

Tourist in Your Own Town Communications Campaign Presentation

Tippie College of Business



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This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a program of the Provost's Office of Outreach and Engagement at the University of Iowa that 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 IISC 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 Iowa Initiative for Sustainable Communities at the University of Iowa.

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Sioux City: Be A Tourist In Your Own Town

Integrated Marketing Campaign
Presented By: Ashley Hanold



**Bright
Lights
Creative**

Who to Target



Goals and Objectives

Tactics and Creative



What it Costs



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Where do we start?

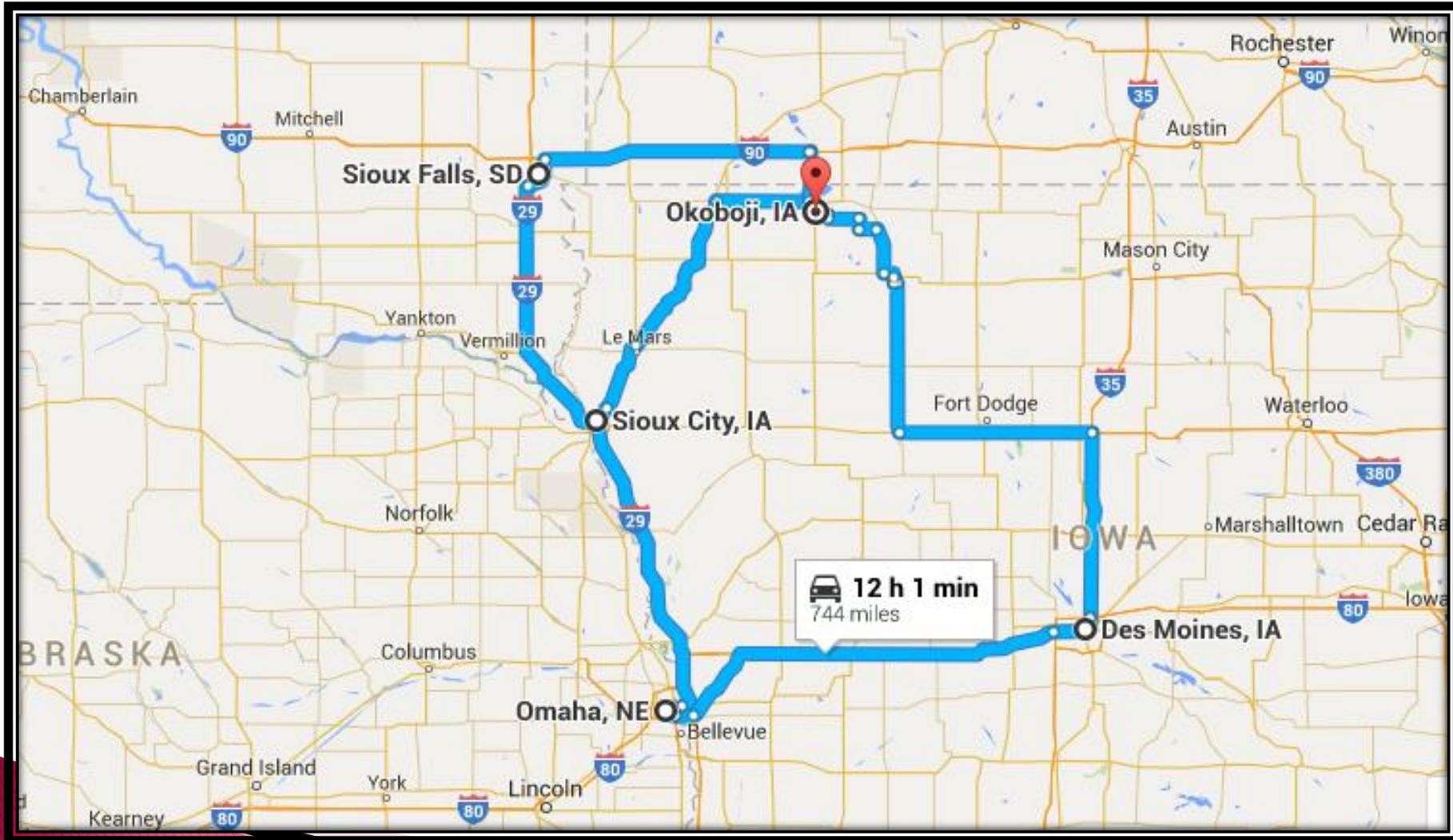


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Current Situation

- ▶ 7 Summers (June 1 – July 31)
- ▶ 13 Area Business Have Participated
- ▶ Sponsor: Palmer's Old Tyme Candy Shoppe
- ▶ Passports
- ▶ 69 completed in 2015
- ▶ Prizes

The Competition



What's the Problem?



Develop More Excitement



Who do we focus on?



Target Audience– The Locals

- ▶ **Family Size:** 3 People or More
- ▶ **Race:** White/Caucasian
- ▶ **Area of Residency:** Woodbury County
- ▶ **Proximity to Sioux City:** Less than 15 minutes driving
- ▶ **Annual Household Income:** \$40,000 or more
- ▶ **Education Level of Parent:** High School Graduate or higher
- ▶ **Potential Size of Target Audience:** approximately 70,000 people



Target Audience – Out of Towners

- ▶ **Family Size:** 3 People or More
- ▶ **Race:** White/Caucasian
- ▶ **Area of Residency:** Counties in Northwest Iowa, Northeast Nebraska, and Southeast South Dakota
- ▶ **Proximity to Sioux City:** Less than 2 hours driving
- ▶ **Annual Household Income:** \$50,500 or more
- ▶ **Education Level of Parent:** High School Graduate or higher
- ▶ **Potential Size of Target Audience:** over 200,000 people



What do we want to accomplish?



Goals and Objectives

▶ Campaign Goals:

- Increase participation in the campaign
- Increase a sense of community pride

▶ Campaign Objectives:

- **Build Campaign Awareness:** Increase awareness of the campaign to 100 percent
- **Create Interest:** Reach 75 percent of the entire target market through media
- **Engage:** Increase participation in the campaign by 10,000%



How are we going to
accomplish this?



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Experiencing Sioux City

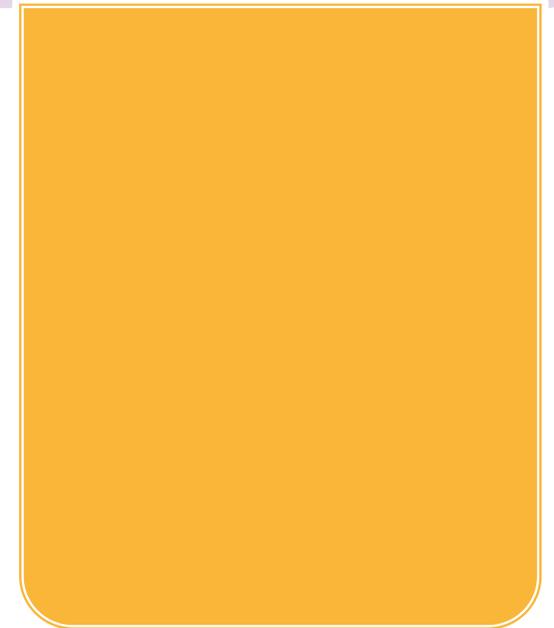
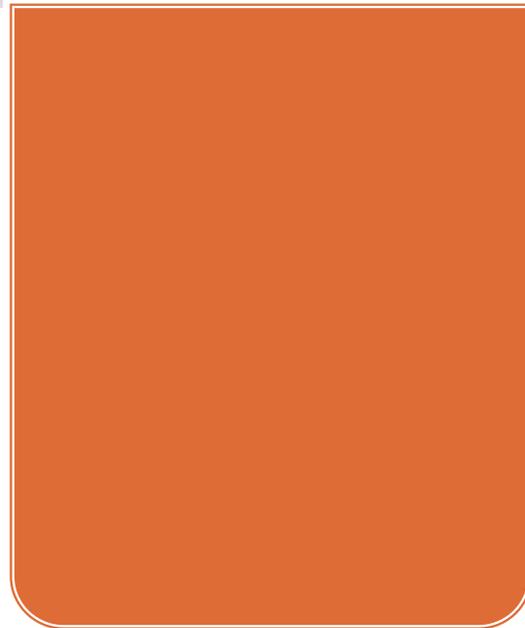


What's the plan?





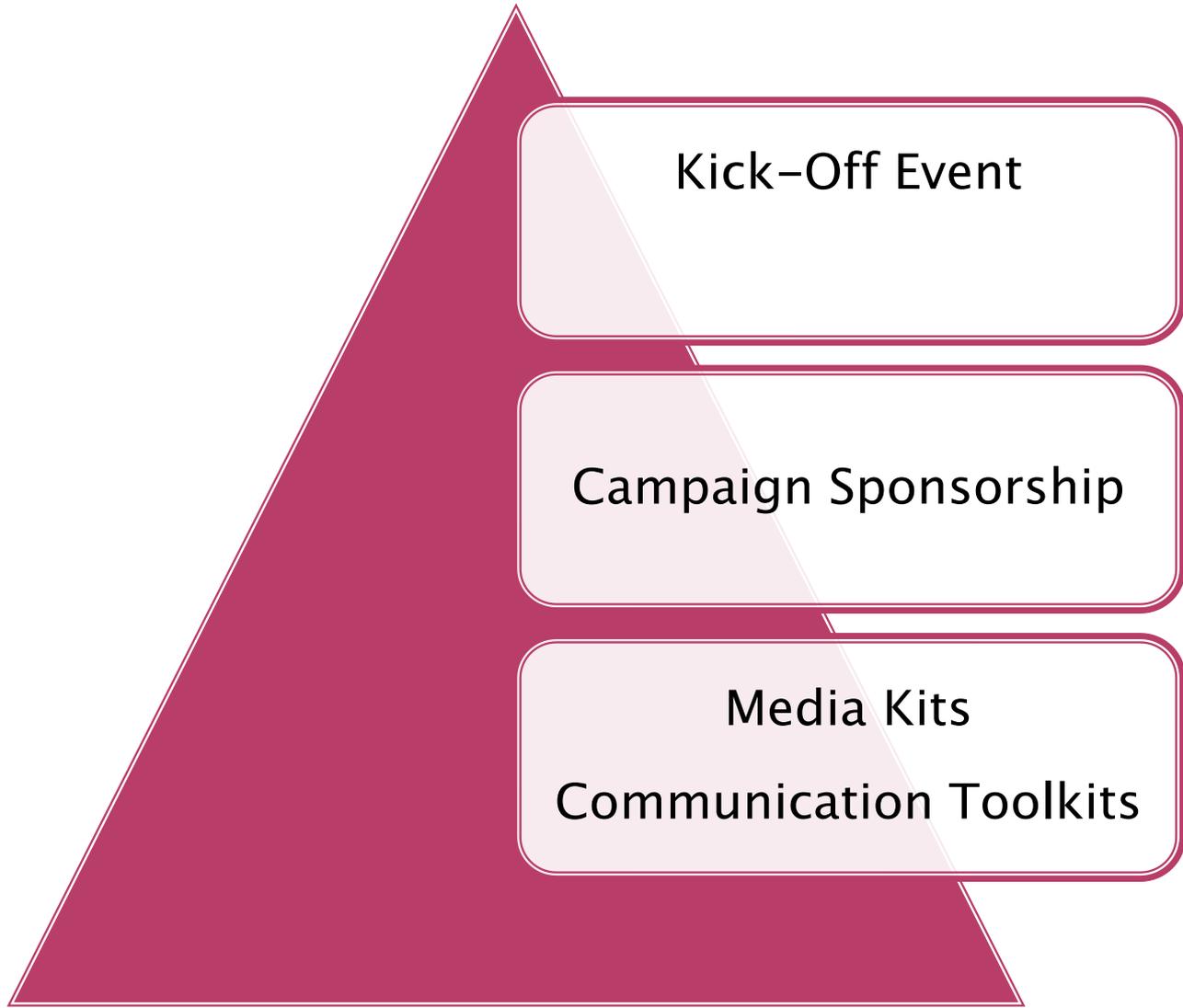
Public
Relations



- Public Relations



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Kick-Off Event

Campaign Sponsorship

Media Kits
Communication Toolkits

Kick-Off Event

- ▶ The Experience Begins
- ▶ June 4, 2016
- ▶ Grandview Park
- ▶ Music, Games, Food, and Fun
- ▶ 10AM – 10PM
 - 10 AM = Parade
 - 12 PM = Sponsor Event
 - 3 PM = Sponsor Event
 - 5 PM = Sponsor Event
 - 8 PM = Sponsor Event
 - 10 PM = Fireworks
- ▶ Booths for each participating attraction



Campaign Sponsorship



SIoux CITY



Media and Communication Toolkits

- ▶ **Media Kit**
 - Press release
 - Feature article
 - Fact sheets about the participating attractions
 - Photos
 - Schedule of events

- ▶ **Communication Toolkits**
 - Press release
 - Schedule of events
 - Brochures highlighting the participating attractions
 - Posters
 - Table tents
 - Buttons for employees to wear
 - Sample Facebook and Twitter

Experience Sioux City



Social Media



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The Facebook Experience

Weekly Posts

- Wednesday Ad Promotion
- Thursday Prize Reference
- Fun Fact Friday Posts

Sponsored Posts

- May 23: Promoting “The Experience Begins” Event
- June 22: Campaign Promotion
- July 14: Campaign Promotion



Sample Facebook Experience

The “Experience Begins” in Sioux City June 4th with lots of family fun. Will we see you there? More information at sioux-city.org.

You’ve lived here for 10 years, but have you really “Experienced” Sioux City? Be a Tourist in Your Own Town.

Lewis and Clark “Experienced” Sioux City in 1804. Will you experience it today? Be a Tourist in Your Own Town.





Experience Sioux City

Be A Tourist In Your Own Town

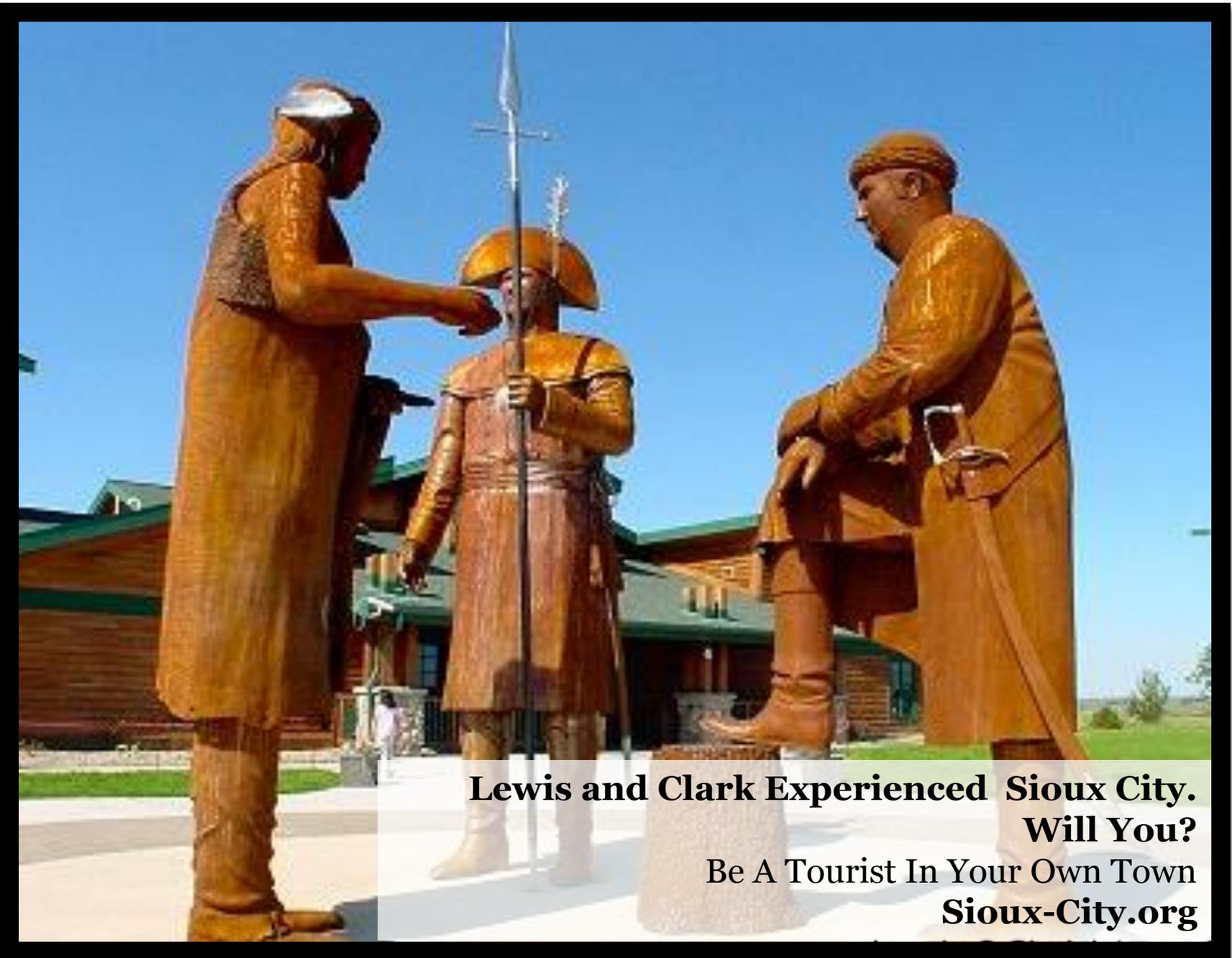
Sioux-City.org



Experience Sioux City

Be A Tourist In Your Own Town

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**Lewis and Clark Experienced Sioux City.
Will You?**

**Be A Tourist In Your Own Town
Sioux-City.org**

Experience Sioux City



How much will it cost?



Cost for the Experience

	Cost	Number of Ads	Number of People Reached
Social Media	\$2,250	3	9000 likes
Online Newspaper	\$788	16	500,000+ per week
Radio	\$6,000	120 (2 per day for 60 days)	30,000+ per day
Total	\$9,038	139	Countless



Experience Sioux City

Be A Tourist In Your Own Town

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**Thank You
Any Questions?**

