



CHICAGO ACTIVATION

CREATIVE CONCEPT



OVERVIEW

1. Goals & Objective
2. Audience
3. Creative Concepts
4. Next Steps



CHICAGO ACTIVATION

OVERVIEW & OBJECTIVE



NEW MARKET OVERVIEW

In late FY22, as travel began rebounding more rapidly post-pandemic, Travel Nevada performed a thorough analysis of its overarching marketing strategy, including its market approach.

The market approach analysis including review of the following highlighted data sources:

- National travel trend research from entities like U.S. Travel Association and Longwoods International
- Consumer media habit data from eMarketer, as well as Travel Nevada's own media performance metrics
- Air service availability from markets around the U.S. and arrivals data via Arrivalist, RASC, and LVCVA
- Travel Nevada audience alignment within various markets, as well as the spend required to penetrate those markets
- IME findings related to brand perception by market
- Website traffic data by market



WHY CHICAGO?

Compared to approximately a dozen other potential new markets, Chicago had:

- **GREATER AUDIENCE ALIGNMENT WITH TRAVEL NEVADA** – there are more “everyday adventurers” in Chicago, the audience Travel Nevada’s messaging and brand is positioned to attract
- **LONGER STAYS IN MARKET** – while the Chicago travelers who were coming to Nevada were primarily visiting Las Vegas, they were staying longer, suggesting that, with strategic paid targeting and messaging, we could encourage them to extend their trip to other parts of the state
- **HIGHER VISITOR SPEND** – Chicagoans are spending more on travel
- **DIRECT FLIGHT ACCESS** – While many markets during the pandemic experienced disrupted service to Nevada, primarily Reno, Chicago continues to have multiple air service options to Reno and Las Vegas

Travel Nevada and its marketing committee determined that these factors warranted investment in Chicago, which began in late FY22.

	7,484,000
Audience Profile	696,690
	124
	4,094,300
	101
	4,256,230
	102
	\$\$\$\$
Arrivals	🟡
Arrivals Index	🟡
Avg Time in Market (Hours)	🟢
% Arrivals Non-Clark County	🔴
Brand Attribute	🟡
Plan to Visit N 12 Months (market intention)	🟡
Market Penetration	🔴
Party Spend per Trip	🟢
Market Size	🟢
Sessions	🟡
Pages/Session	🟡
Avg Session Duration (seconds)	🔴
Bounce Rate	🔴

WHAT WE'VE SEEN SO FAR

In year one of our Chicago outreach, we saw the greatest impact from the market-specific activation, Silver State Reset. Additionally, while that program was executed across Travel Nevada's three new markets, and paid tactics continued beyond that larger program, IME data revealed that brand perception of and travel interest to Nevada leveled off more quickly in Chicago than in the other two markets after the Silver State Reset campaign ended.

Therefore, **in order for Travel Nevada to continue to grow its presence in and inspire travel from Chicago, more market-specific, high-impact activations are necessary.**

- Q1 data shows that the new market audience, which includes Chicago, who has been exposed to Travel Nevada advertising shows a **+21 point interest in visiting the state** over those who have not been exposed. This is an indicator of the impact we can have on shifting perception and shaping interest to new audiences.
- IME data shows that new markets, which includes Chicago, had a **higher length of stay** from the aware audience (4.4 nights) compared to the audience that was not aware (4.2 nights).
- IME data also shows that of all the markets tested, the Chicago market reported the highest levels of spending while in the destination, signaling that the Chicago market **represents a valuable traveler** to the state.

Additionally, we see an opportunity to use a Chicago activation as a tentpole launch moment for the new brand campaign, "Get A Little Out There."



OBJECTIVE

Our overall objective is to shift perception in a way that encourages Chicagoans to travel to Nevada, and ultimately **spend more and stay longer**. We will do that by showcasing the state in a way that proves Nevada:

- Has a **variety of things to see and do** (outdoor recreation opportunities, and more than deserts)
- **Offers off-the-beaten path experiences**/local culture and history (beyond Reno and Las Vegas; only-in-Nevada experiences)
- **Offers experiences for someone like me**/welcomes diverse visitors (spotlighting the diversity of residents and visitors throughout the state)

Based on final approved activation, additional KPIs will be established ahead of launch (Metrics that suggest we would see a shift in IME: impressions, shares, attendance, sign-up, etc.)

CHICAGO ACTIVATION

AUDIENCE



AUDIENCE MINDSET

THE EVERYDAY ADVENTURER

Adventure is a part of our target audience's way of life. It is how they view the world, whether they are a parent with young children, or an extreme athlete. It is their outlook on the world – a world in which even the little things can be an adventure. Their most distinguishing quality is that they have an **adventurous and curious spirit**.

OUTDOOR RECREATIONALIST



CULTURAL TRAVELER



UNCHARTED EXPERIENCES ENTHUSIAST



CHICAGO AUDIENCE

Chicago's fast-paced lifestyle fuel a **longing for slower, more immersive travel experiences**, allowing for relaxation and deeper connections with new environments.

Chicagoans **value the arts and offbeat experiences** due to the city's vibrant yet familiar offerings and evident through the city's world-class museums, theaters, music scene, and diverse culinary offerings.

Residents of Chicago **seek out adventure beyond** the city's urban setting, craving a contrast to the concrete jungle. Activities like hiking, skiing, or simply enjoying the serenity of nature can be limited within Chicago itself.



CHICAGO ACTIVATION

CONCEPTS



Get out of the city, out of your comfort zone and out of your box.

GET A LITTLE OUT THERE

No matter which angle we take for this activation, we'll anchor it on the new brand line, exposing Chicago to the uncommon curiosities and delightful contradictions of the state. We have packaged them by themes, but think of it as a menu, where we can bring different elements together based on your interest in them.

THE SPACE TO BE

Leaning into the transformative power of Nevada's wide-open wonder to appeal to our audience's values of living an active, healthy lifestyle focused on physical and mental well-being.

Audience indexes higher for wanting to get in touch with nature | **343**

Audience indexes higher for participation in yoga, pilates and meditation | **274**

Audience indexes high for enjoying art/photography Pairing the Chicagoans love of museums as entertainment | **258**

THE SPACE TO BE

Spark imagination in Chicagoans by tempting them with wide-open space and wondrous natural experiences by showcasing Nevada's unparalleled starry nights and other public lands.

It's the contrast of their daily city life with experiences that allow them to escape right then-and-there and inspire them to get a little out there in Nevada.



PHYSICAL ACTIVATION IDEA

NIGHT SKY IMMERSION: POP-UP EXPERIENCE IN THE CITY

Options:

- Dome that allows multiple viewers at a time with 360-video
- Mobile, single-person booth that can move around

Requirements:

- Dark sky projections (either way; to be produced)
- Scan to enter a giveaway as you go in/sign a waiver



UNIQUE PAID MEDIA ELEMENTS

Promote a sweepstakes/giveaway where Chicagoans can win a trip to Nevada.

- Collaborate with eco-friendly accommodations located in prime dark sky areas, enhancing the immersive experience along the Loneliest Road in America
- Offer tailor-made itineraries focused on astrotourism experiences, access to private viewing locations, and astrophotography workshops along Great Basin Highway

Target Chicago commuters with an Outdoor campaign that highlights Nevada's wide-open space and wondrous natural experiences

- Airport, transit, ride-share

April – June digital media campaign, with a heavy focus on Audio & Video

- Target Chicagoans with audio ads that contrast their commute with Nevada's serenity of nature
- Build frequency with GALOT brand video



CHICAGO ACTIVATION

NEXT STEPS





NEXT STEPS

FEB 28

Noble + Fahlgren to share final concept + execution details for approval

MARCH

Creative development

APRIL

Campaign launch



THANK YOU