ad placement is flighted throughout the campaign.
- The ad will be placed in targeted sections of the newspapers classifieds including Schools & Instruction, Arts & Entertainment, Activities, etc.

<u>Publication</u>	<u>Insertion Dates</u>	<u>Circulation</u>	<u>Cost</u>
Billings Gazette	June 21 & 28 July 12 & 26 August 9 & 23 September 6 & 13	50,326	\$2,121
Missoulian	June 21 & 28 July 12 & 26 August 9 & 23 September 6 & 13	32,274	\$ 839
Kalispell Daily Interlake	June July August September	18,031	\$ 381
Spokane Spokesman Review	June 14 & 28 July 12 & 26 August 9 & 23 September 6 & 13	117,828	\$2,145
Budget			\$5,486

Specialty Newspaper

- The creative will be a one column by three inch, b/w display ad in the classified section of this monthly publication.

<u>Publication</u>	<u>Insertion Dates</u>	<u>Circulation</u>	<u>Cost</u>
Lively Times	June July August September	22,000	\$ 219
Budget			\$ 219

Internet News Sites

- The creative will direct users to the microsite for information on the “Learn to Live” workshops.
- All placement is pay-per-click.
- The creative will be customized in a variety of banner ad sizes: 160x600, 728x 90 456x60, 300x250, on statewide-regional internet and newspaper websites.
- There will be different unique creative in each size and Wendt will optimize the placement during the campaign to focus the impressions on the creative with the best response rate.
- The banner ad will be placed on Montana newspaper websites such as: www.billingsgazette.com, www.missoulia.com, and on the regional independent news site www.newwest.net
- All placement is for at least 8 weeks or as budget and impression loads allow.

<u>Market</u>	<u>Flight Dates</u>	<u>Websites</u>	<u>Cost</u>
Billings	June 15- June 30 July 20-August 10	www.billingsgazette.com	\$1,941
Missoula	June 15- June 30 July 20-August 10	www.missoulia.com	\$1,964
Statewide	June 15- June 30 July 20-August 10	Selected sites-banners www.newwest.net	\$ 495
Budget			\$4,400

Search Terms

- The creative will direct users to the microsite for information on the “Learn to Live” workshops.
- All placement is pay-per-click.
- The creative will be customized text listings for a targeted list of 25-30 search terms.
- Wendt will optimize the placement during the campaign.
- The placement will run during the entire campaign window from June 14 through September 20
- The search terms will be geo-targeted to Montana, Washington, Wyoming, Lethbridge Alberta, Idaho Falls/Pocatello and Boise.
- Wendt will set the bids to place the “Learn to Live” message within the top five sponsor listings for each term.

- The price per click will vary by term with most projected to be between \$0.20 and \$0.75 per click but some terms in very popular niche areas, such as fly-fishing, are projected to be between \$1.75 to \$2.50 per click.
- Based on the information that would possibly be outlined within the Microsite, the following is a list of search terms that Wendt recommends the Helena CVB include as part of the proposed search terms:
 - Yoga Classes
 - Yoga Workshop
 - Tango in Montana
 - Learn to Tango
 - Kayak Building
 - Fly Fishing in Montana
 - Casting for Fly Fishing
 - Artist Books
 - Learn to Kayak
 - Spin yarn on a wheel
 - Bellydancing in Montana
 - Build your own Furniture
 - Furniture building
 - Quilting class
 - Quilting workshops
 - Quilted landscapes
 - Dance workshops in Montana
 - Self Relaxation workshops
 - Self Hypnosis workshops
 - Hand colored photos
 - Canning fresh foods
 - Drying fresh foods
 - Knitting techniques
 - Knitting workshops
 - Oil Painting workshop
 - Landscape Oil Painting
 - Writing ghost stories
 - Geocaching in Montana
 - Plains Indian Beadwork
 - Beadwork Art
 - Plein Air Painting Workshop
 - Triathlon training
 - Organic farming in Montana
 - Writing Cowboy Poetry
 - Cowboy Poetry

Budget

\$883

E-Mail

- Wendt has researched a double opt-in e-mail list for this campaign.
- The creative will be a customized HTML e-mail directing people to the microsite for information on the “Learn to Live” workshops.
- The list is comprised of subscribers who have expressed an interest within consumer surveys, and will be targeting 15,000 persons that have an interest in continuing education, outdoor activities, and or home crafts and hobbies.

- The e-mail will be sent in mid-July, with the exact drop date to be determined after consultation with the Helena CVB.
- The e-mail will be geo-targeted to 15,000 persons listed above who have an interest in continuing education/outdoor activities/home crafts and hobbies within a targeted geographic region by selected zip codes within Montana, Idaho and Spokane. This email will reach male and female users, at least 40 years old or older.

Budget \$1,412

Media Budget Overview

Public Radio	\$ 1,600
Consumer Newspaper	\$ 5,486
Specialty Newspaper	\$ 219
Online News Sites	\$ 4,400
Search Terms	\$ 883
E-Mail	<u>\$ 1,412</u>
MEDIA TOTAL	\$14,000

Production Budget Overview

Public Radio	\$ 150
Newspaper Ads	\$ 1,200
Banner Ads	\$ 1,800
Search Terms/HTML Email	<u>\$ 1,500</u>
PRODUCTION TOTAL	\$ 4,650

CAMPAIGN TOTAL \$18,650

**The CVB currently has \$ 7,000 in budget for this campaign.
We would like to increase our budget by \$11,650 using uncommitted funds.**