

2022

Advertising Effectiveness

January 2023

Background & Objectives

Visit Overland Park partnered with SMARInsights, an internationally recognized travel and tourism research firm, to measure the effectiveness and return on investment (ROI) of its 2022 advertising campaign.

This research provided measurement of the impact resulting from the community investment in advertising, including the number of visits and amount of spending at Overland Park businesses. The study provided insights that help to enhance the effectiveness of future advertising by assessing the creative message and the efficiency of the media buy.



Data was collected with an online survey among leisure travelers in target markets where advertising was placed: Omaha, NE, Des Moines, IA, Topeka, KS, Wichita, KS, Springfield, MO and St. Louis, MO.

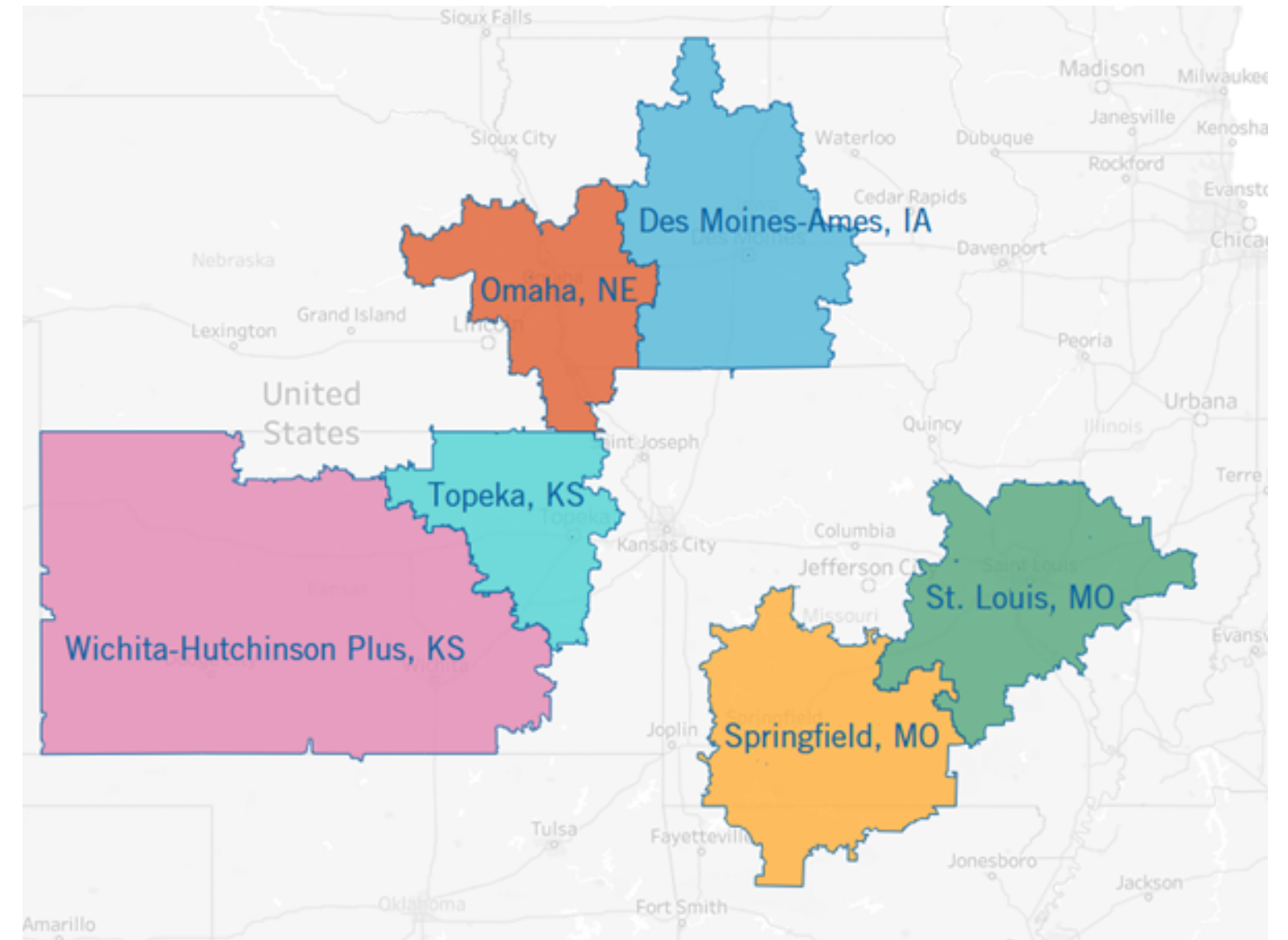
National sample providers with demographically representative panels were used in order to project the research to the population.

Research was conducted in two waves. Wave 1 measured the awareness of the advertising at the peak of investment, the image of the destination, and the effectiveness of the creative to achieve communications goals. The survey was conducted from September 9 to 19, 2022 and a total of 1,102 surveys were completed in the target markets. The margin of error for Wave 1 was $\pm 2.95\%$.

Wave 2 measured travel that was attributed to the advertising investment. The survey was conducted from December 8 to 21, 2022. A total of 1,650 surveys were completed in the target markets. The margin of error for Wave 2 was $\pm 2.41\%$.

After data collection, the results were cleaned, coded, and weighted to the population.

Methodology





Campaign Overview

The Overland Park campaign flight ran from May 23rd until mid-November 2022.

The campaign featured a creative concept that invited visitors to come for an activity or attraction in Overland Park or the greater Kansas City metro, and stay in Overland Park for "more."

The campaign ran on the following channels:
Connected TV, online video, streaming audio, rich media web banners, native advertising, social media advertising, select mobile applications and online search.



Visit Overland Park Sponsored
Come for whatever reason. Stay for unexpected Overland Park.

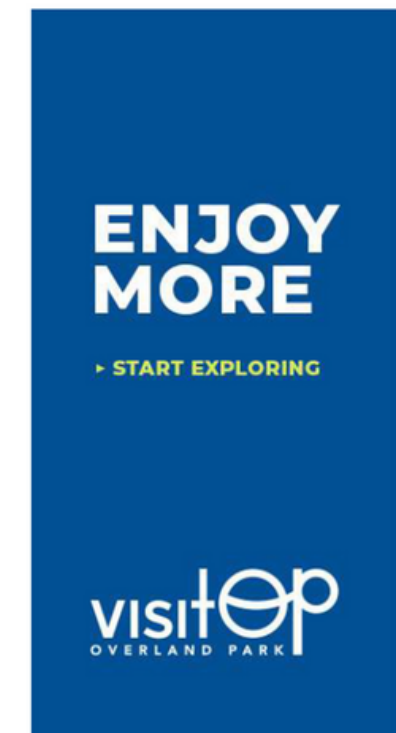
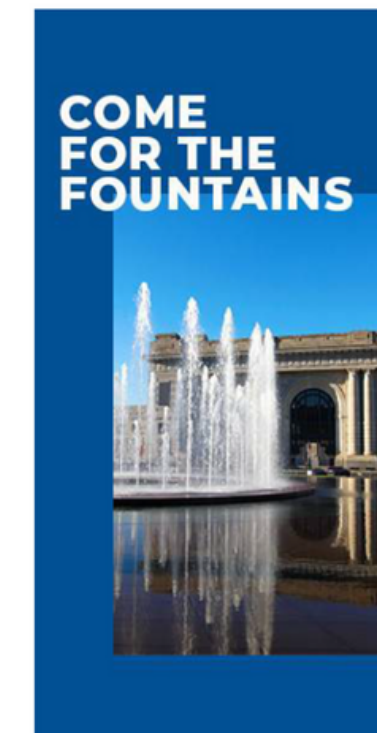


VISITOVERLANDPARK.COM
Come for the Meals
Explore More in OP

Visit Overland Park Sponsored
Come for whatever reason. Stay for unexpected Overland Park.



VISITOVERLANDPARK.COM
Stay for the Deals
Explore More in OP



Advertising Recall

With a media investment of \$795,000, the campaign reached 772,690 households. This translated to a cost per aware household of \$1.03.

77% rated the ads as favorable

Creative Evaluation

After viewing the advertising, respondents were asked to rate the creative on a series of impact attributes. Scoring revealed the campaign creative effectively communicated the variety of things to do, made Overland Park an attractive place to visit and improved their opinion about the destination. These scores were considered excellent among peer cities.



The 2022 campaign influenced

37,000
trips

\$33.2 million

in visitor spending

\$881

spent (per trip) by visitors who were aware of
advertising, +\$262 more than unaware.





Influence on Trip Behavior

Ad-aware visitors stayed longer and did more while in Overland Park.

Activity Participation in Overland Park



Aware visitors took longer trips, which included a greater proportion of their time in Overland Park.

Additionally, ad-aware visitors participated in almost 2 more activities than unaware.

**Want more
information?**



Contact us or visit our website:

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