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NORTH
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TOURISM - MARKETING

IMAGE AND BRAND BUILDING

SUPPORT BUSINESSES

1: VISIT
Build a place where people want to visit.

2: LIVE
Then, you have a place where people want to live.

3: WORK
Then, you have a place where people want to work.

4: BUSINESS
Then, you have a place where business wants to be.

5: RESULT
Then, you're back to creating a place that people want to visit.

IT ALL STARTS WITH A VISIT.
— MAURA CAUST

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OPPORTUNITY

- Desire to travel
- Showcase our small cities and wide-open spaces
- Changing interests: rural, road trips, crowd-free
- Pent up demand – especially in Canada

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OPTIONAL TOURISM MARKETING REQUEST- \$7 MILLION

Destination Marketing

New late summer/fall -
\$5.8M campaign
New website/tech enhancements -
\$525,000

Media Outreach

Targeted national media outreach -
\$475,000

Brand Extension and Visitor Services

Brand- sales hubs at 4-6 locations
\$200,000

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INVESTMENT - EXPANDING AWARENESS \$5.8 M

- \$500K – Production investment
 - Goal: Showcase the State with powerful, well-produced photography, videography and other assets
 - ROI: Studies show good photography can increase conversions by over 40%
- \$1.8M - Television buy, including Connected TV and streaming video
 - Goal: Increase awareness and overall image of North Dakota as a travel destination
 - ROI: Most recent Image Study showed the highest recall on TV advertising (35%) and success at changing perceptions
- \$1.8M - Digital ad buy
 - Goal: Motivate click-throughs and conversions through integrated digital advertising options
 - ROI: Tactic provides most immediate results, inspiring web visits and partner referrals
- \$1M – Print buy, including magazine, newspaper and direct mail
 - Goal: Tell the North Dakota story through powerful photography, advertorial and cooperative advertising options for partners
 - ROI: Print continues to be one of the most credible means of advertising, returning the highest ROI
- \$300K – Sponsorships
 - Goal: Garner national exposure with sponsorships that align with North Dakota's most unique product
 - ROI: Sponsorships not only net awareness, they also motivate media, word-of-mouth and user-generated content
- \$400K – Out-of-home (OOH) and events
 - Goal: Get major impressions in high-traffic target markets aligned with propensity to travel to North Dakota
 - ROI: While OOH ads and event participation is limited in location, it provides "big splash" awareness

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SIDE-1

SIDE-1

Chicago Train, head house and elevator wrap –April – June \$185,158

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MEDIA COSTS EXAMPLES

- Broadcast TV – 3 weeks (May – Jun) Milwaukee, Duluth, Minneapolis
\$510,275
- Ducks Unlimited -full page ad+ editorial + enews + social \$18,824
- NDNA – June placements \$45,000
- Google Keyword (4 months) \$94,120
- Forum April 1-June 30 digital display, video, retargeting -\$80.590

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Investing in the State's digital footprint \$525,000

- \$350K – Major enhancement to NDtourism.com
 - Goals: inspire visitation and economic recovery of industry, increase time-on-site, decrease bounce
 - ROI: 5x increase in signals of intent to travel (SITs)
- \$75K – Google content development program
 - Goal: Improve accuracy of travel information within Google search and maps
 - ROI: Increase views of tourism partner images and North Dakota business verified by Google
- \$30K – Digital Asset Management site integration
 - Goal: Increase views of user-generated content and imagery of North Dakota
 - ROI: Double time-on-site for website visitors who interact with expanded galleries and videos
- \$45K – Database enhancement
 - Goal: Expand content and functionality for ND Tourism partners
 - ROI: 2x increase in referrals to partners
- \$25K – User optimization tools
 - Goal: Provide online chat, provide responsive navigation
 - ROI: Increased customer satisfaction, 42% of consumers say that they prefer live chat (live) and personalization

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INVESTMENT IN AWARENESS AND IMAGE \$475,000

- \$75K – Road Rally Support
 - Goal: Showcase the State with powerful, well-produced photography, video produced and shared by highly-acclaimed media.
 - ROI: 12 million household reaching 31 million impressions will drive trips to ND.
- \$300K – Television Coverage by Major Network Segment
 - Goal: Increase awareness and overall image of North Dakota as a destination and new lifestyle choice.
 - ROI: 10 million viewers valued at \$3 million to position ND as a must-consider destination.
- \$100K – Supporting Influencers
 - Goal: Utilize the power of social media influencers to showcase North Dakota.
 - ROI: Partner with communities and attractions to host influential social media personalities. Goal is to host 10-12 media reaching 100 million.

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OPTIONAL TOURISM MARKETING REQUEST- \$2.2 MILLION

<p style="text-align: center;">Destination Marketing</p> <p>Extend campaign- August \$1.4 M New website/tech enhancements - \$475,000</p>	<p style="text-align: center;">Media Outreach</p> <p>Targeted national media outreach - \$125,000</p>	<p style="text-align: center;">Brand Extension and Visitor Services</p> <p>Brand- info hubs at 4-6 locations \$200,000</p>
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INVESTMENT - EXPANDING AWARENESS \$1.4M

- \$700K - Television buy, including Connected TV and streaming video
 - Goal: Increase awareness and overall image of North Dakota as a travel destination
- \$700K - Digital ad buy
 - Goal: Motivate click-throughs and conversions through integrated digital advertising options

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Investing in the State's digital footprint \$475,000

- \$350K – Major enhancement to NDtourism.com
 - ROI: 5x increase in signals of intent to travel (SITs)
- \$75K – Google content development program
 - ROI: Increase views of tourism partner images and North Dakota business verified by Google
- \$25K – Database enhancement
 - ROI: 2x increase in referrals to partners
- \$25K – User optimization tools
 - ROI: Increased customer satisfaction, 42% of consumers say that they prefer live chat (Inc.) and personalization

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INVESTMENT IN AWARENESS AND IMAGE \$125,000

- \$75K – Road Rally- Great American Road Trip Support
 - ROI: 12 million household reaching 31 million impressions will drive trips to ND.
- \$25K – Supporting Influencers
 - ROI: Partner with communities and attractions to host influential social media personalities. Goal is to host 10-12 media reaching 100 million.
- \$25K -National Media Support
 - ROI: Reach new national audience targeted TBD

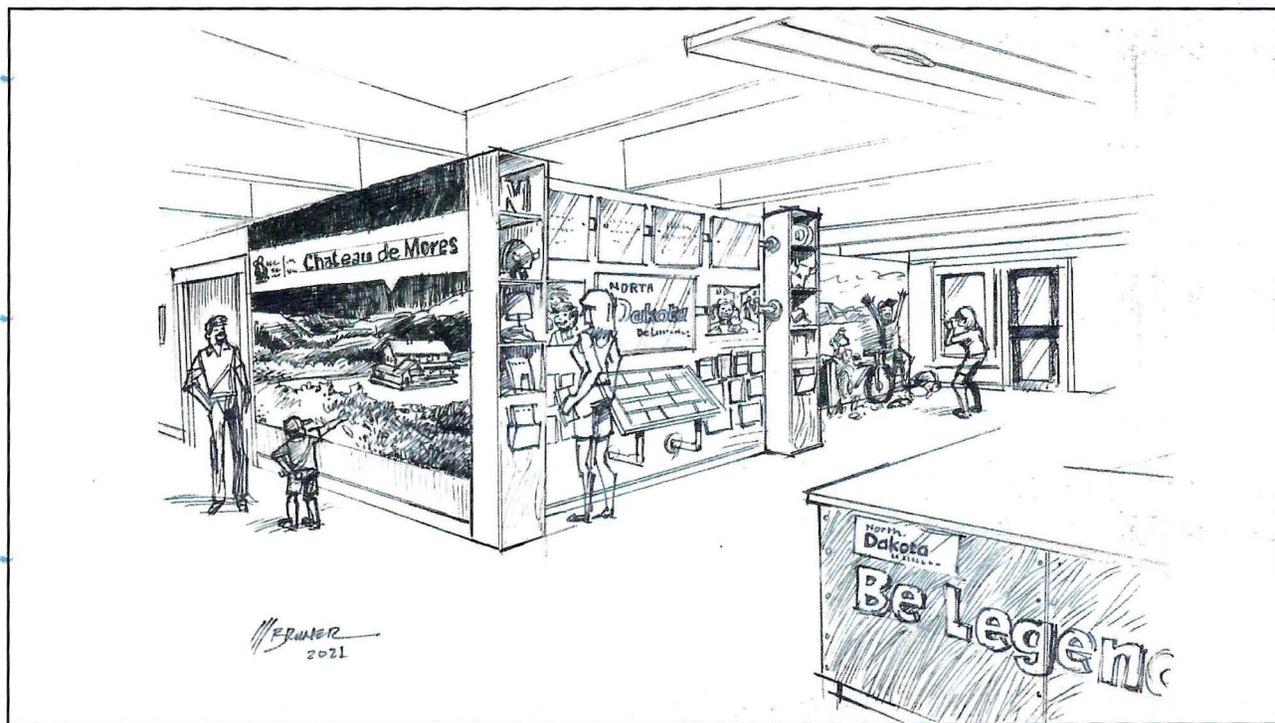
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BRAND EXTENSION AND VISITOR SERVICE \$200K

- Build out of 4-6 visitor information hubs at state owned facilities
- Provide visitor information staff training
 - ROI: Increase length of stays and more areas visited and spending, encourage return trips
 - ROI: Awareness, favorable impression and image improvement

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