

Approval Requested

 X Final

 Preliminary

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 11 CONSUMER ADVERTISING—Multi-media winter campaign

Application Completed by: Robin Hoover 8-10

The mission of Yellowstone Country Montana, Inc, (YC or YCMI) is to market and promote the region as a preferred vacation destination for visitors and residents. Yellowstone Country promotes the region as “America’s 1st Playground,” a nature- based vacation destination for active travelers and residents wishing to experience our natural scenic beauty and the recreational opportunities which abound in the greater Yellowstone National Park region.

This multi-media winter campaign promotes awareness of winter activities in Yellowstone Country and Yellowstone National Park. It focuses on activities such as downhill skiing, snowmobiling, cross country skiing, and Yellowstone Park winter activities. This campaign targets television, traditional print and web options in niche publications with editorial and readership loyalty to Montana and historically proven returns (based on Yellowstone Country organizations and private businesses). The campaign also includes web components with each magazine buy as well as Skichannel TV and Ride Guide.

Engaged consumers will be driven to the Yellowstone Country website and a series of landing pages specific to the activity. These landing pages, and additional “feature” pages, will contain relevant information about the targeted activity, locations, and business links. New winter video content specific to these activities will be edited and linked from these pages. (Additional edited versions could be used in the web advertising component.)

Advertising copy will further support the Yellowstone Country brand proposition, “America’s 1st Playground,” by promoting “America’s Nordic Playground” and “America’s Snowmobile Playground.”

Objectives

- Take advantage of the strong visual beauty and attractiveness of the Yellowstone Country region through the use of a media mix.
- Increase awareness of diversity of region’s winter experience by featuring alternate activities.
- Leverage other winter marketing efforts including: Minneapolis, MN focus by MTOT, Minneapolis-based cable advertising in the Yellowstone Country Winter Campaign project (downhill skiing), and advertising by individual Chambers/CVB’s, as well as Yellowstone country businesses and organizations to this activity-based markets (Cross country skiing and snowmobiling markets).

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

The following goals within the marketing plan support this project

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

Yellowstone Country believes that this marketing program has the potential to support all aspects of the strategic plan, although it addresses these specific points:

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.
Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns
Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REQUIRED SPECS FOR PROJECTS

PRINT ADVERTISING

Publication	Placement:
Faster Skier	PACKAGE: 420,000 impressions of Right Column Ad (200 x 50 pixels). 78,000 impressions of Article Banner (468 x 60 pixels). 20,000 impressions of Article 200x200 (200 x 200 pixels). 3 press releases per month. All ads link to webpage. \$3,000
Silent Sportsman	Print inside back cover 2 months X \$1,250 (Jan, Feb); Web Leader board ad 720 X 90 pixels. All pages Rotation 3 months (Jan, Feb, Mar) \$4,000
Cross Country Skier	1 full page, Jan/Feb 6 x 1 inch (rotation)435 x 72 pixels \$250/mo X 3 (Dec, Jan, Feb) \$5,000
SnoGoer	Banner ad (435 x 72 pixels); 3 months (Jan, Feb, Mar) \$2,000
Minnesota Snowmobiler	Full pg 4/C + web banner ad (Feb) \$5,000
SnoWest	January 2/3rds page, 4-color ad. Web ad top of page, rotating, 6 weeks from Jan through mid-Feb (will accept flash ads or will build animated GIF ads) & also place on the "Picture of the Week" emailed weekly to 10M fans \$100/month for two months \$4,000
Mountain Sports and Living	Winter issue (Dec), full page ad,4-color ad + web banner ad on website \$12,000
National Geographic Traveler	½ page (Nov/Dec) Winter Sports Special Section, 4-color ad + ½ page advertorial + ads on nationalgeographic.com + bonus hot link on travelinfo.com \$18,300

TELEVISION ADVERTISING – DOWNHILL SKIING

8 week flight (11/15/10-1/15/11)

Length of spot :30

Dayparts: Cable 6am-midnight

Network: prime and news fringe

MARKETS:

Minneapolis (cable only) \$45,000

Fargo/Moorehead \$25,000

Rapid City \$15,000

Regina/Manitoba \$15,500

Ski Channel (plus web compnents) \$7,500

Ride Guide OLN Network (no charge)

YELLOWSTONE COUNTRY PROJECT BUDGET
Multi-media winter
campaign

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Editing of video footage for downhill skiing ads	\$4550	+	\$0	=	\$4550
Creative and placement of print/web winter consumer advertising publications, and creative and placement for winter consumer internet advertising programs	\$11200	+	\$0	=	\$11200
TOTAL	\$15750		\$0		\$15750
MARKETING/ADVERTISING:					
Print/Web Advertising	\$53300	+	\$0	=	\$53300
Television Advertising	\$108000	+	\$0	=	\$108000
TOTAL	\$161300		\$0		\$161300
TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL			\$0		
<hr/> <hr/>					
REGION/CVB	PROJECT				
TOTAL			\$177050	+	\$0
					\$177050