



WISCONSIN DEPARTMENT OF TOURISM “Life’s So Good” Branding Campaign

Situation

The Wisconsin Department of Tourism promotes Wisconsin as a four-season travel destination to potential visitors throughout the Midwest. Primary markets include Wisconsin, Chicago and the Twin Cities. In FY 2005, Boelter + Lincoln was challenged to develop a new campaign and theme that would build off the success of the “Stay Just a Little Bit Longer” campaign and further develop the brand and encourage growth.

Goals & Objectives

Our overall leisure marketing goal is to deliver marketing strategies that stimulate travel to and within Wisconsin. Specific objectives for this campaign included:

- Increase travel expenditures for the summer season
- Increase awareness and share of voice for Wisconsin in core markets
- Increase inquiries for information through our Web site, 800 number and Welcome Centers
- Generate positive stories/media on Wisconsin’s diverse travel product
- Expand the consumer database facilitating more one-to-one marketing opportunities
- Empower the industry to market their individual destinations while collaborating under the Wisconsin brand umbrella
- Provide consumers the information they want when they need it, thus allowing them to plan their Wisconsin vacation



Implementation

- Various creative approaches and themes were developed and tested with research. Focus groups were conducted to gain insights and preferences for content, verbiage, visual presentation, as well as voice, text and music.
- Research was applied and a new branding theme “Life’s so Good” and creative approach were developed.
- Creative included a new logo, energetic music and a colorful print look. Wisconsin’s beautiful scenery and diverse offerings of recreational and cultural experiences throughout the state were showcased.
- Television was the main driving force of the campaign, building awareness in the core markets. Creative included stunning visuals of Wisconsin’s tourism product - scenic beauty, outdoor

recreation, urban adventures, festivals, events and more. The “Life’s so Good” original music was developed with an upbeat, “feel good” tone.

- Regional print illustrated a Wisconsin vacation story, such as a family camping in a state park, or a couple strolling in a beautiful museum. Event ads provided listings of specific opportunities by date and market.
- Online marketing further extended the brand message and directed people to travelwisconsin.com. A combination of editorial, ads and links promoting Wisconsin’s opportunities ran on several Web sites. Admails provided offers to targeted subscribers, expanding the database of consumer and providing one-to-one marketing opportunities.
- In all creative, a phone number and/or Web site were provided.
- The “Life’s so Good” brand was also extended to the industry with “tool box” materials, grant programs and co-op advertising opportunities.
- In order to maximize results and build a stronger Wisconsin brand, all elements of the marketing communications mix were integrated and interactive, including advertising, public relations, direct marketing, promotions and e-communications.

Evaluation

The Spring/Summer Marketing Program was evaluated using several different reports. Following is a sample list:

- An economic impact study was conducted by Davidson-Peterson research. Traveler expenditures were monitored seasonally.
- Advertising awareness research conducted by the Department of Tourism for the past several years in Chicago and Minneapolis as a post-campaign analysis tool.
- Traffic/inquiries were monitored regularly for the Web site, 800 number and Welcome Centers.
- Post-buy analysis was conducted for media buys confirming reach and delivery.
- Media clippings were tracked for public relations efforts. Ad equivalency values were determined for non-paid media generated using the industry standard of three times ad rate to include the benefit of third-party endorsement.

Results

The launch of Wisconsin’s new “Life’s So Good” Summer 2005 campaign was a great success. Following are a few success stories:

- Following the summer campaign, post awareness research revealed that Wisconsin achieved a substantial increase in advertising recall, rising to an all-time high of 24.6 percent, from 15 percent recall during 2003. Wisconsin also moved up from 5th place in 2003 to regain its historical position in 2nd place behind Florida, but first among other Midwest states.
- Summer travel expenditures increased to \$4.38 billion, a 2.7 percent from 2004.
- Web site user sessions increased 14 percent.
- 74,000 guides were mailed. 14,000 electronic guides were downloaded.
- 27,514 people called the 800 number.
- 217,000 people visited Wisconsin Welcome Centers.
- Post buy analysis indicated that all markets delivered the points estimated. Negotiated bonus placements delivered more than 330 GRPs (gross rating points), a value of more than \$80,000 in airtime.
- Public relations efforts resulted in nearly 249 million impressions with a total ad equivalency value of approximately \$14 million.