



Office of Outreach and Engagement

FINAL DELIVERABLE

Title	Travel Dubuque Advertising Campaign
Completed By	Katie Wang, Nathen Luebbbers, Victoria Rivera Snyder, Alex Lacroix, Sydney Doyle
Date Completed	May 2019
UI Department	Tippie College of Business
Course Name	Marketing Institute Scholars Seminar
Instructor	Peggy Stover
Community Partners	Travel Dubuque, Tri-State Mountain Bike Riders (TMBR)

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Provost's Office of Outreach and Engagement
The University of Iowa
111 Jessup Hall
Iowa City, IA, 52241
Phone: 319.335.0684
Email: outreach-engagement@uiowa.edu
Website: <http://outreach.uiowa.edu/>

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TRAVEL DUBUQUE

Ad Campaign.

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

PRESENTATION *Overview.**

Introduction

Ad Campaign Tagline + Objectives.

Targeting

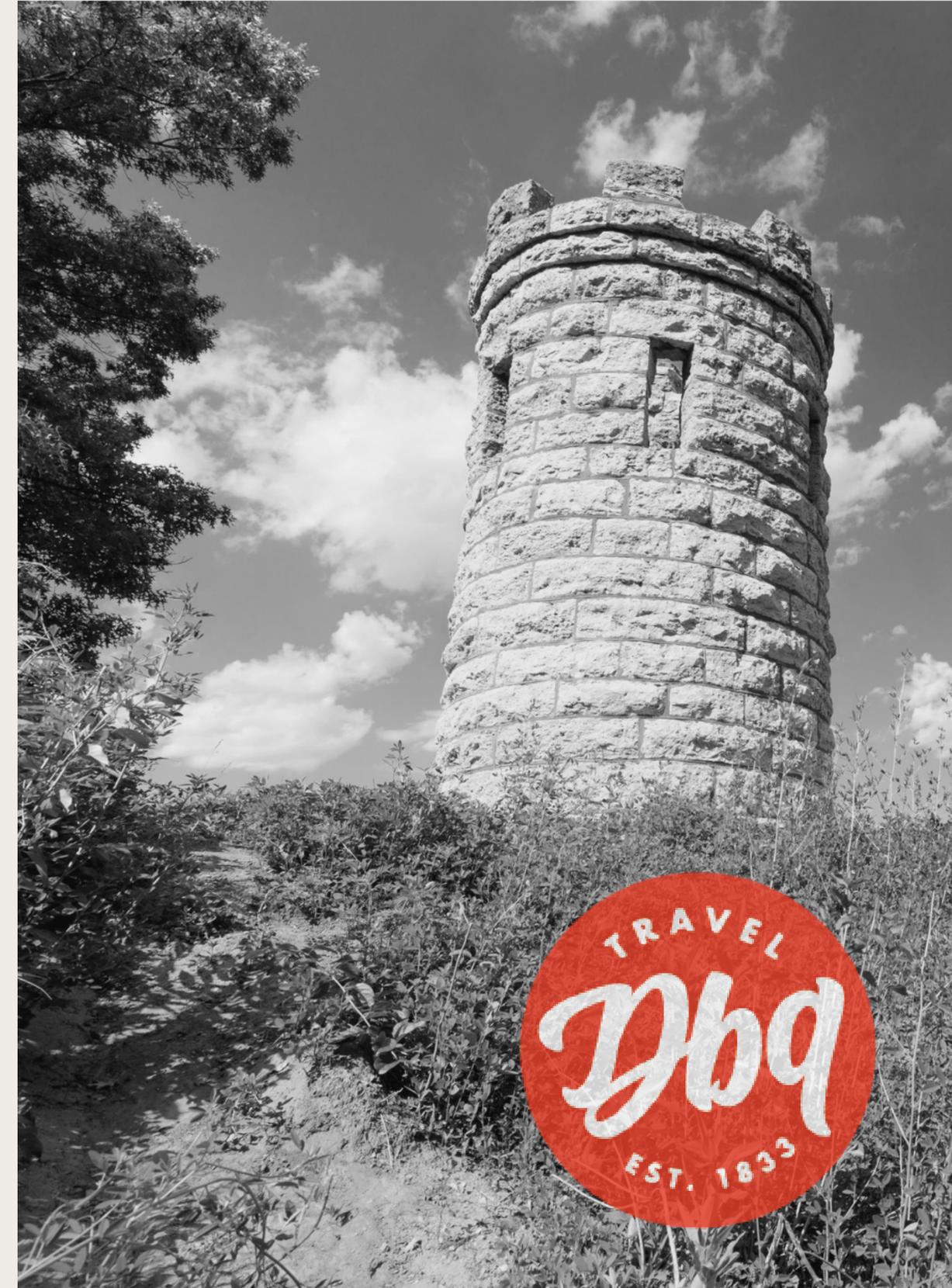
Strategic Location and Platforms.

Priority, Pillar, Persona, Product

Holistic View of Strategy.

Content Schedule

Implementation of Ideas.



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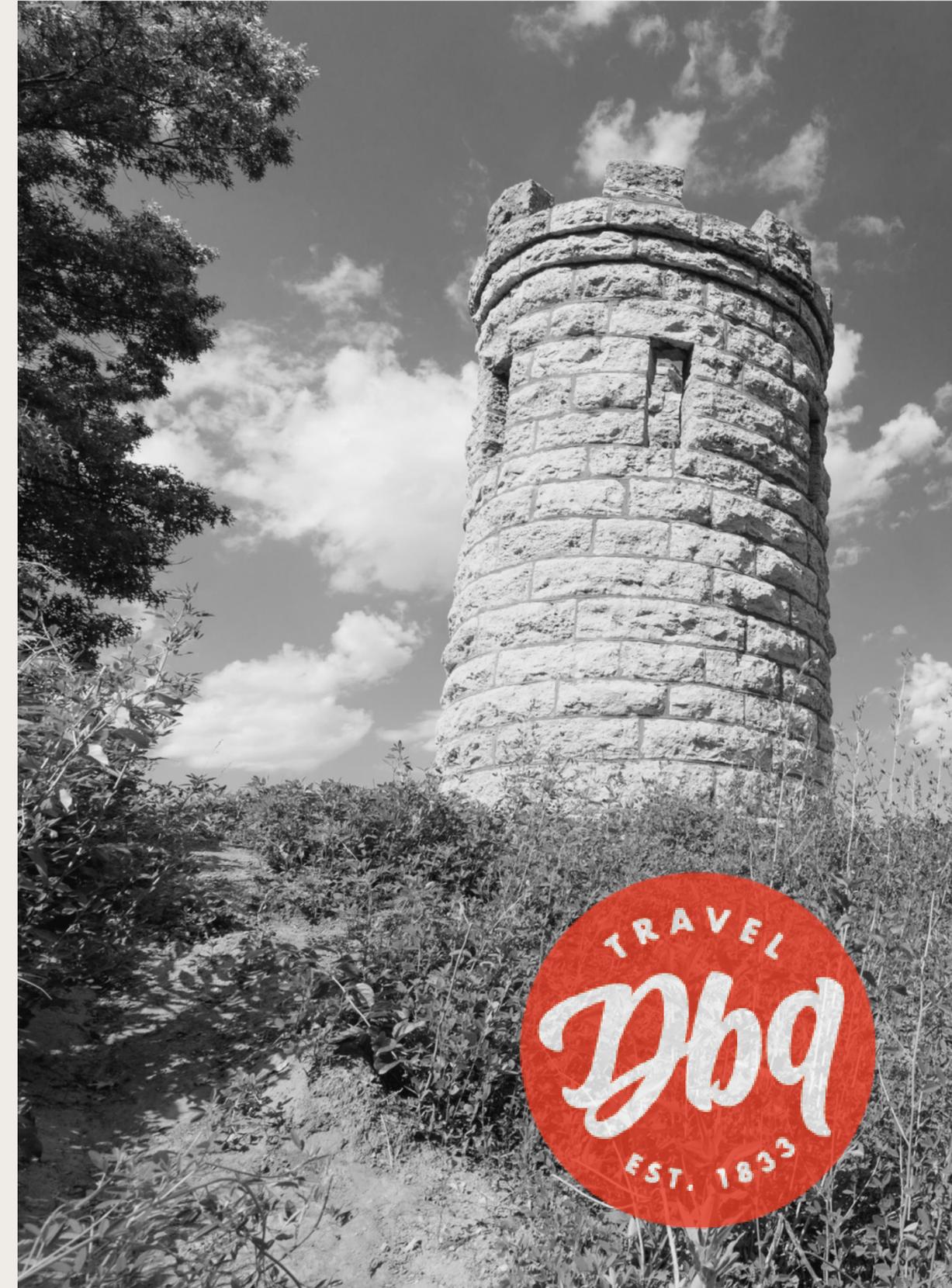
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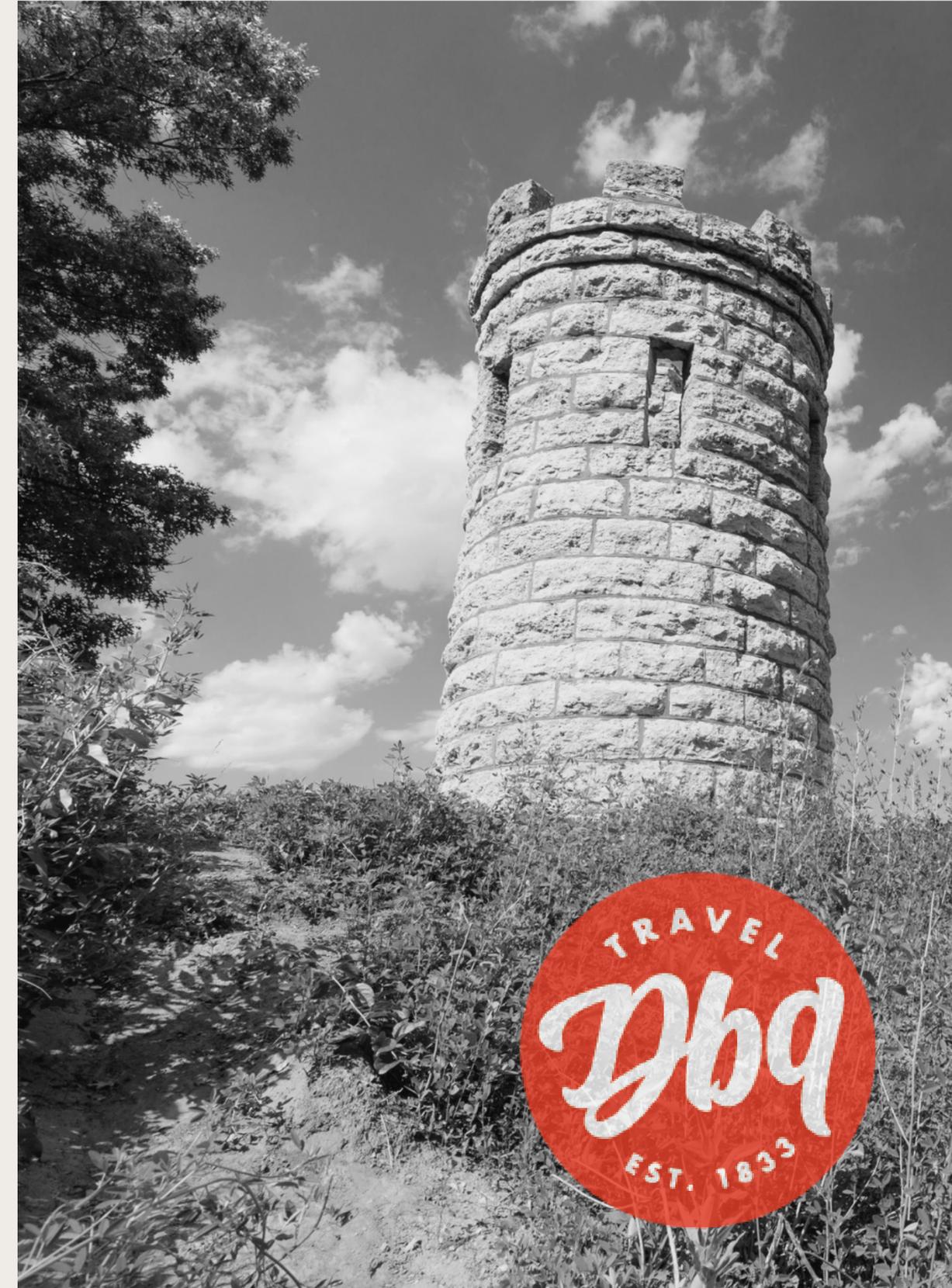
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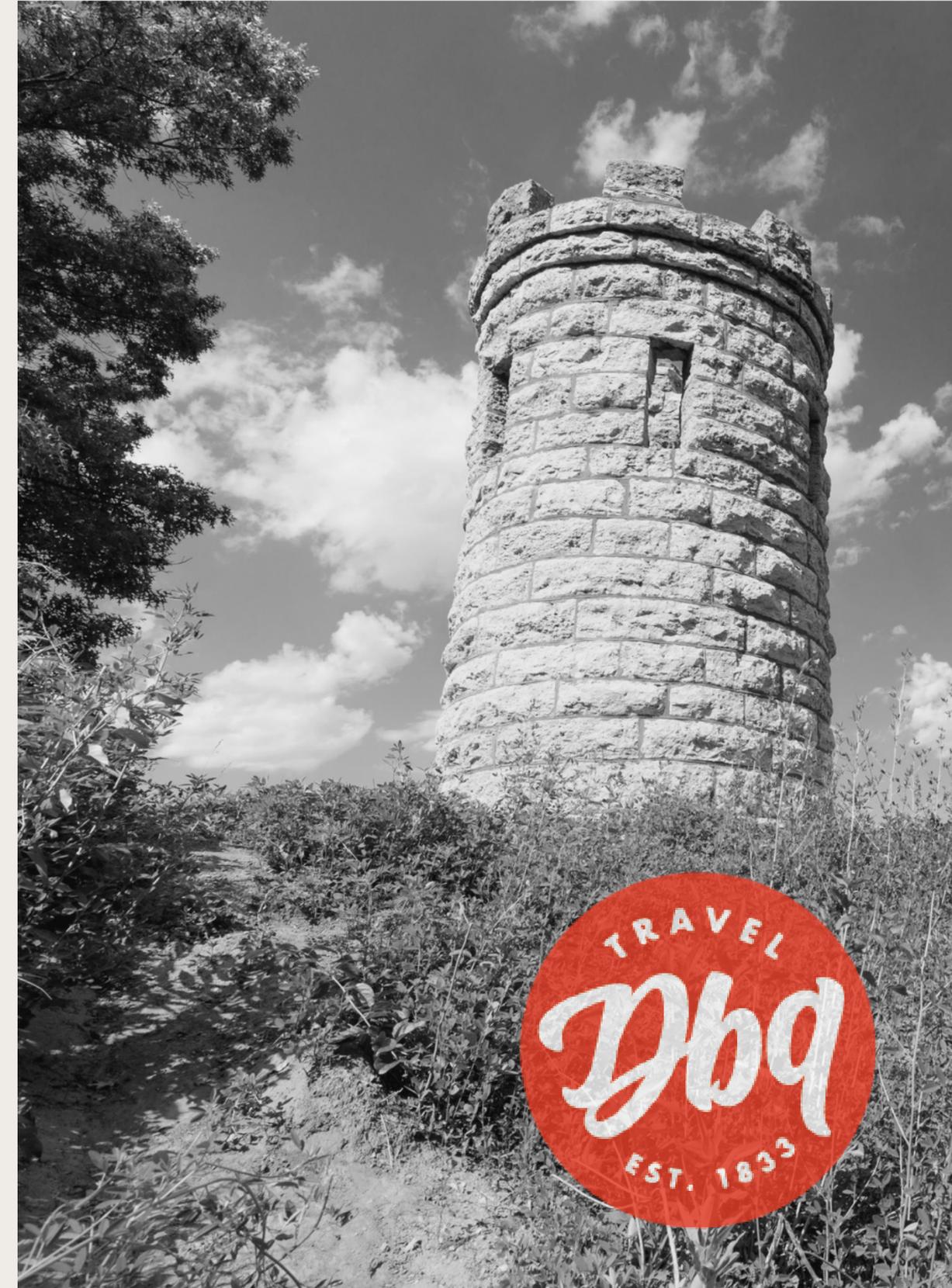
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CAMPAIGN

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



STRATEGIC *Locations.**

42% non-familial
40% travel in-state



Chicago, IL



Des Moines, IA



Madison, WI



STRATEGIC *Locations.**



Chicago, IL



Des Moines, IA



Madison, WI

#1 Midwest City of Bicycle Commuters



SOCIAL *Platforms.**



Instagram



Facebook



Snapchat



SOCIAL *Platforms.**



Instagram

60% of adults visit Instagram at least once per day



Facebook

200 Million+ Instagrammers visit at least one Business Profile daily



Snapchat

SOCIAL *Platforms.**



1.57 billion daily mobile Facebook users



The largest active age group is 25-34



SOCIAL *Platforms.**



Instagram



Facebook



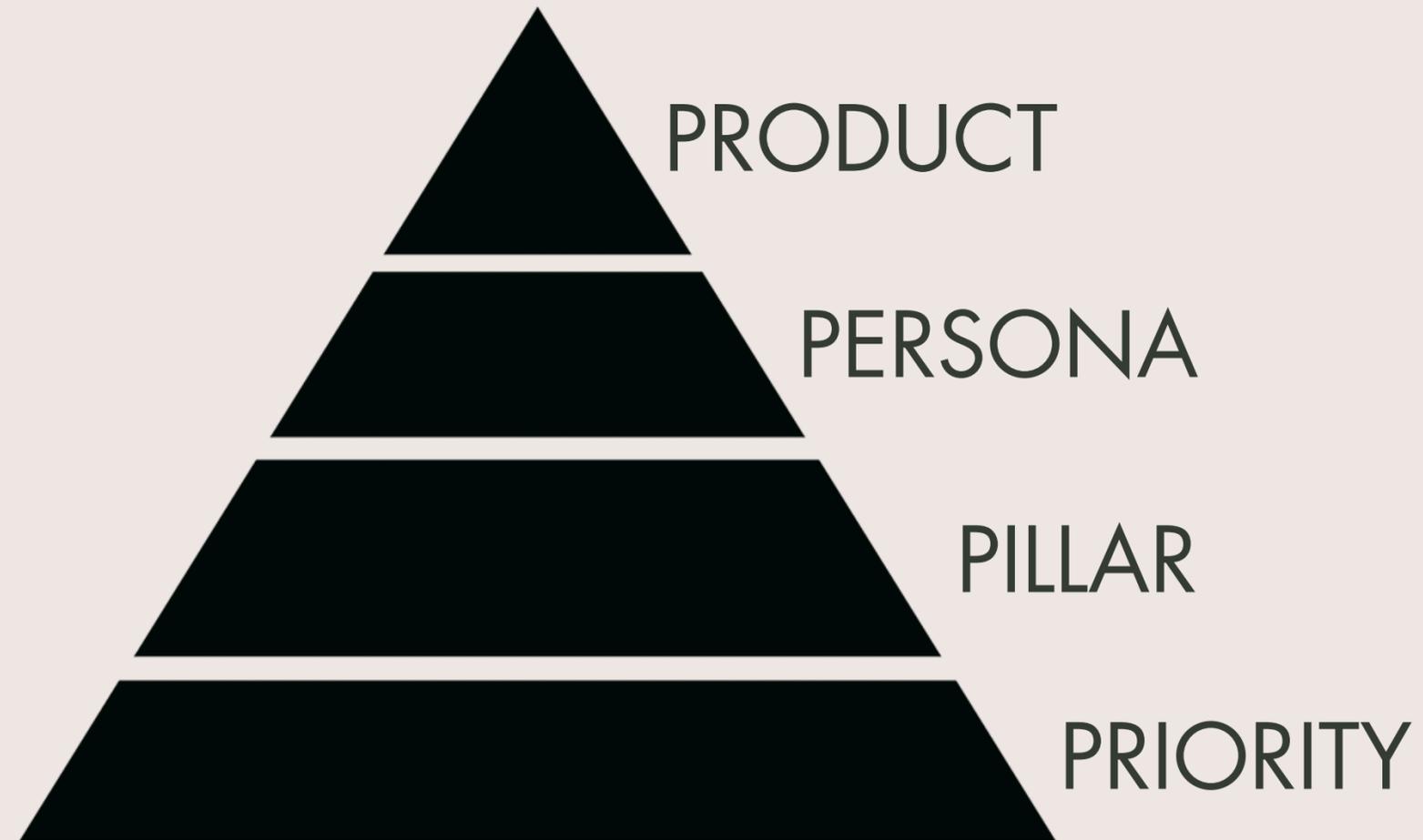
Snapchat

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

50% of Snapchat users engage with sponsored filters or lenses

THE FOUR P'S

Pyramid.★



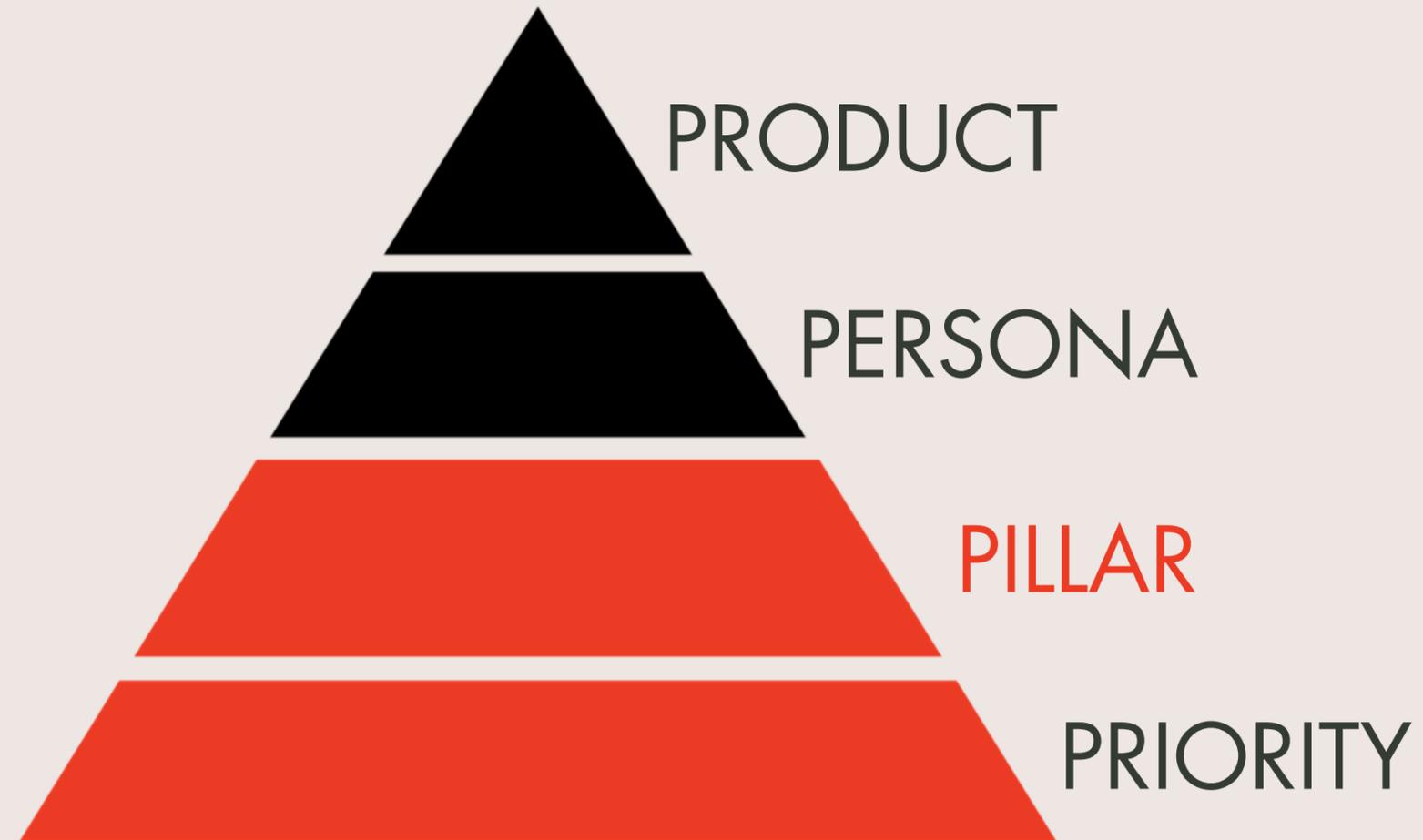
THE FOUR P'S

Pyramid.★



THE FOUR P'S

Pyramid.★



THE FOUR P'S

Pyramid.★



THE FOUR P'S

Pyramid.★



FAMILY

Friendly Fun. ★



**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



PRODUCT *Deliverables.*★

**User generated advertisements
show activities that are
realistic for relatable for the
average family.**



♥ 200 likes

"Great start to our weekend in Dubuque! Got to take the kids out on a beautiful bike ride on Heritage trail this afternoon. Can't wait to head downtown for dinner later tonight! 10/10 would recommend!" -@JamieBrown #MyDBQ #testimonialtuesday

ADVANCED ATHLETIC *Adventures.* ★



PROMOTE EXTREME SPORTS OFFERED BY

Dubugue. ★



PERSONA #2:

Noah.★

Demographics

24 Years Old, Single

No Children

Lives in the Des Moines, Iowa

Psychographics

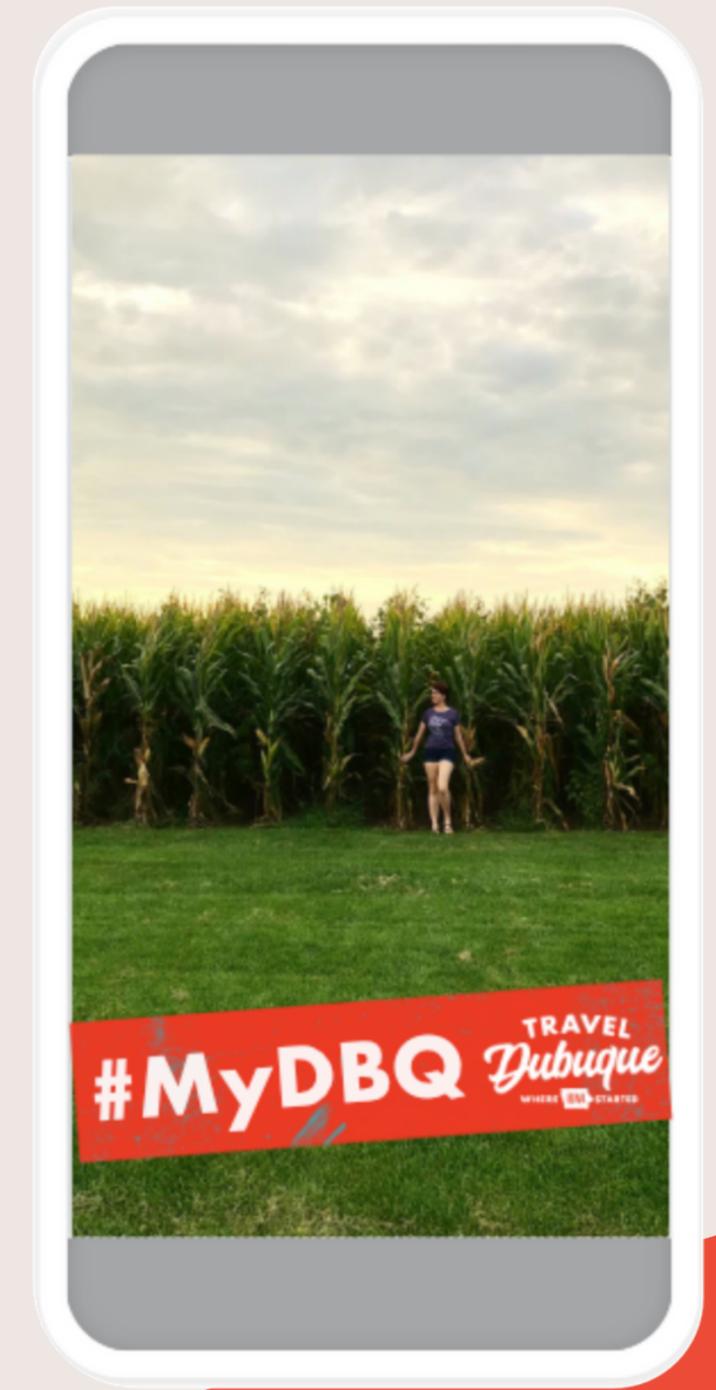
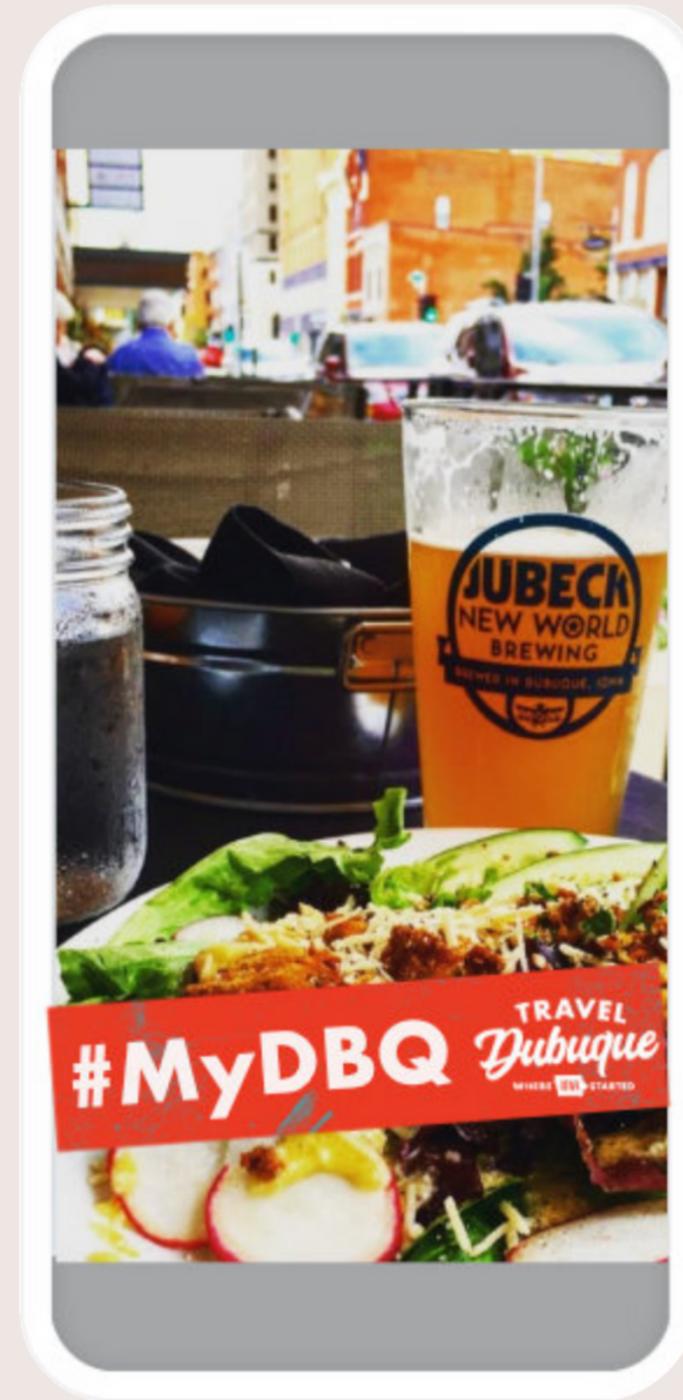
Uses Twitter, Instagram, Snapchat

Prioritizes outdoor activities to do with his friends



PRODUCT *Deliverables.*★

**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



PRODUCT *Deliverables.*★

“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.



#MYDBQ

Book your trip today at www.traveldubuque.com

WEEKLY CONTENT *Schedule.* ★

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

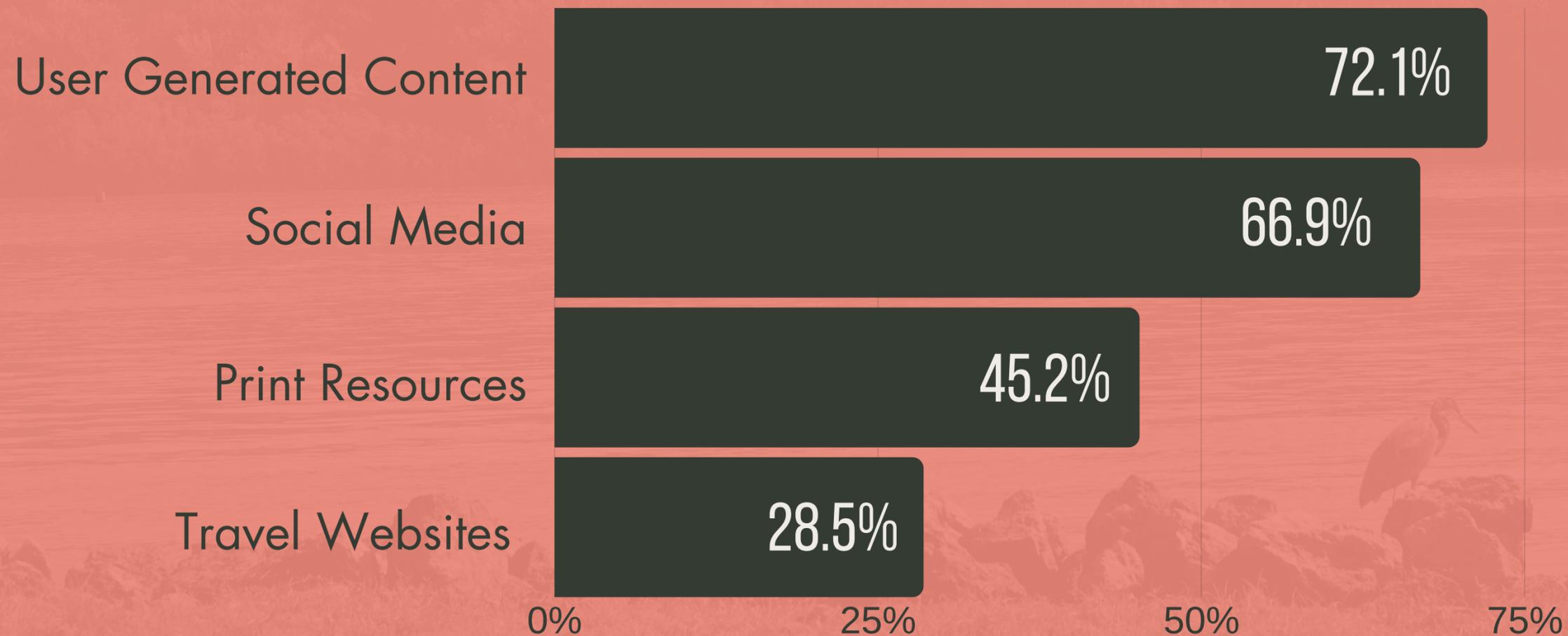
Targets:

All personas

Hashtag:

#MyDBQ

Travel Planning Methods of Millennials in the US



TALES FROM THE *Trails.*[★]



Mountain Biking



Trail Running



Camping

#TFT
#MyDBQ

THE COMPLETE TRAVEL *Destination.*[★]



Nightlife



Live Music



Shopping

#MyDBQ

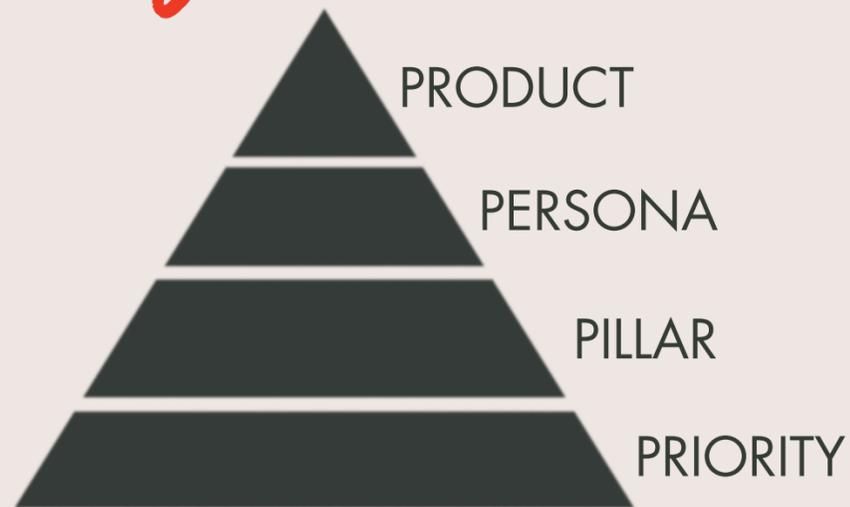
VISIT YOUR NEW WEBSITE

<http://bit.ly/dbq-foryou>



DBQ FOR YOU

THE FOUR P'S *Pyramid.**



WEEKLY CONTENT *Schedule.**

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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.**



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THANK

You.★