

# 09/10 National Print Campaign

Fall 2009/Spring 2010

## Program Description

Strategic Marketing & Research, Inc. (SMARI) research has shown that synergy between multiple media and messages/campaigns is critical – the more elements of CTTC’s advertising consumers see, across different media channels, the more likely they are to visit California. In particular, layering national print advertising with television extends reach, positively influencing awareness and likelihood to visit.



To create greater synergy with CTTC’s television commercials, a new print campaign was developed for 09/10. “True Californians” embodies the spirit of the TV spots and showcases the “California attitude” through iconic Californians and their insider experiences and knowledge. The campaign includes Jim Moriarty, CEO of Surfrider Foundation; Charles Phan, executive chef/owner of the Slanted Door restaurant; Beth Rodden, world-class free climber; and Elon Musk, CEO of Tesla Motors.



Each ad directs consumers to an individual landing page on visitcalifornia.com to learn more about that person’s California favorites through interviews, photos and California Fives.

## Target Audience

CTTC’s overarching target audience is defined as California brandcasters; they are confident and curious, avid researchers, tech-savvy, brand-centric, and seek quality over price.



## Objectives & Reach

The objective of CTTC's integrated media campaign, of which national magazines are a key component, 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 Magazine Summary:

- Full page ads will run in the following magazines in 09/10:
  - *Budget Travel* (698,000) – November, March
    - CTTC's fall co-op insert will appear in the October issue, while the spring co-op insert will appear in the April issue.
  - *Travel + Leisure* (274,871) – November, March
    - CTTC's fall co-op insert will appear in the October issue, while the spring co-op insert will appear in the April issue.
  - *Outside* (688,000) – October, November, March
    - CTTC's spring co-op insert will appear in the April issue.
  - *Sunset* (1,200,000) – October, November, March
  - *Food & Wine* (927,000) – October
    - CTTC's fall co-op insert will appear in the November issue.
  - *Saveur* (329,000) – March, April
  - *Wine Spectator* (389,000) – October, November, March, April
- Budget: \$860,438
- Total circulation (1x): 5,191,000
- CTTC is currently evaluating the addition of one incremental national print insertion in these books, giving all titles on the spring plan a 2x frequency

### National Magazine Delivery:

- Reach: 20%
- Frequency: 2.2x

## Results & Accomplishments

Strategic Marketing & Research, Inc. (SMARI) measures overall advertising effectiveness and return on investment (ROI) through an annual two-part tracking study. The Spring 2009 study (Wave 1) shows a slight decline in awareness, from 74% to 68%, attributed to lower media spending against print (magazine) advertising. While media spending was down 37% year over year for the same period, aware households only decreased 8%, from 40 million to 36.9 million. Incremental likelihood to visit decreased slightly from 6.4% to 5.7%. These findings triggered a shift in CTTC's 09/10 media plan to include national full page print ads in place of regional two-page inserts. By extending reach, this shift is expected to positively influence awareness and likelihood to visit. 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](http://tourism.visitcalifornia.com/research) under "CA Advertising Effectiveness and ROI."

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