

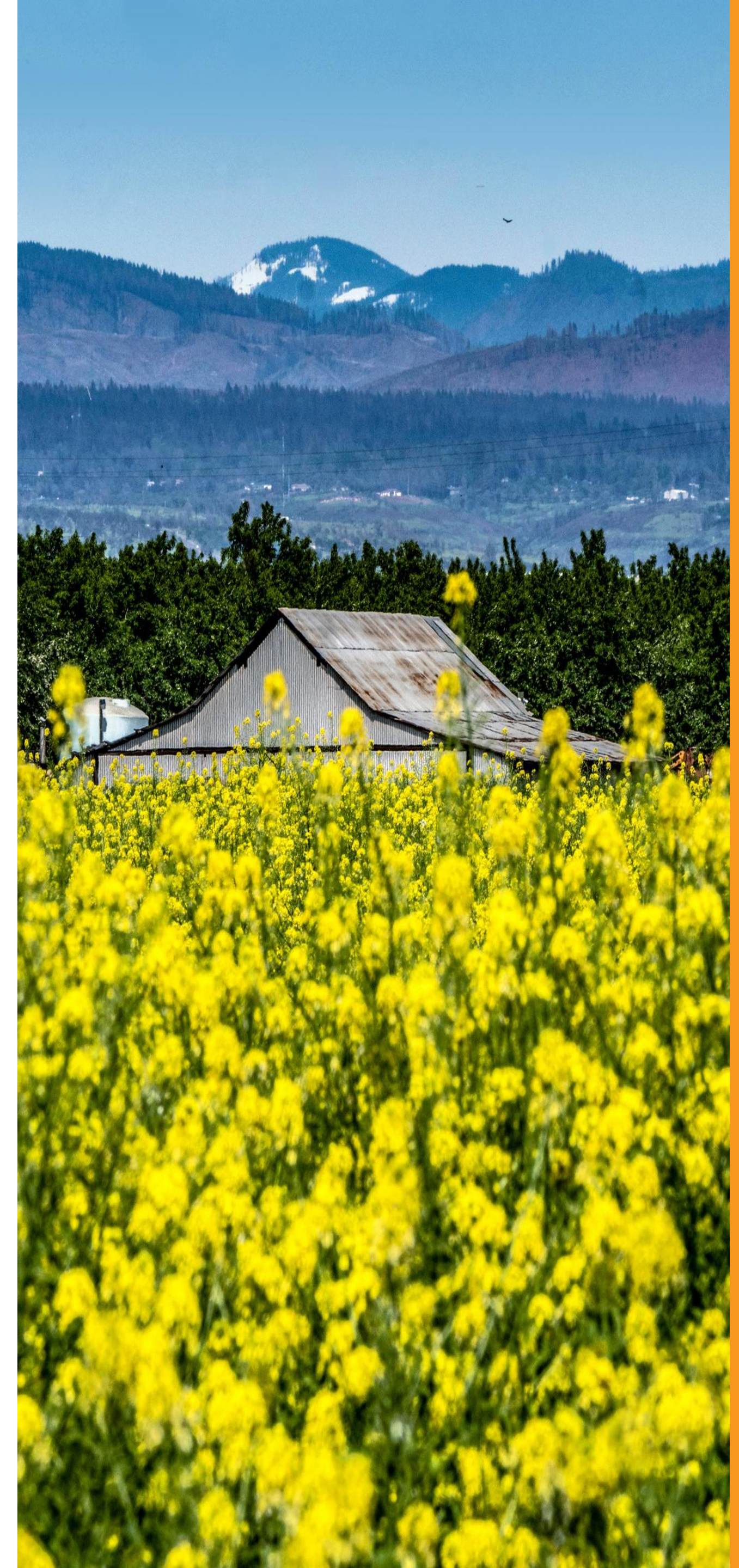


Explore Butte County Marketing Committee May 29, 2019

19/20 Marketing Plan
Signature Event
Visitor's Guide

MARKETING ENVIRONMENT

- Due to the series of natural disasters, Butte County is in a period of transition, rebuild and resilience.
- Several hotels contributing to the TOT have occupants who have been converted from guests to residential status and their stays are expected to be long-term. Available revenue from TOT is expected to be reduced through 2020.
- Lingering memories of international headlines of “Paradise Lost” supported by hundreds of thousands of crisis images and hundreds of video hours of the charred region have slowed the momentum of the EBC marketing efforts from pre-fire in 2018.
- Unique challenges and opportunities are present and available for a limited time. It is imperative that we acknowledge the infrastructure limitations, such as limited hotel accommodations, but also maximize the current interest and awareness of Butte County to leverage forward equity in travel and tourism activity.
- During this heightened awareness window, it is prudent to deliver timely, consistent, vibrant and relevant content through a variety of channels to replace visuals and messages of devastation with repair, vitality and beauty.



GOALS

1. Educate and engage potential visitors and key influencers with positive images and messages of Butte County.
2. Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County. Feature shoulder seasons whenever possible and relevant.



STRATEGY

1. Strengthen Butte County brand identity and top of mind awareness
2. Increase positive content messages and visuals
3. Increase interest in Butte County as a visitor destination
4. Drive visits to the Explore Butte County website for trip-planning information
5. Direct web users to the Jackrabbit booking engine on the Explore Butte County website



TACTICS

- Identification and Asset Collection of Key Marketing Attributes of Butte County
- Content creation, cultivation and earned media
- Ongoing Website Improvements: JackRabbit, Landing Pages, Relevant/Vibrant Images, Updated Events and Additional Content
- Alliance with Visit California
- Launching The CTA - Certified Tourism Ambassador Program
- Alliance with key influencers and cornerstone events within the County



KEY PERFORMANCE INDICATORS

1. Increased Website Visitation, measured by an increase in:

- New visitors on Key Landing Pages/Content by 50 - 100%
- Email capture and requests for information
- Lodging inquiries and stays referred through JackRabbit
- Session duration

2. Increased Social Media Engagement, measured by an increase in:

- Followers, likes and shares on social media platforms to minimums
- Website visits and time spent on the website via social sourced traffic
- Content sharing - #CALove #ExploreButte #RoadTripRepublic

3. Increase Positive Earned Media and Engagement, measured by an increase in:

- Increased positive content and images about Butte County
- Increased mentions and engagement from key influencers and high profile personalities
- Improved sentiment about Butte County tourism attractions
- Increase referral traffic

4. Metrics Charts

https://docs.google.com/spreadsheets/d/18gIQhJiztO-qtq_nB1uzXlqcVOuESSbmLRGQbTBXJq8/edit?usp=sharing



AUDIENCE PROFILE DESCRIPTOR

Immediate Day Trip PR Opportunities

Educate and engage potential visitors and key influencers with positive images and messages of Butte County.

Audiences:

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Key Influencers, strategic partners, media and potential visitors within a 200 mile, “road-trip” traveler.
- Tertiary: All tourists, business travelers, general consumers

As Hotel Occupancy Permits

Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

Audiences:

- Primary: Potential visitors within a 200 mile, “road-trip” traveler.
- Secondary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Tertiary: All tourists, business travelers

Audience Profiles



AUDIENCE PROFILES

Adventure Seeker Outdoor Family

Interests: Outdoors
Hiking / Biking / Fishing /
Floating / Cycling

Target:

Millennials (Age 18–34) are the largest generation, cite “time for recreation” as a life priority, and value experiences over things.

Gen X’ers (Age 33–52) with kids claim “exploration with family is a key part of life”.

Arts/Culture

Interests: Arts and Culture
Parks / Walks / Museums

Target:

Age 21–34. Millennials. Those with “time for recreation” as a life priority, and value experiences over things.

Age 33–52. Gen X’ers. Time crunched, highly connected women who crave custom but easy solutions, and rely heavily on social networks.

Agritourist/Foodies

Interests: Food and Farmers
Farms / Restaurants
Craft Breweries /Wineries

Target:

Adults 25+. Multigenerational target is in search of the new agri-frontier. Food and beverage exploration is an integral part of their destination planning

Travelers go to the source to discover food, drink and locally grown/made products.

NEW AUDIENCE PROFILE

Business Travelers Outside Rebuilders

Interests: Work-life / Play Extensions

Targeted Age: Adults 25

Opportunities and recommendations to Explore Butte County beyond their intended purpose. Surprise and delight those travelers who pass through Butte County with reasons to visit again.



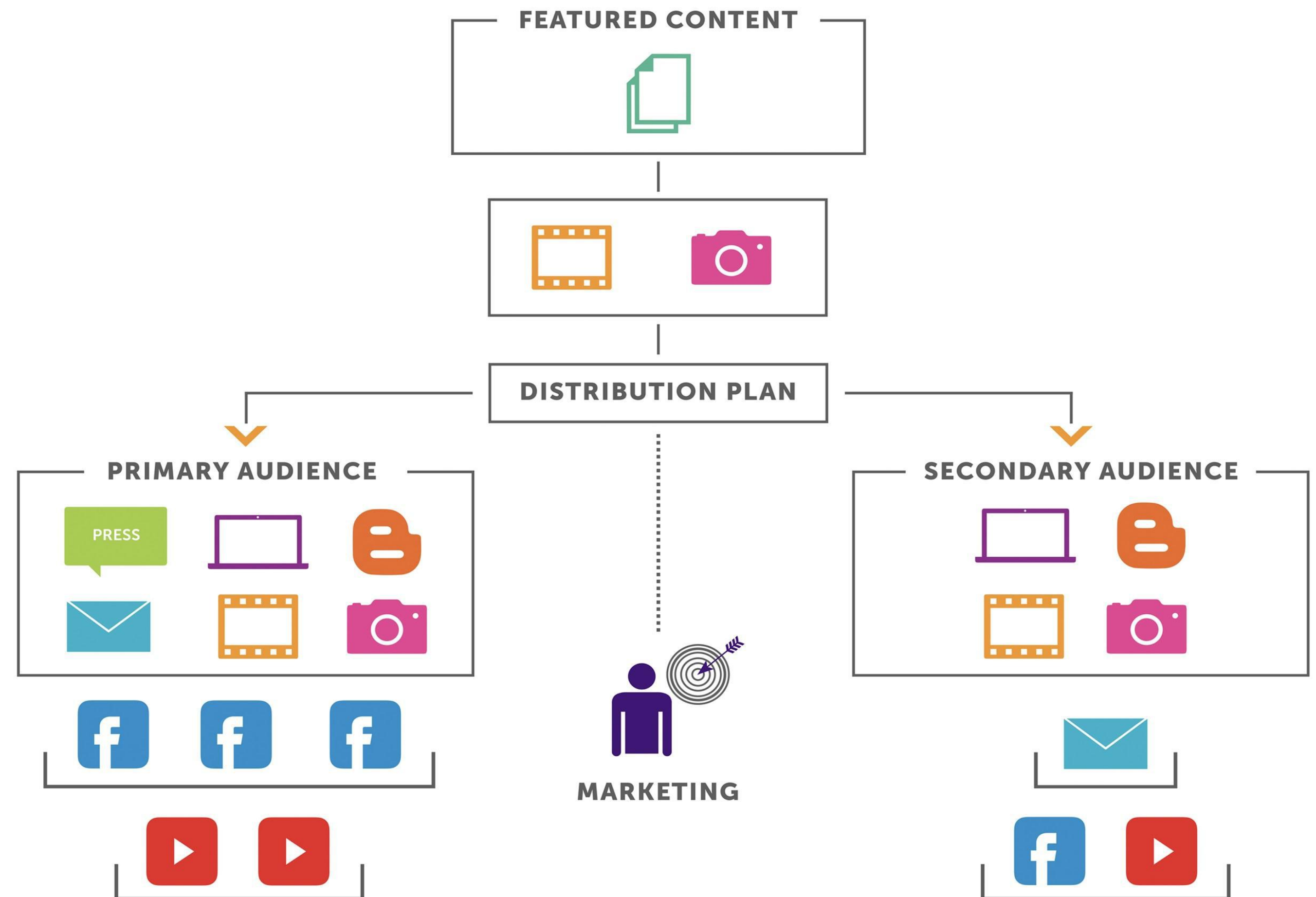
CONTENT

Create an 18 month content calendar based on one theme per month.

- Topic
- Featured Messages
- Call to Action

Add relevant Images for CTA specific target audience.

Rethink
Redirect and
Reposition as needed.



CREATIVE STRATEGY



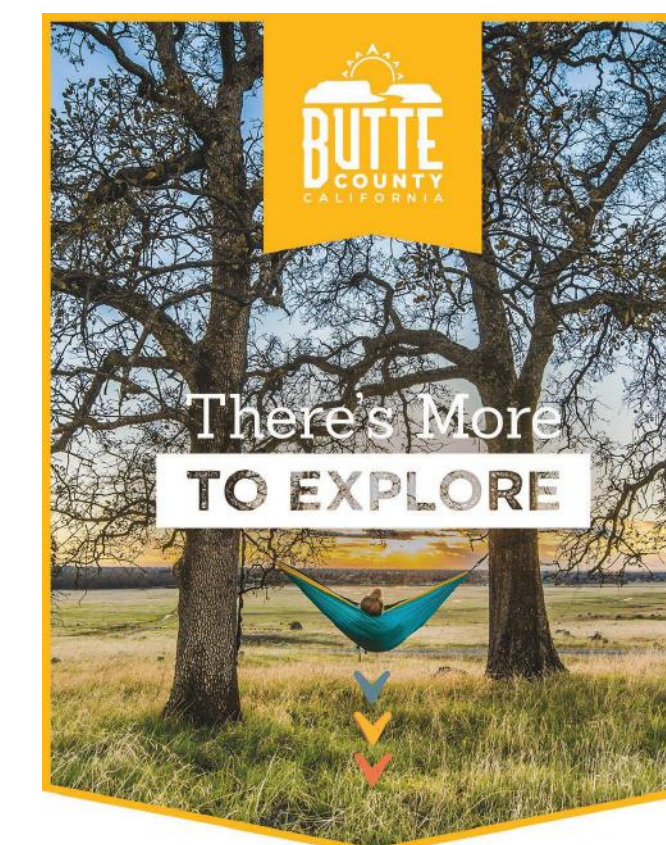
There's More To Explore.
Pace Yourself.



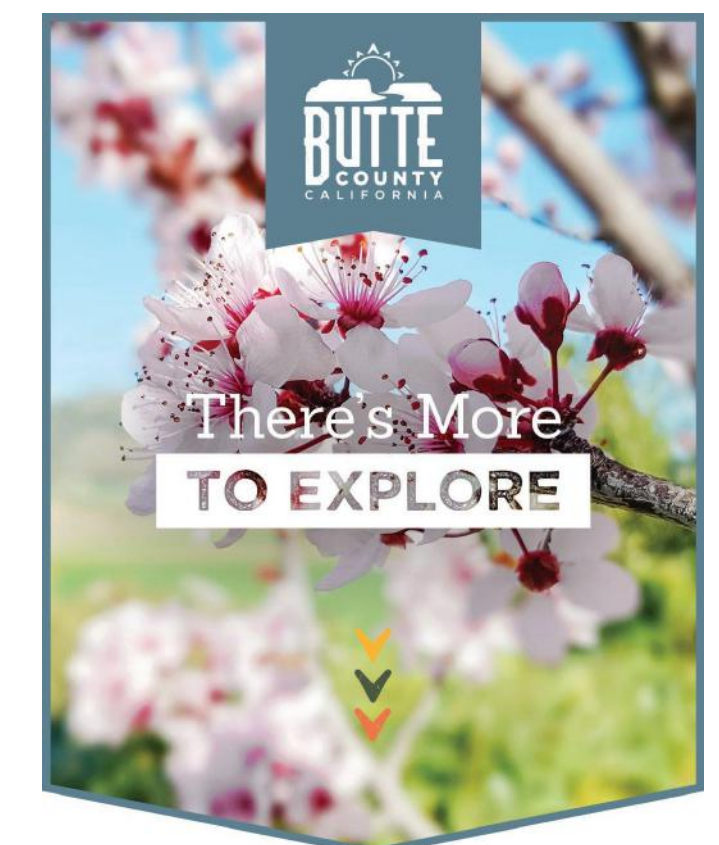
ExploreButteCounty.com



ExploreButteCounty.com



ExploreButteCounty.com



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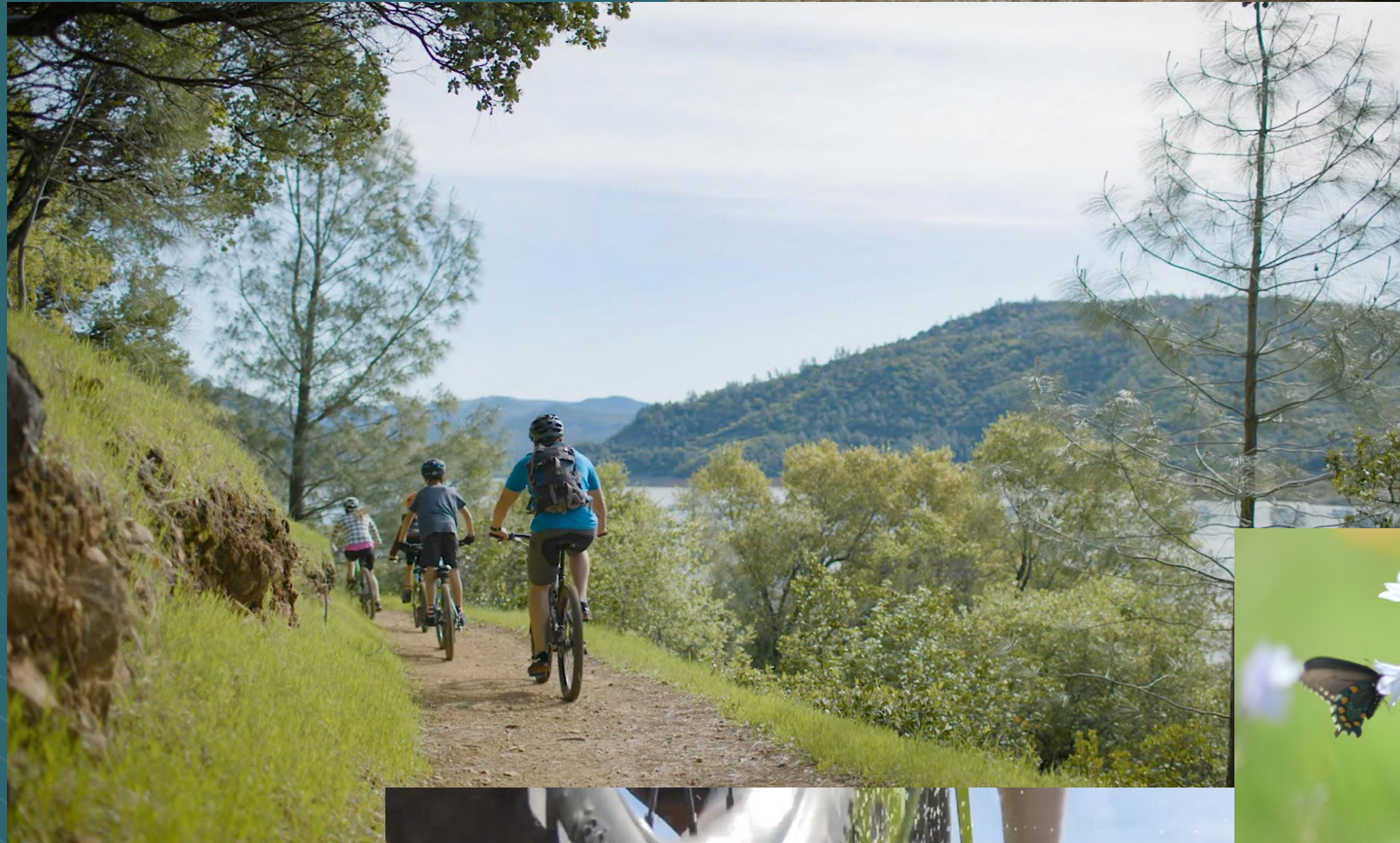
WILDFLOWER EVENT



CYCLING SHOOT

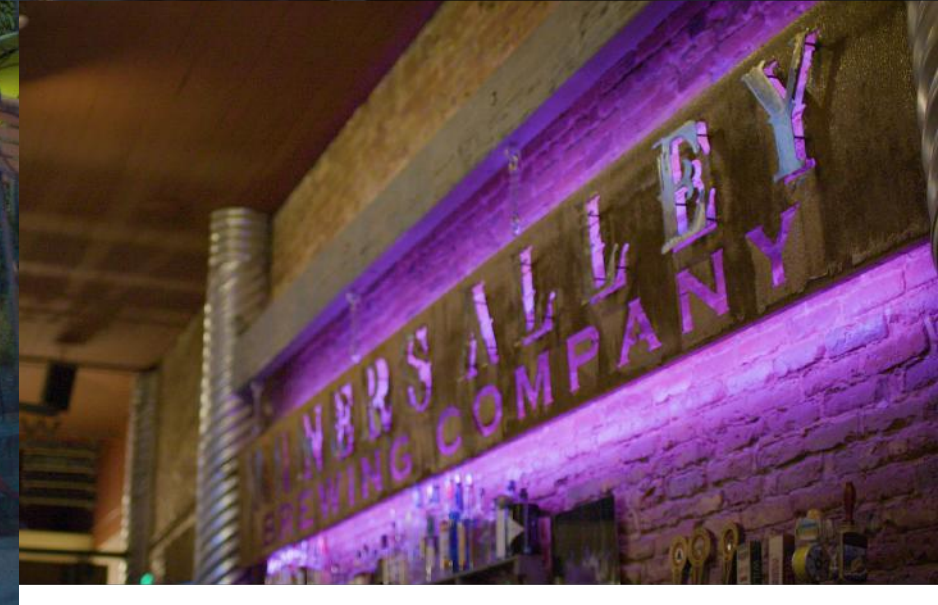


MTB/GRAVEL SHOOT

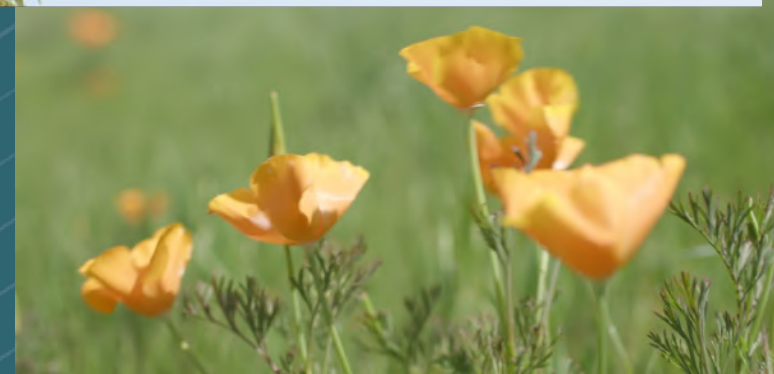


Lake Oroville
Pace Yourself.

MTB/GRAVEL SHOOT



Feather Falls Trail
Pace Yourself.



CREATIVE STRATEGY

Bolster creative production ability by feeding the content beast!

1. Build asset library in areas where we need to better represent key marketing attributes with planned shoots and event coverage.
2. Develop key content developer relationships to leverage existing user generated content.

FISHING

WATERSPORTS

ARTS &
CULTURE

DINING

EVENTS

CREATIVE STRATEGY

FISHING

WATERSPORTS



SHOOT 1 - THREE DAYS

- DAY 1
 - Early morning fishing at Feather River
 - Evening Boat Fishing at Lake Oroville
- DAY 2
 - Boating at Lake Oroville
 - Jet skiing, water skiing, family floating
- DAY 3
 - Rowing at the Forebay
 - Sailing, Paddleboarding, Kayaking

CREATIVE STRATEGY

ARTS &
CULTURE

DINING



SHOOT 2 - TWO DAYS

Strategically plan this shoot around arts and cultural events occurring in the region to increase fanfare available to shoot.

- DAY 1
 - Breakfast dining at Chico restaurant
 - Glass Blowing Tour
 - National YoYo Museum
 - Explore Bidwell Mansion
 - Dinner & Cocktails at notable restaurant
- DAY 2
 - Breakfast dining at Oroville restaurant
 - Chinese Museum Tour
 - Antiques Shopping
 - Dinner at Oroville Restaurant

CREATIVE STRATEGY

EVENTS



PRIORITY EVENT COVERAGE

Deploy a SWAT team of content creators to 3-5 priority events to capture the vibe and create assets for promotional and social use.

The teams will capture still and video assets as well as write narratives about the exciting activities.

- Paradise Chocolate Festival
- Snow Goose Festival
- California Nut Festival
- Johnny Appleseed Days
- Arts Stroll
- Other outdoor activity events to be prioritized covering Fishing, Boating/Rowing/Sailing or Mountain Biking

Content - Earned Media

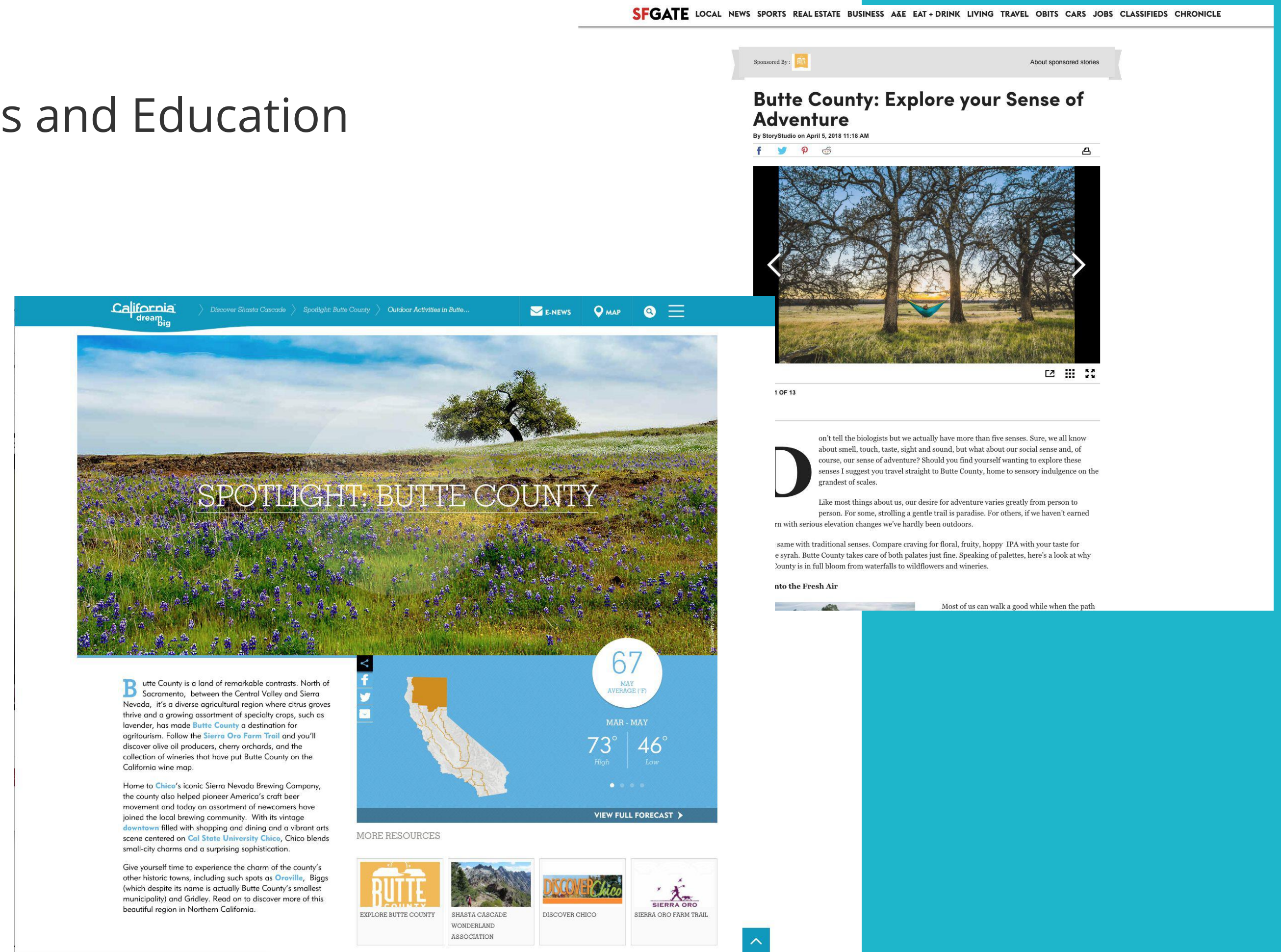
Explore Butte County Brand, Image, Awareness and Education

Creation

- Internal Content Creation - Calendar
- User Generated Content - Organic
- Special Event Partnerships - State Fair

Distribution and Engagement

- Website
- Special Events
- Story Pitching/Proactive Inclusion
- Social Media
 - UGC/Influencer Organic
- Partners
- Ambassador Outreach



Content - Owned Media

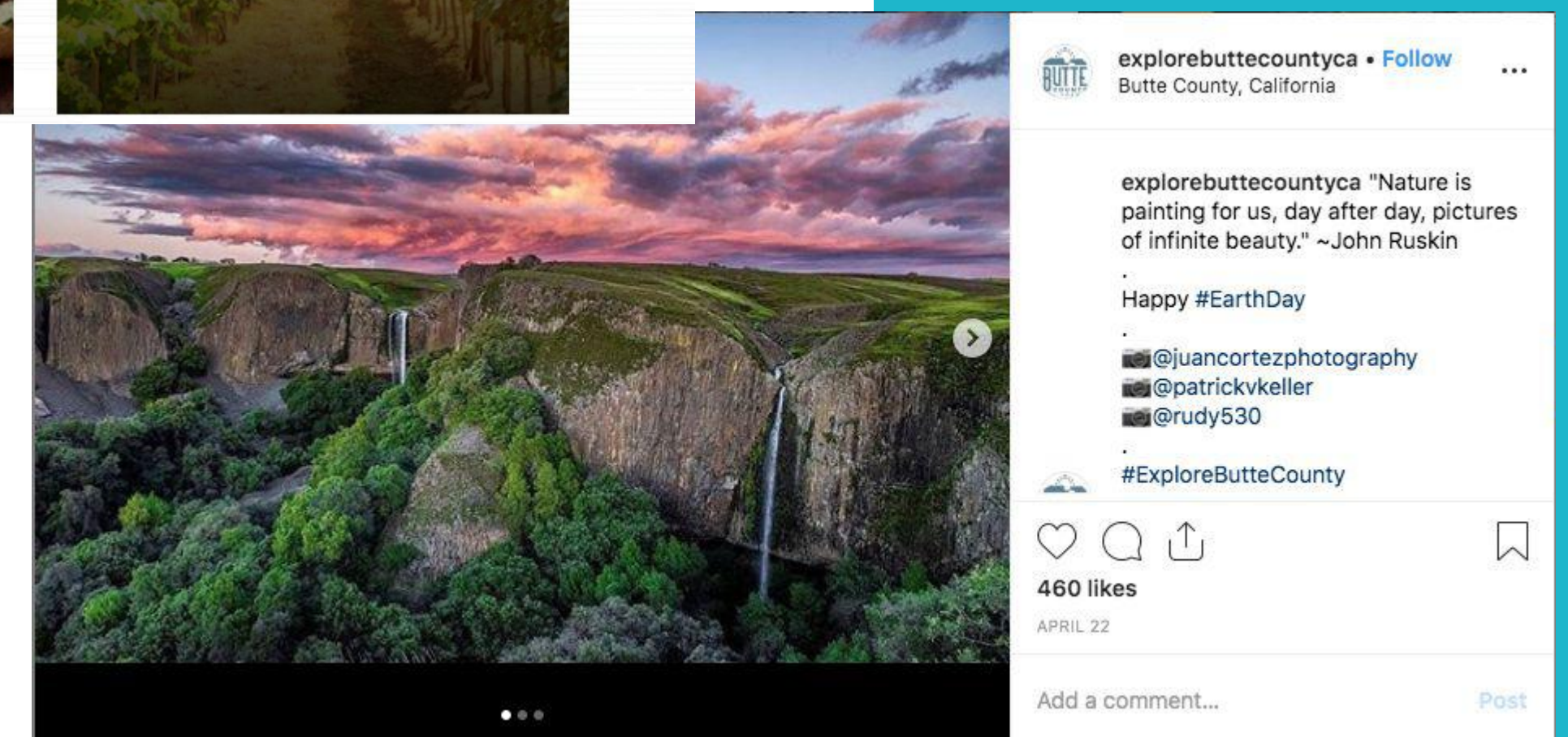
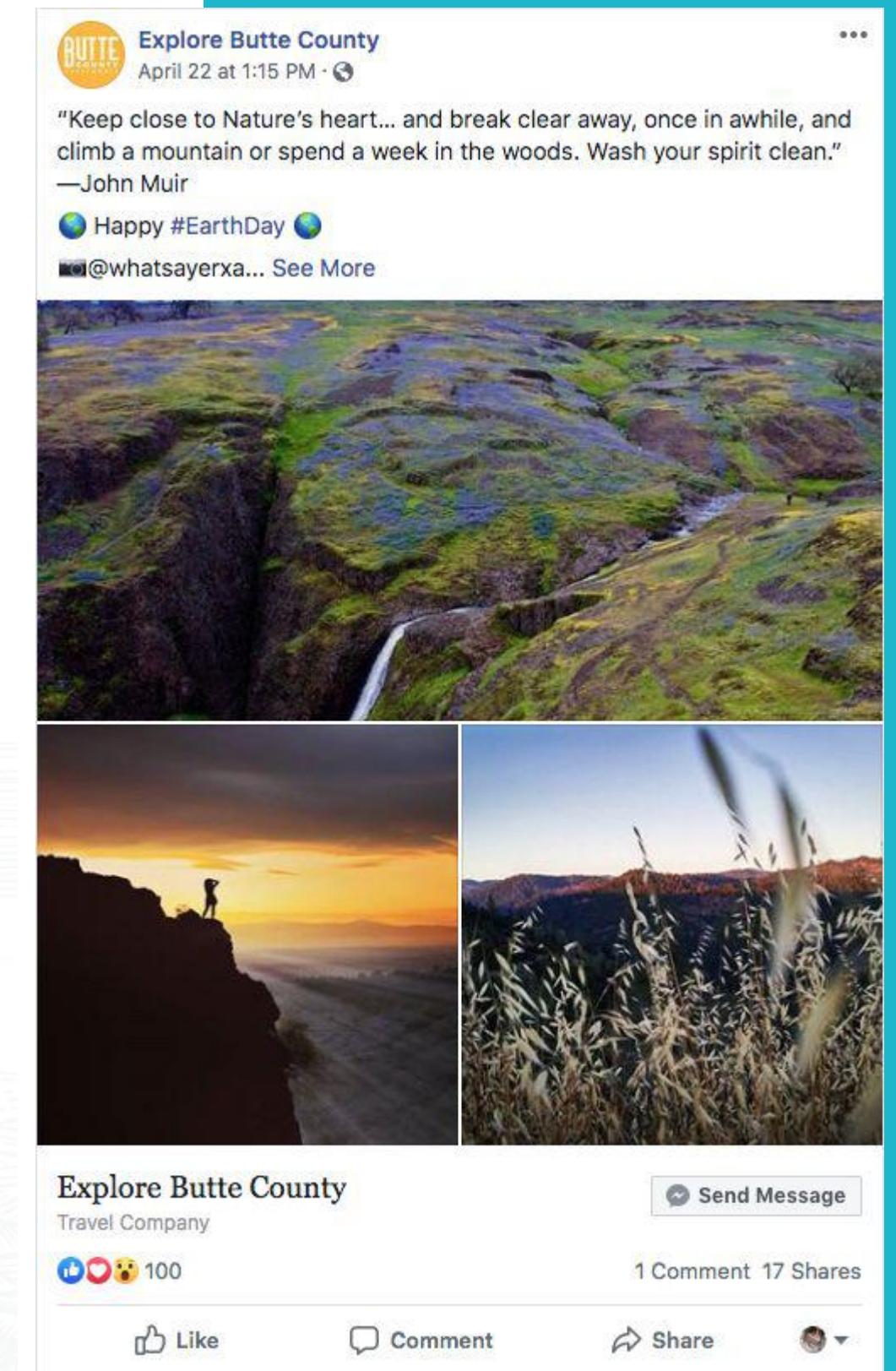
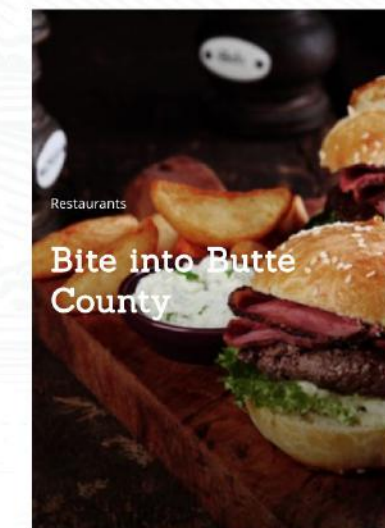
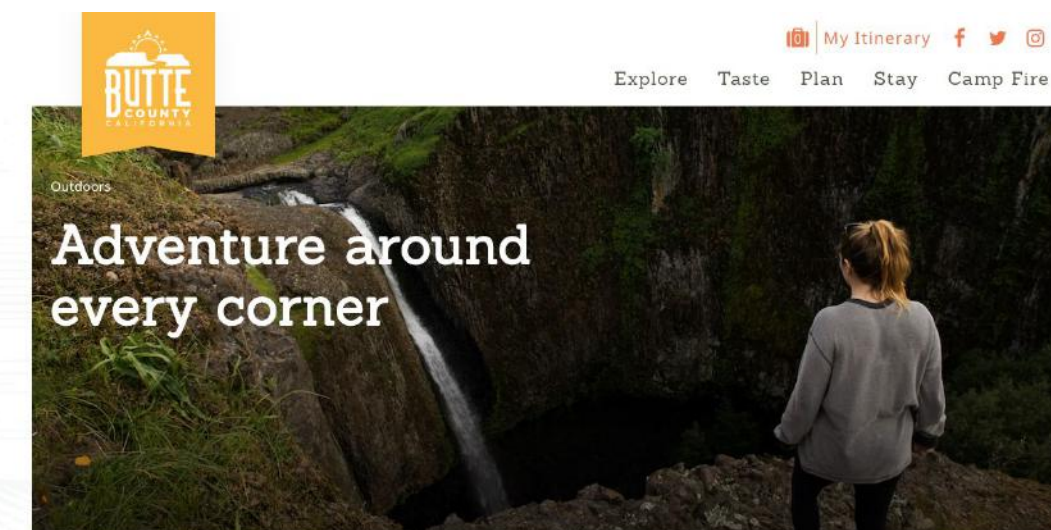
Explore Butte County Brand, Image, Awareness and Education

Creation

- Internal Content Creation - Calendar
- User Generated Content Enhanced - Organic
- Certified Tourism Ambassador Program

Distribution and Engagement

- Website
- Visitor's Guide
- Special Events
- Social Media - EBC
- Partners
- Ambassador Outreach
- Newsletter



Content - Paid Media

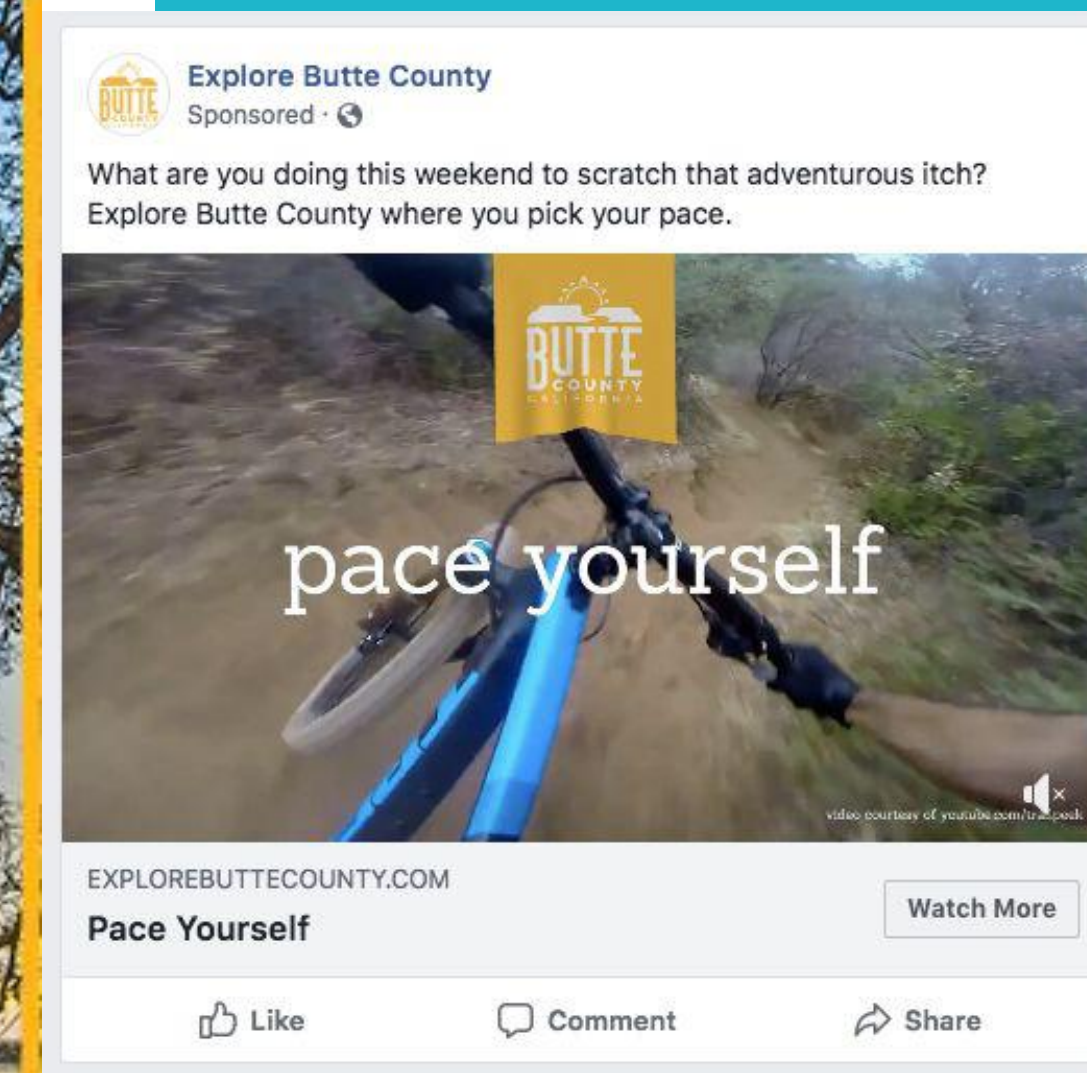
Explore Butte County Brand, Image, Awareness and Education

Creation

- Marketing Creative
 - Print, Video, Digital, Broadcast, OOH, Social

Distribution and Engagement

- EBC Marketing Campaign
- Paid Placement in Publications/Media
- Partnership Events
- Paid Social/Digital Placements
- Influencer Placements





Explore Butte Proposed Calendar

<https://docs.google.com/spreadsheets/d/14lw8FPkfJ1a6252oHPpN5WraJL1TXweSWn68JYpALA/edit?usp=sharing>

	Details	Jul 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020
Content/ Web/ Social/ PR	Various Audience																		
Ad Words/PPC	Various Audiences																		
Certified Tousim Ambassador	Various Audiences																		
Agritourism (AT)																			
Campaign Messaging	Meet the Farmer																		
Arts/Food/Culture (AC)																			
Audience	Adults 25+																		
Campaign Messaging	TBD																		
Media Flight																			
Adventure Seeker (AS)																			
Audience	Millenials 18 - 34																		
Campaign Messaging	Savor the Pace																		
Media Flight																			
Outdoor Family (OF)																			
Audience	Gen X'ers 33 - 52 w/kids																		
Campaign Messaging																			
Media Flight																			
Bleisure (BL)																			
Audience	Adults 25+																		
Campaign Messaging																			
Media Flight																			
Local Campaign Support (LC)																			
Audience																			
Campaign Messaging	Events for Local Audience																		
	Events for Tourism Audience																		
Media Flight																			
EBC Signature Event	TBD - Proposed Dates																		
Key Regional Events (RE)																			
Highlighted Events To Be Supported By EBC marketing. Social, media and/or strategic planning.		Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville (NEW)	Parade of Lights	Restaurant Week	Arts & Culture Stroll	Bidwell Classic (Marathon)	California Nut Festival	Paradise Chocolate Fest	Great Race	Chico Thursday Night Market	Move-In @ Chico State	Gold Cup Races	SOFT Passport Weekend	Fall in Love w/ Oroville	Parade of Lights
		Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	Wildflower Century	Feather Fiesta Days	Threshing Bee	Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl	
		Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest					Tour d'Ed	Gold Nugget Days	Silver Dollar Fair	Olive Festival	Slice of Chico	Chico Concours d'Elegance	Salmon Festival	Oktoberfest		
			Chico Thursday Night Market	Taste of Chico	Chico Experience Week						Spring YoYo Contest	Beer Camp			Chico Thursday Night Market	Taste of Chico	Chico Experience Week		
			Chico Thursday Night Market								Chico Thursday Night Market	Chico Thursday Night Market	Chico Thursday Night Market			Chico Thursday Night Market			
													Bikes & Beers						

Explore Butte County Proposed Marketing Calendar 2019

	Details	Jul 2019	Aug 2019	September 2019	October 2019	November 2019	December 2019
Content/ Web/ Social/ PR	Various Audience						
Ad Words/PPC	Various Audiences						
Certified Tousim Ambassador	Various Audiences						
Agritourism (AT)							
	Campaign Messaging Meet the Farmer						
Arts/Food/Culture (AC)							
	Audience Adults 25+						
	Campaign Messaging TBD						
	Media Flight						
Adventure Seeker (AS)							
	Audience Millenials 18 - 34						
	Campaign Messaging Savor the Pace						
	Media Flight						
Outdoor Family (OF)							
	Audience Gen X'ers 33 - 52 w/kids						
	Campaign Messaging						
	Media Flight						
Bleisure (BL)							
	Audience Adults 25+						
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Local Campaign Support (LC)							
	Audience						
	Campaign Messaging Events for Local Audience						
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	Media Flight						

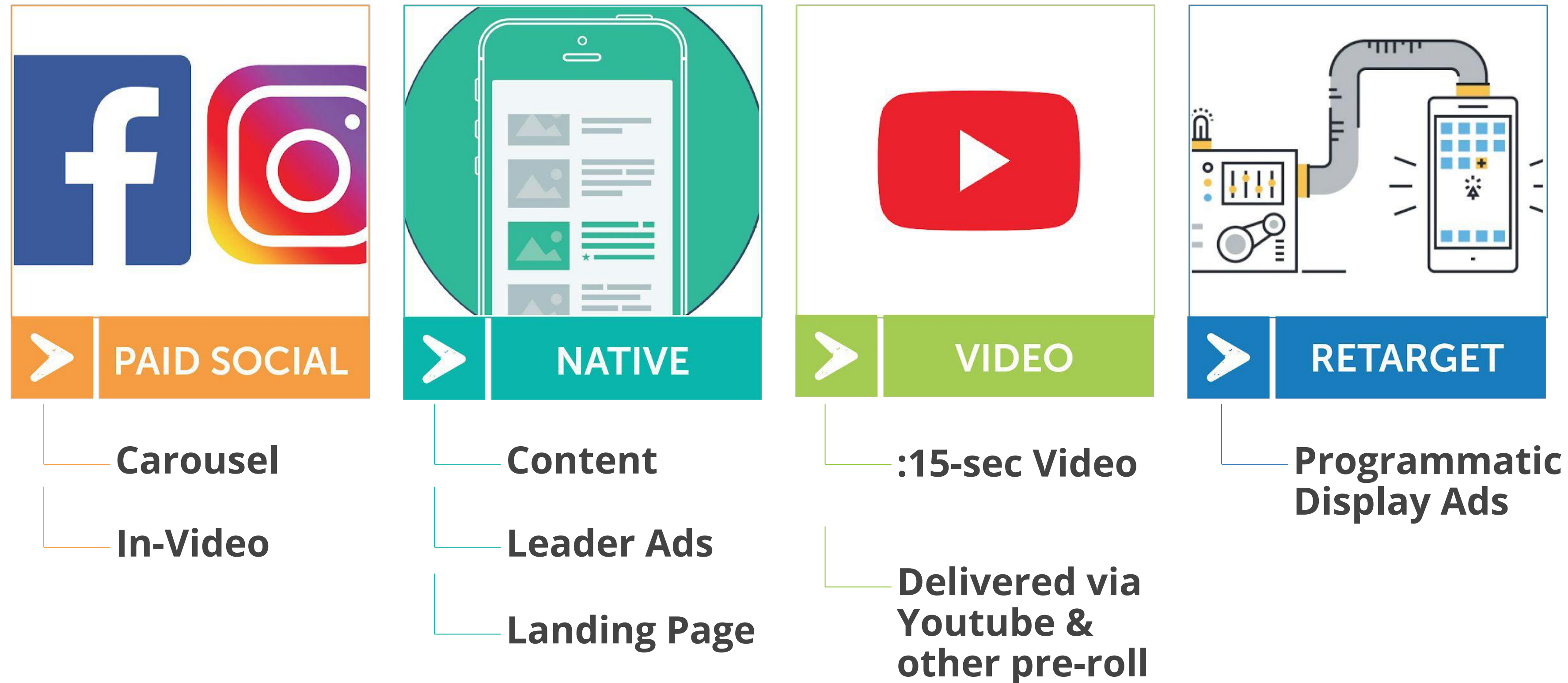
Explore Butte County Proposed Marketing Calendar 2020

	Details	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020
Content/ Web/ Social/ PR	Various Audience												
Ad Words/PPC	Various Audiences												
Certified Tousim Ambassador	Various Audiences												
Agritourism (AT)													
Campaign Messaging	Meet the Farmer												
Arts/Food/Culture (AC)													
Audience	Adults 25+												
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Campaign Messaging													
Media Flight													
Local Campaign Support (LC)													
Audience													
Campaign Messaging	Events for Local Audience												
	Events for Tourism Audience												
Media Flight													

Explore Butte County Proposed Marketing Calendar 2019 - 2020

	Details	Jul 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020
EBC Signature Event	TBD - Proposed Dates				EBC Signature Event						EBC Signature Event						EBC Signature Event		
Key Regional Events (RE)																			
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			Chico Thursday Night Market	Taste of Chico	Chico Experience Week						Spring YoYo Contest	Beer Camp			Chico Thursday Night Market	Taste of Chico	Chico Experience Week		
				Chico Thursday Night Market							Chico Thursday Night Market	Chico Thursday Night Market	Chico Thursday Night Market			Chico Thursday Night Market			
													Bikes & Beers						

Media Delivery - Typical Lead Campaign



No Outbound Display/No Broadcast

Media Delivery - Event Campaign



Carousel

In-Video



Video

**Delivered via
Youtube &
other pre-roll**

Paid Social / Paid Broadcast