

The Role of Research in Marketing New Mexico

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NEW MEXICO True

Adventure that feeds the soul begins here.

The 3 phases of NMTD research:

1. Understand New Mexico's competitive position
2. Prove the effectiveness of our message
3. Refine the message

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Goals of Early research:

- Thoroughly understand New Mexico's strengths and weaknesses in order to develop an effective message
- Establish baselines to measure future progress

Early studies:

- Focus groups (in Albuquerque, Dallas, Chicago, Los Angeles & Houston)
- Social Media audit (MutualMind)
- Plog “Venturer” psychographic traveler profile & target market analysis
- Longwoods International Image Study

Key Findings:

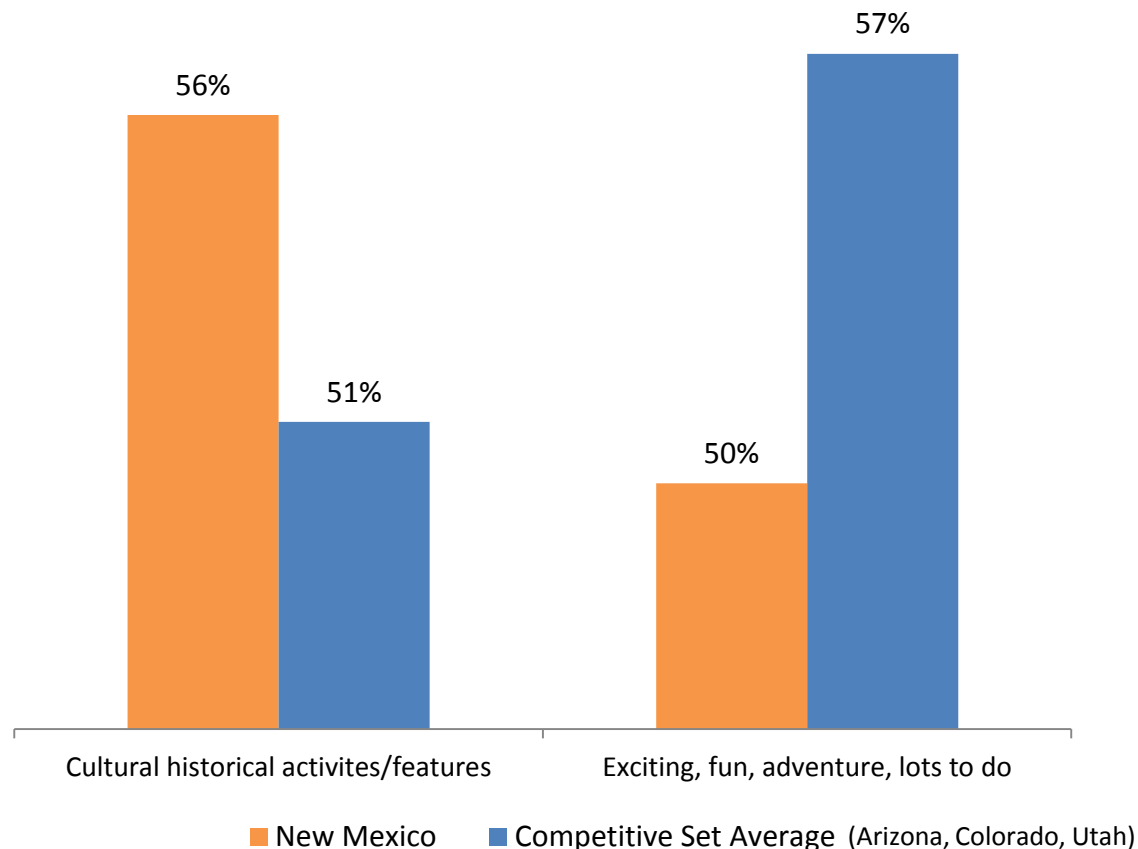
- Low/no awareness & misperceptions of New Mexico
- NM a destination better suited to “venturers” – the more adventurous, self confident traveler, NM not a “packaged” product
- NM’s image has unique advantages & disadvantages compared to our competitive set

How research influenced the development of NMTD advertising:

Research influenced development of
our brand essence:

“Adventure steeped in Culture”

New Mexico is ***strong in culture & history***, but ***not seen as adventurous & exciting*** – however, these are also key travel motivators, & need to be part of the messaging



Research strongly influenced what
content to include in ads:

Summary of Strategic Communication Priorities:



DRIVE
MARKET



FLY
MARKET

TOP CONVERSION DRIVERS DELIVERED	"FEEL"	Fun / Lots to See & Do	
		"Must Do" / Unique Vacation Experience	
		Feel Welcome / Good for Adults/Families / Safe	
		Good Place to Relax	
		Beautiful/Wide Variety of Scenery	
		Interesting History / Historical Sites	
SOURCES OF STRATEGIC ADVANTAGE (Relevant P.O.D.)	"DO"	Festivals/Fairs/Events	Interesting Architecture
		Warm/Friendly People	
		Native Cultures & Cuisine	
OTHER SUPPORT STRONGLY DELIVERED		Hiking/Camping/State Parks/Exploring Nature/Wildlife/Birds	
		Easy/Affordable to Get to	Nature Travel/Eco Touring
		Challenging Outdoor Activities	Interesting Small Towns/Villages
		Climate	Local Art/Galleries/Artisans

Research helped decide where we
advertise:

DMA selection criteria FY15:

FLY MARKETS

	"Venturer" Index	2014 Non Stop Flights/ Day to ABQ	Chg vs. 2012	Dominant Carrier	2014 # of SWA Non Stop Flights	Chg vs 2012	2014 Non Stop Flights/ Day to SF	Chg vs 2012	Minimum Travel Time	Economic Performance: 2013 Rank*	Strong, Unique Advantage vs. Mkt of Origin	Seasonal Appeal	MEDIA COST INDEX	
CURRENT	Dallas-Ft. Worth	103	16	0	Southwest/ American	8	0	2 (AA)	-1	1:40	7	3	YR RND	111
	Houston	108	7	0	United / Southwest	3	0	0	0	2:00	8	3	YR RND	111
	Denver	98	7	-5	United/Sout hwest	3	0	2 (United)	-1	1:10	15	2	YR RND	65
	Phoenix	100	12	-1	Southwest/U S Airways	8	0	0	0	1:10	66	2	SPR/SUM/WIN TER	70
	Chicago	111	5	0	American/So uthwest	2	0	0	0	2:55	86	3	SUMMER/FALL	143
ADD	San Diego	112	2	-1	Southwest	2	-1	0	0	1:40	43	2	YR RND	40
	Los Angeles	117	7	-7	Southwest/A merican	3	-1	1 (AA)	-1	1:45	97	2	YR RND	284
	Las Vegas	100	6	0	Southwest	6	0	0	0	1:20	192	2	YR RND	32
	Seattle-Tacoma	100	2	0	Southwest	2	0	0	0	2:50	6	2	YR RND	54
Extend	New York	115	1	0	Jet Blue	0	0	0	0	6:00	34	3	YR RND	276
	San Francisco	114	3	-1	Southwest	2	-1	0	0	2:15	3	2	YR RND	134
	Washington, DC	104	2	-1	Southwest/U nited	1	-1	0	0	4:10	45	3	YR RND	120
	Salt Lake City	88	3	0	Delta	0	0	0	0	1:35	5	2	SUMMER/FALL	27

The “New Mexico True” Brand Launched Spring 2012

Next step for research?

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ROI (Return On Investment) Study

3:1 ROI

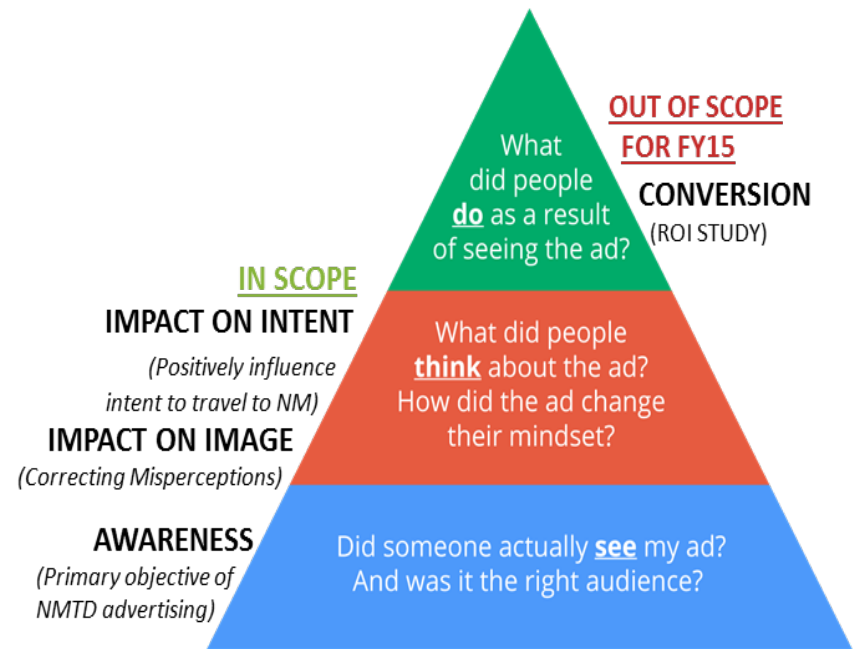
Resulted in: 180% increase in ad budget

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Advertising Effectiveness Study FY15

Goal: Discover which messages on what media platforms are most effective in changing awareness, image and intent to visit New Mexico



Source: DoubleClick by Google, Feb. 2014

Key Learnings:

1. Research helped define New Mexico's brand image
2. Research helped define what content to include in our advertising
3. Research helped decide where we advertise
4. Research helped prove effectiveness of our advertising and helps refine advertising so it is more effective

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