



GENERAL SESSION COOPERATIVE ADVERTISING: THE NUTS AND BOLTS

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The West Virginia Tourism Office cooperative advertising program is designed to improve the fragmented messaging found within the tourism industry by offering partners the opportunity to leverage state resources and brand identity to advertise their individual destinations, attractions and events.

IT'S A TWO-FOLD APPROACH.

01

Brand Advertising & Awareness

The state's brand advertising will first raise initial awareness among consumers and sell the West Virginia product.

02

Promotion of Destinations & Experiences

Co-op advertising will focus on translating West Virginia's brand awareness among consumers into actual bookings, visits and overnight stays by promoting specific destinations and experiences.

Facilitation:

Individual Advertising

Orientation:

Cooperative Destination
Advertising

Inspiration:

State Brand Advertising



By pooling our resources, we will create more effective West Virginia tourism advertisements.

PROGRAM GOALS

- Increase awareness of the West Virginia brand, products and partners
- Create a positive shift in travelers' attitudes and perceptions
- Provide measurable advertising outcomes for every dollar spent
- Leverage state resources and partner budgets to maximize industry's overall economic impact

HOW DID WE COME UP WITH THE PROGRAM?

- Started with an industry survey to get a better sense of partner needs
- Reviewed every other state's co-op model
- Consulted with experts, including George Zimmermann

Ultimately, we crafted a custom program to best showcase West Virginia and address industry needs.

HOW DOES IT WORK?

A basic overview of the West Virginia Cooperative Advertising Program

THE BASICS



The program will operate on a calendar year. The cooperative advertising will begin January 1 and will run through December 31.



Year-long buys will be made in advance; however, seasonal offers and additional opportunities will be added throughout the year.



The state's financial contribution is dependent on industry interest. This first year, we've pledged to contribute up to \$1.8 million.

WHO CAN PARTICIPATE?

- Destination Marketing Organizations
- Private Tourism Enterprises
- Government Partners

Preference will be given to groups of partners that come together to advertise as a destination or industry sector.

A full list of eligible participants is available at www.gotowv.com.

PROGRAM TYPES AND BUDGETS

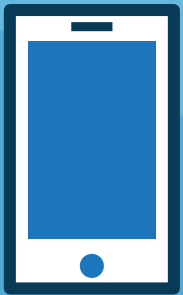
PROGRAMS



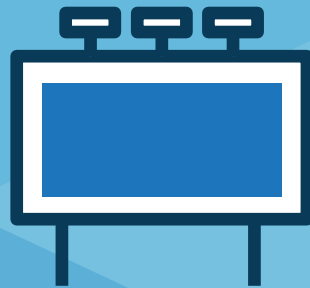
BROADCAST



PRINT



DIGITAL



OUT OF HOME

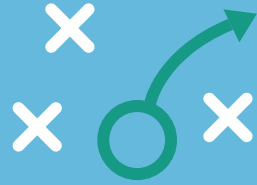
BUDGETS

\$250 - \$50,000+

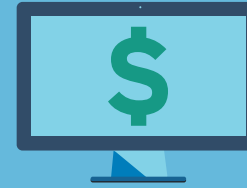
THE MECHANICS



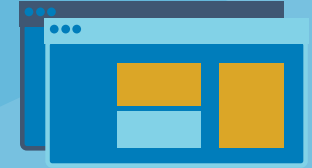
IDENTIFY
OPPORTUNITIES
FOR GROWTH



DEVELOP MEDIA
STRATEGY



PURCHASE
NEGOTIATED MEDIA



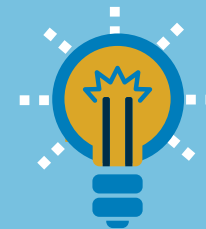
PARTNERS CHOOSE
PLACEMENTS



ANALYZE
RESULTS



MEASURE
& ADJUST



CREATIVE
DEVELOPMENT



STATE INVOICES
PARTNERS

ADDITIONAL BENEFITS

Cooperative Advertising is more than just media buys

Bonus Marketing Packages

- This isn't just about the advertising; it's a complete promotion package.
- All cooperative advertising buys are broken down into tiers.

Depending on which tier you buy into, you could be eligible for the following Bonus Marketing Packages.

	Tier 1 \$250 +	Tier 2 \$5,000 +	Tier 3 \$15,000 +	Tier 4 \$50,000 +
TOURISM WEBSITE PLACEMENT				
Featured in regional itinerary	✓	✓	✓	✓
Featured on region, industry or activity landing page			✓	✓
Featured on homepage				✓
Weighted listing placement to increase display frequency and rank throughout site	25 points	50 points	75 points	100 points
FEATURED IN BLOG POST				
Inclusion in blog posts with social promotion and direct link to partner website	Appear in 1 post	Appear in 2 posts	Appear in 3 posts	Appear in 4 posts
Post written in collaboration with partner		✓	✓	✓
Post scheduled in collaboration with partner			✓	✓

Tier 1 \$250 +	Tier 2 \$5,000 +	Tier 3 \$15,000 +	Tier 4 \$50,000 +
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SOCIAL MEDIA PROMOTION

Facebook, Twitter & Instagram posts with link to partner website	1 each	2 each	3 each	4 each
Instagram takeover			1 day	1 day
Posts scheduled in collaboration with partner			✓	✓
Facebook ad promotion with link to partner site				✓

FEATURED LISTING

Listing upgrade with custom layout, link to blog post or featured articles, updated content written in collaboration with partner, and additional photos	Gallery with 1-2 photos	Rotator with up to 5 photos	Rotator with unlimited photos	Rotator with unlimited photos
Crowdriff gallery of user-generated photos			✓	✓
Ability to pixel listing for retargeting			✓	✓
Featured video of 15-30 seconds				✓

Tier 1 \$250 +	Tier 2 \$5,000 +	Tier 3 \$15,000 +	Tier 4 \$50,000 +
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PARTNER SERVICES			
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Research & data tracking on campaigns	✓	✓	✓	✓
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Search engine optimization (SEO)	✓	✓	✓	✓
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Public relations & earned media efforts	✓	✓	✓	✓
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F.A.Q.

WHAT WILL BE ADVERTISING CALL TO ACTION?

- The goal of the program is to showcase industry partners as featured destinations within recognizable state marketing campaigns.
- As such, all CTA's will go to www.gotowv.com landing pages, i.e.
 - www.gotowv.com/Charleston
 - www.gotowv.com/Ski
 - www.gotowv.com/PotomacHighlands

WHY IS A SINGLE CALL TO ACTION BENEFICIAL?

- We'll create a cohesive first touch point for all advertising
- Drive qualified traffic to destination and/or partner landing pages
- Increased website traffic from co-op program will benefit all industry partners and lead to strengthened brand awareness and affinity
- It will provide us with measurable results to account for the expenditure of public and private dollars

DO I SUPPLY MY OWN CREATIVE?

- The Tourism Office will set all creative standards.
- Partners will have two options for advertising design:

OPTION 1

Use internal resources and/or advertising agency to produce creative that aligns with the standards set by the Tourism Office

OPTION 2

Partners will supply assets to Digital Relativity, and they will design at no cost to the partner

DO I HAVE TO WORK WITH A GROUP?

- Partners may participate individually; however, groups are preferred and encouraged to work together.
- Regional collaboration and promotion of itineraries & packages will help increase the average length of stay and traveler spending.

WHY SHOULD I PARTICIPATE?

- Double your advertising with a dollar-for-dollar match of state funds
- Leverage collective buying power of the industry
- Access to Tourism Office branding and campaign assets
- Tap into state resources for media buying, creative development, monitoring services, and measurable results

HOW DO I SIGN UP?

- An online ordering portal will house all co-op selections and will serve as participants' main source of information for the program.
- The portal will allow participants and/or groups to sign-up online and monitor the entire co-op process – from selection and creative design to tracking and results.

WHEN DO I SIGN UP?

NOVEMBER 8-10

Registration opens in co-op portal

NOVEMBER 13-22

Co-op selection and ordering window

JANUARY 1

Advertisements begin

THANK YOU FOR EMBRACING THIS NEW PROGRAM.

We believe in the opportunities it holds to better showcase West Virginia as a world-class tourism destination. As we make this transition together, there will likely be questions and bumps along the way, but we're always here to help and look forward to working with you!