

# 2017 Spring/Summer Campaign Recap

July 18, 2017



## Highlights

**KMSP TV & Facebook Contest:** 1.6 million impressions | 1,528 entries

**May 1 – July 16, 2017:** Session views up (arrow) 10.9%

**MN Getaways:** CTR 57.38% with 6,359 leads

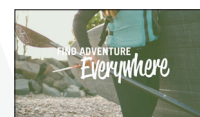
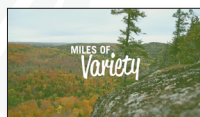
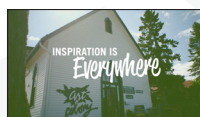
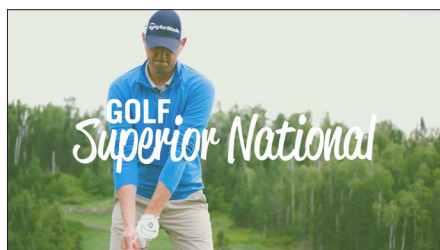
**Emailers:** Avg. open rate: 18.32% | CTR: 14.77

## New in 2017

- Started marketing spring 60 days earlier than in prior years
- Expanded spring campaign beyond waterfall season to include: agate hunting, spring flowers, baby animals, hiking
- Partnership with Brand USA – video preroll campaign
- Created new video assets to include:

Visit Cook County Summer 2017

- Arts Spot "Inspiration is Everywhere"
- Canoe Spot "Experience our Wilderness"
- Dining Spot "A Local State of Mind"
- Golf Spot "Golf Superior National"
- Hiking Spot "Miles of Variety"
- Lake Superior Spot "Embrace the Stillness"
- Water Sports Spot "Find Adventure Everywhere"



- Launching Echo in-feed content campaign
- Launching InNeed digital advertising campaign
- Expanded print and outdoor creative assets for all three seasons
- TV and Facebook contest with KMSP

## Additional Wins

- Secured USA Today 10Best recognition
- Redesigning www.visitcookcounty.com
- Launch of new logo and tagline

