

MCKEE WALLWORK CLEVELAND

Albuquerque Convention & Visitors Bureau FY11-FY12 Leisure Media Placement Rationale

Following please find the reasoning and rationale for the media placement selections in the FY11-FY12 leisure plan. As McKee Wallwork Cleveland (MWC) reviewed and evaluated a myriad of media opportunities, they used the insights gathered during the MWC Charrette® Planning process along with the insights found in the Destination Master Plan to narrow the publication list.

The Charrette® Planning process found the bull's-eye target to be a 45-65 year-old couple, with the female as the primary travel planner. They are well-educated, with an income of \$100,000+, who most likely live in a neighboring state or have access to a direct flight. They are frequent, sophisticated travelers who are looking for a unique experience – historical sites, natural attractions, scenic drives, festivals, local culture, outdoor activities, art galleries and museums.

The DMP outlined the following destination strengths, which tie-in directly with our target audience's interests:

- Culture and heritage, and related cuisine
- Climate and geography, and related outdoor activities (golf, hiking, biking, etc.)
- Albuquerque's unique relationship with hot-air ballooning

We also took into account, where available, research conducted through Mediamark Research Inc. (MRI) to gain further insight to our targets' media habits and usage.

Online Advertising

As the 1% hospitality fee that funds ACVB's advertising budget have continued to decrease we were faced with a marketing challenge: how do we effectively drive requests for visitors guides, while simultaneously build and maintain a consistent brand image with a limited budget? Our solution was to focus our branding efforts (as much as possible) within one medium: online video placements.

Online advertising has become a staple in our advertising efforts. The objective of this effort is to use online media to promote both a brand message as well as seasonal attribute marketing (i.e. golf, outdoor activities, cultural experiences, and more), drive traffic to ItsATrip.org, generate visitor guide requests and ultimately, convert travelers.

Tools like comScore allow us to measure demographic, psychographic and lifestyle metrics against a wide array of websites and advertising networks.

Pre-roll placements (which are short advertising videos viewed prior to user-selected video content) on video ad networks are being used to promote a brand message. Video ad networks allow for access to high-volume, high-quality online video inventory. Targeting capabilities include geographic, demographic, behavioral and content.

Flash and rich media banners are running on ad networks as well as on endemic southwest and travel sites like Sunset.com and Trip Advisor.

Banner placements in targeted eNewsletters with National Geographic and Sunset allow ACVB's message to reach opt-in subscribers.

Retargeting is another online targeting method used to serve messages to online users who visited ItsATrip.org.

Cost-per-lead and cost-per-click are also highly effective online models used to generate visitor guide requests.

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Madden Media Newspaper Inserts

ACVB is actively involved throughout the fiscal year in either sponsoring their own or participating in the New Mexico Department of Tourism's newspaper insert.

These inserts have aggressive distribution delivered to households, in target markets, that are most likely to produce high-spending visitors to Albuquerque. There is also an extensive online component that includes email blasts and electronic fulfillment options.

The inserts serve as a very important lead generation tool as well as an opportunity to provide co-op opportunities to ACVB partners.

Southwest Airlines

ACVB has worked in partnership with Southwest on a variety of different promotional and advertising opportunities that have allowed for increased room night bookings as well as a chance to offer hotel partners additional exposure.

As the Featured Destination, Albuquerque was included in the weekly Click 'n' Save email sent to over nine million opt-in subscribers. Additionally, Albuquerque and participating partners were promoted on links from the homepage, Travel Guide main page, and Main Destination page within the Southwest.com website.

Confirmation emails remain a staple part of ACVB's partnership with Southwest. Confirmation emails are sent to all travelers who book airline tickets to Albuquerque. ACVB offered these placements to hotel partners, encouraging visitors to book room nights.

Custom Marketing Group (CMG)

Custom Marketing Group put together an opportunity to market ACVB across multiple platforms. The package included print placements to customized geography in both *National Geographic Traveler* and *Food & Wine* within a culture and heritage section allowing ACVB both advertising and advertorial opportunities.

A dedicated email blast was also included as part of the package, sent to 50,000 users selected based on demographic and geographic criteria.

Additionally, 5,000 leads were guaranteed to be sent to ACVB that included both physical and email address information.

Print Placements

We have traditionally placed print ads in the New Mexico and Santa Fe Vacation Guides as well as the Gay & Lesbian Travel Industry Directory and the Japanese West publication. We plan to make these placements in FY12.