



Winter 2020-2021 Marketing Plan

November 10, 2020

Connecticut[®]

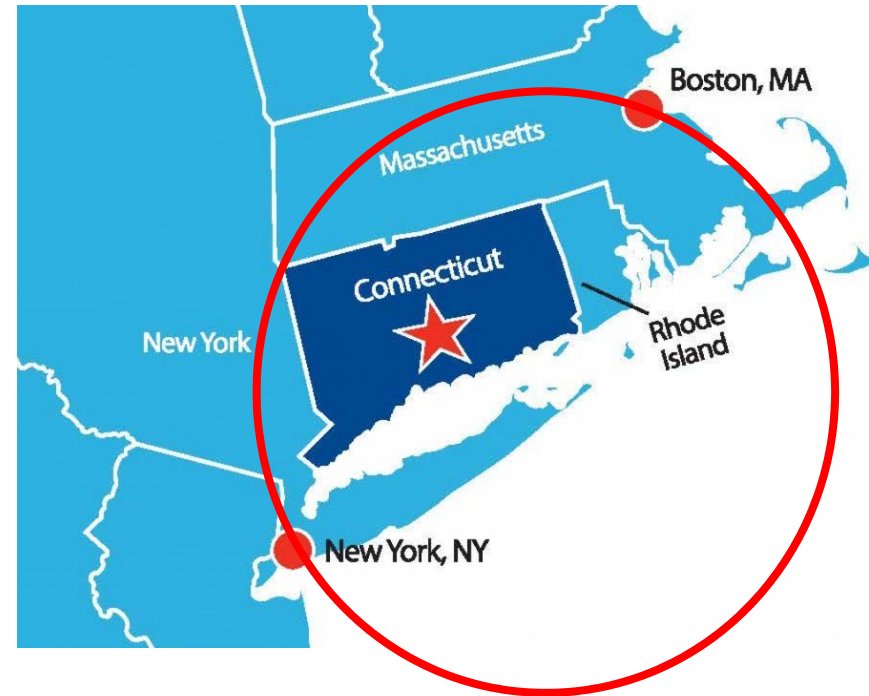
MOTIVATION | what we want to achieve this winter



- **Support tourism industry businesses** as the pandemic continues.
- **Encourage local travel/visitation** by raising visibility of all there is currently available to see and do *safely* in Connecticut.

MARKETS | who we need to reach

- As the COVID travel restrictions are increasing and fluctuating, our **primary focus is on in-state residents**
- When appropriate, we will also expand into neighboring areas when travel is not restricted.
- Micro-targeting will be determined individually for each piece of communication



MESSAGING | what we want to say



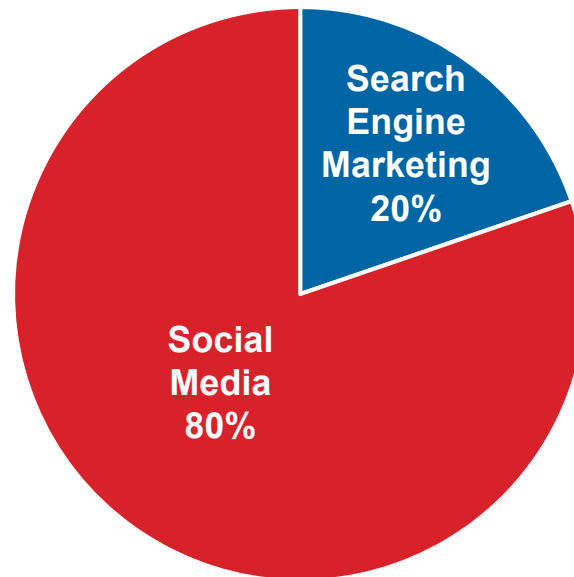
The latest rise in the number of COVID-19 cases in and around the state have caused a shift in mood and sentiment.

Rather than message about re-emerging at this time when consumers anticipate an increase in restrictions, we want to focus the message on supporting local businesses.

So we will go quiet on the “So Good To See You, CT” messaging for now. Instead, we will focus on a “support CT business” message, always using #SupportCTBusiness.

METHODS | keeping an “evergreen” pulse

As long as businesses are open and the state’s guidance does not indicate we stop all marketing, we will maintain a low but steady presence in our core tactics in search and social media. These tactics can be turned off instantly should COVID conditions require it.



	December	January	February	March	April
Search	20%	20%	20%	20%	20%
Social	80%	80%	80%	80%	80%

METHODS | paid media strategy: stay fluid

Strategy: Due to the constantly evolving situation with COVID-19, media plans will be highly fluid with responsive media planning and execution.

- No upfront commitments – media fluid to real time market conditions
- 100% of Investment in Auction (social, search)
- Geo targeting adjusted in real time to travel advisory list



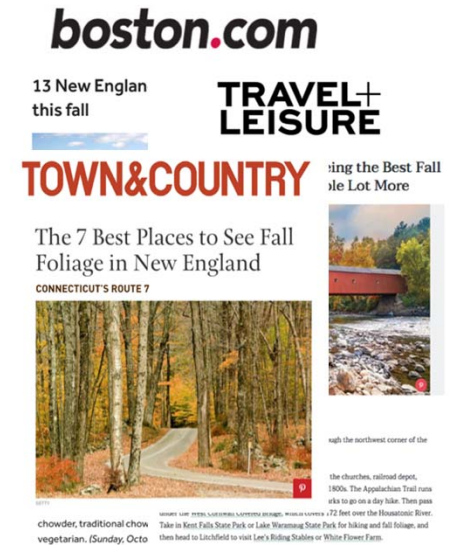
METHODS | PR strategy: stick to what's working

The media has been receptive to our our messaging during the pandemic. We will continue to package stories about:

- Seasonal, safe things to do
- Ways to support Connecticut businesses

As media and consumer sentiments shift with the change in status of COVID cases, we will move swiftly to adjust as needed. This may include:

- Caution within geographies that are restricted
- Shifting sentiments about specific messages
- Office of Tourism statements



METRICS | match key performance indicators to objectives

Objective	KPI	Source(s)
Inspire interest in visiting CT businesses	Unique Site Traffic Outbound Referral Links Lead Capture Awareness/intent to visit Engagement Website traffic/page views	MediaStorm H2R Wave Report Social media/email monitoring Google Analytics