

# Tourist in Your Own Town Communications Campaign

## Tippie College of Business



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**In partnership with the Siouxland Interstate  
Metropolitan Planning Council**

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# Sioux City

Be A Tourist In Your Own Town  
Integrated Marketing Campaign

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## Executive Summary

**Current Situation:** The “Be a Tourist in Your Own Town,” has been a campaign in Sioux City for the past seven summers. The campaign has fallen stagnate, and is in need of a redesign. With only 69 people completing the passport process in 2015, it is time to recapture the attention of the citizens of Sioux City.

### Campaign Goals:

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

### Campaign Objectives:

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

**Creative Strategy:** The creative approach behind this campaign will be to get people “Experiencing Sioux City.” The citizens of Sioux City live, work, eat and sleep there; however, they are not truly “experiencing” what the city has to offer. That is about to change with this campaign.

### Estimated Budget:

	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



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## Client Communications

February 1, 2016

Charlie Cowell  
Siouxland Interstate Metropolitan Planning Council  
PO Box 1077  
Sioux City, IA 51102

Dear Mr. Cowell,

Bright Lights Creative is excited at the opportunity to work with SIMPCO on developing an integrated marketing strategy for further promoting the eighth annual "Tourist in Your Own Town," campaign.

For your awareness, Bright Lights Creative is a full service communication agency specializing in developing public relation, advertising and marketing campaigns. Based out of Des Moines, Iowa, we have an unwavering dedication to partnering with our clients to develop a campaign that meets their needs.

As I begin to work on your campaign it is evident that your foundational work will prove to be very helpful. However, I want to expand upon your ideas to ensure this summer's campaign is an even bigger success. The objectives of this campaign will be three-fold.

1. **Increase awareness of attractions:** If residents are unaware of the great things in their area the less likely they are to go and visit them.
2. **Increase revenue for local businesses and attractions:** This includes but is not limited to the local restaurants and hotels, the Tyson Events Center, LaunchPad Children's Museum, Lewis and Clark Interpretive Center, the Art Center, Railroad Museum, and the many other amazing attractions in Sioux City and the surrounding area.
3. **Help strengthen a sense of community pride:** The more one is invested in their community the more pride they will have in it and likely continue to invest in it.

These three objectives will help us reach the ultimate goal of increasing tourism for Sioux City and the surrounding area.

How we achieve this overarching goal is by implementing new tactics and targeting specific audiences. Here



are five key items that I, along with your support, would like to focus on for the 2016 Tourist in Your Own Town campaign.

- **Gain citywide support:** All local businesses and attractions need to play a role in this campaign. We will want to expand upon the 14 area attractions that participated last year. This expansion should include local restaurants and hotels. I believe implementing a restaurant week during the campaign and offering family-friendly promotions will help gain interest. In addition, the expansion should include involving attractions just outside Sioux City, such as the Loess Hills.
- **Develop a strong social media campaign:** Social media is an inexpensive but very effective way to reach a lot of people quickly. It will be imperative to the success of this campaign that we have a viral presence. I want to utilize online polls, targeted advertisements on Facebook, creative infographics, and more.
- **Utilize other creative advertising outlets:** Social media will not be the only communication vehicle we utilize to promote this event. I have several concepts that I would like to vet with you. My ideas include utilizing public transportation, television and radio advertisements, the Sioux City website, and Saturday in the Park to promote the campaign.
- **Target families with children:** With nearly 27 percent of the population of Sioux City being under the age of 18 we will need to ensure this is a family friendly campaign. In addition, due to the timing of the campaign most children will be on summer vacation, which makes them a perfect target for trying new activities in the Sioux City area.
- **Stimulate residence within a 120 mile radius:** To target residence in the surrounding suburbs we will want to utilize the neighborhood coalitions to bring awareness to the campaign. The scope of the campaign will be expanded upon the surrounding suburbs to include anyone within a two hour drive of Sioux City.
- **Simple, concise messaging:** Even though we are expanding the scope of the campaign, the message should remain simple and true to what you've utilized the past seven years. That is "Be a Tourist in Your Own Town."

I would like to further discuss these ideas with you in our first meeting to ensure we have a similar vision for this campaign. Prior to our first meeting I will continue to do additional research to understand the attractions in the local area, the demographics of the city and surrounding areas, and the media outlets available.

I look forward to working with and thank you for your considerations. If you have any questions about what I have proposed please do not hesitate to contact me.

Warmest Regards,  
Ashley Hanold  
Bright Lights Creative



### Situational Analysis

The 2016 summer will mark the eighth year for the “Be a Tourist in Your Own Town,” campaign in Sioux City. It is important to reflect back on what the previous campaigns have done and what the current situation is in order to breathe new life into the campaign and help increase participation in this year’s event. The information that follows will provide a current account of what the Sioux City “Be a Tourist in Your Own Town,” campaign is and other outside factors that will affect the success of the campaign.

**The Product—What the “Be a Tourist in Your Own Town” Campaign Has Been:** The “Be A Tourist in Your Own Town,” is a campaign that Sioux City has ran for the past seven summers during June and July. The event is put on by the Sioux City Convention and Visitors Bureau and last year was sponsored by Palmer’s Old Tyme Candy Shoppe.

Thirteen area businesses have participated in the past campaigns. Those local attractions are:

- Palmer’s Old Tyme Candy Shoppe
- Sgt. Floyd River Museum and Welcome Center
- Dorothy Pecaut Nature Center
- Sioux City Art Center
- Tyson Events Center
- Sioux City Public Museum
- Lewis and Clark Interpretive Center
- IBP Ice Center
- Sioux City Public Library
- The Railroad Museum
- Mid America Museum of Aviation & Transportation
- Long Lines Family Rec Center
- Trinity Heights/Queen of Peace

The basis of the campaign is for families to take their children to these attractions to get a stamp in a passport booklet. The passport booklet is a document that can be picked up at any of the participating locations. Once a participant receives eight stamps they can turn in the passport to receive a prize.

The goal of the campaign and the passport booklet in the past has been two-fold:

- Get people out to experience their own town, and
- Create a sense of community pride for the residence of Sioux City.



Moving forward the campaign will try to capitalize on getting more people participating in the program and reaching out to a broader audience.

**The Consumer/Target Audience—Who Has Participated in the Campaign:** The target audience for the past seven campaigns has been families that live in Sioux City and the surrounding suburbs.

**Previous Sales—How Successful Has Past Campaign Been:** For the past campaigns the only way to track metrics for those that had participated is by the number of completed passports that was turned in. This means a participant must have visited at least eight participated locations. Last year only 69 completed passports were turned in. For next years, campaign each individual passport that is given will be tracked. In addition the number of stamps give out at each participating location will be recorded. This will help ensure a more accurate account of those participating in the event is tallied along with what locations are gaining the most interest.

**Previous Promotions—What Has Been Offered/Done in the Past:** When looking at the previous promotions done for past campaigns it should be broken down into two categories: communication vehicles that have been used to promote the event and promotional items that have been given to those that have participated.

First let's look at the communication vehicles that have been used to promote the event in the past. The items listed below are what have been utilized to promote the event:

- One billboard in Sioux City
- 45 second time slots on Around SiouxLand on KTIV
- YouTube videos done by Al Joens (KTIV Reporter) - The videos highlight a specific participating attraction and what families will see if they come to visit it.
- Flyers sent home with kids in the Sioux City school districts at the end of the school year
- WWW.Sioux-City.ORG
- Radio commercials on Sioux City based radio stations
- Social media—minimal awareness was posted on the Sioux City Facebook page.

In order to help increase participation different promotional campaigns have taken place during the campaign. Every participant that has turned in a completed passport has received a prize. These prizes are donated by the local attractions. One lucky winner receives the grand prize, which is a weekend "Stay-cation" in Sioux City, complete with event tickets, a hotel stay and restaurant certificates.



**Previous Budget—How Much Has Been Used For this Campaign in the Past:** Last year the campaign relied solely on a \$2000 donation from the sponsor Palmer’s Old Tyme Candy Shoppe. This donation paid for the passports that were handed out to each participant. All the prizes that were awarded to participants and the media used to promote the event were donated.

**The Competition—Who is the Campaign Competing Against:** The competitive tourist spots that provide the biggest threat to Sioux City are: Omaha, Des Moines, Okoboji, and Sioux Falls. These cities are all have a large draw for the same target audience as this campaign and can be visited in a single day or made into a weekend stay.

- Omaha is a larger city that has similar attractions to Sioux City. In addition, as an added draw it has a zoo and aquarium. Omaha has also won several advertising awards for its work on promoting tourism. The city is great at using social media to gain
- Sioux Falls biggest advantage is it has no sales tax, which helps add to its attraction.
- Des Moines is a larger city that has several kid friendly attractions. It also is home to the Iowa State Fair that takes place during the summer.
- Okoboji is a smaller town with limited attractions. However, it could be considered more appealing to those that are interested in recreational activities that take place on water.

**Other Factors to Consider:**

- **New Attractions:** The LaunchPad Children’s Museum opened in February. This will be a new attraction that will target the family audience.
- **Current Economy:** The agriculture industry, which plays a large part as the source of income for the target audience is experiencing a downturn. Commodity prices are experiencing a five-year low, which will affect how much disposable income families in the area will have.

The information outlined in this document helps us better understand what the current status of the “Be A Tourist in Your Own Town,” campaign is. The information will prove to be very valuable as we move forward with the Eighth Annual Be a Tourist in Your Own Town campaign.



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## Strategy and Objectives

In order to determine if this campaign is successful a clear set of goals and objectives must be identified. This will ensure that tactics that are implemented are aligned with fulfilling a certain need. The campaign goals and objectives are outlined below:

### Campaign Goals:

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

### Campaign Objectives:

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

**Creative Strategy:** The creative approach behind this campaign will be to get people “Experiencing Sioux City.” The citizens of Sioux City live, work, eat and sleep there; however, they are not truly “experiencing” what the city has to offer. That is about to change with this campaign.

The tagline for this campaign will be “Experience Sioux City.” This tagline will be followed by the campaign slogan that has been utilized for the past seven years, which is “Be a Tourist in Your Own Town.”

All of the creative for this campaign will be very simple. It will highlight one main visual and incorporate the minimal text outlined above.



## Target Audience Assessment

For the Sioux City “Tourist in Your Own Town,” there are two distinct target audience that will be the focus of this campaign. They are:

- Locals, and
- Out of Towners.

The locals consists of families that live within Sioux City or the immediate surrounding suburbs. The out of towners are families that live within a two hour radius of Sioux City. The persona of each of these groups are further defined in the information that follows.

### The Locals:

Let’s first look at the “Locals.” This group consists of families that live in Sioux City and the surrounding



suburbs and can participate in the “Tourist in Your Own Town,” campaign as part of a day adventure. The demographics of this group include:

- **Family Size:** 3 People or More (This includes at lease one parent)
- **Race:** White/Caucasian
- **Area of Residency:** Woodbury County
- **Proximity to Sioux City:** Less then 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 (This includes children 18 and under and their parents that live in Woodbury County.)

Let’s further breakdown the age of the people that fall within this target audience. Within Woodbury County there are over 14,700 children under the age of 10, and there are an additional 7,600 kids that are 10-14 years old. With the majority of the attractions in Sioux City being kid friendly it is imperative that this campaign appeals to kids and there parents. Kid-friendliness/a family appeal should come across in all the advertisements that are put together for this campaign.

**Where do they go to find out about upcoming events/what’s going on in the community:** In order to appeal to this audience, information about the campaign will need to be posted in locations that they are looking at. Below are the popular media sources for this area.

- Newspaper: Sioux City Journal



- Local Television Stations: KTIV4, KMEG14, and Fox 44
- Local Radio Stations: KGLI 95.5, KSEZ 97.9, Y101.3, KTFC 103.3, and 620AM
- Social Media: Facebook, Twitter, Pinterest, and Instagram

Other creative communication tools will be utilized to capture this audience to bring awareness to the campaign.

Note: The characteristics of this group were identified by utilizing information from the Census.

### The Out of Towners:

In order to broaden the scope of this campaign, but to remain focused on a family audience, the “Out of Towners,” are families that live within 2 hours of Sioux City, but not in the immediate Woodbury county. This group can potentially come to the city for a daytrip or perhaps extend their stay and make it a weekend event. This could provide to be a cost effective vacation alternative for those that cannot afford to spend the money flying somewhere or only have a short time for a vacation. The demographics of this group are:



- **Family Size:** 3 People or More (This includes at least one parent)
- **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 (This includes children 18 and under and their parents that live in the potential counties in Iowa, Nebraska, and South Dakota.)

The demographics of this group are very similar to the “local” persona I identified earlier. However, the communication vehicles that will reach this audience will be different.

- Newspaper: Sioux City Journal, Argus Leader, Spencer Daily Reporter, Omaha World-Herald, Des Moines Register, and several smaller town publications
- Television Stations: KTIV4, KMEG14, and Fox 44, KSYF, KDLT, KETV, and WOWT



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### **Additional Research Information:**

I held 10 interviews with mother's that have children and are similar to the target audiences outlined above. From my findings I found that word of mouth and social media are two key communication vehicles that are utilized to determine what type of events that family will participate in. Let's further take a look at social media.

- **Social Media:** Facebook, Twitter, Instagram, and Pinterest are the four primary social media outlets that adults who utilize the internet have accounts on. Below are the specific statistics for each media outlet as identified by the Pew Research Center.
  - Facebook—71% of online adults have a Facebook account
  - Twitter—23% of adults that are online have a Twitter account
  - Instagram—26% of adults online utilize Instagram
  - Pinterest—28% of adults online utilize Pinterest

Understanding that adults rely so heavily on social media is important to know as creative concepts are developed for this campaign. These are outlets that a strong emphasis should be placed on to capture these audiences.

Having two specific personas this campaign will focus on and having a better understanding of the communication vehicles available will be helpful in continuing to work on this campaign. It will allow for the campaign to have a clear focus and allow for monetary resources to be allocated to the appropriate communication tools.



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## Media Plan

For this campaign public relations, social media and advertising will work together to comprise the media plan. The public relations and social media strategies are further outlined in their individual sections.

The information that follows will outline how advertisements will be utilized in this campaign. Radio and newspaper are suggested communication vehicles that are paid for. For the purpose of this campaign we will rely on story pitches to the television audience to suffice.

### **Online Newspaper:**

Advertisement: will be placed on the Sioux City Journal and Des Moines Register online websites. One weekly ad will appear per week to highlight the campaign. Further information on what the advertisements will look like and the reach of them are available in the creative and budget sections.

### **Radio:**

Advertisements will be placed on Y101.3 and KGLI 95.5. Two, 30 second ads will appear on each radio station per day. They will be aired during the morning rush commute and the afternoon commute.



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## Public Relations Strategy

Public relations is a communication tool that allows one to build a relationship between its organization and its given public. Public relations is a credible, cost effective way to make your audience aware of your campaign. If utilized in a planned, strategic manner, it can be a very powerful tool. As part of the Sioux City “Be a Tourist in Your Own Town” campaign, public relations will be an integral part to the success of the campaign.

### Public Relations Strategy Objectives:

In order to have an effective public relations strategy, objectives must be set to understand what the expectations are for the campaign. For this campaign the public relation objectives are three-fold.

1. **Build Campaign Awareness:** Increase awareness of the “Be a Tourist in Your Own Town” campaign
2. **Create Interest:** Increase interest with the target audience about the campaign
3. **Engage:** Create effective communications that causes the target audience to want to engage and promote the campaign

Now that the objectives have been defined it is important to decide which public relations tactics will be most beneficial to this campaign.

### Public Relations Tactics:

In the past “Be a Tourist in Your Own Town” campaigns, public relations has been utilized to a great extent. Continuing to put a strong emphasis on this communication strategy will help bring awareness, create interest and engage the target audience for this event. The following public relations elements will be utilized for this campaign:

- Campaign sponsorship
- Special/Kick-off Event
- Media Kits
- Communication Toolkits

A more detailed account of what these elements will consist of is provided in the information that follows.



**Campaign Sponsorship:** For the past seven campaigns Palmer’s Old Tyme Candy Shoppe has been the only sponsor for the event. In order to provide more awareness to the event and gain additional monetary support, additional sponsors should be identified. Additional sponsors could include HyVee, Hard Rock Hotel and Casino, Jolly Time Popcorn, Blue Bunny and Tyson Fresh Meats.

The sponsorship could be recognized and utilized in a number of ways. For example, the monetary donations could be utilized to plan a kick-off event for the campaign. This idea is further outlined below. In addition, monetary donations could be used to pay for additional promotional material to build awareness of the campaign.

Sponsors could also agree to include a coupon or discounted rate in the passport. This would help add to the value of the passports. It would also provide another tracking method to determine if people are utilizing the passports or simply throwing them away. Smaller business would likely be interested in advertising in the passport. It would be a relatively cheap way for them to promote their business to all the residence of the Sioux City area.

The benefit to the sponsors would be that they show the community they are committed to the area and the families that are a part of it. Employee engagement at sponsor companies can also provide a base audience to build the campaign.

**Special/Kick-off Event:** In order to help build awareness to the event and provide a sense of community a kick-off event should be planned. The kickoff event would be entitled “The Experience Begins,” this would tie in with the overarching campaign theme. The even would be held June 4<sup>th</sup> at Grandview Park and would run from 10AM – 10PM.

The event would kick-off with a parade that would allow for area businesses and organizations to build a float to participate. All the participation would help create the sense of community pride that the “Be a Tourist in Your Own Town” campaign is trying to accomplish. The evening would end with a fireworks display.

In addition, throughout the day food vendors, musicians and games would be on display for everyone to enjoy. Each of the 13 area businesses that are identified in the passport would have a booth that attendees could come up to find out more information about their attraction. There would also be a booth that gave families the opportunity to pick up their passport at and receive their first stamp.

Sponsors would sponsor a portion of the day. For example it could be the HyVee fireworks display and the Tyson parade. Sponsors could also sponsor smaller events throughout the day, such as a dog costume



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contest or a cake walk.

**Media Kits:** Media kits are pre-packaged promotional material utilized to help make the media aware of a certain event or campaign. For the Sioux City campaign kits will be distributed to all media within a 120 mile radius of Sioux City; this will include radio, television, and newspapers. The kit will include a press release, feature article, fact sheets about the participating attractions, photos, and a schedule of events.

**Communication Toolkits:** Communication toolkits will be used to make area businesses aware of the campaign and provide them with promotional material to help promote the event. Items in the toolkit will include a press release, schedule of events, brochures highlighting the participating attractions, posters, table tents, buttons for employees to wear, and sample Facebook and Twitter posts that can be used to promote the event.

By utilizing public relations for this campaign it will help increase campaign awareness, create interest and engage the target audience.



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## Social Media Strategy

Social media is a platform where users can share all forms of content including personal information, opinions, photographs, videos, and media information while interacting with others. If utilized in a planned, strategic manner it can be a very powerful tool. As part of the Sioux City “Be a Tourist in Your Own Town,” campaign social media will be an extremely integral part to the success of the campaign.

### Social Media Strategy Goals:

In order to have an effective social media strategy goals must be set to understand what the expectations are for the campaign. For this campaign the social media goals are three-fold. They are:

1. Increase awareness of the “Be a Tourist in Your Own Town” campaign
2. Increase positive feedback by participants of the program
3. Increase attendance rates at the attractions that participate in the program

In the past “Be a Tourist in Your Own Town,” campaigns social media has not been utilized to its full potential. Therefore, by putting a strong emphasis on these communication vehicles this year it should have a significant impact on the awareness of the event. In addition, it will provide a platform for people to share their experiences.

### Social Media Vehicles:

Now that the goals have been defined it is important to decide which social media vehicles are best suited for this campaign. Facebook, Twitter, Instagram, and Pinterest are the four primary social media outlets that adults who utilize the internet have accounts on. Below are the specific statistics for each media outlet as identified by the Pew Research Center.

- Facebook—71% of online adults have a Facebook account
- Pinterest—28% of adults online utilize Pinterest
- Instagram—26% of adults online utilize Instagram
- Twitter—23% of adults that are online have a Twitter account

For the purpose of this campaign Facebook and Pinterest will be the two primary social media vehicles that will be utilized. These vehicles have been chosen as they are the two best options to be able to attract the



attention for the family target audience. In addition, by only choosing two social media communication vehicles it will ensure they have a strong showing; rather than spreading resources too thin by utilizing all four primary social media vehicles.

The information that follows will provide an in-depth look at how Facebook and Pinterest will be utilized to benefit this campaign.

**Facebook Campaign:** The utilization of Facebook in this campaign will allow for a mass quantity of people to become aware of the campaign and the details around it in a short amount of time. Facebook will not only be utilized during the campaign, but will be utilized as a tool to gain excitement leading up to the event and be used after the event to help build momentum for the following year.

- *Prior to the campaign week:* Facebook will be utilized to drive awareness and build excitement about the upcoming event.
  - Testimonial story/pictures will be published from families that participated in last years campaign. The tagline, “Experience Sioux City” will be utilized with each testimonial. Along with the #BeATouristInYourOwnTown.
  - Each participating business will be given a template for them to publish on their own Facebook pages that highlights what people can expect by visiting their locations. Ideally this would include some short videos.
  - A list of events taking place in the area will be published.
- *During the campaign:*
  - Participating businesses will be given several template posts that they can utilize each day of the campaign.
  - Participating businesses will also be encouraged to create their own social media promotional campaign that ties back to the overarching tagline “Experience Sioux City.”
  - Selfie campaign: Participates who visit the attractions will be encouraged to post selfies/ photos of their families. Five winning picture will be selected to receive a grand prize. This will allow for people to promote the campaign in a positive manner, but also help bring awareness to more individuals.
  - Every Wednesday of the campaign an advertisement will be posted to highlight the campaign.
  - Every Thursday one of the prizes that are awarded to those that complete the passport process will be highlighted.
  - Every Friday a fun fact will be shared about one of the participating locations.



- *The week following the campaign:*
  - A series of thank you messages to everyone who participated in the event will be posted.
  - A series of thank you messages to the participating businesses will be posted. These messages will read “It’s Not Too Late. You Can Still Experience Sioux City.”
  - Throughout the year anytime there is a festival or major event in the area information will
  - be posted to continue to promote the campaign throughout the year.

**Promoted Facebook Posts:** 3 promoted posts will be utilized throughout the campaign.

- Post 1:
  - Purpose: Promote the “The Experience Begins” Event
  - Run date: May 23—June 4th
  - Target women and men 25-45 that live in Sioux City and the surround areas. They should have family and festivals listed as interests
  - 5000 Like Reach
  - Cost \$1150
- Post 2
  - Purpose: Promote the campaign
  - Run Date: June 22
  - 2000 Like Reach
  - Cost \$550
- Post 3:
  - Purpose: Promote the campaign
  - Run Date: July 14
  - 2000 Like Reach
  - Cost \$550

**Sample Facebook Posts:** Each of the posts below would be accompanied by a photo.

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

**Pinterest Campaign:** Pinterest is a great tool for capturing people’s attention through beautiful images. On Pinterest a variety of boards will be created that provide sample agendas of how “tourists,” could spend a day in Sioux City. Potential board titles include:

- Top 10 Places to Visit in Sioux City with Kids
- Top 5 Places in Sioux City for the History Buff



- 5 Museums to Visit in Sioux City
- Day Trip Agenda for Visiting Sioux City

By utilizing social media for this campaign it will help increase awareness of, increase positive feedback by participants and increase attendance rates.



### Creative Examples

Newspaper and Social Media Examples:





**Bright  
Lights  
Creative**

**Creative Examples Continued**



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

**Be A Tourist In Your Own Town  
[Sioux-City.org](http://Sioux-City.org)**



## Budget

As the graph below indicates the entire cost for the media coverage for this campaign would be \$9,038. That amount would account for the following items:

- Social Media: 3 Promoted Posts on Facebook
  - Post 1:
    - Purpose: Promote the “The Experience Begins” Event
    - Run date: May 23—June 4th
    - Target women and men 25-45 that live in Sioux City and the surround areas. They should have family and festivals listed as interests
    - 5000 Like Reach
    - Cost \$1150
  - Post 2
    - Purpose: Promote the campaign
    - Run Date: June 22
    - 2000 Like Reach
    - Cost \$550
  - Post 3:
    - Purpose: Promote the campaign
    - Run Date: July 14
    - 2000 Like Reach
    - Cost \$550
- Online Newspaper Advertisement: Sioux City Journal and Des Moines Register
  - 1 Weekly Add Per Newspaper
  - \$49.25/Week
- Radio: Y101.3 and KGLI 95.5
  - 2, 30 second ads per day (during morning rush and afternoon rush) per station
  - \$25/radio spot

Media Outlet	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
<b>Total</b>	<b>\$9,038</b>	<b>139</b>	<b>Countless</b>



## **Evaluation**

The success of this campaign will be evaluated on the following criteria:

- Number of completed passports. Does this number exceed 6,900
- Number in attendance at “The Experience Begins” event. Specifically to be measured by number of passport stickers that are handed out
- Number of coupon/promotional rates that are utilized from the passport
- Number of Facebook likes each post about the event gets.

The above criteria allow for concrete metrics to be measured.



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*Bright Lights Creative is a full service communication agency specializing in developing public relation, advertising and marketing campaigns. Based out of Des Moines, Iowa, we have an unwavering dedication to partnering with our clients to develop a campaign that meets their needs.*

