

# Japan Brand Advertising (Phase 4)

February to June 2009

## Program Description

CTTC's first brand advertising campaign in Japan kicked off in late 2007. Most recently, phase 4 was conducted in February and March 2009. As visitation from Japan to California does not fluctuate significantly depending on the season (compared to other travel destinations), one of CTTC's marketing strategies in Japan has been to carry out advertising campaigns on a regular basis (at approximately six-month intervals).

The creative content for Phase 4 of the Japan campaign remained the same ("Nandemo Alifornia - California has it all"), and featured both established California icons and relatively lesser known but equally compelling new California icons and experiences. An outline of the Japan media plan follows below, but the strategy was to use a good mix of powerful media such as network and cable TV, magazines, newspapers, online and outdoor media.

1. 15-second Kanto TVCM advertising - TBS, NTV (1,300 GRPs) February 20 to March 1, 2009



2. 30-second national cable advertising - MTV, FOX, Movie Plus, Discovery (5x per day per cable channel, 1,000 GRPs) February 20 to March 1, 2009

### 3. Magazine advertising/editorial

- Double-page spreads
- 10 publications, 47 pages, 978,386 circulation
- 8 feature editorials (8 Visiting California)
- November 2008 to August 2009
- Ad Value: \$818,000



### 4. Newspaper advertising

- 2 publications, circulation of 15 million
- 7 insertions including “Doraku,” Asahi Web site
- 1 x October 2008, 2 x November 2008, 1 x December 2008, 2 x February 2009, 1 x March 2009
- Doraku: February 16 to March 23, 2009



### 5. Transit advertising

- 80 posters, 22 stations
- 7 days
- February 23 to March 1, 2009



## Target Segments

- Primary target: Female office workers ages 20-35
- Secondary target: Baby boomers, both males and females, ages 50-69

## Objectives & Reach

- Launch consumer-direct brand advertising to further expand the key message of “California has it all” in Japan.
- Expand upon the depth, breadth and variety of California travel products.
- Leverage media buy in print media to secure extensive additional coverage/publicity on California on an unpaid basis.
- Raise awareness of California’s significant investment in Japan marketing in the industry as well as among major media.

## Results & Accomplishments

Japan consumer research to measure the effectiveness of the advertising campaign and the travel conversion rate was carried out after the Phase 4 campaign, with the following results:

- ⇒ Survey Area: Tokyo Area (Tokyo Metropolis and three surrounding prefectures - Tokyo/Kanagawa/Chiba/Saitama)
- ⇒ Period: Pre-research: June 30 - July 1, 2008  
Post-research: March 31, 2009
- ⇒ Method: Online Survey
- ⇒ Target: Males and females aged 20-69
- ⇒ Conditions:
  - ✓ Has been on an overseas vacation before
  - ✓ Would like to go overseas for a vacation within a year
  - ✓ Number of samples and distribution: Total 1,000 samples
  - ✓ Sample distribution: 100 per target segment, divided into 10 groups: Males & females 20-29/30-39/40-49/50-59/60-69

## Highlights of Survey Results

### *Campaign Effectiveness*

The Japan effectiveness research indicated that respondents who were aware of the advertising campaign had a significantly better overall brand image of California, compared to respondents who had not come into contact with the campaign. Likewise, respondents who had come into contact spent \$983 more in California than those who had no contact with the campaign. We assume this spending increase comes from the campaign encouraging visits to more areas. Other findings include the following:

- 74.4% of Japanese respondents were aware of CTTC's Japan ad campaign, a 6.6% increase against the previous survey. Almost half of all Japanese respondents (46%) had seen the television commercials and print advertisements.
- The percentage of Japanese respondents who reacted positively to the image from the campaign advertisement increased 15.7% from the previous survey. Moreover, Japanese respondents who had seen the



television commercial more than once indicated a greater intention to visit California.

- After the campaign was launched, 71.8% of respondents indicated an intention to visit California, a 3.8% increase compared to the previous survey.

### *Travel Intention*

3.5% of the respondents visited California within one year after the campaign was launched, engaged in a variety of activities and spent \$2,395 during their trip. Up to 91.4% of Japanese visitors had some form of contact with the campaign. The percentage of respondents who visited California within the past five years and who had come into contact with the campaign was 10% higher than those who had no contact with the campaign.

26% of respondents had visited California within the past five years. This represents a 4.5% decrease against the previous survey (rate of decrease: -14.8%). However, the number of Japanese tour groups visiting the U.S. and Canada has also declined significantly (-21.4%), so in absolute terms, California is performing much better than the North American average.

Compared to the previous survey, the amount spent by Japanese respondents visiting California increased \$553, while the amount spent in California increased to \$1,078. It also showed that respondents who visited California on a “free plan” package tour or on their own itinerary spent over \$669 more than those Japanese who visited California on a package tour.

## **Program Contact(s)**

Leona Reed  
Senior International Marketing Director  
Europe & Asia  
916.319.5434  
lreed@visitcalifornia.com