

Japan Advertising 08/09 ROI & Fall 2009 Ad Effectiveness

October 26 through November 4, 2009

Program Description

Japan is one of the two international markets (alongside the United Kingdom) where CTTC carries out a brand advertising campaign. The large-scale Japan ad campaign kicked off in February 2008 with a set of original creative designed specifically for the Japanese market.

To measure the ROI of the Japan brand advertisement campaign, market research has been conducted by an independent third-party research house on four separate occasions over the past 18 months, immediately after each major advertising flight. The most recent ROI research was conducted on November 4-5, immediately after the fifth phase of the brand advertising campaign in Japan, which was launched in October/November 2009. An outline of the fifth phase Japan brand advertising campaign is as follows:

TV Spots

- 10 days from October 26 to November 4, 2009
- 636.6 GRPs all on Fuji TV network in the Kanto (Tokyo metropolitan) area
- 15-second creative, aired ratio: Northern California (34%), Southern California (34%), and Governor Mock Press Conference (32%).

Newspaper Advertisements

- 1-page placement (1/3 page advertisement & 2/3 page advertorial)
- Insertion in the two major dailies in Japan (both Tokyo metropolitan edition) - total circulation: 3 million

Transit advertising

- Tokyo metro: 20 stations, 42 displays (October 28 to November 3)
- Tokyo metro: Shibuya station, 8 displays, (October 26 to November 1)
- Osaka: Hankyu Umeda station, 30 displays (October 26 to November 1)
80 posters, 22 stations for 7 days

Target Audience

- Survey Area: Tokyo Metropolis area and the three neighboring prefectures of Tokyo, Kanagawa, Chiba and Saitama
- Research Period: November 4-5, 2009
- Method: Internet survey
- Target Range: Males and females aged 20-69
- Selection Criteria:
 - Has the power to choose travel destination
 - Makes personal overseas trips once every one to two years
 - Would consider the U.S. for a personal overseas trip
- Number of Samples: 2,000 individuals
- Sample Age/Sex Distribution: Men and women, 200 per target group (divided into 10 groups: Males & females ages 20-29/30-39/40-49/50-59/60-69)

Objectives & Reach

The main objective of the research is to establish the ROI of the Japan advertising campaign, especially how much incremental travel to California has been generated out of the Japan market as a result of the campaign, and by inference, calculate the income generated for the State as a result of the campaign. Also, the ROI research aims to find out if the Japan ad campaign succeeded in reaching the stated marketing goals – assessing the impact of the creative and changing awareness of “California” among target Japan market segments. The research was conducted in the Tokyo Metropolis as the brand advertisement campaign was primarily targeting the area, which alone accounts for approximately 40% of outbound travel from Japan.

Results & Accomplishments

- 75% awareness in target households aged 20-60
- 70% awareness of TV ad commercials (separate from the print, Internet and transit advertising)
- Japanese who visited California within the most recent year engaged in a greater variety of activities and spent on average \$3,045 in California.



- These figures are extremely high in comparison to the amount spent within the previous five years, despite the effects of the global financial crisis and a continuing recession in Japan.
- Respondents who were aware of the Japan ad campaign visited a larger number of areas and engaged in more activities in California.
- 10,000 incremental trips from November 2008 through October 2009
- \$30.3 million in incremental spending; \$2.07 million in tax revenue
- Spending ROI for the campaign was \$16 to \$1
- The Japan ad campaign effectively boosted California's image as a "fun" destination. Since the first survey, descriptions of California as "fun," "familiar to Japanese" and "relaxing/open" have consistently been at the top of California's attributes for Japanese. These are all significant assets for promotion of California as a destination in Japan.
- In all three surveys, the image of "nature" as something that could be experienced in California became stronger. In addition, "wine," a core theme of our 2009 campaign, also scored highly.
- More than 80% of Japanese surveyed expressed an intention to visit California, and this has grown steadily over the course of the three surveys. More than half of the F1 segment (females between 20-34) indicated that they would like to visit California "very much," indicating strong feedback from our core Japan target segment.
- The intention to visit California was stronger among Japanese who were aware of the campaign. The number of times respondents had seen the television commercials showed that the intention to visit become stronger when the number of exposures to the campaign increased.
- 70% of Japanese indicated a change in their desire to visit California after viewing the advertisements as being "positive." As in the case of respondents' evaluations of their impressions of California, respondents who had been exposed to the actual campaign gave a higher positive rating to California as a destination.

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