

Profile

Applicant: Regional Application
Grant Manager: Paige Farmer
Name of Organization: Maine Beaches Association
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Date of Incorporation: January 19th, 2000
EIN: 01-0523313

What were the top three highlights from the previous fiscal year?

1). Marketing: With funding from the MTMPP program the Maine Beaches Association (MBA) completed several successful marketing projects. They include:

MBA Visitor Guide: 50,000 52-page color magazines were printed and updates included several new pages dedicated to shopping, dining, hiking/biking, the arts and family fun.

MBA Website: The website continues to see an increase in unique visitors, up 16% from last year. Additionally, the MBA developed a mobile site for ease in viewing and using the site from mobile devices.

Travel/Trade Shows: The MBA has attended 7 travel shows to date and more than 5,000 bags of materials (more than 20,000 pieces of regional and local collateral) have been distributed. The MBA will attend one more show this grant year.

Advertising: The MBA has purchased and participated in several advertising programs this year. They include the "gold" package designed by BVK, a full page ad in Camp Maine, and a one year commitment to Visit New England's Annual Co-Op Program (includes web links, editorial, calendar of events and one e-blast).

2). Consumer Research: The MBA is currently preparing to launch a data collection initiative to provide us with key demographic, psychographic and geographic information from visitors to the region during the summer & fall, 2013. Data collection includes survey cards available at visitor centers and other outlets, as well as the opportunity to complete the survey on line at the MBA website. We will also be developing a web-based survey that will allow us to begin evaluating the effectiveness of our collateral, brand and messaging as it relates to increasing travel to the area.

3). Branding: As is described in more detail later in this application, the MBA has dedicated an enormous amount of time in developing a new advertising campaign, Unpack the Kid in You, which will straddle all advertising platforms (print, web, social media, etc.) and will launch on July 1, 2013.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

Goal 1). Generate a heightened emotional connection to visiting the Maine Beaches region: With encouragement from the Office of Tourism and their marketing experts, the MBA will launch a comprehensive, integrated one-year marketing campaign designed to inspire and engage potential and recurrent visitors to the region. The MBA anticipates the campaign will increase return visitors, first time visitors and day trips to the area. Additionally, the campaign will be designed to gather images and testimonials that are favorable to the area and can be used in advertising and other outreach programs throughout the year.

Goal 2). Expand advertising and marketing targeted toward shoulder season visitation: While the Maine Beaches continues to see robust travel to the area during the summer months, the shoulder seasons (particularly late Spring through Memorial Day and Labor Day through Columbus Day) provide us with the greatest opportunity for expanding visitation, both overnight and day trips. Based on research, advertising and marketing designed to promote these time frames, combined with the marketing program described above, we believe we can have an impact on this continued goal.

Goal 3). Improve technological tools available to potential visitors: The MBA continues to host a dynamic website that functions as a portal to visiting the area. Over this coming year, the MBA will be updating the website to further promote the marketing campaign described in Goal 1, and will be comprehensively integrating our Facebook and Twitter sites with the website to offer users a seamless connection between all social media. Creating an ease of access to necessary information for visiting the area will increase the likelihood of moving the user from research to actually booking a trip to the area.

Please describe the overall strategy you will implement to achieve these goals.

Goal 1). As indicated above, the MBA will be launching a year long marketing campaign, Unpack the Kid in You. Initially designed as a social media campaign, it has been expanded and will be integrated in all marketing and advertising throughout the year. The structure of the campaign is based on key qualities related to nostalgia and childhood and a listing of text and image properties to be used has been developed by the MBA Marketing Committee. In addition to advertising guiding principles, the campaign will include a strong social media component and a contest to invite people to share images and stories that embody the principles of the campaign. These assets will be used to further promote the overall campaign.

Goal 2). The MBA will, using the design elements described above, target and prioritize the timing of print and online advertising focused on visiting the area during the shoulder seasons (also defined above). Advertising will include specific suggestions for things to do and reasons to visit the area during these times.

Goal 3). In order to create a distinct social media presence, the MBA will utilize Facebook and Twitter to promote the photo/essay contest related to the Unpack the Kid in You campaign. Additionally, we will establish a stronger link between our social media outlets and our website, refreshing both to support both the overall marketing campaign as well as the contest. We will also explore ways to create a more interactive experience for website users.

How do these goals and strategies fit with the Office of Tourism's?

The MBA has developed goals and strategies that mirror and augment the 8 primary goals outlines by the Office of Tourism in the 5-year marketing plan.

Additionally, expanding the Unpack the Kid in You marketing campaign came as a direct result of conversations with Office of Tourism staff and their marketing partners. The MBA has done a great deal of research since those conversations on differentiation and psychographic marketing, the effectiveness of such and best practice implementation strategies.

Please describe how the financial resources will be monitored by your organization.

The Maine Beaches Association contracts with Paige Farmer for administrative and project management. Ms. Farmer works under the direction of the MBA Board of Directors, which reviews financial and program activity on a monthly basis. A budget is created annually and monthly financial reports, which are reviewed by the Treasurer prior to the meeting, include a statement of Profit & Loss, Cash Flow, Budget v. Actual, Balance Sheet and Grant Financial Activities. Finances are recorded using an accrual system that allows us to track income and expenses within the year/month they are generated.

In addition to ongoing monitoring provided by the Grant Project Manager and Board of Directors, the MBA has an annual form 990 prepared by Yorke Associates, which includes a review of related financial statements and other supporting documentation.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

The Maine Beaches Association will utilize the web site to gather information on individuals in a variety of ways. Several surveys will be developed to assist us in measuring the effectiveness of our advertising, the usefulness of our fulfillment piece and to gain insight on people who actually visit the area.

Visitors to the web site will be invited to take a short survey providing feedback on the web site itself.

All advertising and collateral will point to a specific landing page that will include a short survey on the usefulness of the materials/advertising and will ask survey respondents whether they will actually travel to the area.

Another survey will be developed to gather information on current visitors. Postcards will be printed and distributed at various outlets (i.e. area visitor centers) and questions will include purpose of travel to the area, length of stay, travel party information, lodging & activities, demographics and overall satisfaction with the trip.

Public Relations

Who is the person/company that is responsible for your PR program?

Company: Maine Beaches Association (Paige Farmer)

Address: PO Box 388
York, ME 03909

Phone: 207-216-7235

Email Address: paige814@comcast.net

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

To date we have utilized Nancy Marshall Communications for editorial guidance. We recognize that NMC is working on behalf of all the regions to promote the state in a coordinated way. The MBA supports those efforts by providing information on an as needed basis to the public relations firm as they pitch and respond to requests for story ideas profiling the region.

Additionally, MBA Board Chambers each engage in public relations promoting specific assets/activities/events within individual communities. The MBA will begin monitoring PR throughout the region by Chambers in order to best augment those efforts.

Please provide a list of publications and/or broadcast outlets you would most like to target:

Boston Globe/Boston.com
Boston Herald
NECN
New York Times
Hartford Courant

Worcester Telegram
Providence Journal
Family Fun Magazine
Family Circle
Women's World
AARP Magazine
AAA Horizons
Bike Magazine
Prevention
Modern Bride
Reader's Digest
NE Travel
Country Living
Cottage Home
Yankee Magazine
Downeast Magazine

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

Internal: The MBA visitor guide is based on a cooperative ad placed in Maine Invites You and includes nearly 100 advertisers from the region. Additionally, the MBA provides opportunities for cooperative advertising to regional hospitality businesses via trade shows.

External: An example of an existing partnership with the Maine Highlands is our shared booth space at the Big E. For the past two years, and planned for fall 2013, the MBA and the Highlands have shared resources and staffing during the fair, promoting travel to Maine "from the mountains to the sea". New this year (described later in this proposal) is a three region PR campaign in partnership with the Amtrak Downeaster.

State: The MBA continues to set aside \$10,000 in MTMPP funding to support statewide marketing initiatives, which for 2014, is designated to support the further development of the Maine Sports Commission.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: www.MaineBeachesAssociation.com

Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:

The MBA website serves as a portal to the region for potential visitors and travel professionals seeking more information on a Maine Beaches visit.

The website includes basic information on visiting the region, information on local communities, listings of places to stay, dine and play, a media room and a section for local hospitality partners.

In 2013, the MBA also had a new mobile site designed for ease of access and use by those on mobile devices.

Please provide a brief description of the intended strategy for improvement over the next one to two years:

While the MBA has developed more than 20 pages of new content on the website over the past few months, the organization will continue to expand pages and the information available to potential visitors.

The website will also function as a central hub for research efforts described throughout this proposal, both on Consumer Trends as well as Marketing Effectiveness. New landing pages will be developed that correlate to specific advertising campaigns so in

addition to market research surveys hosted on the site, traffic to those landing pages will assist with evaluating the effectiveness of those ads.

Finally, the MBA will integrate the website with social media campaigns creating mutually promotional opportunities.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

Currently the MBA collects lead information via the website and through giveaway sign ups at various trade shows. Over the past year, more than 1000 leads have been collected. Names and contact information are shared with MBA members and the MBA tracks the use of those leads for solicitation purposes.

Budget Summary

Current Projects

Project 1: Administrative Costs

Description: The Administrative fee cannot exceed 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$23,000.00

Project 2: Maine Beaches Visitor Guide-2014

Project Type: Fulfillment: Brochures, Guides, Maps & Distribution

Description: The annual MBA Maine Beaches Visitor Guide is the signature piece of collateral for promoting the region as a 4-season vacation destination. MTMPP funds will be used to update our 52-page color magazine, integrating elements that forward our goals of promoting the use of technology and social media, and research.

The advertising section is derived from our cooperative ad buy in "Maine Invites You", which provides significant value added and incentive for local businesses to place an ad in the state's fulfillment piece.

50,000 copies of the magazine will be produced in 2014, and will be distributed through trade shows and sales missions, via information centers throughout Maine, the Northeast and Canada.

Element 1: Design & Production

Project: Maine Beaches Visitor Guide-2014

Element Description: The 2014 MBA magazine will include sections on traveling to the area, what to do while here, calendar of events, a section for Canadian visitors and content on each of the communities in the Maine Beaches region. Furthering our goals of promoting technology and research, new additions in 2014 will include QR codes to for the purpose of increasing web traffic, gathering information on the effectiveness of the guide, likelihood of travel and research on active visitors.

50,000 copies will be printed and distributed via travel shows, media events and visitor centers throughout the state, region and Canada. Additionally the piece will be sent in response to inquiries and

will be available on our website in .pdf format.

We will integrate our Unpack the Kid in You marketing campaign by using images obtained via the contest for the 2014 & 2015 covers and throughout the books, changing the cover teasers to reflect the campaign and a dedicated page in the 2014 guide promoting the campaign.

Timeline: August 2013: Solicit 3-5 bids for design/printing

September 2013: Develop Co-Op ad for MIY

November 2013: Forward MIY to graphic designer

December 2013: Proof magazine

January 2014: Magazine to print

February 2014: Magazine printed and shipped

February-June 2014: Magazine distributed at trade shows

February 2014: Magazine added to website as PDF file

Tracking: # of new advertisers

total advertisers

type of distribution

of visitors to website from magazine URL

of downloads of magazine from website

of magazines distributed at trade events

of survey respondents and positive responses regarding effectiveness of magazine for trip planning

click throughs to Facebook page

Target Market: While the fulfillment piece is primarily distributed to the drive market, it is also used to fulfill requests from any individual both nationally and internationally who is looking for information on the South Coast region.

Specific target audiences include:

Demographic audiences include:

Seniors

Couples

Families

Women

Audience segments include:

Gay and Lesbian travelers

Hobbyists

Recreationalists

Corporate travel

Canadian & International travelers

Weddings/Occasions

Events oriented visitors

High target geographic audiences include:

Massachusetts (Boston & Western)

New York

Connecticut

Montreal

Secondary geographic audiences include:

Pennsylvania

New Hampshire

Rhode Island

Maine

Halifax

Rationale: The MBA Visitor Guide is designed to promote the region as a highly desired 4-season vacation destination. It is geared toward both first time or considering travelers as well as seasoned and repeat

vacationers to the region. Information has been developed over time to provide a comprehensive picture of a Maine Beaches vacation including geography of the region, traveling to and around, lodging, dining, things to do and events.

This year, with a focus on better utilizing technology and research, the guide presents a great opportunity to further these things. Promoting and motivating readers to visit the web site and assist us with information gathering will increase and enhance the reader experience, improve conversions and will provide us with critical information on best marketing the region.

Additionally, the way the magazine is designed (using the Maine Beaches advertising section from Maine Invites You) results in a cost effective way to promote the region for advertisers as well as the Association.

New this year the guide, as our signature piece, will allow us to significantly promote our "Unpack the Kid in You" marketing campaign. The guide will be designed to embody images and content that help achieve our goals and objectives noted in section 1, will provide a mechanism for driving traffic to both the website, Facebook and other social media outlets and will promote visitor engagement in the program.

Finally, the MBA is able to utilize this magazine to target a variety of different markets in the regional, national and international marketplace.

Partners: Anticipated partners on this project include:

MBA member chambers

Local lodging and restaurants

Local recreational and activity associations

Budget Description: The Budget amount listed below includes the development, printing, and distribution of the MBA magazine.

MTMPP funds will be used to design the piece post Maine Invites You (\$2,500), printing (\$22,000) and some distribution (\$2,500).

The cash match is based on a portion of the design and placement of the original "Maine Invites You" advertisement (\$25,000).

The in-kind match includes time devoted by the MBA board and staff to oversee the development of the magazine (\$1,250).

MTMPP Award: \$27,000.00

Cash Match: \$25,000.00

In-Kind Match: \$1,250.00

Project 3: Travel, Trade & Consumer Shows

Project Type: Travel Trade & Consumer Shows: Registration, Operation, Exhibit Design & Upgrade

Description: The MBA will participate in or send materials to 8-10 strategically selected travel, trade and consumer shows around New England, the greater Northeast Region and Canada.

Element 2: Trade Show Participation

Project: Travel, Trade & Consumer Shows

Element Description: The MBA will use MTMPP funds to attend and distribute materials at 8-10 travel & trade shows. Each year the MBA undertakes a comprehensive evaluation of all trade shows, measuring the impact of participation and the quality of shows in high target demographic and geographic areas. Other considerations when selecting shows include cost (participation, travel & materials handling), foot traffic,

timing and organization. Examples of high quality shows the MBA has participated in the past are the AAA Travel Marketplace (Foxboro, MA), the Boston Globe Travel Show and the WZID Women's Expo (Manchester, NH).

While at shows, the MBA will distribute more than 8,000 bags of collateral. In addition, the MBA will utilize QR codes that will allow trade show attendees to use their smart phones and be directed to a specific landing page on the MBA website for the purposes of evaluating the MBA presence at these shows.

Timeline: August 2013: Develop and finalize slate of 2013 trade shows

September 2013-June 2014: Attend shows

May-July 2014: Evaluate effectiveness of shows

Tracking: # trade show attendees
materials distributed
of professional travel contacts made
of attendee surveys completed
of website hits
of new Facebook followers

Target Market: Target markets include both high priority demographic and geographic areas. Travel show opportunities in MA, CT, NY & Montreal will be given significant consideration. The MBA tries to select a slate of shows that reflects a wide variety of demographic markets including those geared toward women, families and seniors.

Rationale: Direct to consumer marketing has been, and continues to be, one of the most effective ways to promote travel to the Maine Beaches region. Using the MBA magazine as collateral, participation in strategically selected shows allows us to customize information for the traveler and highlight next steps for trip planning (i.e. visiting the MBA or VisitME websites). For about the same cost per contact as mailing one MBA magazine, organization representatives are able to connect personally as well as getting materials into the hands of potential travelers.

Attending selected trade shows allows us to achieve progress toward our outcomes of increasing perception among potential travelers of the value, variety and quality of a Maine Beaches visit, as well as providing visitors with tools to take advantage of special opportunities and packages.

Through face to face contact, MBA representatives are in a position to generate enthusiasm and provide ideas for vacations to the Maine Beaches region.

Although trade shows are generally outside of the region, MBA representatives attending these shows become the face of the region, particularly for those who've never been. The MBA pays particular attention to staffing at these shows and works with representatives to insure that consumers have a great first impression of our area.

This year, the MBA will also be able to utilize our presence at trade and travel shows to promote our Unpack the Kid in You campaign, engaging potential visitors to participate in the program by visiting our Facebook page and sharing their stories and photos within the context of the campaign. We will develop a stand alone postcard promoting our Facebook site and the campaign and will take advantage of our face to face contact with potential visitors to encourage their participation in the program.

Partners: Maine Office of Tourism
Other regions
MBA Members

Budget Description: MTMPP funds are being requested to support costs associated with attending, or sending materials to 8-10 trade shows (\$30,000).

In-kind includes time dedicated to staffing the shows (\$8,000).

MTMPP Award: \$30,000.00

Cash Match: \$0.00

In-Kind Match: \$8,000.00

Project 4: Web site updates and Maintenance

Project Type: Website Development: Design, Upgrades, Mobilization

Description: The MBA will utilize funds from the MTMPP program to enhance its regional website, www.mainebeachesassociation.com. For FY 2014, in addition to providing comprehensive information for those planning or thinking about a Maine Beaches vacation, the MBA will utilize the website in a significant way for research.

The website will also play a major role in promoting our Unpack the Kid in You campaign, allowing us to engage visitors and drive traffic to our Facebook page and other social media outlets via direct links.

Element 3: Web-Site Maintenance

Project: Web site updates and Maintenance

Element Description: The MBA will utilize funds from the MTMPP program to enhance the regional website, www.mainebeachesassociation.com.

In addition to refreshing graphics and content, the MBA will be adding landing pages tied to specific advertising programs to both measure the effectiveness of any given campaign, as well as to invite website visitors to participate in providing the organization with critical information on who and why people come to the area.

Tied to the research will be a giveaway program in order to motivate individuals to complete surveys.

New links on the home page will allow us to promote the Unpack the Kid in You campaign and to drive traffic to the MBA Facebook page.

Timeline: July 2013: Develop and link research surveys

July-June 2014: Develop campaign specific landing pages

July-June 2014: Continually update graphics and content

Tracking: # of unique visitors to website/landing pages
of page views per visitor
of return visitors
Amount of time spent on website
Bounce rate
Point of origin for IP addresses
research surveys completed
click throughs to the MBA Facebook page

Target Market: MBA will target individuals who either educate themselves or plan vacations by utilizing the Internet.

MBA will maintain a website that is informative to the tourist, creates a unique "web surfing" experience and allows the tourist to obtain information needed on the region or use the "gateway" to the individual chamber websites

Rationale: MBA's website is seen as a gateway to the region and the Chambers of Commerce and appears in the top ten Google Search of 'maine beaches'. Effective utilization of the web as a tool for marketing the region directly affects our outcomes of creating the perception of value, variety and quality of a Maine Beaches visit and that visitors are utilizing planning tools to take advantage of special opportunities and packages. Additionally, the web site as a portal to planning a visit to the area is part of making a vacation to the region a great experience.

The MBA has developed several marketing approaches for 2013/2014 that rely heavily on utilizing the web site as a place for research as well as one-stop shopping for visitors to the Southern Maine Coast. Through a combination of web-based services and links to member Chambers of Commerce, the website continues to be a critical part of the MBA's marketing strategies.

Budget Description: MBA will utilize funds from the MTMPP award in the amount of \$2,000 for the continued development and implementation of the website.

In kind support is derived from staff and board time as the site is monitored and upgraded, new landing pages developed and the development and data collection/analysis of research surveys(\$2,500).

MTMPP Award: \$2,000.00
Cash Match: \$0.00
In-Kind Match: \$2,500.00

Project 5: Research

Project Type: Special Projects

Description: The MBA will utilize MTMPP funds to support research in two key areas: Consumer Trends and Marketing Effectiveness.

In summer 2009 the MBA conducted research and gathered surveys from more than 500 individuals visiting the region at that time. The research provided a great deal of insight into key demographics of visitors including reason for trip, length of stay, activities while here, age, party size/make up, geographic origin and overall satisfaction with the trip. The MBA found the information extremely valuable in planning future marketing programs and determined that repeating such research every 3 years was appropriate.

Additionally, no current research allows us to evaluate the effectiveness of our advertising campaigns and so this year, the MBA will integrate strategies for gathering consumer feedback on collateral and campaign success.

Element 4: Consumer Trends Research

Project: Research

Element Description: In order to gather data related to Consumer Trends, the MBA will take a multi-pronged approach.

The MBA will print and make available 2500 postcards that will describe the research project and invite consumers to take a brief on line survey. The postcard will include the web address for a landing page specific to consumer research. Postcards will be distributed at visitor centers throughout the region from May-October.

The survey will include demographic questions such as gender, geographic origin, age, family structure and income levels. Trip specific questions will include length of stay, purpose of trip, party travel size and activities while here. Additionally, a few questions will be included to gather information on people's perceptions of what constitutes a good vacation and to measure their experience in the region against that.

The program will include a modest giveaway to motivate participation.

Timeline: April 2013: Design and distribute postcards

May-October 2013: Data collection

November-December 2013: Data analysis and presentation of results (which will be shared with the Maine Office of Tourism)

Tracking: # postcards distributed
surveys completed

Target Market: This project is geared toward gathering information from individuals visiting the region between July and October 2012 and because of the interregional distribution, pre-qualifies those leads. It is anticipated that a wide variety of respondents (age, gender, geographic origin) will participate.

Rationale: In order to best reach our target market, we need to understand who they are in the current economic environment. Our marketing programs are presumably strong, but need to be delivered precisely in order to get the best return on investment. Additionally, developing an ongoing relationship with visitors during the 2013 travel season will assess the likelihood of return visits, which has become a foundation for tourism in the region.

Additionally, by conducting the surveys on line via the MBA website (as opposed to written surveys used

in 2009), the MBA is supporting and furthering the goal of increasing and improving utilization of technology and electronic media.

Budget Description: The Maine Beaches Association is utilizing 2013 funds to cover the cost of printing postcards.

2014 MTMPP funds are being requested to share outcomes from the report at a meeting in early to mid-May 2014 (\$1000) for MBA chamber membership as well as via a mailer to all chamber members (\$1000).

Cash match is derived from staff time devoted to organizing and coordinating the mass mailing.

MTMPP Award: \$2,000.00

Cash Match: \$1,000.00

In-Kind Match: \$0.00

Project 6: Maine Sports Commission

Project Type: Special Projects

Description: The MBA, in partnership with 6 other regions around the state, will partner together to develop and launch the Maine Sports Commission. The purpose of the Commission is to promote sports related tourism around the state.

Element 5: Sports Commission Launch

Project: Maine Sports Commission

Element Description: The Sports Commission has been up and functioning well for the past year, bringing new and important sporting events to the state and region, as well as assisting with promotion of existing events. Additionally, a companion Sports Foundation has been developed to assist with raising revenues long term that will support both the functions of the Sports Commission as well as to fund sporting related tourism opportunities as they arise.

Timeline: Information to be provided by the Board of the Sports Commission.

Tracking: Information to be provided by the Board of the Sports Commission.

Target Market: Information to be provided by the Board of the Sports Commission.

Rationale: Information to be provided by the Board of the Sports Commission.

Budget Description: The MBA will allocate \$10,000 in MTMPP funds to support this initiative. Matching funds are leveraged by the Office of Tourism.

MTMPP Award: \$10,000.00

Cash Match: \$0.00

In-Kind Match: \$10,000.00

Project 7: Social Media Marketing

Project Type: Special Projects

Description: The Maine Beaches Association will use MTMPP funds to create a social media campaign based on the tag line "Unpack the Kid in You".

Element 6: Unpack the Kid in You Social Media Campaign

Project: Social Media Marketing

Element Description: After going through a long branding process last year, as part of tag line development, the MBA identified

several campaign opportunities. Among them was the tag line "Unpack the Kid in You", and while the organization settled on a different tag line (Lighthouses, Lobsters & Long Sandy Beaches) for standard use, the former stood out as a potential ad campaign, which we will pursue this year as part of a social media project.

Unpack the Kid in You will be designed to encourage individuals to share their Maine Beaches experiences and memories via social media, specifically Facebook and Twitter, and to promote "play" at any age. The campaign will invite users to share pictures and stories, both old and new, of adults and children at play in the region.

The campaign will also include prizes awarded for the best photos, will be linked to our website and marketed in the 2014 magazine and in other collateral.

Timeline: May-July 2013: Develop campaign
July-June 2014: Launch campaign

Tracking: # Facebook friends
Facebook entries/photos
Positive responses on campaign evaluation
Twitter shares/reshares

Target Market: Because of Facebook's national and international appeal, this campaign is targeted toward a very large demographic and geographic market. It will include both long time visitors as well as new visitors to the region.

Rationale: Utilizing social media to invite individuals to share their experiences when visiting the region will increase connectivity and fondness when recalling a Maine Beaches vacation. Appealing to a sense of nostalgia (a frequent word used when visitors recall a Maine Beaches vacation) and fostering the idea of "play" at any age supports the branding concepts identified by the MBA through strategic planning last year.

The idea of this particular campaign, building from the statement "Unpack the Kid in You" was also supported and validated by BVK staff when MBA representatives described it during a meeting in March.

Additionally, the organization is able to utilize primarily free services to reach a very wide audience and will expand access to photos and testimonials that promote the region.

Budget Description: The MBA is seeking \$250 in MTMPP funds to support the giveaway portion of this campaign (i.e. gift cards to local businesses, live lobsters, etc.).

In-kind support in the amount of \$5,000 includes time dedicated to developing, implementing and evaluating the campaign (200 hours @ \$25 per hour).

MTMPP Award: \$250.00

Cash Match: \$0.00

In-Kind Match: \$5,000.00

Project 8: Print and On-Line Advertising

Project Type: Paid Advertising: Print, Broadcast, Online

Description: The MBA will use MTMPP funds to promote the region via Print and On-Line Advertising Programs, including buying into BVK's Regional Co-Pilot Program.

In addition to BVK's program, the MBA will seek 3-5 print and/or advertising programs throughout FY 2012/2013.

Element 7: Other Print & On-Line Advertising

Project: Print and On-Line Advertising

Element Description: The MBA will use MTMPP funds to purchase print and/or on-line advertising spots in the fall and spring 2013 and 2014 respectively. Ads will focus on promoting shoulder season traffic under the Unpack the

Kid in You campaign, and will be directed toward high target geographic and demographic audiences. The actual media outlets will be determined as work evolves in order to best compliment our marketing initiatives. Past print and on-line advertising programs have included (for illustrative purposes) Boston.com, Boston Globe, Downeast Magazine, Camp Maine and the Boston Herald. Emphasis will be given when considering programs that have both a print and on-line component. Each ad will drive readers to specifically designated landing pages on the web site to evaluate the effectiveness of the campaign.

Timeline: Summer 2013: Begin compiling a list of potential ad programs

Fall 2013: Create and place ad campaigns

Spring 2014: Create and place ad campaigns

Tracking: # of impressions
 # of hits on MBA website from ad
 Length of time on site
 # positive responses to ad evaluation on website
 # potential conversions based on survey responses

Target Market: As with all MBA advertising, emphasis will be put on reaching high target geographic and demographic audiences. Publications that reach the Boston, NY, CT and Montreal areas, as well as those reaching households with families, seniors and those with annual incomes above \$70k will be most preferred.

Rationale: While the MBA is focusing on increasing and improving the use of technology to promote the region, well designed and well placed ads with a focus on driving traffic to the website and other social media outlets compliments the work the organization is doing in this area.

Media Type: Print
 Web

Co-op Opportunity: Although the advertising outlets have yet to be determined, in the past some ads have included calendars of events for the region provided by each of the MBA member chambers. If co-op opportunities present themselves as related to any of the ads purchased, the MBA will certainly consider and include them.

Budget Description: The MBA will use \$17,500 in MTMPP funds to purchase paid print and web ads. An additional \$1250 in MTMPP funds will be used for the development of these ads. In-kind matching funds in the amount of \$1250 will be derived from Board time devoted to the research and development of ads (20 hours @ \$25 per hour) and for development of landing pages and evaluation of ad campaigns (30 hours @ \$25 per hour).

MTMPP Award: \$18,750.00

Cash Match: \$0.00

In-Kind Match: \$1,250.00

Project 9: Partnership to Promote the Train to Maine (three regions and the Downeaster)

Project Type: Public & Media Relations: Familiarization Tours, Media Events

Description: Three regions (Beaches, Greater Portland and Mid-Coast) and the Downeaster will partner to jointly select a PR firm who will be contracted to reach out to Boston area media with a series of media releases featuring compelling reasons to take the train to Maine.

Additionally, the project will include organizing and hosting at least one fam tour in each of the participating regions.

Finally, the project will include a series of three giveaways (one in each region) via the Train to Maine project that includes a 2-nigh stay, dining, shopping and admission to area attractions.

Element 8: Public Relations, Fam Trip, and Online Contest

Project: Partnership to Promote the Train to Maine (three regions and the Downeaster)

Element Description: The 3 regions and the Downeaster will select a PR firm to reach out to Boston area media with a series of media releases featuring compelling reasons to take the train to Maine and promoting seasonal & event based topics for all regions. This will be followed up by the PR contractor to secure articles, blogs, and media interviews with radio, print & online sources.

The 3 regions, the Downeaster and area hotels, restaurants & attractions will host 1 fam tour to each region for Boston area media. The regions will coordinate the fam tours with the PR contractor, who will be responsible for media invites and confirmations as well as follow-up for future articles.

The 3 regions, along with the Downeaster will offer 3 online contests (1 in each region) consisting of a 2 night stay, dinner for 2, \$500 shopping spree, and admission to area attractions. The contest will be promoted via online channels like the Downeaster e-news, regional websites, social media and by the PR contractor.

Timeline: Hire PR contractor by August 1, 2013.

The three individual Fam Tours, Contests and Media Releases will be conducted, when advantageous for each region, from September 2013 – June of 2014.

Tracking: # of media releases
of resulting articles and blog posts
of journalists attending fam tours
of contest entries
of web hits related to the campaign

Target Market: Boston area media and travelers.

Rationale: Train travel to Maine is increasing and the expansion to Freeport and Brunswick now offers many Boston area travelers the opportunity to visit Maine “carfree” especially with the train stopping in areas where visitors can enjoy a daytrip of shopping, a beach vacation, or dining and recreational attractions.

The three regions are ideally positioned to partner on this project with the Amtrak Downeaster because of stops located in the regions. Additionally, partnering with Amtrak brings a level of name recognition and confidence among potential travelers.

Specific to the Maine Beaches region, this project allows us to expand on our Unpack the Kid in You marketing campaign by integrating the nostalgic idea of train travel with an actual visit. By eliminating the need to drive (an adult responsibility) we can encourage visitors to relax, watch the scenery, play on the way and leave the transportation to someone else.

Budget Description: Each region will contribute \$2,000 in grant funds and the Downeaster will match each region with \$1,000 in cash. In addition to the grant funds, each region will contribute in-kind contributions (approximately \$1,000 per region for) a two night stay, dinner for two, attraction tickets and a \$500 shopping spree for the online contest. The PR Contractor will be hired for an annual fee of \$9,000.

MTMPP Award: \$2,000.00

Cash Match: \$1,000.00

In-Kind Match: \$1,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Administrative Costs			
Administrative Costs	\$23,000.00		
Maine Beaches Visitor Guide-2014			
Design & Production	\$27,000.00	\$25,000.00	\$1,250.00
Travel, Trade & Consumer Shows			
Trade Show Participation	\$30,000.00	\$0.00	\$8,000.00
Web site updates and Maintenance			
Web-Site Maintenance	\$2,000.00	\$0.00	\$2,500.00
Research			
Consumer Trends Research	\$2,000.00	\$1,000.00	\$0.00
Maine Sports Commission			
Sports Commission Launch	\$10,000.00	\$0.00	\$10,000.00
Social Media Marketing			
Unpack the Kid in You Social Media Campaign	\$250.00	\$0.00	\$5,000.00
Print and On-Line Advertising			
Other Print & On-Line Advertising	\$18,750.00	\$0.00	\$1,250.00
Partnership to Promote the Train to Maine (three regions and the Downeaster)			
Public Relations, Fam Trip, and Online Contest	\$2,000.00	\$1,000.00	\$1,000.00

Budget Summary

Proposed MTMPP Award:	\$115,000.00
Administrative Costs:	\$23,000.00
Cash Match:	\$27,000.00
In-Kind Match:	\$29,000.00
Total Match:	\$56,000.00
Total Proposed Budget:	\$171,000.00