

Wisconsin Department of Tourism Fall 2008 Campaign Summary

The Wisconsin Department of Tourism has undertaken a legacy-level initiative to define the Wisconsin brand. This work is not about creating a slogan, logo or even a specific creative execution; it is bigger than that. It is about unearthing a brand platform that defines the single attribute that differentiates Wisconsin and compels people to choose us over our competitors. What is that point of difference? It is Wisconsin's people. Both residents of Wisconsin and outsiders alike consider Wisconsinites to be unique -- with such attributes as being unbelievably loyal, proud, passionate, innovative and most important, fun! In a nutshell, Wisconsin is a place where "Originality Rules."

This fall will mark an evolution of the creative approach. Rather than showing traditional fall color, we turn to our Wisconsin Originals for new interpretations of those vibrant reds, oranges, yellows and browns. Whether it's the Leinenkugel brothers savoring the flavors of fall or the BoDeans strumming warm tunes, these originals express fall color their own, unique way before we beg the question, "What does fall in Wisconsin mean to you?" Find out at TravelWisconsin.com.

The featured originals will appear in television and print scheduled to run this fall in Wisconsin, Chicago and Minneapolis. Even our film company and photographer have been selected because they too celebrate Wisconsin's brand of original thinkers.

Approach by Media

Television

Two 30-second spots have been developed - one featuring the BoDeans and the other featuring the Leinenkugels. The spots will run in Milwaukee, Madison, Chicago and Minneapolis markets for three weeks beginning September 8th. Additional ads will run on Discover Wisconsin and Waters & Woods television programs.

Print

The Bodeans and Leinenkugels will also be featured in newspaper and magazine ads in the following publications:

- Chicago Tribune
- Madison Magazine
- Milwaukee Journal Sentinel
- Minneapolis Star Tribune
- St. Paul Pioneer Press
- Wisconsin State Journal

In addition to the above ads, special Wisconsin Fall Getaway Guides with co-op advertising from around the state will run in a variety of publications, including Chicago Tribune, Chicago Daily Herald and Journal Topics Newspapers.

Fall Samplers round out the print campaign. More than 530,000 Wisconsin Fall Samplers will be inserted into four newspapers in late August:

- Chicago Tribune
- Milwaukee Journal Sentinel
- Minneapolis Star Tribune

- St. Paul Pioneer Press

Online Media

Online ads will run in September and October and drive people to TravelWisconsin.com where they can discover unique fall experiences, view the latest fall color reports and plan their fall getaway. Elements will include expandable leaderboards, polite banners, widgets and admails.

Radio

Radio will extend our messages throughout the state and further. Radio partnerships include Big Top Chautauqua Tent Show Radio and the Calendar of Events on Journal Statewide Radio Network.

Integrated Communications (PR) Strategies and Tactics

Our Fall 2008 communications/public relations strategy is centered around aggressive outreach to editorial media contacts. We'll use both individualized and group press trips and story pitches to gain coverage in travel and niche activity news media outlets that both compliment and extend the impact of our advertising efforts. Regular appearances on morning television news programs and radio programming throughout Wisconsin, Illinois and Minnesota will also reinforce those messages, as will features on local and national web sites.

The cornerstones of this outreach program are our annual Fall Magazine Preview Media Kit and Fall General Media Kit. The former was distributed electronically to 160 travel magazine editors, calendar editors and writers, while the latter—which includes features on food festivals, events, quirky attractions, culinary/heritage tourism and supper clubs—was e-mailed to 1600 newspaper travel editors, calendar editors and writers, as well as freelance writers, web site editors, and television show producers and news directors.

Additionally, new television b-roll footage will be distributed for use with network news, cable and independent television show producers. Feature print articles will be supplied to various national and regional magazines, along with advertorial copy provided to various regional newspapers and web sites. Camera-ready articles will be supplied to 10,000 newspapers via both the North American Precis Syndicate (NAPS) and News USA service. On a state level, the Department continues its weekly events broadcasts on the Journal Radio Network as well as the popular "Where In Wisconsin Is Jessica Doyle" game for 4th-8th grade schoolchildren and the weekly Fall Color Report media e-mails.

Finally, a press conference featuring Governor Doyle was conducted to launch the Department's Fall 2008 advertising campaign. In conjunction with that press conference, DVDs of the new ads were sent to regional TV news producers and releases and video clips were sent out to regional news media along with ad industry trade pubs, music industry trade pubs, Internet news services and social media sites.

Welcome Center Strategy

Travelers will be delighted when they visit any one of the eight Wisconsin Welcome Centers located at border gateways around the state. Whether these visitors arrive in an automobile, RV or on Harley-Davidson, they'll find friendly, knowledgeable travel

counselors who can provide them with itineraries, culinary samples and a variety of publications.