

09/10 National TV Campaign

Fall 2009/Spring 2010

Program Description



The foundation of CTTC’s brand advertising program is national television. Through a series of star-studded commercials featuring celebrities, athletes, chefs and winemakers, along with Governor Arnold Schwarzenegger and first lady Maria Shriver, the California attitude is showcased, reinforcing that Californians put pleasure first and live life to the fullest.

Over the summer, CTTC refreshed the “Work” TV spot, which aired since October 2007, with a new opening featuring **Marisa Miller** and **Jay Leno**, and new scenes including **Cesar Millan** (“The Dog Whisperer”), **David Beckham** and **McG** (*Terminator Salvation* director).



CTTC’s dynamic triumvirate of brand television spots includes:

1. **“Serious Business”** (Umbrella brand, formerly called “Work”). Tongue-in-cheek concept that plays off the notion that for Californians, work is all play.
 - Opening line: *People think life in California is all fun and games...but it's really serious business.*
2. **“You’ll Be Back”** (Wine & food). Celebrates California as the land of wine and food, capturing the pioneering spirit and innovation of the state through wine and food artisans.
 - Opening line: *We love growing things in California.*
3. **“Ambitious”** (Snow). Conceptually aligned with “Serious Business,” showcases winter in California through on-hill and off-hill experiences.



- Opening line: *Everyone thinks Californians are so laid back...but we're actually pretty ambitious.*

For 09/10, CTTC's national television buy will include a combination of cable and network broadcast. Upfront negotiations for the 09/10 broadcast year resulted in \$4.3 million of media leverage (33% of media spend) via upfront savings and added value. This translates to significantly more national buying power.

Target Audience

The target audience for CTTC's national television campaign is adults ages 25-54 with a female skew.

Objectives & Reach

The primary objective of this integrated television effort is to foster awareness of California as a premier travel destination, generating preference for the California attitude and experience in order to drive incremental travel and overall economic impact.

National Cable TV – Buy Summary:

- Networks: Bravo, Comedy Central, ESPN, Fine Living, Food Network, Fuel, Golf Channel, HGTV, Lifetime, National Geographic, Spike, TBS, TLC, TNT, Travel, USA, Versus
- Daypart Mix: 50% Prime; 25% Weekend; 25% Late Night/Daytime
- Fall 2009 Flight: 9/28-10/11; 10/19-25; 11/2-8; 11/16-22
 - Spot Rotation:
 - “Serious Business” – 40%
 - “You’ll Be Back” – 30%
 - “Ambitious” – 30%
- Spring 2010 Flight: 2/8-14; 2/22-28; 3/8-14; 3/22-28; 4/5-11; 4/19-25; 5/3-9
 - Spot Rotation:
 - “Serious Business” – 60%
 - “You’ll Be Back” – 40%
- Budget: \$11,674,731
 - Fall 2009 Flight: \$5,456,996
 - Spring 2010 Flight: \$6,217,735



- Total A25-54 TRPs: 850

National Broadcast TV - Buy Summary:

- Network: NBC
- Daypart Mix: Early Morning (*The Today Show*) and Prime (*The Jay Leno Show*)
- Fall 2009 Flight: 9/28-10/11; 10/19-25
- Spring 2010 Flight: 2/8-14; 3/8-14; 3/22-28
- Spot Rotation: 100% "Serious Business"
- Budget: \$1,100,000 (split equally between Fall/Spring)
- Total A25-54 TRPs: 44

National Television Delivery:

- Reach: 72.2%
- Frequency: 12.1x
- Effective (3+) Reach: 50.9%
- A25-54 Gross Impressions: 1,060,462,000

Results & Accomplishments

Strategic Marketing & Research, Inc. (SMARI) measures overall advertising effectiveness and return on investment (ROI) through an annual two-part tracking study. This research has shown that synergy between multiple media and messages/campaigns are critical. The more elements of CTTC's advertising consumers see, across different media channels, the more likely they are to visit California.

CTTC's brand advertising continues to receive some of the highest ratings SMARI has seen in its review of hundreds of destination ads. The Spring 2009 study (Wave 1) showed a slight decline in awareness, from 74% to 68%, attributed to lower media spending against print (magazine) advertising. While media spending was down 37% versus the same prior year period, aware households only decreased 8%, from 40 million to 36.9 million. Wave 2 results show 2,693,582 incremental trips were generated by the spring campaign, with \$3 billion in economic impact and an ROI of \$424.



In 2008, CTTC's brand advertising program generated 3,647,280 million trips and \$6.55 billion in economic impact, with an ROI of \$431. Complete SMARI research reports can be accessed at tourism.visitcalifornia.com/research under "CA Advertising Effectiveness and ROI."

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