

Media Partner Overview for 2011 Cooperative Marketing Grants

The Connecticut Commission on Culture & Tourism (CCT) is seeking to identify media partners for the 2011 Cooperative Marketing Grants program. The grant program supports statewide marketing opportunities for Connecticut's tourism industry in order to increase attendance and visitation to Connecticut destinations, increase overnight stays, and extend state and regional branding efforts.

Requirements:

- Media partner responding to this request should be of adequate size and sufficiently staffed and experienced to correctly complete all work described below in a timely manner. The selected media partner must meet all State and Federal affirmative action and equal employment requirements and practices.
- Media partner must demonstrate successfully completing comparable project.
- Experience working with statewide co-operative marketing efforts desirable.
- Proposal(s) must be received (not postmarked) by 4:00 p.m. on October 20, 2010. Address proposals to:

Rena J. Calcaterra
Cooperative Marketing Grants
Connecticut Commission on Culture & Tourism
One Constitution Plaza, Second Floor
Hartford, CT 06103
e-mail: rena.calcaterra@ct.gov

Objectives:

- Promote industry partners (non-profits & for-profits including attractions, lodging, special events, tourism services and regions)
- Promote Connecticut statewide tourism
- Target greater NY/NJ metro area & CT drive markets, ages 25-54, HHI \$80K+, women as travel planners
 - spring/summer (families ages 25-44 with children, adult travelers)
 - fall travel seasons (adult travelers & empty-nesters)
- Increase customer base and ability to establish electronic relationships
- Focus on projects that partners can't do alone as efficiently
- Must be measurable

Media partners are being sought for two projects (see attachments for further info):

1. A magazine-style, freestanding insert-led campaign and integrated online promotion with exclusive branding for Connecticut and participating advertisers;
2. An online advertising campaign that includes Connecticut and participating advertisers in banner ads on a variety of premium sites. Email and paid search will also be considered.

Media partners must be willing and able to provide a turnkey solution for either or both projects and execute the project assuming full responsibility including media site research and placement, sales outreach to industry partners, creative execution, and individual advertiser/grant recipients' detailed reports. No monetary support will be coming from the CCT.

CCT will choose one media partner for each project. CCT will promote the marketing projects as part of the 2011 Cooperative Marketing Grants outreach efforts as well as directly to the industry as marketing opportunities. CCT may also make available the State's official tourism website, CTvisit.com, and official state tourism welcome centers as value-added promotion resources to the industry partners participating in the projects. Other CCT support and services will be considered.

Media Project 1: Magazine style free standing insert (FSI) & integrated online components

A new seasonal magazine-style insert was launched in 2010 as a cornerstone for marketing Connecticut's destinations, attractions, lodging, special events and visitor services. The glossy magazine serves as a "lure" piece that is enhanced with significant editorial, special events listings and display advertisements. Two editions are published with each magazine issue used for timely seasonal fulfillment of Connecticut travel information requests in the State's official tourism welcome centers, and each is distributed to the state's best prospects through targeted newspaper inserts in the greater New York City metro area and major Connecticut dailies.

The magazine-style insert replaces the former annual *Connecticut Vacation Guide* and bi-annual *Culture & Tourism Special Events Calendar*. It builds on past newspaper FSI campaigns and also offers an integrated online promotion with participation in each edition:

Features

Format: glossy 4c magazine, 8.5x10, 45lb #4 recycled paper

Distribution

- Newspapers in NY/NJ (75%) & CT (25%)
 - Projected markets (historical index greater than 100): Asbury Park, Bergen County, Bridgewater, Bridgeport, Bristol, Hartford, East Brunswick, Meriden, New Haven, New York, Newark, Torrington, Waterbury, Westchester. Other markets may be added if resources allow.
- Connecticut state welcome centers (vendor ships to up to 5 locations)
- Copies to participating advertisers
- Additional circulation to regional AAA offices (New England & Mid-Atlantic)

Spring/Summer Edition 2011

- 40 pages (cover to cover)
- Projected drop date – Sunday, May 22, 2011
- Circulation – 1,000,000 (925,000 newspapers; 75,000 CT Welcome Centers)

Fall/Winter Edition 2011-2012

- 28 pages (cover to cover)
- Projected drop date – Sunday, September 11 or 18, 2011
- Circulation 525,000 print (450,000 newspapers; 75,000 CT Welcome Centers)

Integrated online promotion

- Four months of promotion and lead generation online, with a listing and hyperlink for every advertiser
- Two email blasts, circulation 25,000 each, driving online prospects to Connecticut advertisers
- Campaign-specific search engine marketing to drive additional traffic to Connecticut advertisers
- Vendor will also provide CCT with interactive digital versions posted to CTvisit.com

Readers Service Card (on-page) generated physical and email address leads

Value added elements offered through partnership with the Connecticut Commission on Culture & Tourism (CCT)

- Interactive digital version (provided by media partner) of each magazine posted on Connecticut's official tourism website, CTvisit.com, including an electronic reader service card
- Included in Connecticut's official tourism consumer E-newsletter distributed to its most active opt-in subscribers
- Distribution in state's official tourism welcome centers and the Big E Connecticut Building tourism information center

Media Project 2: Online advertising campaign

A new online advertising project is being offered for 2011 that will market Connecticut's culture and tourism partners in cost-efficient banner ads on a variety of targeted premium websites. Additional tactical elements including email and paid search will be considered. This cooperative public/private sector campaign showcases industry partners at a fraction of the cost they could secure on their own and provides powerful branding and results to Connecticut's travel and tourism industry.

Partners can select from two seasonal campaign flights that are planned for the spring/summer and fall to coincide with other Cooperative Marketing Grant projects in the marketplace.

Features

Banner ads

Media plan tailored to reach demo & geo target markets on a variety of premium websites

Spring/Summer Flight 2011

- (6-) 8 weeks, mid-May through mid-July
- Targets families, adult travelers & empty nesters

Fall Flight 2011

- (3-) 4 weeks, mid-September through mid-October
- Targets adult travelers & empty nesters

Media vendor provides turn-key program including media site research, placement and tracking; ongoing media optimization; third-party media serving fees; sales outreach to potential industry partners; customer service support for industry advertisers; branded creative development, programming and execution; and individual advertisers' detailed reports.

Performance monitoring based on impressions, conversion to site traffic, inquiries and opt-ins

Value added elements offered through partnership with the Connecticut Commission on Culture & Tourism (CCT)

- TBD