



EUREKA SPRINGS CAPC / May 13, 2020

2020 RELAUNCH PLAN

PARADISE

SITUATION

- Prior to the COVID-19 crisis, Eureka Springs was projecting increases in restaurant and tax collections. ***In fact, Eureka Springs' tax collections increased in March, while majority of other destinations were drastically down.***
- With the onset of the crisis, the opportunity exists for Eureka Springs to **launch its new brand** with an **integrated marketing campaign** to **mitigate**, as much as possible, **negative impacts to tax collections**, and bring much needed revenues to **uplift the local economy**.
- The following relaunch plan intends to keep the **Eureka Springs brand top of mind** among targeted consumers and **stimulate both overnight travel** and **in-market spend** within a six to seven month period.

CONSUMER MINDSET

- **Inescapable** surrounding of **crisis information** and **noise** across all channels: news, social, web, TV, friends and family, etc.
- **Isolation** in their homes for weeks builds frustration
- **Pent up demand for travel**, particularly for familiar or bucket list places
- **Dreaming** about their planned “**escape**” from their current physical, emotional and psychological environments
- Desire to **get outdoors** in the fresh air and into nature
- **Interest** in activities with inherent “**distancing**”: parks, lakes, zoos, aquariums, outdoor-centered attractions, trails, biking, walking, etc.

INDUSTRY PERSPECTIVE

“Consumers anticipate a beginning, middle and an end to the pandemic, and once the life-cycle is complete, plans for both business and leisure travel are expected to be put back on the books.”

J.D. Power study
reported in Hotel Business

“For the travel industry ... a significant percentage of Americans [say] they envision staying relatively close to home for several months following the crisis.”

Poll: Americans Are Wary About Traveling
After COVID-19 Curve Flattens
Forbes

ORIGINAL PLAN

EVERGREEN CAMPAIGN

- “Always On”
- February 24 - November 29

SPRING / SUMMER CAMPAIGN

- February 24 - June 28

FALL CAMPAIGN

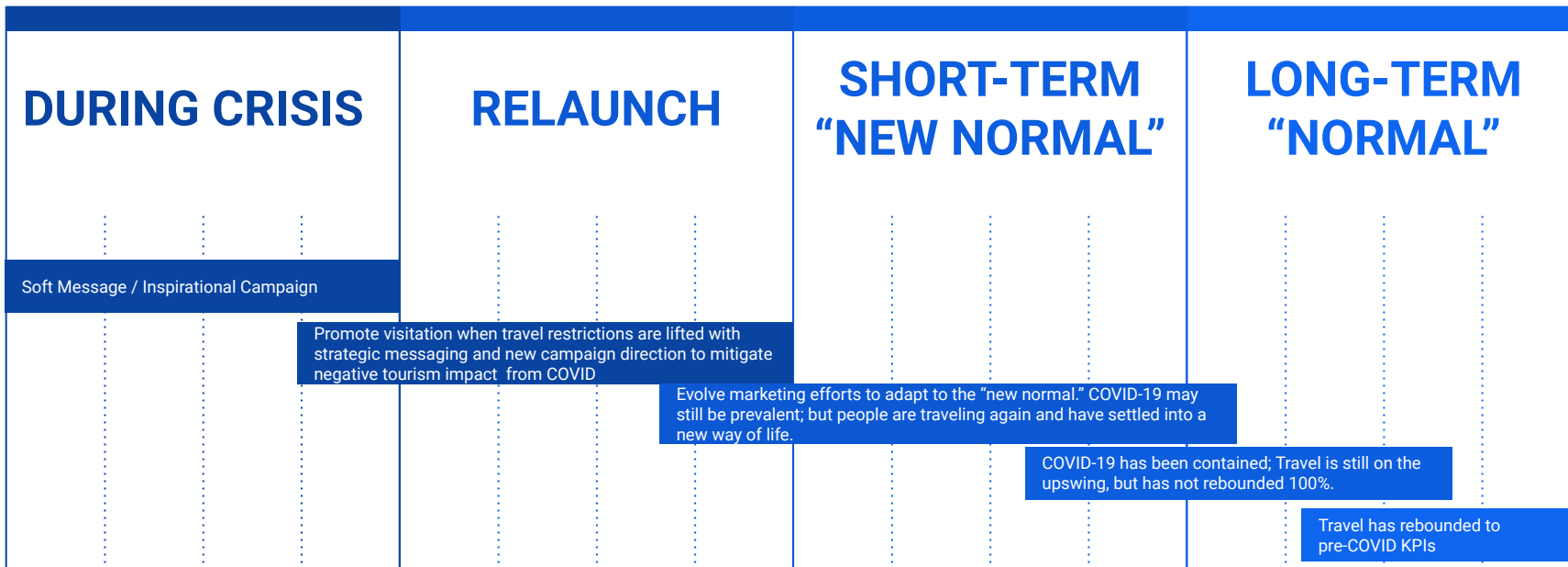
- September 14 - November 8

WEDDINGS

- February 24 - November 29



RESPONSE PHASES



CAMPAIGN TIMING

SOFT MESSAGE CAMPAIGN

- April 29th - June 7th (Originally slated to run to June 28th)
- Campaign condensed

RELAUNCH CAMPAIGN

- June 8th - November 15th
- Flighted, 3 weeks on, 2 weeks off
- On for 15 weeks
- Cover timing of Fall Campaign

EVERGREEN CAMPAIGN

- June 8th - November 29th
- Launch in congruence for Relaunch Campaign

A photograph of a stone building with a red tiled roof and a stone walkway leading to a tower. The building is made of light-colored stone and has a large circular window on the left side. The roof is made of red tiles. The walkway is made of concrete and is bordered by a low stone wall. The background shows green trees and a blue sky with white clouds.

FY 2020

SOFT-MESSAGE CAMPAIGN

SOFT MESSAGE CAMPAIGN



hulu



- Approach:
 - **Streaming Video / OTT**
 - **Second Screen Targeting**
- Target Audience:
 - **Adults 25-64**
 - **HHI \$75K**
 - **Foodies, Outdoors/Nature and Shopping**
- Creative Unit: **:30 Video**
- Timing: **4/29 - 6/7**

FY 2020

EVERGREEN / ALWAYS ON



EVERGREEN CAMPAIGN



Google Ads

facebook Ads

- Approach:
 - **Always On Paid Search**
 - **Always On Paid Social**
 - Target Audience:
 - **Google:** Hyper-targeted to audiences you most want to reach
 - **Facebook:** Target broad audience and niches such mountain biking, biking, motorcycle riding, and outdoors. Retarget those who engage or watch a portion of videos, leverage look-a-like audiences, and optimizing to content with most engagement.
 - Facebook:
- Creative Units
- **Google:** Keywords and copy
 - **Facebook:** Video, Images
- Timing: **Now - November 29**

FY 2020

RELAUNCH CAMPAIGN



GOALS



- Drive **overnight stays** among targeted visitor groups
- Drive Bed Tax and Restaurant **Tax Collections**
- Drive overall **in-market spend** and **economic impact**
- Raise **awareness** for lodging options, activities, restaurants and attractions
- Keep the Eureka Springs brand **top-of-mind**

MEDIA KPIs

- Awareness (dreaming/inspiration)
- Video Completion Rate (VCR) - streaming
- Click Through Rate (CTR) - digital
- Paid Social Engagement Metrics
 - I.E., likes, comments, shares, saves



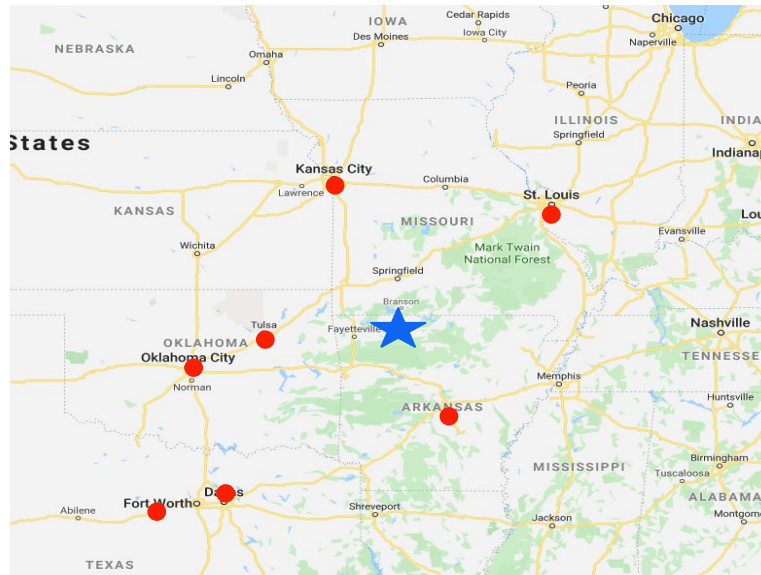
MEDIA PLAN - MARKETS

Criteria:

- Within 6-hour drive radius
- History of previous visitation
- Keep momentum in previously targeted markets for Spring/Summer campaign
- Consider markets within 2-hour drive radius

Markets:

- **Dallas/Ft. Worth** (6 hrs)
- **Kansas City** (4 hrs)
- **Oklahoma City** (4.5 hrs)
- **Tulsa** (2 hrs 45 min)
- **St. Louis** (5.5 hrs)
- **Little Rock** (3.5 hrs)
- Other: 2-Hour Drive **TBD**



MEDIA PLAN - TARGETING

TARGET DEMOGRAPHIC

Primary target: Adults 25-64, HHI \$75K+

Specialty targets:

- Millennials
- Gen X
- Seniors

INTEREST TARGETING

- Food/Culinary
- Shopping
- Nature/Outdoor
- Soft Adventure
- Mountain biking
- Motorcycle enthusiast



MEDIA STRATEGY

TARGET

- Promote visitation during **key time periods** across the **key drive target markets**.
- For **Resilient Travelers**, focus on performance-based media for those currently in-market for travel
- For **Reluctant Travelers**, focus on streaming and digital channels based on current media consumption of people staying at home.

CONQUEST

- Grow awareness to the destination by placing compelling creative in front of the right audiences **when they are considering other competitive destinations**.

INSPIRE

- **Reassure** our Reluctant Traveler audience that Eureka Springs offers generous outdoor experiences with soothing messaging and sights.

CONSISTENCY

- Employ an “always on” strategy for paid search and social media to provide **solid base to support all campaigns**.



TRAVELER TYPES

- For the **RESILIENT TRAVELER**, focus on performance-based digital media targeted to those in-market for travel for near-term and last-minute booking. These people are **ready to travel** and are interested in what is ready for them in the destination. It will be focused on the younger target audience groups; millennials and younger Gen-X.
- For the **RELUCTANT TRAVELER**, focus on informational- and inspirational-based media for near-term to 30 days travel. This target **wants to travel again but is a little more hesitant** and needs to be both inspired by content and visuals, as well as **educated that the destination is safe and ready**. This will be targeted to the Gen-X to Boomer audience.

RESILIENT TRAVELER



RESILIENT TRAVELER

Key Strategy: Conquest targeting, reaching travel intenders when they are considering other destinations



- Media Type: **Travel Endemic - Digital**
- Targeting:
 - **Expedia:** Focus on people who are actively looking to travel (30 day window) on Expedia Branded Portfolio and Expedia.com with ROS, infosite, results pages, and native tiles.
 - **TripAdvisor:** Foodie and Outdoor TA segments, Rove retargeting
- Creative Unit: **Display, Native, Vertical Video**
- Dates: 6/8 - 11/15 (**21 weeks total**)

RESILIENT TRAVELER



- Media Type: **Email Marketing - Digital**
- Travel content shared through **dedicated targeted emails** by geos, special interest, age and income.
- Content for Resilient Travelers should **focus on experiences and things to do in the destination**
- Creative Unit: **Custom HTML email**
- Dates: Thursday 6/25, 8/27, 9/24 (**3 deployments**)

An elderly couple with white hair is seen from behind, sitting on a dark-colored sofa. They are watching a television set mounted on the wall. The TV screen displays a news broadcast with a female anchor and various news graphics. The room is dimly lit, with light coming from the television and some ambient light from the left. The overall mood is quiet and contemplative.

RELUCTANT TRAVELER

RELUCTANT TRAVELER



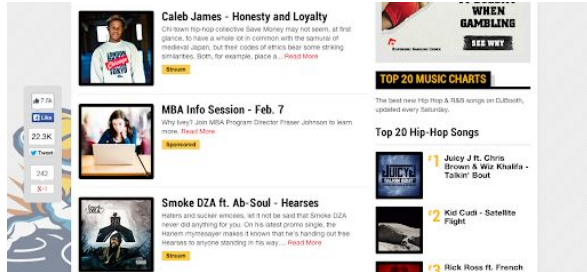
- Media Type:
 - **Second Screen Targeting**
 - **Connected TV / OTT**
- Tactics:
 - **Samba:** Serve videos on phones and tablets in real-time while audience is watching Subscription video-on-demand (SVOD), such as Netflix, HBO, Showtime, and Disney+
 - **Octane:** Target and reach streaming users across premium networks like A&E, Hallmark, Lifetime, Travel Channel, TBS, etc. Blacklisting news.
- Creative Unit: **:30 video**
- Dates: 6/8 - 6/21, 7/13 - 7/26, 8/17 - 8/30 **(6 weeks total)**

RELUCTANT TRAVELER



- Media Type:
 - **Streaming Video**
 - **Mobile Gaming - Digital**
- Media Tactics:
 - **Pandora:** Serve video on users' mobile, tablet, and desktop screens during a commercial break
 - **Digilant:** Serve video to people playing mobile games in-app on their smartphone or tablet.
- Creative Unit: **:15/:30 video**
- Dates: 6/8 - 6/28, 7/13 - 7/26, 8/17 - 9/6, 9/21 - 10/11, 10/26 - 11/15 (**15 weeks total**)

StackAdapt



- Media Type:
 - **Native Advertising Digital**
 - **Email Marketing**

- Media Tactics - Informational:
 - **StackAdapt:** Placements on websites that offer a style that is organic and formatted to content on the publishers website. This allows for informational and reassuring messaging to the target audience.
 - **Email:** Travel content shared through **dedicated targeted emails** by geos, special interest, age and income.

- Creative Unit: **Copy/Images & Custom HTML Email**

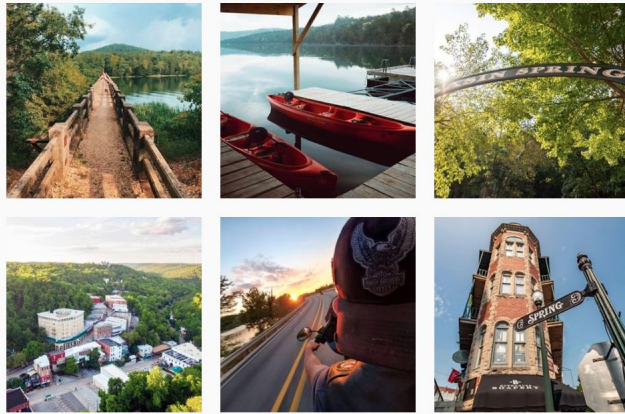
- Dates:
 - **SA:** 6/8 - 6/28, 7/13 - 7/26, 8/17 - 9/6, 9/21 - 10/11, 10/26 - 11/15 (**15 weeks total**)
 - **Email:** 7/23 (1 deployment)

PUBLIC RELATIONS

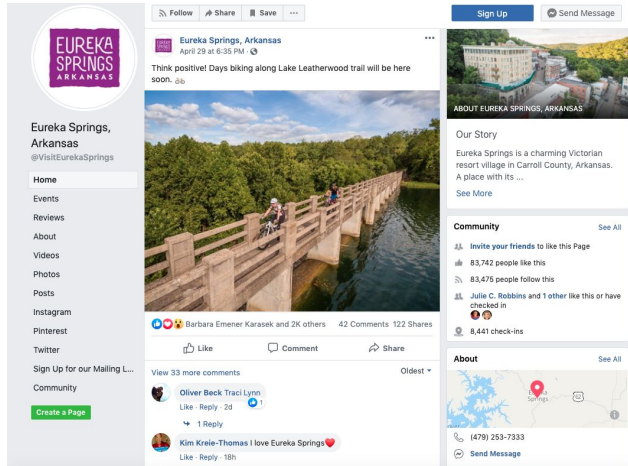


- Keep up-to-date with the **ever-evolving content needs** of the consumer press and influencers.
- Provide content to travel publications (**Conde Nast Traveler, Travel + Leisure, USA Today.com, AFAR.com, etc.**) that continue to serve up travel content for “**armchair travelers**”
- Important to **position Eureka Springs** in a way that appeals to potential visitors’ **evolved approach to travel.**
- Resume **individual press trips** in June
- Develop **positive messaging** (pitches and releases) for hold until travel normalcy returns
- Continue to **actively monitor and respond** to media leads

SOCIAL MEDIA



- Continue to keep Eureka Springs **top-of-mind** and **nurture relationships** with **existing** fans and followers.
- Messaging should have a **positive** and **exciting sentiment**.
- Promote that Eureka Springs is **open for business** by **showcasing restaurants, shops, lodging partners and more**.
- Develop and push content that **explores the diversity in the destination's assets**.
- **PARTNER COLLABORATION IS CRITICAL!** Eureka Springs is stronger together.



New Orleans
Hotel

Field of Dreams
RESTAURANT

ANNE
RESTAURANT

NUT HOUSE

Southwest

BRAND CAMPAIGN CONCEPT DIRECTION

Opportunity

Eureka Springs is truly a one-of-a-kind destination, unlike any other in Arkansas or in the surrounding states. It's home to everyone from artists and outdoor enthusiasts to Christians and bikers, and the area offers something for everyone: Museums. Artisan shops. Unique restaurants. Endless hiking and biking trails. Lakes and rivers for kayaking, boating, canoeing, and fishing. Twisting, scenic roads. The Passion Play. Countless specialty-interest events throughout the year. And more.

We need to share the Eureka Springs story with more people!



What's the desired outcome?

We are rebranding this destination so that its identity and marketing accurately reflect the destination's assets and spirit. We want to make the destination more relevant to all types of travelers, and increase bed and restaurant tax collections.

Currently, research indicates people stay an average of two nights. We want to inspire them to extend their stay in Eureka Springs so they can experience all of the things this unique destination has to offer!



Most important objective for this assignment:

- Create a memorable, powerful brand that:
 - Captures the destination's essence
 - Accurately depicts the unique and eclectic community that it is
 - Portrays Eureka Springs as more than just an outdoor-driven destination
 - Increases bed and restaurant tax collections!



A wide-angle photograph of a suspension bridge spanning a large body of water. The bridge has two tall, square towers and a deck with railings. The water is dark with gentle ripples. In the background, there are rolling hills covered in dense green trees. The sky is a clear, pale blue, and the sun is low on the right side, creating a bright glow and lens flare. The text "APPROVED DIRECTION" is written in white, sans-serif capital letters across the lower portion of the image.

APPROVED DIRECTION

People say the most curious things when they visit us here in Eureka Springs.
And we can't blame them.

This is a place where a 65 and a half foot tall Jesus stands watch over the entire area.
Where the natural surroundings possess an almost magical beauty.
And where a simple stroll around town can result in an entire year's
worth of Instagram content.

Fact is, the more you see, taste, do and experience, the more you realize that this
wonderfully weird section of Arkansas can inspire reactions that are as
perplexing as they are pleasing. But that's what makes us great.
After all, this is Eureka Springs. And this is a place that is

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After all, this is Eureka Springs. And this is a place that is

Curious, indeed.



**“Nothing makes you
happier than walking
up a rainbow.”**

People say the most curious things when they visit us here in Eureka Springs. Come visit our quirky corner of Arkansas and find out why.

EUREKASPRINGS.ORG | CURIOUS, INDEED.





“Even the trees are artsy.”

People say the most curious things when they visit us here in Eureka Springs. Come visit our quirky corner of Arkansas and find out why.

EUREKASPRINGS.ORG :: CURIOUS, INDEED.





**“The zombies here
are so friendly.”**

People say the most curious things when they visit us here in Eureka Springs. Come visit our quirky corner of Arkansas and find out why.

EUREKASPRINGS.ORG | CURIOUS, INDEED.



PARADISE

Additional Headline Possibilities



“My breakfast was
as colorful as the
town.”



“I never knew Jesus
was so tall.”



“Say hello to
Humpty for me.”

An aerial photograph of a wide river winding through a dense, green forest. The sun is low on the horizon, creating a warm, golden glow over the scene. The river reflects the light, and the surrounding hills are covered in thick vegetation. A few small buildings are visible on the right bank.

THANK YOU

PARADISE