

Canada Spring 2009 Ad Reach and Effectiveness

July 2009

Program Description

California Tourism contracts with independent research consultants to measure the effectiveness and return on investment (ROI) of major advertising campaigns. Strategic Marketing and Research, Inc. (SMARI) has evaluated CTTC ad campaigns since 2003. This page summarizes the results from Phase 1 research of the 2009 spring television campaign in the Canadian market, where both the “Work” and “You’ll Be Back” spots aired. Phase 1 research focuses on the campaign’s exposure levels and effect on intent to travel.

Target Audience

Primary: CTTC marketing evaluation results are primarily intended for CTTC executive staff and Commissioners, assessed businesses and State of California policy makers, budget analysts, legislators and other stakeholders with responsibility for or interest in the investment of public and private sector funds for statewide tourism marketing.

Secondary: Research results and reports are used internally, and by members of the California travel and tourism industry, as a source of market intelligence.

Objectives & Reach

Phase 1: Determine the percentage of households exposed to CTTC advertising who have aided recall of the campaign; measure impact of advertising on attributes such as consumers’ interest in visiting; measure impact on information gathering; measure impact on likelihood to visit.

Results & Accomplishments

- TV and/or print advertising in spring 2008 were recalled by 63% of targeted households.



- 37% of household recalled seeing both TV ads; exposure to multiple campaign elements is a key metric in influencing incremental travel.
- Cost to reach each aware household was significantly lower than in each of the last two years at \$0.16.
- The “Work” TV spot scored 3.5 and above on attributes such as interest in visiting California, indicating strong influence; “You’ll Be Back” scored lower, ranging from 3.2 to 3.4, but was rarely seen on its own without additional awareness of the “Work” ad.
- Those aware of the advertising are more likely to gather travel information in a variety of ways.
- Those aware of the advertising in western Canada are 9% more likely to visit California in the next 12 months than those unaware. In Toronto it was 2%, and in the rest of Canada it was 3%, likely because the spot has been running longer in western Canada and because during the recessionary climate travelers are making shorter trips.

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