

Tucson  ©  
*Real. Natural. Arizona.*

METROPOLITAN TUCSON CONVENTION & VISITORS BUREAU

The mission of the Metropolitan Tucson  
Convention & Visitors Bureau is to drive and  
enhance the economic prosperity of the Metro  
Tucson area by promoting, selling and  
marketing the region for meetings, conventions  
and leisure based tourism

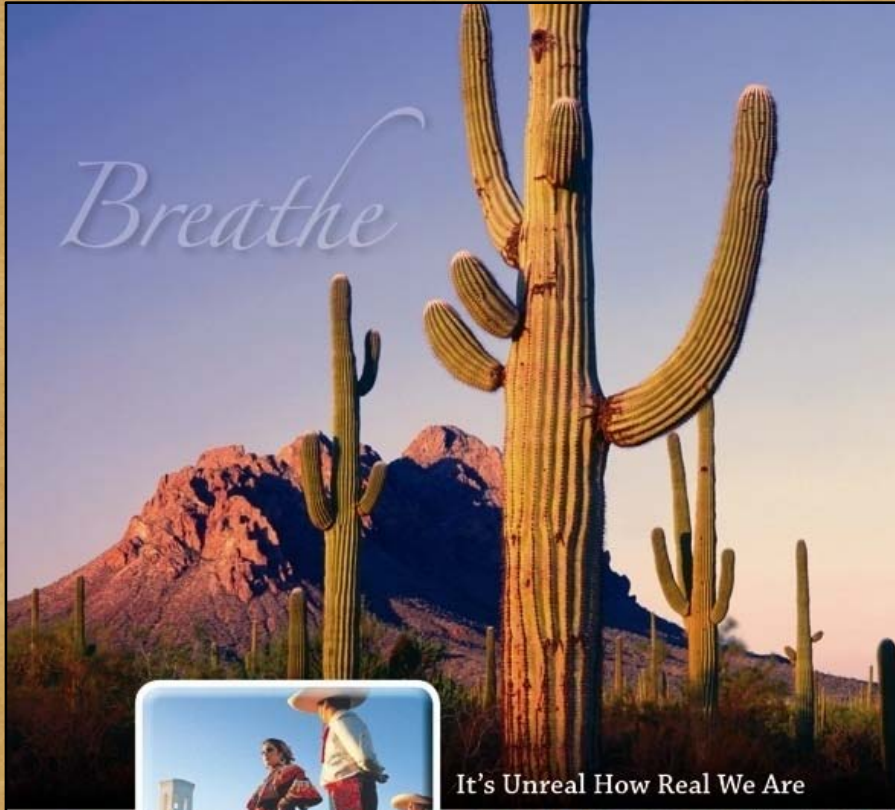
**MTCVB**  
**Marketing Team**  
**Mission Statement**

Improvise , Adapt , Overcome

# Destination Drivers

- Hotels, Resorts, Spas, Ranches and B&B's
- Outdoor Adventure & Nature
- Heritage & Culture
- Attractions & The Arts
- Culinary
- Golf
- Events

Breathe



It's Unreal How Real We Are



Listen closely and you'll hear the centuries-old echoes of ancient Native Americans, Spanish Conquistadors and Wild West legends.

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[www.visitTucson.org](http://www.visitTucson.org) | 1-888-2-Tucson  
Metropolitan Tucson Convention & Visitors Bureau

*TUCSON*

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# Is It?

- **T**imely...New/Current/Fresh
- **U**nique...Authentic/Real/Characteristically Tucson
- **C**ompatible...Consistent with Brand/Personality
- **S**ustainable...Efficient to produce Now & Future
- **O**btainable...Achievable/Realistic/Possible/Tangible
- **N**oticeable...Measurable/Quantifiable/Yield Results

# **Media Buying**

## **The Basics, PLUS**

Local, Regional, National &  
International

# Who Is Your Current Customer?

- Age, Gender, Family Status
- White Collar, Blue Collar
- Local – What part of town?
- Regional – From where?
- National – From what states?
- International – From what countries?
- Lifestyle Profiles – what do they like?
- Do they exist in a database?
  - Mailing Addresses AND E-mail Addresses

# Who are you missing that's Valuable?

Future Customers... Worth Pursuit

- Age, Gender, Family Status
- White Collar, Blue Collar
- Reside Where?
- Lifestyle Profiles
- How do you get on their Radar?
- Media
- List Purchases
- Niche/Trade Pubs

# MARKETING BUDGETS & MEDIA PLANS

What are You doing Now?

What's Working?

What's Not?

# MARKETING BUDGETS & MEDIA PLANS

## Formula vs. Instinct

# Formula vs. Instinct

## Formula

- % vary by industry
- Anywhere from 2-5 or even 10%
- Calculate % of Gross Sales
- Calculate % of Net Profits

## Instinct

- What Can You Afford?
- What has Worked?
- What has not?
- More Aggressive Offers
- Long-Term Partnerships
- Demographic Match

**TODAY**

**ALL BETS ARE OFF...**

# Types of Media

- Radio
- Television
- Newspaper
- Magazines
- Outdoor/Transit
- On-line/Digital
- Direct Mail

# Media

## Ratings & Ranking

- Investigate enough to know you are comparing Apples to Apples.
- Everyone is #1 somewhere
- Use them as a guide

## Demographics

- Do they match your customers
- Don't buy it, just because it's what you like

# Media Influence Rankings

## Survey of the American Consumer:

1. Magazines: 61%
2. In-store: 58%
3. TV: 55%
4. Newspaper: 53%
5. Radio: 44%
6. Free Samples: 39%
7. E-mail: 26%

Next Step Poll – Process Magazine – Fall 2009

# Media-Use Rankings

- **Television: 31.1%** (down from 34.7%)
- **Daily Newspaper: 19.4%** (down from 23.5%)
- **Radio: 19.4%** (up from 16.5%)
- **Online: 14.6%** (up from 12.7%)
- **Weekly Community papers: 4.4%** (down from 5.1%)
- **Free Shopper papers: 2.9%** (up from 2.2%)
- **Magazines: 2.1%** (up from 1.6%)

# STRENGTHS & WEAKNESSES

# MEDIA

# Radio

## Strengths

- It's Mobile
- It's Highly Targetted
- Lifestyle/Format Oriented
- Flexible
- It's Local
- Loyal Listeners/Followers
- Personality Driven – strength of word of mouth
- Live – Endorsements - Remotes

## Weaknesses

- Lacks visual, unless they really paint a picture
- Corporate media has changed community involvement & rate structures
- Multi-Stations & Multi-Reps that you don't always need or want
- Must buy enough frequency

# TV

## Strengths

- Credible
- Reach Masses
- Need Less Frequency
- Target by Program
- More negotiable now
- On-line Pairings
- Contest/Promotions

## Weaknesses

- Spot costs generally higher
- Production costs & logistics higher
- DVR/TiVO
- Fragmentation

# Outdoor/Transit

## Strengths

- Intro New Products
- Locator
- Maintain Image/  
Awareness
- Mobile – In Your Face
- Compliments other Media
- Digital has eliminated  
Productions Costs
- New Art up in 24 hrs
- Daypart Art & Messages

## Weaknesses

- Keep at 7-10 Words or  
Unreadable - Ineffective
- Logos usually too small
- Research Colors
- Cross-Reads &  
Obstructed Views
- Paper & Vinyl Production  
Costs
- Environmental Issues

# Newspapers

## Strengths

- Days of Week Target
- Special Sections Target
- More Negotiable now
- More Pkg Oriented now
- More Call to Action  
Formatted – Sales -  
Coupons
- Holds more info –  
location – hours – url

## Weaknesses

- Color Expensive
- Readership Declines
- Many papers – only game  
in town pricing
- Older Demos of readers
- More Rate Card focused  
in the past
- Small ads get lost

# Magazines

## Strengths

- Highly Targeted to interested consumers
- Lifestyle
- Highly Credible
- High-end Look – Glossy, 4 – Color
- Magazine Networks help expense
- Now packaging on-line

## Weaknesses

- National & Regional Zones of Top Magazines – Astronomically expensive
- More Magazines Shuttering
- Advance Deadlines

# On-Line/Digital

## Strengths

- The MOST Trackable
- Best media ROI reporting
- Easiest internal Click-thru tracking
- Interactive & Immediate
- Builds database when they land on your site

## Weaknesses

- You put your URL on all ads
- False sense of performance – other media drive to that site
- E-mail Junk Filters/ Spammers
- Web Banners becoming less effective with more clutter & content

# Direct Mail

## Strengths

- Target by Region
- Target by Zip Code
- Target by Lifestyle
- Target Demographically
- Personalize
- Coupon – Tracking
- Announcements
- Great Locators

## Weaknesses

- Printing Costs
- Postage Costs
- Outdated Lists
- List Costs
- Abundance of Junk Mail

# MEDIA MIX

- Be careful not to put all your eggs in one basket.
- Campaigns with Multi-Media are the most effective. Fact.
- Gives the appearance of being a lot of places.
- Helps with overall Frequency & Recall.
- It may hurt your “tracking” since people may not remember all the places they were touched by you.
- Measure by Campaign & overall traffic – Not just Media

# Consistency

- Attention to Detail with your Image
- Professional – will they want to do business with you by how you look
- Same Voice & Music in Broadcast
- Same Graphics & Design across all platforms
- Consistent **BRANDING** = Recognition & top-of-mind awareness & **FREQUENCY** in a Media Mix

# Frequency

- Give it enough time – no instant response
- Give Media Partners time - relationships
- Don't spread your ads too thin – schedule or media – 1 ad or 1 week don't work
- If you buy lower frequency, give it more time
- Even Mass audience Media benefit from repetition
- Buy solid schedule on 1 & then buy another & so on - OES

# Message

- The quickest way to wreck a good frequency schedule is with a BAD message/ad – Listen to experts
- Talk to your customer in a way they can understand
- Keep it simple
- For Broadcast, write for the ear, not the eye
- Be consistent – think campaign look & feel

# Relationship Capital

## Customers

- Remind them you are here
- Be consistent with your image – keep them comfortable
- Remind them what you have to offer & why it's unique
- Reward them with Unmatched Service

## Media

- Seek out 1 or 2 Reps in each Media Type who you trust to be a resource & build a relationship
- They bring more to the table – Make you a Hero
- Examples for MTCVB
  - Madden Media
  - SimpleView
  - Traditional Media