

# California Fives

Launched September 2009

## Program Description

California Fives is an exciting new user-generated and integrated marketing initiative created by CTTC, featuring a user-generated list of five California top favorites created by staff, industry and consumers. California Fives is meant to create an online community of ambassadors willing to connect and promote their opinions and insider information on California.

From a brand perspective:

- It extends the breadth and depth of California's abundance message.
- Pulls insider information from different sources into one unifying theme.
- Its modular content is easily adaptable and extends into different online and offline outlets.
- Its platform is designed for engagement and building relationships with Web 2.0 functionality.
- Branded widgets can extend CTTC's reach.
- Content covers the entire state - all 12 regions, gateways and rural areas.

From an industry perspective:

- Provides an easy (and free) way to participate in a CTTC program.
- Allows industry experts to upload insider content.
- Because it's a five-item list, ranked by consumers, no one business has an unfair advantage over another when surfacing content on the site.
- Bragging rights for a destination and/or business.
- Branded widgets supports and strengthens in-state relationships.
- Program is easy to understand; potential for early industry adoption.

From a visitor perspective:

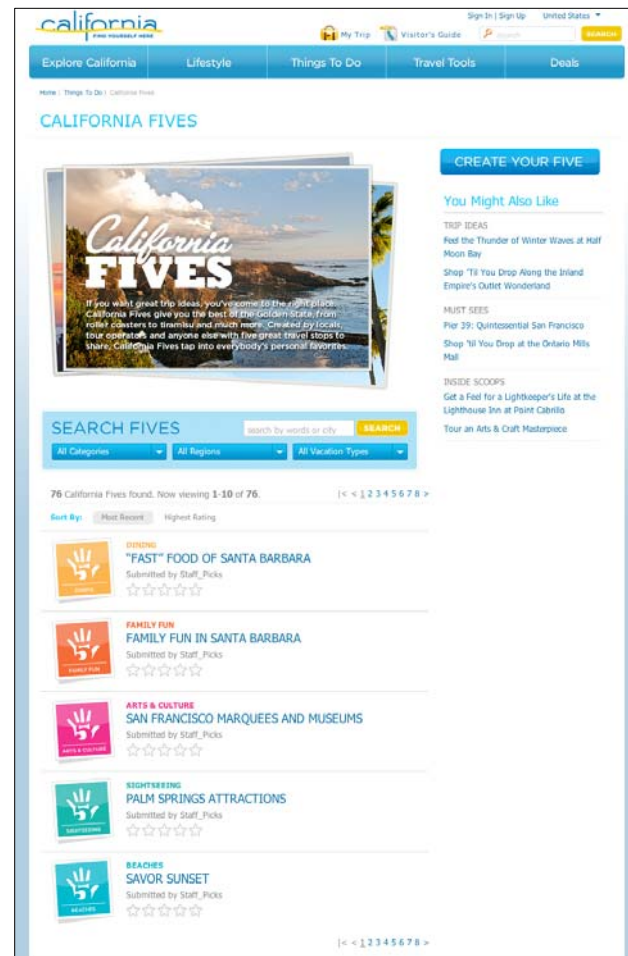
- It's bite-sized for the short attention spans of a busy, time-starved audience.
- User-generated lists reinforce authenticity.
- Allows anyone (locals and visitors) to get in on the fun (submitting, ranking).

## Target Audience

The broad audience of leisure travelers visiting visitcalifornia.com.

## Objectives & Reach

- Generate repeat visits by giving primary market consumers who are already familiar with California new reasons to immerse themselves deeper in the state product.
- Reach new and repeat visitors in national opportunity markets.
  - Leverage branded on- and offline programs to inspire travel to California.
  - Use social media to enhance word-of-mouth marketing and viral opportunities.
- Expand California’s marketing presence year-round.
- Drive engagement, usage and interactivity with prospects, site visitors and industry partners.
- Embrace cross-channel execution (Web site, online media, print, PR).



## Results & Accomplishments

Key metrics that we will be tracking include:

- User log-ins and registrations on VCA
- Overall site traffic to the California Fives page
- Number of California Fives Submissions
- Number of California Fives sent to friends

## Program Contact(s)

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