



Spring/Summer 2021 Marketing Plan

March 16, 2021

Connecticut[®]

MOTIVATION: what we need to accomplish

- **Stimulate recovery from the pandemic.**

Our focus will be on driving as much revenue for open businesses as possible — while remaining sensitive to health concerns.

- **Inspire visitation, not just vacations.**

We need to do more than promote “planning a vacation in CT.” We need to continue to encourage all to just get out and do things...whether for an hour, a day, or longer.



- **Ease concerns about safety.**

Not only will we promote safe experiences, we'll also promote the fact that Connecticut businesses go to great lengths to create those safe experiences.

- **Stay flexible.**

We know things will change. We'll plan so we can pivot quickly to address those changes.

MARKETS: who we need to reach

The key this year is flexibility.

- We want to reach our important markets like NYC and Boston as much as possible to drive the customers our constituents can't reach.
- But we also know the pandemic may make out-of-state audiences far less efficient* at driving near-term business, and our top goal is to mitigate financial damages.
- **We recommend *starting* with a 50/50 split, while continuously optimizing based on how open to travel the non-residents are over time.**

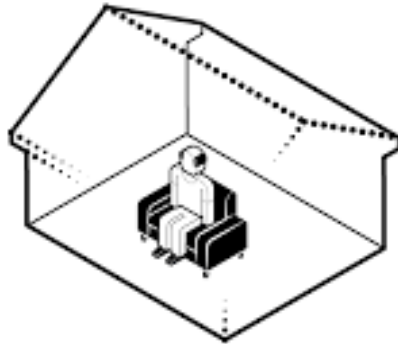


* Last summer COT's marketing drove a 5:1 ROI for in-state audiences but was flat for out of state.

MARKETS: who we need to reach (cont.)

A highly flexible, digital plan enables us to:

- **Micro-target based on message**
- **Eliminate waste with custom quarantine targeting**
 - Suppress targeting to “Strictly Isolating” consumers
 - Focus on “Re-emerged”/ “Cautiously Re-emerging”



Strictly Isolating
Avoid in targeting



Cautiously Re-emerging
Target appropriately



Re-emerged
Target boldly

MESSAGING: what we should say

We'll tap into the "pent up demand" emotion, while illustrating safety.



This is a different emphasis than last year's focus on welcoming back after isolating. Although the environment is similar, that sentiment is not quite as on point. So we are creating a new theme this year that mixes **greater expectation of getting out with more awareness of the need for safety.**

METHODS | media strategies

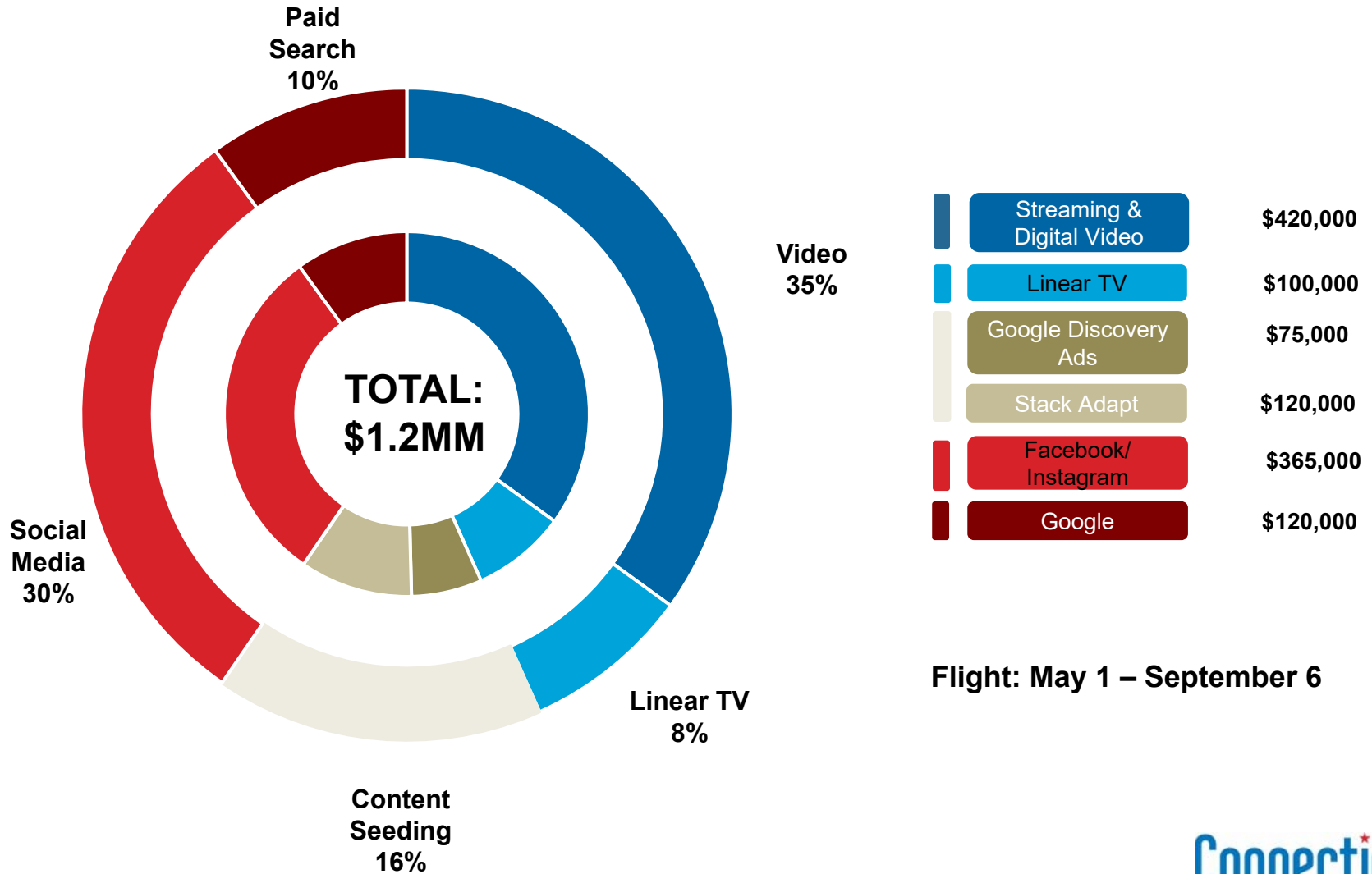
- 1. Stay largely digital to remain flexible in an evolving market.**
 - Employ media buying with no upfront commitments.
 - Maintain the ability to shift flighting, audience, & geographic targeting.
- 2. Stick to proven tactics from summer 2020.**
 - Double-down on search, social, content seeding — the proven winners in efficiency and effectiveness last year.
 - Continue investment in digital video. It demonstrated strong lift in visitation, particularly among those re-emerging from COVID.
 - Consider a modest TV presence, as budget allows.
- 3. Start earlier.**
 - Run from May-August to capitalize on pent-up demand.
- 4. As always, test something new.**
 - Bring in cutting-edge new capabilities to make tried and true tactics work even better.

METHODS | new tactics this year

Although the recommended plan has many familiar tactics, there are several new ways we propose enhancing them:

- **New media environments** to reach consumers active in travel planning now
- **New audience targeting** to activate high propensity brand enthusiasts
- **New hyper-local targeting** to increase options for those staying near home

METHODS | 2021 tactical breakout



Flight: May 1 – September 6



METHODS | media flights

Connecticut	Connecticut Tourism Spring/Summer Campaign 2021																								
	May					June					July					August					September				
	4/24	5/1	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20			
Search																									
Google	5/1 - 9/6																								
Social																									
Facebook & Instagram	5/1 - 9/6																								
Digital - Video																									
Ninetv9x - Streaming & Digital Video	5/24 - 9/6																								
Digital - Content Seeding																									
Ninetv9x - Google Discover Ads	5/1 - 9/6																								
Ninetv9x - Stack Adapt	5/1 - 9/6																								
Television																									
Broadcast																									
Hartford DMA	75 GRPs 5/1 - 5/8					75 GRPs 5/15 - 5/22					75 GRPs 6/1 - 6/8					75 GRPs 6/15 - 6/22					75 GRPs 7/1 - 7/8				
Cable - News 12 Fairfield County Only	25 GRPs 5/1 - 5/8					25 GRPs 5/15 - 5/22					25 GRPs 6/1 - 6/8					25 GRPs 6/15 - 6/22					25 GRPs 7/1 - 7/8				
Entravision - WUVN TV Hartford, CT Only	3 GRPs 5/1 - 5/8					3 GRPs 5/15 - 5/22					3 GRPs 6/1 - 6/8					3 GRPs 6/15 - 6/22					3 GRPs 7/1 - 7/8				

METHODS | keep PR strong

Continue successful earned media program targeting local, regional and national press

- Pitch consumer stories for seasons, holidays and trends
- Pitch industry stories as needed
- Respond to inquiries, vet/coordinate press trips
- Build upon core partnerships:
 - What's On Your Connecticut Bucket List, Fox61
 - Tell Me Something Good, WRCH





Let's help stimulate the recovery!