

# Through the Eyes of the Consumer

Developing Effective Advertising



THE ARIZONA  
GOVERNOR'S  
CONFERENCE  
ON TOURISM

# Who is Strategic Marketing & Research Insights?

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- 15 years of destination marketing
- 25 years of research on destination advertising
- Hundreds of advertising campaigns tested – states, DMOs, attractions
- Tested Arizona Tourism advertising and imagery
  - Have worked with Arizona Tourism since 2001
  - Have conducted numerous research studies on advertising, collateral materials, messaging

# Is Your Advertising Effective?

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## ■ Lots of discussion about:

- Markets – where to advertise
- Media – digital vs TV vs print
- Advertising vs Earned media or social media
- How much to spend on advertising?

## ■ Not much discussion about:

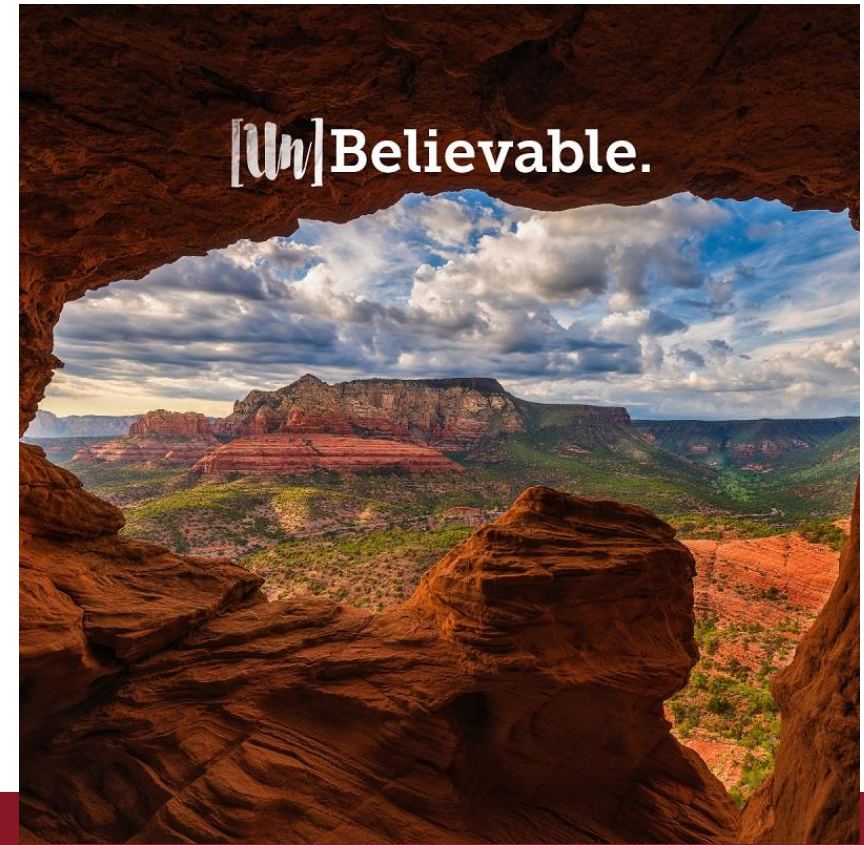
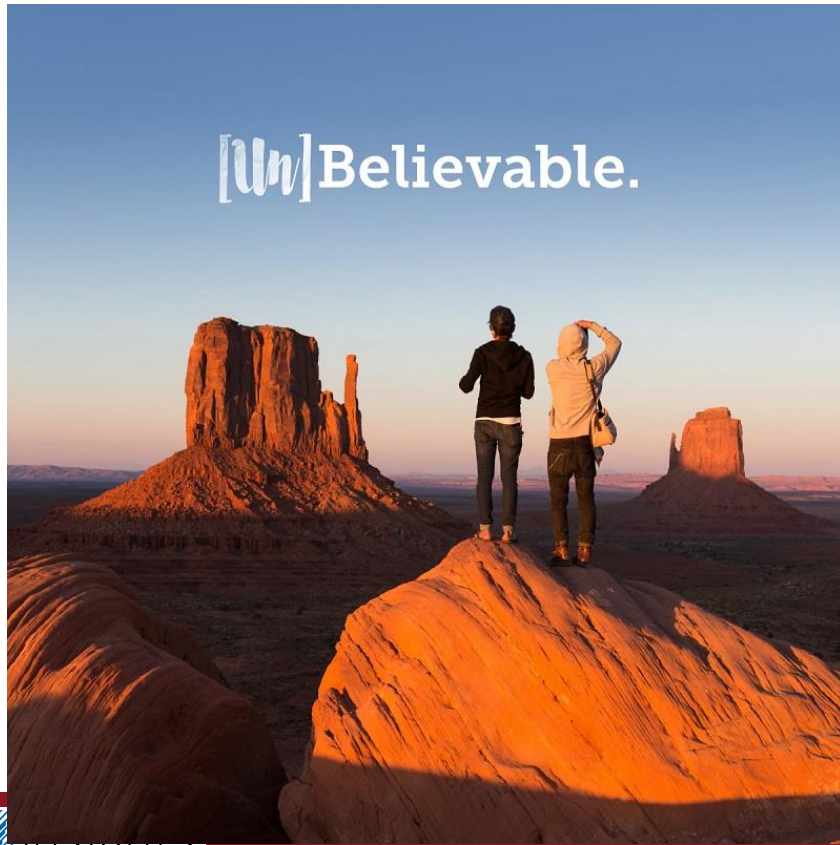
- Is this ad effective
- Does it communicate the right message?
- Does it communicate what we think it communicates?
- Does the message matter to consumers?

The best media plan in the world won't work  
if the ads aren't effective

We are not good judges of what our advertising is communicating to consumers

# Which picture is more appealing to consumers?

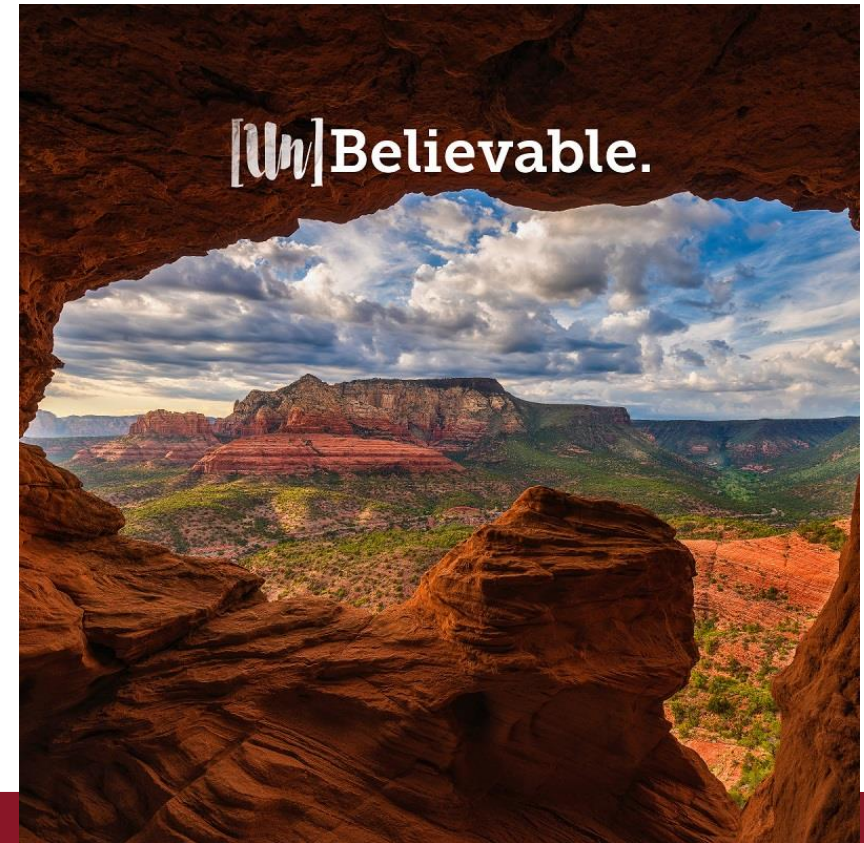
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Which picture is more appealing to consumers?

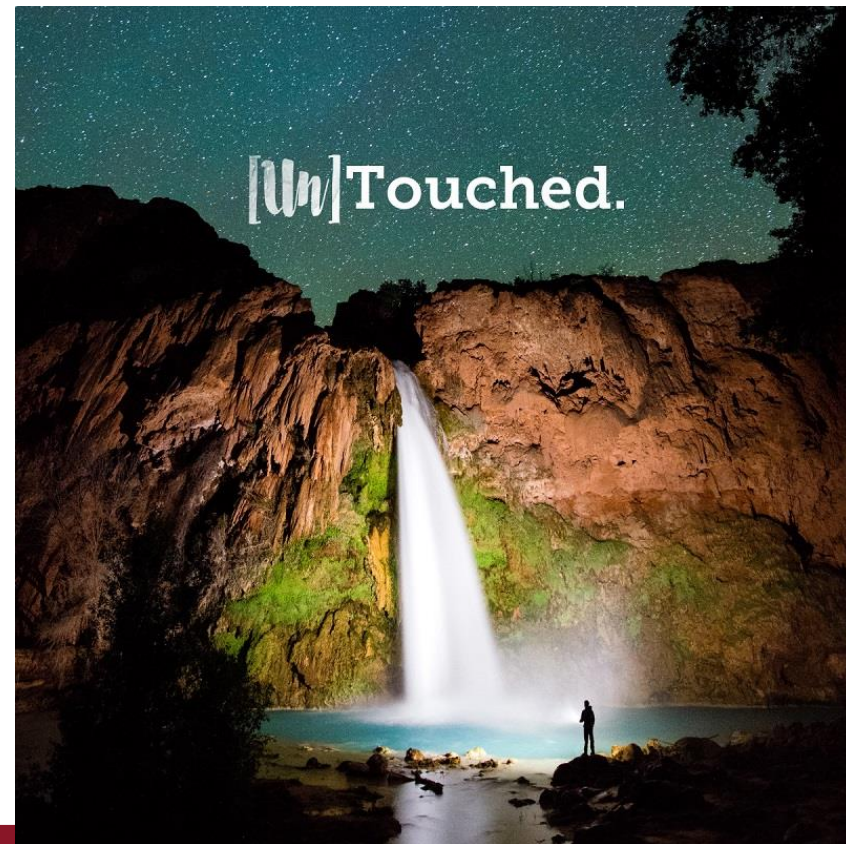
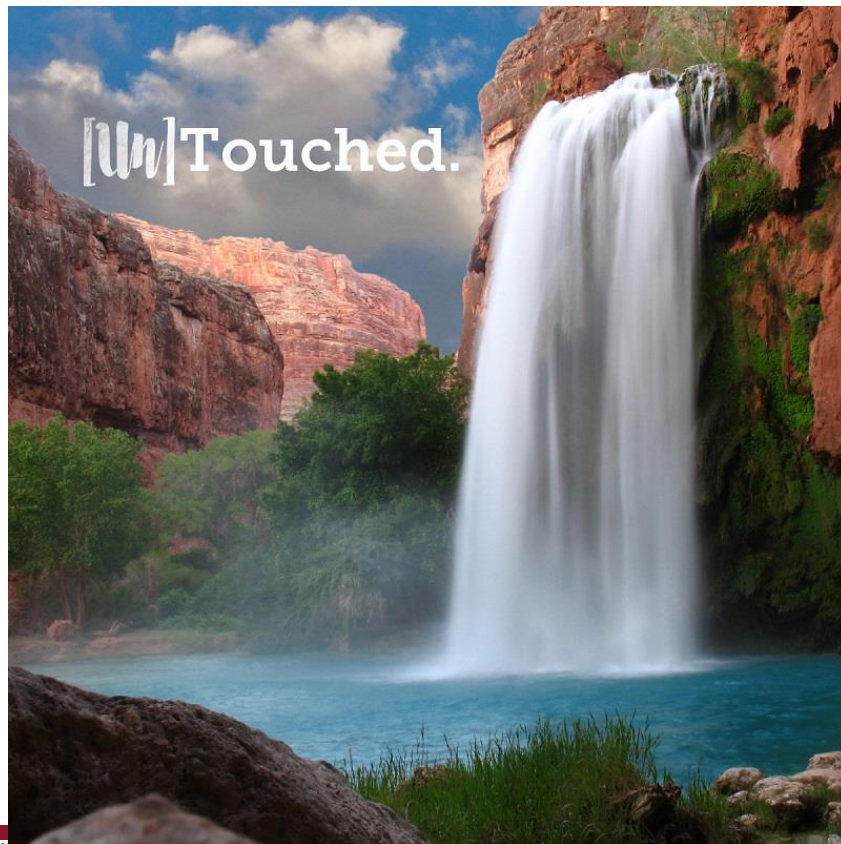
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20 points  
higher rating



# Which picture is more appealing to consumers?

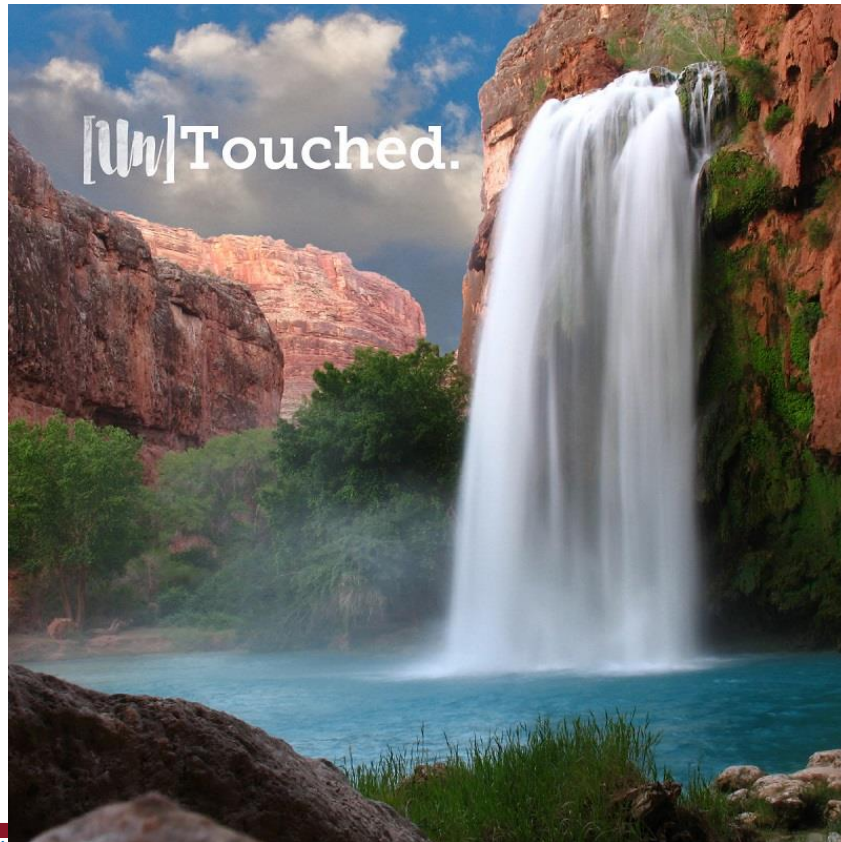
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# Which picture is more appealing to consumers?

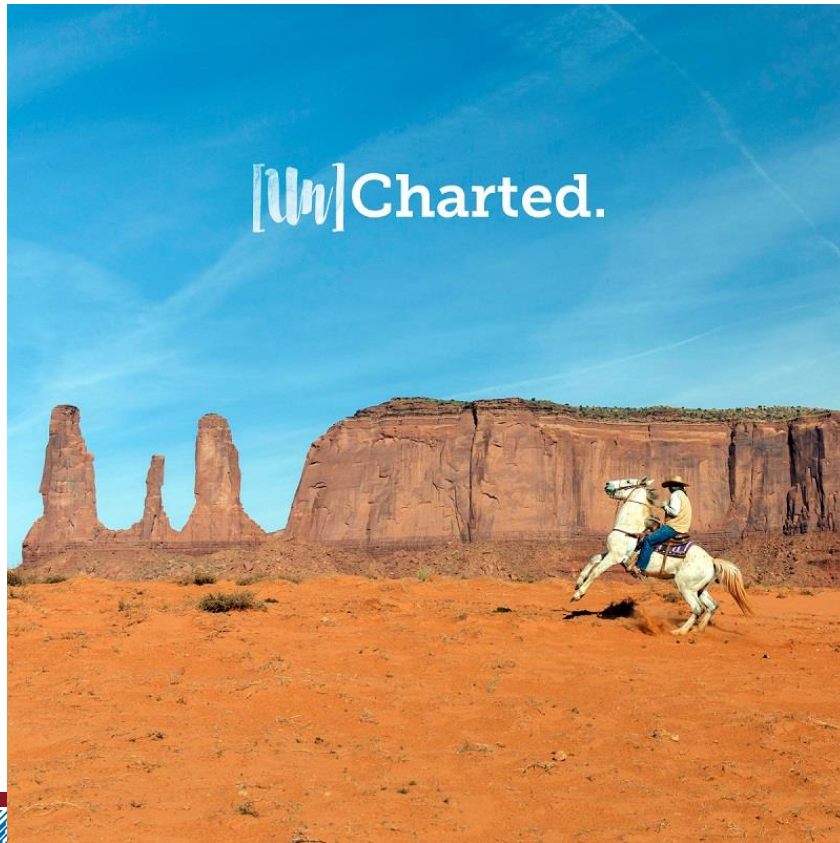
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+ 10 Points

# Which picture is more appealing to consumers?

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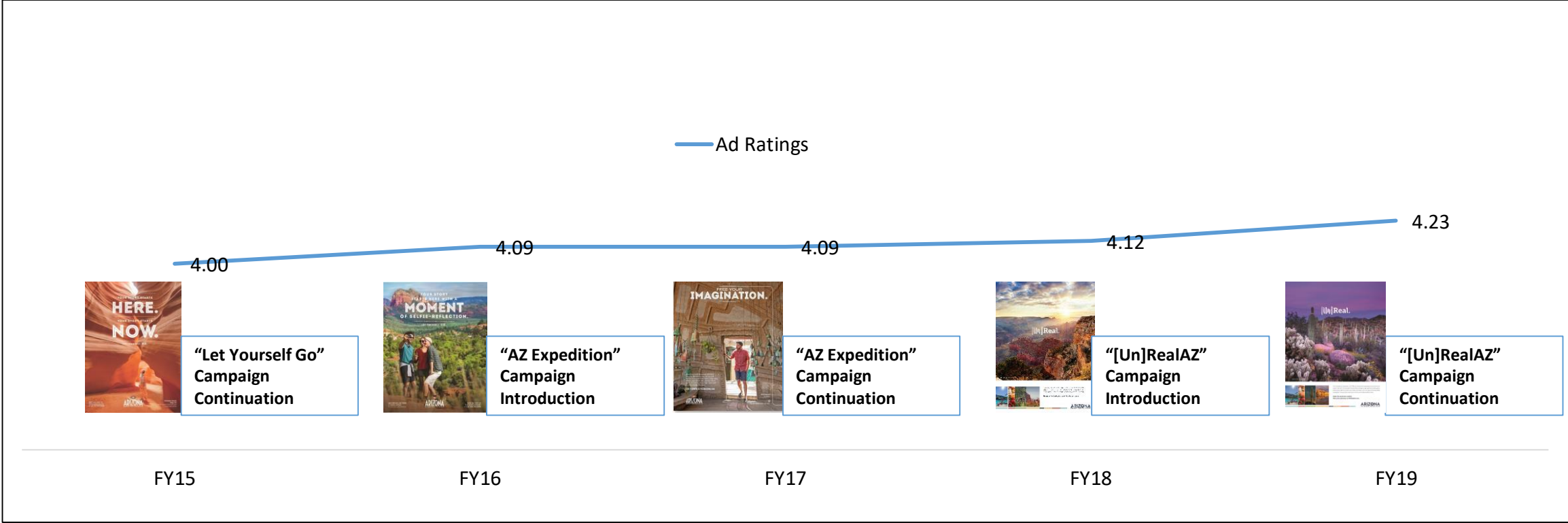
# Which picture is more appealing to consumers?

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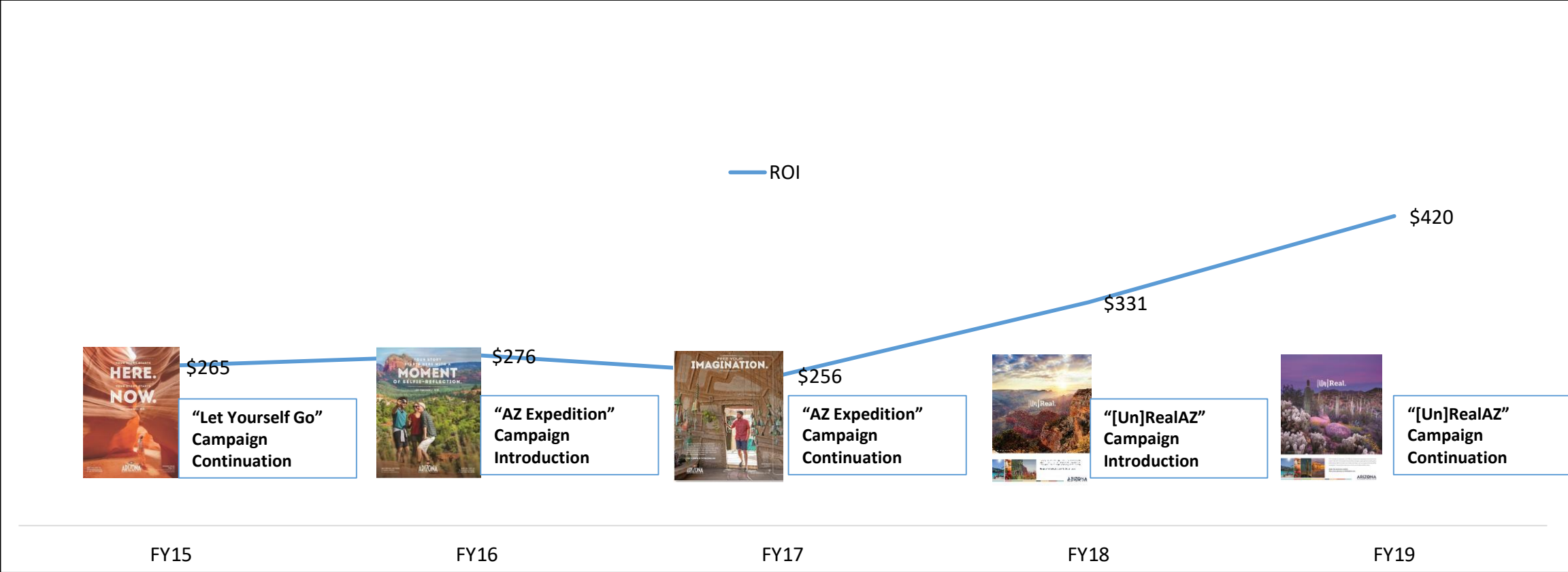
+ 6 Points



# Impact of Testing



# Impact of Testing





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Strategic Marketing and Research

Tell them Who You Are  
&  
Tell them What You Have









These pictures have  
strongest positive  
impact on interest  
in visiting



83 wineries.  
 393 bed and breakfasts.  
 25 years of memories.  
 One state.

There's a million ways to play right here in Missouri. Start your journey by getting your free vacation planning guide at VisitMO.com.

MISSOURI  
 CLOSE TO HOME.  
 FAR FROM ORDINARY.

[U] Real.

It's only that small town. Because we're a state, big on variety, it's where it you don't want to, it's ready to bring you what you want fully equipped with a night that's right over the top of the world.

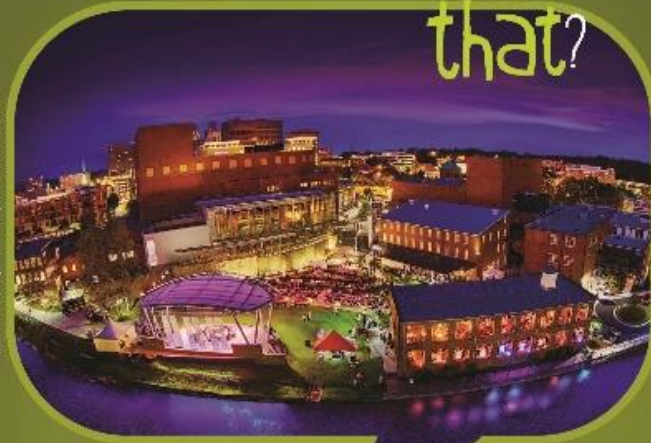
Make the ultimate getaway.  
 Plan your getaway at VisitAZ.com.

ARIZONA  
 THE GRAND CANYON STATE

# Impact & Variety

Top Photo: Greenville.com; Middle Photo: Photo by David S. Edwards

Where is  
that?



Here you'll discover a place where hearts beat to the sound of live outdoor concerts, the cascade of waterfalls and the laughter of friends enjoying another beautiful night. Considered a Southeast culinary hotspot, we're serving up something for everyone – and that doesn't stop at food. Discover a passion for the arts, world-class venues like The Peace Center and a multitude of museums, unique shops and galleries. Great venues, great vibe, great people. To learn more, call 800.717.0023.

yeah, that  
greenville™  
visitgreenville.sc.com

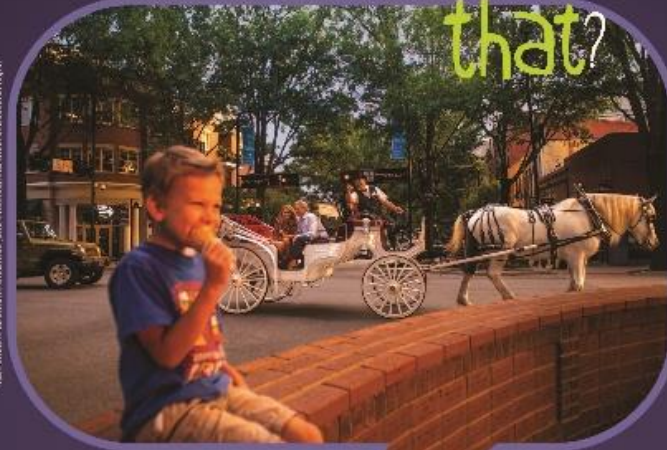
lonely planet  
#7 Best in the US  
2015  
Greenville, SC

South Carolina  
just right.

visitgreenville.sc

Middle Photo: Photo by David S. Edwards; Bottom Photo: Photo by David S. Edwards

Where is  
that?



It seems there's an app for just about everything these days, but good times are one thing you still can't download. While there's no app for happiness, there is a place for it. It's a place where check-ins are a warm welcome at hotel front desks, and the best tweets come from the trees lining Main Street. A place where simple things inspire the real "LOL," "favorite" is all about your scoop selection, and when you like something it shows by the smile on your face rather than through the click of a button. Set your status to real life happy. (No emoji required.) To learn more, call 800.717.0023.

yeah, that  
greenville™  
visitgreenville.sc.com

lonely planet  
#7 Best in the US  
2015  
Greenville, SC

South Carolina  
just right.

visitgreenville.sc

# A TREASURE AROUND EVERY CORNER.

OUR TOUR OF MARYLAND WINERIES PROVED TO BE A FEAST FOR THE SENSES.



AFTER STROLLING THROUGH DOWNTOWN ANNAPOLIS, WE SPENT THE AFTERNOON CYCLING THE BALTIMORE & ANNAPOLIS TRAIL.



WE DID OUR SHARE OF BIRD-WATCHING.



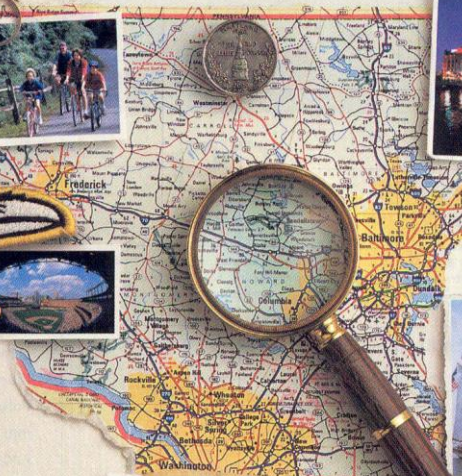
THE KIDS GOT TO STEP BACK IN TIME AT THE CARROLL COUNTY FARM MUSEUM. THEN THEY FOUND A NEW BEST FRIEND AT A HORSE FARM IN HUNT VALLEY.



ROBERT L. EHRLICH, JR., GOVERNOR  
MICHAEL S. STEELE, LT. GOVERNOR



VISIT [www.MDwelcome.org](http://www.MDwelcome.org)  
OR CALL 1-888-318-3511  
FOR A FREE VACATION GUIDE AND TRAVEL CARD, GOOD FOR TONS OF HOT DEALS.



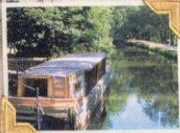
DOWNTOWN REALLY COOKS AT NIGHT.



FOUND OUT FIRSTHAND WHY IT'S CALLED THE "PRIDE OF BALTIMORE II."



WE SAW A BREATHTAKING VIEW AT GREAT FALLS—ONLY 20 MINUTES FROM D.C.!



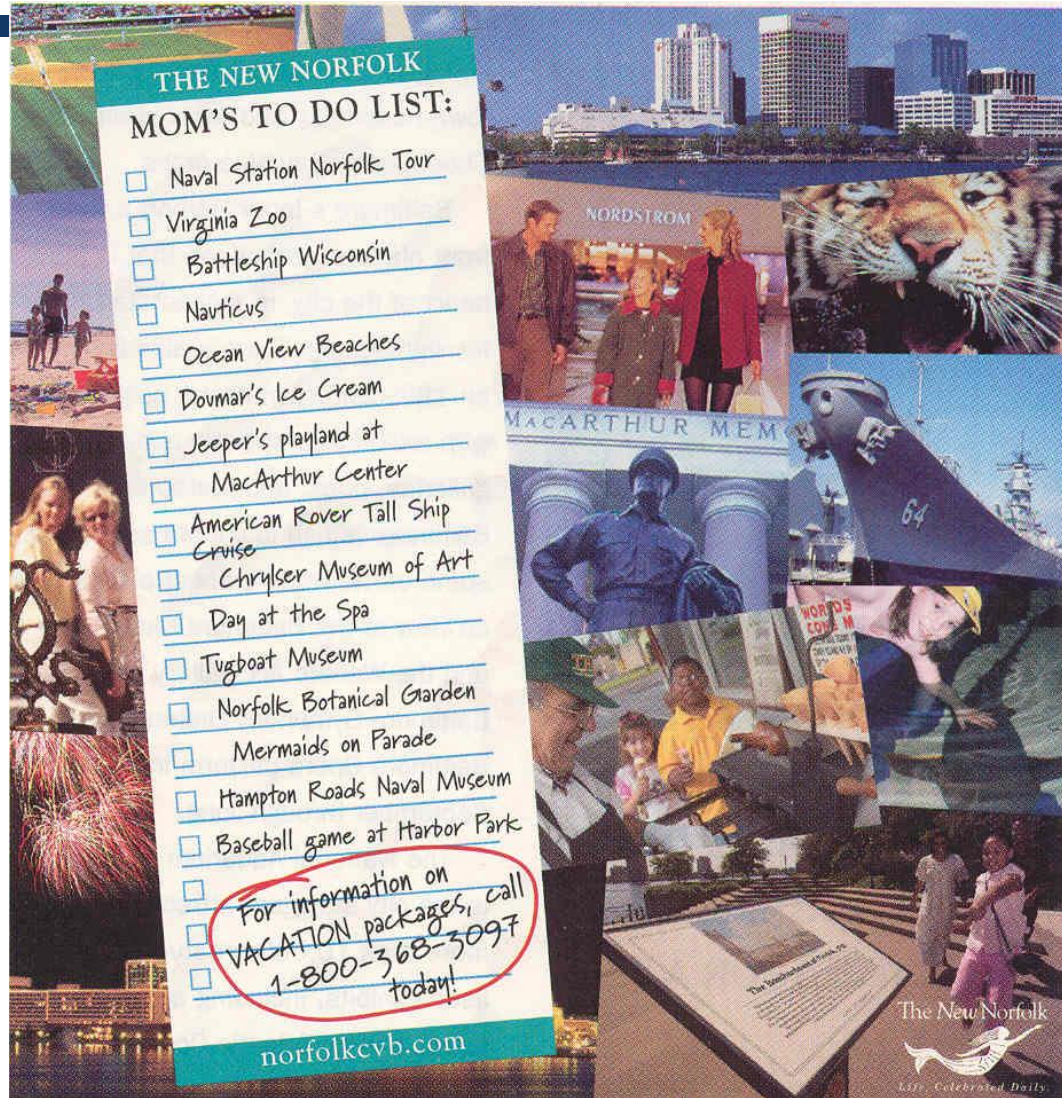
WE TOOK A MULE-DRAWN BARGE KIDS ON THE C&O CANAL. (SO MUCH FOR HORSEPOWER!)

## THE NEW NORFOLK MOM'S TO DO LIST:

- Naval Station Norfolk Tour
- Virginia Zoo
- Battleship Wisconsin
- Nauticus
- Ocean View Beaches
- Doumar's Ice Cream
- Jeepers' playland at MacArthur Center
- American Rover Tall Ship Cruise
- Chrysler Museum of Art
- Day at the Spa
- Tugboat Museum
- Norfolk Botanical Garden
- Mermaids on Parade
- Hampton Roads Naval Museum
- Baseball game at Harbor Park

For information on VACATION packages, call 1-800-368-5097 today!

[norfolkev.com](http://norfolkev.com)



The New Norfolk  
Live. Celebrated Daily.





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ON TOURISM



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Strategic Marketing and Research

## Different Sells

# What about your destination is different?

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- People travel to see or experience something they can't get elsewhere
- They want you to give them reasons to come to your destination
- Show them what you have that is different or unique



BIG KIDS. BIG FUN.  
**JUMP IN!**



PLAN YOUR FUN

**Wisconsin  
Dello**

The Waterpark Capital of the World!





## Choose Chicago

Sponsored · 🌐



Wherever you're from, whoever you love, however you move, home isn't always where you're from. It's where you'll fit right in. Plan your Chicago trip today. <http://bit.ly/2qbAqfF>



1



Like

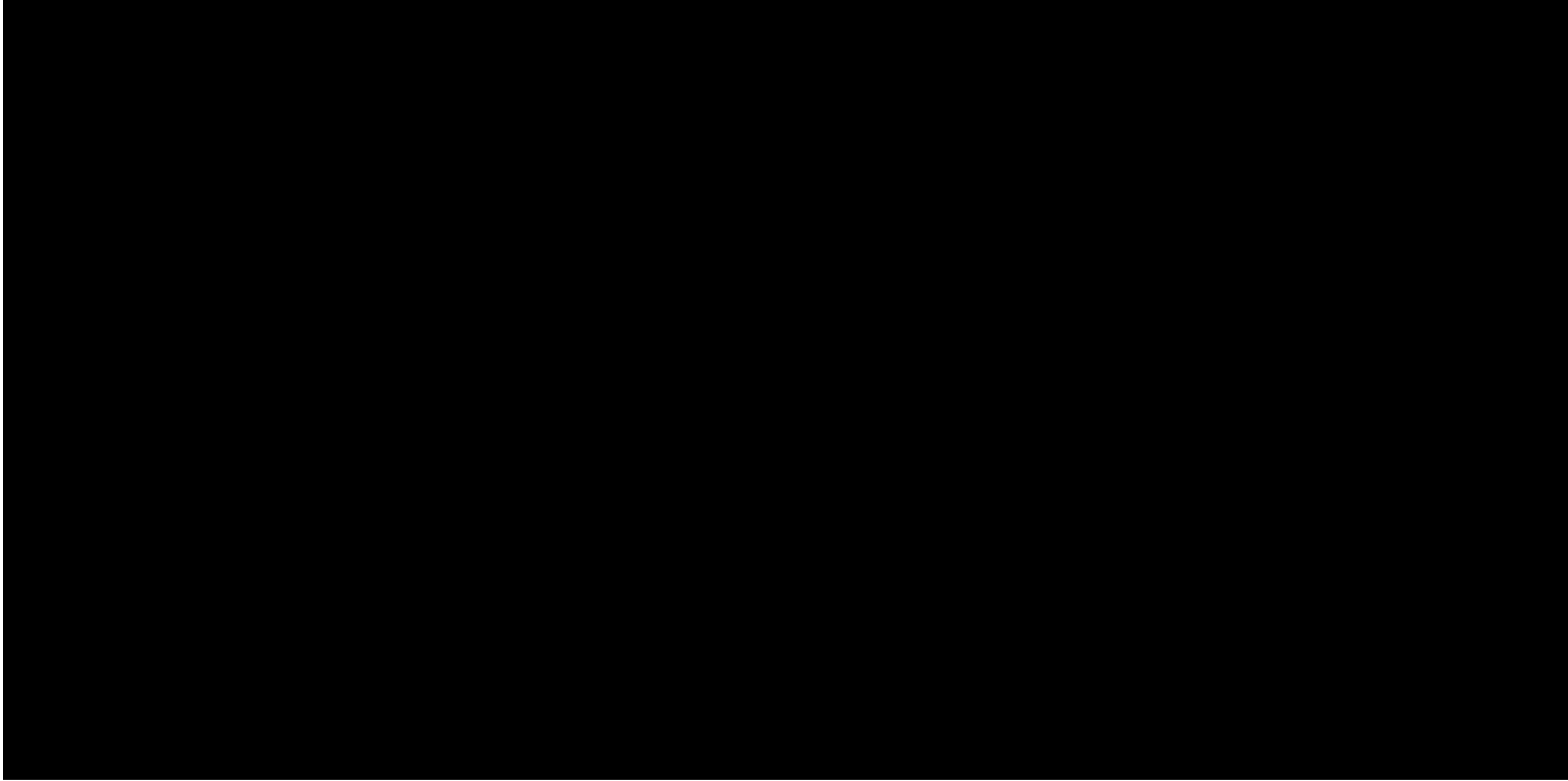


Comment



Share







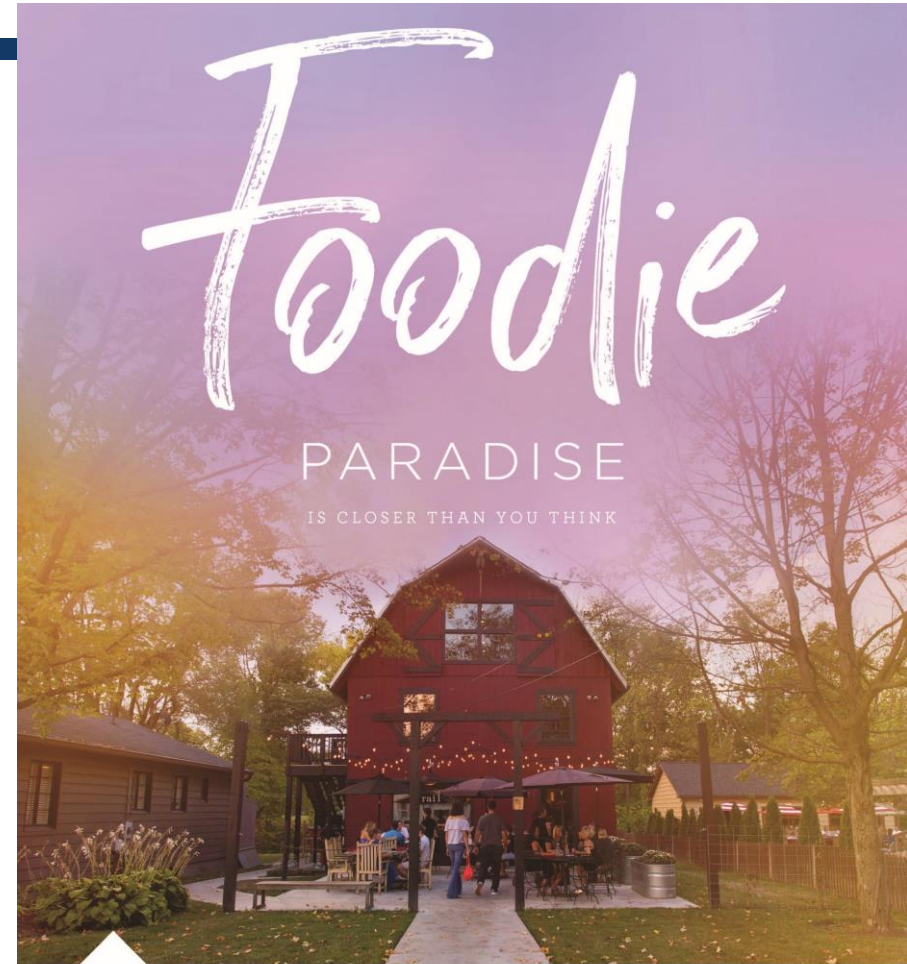
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CONFERENCE  
ON TOURISM



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Strategic Marketing and Research

Free People  
to Use their Imagination

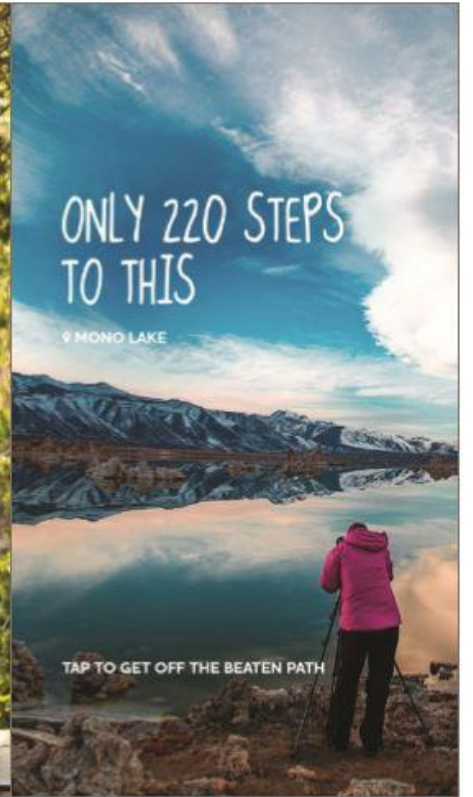
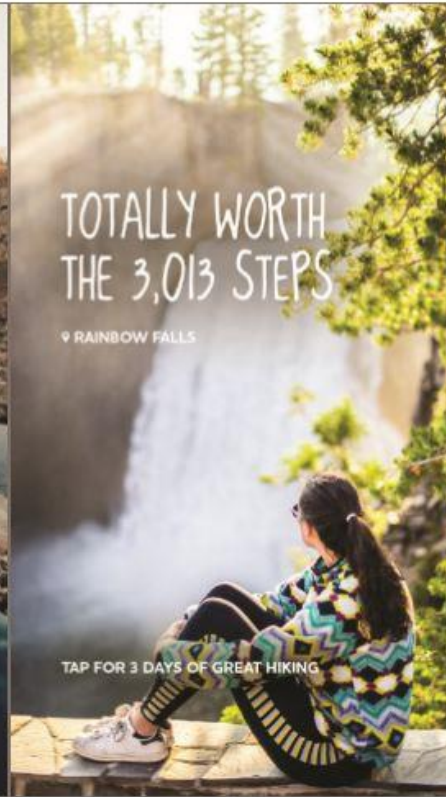
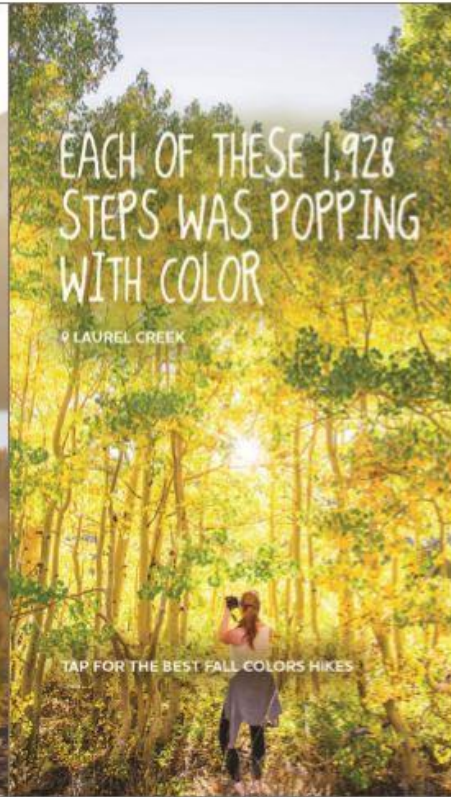
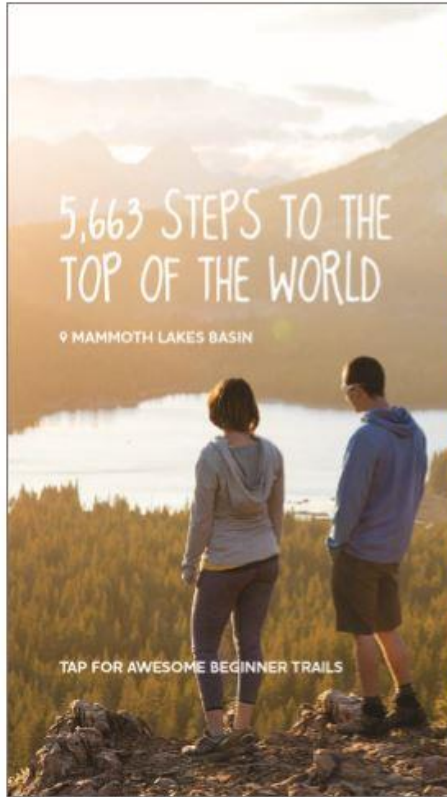
F2

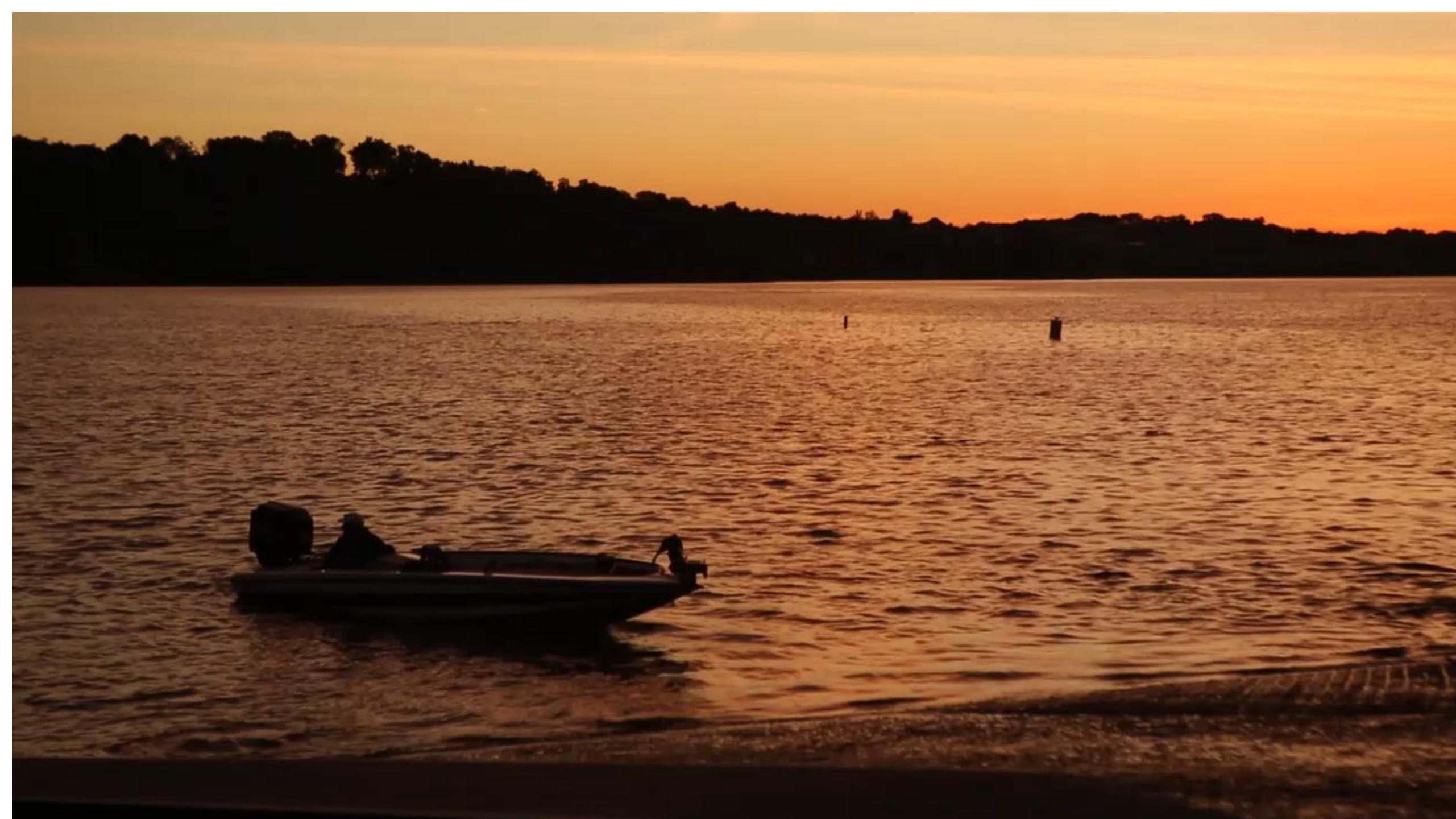


 RAIL EPICUREAN MARKET, WESTFIELD  
JUST NORTH OF INDY



Plan your savory getaway at [VisitHamiltonCounty.com](http://VisitHamiltonCounty.com)







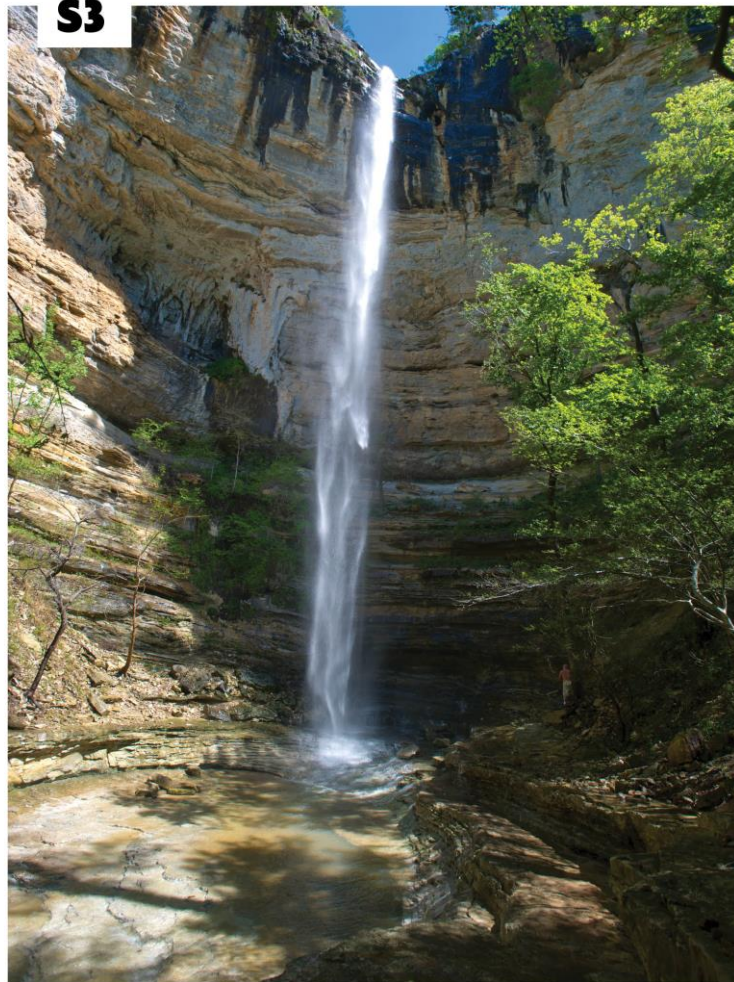
THE ARIZONA  
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ON TOURISM



People can be a  
Distraction or an Addition



# People are a Distraction



# No Connection to the Destination





- IN -  
*Winter's  
Favorite  
Town™*



SPRING IS FOR  
SOAKING UP  
MEMORIES IN  
THE SUNSHINE.

Spring in Park City, Utah is the best of both seasons. Bluebird days skiing at two distinctive resorts - Park City Mountain and Deer Valley. Afternoons lounge on our ski beaches, enjoying après ski scene and live music. Evenings exploring nightlife on our historic main street. There's plenty to discover in charming, easy to get to ski-ski-out town. Experience spring in Winter's Favorite Town™. Visit [ParkCity.com/spring](http://ParkCity.com/spring)



park.cit  
UTAH

M1



E2



# People

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- In the inspiration phase – highlight product and activities
- In the decision/planning phase – people can provide a strong emotional connection
  - Use pictures of people on the website & in your travel guide
  - Once the decision is made, pictures of people enjoying themselves in your destination make a strong emotional connection
  - Still highlight people enjoying the activity – don't focus too much on the person



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# Audience Matters

California  
find yourself here™

For a **free vacation guide**  
go to [www.visitcalifornia.com](http://www.visitcalifornia.com)  
or call **1-800-GO-CALIF**



Your mother called you reckless. You call it leaping headlong into life.

Want to know where this is? Visit [Arizonaguide.com](http://Arizonaguide.com)

Seize the day boldly, with no regrets.  
Come to Arizona. For your free travel  
packet, contact the Arizona Office  
of Tourism at 800-813-3529.

ARIZONA  
STATE TOURISM

**THE  
DESERT  
IS HOT**

Absolutely  
scorching

  
**SCOTTSDALE**  
ARIZONA

AbsolutelyScottsdale.com

enjoy being small  
in a **GIANT WORLD**

The beauty here is in more than infinite views.  
More than white waters and crisp air.  
Take comfort in the expanse and  
be a part of something greater.  
Get the guide at [Colorado.com](http://Colorado.com)

COME TO LIFE  COLORADO



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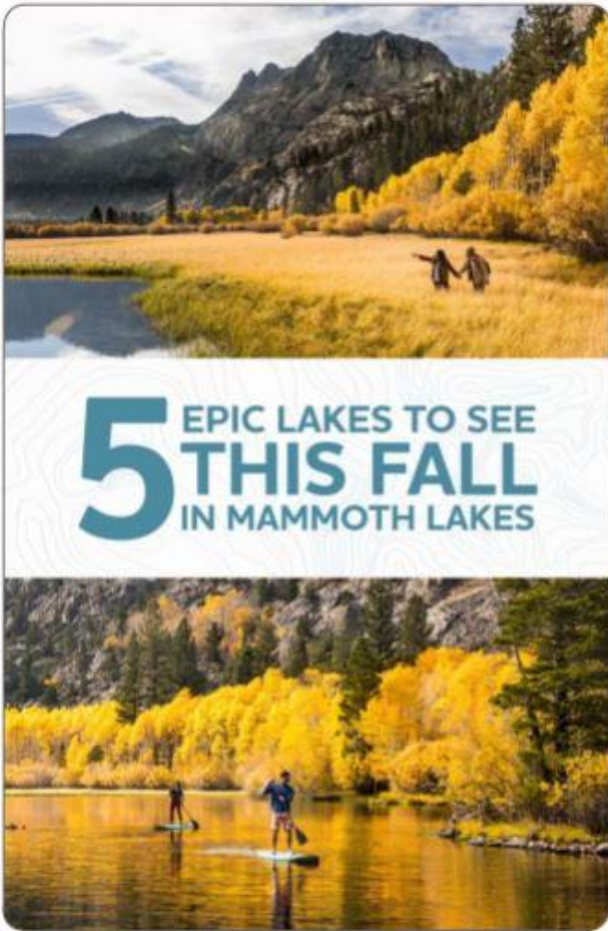
## Tactical Issues



# Tactical Issues

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- ✓ Music
- ✓ Narration
- ✓ Ad length
- ✓ Call to action



Send Save

### 5 Epic Lakes to See This Fall in Mammoth Lakes

 Mammoth Lakes, Ca 519 followers Follow

Mammoth Lakes explodes with fall colors every autumn, and these lakes are right in the middle of the magic. Whether enjoyed on the water or next to it, these lakes are fall favorites.

Read it



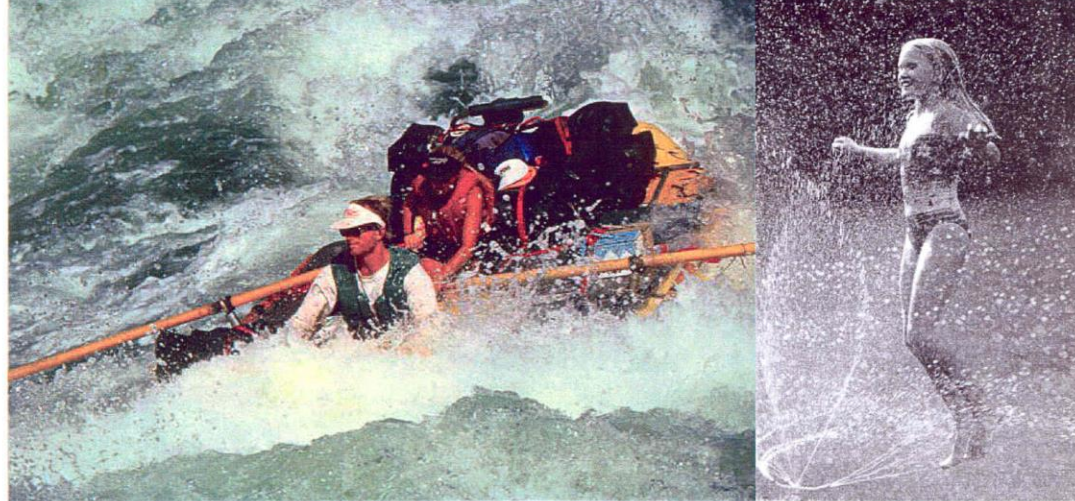
  
GRAND COUNTY  
COLORADO

15 Things  
To Do This  
Summer In  
COLORADO

GRANBY • GRAND LAKE • KREMMLING  
HOT SULPHUR SPRINGS • WINTER PARK

# When the color matters

Bright sun, warm skin, cold splash. **It's still a thrill.**

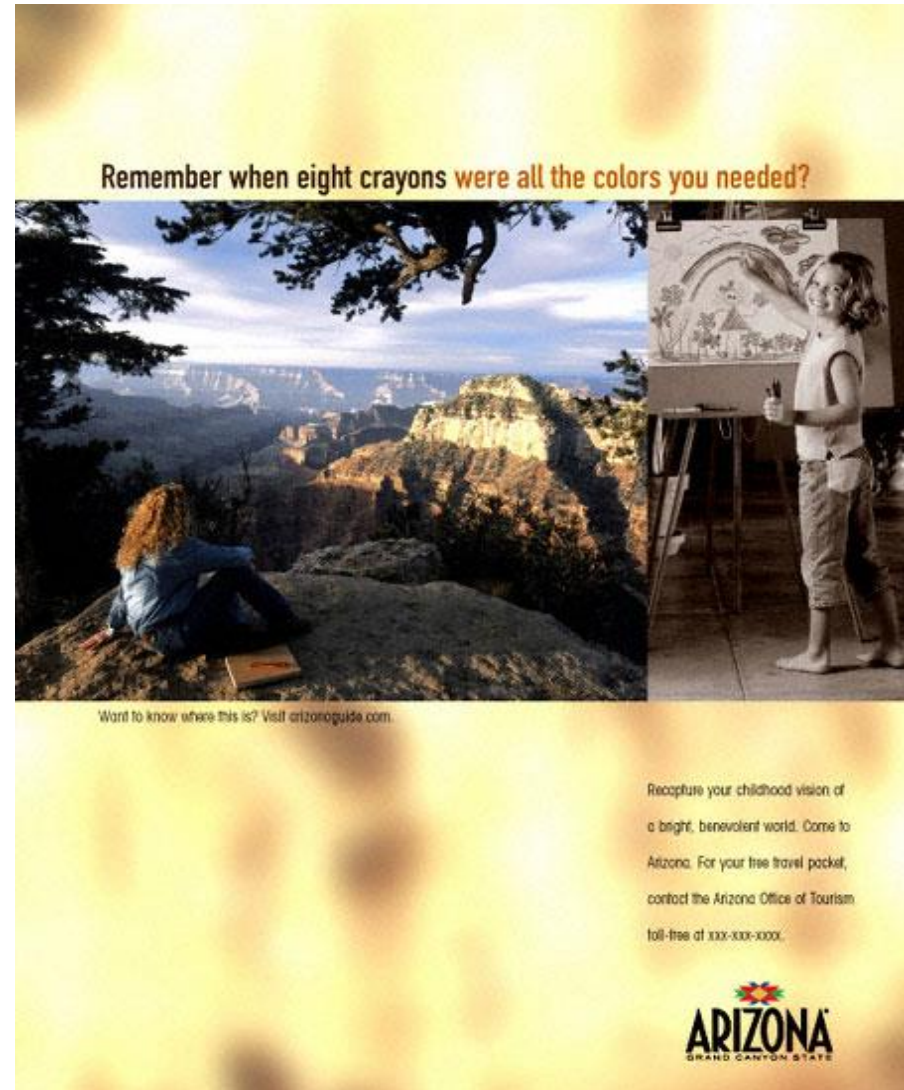
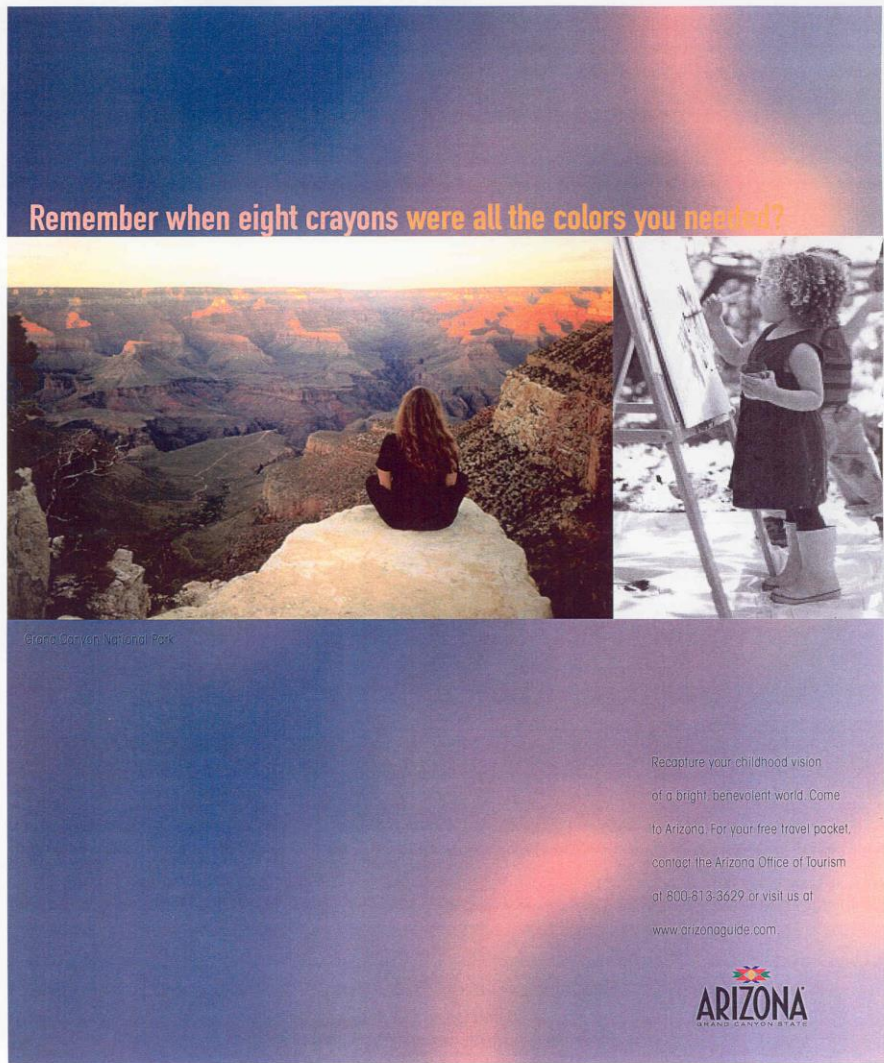


Colorado River, Grand Canyon National Park

For proof that elemental things are still the most rewarding, come to Arizona. Contact the Arizona Office of Tourism at 800-813-3629 for your free travel packet or visit us at [www.arizonaguide.com](http://www.arizonaguide.com).

  
**NORTHERN ARIZONA**  
GRAND AND BEYOND

- Small changes can make a big difference



# Testing Your Ads is Critical

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- If you don't test your ads before you use them, you could be wasting your media dollars
- Destinations that routinely test their ads record increasingly improved results
- Testing is the only way to understand what you are communicating to consumers and whether it matters

# Testing Your Ads is Critical

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- Options for testing:
  - ✓ Quantitative or Qualitative testing
  - ✓ Co-op with other destinations
  - ✓ Use a local university
  - ✓ Online A/B testing
  - ✓ Do your own informal testing
- Make sure you are testing with the right audience
- Make sure you are testing the right things – impact vs. appeal



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# Questions?

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