

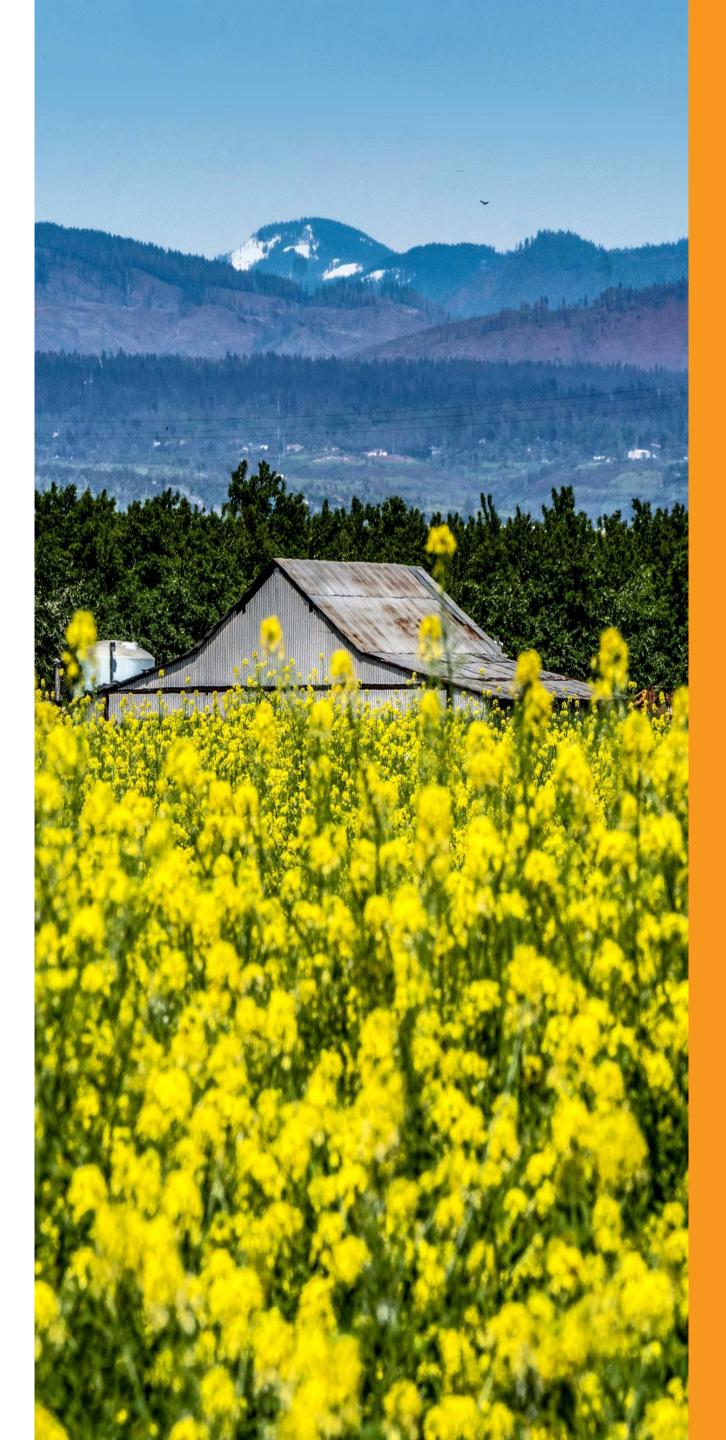
19/20 Marketing Plan Signature Event Visitor's Guide

Explore Butte County Marketing Committee May 29, 2019



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.







 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/18glQhJiztO-qtq_nB1uzXlgc VOuESSbmLRGQbTBXJq8/edit?usp=sharing





AUDIENCE PROFILE DESCRIPTOR

Immediate Day Trip PR Opportunities

Educate and engage potential visitors and key influencers Inspire year-round visitation, day trips and overnight with positive images and messages of Butte County. lodging (when available) in 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



Audiences:

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- Secondary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
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Audience Profiles







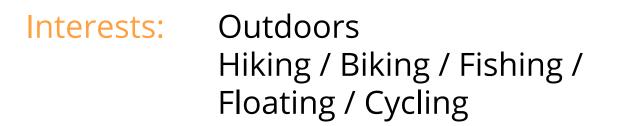






AUDIENCE PROFILES

Adventure Seeker Outdoor Family



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". Interests: A

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.



Arts and Culture Parks / Walks / Museums

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.



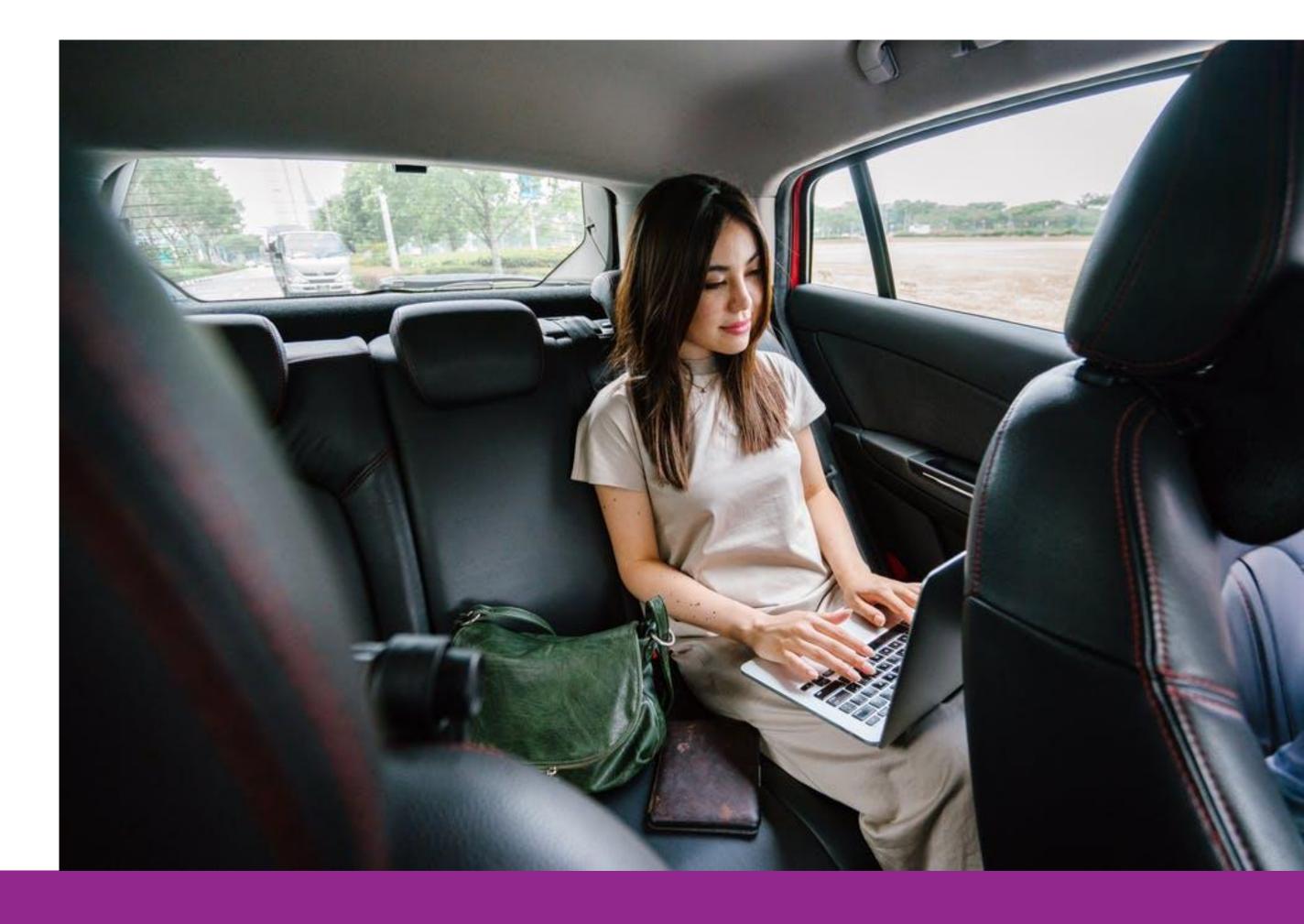
NEW AUDIENCE PROFILE



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.





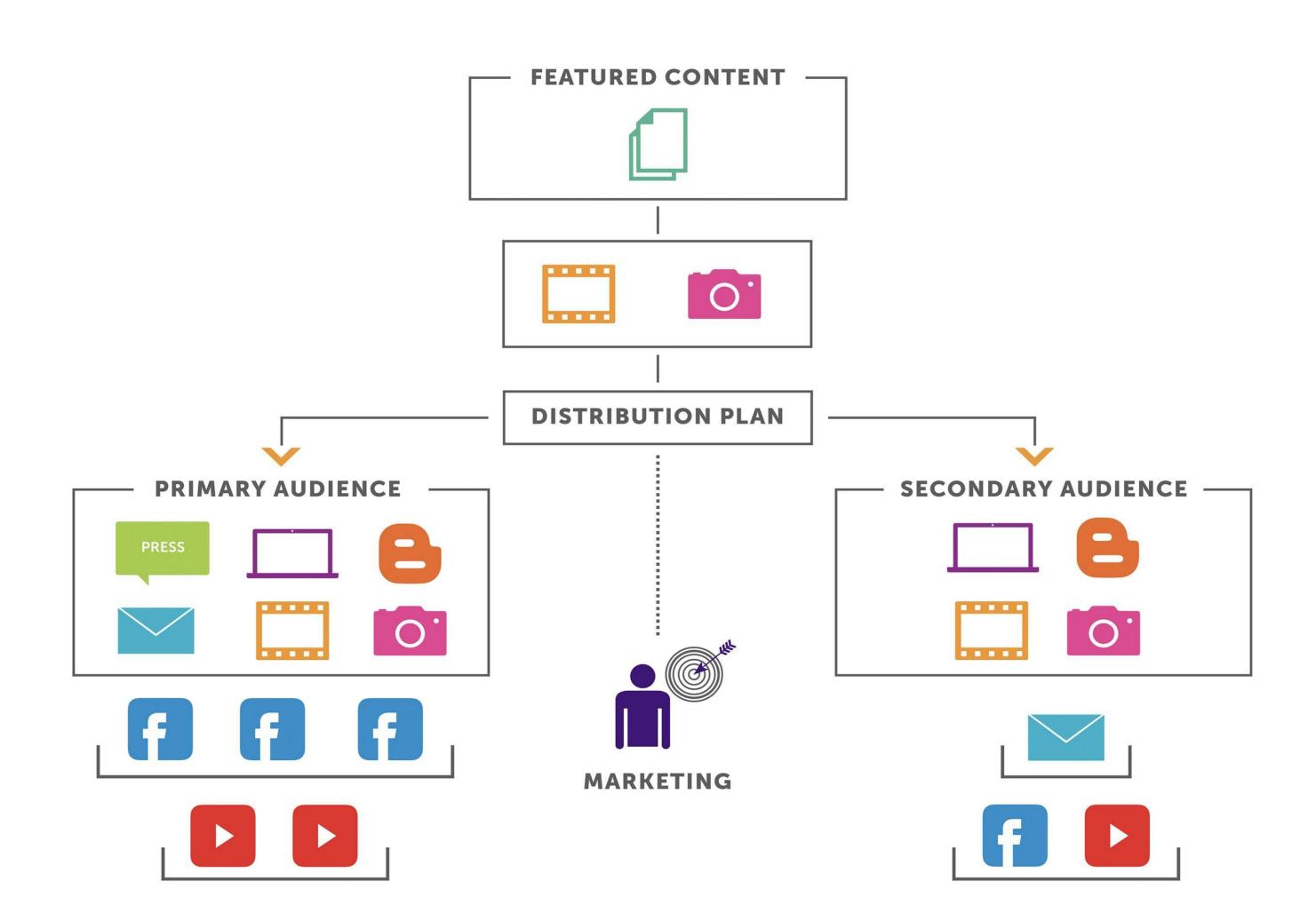
CONTENT

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.

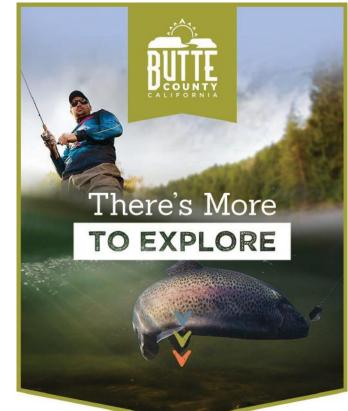
Rethink Redirect and Reposition as needed.







There's More To Explore. **Pace Yourself.**







ExploreButteCounty.com



ExploreButteCounty.com



ExploreButteCounty.com



WILDFLOWER EVENT







CYCLING SHOOT



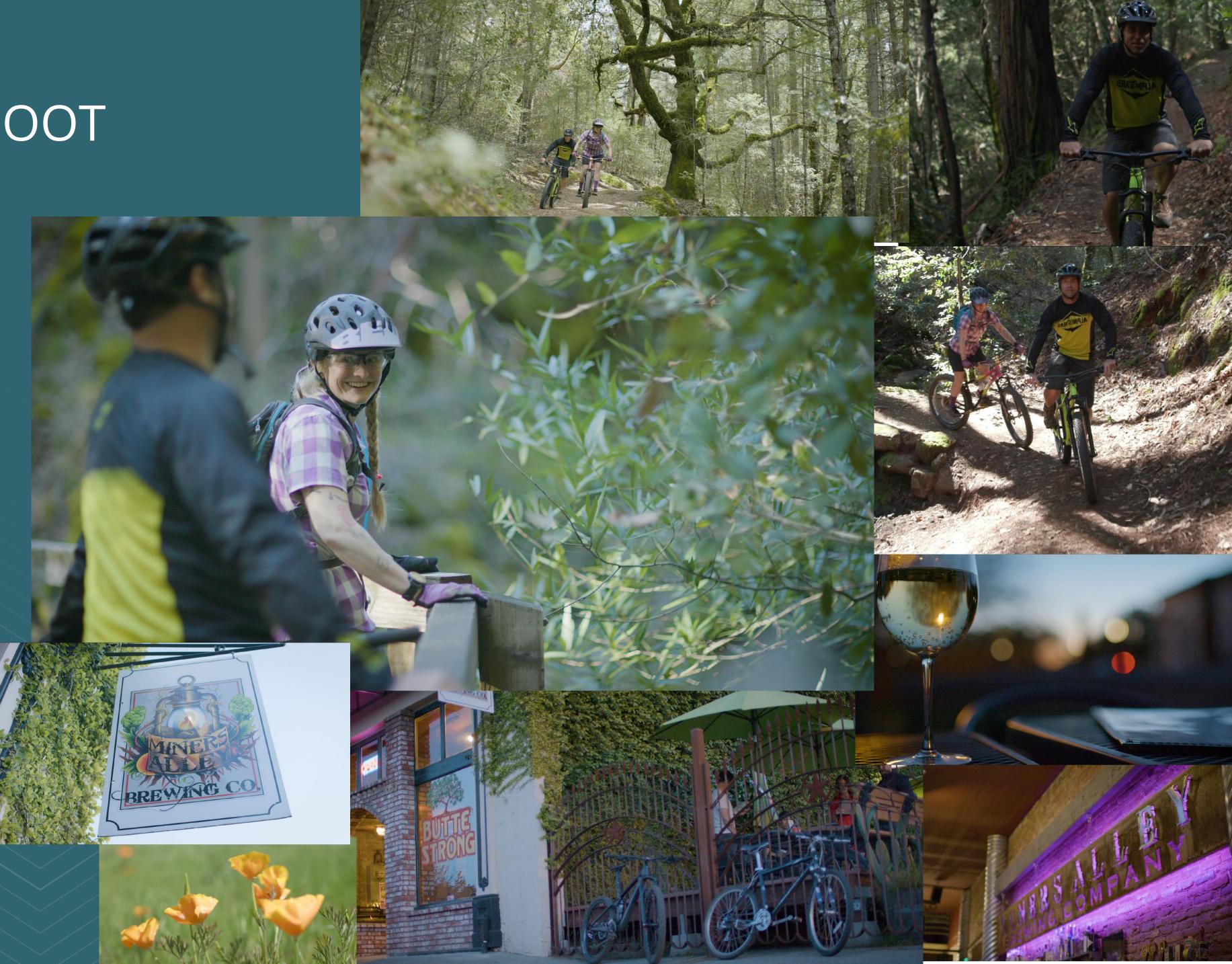


MTB/GRAVEL SHOOT

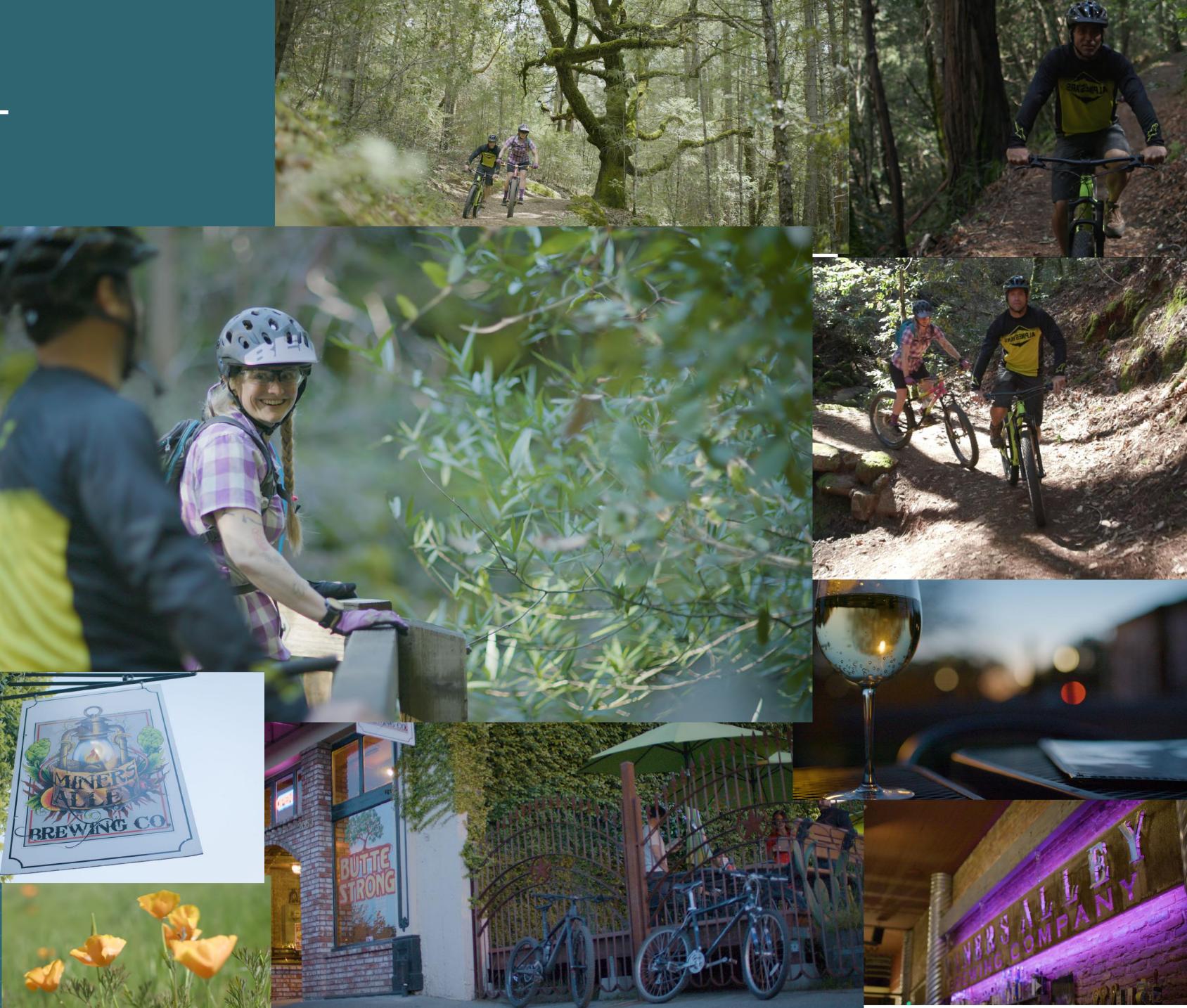
Lake Oroville Pace Yourself.



MTB/GRAVEL SHOOT



Feather Falls Trail Pace Yourself.



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





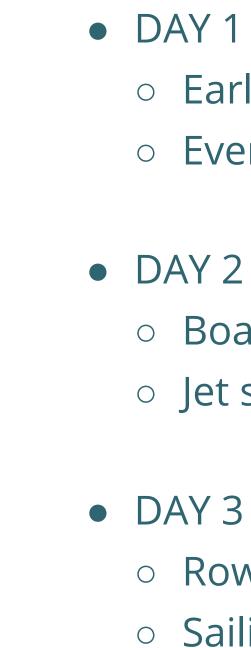


FISHING

WATERSPORTS



SHOOT 1 - THREE DAYS



- Early morning fishing at Feather River
- Evening Boat Fishing at Lake Oroville

- Boating at Lake Oroville
- Jet skiing, water skiing, family floating

- Rowing at the Forebay
- Sailing, Paddleboarding, Kayaking



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.







- Dinner & Cocktails at notable restaurant
- DAY 2

- Breakfast dining at Chico restaurant
- Glass Blowing Tour
- National YoYo Museum
- Explore Bidwell Mansion

- Breakfast dining at Oroville restaurant
- Chinese Museum Tour
- Antiques Shopping
- Dinner at Oroville Restaurant







PRIOR Deploy events to promot The tea write na

- 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

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.



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

SFGATE LOCAL NEWS SPORTS REALESTATE BUSINESS A&E EAT + DRINK LIVING TRAVEL OBITS CARS JOBS CLASSIFIEDS CHRONICLE

About sponsored st

California dream.

Adventure By StoryStudio on April 5, 2018 11:18 AM

Butte County: Explore your Sense of



Sponsored By :



on't tell the biologists but we actually have more than five senses. Sure, we all know about smell, touch, taste, sight and sound, but what about our social sense and, of se, our sense of adventure? Should you find yourself wanting to explore these I suggest you travel straight to Butte County, home to sensory indulgence on th

Most of us can walk a good while when

Like most things about us, our desire for adventure varies greatly from person to person. For some, strolling a gentle trail is paradise. For others, if we haven't earned with serious elevation changes we've hardly been outdoors.

with traditional senses. Compare craving for floral, fruity, hoppy IPA with your taste for e syrah. Butte County takes care of both palates just fine. Speaking of palettes, here's a look at why ounty is in full bloom from waterfalls to wildflowers and wineries

nto the Fresh Air

utte County is a land of remarkable contrasts. North of acramento, between the Central Valley and Sierra Nevada, it's a diverse agricultural region where citrus groves thrive and a growing assortment of specialty crops, such as ender, has made Butte County a destination for aritourism. Follow the Sierra Oro Farm Trail and you'll discover olive oil producers, cherry orchards, and the ection of wineries that have put Butte County on the California wine map

Home to Chico's iconic Sierra Nevada Brewing Company the county also helped pioneer America's craft beer ovement and today an assortment of newcomers have oined the local brewing community. With its vintage town filled with shopping and dining and a vibrant arts ene centered on Cal State U versity Chico, Chico blends small-city charms and a surprising sophistication

Give vourself time to experience the charm of the county other historic towns, including such spots as Oroville, Bigg (which despite its name is actually Butte County's smallest unicipality) and Gridley. Read on to discover more of this autiful region in Northern California

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SPOTLIGHT: BUTTE COUNTY

E-NEWS Q MAP Q =







Content - Owned Media

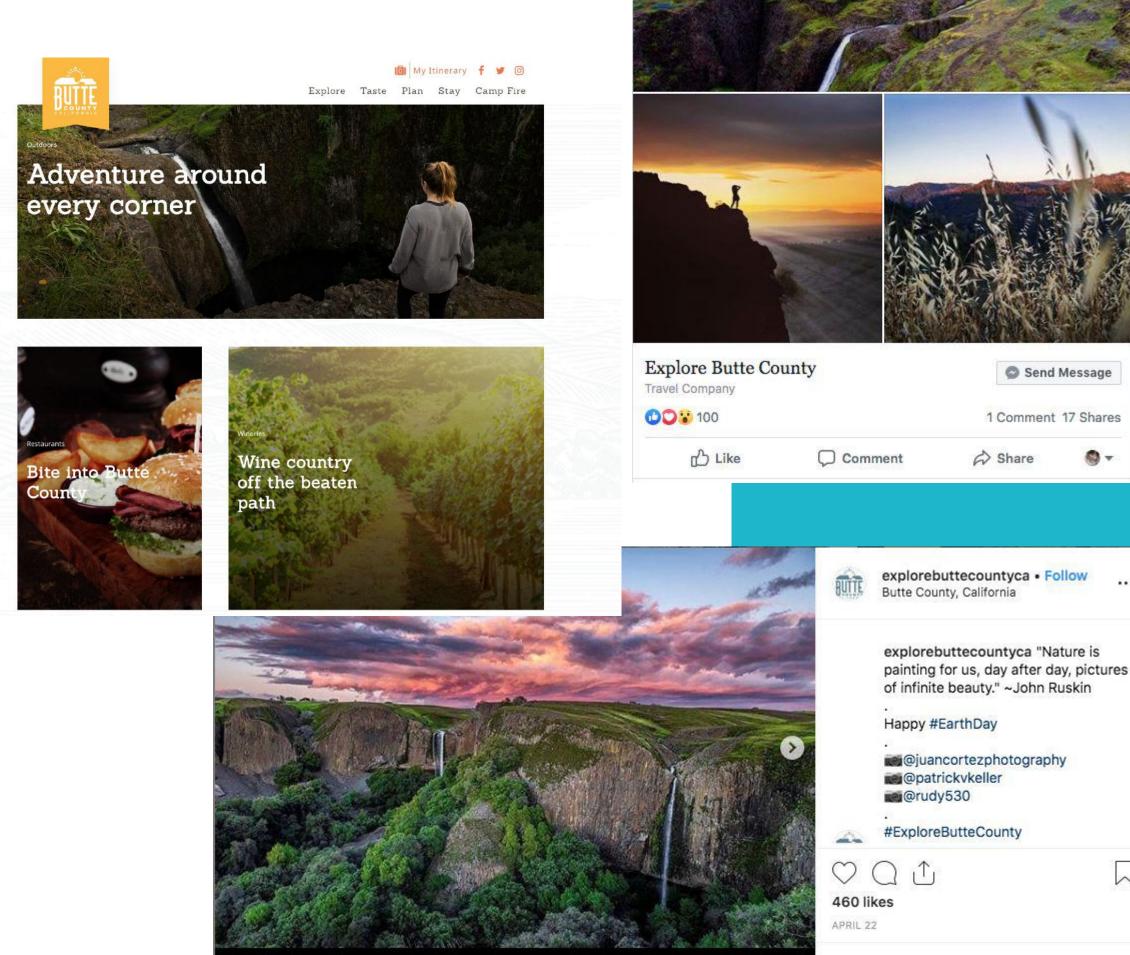
Explore Butte County Brand, Image, Awareness and Education

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



...

Explore Butte County April 22 at 1:15 PM · 🚱

"Keep close to Nature's heart... and break clear away, once in awhile, and climb a mountain or spend a week in the woods. Wash your spirit clean." -John Muir

Happy #EarthDay

@whatsayerxa... See More





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









Plan Your Stay



Explore Butte County

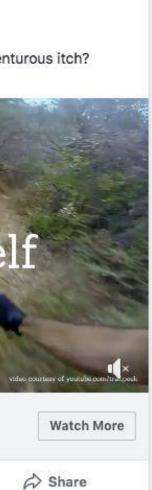
/hat are you doing this weekend to scratch that adventurous itch? Explore Butte County where you pick your pace



EXPLOREBUTTECOUNTY.COM Pace Yourself

🖒 Like

Comment





Explore Butte Proposed Calendar

https://docs.google.com/spreadsheets/d/14lw8FPfkfJ1a6252oHPpN5WraJL1TXweSWn68JYpALA/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
Content/ Web/ Social/ PR																		
Ad Words/PPC	Various Audiences																	4
Certified Tousim Ambassador	Various Audiences																	
Agritourism (AT)																		
Campaign Messaging	g Meet the Farmer																	
Arts/Food/Culture (AC)																		
	e Adults 25+																	
Campaign Messaging	g TBD																	
Media Fligh	nt																	
Adventure Seeker (AS)																		
	e Millenials 18 - 34																	
Campaign Messaging	g Savor the Pace																	
Media Fligh	nt																	
Outdoor Family (OF)																		
Audience	e Gen X'ers 33 - 52 w/kids	s																
Campaign Messaging	g																	
Media Fligh	nt																	
Bleisure (BL)																		
	e Adults 25+																	
Campaign Messaging	g																	
Media Fligh	nt																	
Local Campaign Support (LC)																		
Audience	e																	
	g Events for Local Audien	се																
	Events for Tourism Audience																	
Media Fligh	nt																	
EBC Signature Event	TBD - Proposed Dates				EBC Signature Event						EBC Signature Event						EBC Signature Event	
Key Regional Events (RE)																		
Highlighted Events To Be Supported By EBC marketing. Social, media		Chico Thursday	Move-In @ Chico		SOFT Passport	Fall in Love w/			Arts & Culture	Bidwell Classic	California Nut	Paradise		Chico Thursday	Move-In @ Chico		SOFT Passport	Fall in Love w/
and/or strategic planning.		Night Market	State	Gold Cup Races	Weekend	Oroville (NEW)	Parade of Lights	Restaurant Week	Stroll	(Marathon)	Festival	Chocolate Fest	Great Race	Night Market	State	Gold Cup Races	Weekend	Oroville
		Fireworks	Berry Creek Berry Festival	Oktoberfest	Johnny Appleseed Days	Almond Bowl		Snow Goose Festival	Velo-LOVE ride	Chico Stage Race	e Wildflower Century	Feather Fiesta Days	Threshing Bee	Fireworks	Berry Creek Berry Festival		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	Taste of Chico	Chico Experience Week						Spring YoYo Contes				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		
													Bikes & Beers					
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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)							
	essaging Meet the Farmer						
Arts/Food/Culture (AC)							
	Audience Adults 25+						
Campaign Me Mec	dia Flight						
Adventure Seeker (AS)							
	Audience Millenials 18 - 34						
	essaging Savor the Pace						
Mec	dia Flight						
Outdoor Family (OF)	Audience Gen X'ers 33 - 52 w/kids						
Campaign Me							
	dia Flight						
Bleisure (BL)							
	Audience Adults 25+						
Campaign Me							
Mec	dia Flight						
Local Campaign Support (LC)							
	Audience						
Campaign Me	essaging Events for Local Audience						
	Events for Tourism Audience						
Mec	dia Flight						



Explore Butte County Proposed Marketing Calendar 2020

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Campaign Messaging Savor the Pace Image: Savor the Pace Image	Adventure Seeker (AS)												
Media Flight Image: Solution of the solution of	Audience	e Millenials 18 - 34											
Outcome Family (OF) Image: Source of the state of the	Campaign Messaging	g Savor the Pace											
Audience Gen Xers 33 - 52 w/kids Image: Sector	Media Flight	t											
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Campaign Messaging Image messaging <	Outdoor Family (OF)												
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Campaign Messaging Image: series for Tourism Audience Image: series for Tourism Audie		e Adults 25+											
Media FlightImage: Second													
Image: Second													
Audience Image: Campaign Messaging Events for Local Audience Image: Campaign Messaging Events for Tourism Image: Campaign Messaging Events for Tourism Image: Campaign Messaging													
Campaign Messaging Events for Local Audience Image: Campaign Audi	Local Campaign Support (LC)												
Events for Tourism Audience Image: Comparison of the second of the	Audience	e											
Audience	Campaign Messaging	g Events for Local Audience											
	Media Flight												





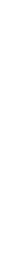




























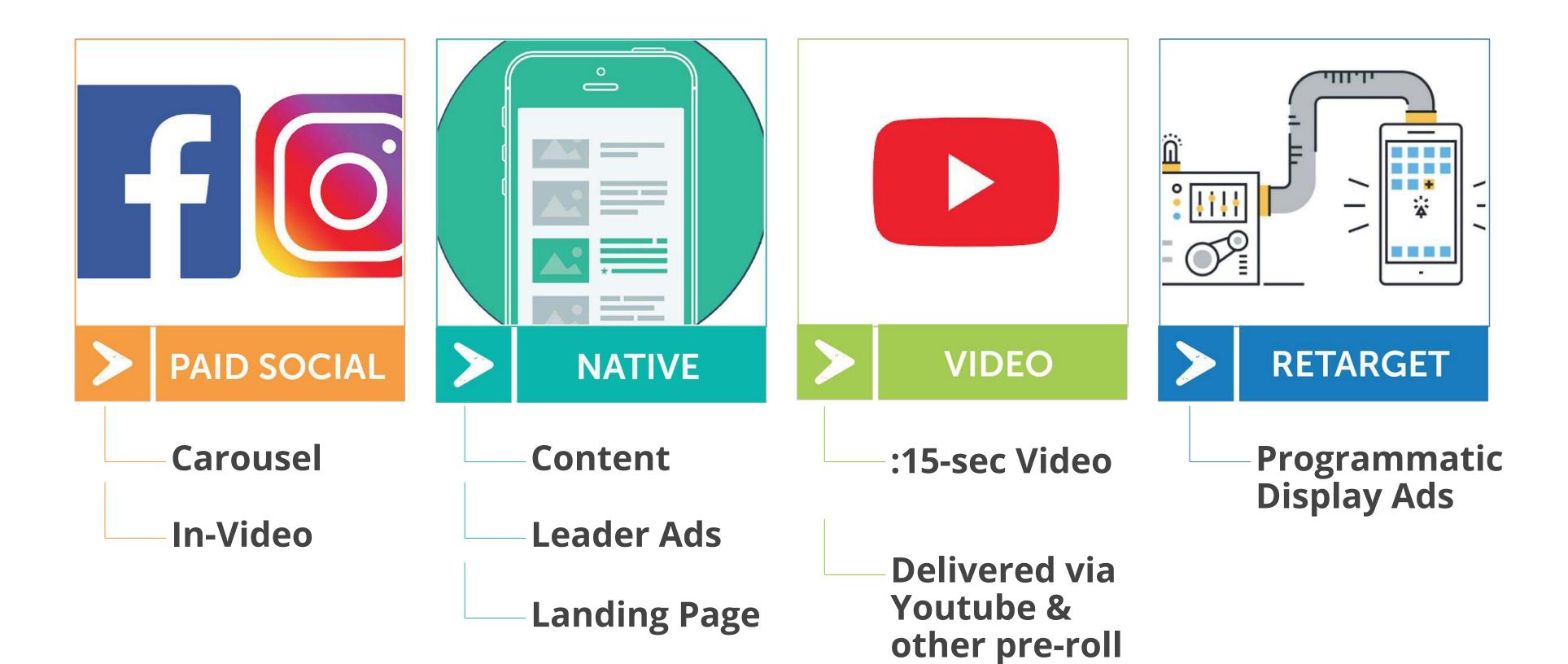
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			Chico Thursday Night Market	Taste of Chico	Chico Experience Week						Spring YoYo Contest	Beer Camp			Chico Thursday Night Market	Taste of Chico	Chico Experience Week		
				Chico Thursday Night Market							Chico Thursday Night Market	Chico Thursday 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

E G G G G G G G G G G G G G G G G G G G	
> PAID SOCIAL	BROADCAST
Carousel	Video
In-Video	Delivered via Youtube & other pre-roll



Paid Social / Paid Broadcast

