



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

Advertising- Domestic Media

TARGET AUDIENCE:

Texas Tourism has identified three target audience categories in which to build and maintain awareness of Texas as a premier vacation destination. The current campaign has delivered on influencing travel among our primary and secondary demographics. The Millennial audience have aged into decision makers in the travel category and our advertising is resonating. This year, we will continue to focus on Gen X and older millennials, especially those with families and discretionary income. Boomers maintain an overall impact, although this segment travels to visit friends and relatives at a higher rate than younger generations. Gen-X accounts for the majority of our incremental travelers and spending, while millennials continue to have an increasing impact. Therefore, we are making slight adjustments to our media targeting to make the millennial audience a primary target while maintaining a strong presence with the Boomers as a secondary target demographic.

Primary: Gen X <i>35% of Texas Travelers*</i>	<ul style="list-style-type: none"> HHI \$60K+ Children in HH under 18 Leisure Travel
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Primary: Millennials <i>30% of Texas Travelers*</i>	<ul style="list-style-type: none"> HHI \$40K+ Leisure Travel
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Secondary: Boomers <i>27% of Texas Travelers*</i>	<ul style="list-style-type: none"> HHI \$60K+ Leisure Travel
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*2015 Texas Visitor Profile— non-resident overnight leisure vacation person-days

OBJECTIVES:

- Increase engagement
- Positively change perceptions & drive awareness
- Drive inquiries/generate leads
- Provide innovative co-op opportunities
- Increase advertising-influenced travel to the State
- Increase top of mind awareness of Texas as a destination

STRATEGIES:

- Balance media delivery to generational targets in relation to their importance
- Target generations based on passion points, digital targeting methods and print readership
- Cultivate multi-screen approaches for video content to mirror generational viewing habits
- Maintain presence in key travel decision making environments
- Utilize past proven performers to deliver low-funnel audience

TACTICS:

- Maintain strong presence on national television to drive awareness
- Impactful placements and key content adjacencies for high-impact creative
- Maintain multi-screen presence to reach all targets at planning phases and device agnostic consumers
- Year-long baseline plan with focus on key seasons
- Leverage best in class technologies to continue using passion points but at a more efficient scale
- Leverage mobile/tablet/social media opportunities
- Strategically engage users and breakthrough competitive clutter
- Prioritized video and immersive media units to extend presence of our TV creative
- Utilize alternative pricing models



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DIGITAL:

The Fiscal Year 2017 digital plan delivers a well-rounded mix across partner sites and networks and will help extend the awareness to our audience in all phases of the consumer journey when planning travel. Media placements will engage the users in travel specific content, passion point content with flash and rich display, video, engaging high-impact placements. Video and immersive units will be expanded in 2017—to extend the reach of our television campaign. Partners were selected on content, ability to target the generational targets, past performance, scale and efficiency of partners and the ability to deliver against the awareness and KPI objectives.

A baseline plan will run for the full fiscal year with heavy up periods in the spring and summer in impressions and high impact units as consumers are constantly in market for travel in conjunction with continued presence within network media, mobile, search and social running throughout the year.

TELEVISION:

For Fiscal Year 2017, cable and national network television will be used to build awareness and positively change consumer perception. Additionally, an interactive TV platform will be utilized again to enhance our national cable schedule. Interactive TV will be fully customized and allow users to engage with the Texas brand. Social media will be used again this year to engage with travelers during live and appointment viewing television. At this time, networks and interactive TV platforms have not yet been determined.

PRINT:

National print titles have been selected to not only help raise awareness of Texas as a premiere travel destination, but to also clearly differentiate and positively change perceptions of the state. Through custom programs and added value opportunities, print will extend Texas' exposure while also generating inquiries for the Texas State Travel Guide. Titles were selected by analyzing historical performance, demographic delivery, added value opportunities and cost efficiency.

In addition to the stand alone print programs, custom integrated programs will be utilized in Fiscal Year 2017. All programs allow for cross platform integration and seamless branding opportunities across print and digital. Integrated proposals were selected based on the strength of the overarching idea and tie in to Texas, ability to reach target(s), cost and reach of the program.