Tourist in Your Own Town Communications Campaign Presentation
Tippie College of Business

Class Led by Prof. Amy Jo Reimer-Myers

Ashley Hanold
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Sioux City: Be A Tourist In Your Own Town

Integrated Marketing Campaign
Presented By: Ashley Hanold
Where do we start?
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 then 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?
Experiencing Sioux City
What’s the plan?
Public Relations
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

- Palmer's Candies
- Hard Rock Hotel & Casino
- Tyson
- Blue Bunny
- Jolly Time
- Hy-Vee
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

Facebook

Pinterest
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

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
Sioux-City.org
Lewis and Clark Experienced Sioux City. Will You?
Be A Tourist In Your Own Town
Sioux-City.org
Experience Sioux City

- Sioux City Journal
- Des Moines Register
- Y101.3
- KGLI 95.5
- Rely on media coverage from story pitches
- Advertising
How much will it cost?
## Cost for the Experience

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Cost</th>
<th>Number of Ads</th>
<th>Number of People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$2,250</td>
<td>3</td>
<td>9000 likes</td>
</tr>
<tr>
<td>Online Newspaper</td>
<td>$788</td>
<td>16</td>
<td>500,000+ per week</td>
</tr>
<tr>
<td>Radio</td>
<td>$6,000</td>
<td>120 (2 per day for 60 days)</td>
<td>30,000+ per day</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9,038</strong></td>
<td><strong>139</strong></td>
<td><strong>Countless</strong></td>
</tr>
</tbody>
</table>
Experience Sioux City
Be A Tourist In Your Own Town
Sioux-City.org
Thank You
Any Questions?