

California Fives

September through December 2009

Program Description

The California Fives program launched on September 15, 2009, with a compilation of testimonial-like “best of” lists created by locals, tour operators and anyone else with five great California travel stops to share. These consumer-generated lists serve as an excellent source for trip ideas as they give travelers bite-sized lists of the best California has to offer.

To date, the program components include:

- Online: Display ad banners on online travel agency (OTA) networks and search engine marketing (SEM).
- Print: 1/3 page companion ad to “Real Californians” print ads, which featured celebrities’ California Fives list.
- Online/Print Synergy: Landing page for each “Real Californian” featured in the print campaign, which includes insider information and their California Fives lists.
- TV: PR initiatives and value-ad opportunities, where relevant.
- Social Media: Promotion on Facebook and Twitter.
- PR: Media outreach.
- Publications: 2010 *Visitor’s Guide*.
- International: Will be rolled out to international markets in 2010-2011.

Target Audience

The broad audience of leisure travelers visiting visitcalifornia.com, who are looking for travel planning ideas and insider content.

Objectives & Reach

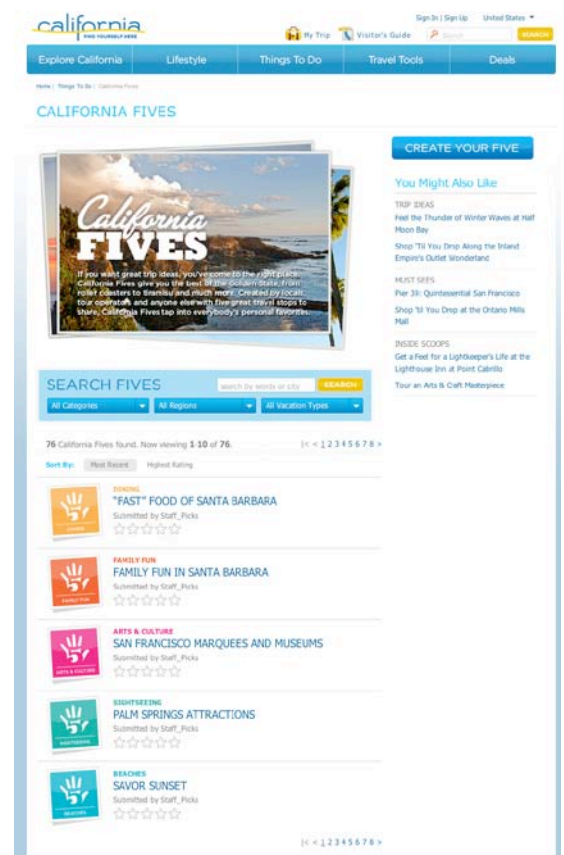
- Promote content and destinations within California in a fun and engaging fashion.
- Drive engagement, usage and interactivity with prospects, site visitors and industry partners.

- Embody the “abundance” theme.
- Utilize content as a mechanism to drive lead generation and a means to re-contact.
- Position CTTC as a player in Web 2.0 space.
- Embrace cross-channel execution (Web site, online media, print, PR).
- Fully adaptable to niche content providers for contextually relevant content.

Results & Accomplishments

Program activity to date (9/15 - 11/30):

- Visitcalifornia.com
 - 21,771 visits to CaliforniaFives.com
 - 11,881 visits to California Fives lists
 - 115 original California Fives lists
 - 79 new California Fives lists generated
 - 77 registrations on visitcalifornia.com
 - 85 California Fives lists sent to friends
- Media
 - Online ad banners: 1,476 impressions
 - Print insertions: 7,989,000 impressions
- PR
 - Press releases: 226,711 impressions
 - Radio: 95,000 impressions
- Industry
 - *What's New* (quarterly): 3,200 delivered 10/01
 - *Insights Online* (monthly): 65,809 delivered Sept. through Nov.



Program Contact(s)

Antonette Eckert
 Acting Advertising & Co-op Marketing
 Manager
 916.319.5404
 aeckert@visitcalifornia.com

Jim Magill
 Vice President
 Sapient
 415.987.3191
 jmagill@sapient.com