

# "California TV" Widget - Digital Campaign

February 2009 - July 2009

## Program Description

Desktop computer "gadgets" (called "widgets" in the U.S.) are a new digital promotion tool that have recently become popular in online marketing in Japan. Gadgets can be freely downloaded onto PC desktops and can be used on blog pages, while interactive contents such as movies can be broadcast via gadgets to users.

This unique California digital promotion ran in Japan from February 16 through July 15, 2009. Designed to raise awareness of California as a fun tourism destination, the following five features were highlighted in the Gadget promotion:

- |                         |                             |
|-------------------------|-----------------------------|
| 1) TV "Clock & Weather" | 4) TV "California Today"    |
| 2) TV "English Lesson"  | 5) Present information page |
| 3) TV "California Tour" |                             |

### 1) California TV "Clock & Weather"

The main content of the gadget promotion is a California time zone clock that shows the actual time in California and Japan in real-time, as well as weather information. Users are able to see current weather conditions in San Francisco, L.A. and San Diego.



### 2) California TV "English Lesson"

English Lesson TV is a streaming video of free English conversation lessons that provides California tourism information covering the eight themes below:

- o Wine & Food: Napa, Sonoma
- o LOHAS & Healing: Mt. Shasta, spa and hotels
- o Theme Parks: Disney, Universal Studio, Sea World, etc.
- o Shopping: Rodeo Drive and information from "Fashion Page"
- o National Parks: Yosemite National Park, Redwood National and State Park, Lassen Volcanic National Park, Mt. Shasta, etc.



- o Art & Culture: California Science Academy, Grammy Museum, LA LIVE
- o Fly & Drive: Highway 1, how to rent a car
- o Sports: Winter sports, beach, trekking

3) *California TV "California Movie"*

Using the same eight themes as the "English Lessons," we introduced more detailed information with visual images of each theme on this channel.



4) *California TV "California Today"*

The latest information from California was uploaded every week so audiences could find news about California fashion, new openings etc.



5) *California Giveaway Campaign*

This page was linked to an application form on CTTC's Japanese Web site, [www.visitcalifornia.jp](http://www.visitcalifornia.jp), which gave applicants the chance to win various monthly prizes such as a California wines and tours. This was specifically designed to drive visitors to visit CTTC's Japan site.



## Target Audience

All Internet users, including consumers, media and travel trade

## Objectives & Reach

- Enhance California's brand image while communicating the various attractions of California travel.
- Utilize state-of-the-art online technology to carry out promotions with high ROI and to position CTTC as the cutting-edge destination.
- Position CTTC as an progressive, technology-savvy marketing entity.
- Increase traffic to CTTC's Japan Web site ([www.visitcalifornia.jp](http://www.visitcalifornia.jp)).

## Results & Accomplishments

- 2.03 million total page views
- 6,670 placements onto blogs, PC desktops, etc.
- Recorded over 250% increase in visitors to the Japan Web site compared with the daily average unique user numbers the previous year.
- The following are the results of the giveaway campaign:
  - 698 contestants for Northern California Tour Campaign; ran from February 16 to March 31 (prize=trip for two).
  - 75 contestants for California Wine Campaign; ran from April 1-30 (prize=bottle of wine).
  - 59 contestants for second California Wine Campaign; ran from May 1 through June 1 (prize=bottle of wine).
  - 523 contestants for Southern California Tour Campaign; ran from June 2 through July 15 (prize=trip for two).

## Program Contact(s)

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