

# Visit Idaho Prime Campaign



# Campaign Strategy

- Be responsive to the pandemic uncertainty
- Connect messaging to more diverse travel intents that move beyond family
- Develop a media strategy that delivers Visit Idaho messaging to new and proven audiences
- 100+ individually managed campaigns launched to date, including the following:
  - TripAdvisor
  - Expedia
  - Priceline
  - Kayak
  - Epsilon
  - Disney Hulu XP
  - Samsung
  - Matador
  - Amazon
  - Google
  - Facebook
  - Instagram
  - TikTok
  - Pinterest
  - ConnectedTV
  - Dish
  - Spotify
  - Stitcher



ARE YOU READY

# Activity Videos



# Strategic Investments

COVID-19: Stay up to date with our coverage on the coronavirus pandemic. | X

Read More >

## Break Away IN IDAHO

START EXPLORING

Fodor'sTravel

SPONSORED CONTENT

Idaho Is Full of Amazing Outdoor Experiences. Here Are Some of the Very Best.

By Visit Idaho | March 1, 2021



Do you love to hike, fish, raft, camp, ski or just relax in nature? Or, are you interested in checking out a new outdoor adventure? Idaho has over 21 million acres of designated wilderness, covering nearly 40 percent of the state. These sprawling forests and rugged peaks might not get the same buzz as California's redwoods or nearby Yellowstone, but their pristine beauty, endless snow-capped mountains and diverse landscapes are just as impressive. Here are some of the best outdoor spots to visit in Idaho.

BuzzFeed Sign In

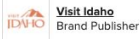
Quizzes TV & Movies Shopping Videos News Tasty

Megxit Interview Covid-versary Trending Quizzes Women's History Month The

Paid Post Posted on Feb 24, 2021

## 11 Breathtaking Outdoor Destinations In Idaho That'll Put It At The Top Of Your Bucket List

If your sights are set on adventure, look no further than Idaho. Discover hiking trails, natural wonders, scenic views, and more all within one gem of a state. See what you stand to uncover when you [Visit Idaho](#) today.



Be one of the first to comment



### 1. Craters of the Moon National Monument and Preserve



NATIONAL GEOGRAPHIC

## 10 REASONS TO ADD IDAHO TO YOUR TRAVEL BUCKET LIST

Discover the unspoiled wilderness and unexpected treasures of the Gem State.

### 01 WHITEWATER

Wild and exposed across the U.S., Idaho's 3,300 miles of spectacular whitewater are second only to stretches from the East Coast to the West. Their most iconic look has been that of rapids all lined up parallel through their narrow channels in the lower 48. The state's water comes from the Snake River aquifer. Class 1-4 rapids to exhilaration: swimming, rafting, kayaking, and canoeing. The thrill of whitewater rafting is amplified on a guided trip.

Navigate whitewater Class 1-4 rapids on a medley rafting journey down the Snake River. The world's largest whitewater rafting company, the Middle Fork Rafting and Kayaking, is based in Idaho's Snake River Valley. The rafting is a mix of adrenaline, teamwork, and fun. The rafting is a mix of adrenaline, teamwork, and fun. The rafting is a mix of adrenaline, teamwork, and fun.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

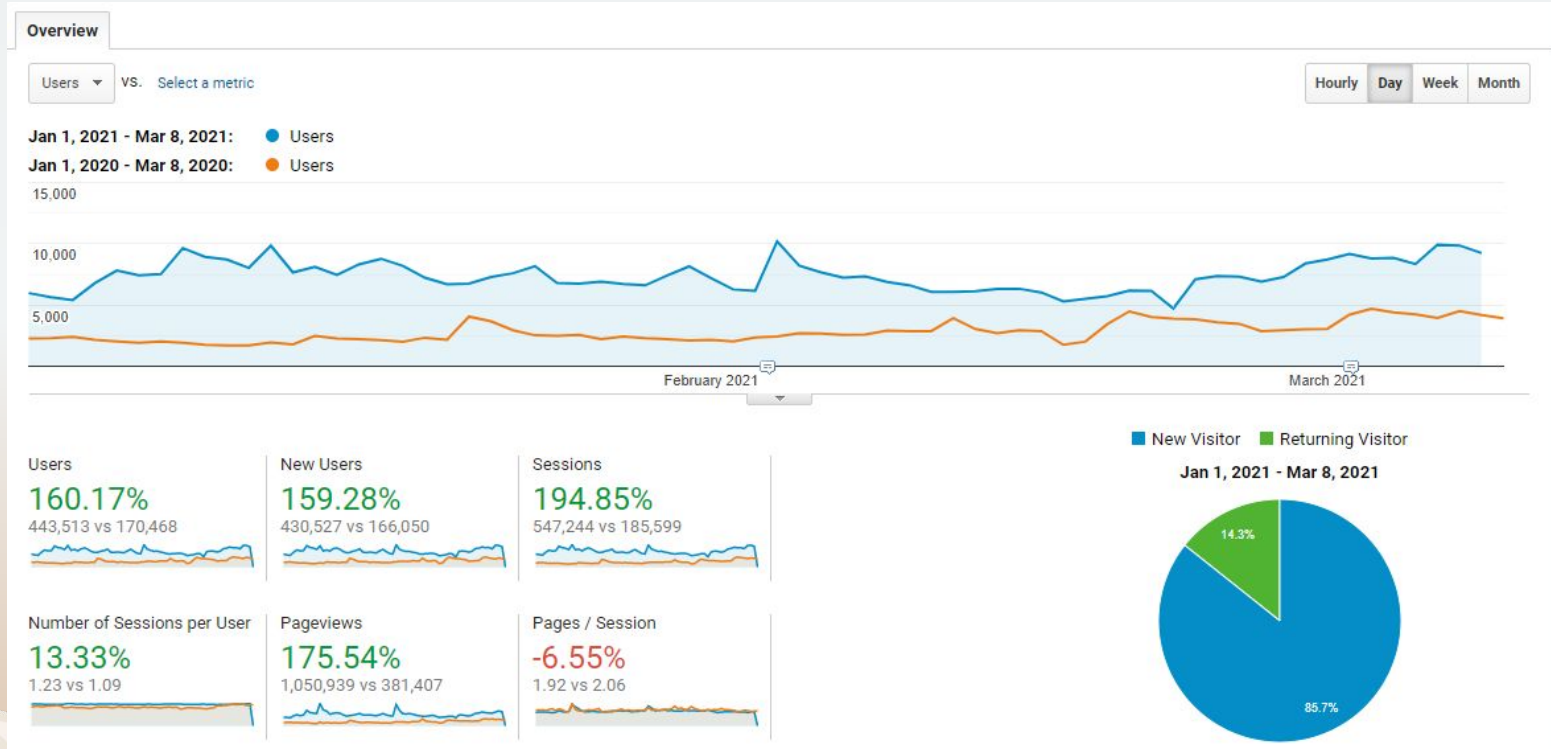
Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

Idaho's deepest river gorge, in a scenic area, is a must-see. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area. The Snake River Gorge is a scenic area, in a scenic area, in a scenic area.

# Website Traffic YTD (2021 vs. 2020)



THIS SUMMER,  
**Reel In The Memories**

VISIT IDAHO

BREAK AWAY

Discover Your  
Next Adventure  
IN IDAHO

BREAK AWAY

VISIT IDAHO

THIS SUMMER,  
**Get a Taste of Idaho**

BREAK AWAY

VISIT IDAHO

Summer  
Adventure  
AWAITS

BREAK AWAY

VISIT IDAHO

Experience  
Idaho's  
Great  
Outdoors  
THIS SUMMER

BREAK AWAY

VISIT IDAHO

Discover  
Your Trail  
TO ADVENTURE

BREAK AWAY

VISIT IDAHO

# Open Discussion

THIS SUMMER,  
**Discover The Unexpected**

BREAK AWAY

VISIT IDAHO

Discover  
Your Trail  
TO ADVENTURE

BREAK AWAY

VISIT IDAHO

Experience Idaho's  
Great Outdoors  
THIS SUMMER

BREAK AWAY

VISIT IDAHO

Experience Idaho's  
Great Outdoors  
THIS SUMMER

BREAK AWAY

VISIT IDAHO

Discover Your  
Next Adventure  
IN IDAHO

BREAK AWAY

VISIT IDAHO

**Break  
Away**  
IN IDAHO

START EXPLORING

VISIT IDAHO

# Reimagining Visit Idaho Co-op Opportunities





# Strategic Approach

The co-op structure that you'll see highlighted has been developed to:

- Simplify offerings
- Maximize collective impact of shared efforts
- Ensure all diverse partner needs are met

All geo targets to be confirmed with Visit Idaho mobility data and DMO research for each media effort, customized for partners.



# Visit Idaho Investment

**Co-op Management and Media Placement:** Agency services and media placement costs.

- Partners only pay for direct cost of media, no service or agency fees
- Matching dollars are handled within Visit Idaho media buys versus partner reimbursement
- Media buys will be incorporated into dashboards similar to the Mobility Dashboard

\*\*\*All matching funds subject to availability and demand\*\*\*



# Visit Idaho Co-Op Coordinator

Sam Hettinger  
[shettinger@maddenmedia.com](mailto:shettinger@maddenmedia.com)



## Visit Idaho Campaign Extension

High-impact campaign opportunities to drive awareness and inspiration.

- Opportunities for partners to participate in direct extensions of national campaigns
  - National Print, Broadcast, CTV/OTT, Brand Partnerships, etc
  - Travel Endemic media buys (OTAs)
  - Public Relations

## DMO Core Campaigns

Performance-driven campaign opportunities focused on driving consideration and conversion

- Integrated Multi-channel Campaigns (Spring: Road Trip, Winter, Travel Intents)
- Conversion-focused digital campaigns
  - SEM, Remarketing and Custom Intent, Social

## Idaho Channel Opportunities

*Exploring options to provide value-added benefits through Visit Idaho channels*

- *VisitIdaho.org*
  - *Sponsored content*
  - *Native display, featured listings/events*
  - *Social*
  - *Email*

# Visit Idaho Campaign Extension

## Travel Endemic:

- TripAdvisor
- Sojern
- Expedia

## Strategic:

- TBD, examples include National Geographic, BuzzFeed, Pinkbike, Fodors

## Video/Broadcast

- ConnectedTV
- Dish Media

## Co-investment Goals

- Travel Endemic (50% match)
- Strategic (50% match)
- Video/Broadcast (25% match)

\*\*\*All media and matching subject to approval of creative provided by partner.\*\*\*

# DMO Core Campaigns

**Search:** Core to any campaign to capture travel intent, gather analytics, insights, and efficiencies across partners

**Social:**

- Facebook, Pinterest, YouTube

**Digital Display:**

- Google remarketing and custom intent
- Conversant

**Co-investment Goals**

- Search (50% match)
- Social (25% match)
- Digital Display (25% match)

# Visit Idaho Channel Opportunities

Visit Idaho channels have high brand trust, social engagement, and media investment to deliver visitors to Idaho.

- 200K+ Social Followers with strong engagement and following
- Website with 4M+ pageviews and 2M+ users visiting in 2020
- Visitor Guide (115K print and 15K+ digital)

## Opportunities

- Destination Package
  - Custom social posts (to DMO website)
  - Sponsored Content for Website/Email
- Intent Package (Seasonal, Activities, etc)
  - Custom social posts (to DMO website)
  - Sponsored Content for Website/Email
- Custom/Innovative Options
  - Page takeovers, social, web, etc

# Co-Op Process

## Partner Submits Budget Request

Co-op budget requests should be submitted as part of ITC Grant review process.

## Budget Allocations

Once ITC grants are approved, the Visit Idaho co-op coordinator will coordinate media buys and matching amounts among all the partners.

## Establish Goals

Co-op coordinator works with partners to set up goals, analytics, and dashboards.

All media buys and allocations finalized.

## Media Execution

Partner submits creative and approves media plan.

Media plan is continuously reviewed and optimized for performance, monthly reporting updates.

## Funding

Invoicing will be handled by Visit Idaho Agency of Record.

Co-op campaign budgets managed as a single channel, optimizations across channels will be handled by co-op coordinator.

### Onboarding Requirements:

- Landing Page(s) Review
- Google Analytics Admin Account Access
- Social Account Admin Account Access / Pixel Installed
- Ads Linked to Google Analytics



# Budget Request Template

Campaign Type	Channel	Preferences	Budget
Visit Idaho Campaign Extension	Travel Endemic	50% Expedia, 25% Sojern, 25% TripAdvisor	\$50,000
	Strategic	TBD based on opportunity	\$10,000
	Video/Broadcast	None	
DMO Core Campaigns	Search		\$20,000
	Social	Facebook (50%), Pinterest (25%), YouTube (25%)	\$50,000
	Digital Display	Google	\$10,000

THIS SUMMER,  
**Reel In The Memories**

VISIT IDAHO

BREAK AWAY

**Discover Your Next Adventure IN IDAHO**

BREAK AWAY

VISIT IDAHO

THIS SUMMER,  
**Get a Taste of Idaho**

BREAK AWAY

VISIT IDAHO

**Summer Adventure AWAITS**

BREAK AWAY

VISIT IDAHO

**Experience Idaho's Great Outdoors THIS SUMMER**

BREAK AWAY

VISIT IDAHO

**Discover Your Trail TO ADVENTURE**

BREAK AWAY

VISIT IDAHO

# Open Discussion

THIS SUMMER,  
**Discover The Unexpected**

BREAK AWAY

VISIT IDAHO

**Discover Your Trail TO ADVENTURE**

BREAK AWAY

VISIT IDAHO

**Experience Idaho's Great Outdoors THIS SUMMER**

BREAK AWAY

VISIT IDAHO

**Experience Idaho's Great Outdoors THIS SUMMER**

BREAK AWAY

VISIT IDAHO

**Discover Your Next Adventure IN IDAHO**

BREAK AWAY

VISIT IDAHO

**Break Away IN IDAHO**

START EXPLORING

VISIT IDAHO