*2014 Marketing Plan for the*
**Minneapolis & Saint Paul Area Metro Tourism Committee**

## Winnipeg Advertising Campaign utilizing all media outlets

The 2014 Marketing Plan will target Winnipeg – the goal is to "own" this destination for the August – December time period, utilizing all forms of media available. Key parts of the advertising campaign are:

- Two Digital Superboards (billboards) for 12 weeks; locations: 1)Main Street at St. Mary's Road and Marion St. SE and 2) Pembina Highway
- Outdoor billboards in various Winnipeg locations- 9 per week for four weeks
- Ads on the back of transit buses; 5 panels for 16 weeks
- Winnipeg TV - 9 weeks, 25 spots per week
- Winnipeg Free Press – 6 ads in Saturday Travel section prior to Canadian Holidays
- E-mail campaign to increase sign-up for Metro e-newsletter; list purchase for 4 emails from e-newsletter provider
- Radio on CJOB; approximately 204 :30 second spots for six weeks
- Significant budget for creative to create the "Three-Day Weekend" concept and materials

*5 month program*
*$136,215 total*

In addition to Winnipeg advertising, the following year-around programs will be included:

## Metro E-newsletter Program with Feature Flow Media

E-newsletters will be sent monthly during 2014. Current circulation: approximately 10,000 email addresses;
*12 month program*
*$6,000 (cost is for up to 25,000 emails per month)*

## Explore Minnesota Tourism 2014 State Travel Guide

A half-page ad will be included in the Metro section of the 2014 State Travel guide.
*$3,210*

**Metro Tourism Committee**
**2014 Marketing Program Benefits**

**2014 MARKETING CAMPAIGN BENEFITS**

The 2014 advertising/marketing campaign will promote the Metro Region as a whole; individual benefits are available with the following:

**MSPVACATIONS.COM**

**The mspvacations.com website will be the call to action for all ads; a separate landing page will be created for the 2014 promotion and individual partners will have an opportunity to promote packages and their destination on this page. EMT is in the process of a complete re-design of the regional web pages so the exact benefits will be determined once the capabilities are known for the new design. At a minimum, partners will receive individual recognition on the landing page for the Metro Region with the ability to have a link to their website.**

## METRO BI-MONTHLY E-NEWSLETTER

The Metro e-newsletter program will be monthly in 2014. Emails are sent to our current database of approximately 10,000 email addresses.

- ***Platinum Partner*** - Ad in (6) Metro Tourism E-Newsletters; ability to include an event in each e-newsletter
- ***Gold Partner*** - Ad in (4) Metro Tourism E- Newsletters; ability to include an event in each e-newsletter
- ***Silver Partner*** - Ad in (2) Metro Tourism E- Newsletters; ability to include an event in each e-newsletter