The Role of Research in Marketing New Mexico

May 2014
James Orr, NMTD Research Director

NEW MEXICO™
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:

**TOP CONVERSION DRIVERS DELIVERED**

<table>
<thead>
<tr>
<th>“FEEL”</th>
<th>“DO”</th>
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<tbody>
<tr>
<td>Fun / Lots to See &amp; Do</td>
<td>Interesting History / Historical Sites</td>
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<tr>
<td>“Must Do”/ Unique Vacation Experience</td>
<td>Festivals/Fairs/Events</td>
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<tr>
<td>Feel Welcome / Good for Adults/Families / Safe</td>
<td>Interesting Architecture</td>
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<tr>
<td>Good Place to Relax</td>
<td>Warm/Friendly People</td>
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<tr>
<td>Beautiful/Wide Variety of Scenery</td>
<td>Native Cultures &amp; Cuisine</td>
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**SOURCES OF STRATEGIC ADVANTAGE ( Relevant P.O.D. )**

- Hiking/Camping/State Parks/Exploring Nature/Wildlife/Birds
- Easy/Affordable to Get to
- Challenging Outdoor Activities
- Climate
- Nature Travel/Eco Touring
- Interesting Small Towns/Villages
- Local Art/Galleries/Artisans

Source: Longwoods Int. NM Image Baseline Study, Nov. 2011; Katie Connolly & Associates, LLC custom analysis
Research helped decide where we advertise:
## DMA selection criteria FY15:

### FLY MARKETS

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The “New Mexico True” Brand Launched Spring 2012

Next step for research?
The 3 phases of NMTD research:

1. Understand New Mexico’s competitive position

2. Prove the effectiveness of our message

3. Refine the message
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.
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
More information at:

at http://nmtourism.org

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