

U.K. 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 of the 2008-09 winter television ad campaign that ran in the U.K., focusing on the campaign's effect on awareness of California as a travel destination and viewers' likelihood to travel here.

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

Following the first round of TV advertising in the U.K. in December 2008 through early February 2009, SMARI measured ad awareness and effectiveness. New campaign elements were added in the spring, including an online component, outdoor billboards and advertorial print. Online advertising ran from February through the middle of June, while the others ran primarily in May. TV also had a second small burst in mid-May. SMARI conducted research in July to gauge the additive effect of these new campaign elements, related specifically to ad awareness, the impact of advertising on attributes such as consumers' interest in visiting, advertising impact on information gathering and impact on likelihood to visit.

Results & Accomplishments

- The spring run of campaign elements resulted in a small increase in brand awareness from April, growing from 75.7% to 77.2%.
- 27% of consumers were exposed to multiple campaign elements, usually critical in influencing incremental travel.
- Cost per aware household was an economical \$0.26.
- There was a 20% higher likelihood to gather trip information by those who were aware of the brand campaign.
- There was also a 5% higher likelihood to travel to California in 2009, and 11% higher likelihood to travel to California in the next two years.

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