

California Calling

December 2009

Program Description



In an effort to extend the impact of its advertising program in the United Kingdom, CTTC developed a promotional campaign called “California Calling.” CTTC has asked members of the U.K. public to prove, by way of an audition video, why they should appear in a new version of CTTC’s “Serious Business” brand spot, to air in May 2010. CTTC chose to launch this exciting campaign in the U.K. due to its advanced and sophisticated media culture – its core affluent demographic is an early adopter of social media and innovative forms of marketing communications.

To film his or her scene for CTTC’s TV spot, the winner will be flown to California and given VIP star treatment while in the state. Their whole experience will be filmed and photographed, with the content produced posted on a Web site, as well as edited into a TV program that CTTC hopes to have broadcasted in the U.K. This is an extremely high-profile brand promotion sustained by an integrated mix of media, including:

- Television advertising
- Print advertising
- Radio advertising
- Experiential activity
- Public relations
- Social media
- Travel trade outreach

The campaign was launched on December 14 after a heavyweight burst of California TV brand advertising. For the launch, CTTC took over Absolute Radio, the U.K.’s largest commercial station. California was the sole advertiser, California songs were played every hour, and all DJs helped drive consumers to a California Calling page on absoluteradio.co.uk. CTTC also took out four full-page ads in national newspapers on the day of the launch.

To obtain videos and help spread the word, CTTC created a pop-up green screen film studio tour of three shopping centers around the U.K. Virgin Holidays helped staff the film studios and publicize the tour. Shoppers were



invited to film their audition in the green screen studio, set against the California backdrop of their choice. After their submission was filmed, they were e-mailed a link to their video and given an exclusive coupon for Virgin Holidays' California packages.

From December 26 through the end of January, CTTC is showing a promotional version of the "Serious Business" TV spot to drive mass awareness of California Calling. All activity is also backed up by a comprehensive social media strategy. Twitter and Facebook are being used to drive awareness of content and help the campaign go "viral," while blogger outreach is designed to activate the online and creative communities.

CTTC has employed two celebrity spokespeople to help drive awareness of the campaign and influence the tone of the competition. Pamela Anderson was used to generate PR and act as the quintessential California spokesperson, while U.K. comedian Adam Buxton was used to motivate online community

CTTC also created a special travel trade version of the campaign, which allows travel agents to upload their own audition to a microsite on TTGLive.co.uk (the U.K.'s largest travel agent B2B site). The four travel trade winners will be treated to a Southern California fam to see the consumer promotion winner's film shoot.

Target Audience

CTTC's primary audience are the "Cultured Explorers" (ABC1 25 - 45), which are younger, more savvy independent travelers who are likely to be traveling with partners or friends. This market is among the heaviest online users in the U.K., and are motivated by innovative and surprising communications.

The secondary audience is the entire U.K. online community, as well as travel agents and tour operators who sell California product.

Objectives & Reach

- To increase the awareness and reach of CTTC's TV spot beyond its already high 77%.
- To create real engagement with the main brand creative.
- To demonstrate that California is forward-thinking and welcoming, to the point of inviting members of the U.K. public to participate in brand creative.

- To start social media activation through campaign parameters.
- To use innovative communications to keep California top-of-mind among the travel trade during the key holiday booking period of January and February.

Results & Accomplishments

After just one week of campaign activity, the California Calling site has already received 3,718 unique visitors with an average time on site of almost four minutes. Those visitors have uploaded 643 pieces of content (videos and comments), over 6,000 viewings of video submissions.

On top of visitation to our official site, the campaign also has excellent early statistics for its social media channels, including over 600 Facebook fans and nearly 250 Twitter followers. Extensive coverage has started to appear on industry Web sites and publications and on blogs.

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