<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Travel Dubuque Advertising Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Completed By</strong></td>
<td>Katie Wang, Nathen Luebbers, Victoria Rivera Snyder, Alex Lacroix, Sydney Doyle</td>
</tr>
<tr>
<td><strong>Date Completed</strong></td>
<td>May 2019</td>
</tr>
<tr>
<td><strong>UI Department</strong></td>
<td>Tippie College of Business</td>
</tr>
<tr>
<td><strong>Course Name</strong></td>
<td>Marketing Institute Scholars Seminar</td>
</tr>
<tr>
<td><strong>Instructor</strong></td>
<td>Peggy Stover</td>
</tr>
<tr>
<td><strong>Community Partners</strong></td>
<td>Travel Dubuque, Tri-State Mountain Bike Riders (TMBR)</td>
</tr>
</tbody>
</table>
This project was supported by the Provost’s Office of Outreach and Engagement at the University of Iowa. The Office of Outreach and Engagement partners with rural and urban communities across the state to develop projects that university students and faculty complete through research and coursework. Through supporting these projects, the Office of Outreach and Engagement pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

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[Student names], led by [Professor’s name]. [Year]. [Title of report]. Research report produced through the Office of Outreach and Engagement at the University of Iowa.

This publication may be available in alternative formats upon request.

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TRAVEL DUBUQUE
Ad Campaign.

BY: KATIE WANG, NATHEN LUEBBERS, VICTORIA RIVERA SNYDER, ALEX LACROIX, AND SYDNEY DOYLE
Overview:

Introduction
Ad Campaign Tagline + Objectives.

Targeting
Strategic Location and Platforms.

Priority, Pillar, Persona, Product
Holistic View of Strategy.

Content Schedule
Implementation of Ideas.
Overview:

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PRESENTATION

Overview:

**Introduction**
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**Targeting**
Strategic Location and Platforms.

**Priority, Pillar, Persona, Product**
Holistic View of Strategy.

⭐ **Content Schedule**
Implementation of Ideas.
CAMPAIGN
Tagline.
CAMPAIGN
Tagline:

"DBQ for You"
#MyDBQ
WHAT WE HOPE TO ACCOMPLISH.

Address Scope of Activities
Market as Travel Destination
Increase Overnight Traffic
TARGETING Research.
STRATEGIC Locations:

- Chicago, IL (13%)
- Des Moines, IA (5%)
- Madison, WI (11%)
STRATEGIC Locations:

Chicago, IL

Des Moines, IA

Madison, WI

#3 Highest Inclination to Travel

Source: Digital Third Coast
STRATEGIC Locations:

- Chicago, IL
- Des Moines, IA
- Madison, WI

42% non-familial
40% travel in-state

Source: Travel Leaders Group
STRATEGIC Locations:

- Chicago, IL
- Des Moines, IA
- Madison, WI

#1 Midwest City of Bicycle Commuters
SOCIAL Platforms:

Instagram
Facebook
Snapchat
SOCIAL Platforms:

- Instagram
- Facebook
- Snapchat

60% of adults visit Instagram at least once per day

200 Million+ Instagrammers visit at least one Business Profile daily

Source: Pew Research Center and Instagram Business
SOCIAL Platforms:

Instagram

Facebook

Snapchat

1.57 billion daily mobile Facebook users

The largest active age group is 25-34

Source: Statista
SOCIAL Platforms:

- Instagram
- Facebook
- Snapchat

71% of Snapchat users aged 18-24 use Snapchat multiple times per day

50% of Snapchat users engage with sponsored filters or lenses

Source: AdWeek and Statista
THE FOUR P'S Pyramid:

- Priority
- Pillar
- Persona
- Product
THE FOUR P'S Pyramid.

- PRODUCT
- PERSONA
- PILLAR
- PRIORITY
THE FOUR P'S
Pyramid.*

PRODUCT
PERSONA
PILLAR
PRIORITY
THE FOUR P'S Pyramid.

PRODUCT

PERSONA

PILLAR

PRIORITY
THE FOUR P'S Pyramid.*

- PRODUCT
- PERSONA
- PILLAR
- PRIORITY
DEVELOP AWARENESS OF ACTIVITIES FOR FAMILIES WITH CHILDREN OF ALL Ages.
PERSONA #1: Julie.

Demographics
37 Years Old, Married
Two Children: Age 5 and 12
Lives in Chicagoland

Psychographics
Uses Instagram, Facebook, and Print Media
Prioritizes Ease of Travel
Values Family-Friendly Activities
User generated advertisements show activities that are realistic for relatable for the average family.
ADVANCED ATHLETIC Adventures.
PROMOTE EXTREME SPORTS OFFERED BY Dubuque.
PERSONA #2: Noah

Demographics
24 Years Old, Single
No Children
Lives in the Des Moines, Iowa

Psychographics
Uses Twitter, Instagram, Snapchat
Prioritizes outdoor activities to do with his friends
Snapchat filters build brand awareness through the eye of the visitor.
OUTSTANDING OUTDOOR
Opportunities.*
ADVANCE AWARENESS OF GENERAL OUTDOOR AND SOCIAL Activities.
PERSONA #3: Matt and Hannah*

Demographics
28 Years Old, In Relationship
No Children
Live in Madison, Wisconsin

Psychographics
Uses Facebook
Interested in Mountain Biking and Nightlife
“Day in the Life” posts on Facebook and Instagram showcase activities that happen both during the day and at night. Additionally, they advertise the possibility of an overnight stay in Dubuque.
WEEKLY CONTENT Schedule.
## Weekly Content Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Content:</th>
<th>Targets:</th>
<th>Hashtag:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td>Testimonial Tuesday</td>
<td>All personas</td>
<td>#testimonialtuesday #MyDBQ</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>Tales from the Trails</td>
<td>Persona 2 (Noah)</td>
<td>#TFT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Persona 3 (Matt and Hannah)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>The Complete Travel Destination</td>
<td>All personas</td>
<td>#MyDBQ</td>
</tr>
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</table>


### Travel Planning Methods of Millennials in the US

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Generated Content</td>
<td>72.1%</td>
</tr>
<tr>
<td>Social Media</td>
<td>66.9%</td>
</tr>
<tr>
<td>Print Resources</td>
<td>45.2%</td>
</tr>
<tr>
<td>Travel Websites</td>
<td>28.5%</td>
</tr>
</tbody>
</table>

Source: Statista 2018
TALES FROM THE Trails:

Mountain Biking  Trail Running  Camping

#TFT  #MyDBQ
THE COMPLETE TRAVEL Destination.

Nightlife  
Live Music  
Shopping

#MyDBQ
VISIT YOUR NEW WEBSITE

The Four P's Pyramid:
- Product
- Personas
- Pillar
- Priority

Weekly Content Schedule:

**Tuesday**
- Content: Testimonial Tuesday
- Targets: All personas
- Hashtag: 
  - #testimonialtuesday
  - #MyDBQ

**Thursday**
- Content: Tales from the Trails
- Targets: Persona 2 (Noah), Persona 3 (Matt and Hannah)
- Hashtag: 
  - #TFT

**Saturday**
- Content: The Complete Travel Destination
- Targets: All personas
- Hashtag: 
  - #testimonialtuesday

THE NEW Website:
THANK YOU.