

## Sammy Hagar named tourism ambassador to Los Cabos, Mexico

Partnerships with celebrity “ambassadors” sound good, and many DMOs find success (New York City with Taylor Swift and Australia with Chris Hemsworth, for example).

Less successful examples include Visit Florida’s association with Miami rapper Pitbull.

One match that might be obvious was just announced: Sammy Hagar and Los Cabos, Mexico.

Hagar, a Rock & Roll Hall of Fame musician and longtime Los Cabos resident and business owner, was awarded the first accreditation of Honorary Ambassador of Los Cabos.

“Sammy Hagar has long been the unofficial ambassador to Los Cabos and through this official designation, we look forward to strengthening our tourism brand and economic growth through his global appeal,” said President of Los Cabos Óscar Leggs Castro.

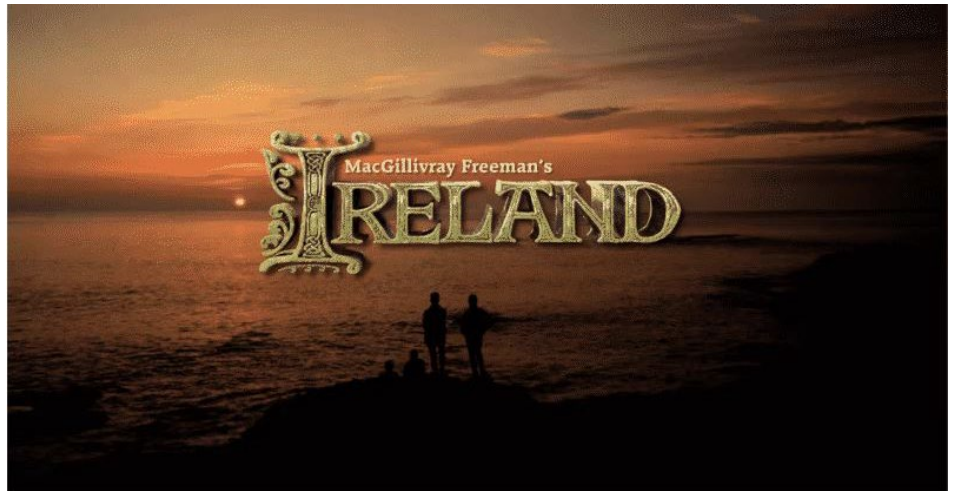
Hagar fell in love with the sleepy Mexican fishing village at the tip of Baja in the early ‘80s.

His Cabo Wabo brand tequila and Cabo Wabo Cantina (founded in 1990) are famous worldwide.

– PRNewswire via wfmz.com



Sammy Hagar (center)



## Ireland DMO hopes for max results from film

Tourism Ireland is teaming up with a new IMAX documentary about Ireland to welcome travelers back after the enduring travel slump from the COVID-19 pandemic.

But ensuring the partnership is successful has called for a lot more than Irish luck; it’s taken a sophisticated mix of integrated marketing and data management.

“From a tourism perspective [the film] is a great opportunity with terrific cinematography just to showcase the natural beauty and authenticity of Ireland,” said Alison Metcalfe, executive vice president North America and Australia/New Zealand of Tourism Ireland.

The organization is presenting partner for the release of the IMAX documentary, Ireland, which features Liam Neeson as narrator and is produced and distributed by MacGillivray Freeman Films (MFF), known for making IMAX docs like Everest and To the Arctic.

“The IMAX movie is obviously the centerpiece, and we’re working with MFF in building out a whole promotional campaign which will

play out over most of the next year.”

She added, “As different components come onstream and the film builds momentum, there will be publicity, social media and digital campaigns – lots of moving parts and a fully integrated marketing campaign around that.”

Aside from captivating scenes of Ireland on 70mm film, Ireland the movie, directed by Greg MacGillivray, also includes a premise that dovetails nicely with an integrated travel campaign.

The film follows writer Manachan Magan and concert violinist Patricia Treacey as they discover cultural points of interest and connect people of Irish heritage all over the world with their homeland. Four traveling teenagers are also in the cast.

“Ireland for our company and our family has always been a place we’d wanted to make a film on,” said Shaun MacGillivray, producer of Ireland and MFF’s President.

The film wrapped shooting in 2020 right before the pandemic became

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Darrell Bartholomew, a professor at Penn State Harrisburg wears medical grade equipment that will help businesses understand how potential customers feel about their advertising.



## If only we could read consumers' minds ...

Businesses want to get in your mind. They want to see how you perceive their advertising so they know what works when it comes to marketing their products.

And now they can – literally.

Penn State has long used tests to measure brain activity to study learning behaviors in its psychology department. But now Penn State Harrisburg is employing medical grade equipment to get a handle on consumer tastes.

Researchers are turning to EEG, traditionally used to measure electric activity in a patient's brain to diagnose brain tumors, epilepsy and sleep disorders, in a marketing study to see how people react to ads, new products and websites.

- Are they excited?
- Are they interested?
- Are they bored?

"Imagine if you will that you were going in on a sales call that now instead of just doing the sales call you could see what your client was thinking and be able to see what they experience in their head, not just what their telling you," said Darrell Bartholomew, assistant professor of marketing in the

School of Business Administration at Penn State Harrisburg. "And so it would help you understand if they're really interested in your pitch, which part of your pitch got them excited."

Wearing the EEG equipment, participants in the study view a video or other type of advertisement. The goal is to use the technology to capture a person's emotions as they watch ad material.

There are already ways to measure the success of an ad by looking at social media metrics – numbers of shares of on YouTube and Facebook – but with technology, researchers and businesses can learn more.

Bartholomew is working on the study with Siddharth Bhatt, assistant professor of marketing in the School of Business Administration at Penn State Harrisburg; Stephen Hampton, assistant professor of marketing in the School of Business Administration at Penn State Harrisburg; and Thomas Baker of iMotions.

– *pennlive.com*

## Ireland DMO hopes for max results

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widespread. With borders closed by St. Patrick's Day in March, travel was put on pause, and Tourism Ireland had to change its message to travelers while remaining on their minds as a top destination once things opened back up.

In March 2020, Tourism Ireland paused its paid media advertising.

"In April we decided we needed to find a way to stay connected with our potential audiences at a consumer level, but also to stay connected with our industry partners, including airlines, tourism and media partners."

They launched a global social media campaign amplified through their partners, as well as with paid social ads. It centered around nine different buckets of content or "passion points" to "keep people warm about Ireland," Metcalfe explained.

Over a year later, in May 2021, Tourism Ireland pivoted again into "reassurance mode" promising travelers that Ireland would soon be open again now that travel restrictions were loosening in other markets.

The promotion around the IMAX release falls into the category of brand partnership, one of Tourism Ireland's biggest. It branches off the core advertising campaign to connect with "culturally curious" new travelers.

The film was released Feb. 11.

– *martech.org*