



# Rhode Island Commerce Marketing Update

February 27, 2017



# Background

In the past seven months, we have been hard at work building our foundation:

- Rounded out the marketing team to include business attraction, tourism, marketing and communications professionals
- Developed a brand voice and design guidelines. These elements provide design guidelines, brand personality direction, a graphic identity system, logo/text placement, and design do's and don'ts for end users
- Developing new robust tourism website
- All metrics are up -- social media followership/ reach, website visitors, earned media, and climate variables
- Hiring New Tourism and Business Attraction Public Relations and Advertising Agency

We continue to seek out and work with the most experienced and qualified vendors who are truly best in class.

These projects are key components to our success and provide the needed foundation to allow us to continue to grow tourism and drive new businesses to Rhode Island in the coming months.

# The RFP Process

A low-angle photograph looking up a narrow city street. On the left is a light-colored brick building with many windows. On the right is a darker brick building. In the center, a street lamp hangs from a wire. The sky is a clear, bright blue. The text "The RFP Process" is overlaid in the top left corner.

# RFP PROCESS

The RFP was a result of the Corporation's need to hire a new advertising and public relations agency to expand upon and grow the Corporation's marketing initiatives.

In November 2016, the Corporation issued a request for proposals for Tourism and Business Attraction Advertising and Public Relations services.

The Corporation received the following responses to the RFP:

- Tourism Advertising – 12
- Tourism Public Relations – 10
- Business Attraction Advertising – 7
- Business Attraction Public Relations – 7

An evaluation committee comprised of internal team members and external industry partners thoroughly vetted all responses, reading through them and scoring them to determine the top contenders in each focus area.

Finalists:

- Tourism Advertising – 3
- Tourism Public Relations – 4
- Business Attraction Advertising – 3
- Business Attraction Public Relations – 3

# PROJECT OVERVIEW

The Rhode Island Commerce Corporation sought firms that were able to develop advertising and public relations campaign strategies for business attraction; manage production and development of creative that inspires, informs and drives action; evaluate regional and national media opportunities and plans media buys; identify promotional opportunities; cultivate strategic partnerships; and provide research & analytics.

The advertising and public relations firms will work collaboratively with the Rhode Island Commerce Corporation website and social media partners.

# TOURISM

Tourism is an important driver of the Rhode Island economy. As of 2013, tourism to Rhode Island contributed \$2.38 billion to the state's economy, supported over 39,000 jobs, and provided more than \$1 billion in wages and salaries.

The Corporation is committed to growing the state's tourism industry through increasing:

- **Traveler trips to Rhode Island**
- **Average traveler spend per trip**
- **Resident spend on tourism activities**

The Corporation promotes Rhode Island in the domestic and international marketplaces, leveraging multiple marketing and communications tactics, including but not limited to traditional public relations strategies, advertising, social media, public engagement programs, travel trade and sales outreach. All of these efforts are directed at our target audiences—prospective visitors, previous visitors, Rhode Island residents, transportation partners, tour operators, travel agents, industry partners and NGO's.

# BUSINESS ATTRACTION

The Rhode Island Commerce Corporation promotes Rhode Island in the domestic and international marketplaces, leveraging multiple marketing and communications tactics, including but not limited to PR, advertising, social media, public engagement programs, business trade and sales outreach.

Under the leadership of a job-focused Governor, Rhode Island's economic development strategy builds our state's capacity to compete both nationally and globally. Governor Raimondo's plan includes a slate of economic development programs to get our state's economy on the right path and get Rhode Islanders back to work. Some of these programs are tax credits, with new safeguards to protect taxpayers, assist current businesses to grow and recruit new businesses to the Ocean State. Others aim at increasing our businesses' and universities' capacity to work together to create innovative products that will let Rhode Island's small businesses grow and prosper.

Rhode Island's business attraction efforts will promote the advances our state is making and promote Rhode Island as a great place to do business, placing an emphasis on the following advanced industries in which the state has key strengths:

- **Advanced Manufacturing**
- **Biomedical Innovation**
- **IT / Software, Cyber-Physical Systems, and Data Analytics**
- **Defense Shipbuilding and Maritime**
- **Advanced Business Services**
- **Design, Food, and Custom Manufacturing**
- **Arts, Education, Hospitality, and Tourism**
- **Transportation, Distribution, and Logistics**

# NAIL

Tourism and Business Attraction Advertising



# Rhode Island Campaigns & Branding



**TOGETHER, SMALL BUSINESSES ARE RI'S BIGGEST BUSINESS.**

"Merco decided to use the Exchange due to its unique Employee Choice option which enabled our employees to choose from sixteen different plan designs."

**Phil Papadogiannis**  
President & COO, Managing Director  
MERCO

"From an organizational perspective, the transition was pretty seamless but even more importantly our employees had a much wider range of options from which to choose than ever before."

**Peter Mello**  
Managing Director  
WATERFIRE PROVIDENCE

"The employees at Pilgrim-Sawyer made the decision to obtain health coverage through HealthSource RI because we need enough money on the premises to fund our health savings accounts."

**Geoff Grove**  
President & CEO  
PILGRIM SAWYER

"Not only did the business save money, but we were also able to offer our employees the opportunity to join the health insurance plan that made sense for them."

**Peter Karsmeyer**  
General Manager  
THE SANDWICH HUT

As a small business owner, you know that big businesses get all the breaks. That's why they pay less for pretty much everything - including health insurance. But with HealthSource RI, small businesses can join forces and get a better deal on health and dental insurance.

To find out more call 1-855-840-HSRI, visit [HealthSourceRI.com](http://HealthSourceRI.com) or come by.

**HealthSourceRI**  
HealthSourceRI.com

HealthSource RI is the official health care portal for the state of Rhode Island. Copyright © HealthSource RI is a trademark and service mark of HealthSource RI.



# NAIL'S CLIENTS

## NAIL CLIENTS

Lightlife

Stonyfield

Floating Hospital  
for Children  
at Tufts Medical  
Center

RI  
NPR  
ARE YOU LISTENING?  
88.5FM 96.5FM 102.5FM

Lifespan

Otis Spunkmeyer

POLIQUIN GROUP

RHODE ISLAND  
FOOD BANK

HARDING  
LOEVNER

vibram

SEGWAY

collette  
faded by time

Honeywell

FOOD  
SHOULD  
TASTE  
GOOD

POPCORN  
INDIANA

COX

saucony

PROVIDENCE  
Journal

ARROW  
HOW IT ALL COMES TOGETHER

KAYEM

Rhode Island  
Blood  
Center

Mike & Ike

United Way

MYSTIC  
AQUARIUM

GORE-TEX

LENOX

new balance

GMAC

SYMMONS  
the smart choice

BROWN

WaterWipes  
THE WORLD'S MOST BABY-SAFE

POLARTEC

Crossroads  
RHODE ISLAND

# Insight-Driven Process



# Strategy: Tourism

## GOALS

- Define the mission in terms that Rhode Island will win – target consumers, messaging, engagement.
- Leverage existing relevant tourism assets.
- Don't just be different from the competition, be more relevant.
- Create a lasting, positive association for RI for year-round tourism.
- Grow/extend traveler trips through targeted, relevant messaging.

# Strategy: Business Attraction

## Goals

- Thematic messaging built from a product truth delivered in a consistent and relevant manner for business.
- Produce a concentrated and sustained effort at the point of decision-making.
- An active campaign that walks-the-walk of a small, focused, nimble state.
- Leverage our existing assets to create relevant and compelling connection moments with decision makers.

# MMGY GLOBAL

Public Relations



# MMGY DIFFERENTIATORS

- INDUSTRY EXPERTISE
- RESEARCH-DRIVEN
- INTEGRATED APPROACH
- LOCALLY-SOURCED
- RESULTS-FOCUSED

# MMGY CLIENTS



BERMUDA



*Cleveland*

*South Dakota*



# MMGY PR APPROACH

## GENERATE

Target regional & national consumer & trade press coverage – print, online & broadcast

## ENGAGE

With digital/social influencers, tastemakers, likeminded brands

## IDENTIFY

Strategic national & regional media & brand partnerships/promotions

## INSPIRE

An emotional connection by engaging target travelers where they live, work & play with content & unique experiences

## DRIVE

Traffic to website & social media channels

## COLLABORATE

With industry partners to create buzz

## PROTECT

Rhode Island's image

# MMGY SOCIAL MEDIA APPROACH

## STRATEGIC SOCIAL SUPPORT

Provide ongoing strategic guidance, identification of new opportunities, social channel monitoring, and detailed reporting

## SOCIAL CONTENT DEVELOPMENT

Develop creative content that is timely, targeted, optimized and integrated with other marketing channels

## PROACTIVE COMMUNITY MANAGEMENT

Generate social media channel engagement in order to maximize brand exposure and affinity for the brand

## CAMPAIGN DEVELOPMENT

Create engaging social campaigns to bring the Rhode Island brand to life

## INFLUENCER RELATIONSHIP MANAGEMENT

Leverage relationships with key social influencers, building brand advocates and introducing Rhode Island to new audiences

## MEASURE & OPTIMIZE

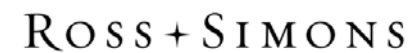
Measure success across a broad array of metrics including impressions & reach, engagement, website traffic, lead generation, & conversions

A panoramic view of a city skyline at dusk. The sky is a deep blue with scattered white clouds. In the foreground, several tall buildings are visible. On the left, a large, modern building with a grid-like facade is brightly lit from within, with a glowing orange light band around its top. To its right, a building with a distinctive yellow-lit tower stands out. Further right, a building with a red roof and a small dome is visible. In the background, a large, ornate building with a prominent dome, likely a state capitol, is illuminated. The overall scene captures the vibrant lights of the city against the twilight sky.

# RDW

Tourism Media

# RDW Clients



# RDW Media Process

Marketing & Communications Goals





# HAVAS

Business Attraction PR

# TELLING THE R.I. STORY

104 placements  
253,403,863 impressions  
\$2,343,985.73 AVE

## The New York Times

Where Trump Sees Economic 'Disaster,' Experts See Something More Complex

## CRAIN'S BOSTON

Q&A: Rhode Island's Commerce Secretary on Righting the Economic Ship in the Ocean State

## The Boston Globe

A Job Victory in RI, Drug Company Pulls Plug, and a Wireless Electric Car

## QUARTZ

Rhode Island Governor: How a Small State Made a Big Breakthrough in High Tech Job Growth

## Forbes

Rhode Island: The Startup State

## SITE SELECTION

Rhode Island's Industries Growth

## THE BOND BUYER

How Rhode Island Plans to Reset Its Manufacturing Watch

## FDi

Q&A: Gina Raimondo

## FDi

On the FDI Map

## AREA DEVELOPMENT

Virgin Pulse Expands Operations in Providence, Rhode Island

## BusinessNewHaven

Tech Flocks to Providence

## REBUSINESS ONLINE

JV Breaks Ground on 169-Unit Multifamily Development in Providence, Rhode Island

## Bloomberg Business

Rhode Island's Advanced Industries Growth

## TheStreet

The \$15 Billion Reason That GE's Adding Three U.S. Technology Centers

## QUARTZ

The First US Offshore Wind Farm Goes Live as Renewables Race to Underprice Fossil Fuels in Age of Trump

# COMMUNICATIONS PLAN TOOLBOX

Toolbox Phase	Overview	Tactics
<b>Familiarize</b> 	<ul style="list-style-type: none"> <li>• Implement thought-leadership programs</li> <li>• Showcase incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Maximizing content</li> <li>• CEO targeting</li> </ul>
<b>Engage</b> 	<ul style="list-style-type: none"> <li>• Highlight the “Why R.I.” story</li> <li>• Create opportunities at conferences and events</li> <li>• Ensure a steady drumbeat of coverage with the vertical media</li> <li>• Support overseas trade missions and presence</li> <li>• Continue to support local media relations</li> </ul>	<ul style="list-style-type: none"> <li>• Why R.I.</li> <li>• Sector approach</li> <li>• Local engagement and in-state media relations</li> <li>• Business rankings</li> <li>• Bylines</li> </ul>
<b>Produce</b> 	<p>Help develop, curate and create information for potential business targets for the RICC and others to leverage across their channels</p>	<ul style="list-style-type: none"> <li>• Social media</li> </ul>
<b>Amplify</b> 	<p>Ensure the greatest number of eyeballs for each article and interaction by posting content across multiple owned channels and boosting on social</p>	<ul style="list-style-type: none"> <li>• Native advertising</li> <li>• SEO</li> </ul>
<b>Measure</b> 	<p>Monitor, measure and analyze the success or failure of each initiative and action to determine how we evolve before we begin the cycle again</p>	<ul style="list-style-type: none"> <li>• Daily progress report</li> <li>• Weekly call and progress report, with earned and social media tracker</li> <li>• Monthly wrap-up with milestones, accomplishments and KPI reporting</li> <li>• Quarterly in-person presentation on valuation of efforts against accomplishments and KPIs</li> </ul>

**KPI's/ ROI**



# KPIs – Translating Effort into Impact



**Reach/Web Traffic**  
25% increase YOY

## TOURISM/BUSINESS ATTRACTION



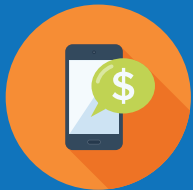
### Earned Media

Investment: **\$1M**  
ROI: **\$4M**



### Paid & Native Media

Investment: **\$1.85M**



### Social

Investment: **\$574,000**  
ROI: **\$1.85M**

**Overall  
Investment:**

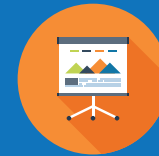
**\$4.29M**  
**ROI:**  
**\$7.76M**

## BUSINESS ATTRACTION

Economic Value



Number of business leaders reached through mailers and sponsored integrations



Number of incoming leads

**RHODE  
ISLAND**



**RHODE ISLAND  
COMMERCE CORPORATION**

315 IRON HORSE WAY, SUITE 101, PROVIDENCE, RI 02908  
401.278.9100 | 401.273.8270 fax

**COMMERCERI.COM**

---

