

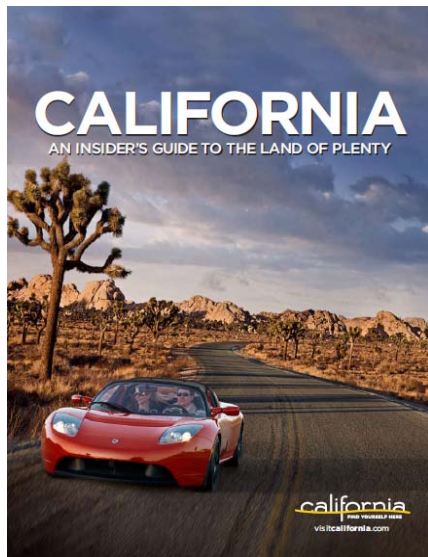
Spring 2010 CMG Co-op

April & May 2010

Program Description

The foundation of this annual cooperative program is a multi-page, advertorial-driven magazine insert developed under the “California Insider” messaging strategy, which is designed to uncover the state’s abundance of offerings and deliver messaging that gets beneath the surface and provides real and timely insight into living the California lifestyle.

In addition to the annual fall program, CTTC has added a Spring 2010 insert that will also be positioned as “An Insider’s Guide to the Land of Plenty,” featuring photography from CTTC’s new “True Californians” print campaign, along with promotion of California Fives, a new program that gives travelers bite-sized lists of the best stuff in the state and allows them to create their own lists of favorites at californiafives.com.



Target Audience

Affluent leisure travelers who are experiential, indulgent, aspirational, curious and confident, with a household income of \$75,000-plus, who reside in the Western U.S. and CTTC’s national opportunity markets (TX, NY, IL).

Objectives & Reach

The objective of CTTC’s integrated media campaign, of which this co-op is part, 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.

Additionally, this program is designed to provide industry partners with an affordable leveraged media opportunity. Program reach includes 700,000 readers of *Travel & Leisure*, *Budget Travel* and *Outside* magazines

Results & Accomplishments

In 2008, participation in this co-op marketing program yielded a 24-page section featuring 32 industry partners. The program surpassed the minimum 3:1 contribution ratio. For fall 2009, the section dropped to 16 pages with 18 partners; the contribution ratio fell just below the 3:1 goal, coming in at 2.7:1. Economic conditions and budget constraints were the primary reason for 2008 participants falling out of the 2009 program. Sales for the spring 2010 program are currently under way, with an anticipated 16-page section.

Program Contact(s)

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