

# **2013-14 WINTER NATIONAL & WINTER HEAVY-UP CAMPAIGNS**

Presented By  
Montana Office of Tourism  
Department of Commerce  
October 8, 2013

# AGENDA

## + WINTER OVERVIEW

- STRATEGY
- PRINT
- ONLINE
- RADIO
- SOCIAL
- PR
- WEBSITE/DIGITAL
- WME PROGRAM SPONSORSHIP

+ TOTAL WINTER MEDIA SPEND: \$1,428,000

2013-14 WINTER OVERVIEW

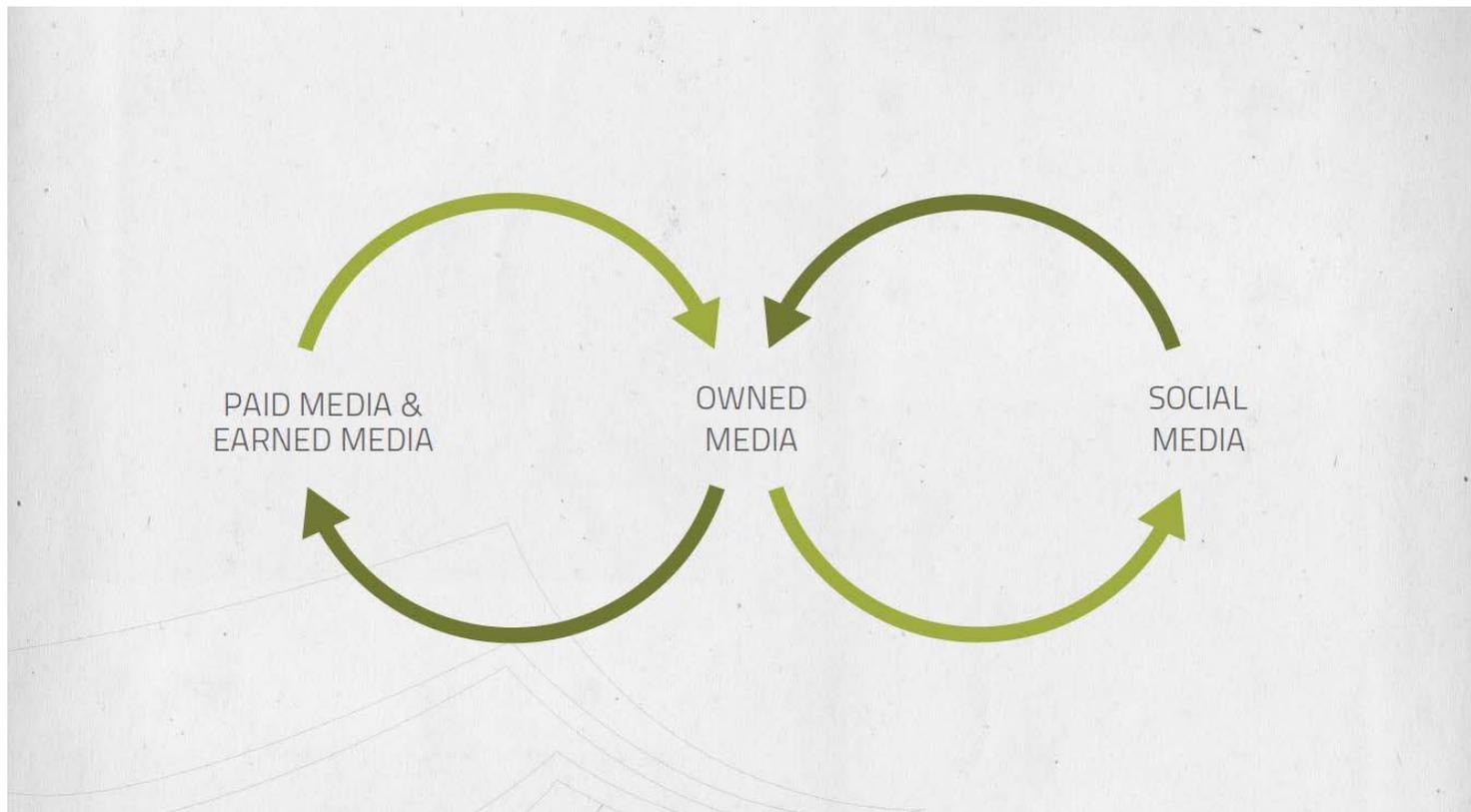
# STRATEGY

# WINTER STRATEGY

- + UTILIZE PAID, EARNED AND OWNED MEDIA TO TELL THE WINTER STORY
  - National Market
    - Integration of Print, Online, Social and PR, all driving traffic to Digital/Websites
    - Timing: October 2013 – February 2014
  - Winter Heavy-up
    - Integration of Online, Radio, Social and PR, all driving traffic to Digital/Websites
    - Timing: October 2013 – February 2014
    - Increase winter messaging reach in eight WME tour markets:
      - Boise, Minneapolis, Portland, Seattle, Chicago, Spokane, San Francisco, Dallas
  - WME Sponsorship Program
    - Integration of Print, Online, Social, PR and Booth presence at each event
    - Timing: October – December 2013
    - Promoting Montana's winter product in 80+ tour markets

# WINTER STRATEGY

+ UTILIZE PAID, EARNED AND OWNED MEDIA TO TELL THE WINTER STORY



# THE CONCEPT: GO DEEPER

# Go deeper

*"One's destination is never a place, but a new way of seeing things."*

*--Henry Miller*

When travel is great, it transforms us. We are exposed to a truly remarkable place—its landscape, its people, and its way of being—and we experience moments that will only happen once (if only for the power of the novelty of the setting).

When we experience these moments, we find that we have crossed a line—from existing to alive, from observer to participant, from tourist to traveler. We have stepped out of our everyday, gone deeper, and returned better off for it.

Montana is different. That is the rallying cry of our brand. Not just nature, but more spectacular, unspoiled nature than anywhere else in the lower 48.

To travelers susceptible to the joy of exposing themselves to real, wild experiences, a Montana winter escape provides a refreshing perspective on what really matters and what is trivial in comparison.

Step Out of Bounds gave us the framework to showcase our uniqueness in an authentic way, and we now take the next step. We invite our audience to Go Deeper.

Go Deeper is an encouragement to move beyond the trivial—to cross and extend one's physical, mental, and emotional boundaries.

2013-14 WINTER OVERVIEW

**PRINT**

# WINTER: PRINT

## + PARTNERS:

- Nature Conservancy (x1)
- National Geographic Traveler (x3)
- SKI (x2)
- Backpacker (x2)
- Backpacker Gear Guide (x1)
- Travel + Leisure (x1)
- Food & Wine (x1)
- History Channel Magazine (x1)
- SnoWorld Program Magazine (all WME screening events)

## + SPEND: \$275,000

- \$33% of print spend



MONTANA  
*go deeper*

I thought the crowds had found us. We followed the rhythm of their tracks for a while—back and forth—before realizing they were no one's but our own.  
MARK E., WHITEFISH MOUNTAIN RESORT | #MontanaMoment

MONTANA  
*go deeper*



For several minutes, I just watched the mountains, in awe that they had been there all this time—my entire lifetime—without me ever having witnessed them.  
ANDREW E., GLACIER BASIN IN GLACIER NATIONAL PARK | #MontanaMoment

WINTERMT.COM

MONTANA  
*go deeper*



While it wasn't the first bison we'd seen that day, it was the only one to look back like that—like he was giving us permission to stay there, in the moment.  
TOM M., MAMMOTH HOT SPRINGS, GATEWAY TO YELLOWSTONE | [#MontanaMoment](#)

[WINTER.MT.COM](#)

2013-14 WINTER OVERVIEW

**ONLINE**

# WINTER: ONLINE PARTNERS

## + NATIONAL:

- SKI & Skiing
- Adara
- Backpacker
- TubeMogul
- iExplore
- National Geographic
- Expedia
- PlacelQ
- Share This
- TripAdvisor
- Weather

## + WINTER HEAVY-UP:

- TubeMogul
- Yelp
- Pandora

## + SPEND: \$603,000

- 33% of digital spend

# WINTER: ONLINE CREATIVE

- + [Winter Experience, GNP Northern Lights](#)
- + [Winter Experience, YNP Boiling River](#)
- + [Ski #1 with “moment” intro](#)
- + [Ski #2 with “ski” intro](#)
- + Weather adaptive online unit

# WINTER: PLACEIQ MOBILE

Targeting based on GPS grids, these ads are specifically delivered to people who are/go to:

- + Aged 25-54, \$60k+ HHI, college-educated
- + Nature and outdoors enthusiasts
- + Ski and outdoor retail stores
- + Tier 1 and Tier 2 ski resorts
- + Snow destination airports
- + Warren Miller top markets

2013-14 WINTER OVERVIEW

# RADIO

# WINTER: RADIO

- + Markets: Winter Heavy-up
- + Partner: Pandora
- + Spend: \$250,000
- + Length: 30 seconds
- + Creative:
  - Winter Experience:
  - Ski Experience:



2013-14 WINTER OVERVIEW

**PR**

# WINTER: PR

## + NATIONAL

- Go Deeper pitches
- Outreach to Ski/Snowboard, Travel, Outdoor and Lifestyle media

## + WINTER HEAVY-UP / WME

- See WME Program Sponsorship section for details

2013-14 WINTER OVERVIEW

# **SOCIAL**

# WINTER: SOCIAL

## + NATIONAL:

- Currently in development based on Warm Season Campaign findings (WS live through mid-September)

## + WINTER HEAVY-UP / WME:

- See WME Program Sponsorship section for details

2013-14 WINTER OVERVIEW

# **DIGITAL/WEBSITES**

# WINTER: DIGITAL/WEBSITES

## + WINTERMT.COM

- Supports winter experience messaging in all markets
- #MontanaMoment
- Initiates travel planning

## + SKIMT.COM

- Supports ski-specific messaging in all markets
- #MontanaMoment
- Initiates travel planning

2013-14 WINTER OVERVIEW

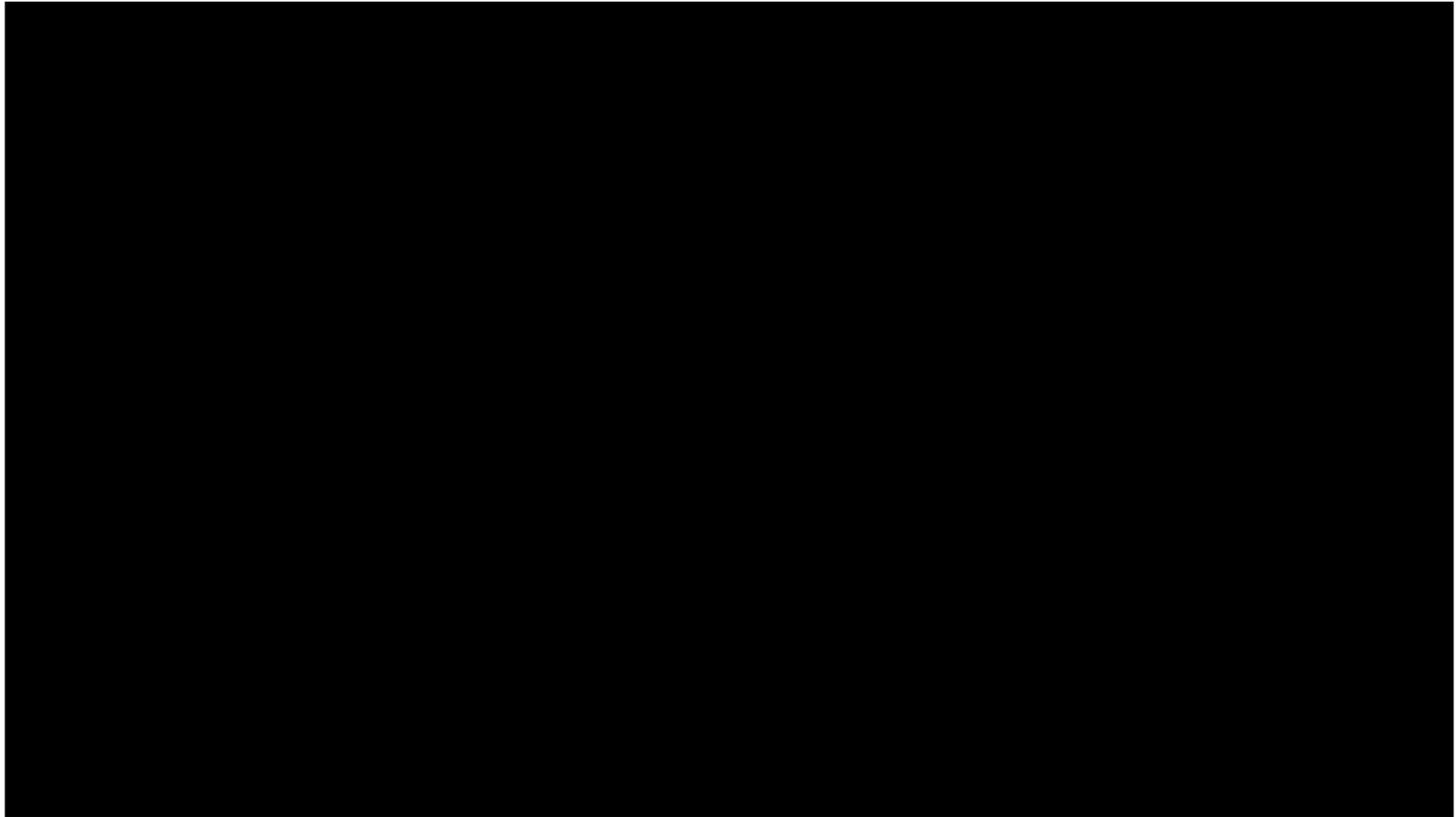
# **WME PROGRAM SPONSORSHIP**

# WARREN MILLER SPONSORSHIP



80+ markets with 190 shows reaching 300,000 extremely dedicated snowsport enthusiasts

# WARREN MILLER SPONSORSHIP: MONTANA FILM INCLUSION



# WARREN MILLER: DELIVERABLES

## PRE-TOUR:

- Posters & Flyers: 300,000
- Direct Mail: 200,000
- Email Blasts: 700,000
- National Print
- Local Newspaper: 250 local print ads

## TOUR/ON-SITE:

- Pre-film :30 commercial
- On-screen brand ad
- Kiosk
- On-stage announcements
- Spread in SnoWorld
- Data capture
- Trip Giveaway promotion
- Complimentary tickets

## WARRENMILLER.COM

- Sponsor logo
- 200,000 impressions + road block
- Ads in 4 eBlasts to 280k subscriber base
- Showcase and push of video content
- Promote offers/deals via WarrenMillerCoupons.com

## FEATURE FILM/FOOTAGE:

- Inclusion in 2013 feature film
- Web videos
- Stock footage

## SPEND: \$350,000

- MTOT: \$300,000
- MSAA: \$50,000

# WARREN MILLER: Z CARD/HANDOUT, SIDE A

## 16 UNDISCOVERED SKI AREAS

### DAY AREAS WITH LIFT TICKETS UNDER \$37

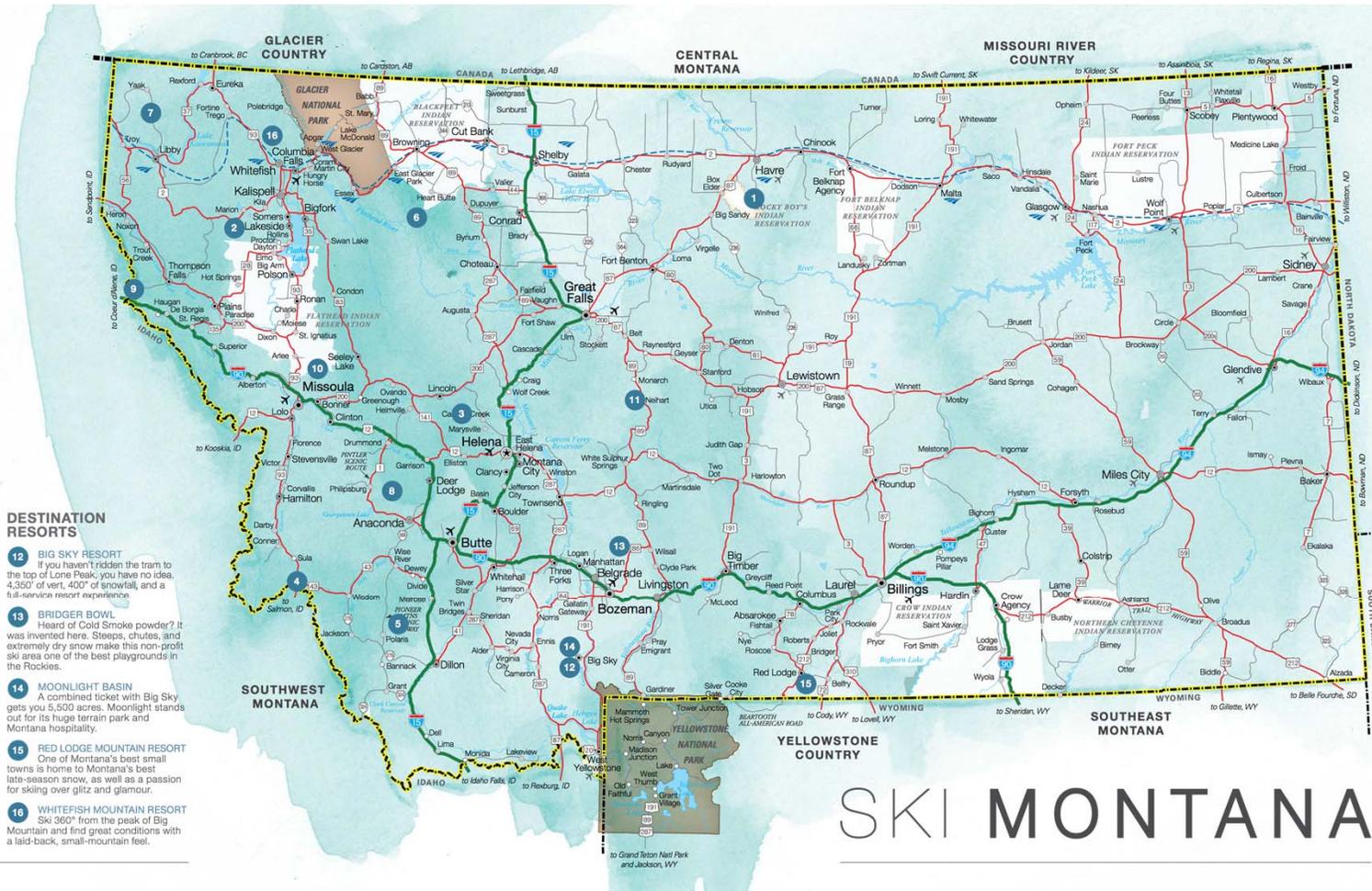
- BEAR PAW SKI BOWL**  
An all-volunteer group of locals manage and operate this trip back in time known as "The Last Best Ski Hill."
- BLACKTAIL MOUNTAIN SKI AREA**  
All north-facing slopes mean the snow stays soft even on bluebird days at this park-at-the-top, family-friendly hill.
- GREAT DIVIDE**  
Aggressive snowmaking means early- and late-season runs on six terrain parks at "Montana's sunniest ski area."
- LOST TRAIL POWDER MOUNTAIN**  
Closed Monday through Wednesday and situated right atop the Continental Divide, Powder Thursdays are epic more often than not in the Bitterroots.
- MAVERICK MOUNTAIN**  
Ski 2,000' of vert with great views for just \$30 at this classic mom-and-pop hill in southwest Montana.
- TETON PASS**  
Family fun on the edge of Montana's Rocky Mountain Front. Just east of the Bob Marshall Wilderness.
- TURNER MOUNTAIN**  
Ski Magazine is in love with this weekend-only area that "might offer the best lift-assisted powder skiing in the U.S."

### HIDDEN GEMS FOR A WEEKEND GETAWAY

- DISCOVERY SKI AREA**  
An expert's mountain wrapped in a locals' hangout, home to some of the steepest north-facing, lift-served terrain anywhere.
- LOOKOUT PASS SKI AND REC AREA**  
Free ski school for kids ages 6-17 means 400' of average annual snowfall is waiting for all the laps you care to throw at it.
- MONTANA SNOWBOWL**  
\$42 lift tickets will get you 2,600' of vert at this extremist's dream right in Missoula's backyard.
- SHOWDOWN MONTANA**  
Backcountry snowmobiling in the Little Belt Mountains is almost as much fun as shredding Montana's oldest ski area.

### DESTINATION RESORTS

- BIG SKY RESORT**  
If you haven't ridden the tram to the top of Lone Peak, you have no idea. 4,350' of vert, 400' of snowfall, and a full-service resort experience.
- BRIDGER BOWL**  
Heard of Cold Smoke powder? It was invented here. Steeps, chutes, and extremely dry snow make this non-profit ski area one of the best playgrounds in the Rockies.
- MOONLIGHT BASIN**  
A combined ticket with Big Sky gets you 5,500 acres. Moonlight stands out for its huge terrain park and Montana hospitality.
- RED LODGE MOUNTAIN RESORT**  
One of Montana's best small towns is home to Montana's best late-season snow, as well as a passion for skiing over glitz and glamour.
- WHITEFISH MOUNTAIN RESORT**  
Ski 360° from the peak of Big Mountain and find great conditions with a laid-back, small-mountain feel.



# SKI MONTANA

# MONTANA

Office of Tourism, Department of Commerce • September 2013

# WARREN MILLER: Z CARD/HANDOUT, SIDE B



# WARREN MILLER: PR CAMPAIGNS

## + In-State Premieres:

- Bozeman (10.19)
- Helena (10.25)
- MSAA Booths
- Pre-event reception in Bozeman with local media, TAC, funding partners (MSAA and MTOT), industry members and key government officials

## + Key Market Premieres:

- Chicago, Denver/Boulder, southern California
- Develop relationships with media influencers in key travel markets and snowsports publication hubs
- Secure media coverage of media visits to MT ski areas

# WARREN MILLER: SOCIAL CAMPAIGN

## + Currently in Development (TBD)

- Promoted Tweets
- Tumblr Promotion
- Intercept Program (top 5 markets)
- Integration in Event Promotional Pieces
- Other

# WARREN MILLER: STREAMING EVENT FILM

[Bonderoff Video](#)



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**THANK YOU.**