

Domestic Ad Reach & Effectiveness, Fall 2009

December 2009

Program Description

California Tourism contracts with independent research consultants to measure the effectiveness and return on investment (ROI) of major advertising campaigns. Strategic Marketing and Research, Inc. (SMARI) has evaluated CTTC ad campaigns since 2003. This page summarizes the results from Phase 1 research of the 2009 spring television and print ad campaign. Phase 1 research focuses on the campaign's exposure levels and effect on intent to travel.

Target Audience

Primary: CTTC marketing evaluation results are primarily intended for CTTC executive staff and Commissioners, assessed businesses and State of California policy makers, budget analysts, legislators and other stakeholders with responsibility for or interest in the investment of public and private sector funds for statewide tourism marketing.

Secondary: Research results and reports are used internally, and by members of the California travel and tourism industry, as a source of market intelligence.

Objectives & Reach

- Determine the percentage of households exposed to CTTC advertising and whose occupants have aided recall of the campaign.
- Measure impact of advertising on attributes such as consumers' interest in visiting.
- Measure impact on information gathering; measure impact on likelihood to visit.

Results & Accomplishments

- TV and/or print advertising in fall 2009 were recalled by 65% of targeted households.
- 20% of households recalled elements of both print and television advertising.
- “Serious Business,” similar in look and feel to “Work,” generated 59% awareness.
- 50% of those aware of the advertising gathered travel information in a variety of ways, while 29% without recall gathered travel information.
- Those aware of the advertising are 4% more likely to visit California in the next 12 months than those unaware.

Program Contact(s)

Dan Mishell
Research Director
916.319.5413
dmishell@visitcalifornia.com

Denise Miller
Vice President, SMARI
317.574.7717
dmiller@smari.com