



North Central Regional Workshop

April 30, 2014





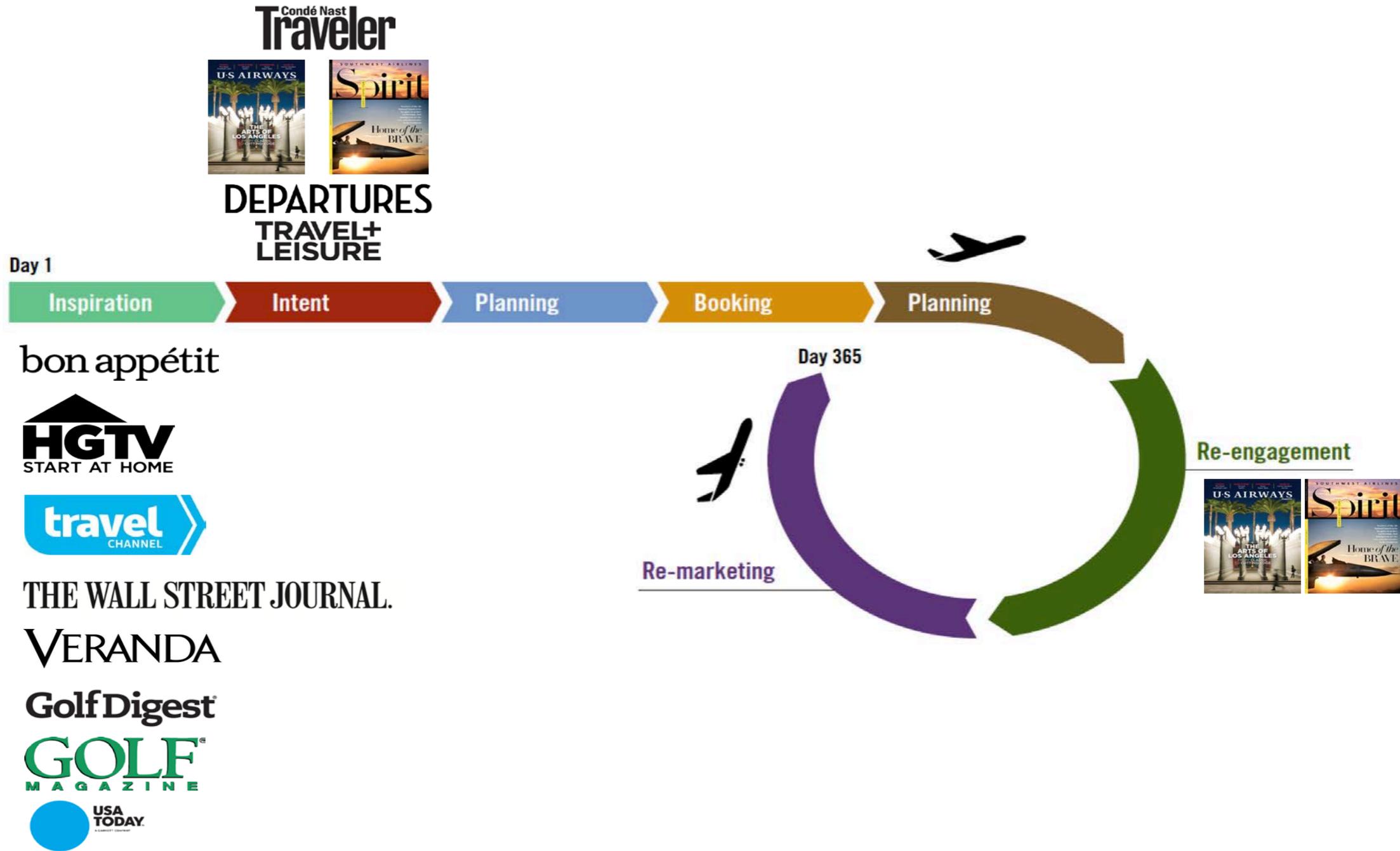
Advertising Campaign Highlights



Overview of Campaigns

- National Campaign
- Target City Campaign
- International Campaign
- Marketing Cooperative Campaign
- Niche Efforts
 - Spring Training
 - Summer Travel

Consumer Flow Offline Media

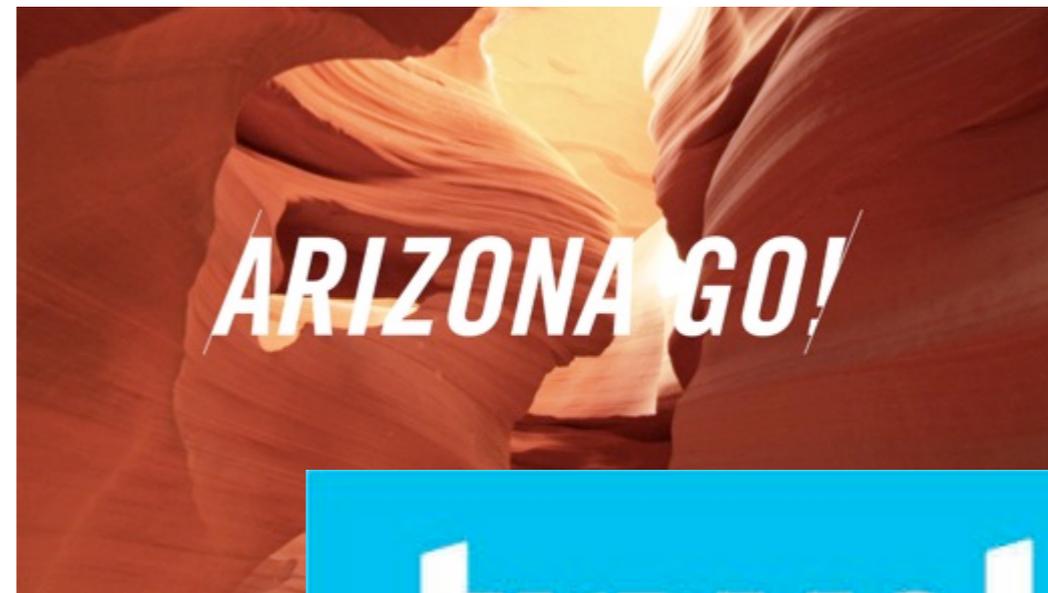


Consumer Flow Online Media



National Campaign

Television



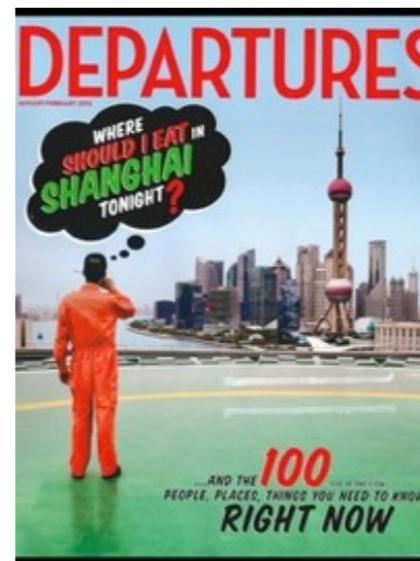
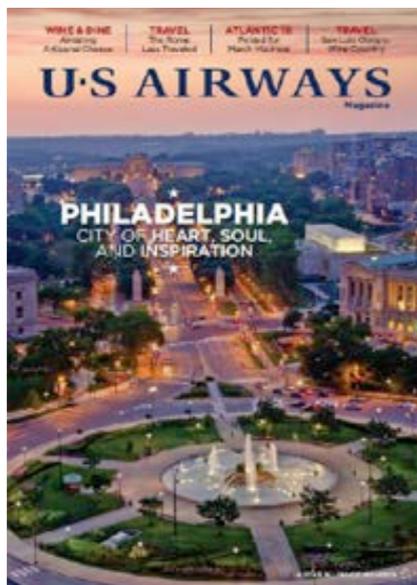
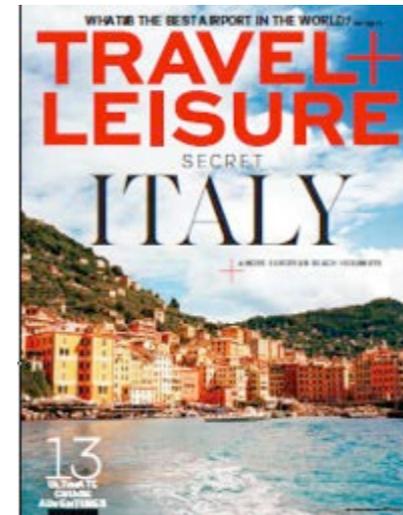
Travel Channel & HGTV

“Arizona Now” 30 Minute Program on Travel Channel

Aired Monday-Saturday for 4 weeks

National Campaign

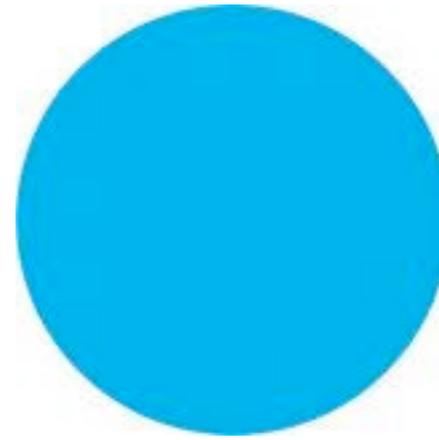
Magazine Publications



National Campaign

Newsprint Publications

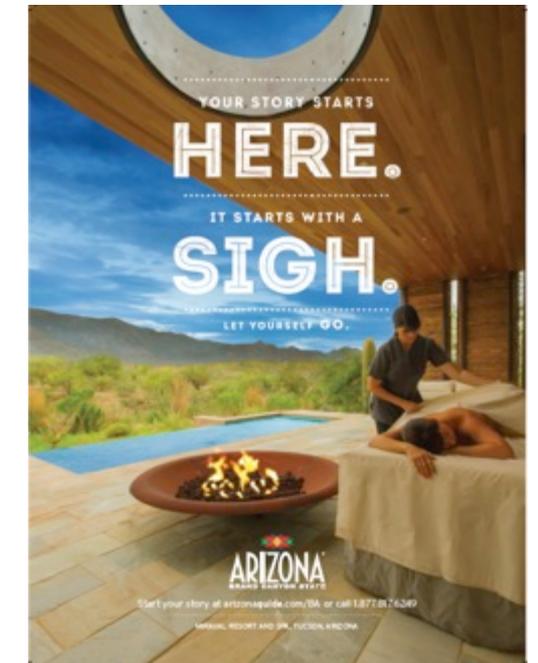
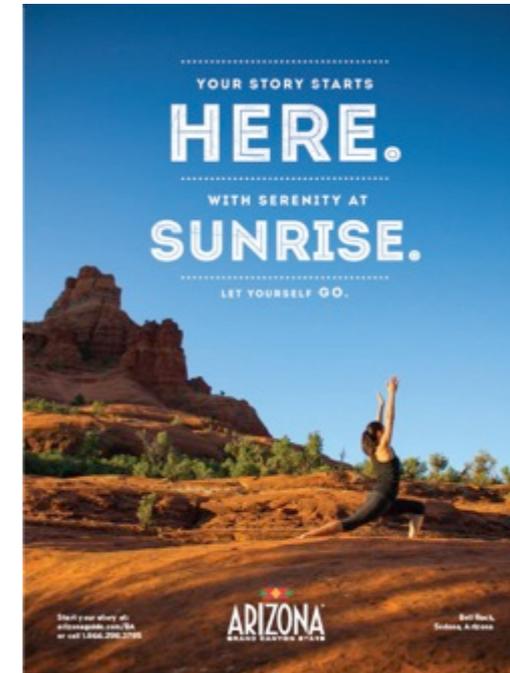
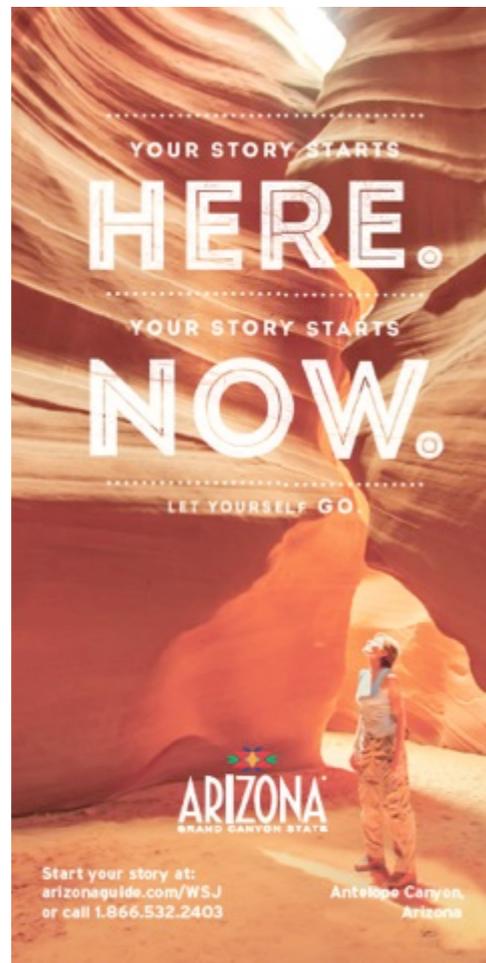
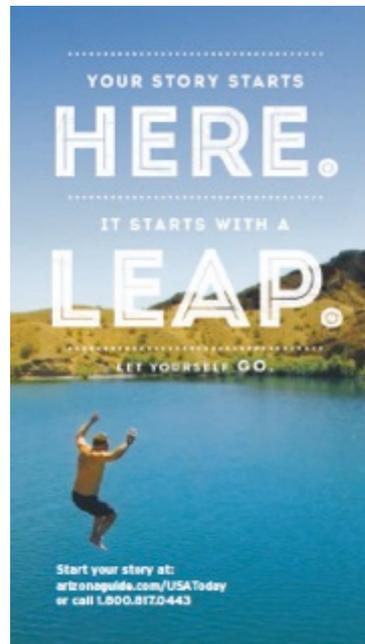
**WALL STREET
JOURNAL**



**USA
TODAY™**
A GANNETT COMPANY

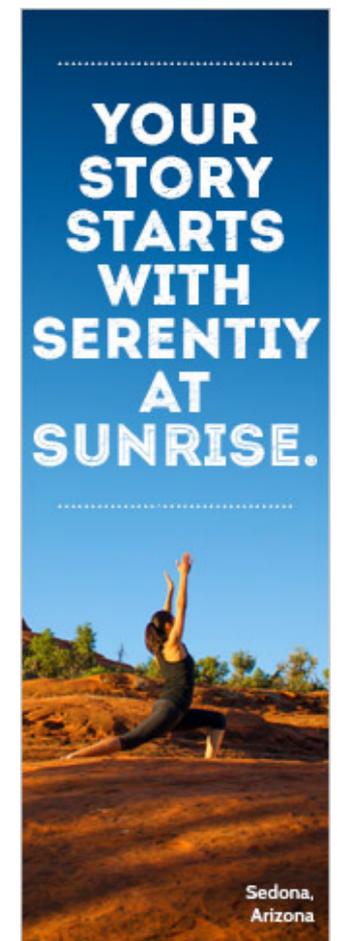
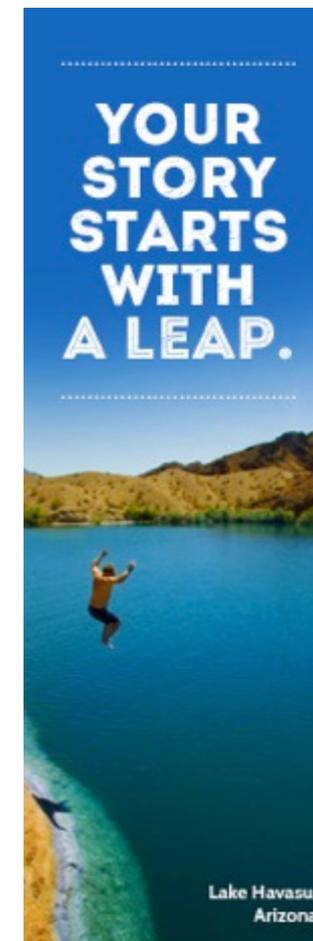
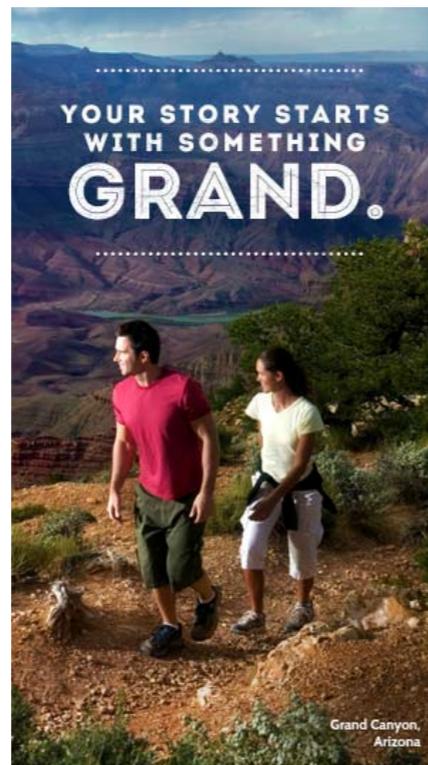
National Campaign

National Print and Newspaper Ads



National Campaign

Online Banner Ads



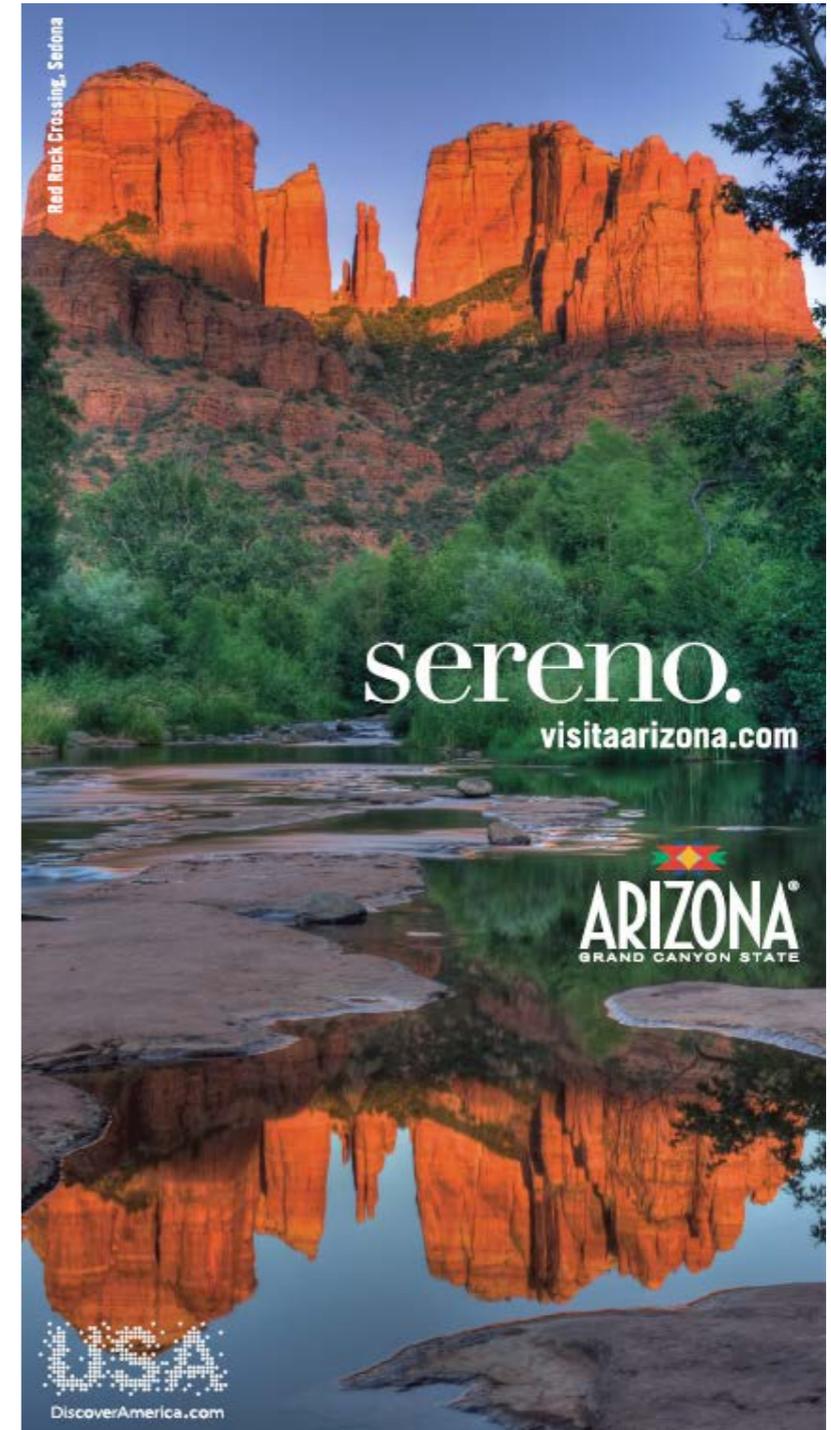
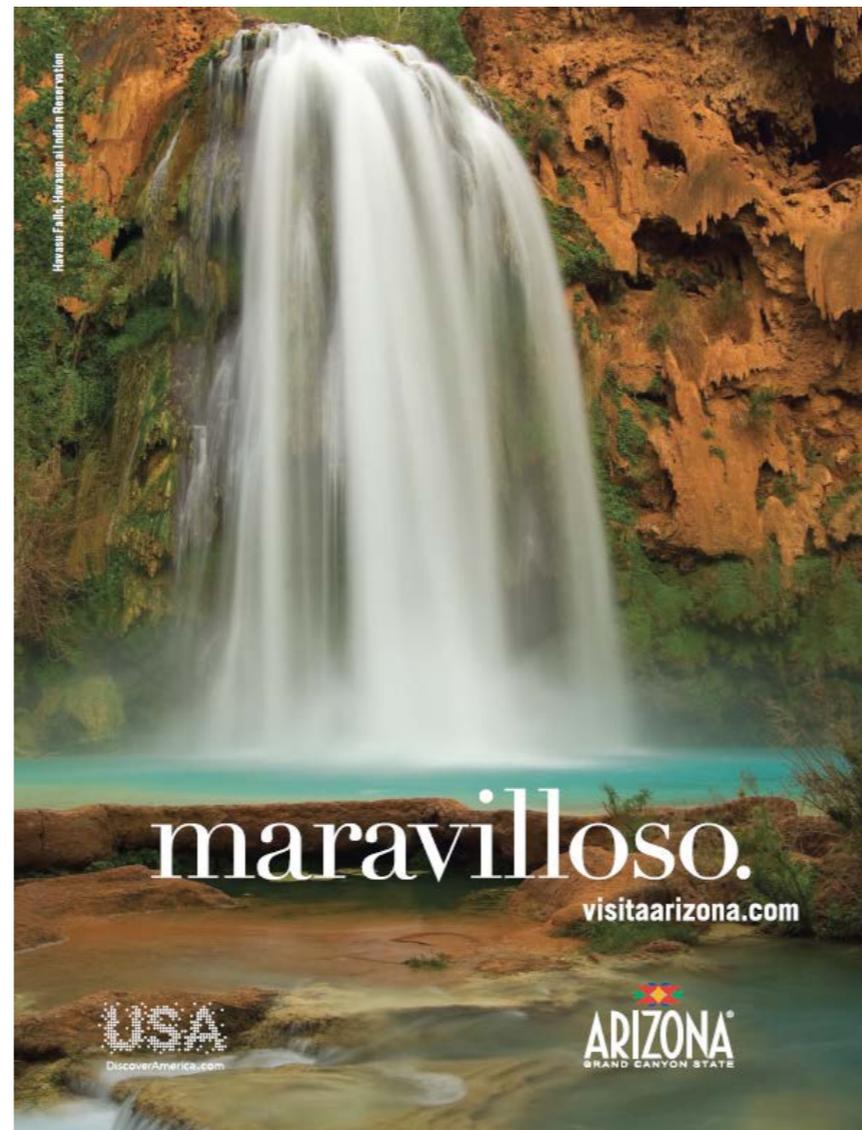
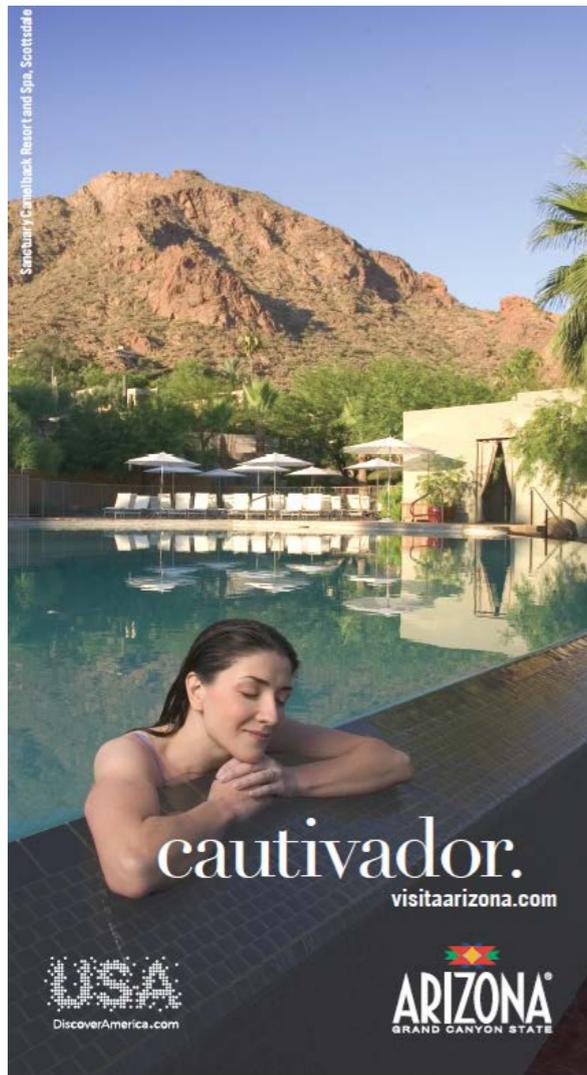
International Campaign

- Mexico
- Canada
- Brand USA
- Exciting new opportunities
 - Mexico Facebook page
 - Road trips
 - Route 66 & Craft Brewery



International Campaigns

MX - VisitaArizona.com



Target Cities

- Chicago
- Los Angeles

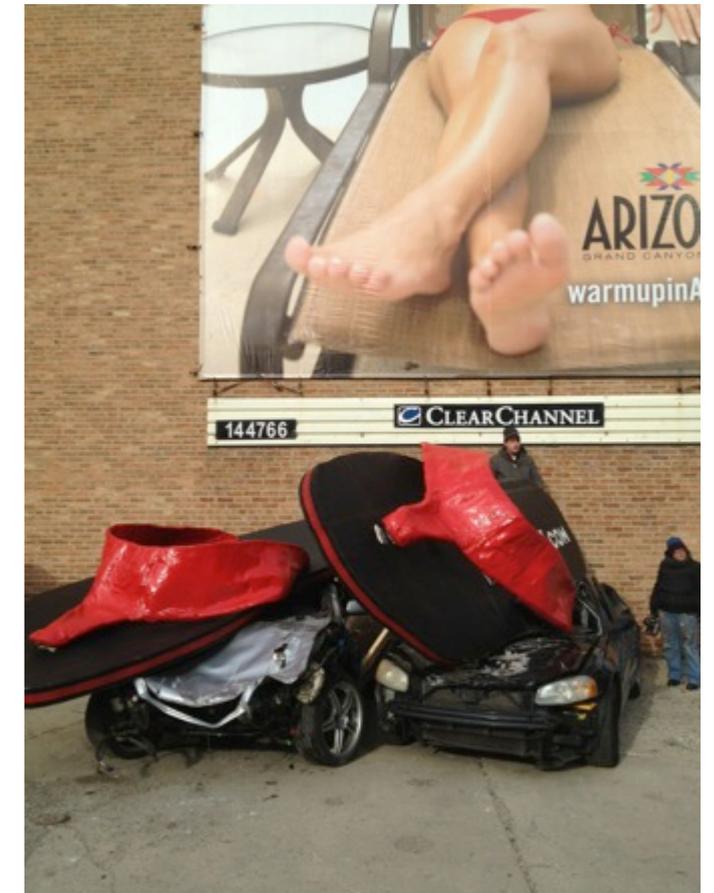
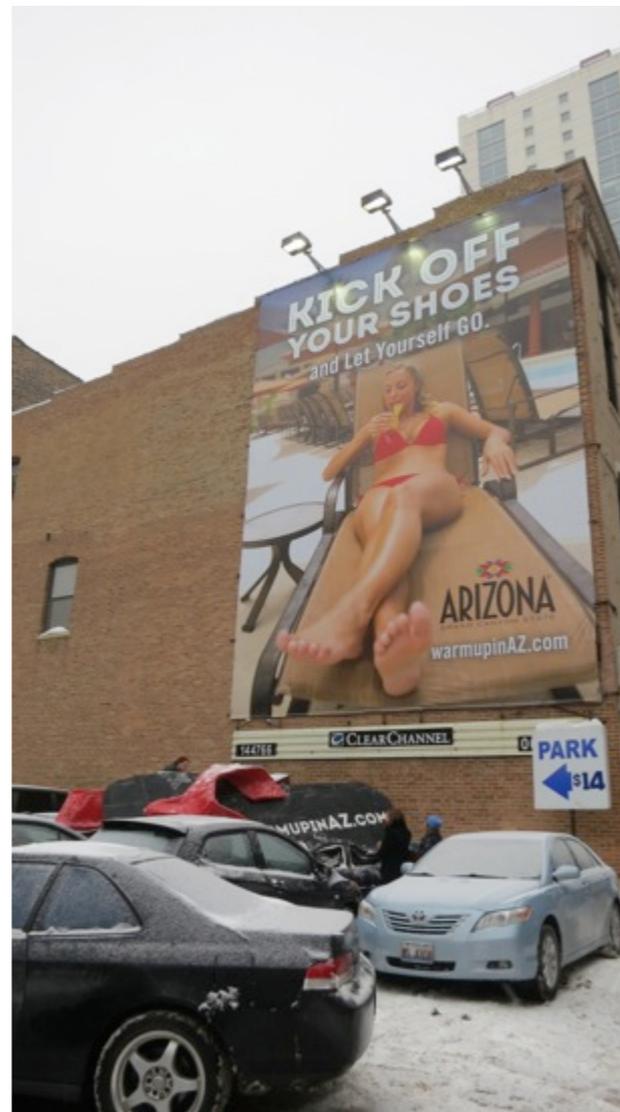
Target Cities Campaign

Chicago Billboards and Banner Ads



Target Cities Campaign

Chicago 3D Prop-Build



Target Cities Public Relations Efforts

- Produced **57** online and print articles in **Chicago and Arizona**
 - Chicago Sun Times, Chicago Tribune, USA Today, Arizona Republic, ABC 15, social media
 - Mashable, Ad Week (video)
- Generated more than **\$121,000** in advertising value in 2 weeks
- Reached more than **43 million** global readers and viewers

Target Cities Public Relations Efforts

Ariz. Dept. of Tourism launches huge warm-weather ad blitz in Chicago



Video report by Tara Brown
 Posted on January 7, 2014 at 7:04 PM
 Updated Thursday, Jan 9 at 2:00 PM

PHOENIX -- With much of the nation in the grips of a deep freeze, Arizona's mild temperatures are looking pretty good right about now!

Related:

- Phoenix luring visitors from 'polar vortex'

So our state is jumping on the opportunity to make a big self-promotion pitch, targeting Chicago with an elaborate advertising blitz.

"Chicago is our number one cold weather city for Arizona in the winter," says Sherry Henry of the Arizona Department of Tourism.

If you have family or friends back in the frostbitten Windy City, they might have mentioned seeing a giant Arizona tourism billboard on a downtown building. The billboard features a woman relaxing in a bikini. The ad also shows a pair of giant flip-flops crushing a car.

The ads are designed to remind Windy City residents that they could "Warm up in AZ."

"Even in the weather in Chicago right now, and we feel really badly about them, because we know how cold it is," says Henry. "We have ambassadors handing out little flip flops, reminding everybody, think flip flops, bring your flip flops and come to Arizona."

Our state typically does a national campaign starting every November that reminds the rest of the country about our gorgeous climate.

But as a target city, Chicago has been blasted by Arizona tourism ads. "You will see us in their newspapers, in their magazines, billboards" says Henry. "There is something called video up-line which is a car that drives around the city, which throws up images on the sides of buildings."

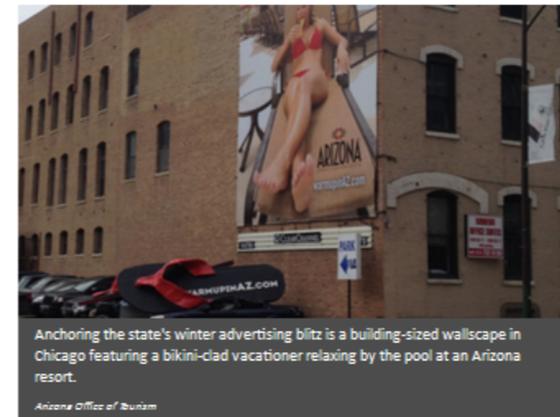
The Arizona Dept. of Tourism says if folks in Chicago answer the invitation to check out our state, they'll find more than just a break from the cold.

"Please come to Arizona. We promise you will fall in love with it and leave with amazing memories," she says.

AZFamily, Channel 3 Jan.7, 2014

Arizona targets Chicago with \$200,000 advertising blitz

Arizona Republic Jan.7, 2014



Anchoring the state's winter advertising blitz is a building-sized wallscape in Chicago featuring a bikini-clad vacationer relaxing by the pool at an Arizona resort.

SHARE URL EMAIL FONT A A A Recommend 200 Tweet 0 G+1

By Ronald J. Hansen
 The Republic | arizonarepublic.com
 Tue Jan 7, 2014 5:03 PM

HURRY, LIGHTING OFFER ENDS SOON.

Now's the time to implement that upgrade project and save even more.

Find rebates.



Especially this week, Chicago may not think Arizona is cool, which is just the way the Grand Canyon State wants it.

The Arizona Office of Tourism has launched a two-month, \$200,000 winter advertising blitz on the Windy City reminding residents they could "Warm up in AZ."

To underscore the point, the tourism agency has put up a giant billboard of a woman lounging in a red bikini. It tells readers, "Kick off your shoes and let yourself go." The ad has a three-dimensional effect with giant flip-flops crushing a car underneath.

The ad, and the wayward shoes, direct readers to the state's website, warmupinaz.com. The billboard is located on the side of a building at the intersection of Jefferson and Randolph, west of the Loop.

National weather forecasts help make the state's case, with 70 degrees and sunshine expected in the Valley all week. By comparison, it was 2 degrees below zero Tuesday morning in Chicago, which remains in the grips of a "polar vortex" icing the midwest to the Atlantic seaboard.

Arizona's winter tourism push will feature ads on television, newsprint, online displays and outdoor marketing efforts, according to the state tourism agency.

Taxable sales for hotels and rental cars have flattened in the past year, according to the Arizona Department of Revenue. That suggests the state's vital tourism industry could use a boost.

Chicago is a natural place to start those efforts.

"Arizona tourism officials are speaking more directly to the Chicago market with this campaign as industry research indicates residents in this city have a high propensity to travel to Arizona during the winter season and are familiar with (the agency's) current national travel advertising efforts," the tourism agency said in a statement. "More than 600,000 Illinois residents visit Arizona annually and tourism officials are working to increase those numbers."

Many Chicago residents are drawn to the Valley during spring training, with both the Cubs and White Sox training here.

Arizona attracted more than 38 million visitors in 2012, generating an estimated \$19.3 billion in the state's economy.

Target Cities Public Relations Efforts

Arizona tourism billboard taunts Chicago at the height of cold weather

Like 63 Tweet 0 +1 0 Share 89



A woman in a red bikini has been taunting people at Randolph and Jefferson.

The shapely two-dimensional blond is spread across a two-story billboard, sipping a cocktail, laid out on a chaise lounge. She is barefoot. Her flip flops, 400 pounds each, lie atop two crushed cars in the parking lot below.

The Arizona Office of Tourism couldn't have known that their latest advertising campaign to lure Chicagoans west would overlap with the coldest temperatures Chicagoans have seen in decades. But they're not complaining about the timing.

"We're just inviting everyone, if they have the opportunity, to come to Arizona and warm up a little bit," said Karen Cahn, ad director for the state.

Passersby have been snapping cell phone pics of the billboard during the extreme cold, said Cahn, who noted that in 2012, 600,000 vacationers from Illinois visited Arizona.

Chicago Sun-Times Jan.9, 2014

Mashable

POWER your story media MONITORING FIND OUT WHAT'S BEING SAID ABOUT YOU EVERYWHERE CISION LEARN MORE

Buy drive cc

Address D

Clever Tourism Ad Goads Frigid Chicagoans

1.6k

Share on Facebook Share on Twitter

Also tagged: [Public Relations Strategy](#) The George Washington University, [Breakfast Online](#), [Loyola](#)

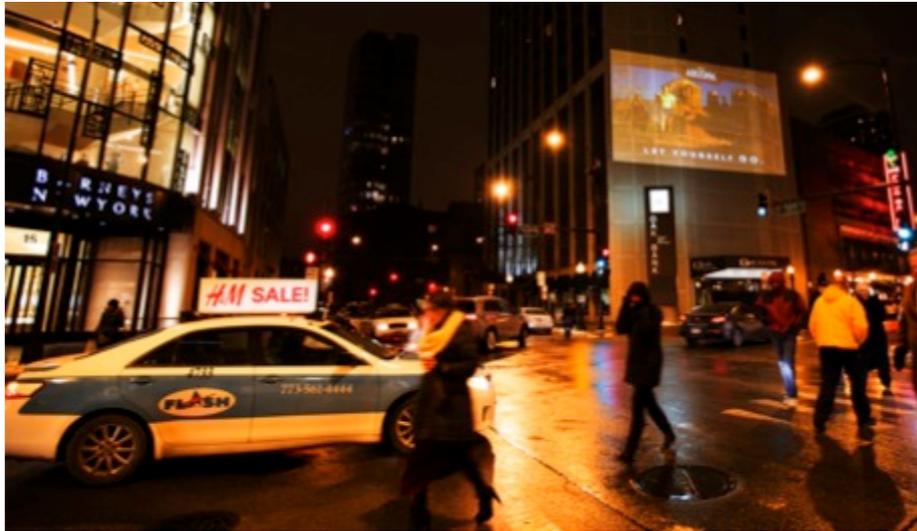
Chicagoans probably didn't need much convincing this week to consider taking a vacation in a warmer climate, but Arizona Tourism pretty much took them over the head with its message. The tourism office unveiled a billboard featuring a giant sunbathing, bare-footed woman. Just beneath the image of her feet there was a giant flip flop that appeared to be crushing two cars.

BY TODD VAMBERG JAN 09 2014

Mashable Jan.9, 2014

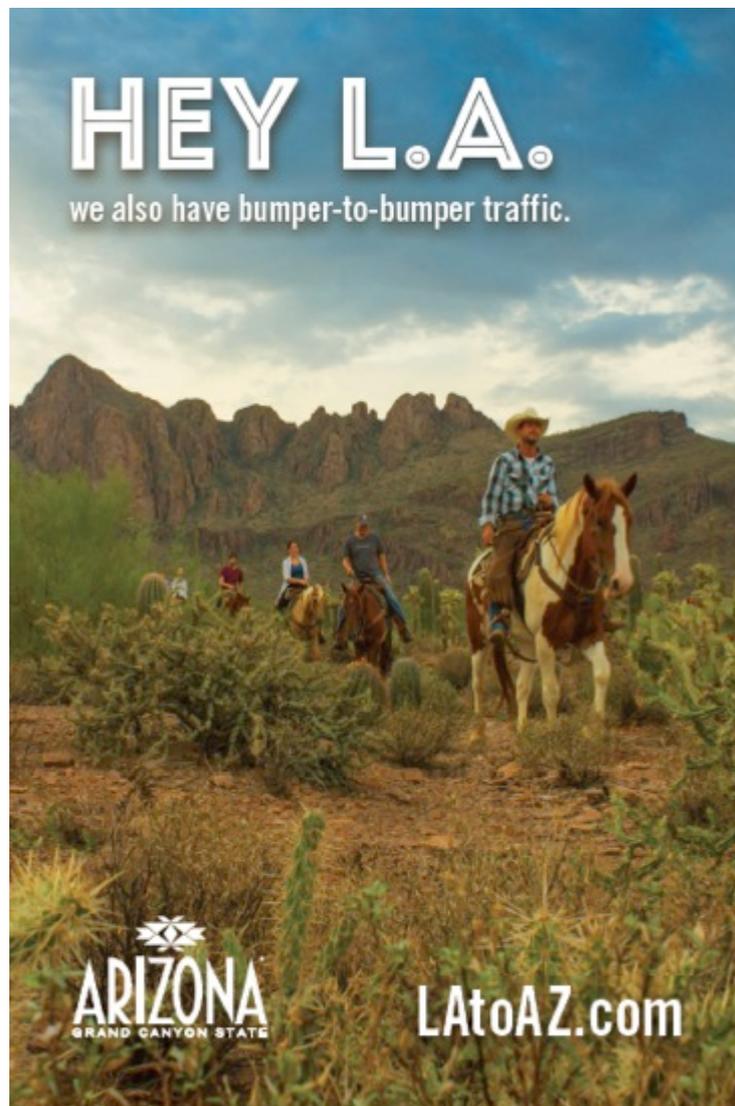
Target Cities Campaign

Chicago Video Projections



Target Cities Campaign

Los Angeles Billboards and Banners



Target Cities Campaign

Los Angeles Chalk Art



Target Cities Campaign

Los Angeles Video Projections



Super Bowl — New York



Super Bowl - New York



Super Bowl Arizona 2015

- Begin to see Arizona Super Bowl Host Committee logo on AOT's advertising and marketing initiatives
- Consumer message will be to:
 - Stay longer
 - Explore the state
 - Come back again
- We will create microsite for travel and partner information statewide
- Strong focus on consumer and public relations



Summer Campaign Print Ads

**MILLIONS OF YEARS IN
THE MAKING. JUST A FEW
HOURS AWAY.**

Hop in the car and in no time you can be anywhere in the state,
experiencing the awe-inspiring delights of Arizona.

It's your Arizona adventure, and it can be anything you want it to be.
It's all just a short drive away. But it's long overdue.

SUMMER'S SHORT. GET MOVING.
Visit SummerinAZ.com or call 1.866.236.1521

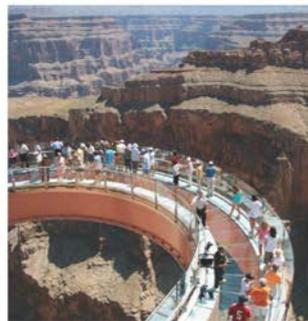
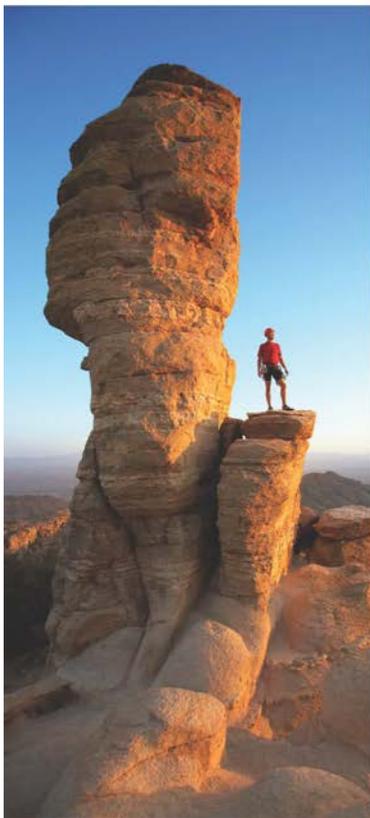


**HAVE THE SUMMERTIME
OF YOUR LIFE.**

After all, in a few hours you can be anywhere in Arizona, driving
down open roads and experiencing awe-inspiring delights, like Jet
Skiing in Lake Havasu. Exploring Antelope Canyon. Or biking along
the shores of Hawley Lake in the White Mountains.

It's all just a short drive away. But it's long overdue.

SUMMER'S SHORT. GET MOVING.
Visit SummerinAZ.com or call 1.866.236.1521



Summer Campaign Print Ads



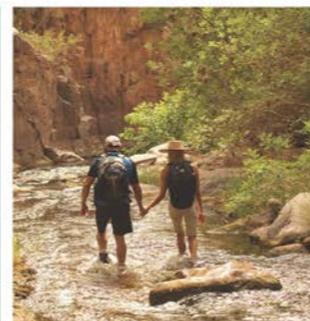
**MILES AWAY FROM ORDINARY.
JUST A FEW MILES FROM HOME.**

In just a few hours, you can be anywhere in the state, driving down open roads and experiencing the awe-inspiring delights of Arizona.

After all, a summer in Arizona is defined by unexpected adventures and breathtaking beauty.

It's all just a short drive away. But it's long overdue.

SUMMER'S SHORT. GET MOVING.
Visit SummerinAZ.com or call 1.866.236.1521



Summer Campaign

Out of Home



SUMMER VACATION IN ARIZONA.

**SHORT DRIVE.
LONG OVERDUE.**

SummerinAZ.com



SUMMER VACATION IN ARIZONA.

**SHORT DRIVE.
LONG OVERDUE.**

SummerinAZ.com



Summer Campaign

Out of Home



SUMMER VACATION IN ARIZONA.

**SHORT DRIVE.
LONG OVERDUE.**

SummerinAZ.com



Summer Campaign Microsite

The screenshot displays a microsite layout for Arizona Grand Canyon State's summer campaign. At the top left is the Arizona Grand Canyon State logo, and at the top right is a 'MENU' icon. The main content is organized into a grid of six panels, each with a different background image and text:

- Top Left Panel:** Features a scenic view of a road winding through a desert landscape with red rock formations. The text reads: "SHORT DRIVE. LONG OVERDUE." followed by "Summer fun and exciting vacations—all just a short drive away. Start planning!"
- Top Right Panel:** A dark background with a white icon of a person holding a camera. The text says: "LET ME TELL YOU ABOUT THE ONE THAT GOT AWAY."
- Middle Left Panel:** A solid purple background with a white icon of a chair. The text says: "IT'S TIME TO UNWIND."
- Middle Right Panel:** A photograph of two hikers on a rocky trail. The text says: "A BREATHTAKING VIEW FOR TWO."
- Bottom Left Panel:** A photograph of two people ziplining through a forest. The text says: "SURE, IT'S A LITTLE HEART-POUNGING..."
- Bottom Right Panel:** A photograph of a person sitting in a slot canyon. The text says: "ANOTHER WORLD. PRACTICALLY NEXT DOOR."
- Bottom Center Panel:** A dark blue background with a white icon of a water drop. The text says: "WATER, WATER, EVERYWHERE..."

At the bottom of the page, there are social media icons for Pinterest, Twitter, and Facebook, and a copyright notice: "COPYRIGHT © 2013 ARIZONAGUIDE.COM".

Summerinaz.com

Summer Campaign Video



New Projects

- Website redesign – visitarizona.com
- Email nurture program
- Celebrity and Guest Blog
- 140 Characters
- Photo Contest Refresh
- Updated destination video
- Enhancing our photo library
- Additional ad executions

How can you get more involved?

- **Arizonaguide.com**
 - ✓ Business listing, deals
- **Social media**
 - ✓ Facebook, Twitter, Pinterest, Youtube, Blog
- **Enewsletter – Madden Media**
 - ✓ Banner ads, feature articles
- **Cooperative Opportunities**

AOT's website

Arizonaguide.com

- Over 250K visitors each month
- Business Listings under Things to Do
- Deals and Packages
- Calendar of Events



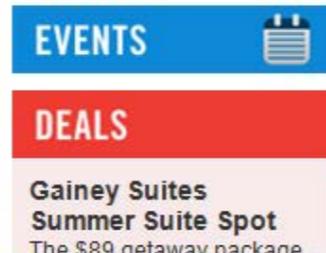
Social Media

- [Facebook](#)
- [Twitter](#)
- [Pinterest](#)
- [Youtube](#)
- [Blog](#)

AOT eNewsletter

ARIZONA
GRAND CANYON STATE

The Official Arizona Travel Newsletter – April 2014



- Distribution to 300k inboxes every month
- New design as of April
- Featured articles, deals and banners available through – Madden Media
- Links to arizonaguide.com

Cooperative Marketing Program

ArizonaGuide.com/Adventure

