

HERE'S TO THOSE WHO
WISCONSIN
TOOLKIT



TRAVEL
WISCONSIN

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We work every day to make a great impression of Wisconsin and we know you do too. Undoubtedly, each of our efforts will be stronger when we all work to build the same reputation. One of our strategic imperatives is to engage our partners across the state in shared goals and vision.

The purpose of this toolkit is to provide you with more insights into our campaign and ideas that can help you leverage the “Here’s to Those Who Wisconsin” brand idea in your promotions.

HERE’S TO WORKING TOGETHER TO INSPIRE TRAVELERS TO EXPERIENCE WISCONSIN!



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**WE'RE ELEVATING
WISCONSIN TRAVEL WITH
A SIMPLE CELEBRATION
OF SHARED MOMENTS,
BIG AND SMALL.**



HERE'S TO THOSE WHO WISCONSIN

Moments made in Wisconsin are worth celebrating. Because the memories you make here with family and friends weave their way into your core.

Here's to diving into a freshwater playground—from our Great Lakes shorelines to our Northwoods lake country and Mississippi River bluffs.

Here's to small talk with friendly locals who want you to love this place as much as we do.

Here's to feasting on craft food and drinks that are inspired yet down-to-earth.

And to our spirited cities and small towns where you're made to feel right at home.

Here's to taking part in our cherished traditions.

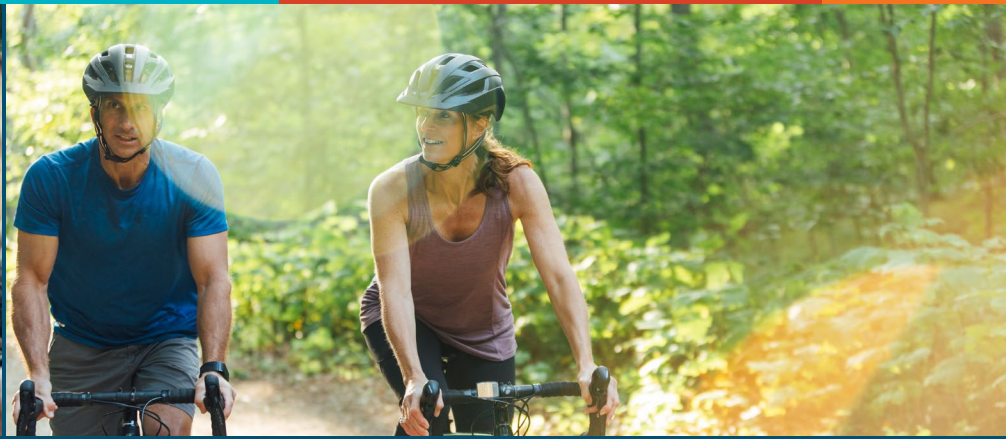
And to natural wonders that have a way of refreshing your perspective—the same way they have shaped our scenic landscapes.

Here's to those who Wisconsin... we'll raise a smile to that.



View our [brand sizzle video](#) created for our industry partners to get a sense of how video, music and voiceover can come together to create an impression as we share our brand story.

**Note the brand sizzle video is not a consumer facing video and is for your education and inspiration only. It is not meant to be shared externally.*



WHY CELEBRATE SHARED MOMENTS?

Tapping into consumer emotions is such an important part of brand building because when we do so, consumers...

- Buy more
- Are less price-sensitive
- Visit more often
- And recommend our brand to their networks

To identify Wisconsin's emotional hook, we conducted and analyzed research to understand the emotional motivations behind why people take vacations. During our research, we asked participants to send us photos of their favorite vacation.

Almost all the photos that we received depicted moments of personal connections and shared experiences. We didn't ask them to send us photos with people in them, we simply asked participants to share their favorite vacation photos. Yet, shared laughs, shared excitement and shared moments were in almost every single photo.

The research showed that capturing lasting and shared memories is the top motivating factor for our target audience. Travel Wisconsin developed an emotional hook of shared moments and memories to tell the Wisconsin story and help the consumer connect Wisconsin with the perfect place to create memories of a lifetime.

This summer campaign, "Here's to Those Who Wisconsin," naturally leans into Wisconsin's spirited and celebratory nature and highlights shared moments of joy in a way that is unique and ownable to Wisconsin. You'll also see a return of real families and real friends discovering the unexpected in Wisconsin, with all of it adding up to showcase the welcoming personality of our state.



TRAVEL WISCONSIN SUMMER 2022

AS YOUR TOURISM PARTNER, TRAVEL WISCONSIN IS PUTTING EVERY DOLLAR TO WORK TO DRIVE TRAVELERS YOUR WAY FOR THE MEMORIES THAT WILL LAST A LIFETIME.

Talking To Our Memory Makers

After two years of putting off plans, people's souls are craving the unexpected and the unforgettable. Travel Wisconsin's summer marketing campaign puts the travelers' core desires at the heart of everything we do. Our "Here's to Those Who Wisconsin" messaging meets them in this moment of possibilities. Using data as our guide, we transform our targets' desires into destination travel.

At the center of our campaign is our 30-second TV spot. Airing across the Midwest, it immerses viewers in summer moments in Wisconsin. And it's backed by science - we used neuroscience research to observe the attentional, emotional and cognitive responses toward the ad. We used that research to ensure these 30 seconds are highly motivating in a memorable, engaging way. When you watch the ad, you'll feel like you are right there in it with them - going down the waterslide, dipping your toes in the water, sipping an Old Fashioned and more.

View the 30-second Spot: <https://youtu.be/mJjU6212jh4>



In addition to the 30-second spot, we're running 15-second spots on connected TV and other online channels. Each targets a unique audience segment based on their interests and behaviors. Knowing our audience is paramount to powerful ads, so we've created messaging tailored just for them.

View the 15-second Spots:

- Family: <https://youtu.be/A--p77owg7E>
- Food: <https://youtu.be/3rp0fLcuQRY>
- Getaway: <https://youtu.be/WadK9BatXUE>
- Water: <https://youtu.be/pqkStWoNXy8>

The 2022 summer advertising campaign includes digital advertising, online video, traditional TV, connected TV, radio, online radio, social media, paid search and billboards. We complement our advertising campaigns with our ongoing public relations efforts and influencer campaigns.

Advertising Run Dates:

April 4 - July 23, 2022

Advertising Markets:

In State: Milwaukee, Madison, Green Bay, Wausau

Out of State: Chicago, Minneapolis, Cedar Rapids, Duluth, Rochester, Davenport, Des Moines, Rockford

Travel Wisconsin Campaign Objectives:

- Increase awareness of Wisconsin's summer activities
- Enhance Wisconsin's image and perception
- Drive traffic to TravelWisconsin.com and summer content
- Increase arrivals to Wisconsin

Travel Wisconsin Campaign Benchmarks

Tactic	Goal	KPI (Primary)	Metrics to Watch	Post Campaign Analysis
TV	Awareness	Impressions	CPM	N/A
CTV	Awareness	Completion Rate	CTR	APM
Pre-Roll	Awareness	Completion Rate	CTR	APM
Audio	Awareness	Completion Rate	CTR	APM
OOH	Awareness	Impressions	CPM	N/A
Display	Awareness	Viewability	CTR, CPC, CPNBU	APM
Native	Site Traffic	CTR	Cost/Session, CPNBU	APM
Social	Site Traffic	CTR/Swipe Rate	Cost/Session, CPNBU	APM
Paid Search	Site Traffic	CTR	CPC, CPNBU	APM

Key

- CTR:** Click Thru Rate
- Swipe Rate:** Snapchat specific metric, the ratio of how many users swiped up a picture ad to view details
- CPM:** Cost per thousand, a cost for every 1,000 impressions an ad receives
- CPC:** Cost per click
- CPNBU:** Cost per non-bounced user, website metric
- APM:** Arrivals per thousand, number of arrivals per 1,000 impressions an ad receives

SEE EXAMPLES FROM TRAVEL WISCONSIN'S SUMMER 2022 CAMPAIGN [HERE](#).

WHAT DOES THIS MEAN FOR YOU?



CREATING A UNIQUE EXPERIENCE FOR YOUR DESTINATION

In Wisconsin, no two places are alike, yet our unique moments are united by joy.

Here are some ways for you to connect the “Here’s to Those Who Wisconsin” idea to the experiences you offer:

- Create a list of the unforgettable, the refreshing, the down-to-earth, the only-in-Wisconsin
- Contrast what visitors will forget (the time, work stress) with what they will never forget
- Showcase the memory-making moments: from a planned zipline excursion to a family game night by the bay
- Bring your experience to life in visuals: crystal clear water, abounding forests, thirst-quenching craft brews, smiles with no cares or concerns

CREATING YOUR OWN HERE’S TO STATEMENTS

The “Here’s to Those Who Wisconsin” brand idea offers many ways to highlight experiences in your destination.

The formula is simple, Here’s to [insert phrase about the traveler or the experience]

Keep these tips in mind when crafting your phrase:

- Focus on the traveler and the experience rather than the place.
Instead of: Here’s to Minocqua.
Use: **Here’s to exploring nature’s original waterpark.**
- Use descriptive language that speaks to the hopes and desires of the traveler.
Instead of: Here’s to great food.
Use: **Here’s to savoring local flavors.**
- Bring in shared moments of joy.
Instead of: Here’s to time with family.
Use: **Here’s to stories told around the campfire.**





Point of View

Big Landscapes, Little People

Fly High

CREATING YOUR OWN IMAGE ASSETS

The impact of a photo is immediate. At one glance, viewers can sense the thrill of a waterslide, the wonder of overlooking a stunning vista, the vibe of a brewery surrounded by friends. Photography captures these feelings and more, proving how great it feels to explore Wisconsin.

Here are some tips to keep in mind to help your images reflect the Wisconsin brand strategy:

- Strive for clean images with a single focal point.
- Consider art direction; pay attention to details in the setting.
- Differentiate Wisconsin. Locations and subjects should communicate the state's unique offerings.
- Authenticity rules. Avoid face-forward poses for talent or fake situations.
- Avoid overly styled people, places or subjects. Avoid stock photos.

Consider the following perspectives to help showcase memory-worthy moments unique to your destination:

- **Point of View:** Immerse the viewer in the action rather than making them feel like they are watching from afar.
- **Big Landscapes, Little People:** Zoom out to show larger-than-life scenery with people actively enjoying the space.
- **Fly High:** Add variety with aerial and drone photos.

CREATING YOUR OWN POSTS ON SOCIAL MEDIA

Social media is a great way to reach travelers and generate engagement. Consider combining the previously mentioned tips on copy and imagery into your posts.

In addition to your owned photo assets, user generated content (UGC) is a great way for you to gather imagery highlighting shared moments of joy from travelers who have visited your destination, business or attraction. Consumers trust UGC content because it comes from their peers and gives an authentic traveler experience. It also opens up conversation between you and the traveler to create a sense of community. Travel Wisconsin uses UGC across channels including website, email and social to give that authenticity and show real shared moments of joy.

Encourage your travelers to share imagery and videos of themselves and their crew while in your destination. Make sure to promote your hashtag as well as **#TravelWI** to more easily find content after it is posted. Also, remember to ask for permission before sharing UGC and include the appropriate photo credit when sharing.

UGC Examples



CREATING YOUR OWN PUBLIC RELATIONS & INFLUENCER CAMPAIGNS

Public relations serves as a great complement to our advertising and is another great way to bring our brand idea to life. It builds brand awareness, improves perception and extends our reach all over the map, beyond the limitations of our advertising budget.

When working on earned media stories with a travel writer or content with an influencer, the story will ultimately be written in their voice. Although we can't dictate the exact language a travel writer or influencer will use (after all, it's their voice that makes the story authentic and credible), the story ideas we pitch to catch their attention and the details incorporated into a trip itinerary are rooted in our brand strategy. These pitches amplify our brand messaging, tell our unexpected story and dig into the proof points that back up the reputation we're building. In the end, this results in more content about Wisconsin reaching memory makers through credible third-party sources.

Here are some tips to keep in mind for your pitching and itinerary building once you've hooked that perfect writer or influencer:

- Refer to your list of unforgettable, refreshing experiences. Identify what makes these experiences relevant and important for travelers right now (new/limited time offering, trending topic, etc.).
- Highlight the ways your destination embodies Wisconsin's spirited and celebratory nature (events, festivals, unique businesses/experiences etc.). Build itineraries that provide ample time to experience these offerings.
- Identify key spokespeople who can speak to media or influencers to give them a greater understanding of your offering and why it's such a special opportunity for others to make memories.
- Provide details to explain why you're not just offering things to do, but why it's an incredible experience in *your destination*.



CREATING YOUR OWN LISTINGS ON TRAVELWISCONSIN.COM

Help Travelers Discover Your Destination on TravelWisconsin.com

Increase your online reach by making sure your attractions, events and tourism-related business listings on TravelWisconsin.com are comprehensive and current. With over 7 million users per year, this is a high traffic option for travelers to find your information. There's no cost to be included, so if you have information that will help inspire someone to choose your destination, submit or update your listing today!

A thoughtful and well-curated listing helps give a traveler a well-rounded picture of your destination and provides them with a way to learn more. It's also a great place to weave in the insights from the "Here's to Those Who Wisconsin" campaign to draw on the motivation of memory makers looking to create shared moments of joy.

The most important elements of a high-quality listing include:

- **Strong imagery:**

Showcase the unique, memory-worthy experiences waiting to be made.

Include multiple images to give a holistic idea of what a traveler can expect there.

Include images of people enjoying time together.

- **Thoughtful description:**

Copy should complement the imagery and further explain what to expect with descriptive language that explains why it's a must-visit place to make memories.

Include important things to know, including details that would pique the interest of travel parties of different ages and abilities.

- **Accurate URLs:**

Help travelers use listings as a jumping off point to find more detailed information and book travel.

STAY CONNECTED

We'd love to see how you're putting these ideas into action! Please share any examples of your campaigns with your Regional Tourism Specialist or reach out with questions along the way.

TRAVEL WISCONSIN REGIONAL TOURISM SPECIALIST MAP

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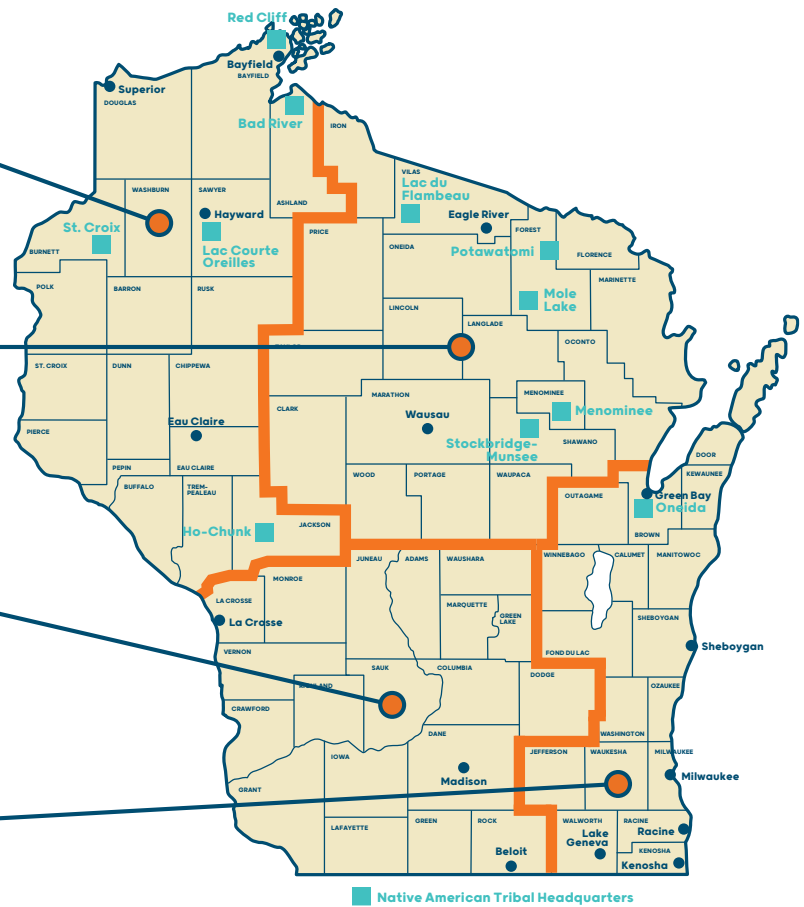


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To learn more about Wisconsin's brand promise, visit:
industry.travelwisconsin.com

