

FY25 Rural Marketing Cooperative Program



ARIZONA
THE GRAND CANYON STATE

FY25 Rural Cooperative Marketing Program



Open to DMOs, Tribes & Statewide Tourism Associations only.

The guidelines, application/affidavit instructions, online selection form and webinar recording can be found here:

- Go to **Tourism.az.gov**
- At the top navigation, click on Advertising & Branding
- Click on Rural Marketing Co-op Program
- Or use your smart phone to scan the QR code that links directly to the dedicated page

If joining us by phone, please use the Q&A feature at the bottom of your screen to submit your questions.

FY25 Rural Cooperative Marketing Program



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Rural Cooperative Program





Purpose

The Arizona Office of Tourism is committed to supporting state-wide tourism and assisting the state's rural communities, regional partnerships and tribal nations in these efforts.

The cooperative marketing program provides partners viable options that fit within their needs and available budgets, including:

- Access to integrated marketing opportunities
- Research
- Branding opportunities
- Access to valuable tools to support tourism efforts

Through this campaign, approved participants can access integrated marketing opportunities and receive advertising rates subsidized at 50% of cost.



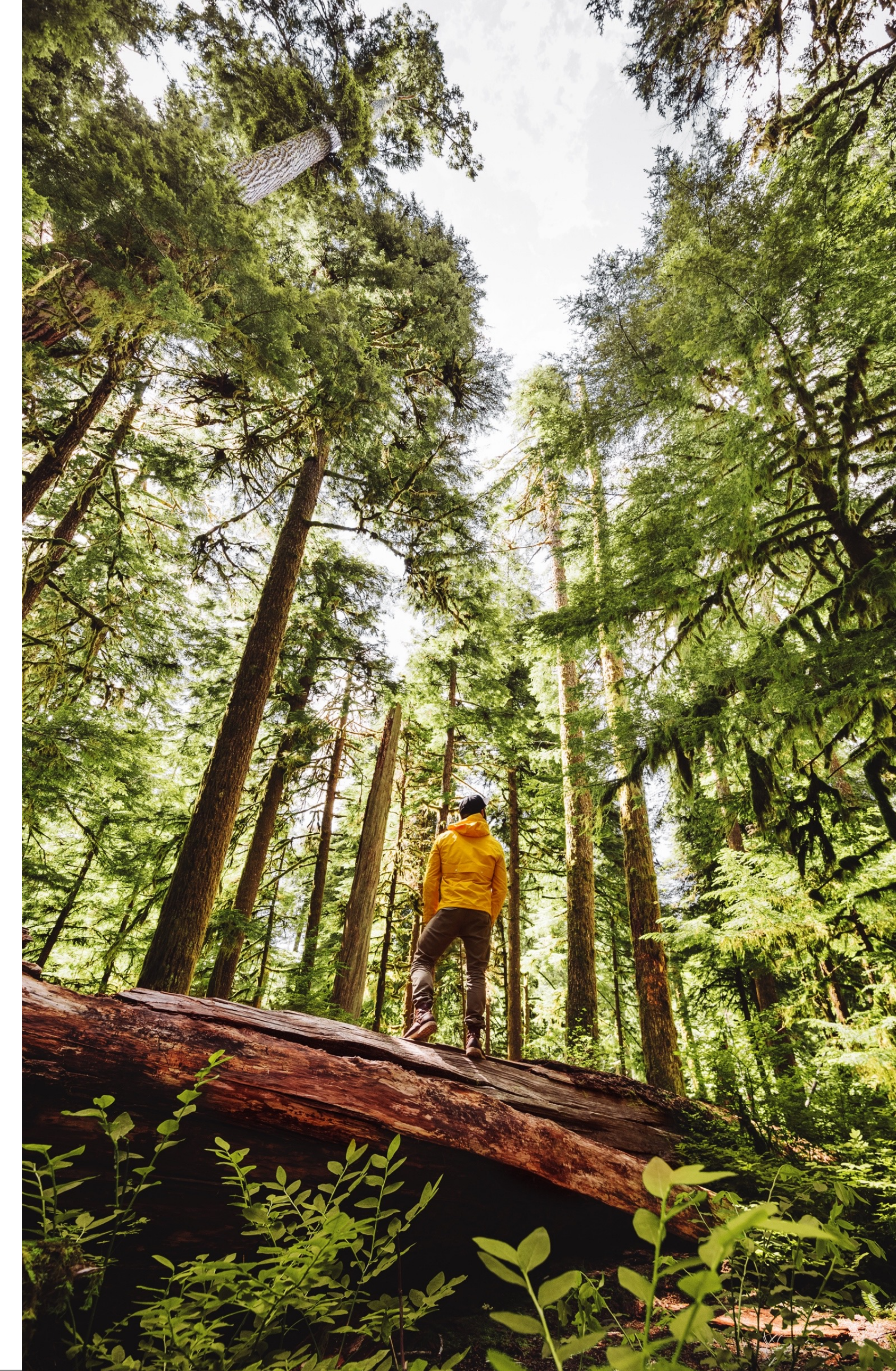
FY24 Goals & Objectives

Strategic Goals

- Increase visitation
- Increase return visitation
- Increase visitor spending

Objectives

- Drive overnight visitation
- Deliver a cohesive message to visitors to create a larger statewide impact
- Secure partnerships and opportunities that benefit AZ communities



Program Details

Net Rate & Billing

- Participants pay 50% of the net rate of selections and AOT pays the other half. So, if a participant spends \$20,000, AOT will match \$20,000 = \$40,000 in total purchases
- Participants spend cannot exceed \$50,000
- Participants work directly with the publishers. AOT will only intervene if there are issues with the publisher or partner

Online Selection Form

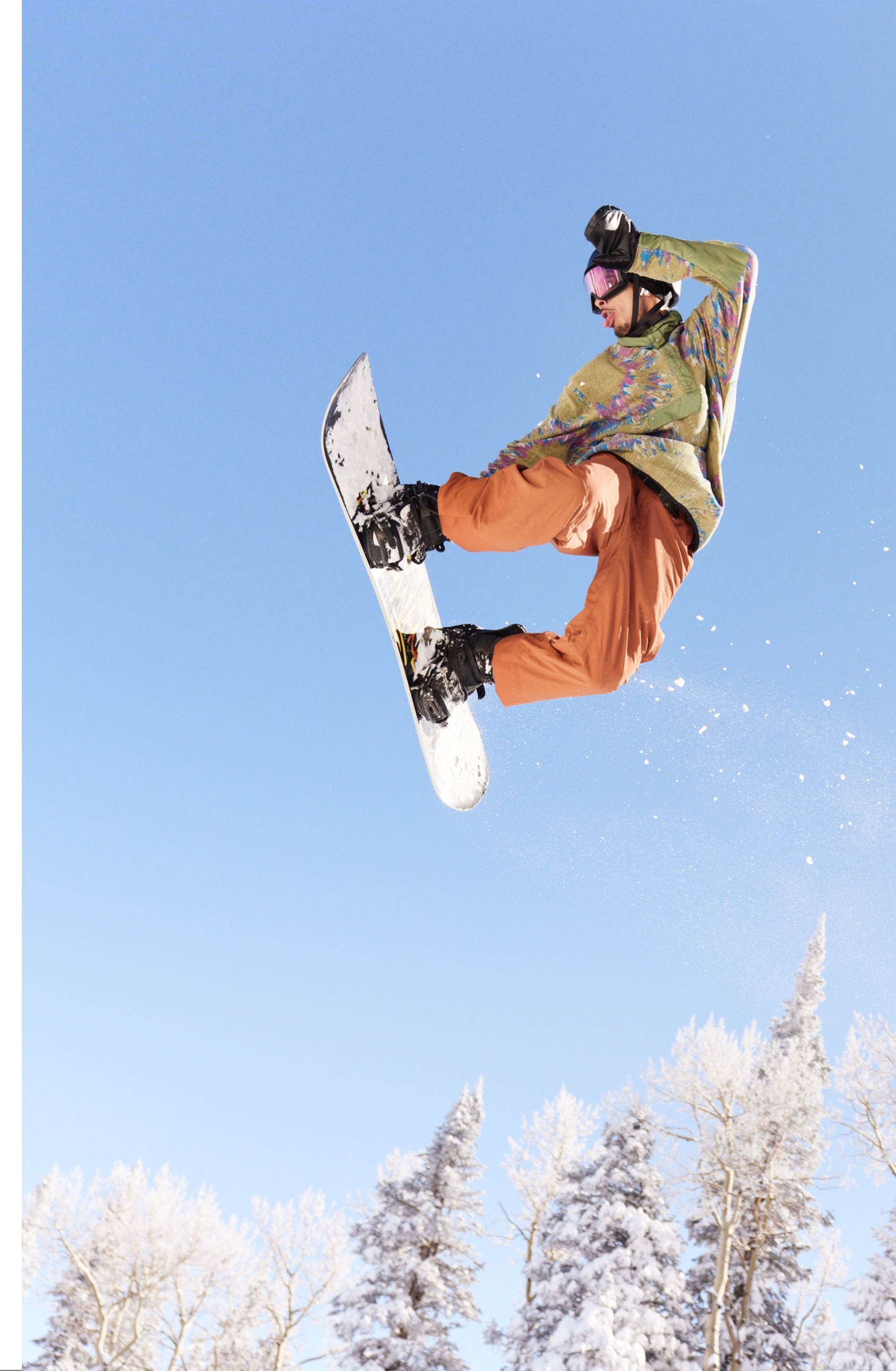
- Program offerings are available for review and selection via an online selection form found here: <https://www.aotruralmarketing.com/>
- The selection form offers opportunities for each phase of the consumer flow at various budget ranges
- Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met



Program Details

- The program spend is \$50,000
- The closing date for submission of materials is July 26, 2024
- DMOs who have a current affidavit on file with AOT DO NOT have to submit a new affidavit. Affidavits only need to be resubmitted if DMO status changes
- Those who want to participate in AOT programs must have a DMO designation affidavit on file with AOT by September 2, 2024, and an official action must have been in effect by July 1, 2024
- Counties with less than 3,000,000 residents are now eligible to participate in the program
- A completed and signed application must be submitted via a Google Form application

The affidavit, application and selection form can be found on tourism.az.gov, Advertising & Branding, Rural Marketing Co-op Program





Am I
Eligible?





Program Eligibility

Who is Eligible?

Arizona DMOs, Tribal Entities, Regional Partnerships, Statewide Tourism Associations

- A DMO is defined as an incorporated not-for-profit 501(c)3 or 501(c)6 organization or governmental unit that is responsible for tourism promotion and marketing of a destination on a year-round basis and located in counties with less than 3,000,000 residents as determined by the 2020 Decennial Census.
- A Tribal Entity, in any county, that wishes to market existing tourism attractions and tourism facilities
- An Arizona-based Regional Partnership that consists of a minimum of three (3) DMOs that promote a minimum of three (3) communities as a single regional tourist destination.
- Only one regional partnership can participate per region.
- Each regional participant must be the designated DMO for its respective community. Regional partnerships must have a tourism website or microsite that promotes each regional participant in an equitable manner.
- An Arizona-based Statewide Tourism Association that represents entities that rely on tourism-related business for a majority and/or more than 50% of their income.

All eligible participants must have a tourism website or microsite, fulfillment piece, and a social media presence for the applicant or regional partnership.



Am I
Ready?



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Where Is My Destination Right Now?

- Determine your needs and constraints (e.g., budget, bandwidth, time)
- Start/continue to build the foundation
- Play the long game
- Keep going!





Start Where You Are



RESEARCH

- Location data
- Visitor data
- Economic Impact studies

STRATEGY

- Strategic planning
- Branding

CONTENT

- Website
- Content
- SEO
- Newsletter

ORGANIC

- Social Media channels
- Organic search

ADVERTISING

- Marketing plans
- Media Plans
- Testing

MEASUREMENT

- ROI
- Optimizations



FY25 Program



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FY25 Program Overview



Campaign

AOT FY25 Rural Cooperative Marketing Campaign



Primary Dates

Partner Campaign
Sep '24 - Aug '25

AOT Anchor Campaign Primary
Oct '24 - Apr '25

Secondary
May '25 - Aug '25



Primary Markets

Domestic
Chicago, Las Vegas, SoCal, Tucson, Drive Markets, Arizona

International
Canada, France, Germany, Mexico, UK



Goals

- Increase visitation
- Increase return visitation
- Increase visitor spending



Media Mix

Display, Mobile, Native, E-newsletters, Video, CTV, Audio, Print, OOH, Search, Social, Custom Programs



Targeting

Adults 25 - 64
HHI: 50K+ focus on 75K
AOT High Value Personas



Audience/Visitors

Outdoor enthusiasts, family / multigenerational travel, culture/history travel, eco conscious travel, work-cation/remote workers



High-Value Personas



Natural History Lovers



Wild Bunch



Self-Care Seekers



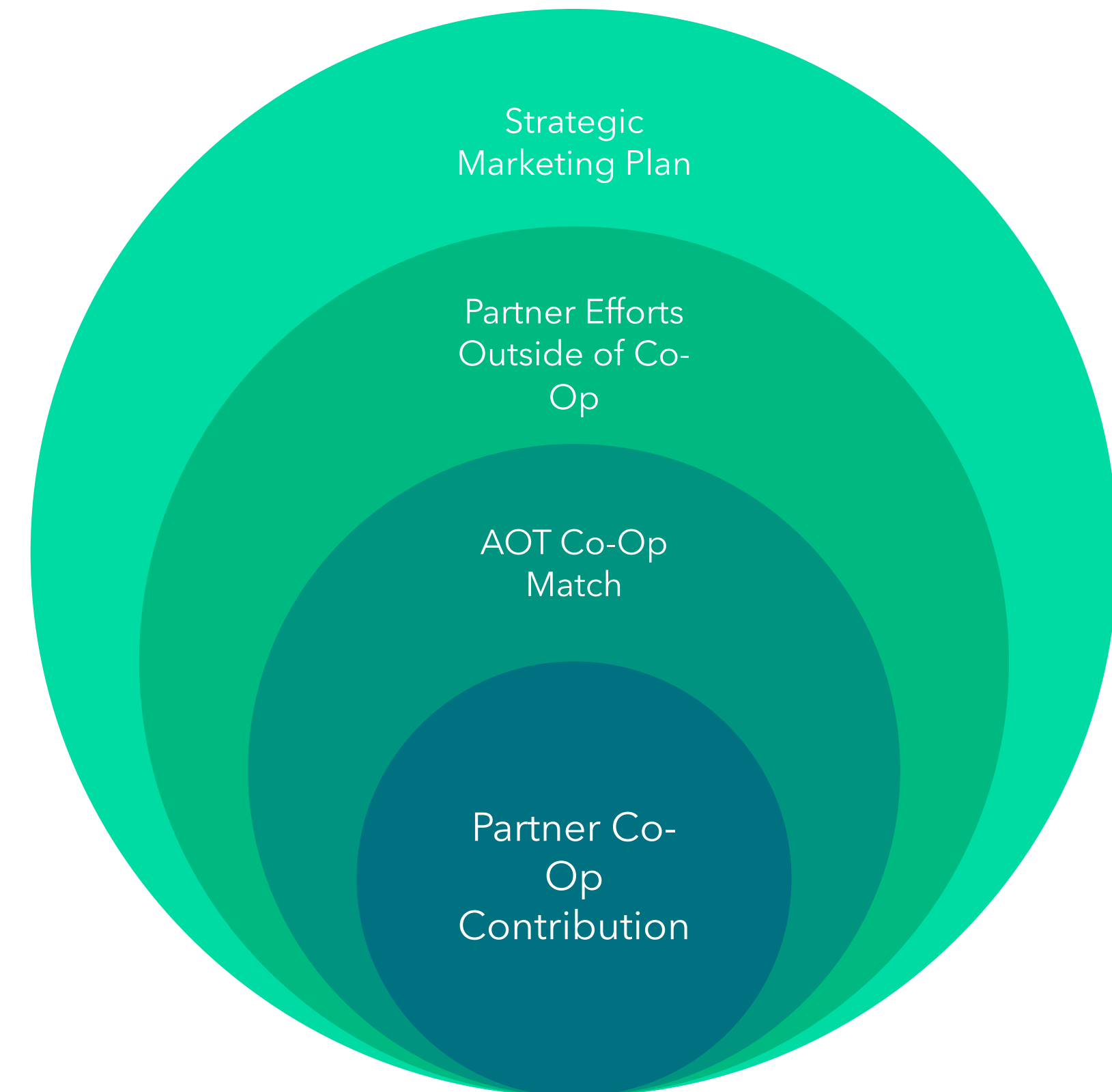
Luxury Travelers



Foodies Without Pretense

Advertising Strategy

- Target potential Arizona visitors to create preference for Arizona as a premium destination and increase visitation to communities, tribal lands and regions across Arizona.
- Focus media to reach, inspire and engage target audiences through synergistic, relevant and efficient channels at key stages of travel.
- Combine the efforts of co-op partners to create a cohesive Arizona story.
- Provide affordable options for partners that expand their individual marketing campaigns.
- Support and amplify DMO's existing marketing efforts.



FY25 Updates

- The maximum budget per partner will be \$50,000.
- The Custom Products maximum match has been increased to \$10,000 to assist with various marketing services.
- Digital and OOH vendors have been sorted by service offering, opposed to publisher name.
- In accordance with the program guidelines, AOT requires that our brand mark accompany the partner's logo on all partner placements, where there is room, and on all partner website homepages.
- Approval of new creative by AOT is required to receive your matching funds.
- Program reporting is now required as proof of program execution.





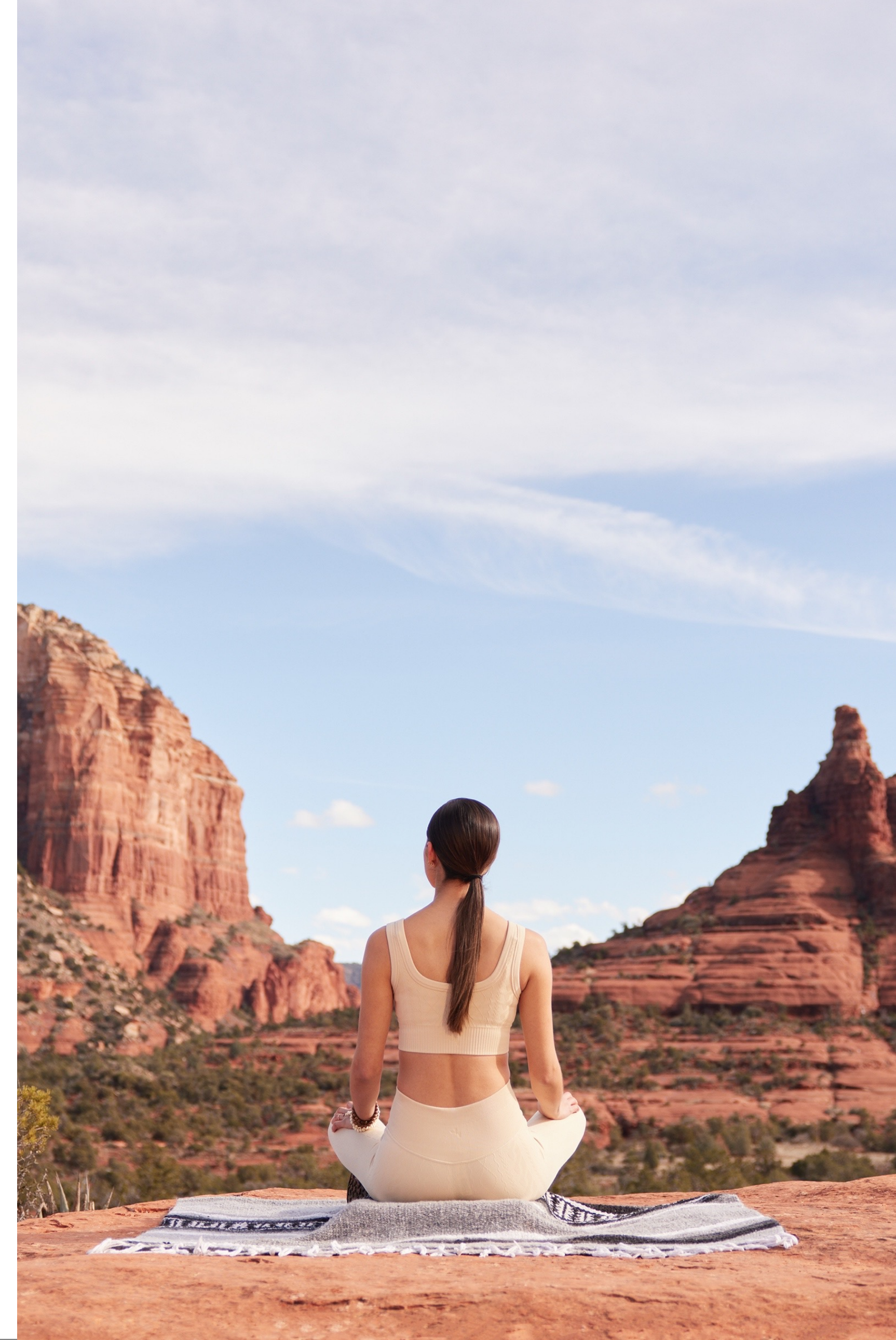
Review of Offerings



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Research Offerings

- **Economic Impact Reports - Dean Runyon**
This offering allows partners to commission a custom economic impact report that is specific to your destination and uses the same methodology as the state data that AOT reports.
- **Mobile Location Data - Rove**
Leveraging the GPS devices consumers use in their phones for navigation and other location-based services, Rove leverages Azira data to identify and profile tourists to identify origin markets, patterns of in-market behavior, demographics, and more. These results are delivered and turned into actionable insights to help drive tourism and positive economic impact for a destination.
- **Visitation Data + Attribution - Datafy**
Datafy offers an innovative new way for communities to better understand and impact visitation. Datafy's multiple data sources work in conjunction with their advertising platform to lead to a more efficient marketing spend with attribution and the ability to show the true impact of our marketing efforts.



Economic Impact Reports

- Total Travel Spending
- Jobs
- Earnings
- Tax Revenue

Spending breakouts by:

- Accommodation type
- Hotel/short-term rental guests
- Campers
- Day travelers
- Private home (friends & relatives)
- Vacation home (2nd home)
- Commodity purchased
- Accommodations
- Retail
- Dining, etc.



Mobile Location Data

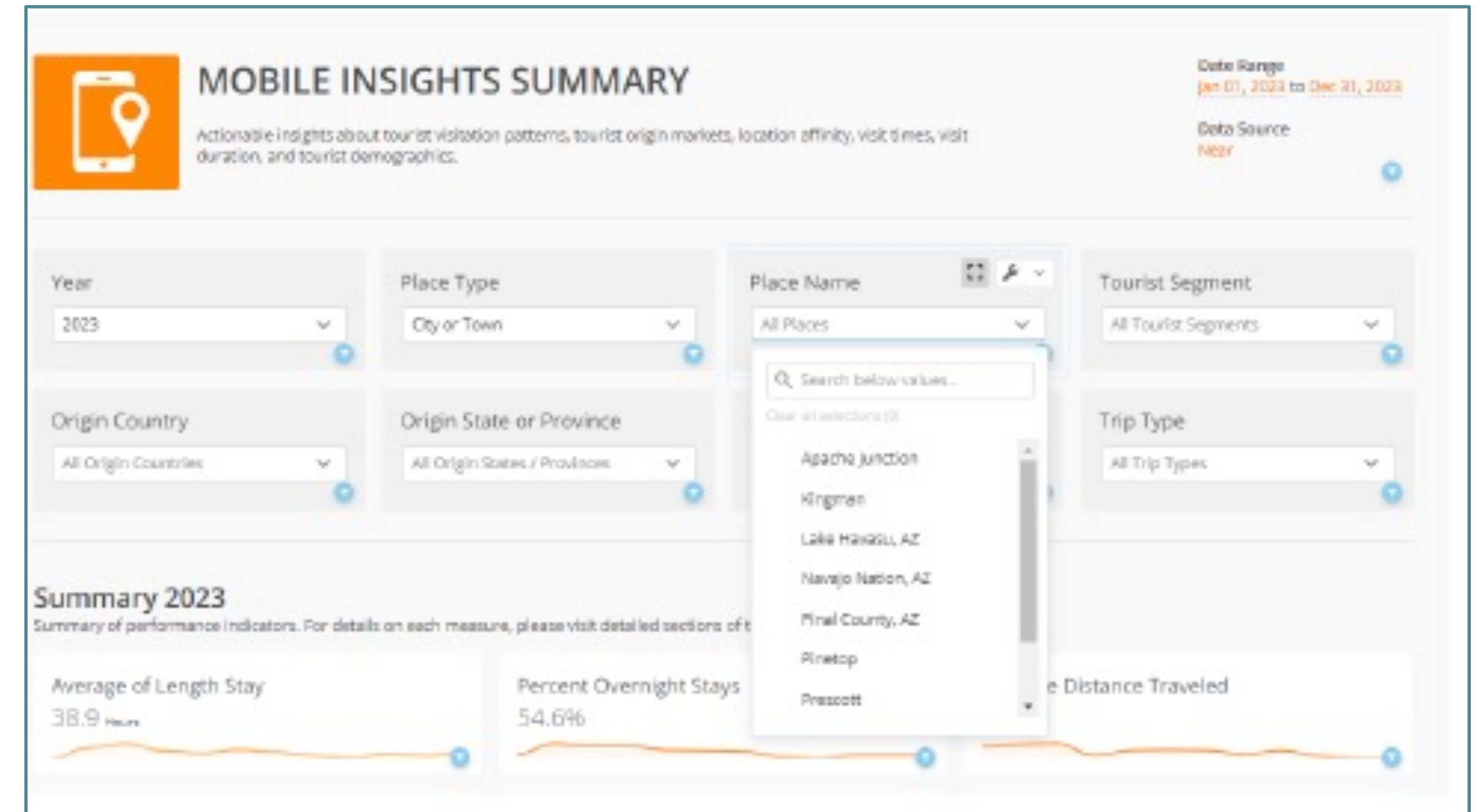


Mobile Insights Data:

- Origin markets w/ length of stay by visitor segment for every POI
- POIs Visitation with dwell time at each POI by visitor segment
- Domestic Demographics by visitor segment for each POI
- Top POI comparison report by visitor segment
- Technical and advisory support needed

Questions mobile data can answer:

- How is visitor behavior changing over time e.g. this summer vs. last summer?
- Inform marketing campaigns with data like top origin markets and top ranking points of interest
- Audience Validation



Visitation Data and Digital Marketing Attribution



Overview

Protect your funding and show the real impact of your work by measuring the effectiveness of your marketing efforts. Reporting on physical visitation to your destination impacted by marketing.

Data Package:

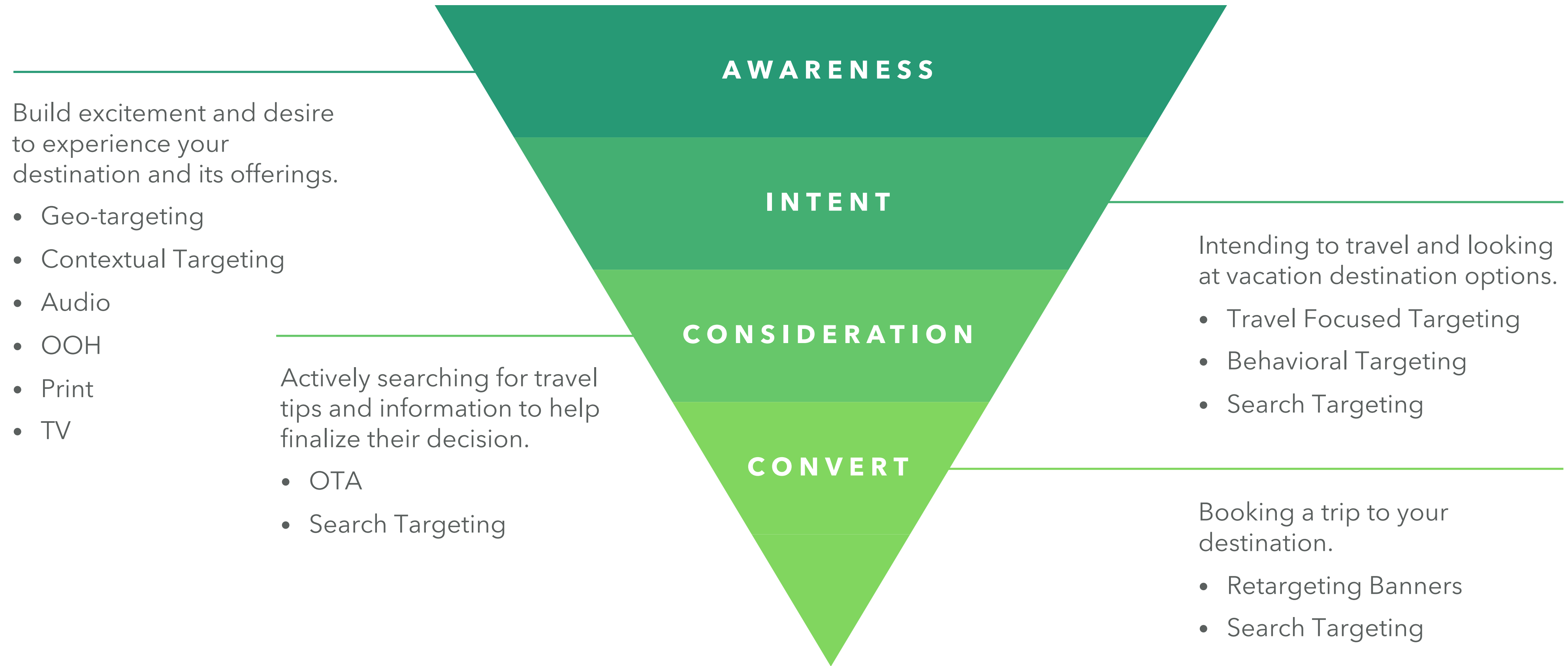
- Geolocation data
- Demographic data
- Event Dashboard
- Vehicle data test drive
- Lodging data integration
- Monthly strategy calls
- Webinars

Attribution Solution:

- Cookie-less measurement solution
- In-destination visitor insights for ad-aware visitors
- An impact calculator to show return on ad spend
- Campaign metrics broken down by vendor, campaign and tactic
- Incremental lift analysis on paid media



Media Offerings - Holistic Media Plan



Branding and Strategy

Integrated Marketing Stack

Build a marketing strategy using a foundational stack of media strategies.

Search Engine Optimization (SEO)

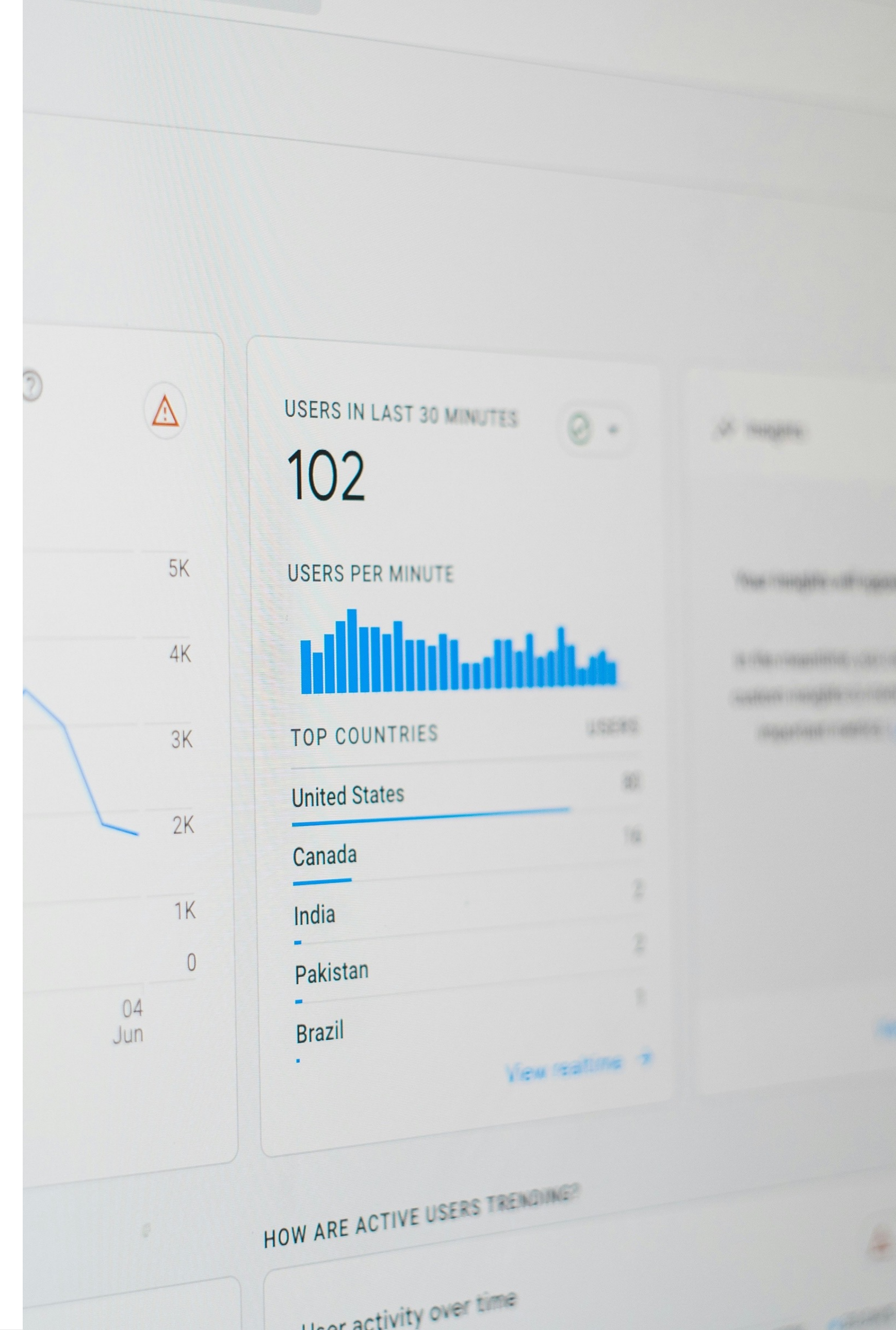
Search engine optimization (SEO), improves visibility and ranking in search engines like Google and Bing, and is the foundation of every website and every good marketing plan.

Email Marketing Support

Establish a thoughtful email strategy, newly designed templates and fresh content to build important connections with travelers and partners in the year ahead.

Social Marketing Support

Establish a comprehensive social media strategy along with an editorial calendar and a handful of social posts for use across established channels.



Search Engine Marketing (SEM)

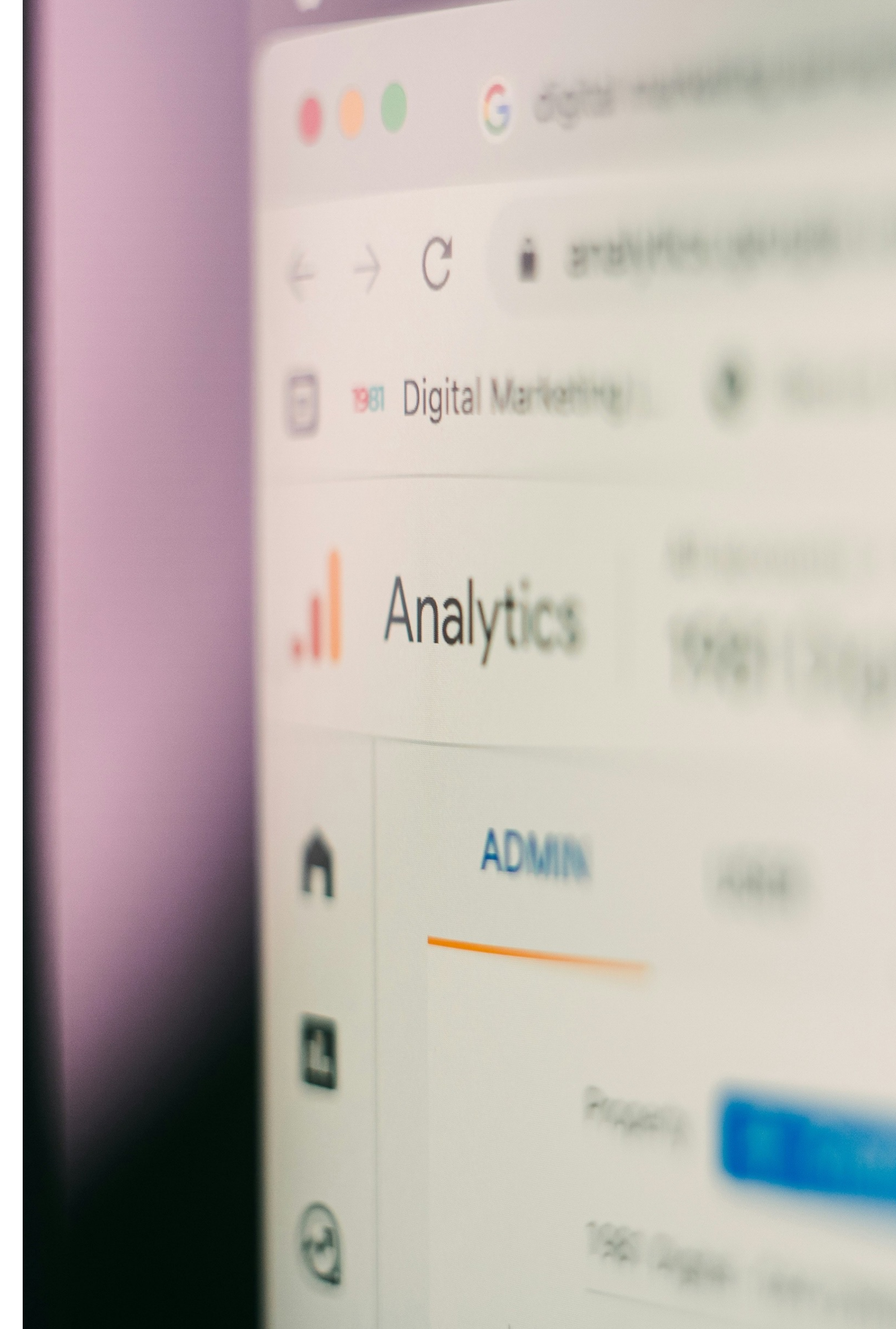
Overview

Search engine marketing is a digital marketing strategy that uses paid advertising to increase a website's visibility in search engine results pages (SERPs). It's also known as paid search or pay-per-click (PPC)

Strategy

Partners will work with a dedicated Madden Media campaign manager and digital marketing specialist to better understand the goals of individual partners.

Once Strategy is understood, Madden will put together a Google Ads campaign that will focus keywords and ad copy to reach potential travelers and move them closer to conversion.



Content Development

Branded Content

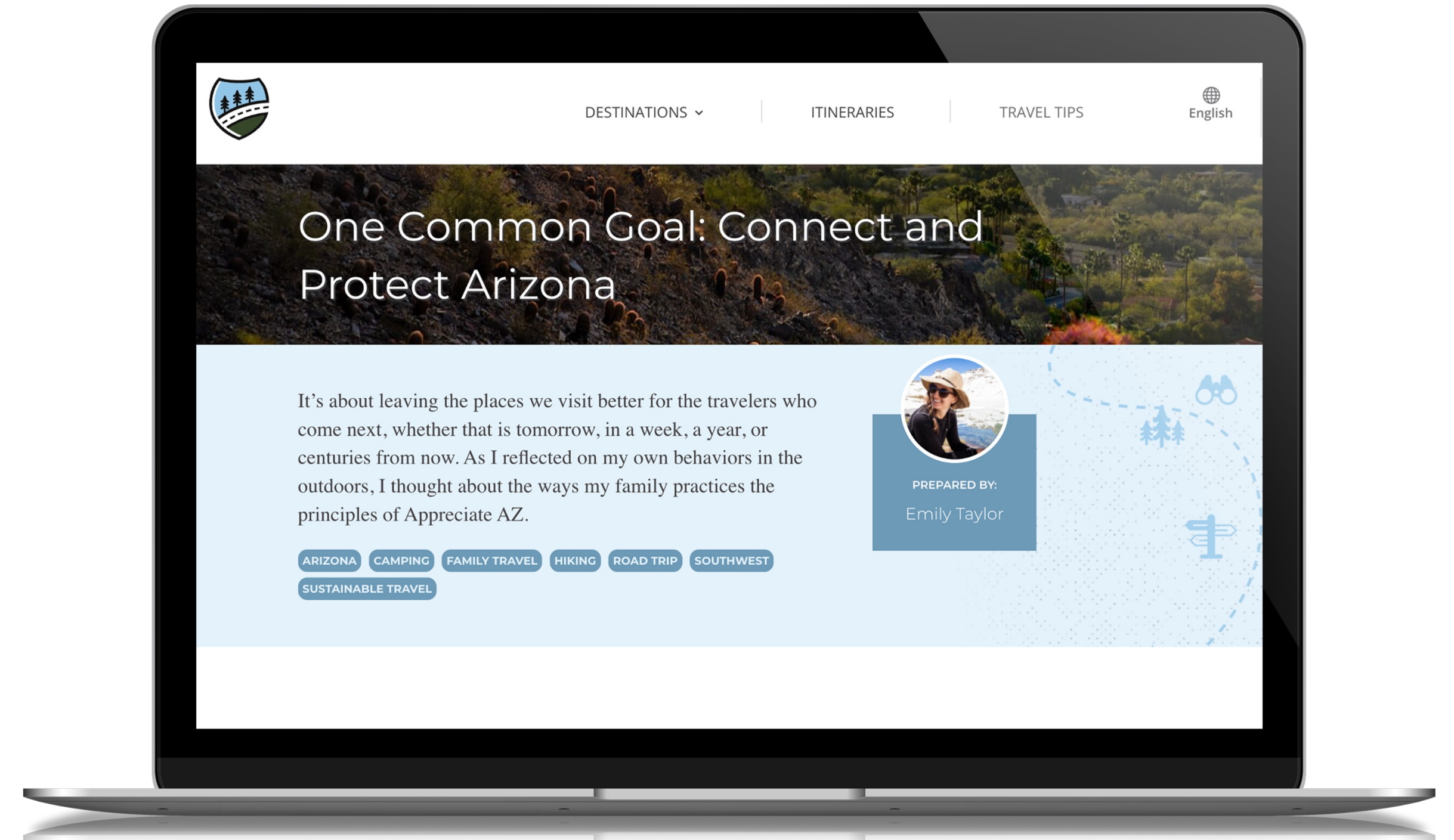
Build rich stories and content focused on your destination to inspire and engage potential travelers.

Content Marketing

Content platform designed to help travelers increase their positive impact on rural destinations and connect with local communities that are uncrowded, lesser known, and undiscovered.

Travel Passport

A travel technology platform that empowers DMOs to offer dynamically curated, digitally delivered access to places and experiences for both visitors and locals to enjoy.



Print

Overview

Advertising in magazines can be a fantastic method to reach new customers and raise brand awareness. Magazines are well-liked by both customers and businesses, and they offer a number of advertising opportunities.

Offerings

Publications included will cover in-state, drive and target cities, travel focused publications and travel guides.

*As a reminder, details about each publisher/placement can be found on the online selection form.



Billboards / Out of Home

Overview

Billboard advertising is effective for building brand awareness. This is because it highlights your destination to as many people as possible.

Offerings

Include Airports, Expressways, Gas Stations, and Digital OOH.

- DOOH is a programmatic way to buy impression-based digital screens that rotate throughout the target location.
- Gas station media offers static posters or :15 TV ads, geo-targeted.



Digital Media

Overview

Focus advertising efforts based on audience targeting and geography to hone-in on specific target markets and reduce impression waste. Customize messaging and offerings to core target market audiences. Contextually targeted display banners on travel related sites/content.

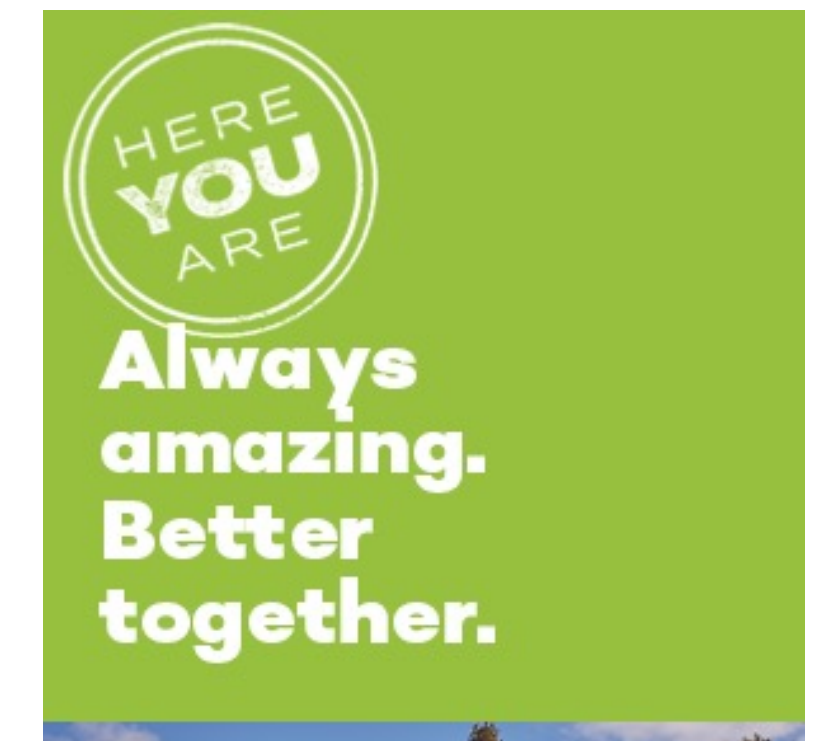
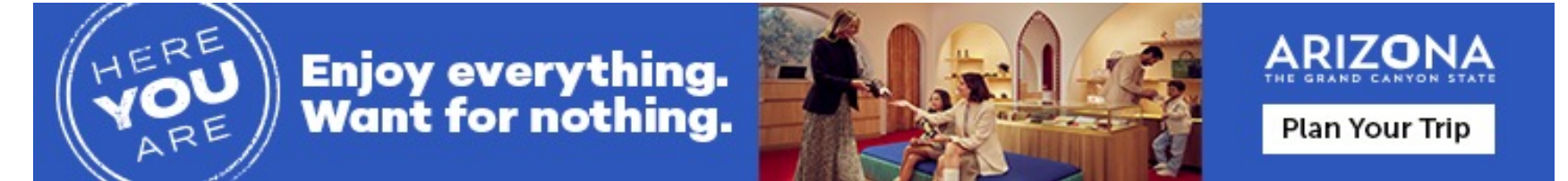
Offerings

Emails, Digital Banners, eNewsletters, Programmatic Buys, Connected TV, Streaming Audio, Travel-endemic Sites, Digital Video.

Digital Display

Purchase display banners targeted to a specific audience exhibiting behaviors that indicate they are likely to travel to Arizona or are interested in specific activities Arizona can offer.

*As a reminder, details about each publisher/placement can be found on the online selection form.



Digital Media

Native Advertising

The use of paid ads that match the look, feel, and function of the media format in which they appear. Long format providing the ability to tell a longer, richer story.

Connected TV

Internet-connected television where the typical delivery of content is through a device like Roku, AppleTV, etc. Video ads appear in the content (show) stream, very much like traditional television viewing, once a "show" is selected and played. Connected TV allows us to target an actual audience, not a program or channel.

Streaming Audio

Message your audience while they are listening to an audio streaming service like Spotify, Pandora, iHeart, etc. using :15 or :30 audio ads.



Additional Media Tactics Explained – Pages 85-91

Clicktivated

Activate your video content

Clicktivated makes it simple to transform any video into an engaging and valuable interactive experience. Their patented technology makes any individual location, experience, or attraction in your video clickable so audiences can instantly engage to learn more or book.

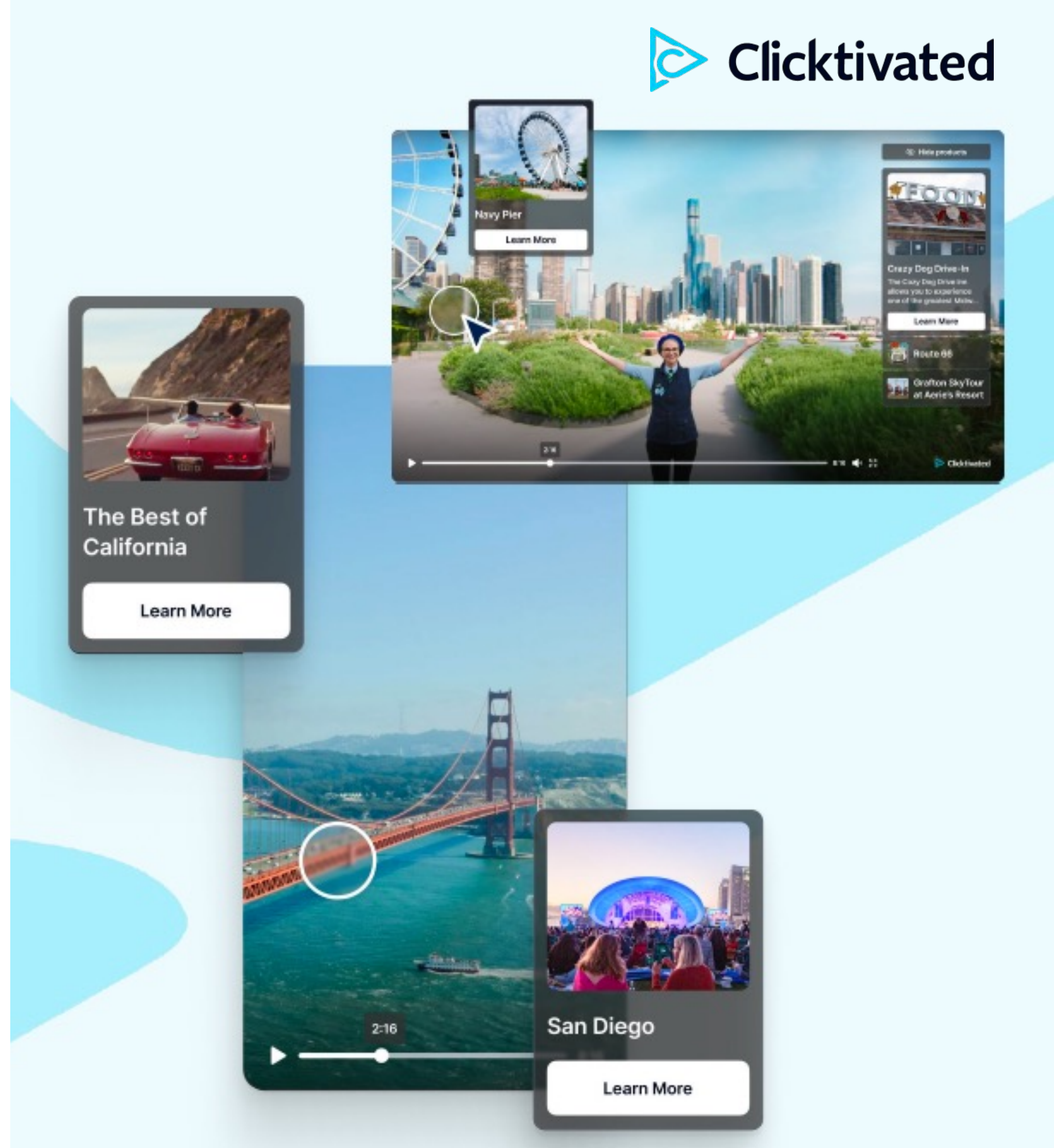
Program includes:

Targeted Media campaign

Destination website interactive video licensing

Benefits:

- Build positive brand association and engagement with your destination and business partners
- Increase brand awareness, visits and local economic impact
- Enhance 1st party data and onsite actions
- Deliver viewer behavior insights
- Increase ad spend ROI



Nativo

Share your unique stories

Native places your destination stories where travelers are. Partners can tap into established credibility and influence across premium site and digital publications.

Program includes:

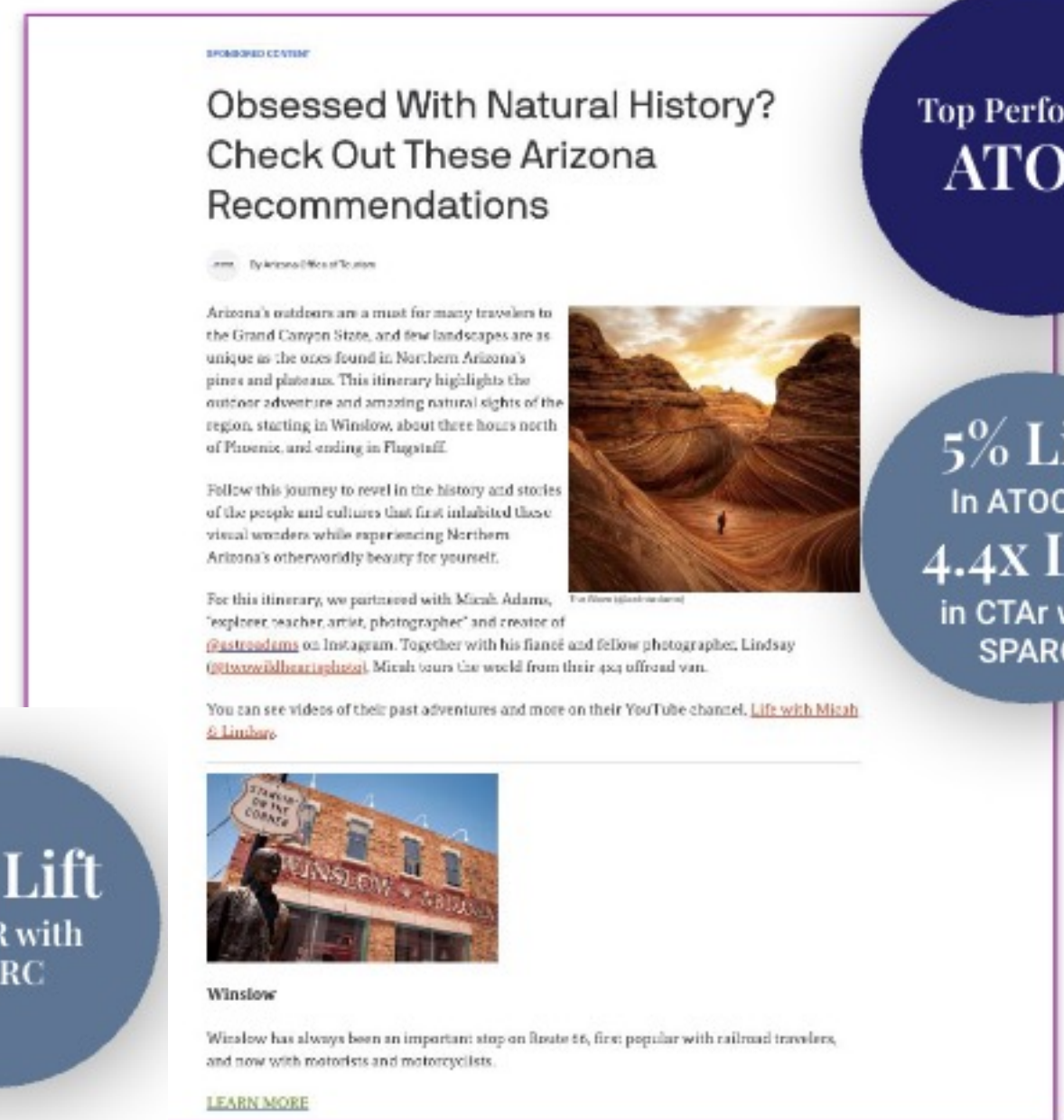
- Native display, native video or native stories options
- End of campaign reporting
- Use of Arizona Office of Tourism's custom traveler audience

Benefits:

- Guaranteed viewable in-feed format that matches the look & feel of publisher content
- Drives a qualified audience to your destination site
- 5X more conversions by driving engaged visitors to the site
- Greater CTR than traditional display



1.2X Lift
In CTR with
SPARC



Top Performer
ATOC

5% Lift
In ATOC &
4.4X Lift
in CTAR with
SPARC



Overview:

MobileFuse is a leading, mobile-first advertising company focused on delivering real-time insights and results to brands. Through cutting-edge analytics, precision targeting capabilities, and sophisticated proprietary technologies, MobileFuse delivers unique and impactful campaigns.

Program includes:

Leverage deterministic SDK mobile data to find consumers that use outdoor & travel-based apps to reach your audience. Layer on historical location targeting and mindset targeting to identify the most receptive moments for your message.

Program includes:

- Highly engaging rich media display or video formats
- Precision targeting
- High CTRs, CVRs and engagement



Shared Digital Opportunities

Hopper

Shared custom microsite and digital campaign for Hopper subscribers.

Travelzoo

Travelzoo partners with tourism boards to inspire visitation through the Featured Destination Product Suite.



Hopper



Overview:

Hopper is an accredited travel agency and top tier travel app. They partner with airlines, hotels, homes, and car rental providers across the globe so travelers can feel confident they're booking the perfect vacation at the best price.

Custom Microsite:

Combine the efforts of AZ DMO partners to create a cohesive story of Arizona's local communities. Hopper will attract users to a cohesive microsite promoting all partner destinations. Push notifications and branded email communications will be layered in with additional content driving to the customized site.

Program includes:

- Customized Destination Microsite
- Email Campaign
- App Push Notifications
- Destination Tiles
- Banner Ads

CASE STUDY

Visit Arizona

MULTI-COMPONENT CAMPAIGN

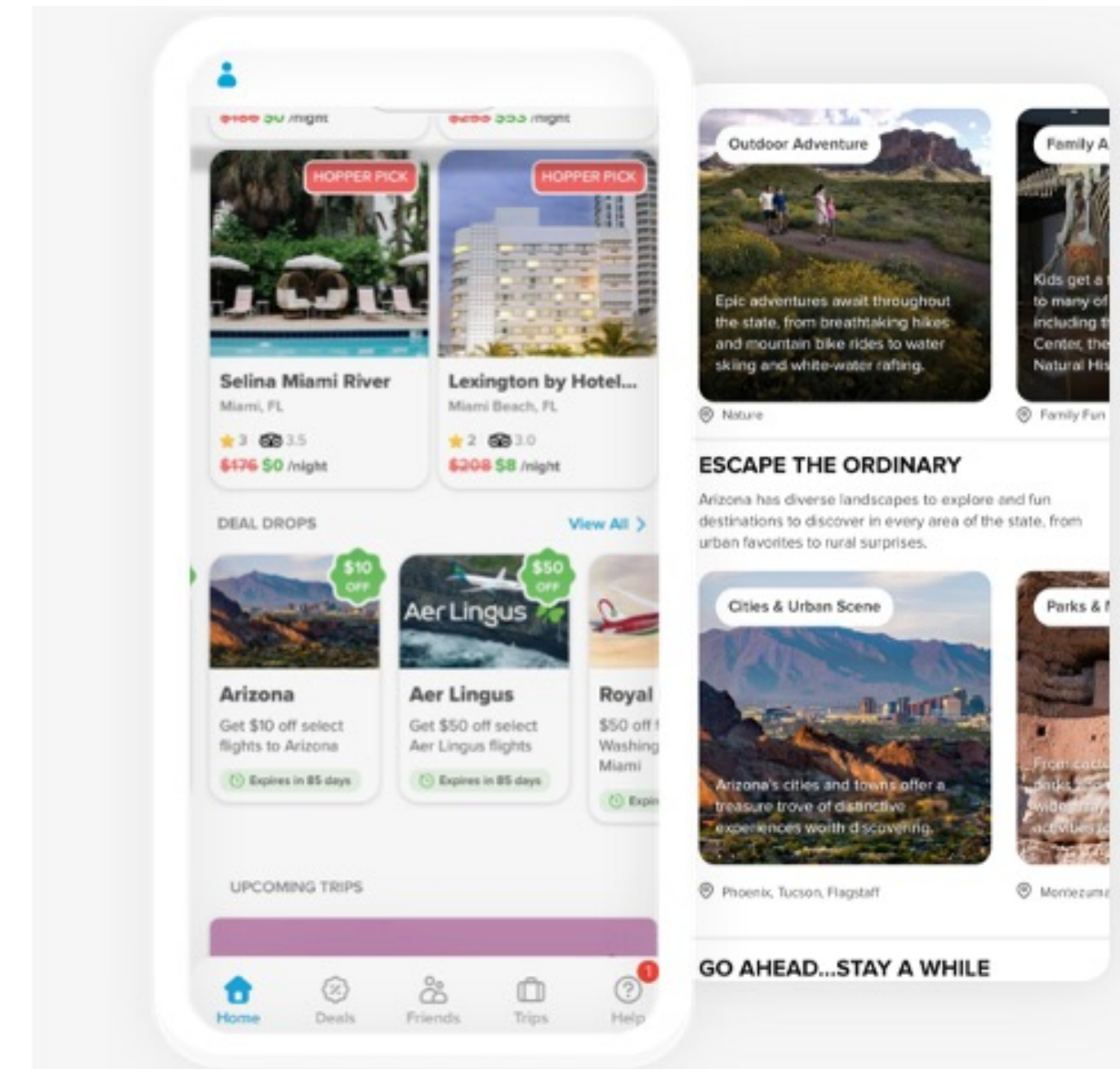
- Destination tile & Hopper-funded offer
- Custom, dedicated microsite
- Branded push notifications triggered by travel intent
- Email Campaign

29:1
Total ROAs

50%
Video view rate

36%
Increase in hotel conversion

10%
Increase in YOY flight market share



Inspire and Activate Travelers

Align with Travelzoo, a trusted global influencer brand that has been publishing travel content for over 25 years, inspiring travelers to explore the world.

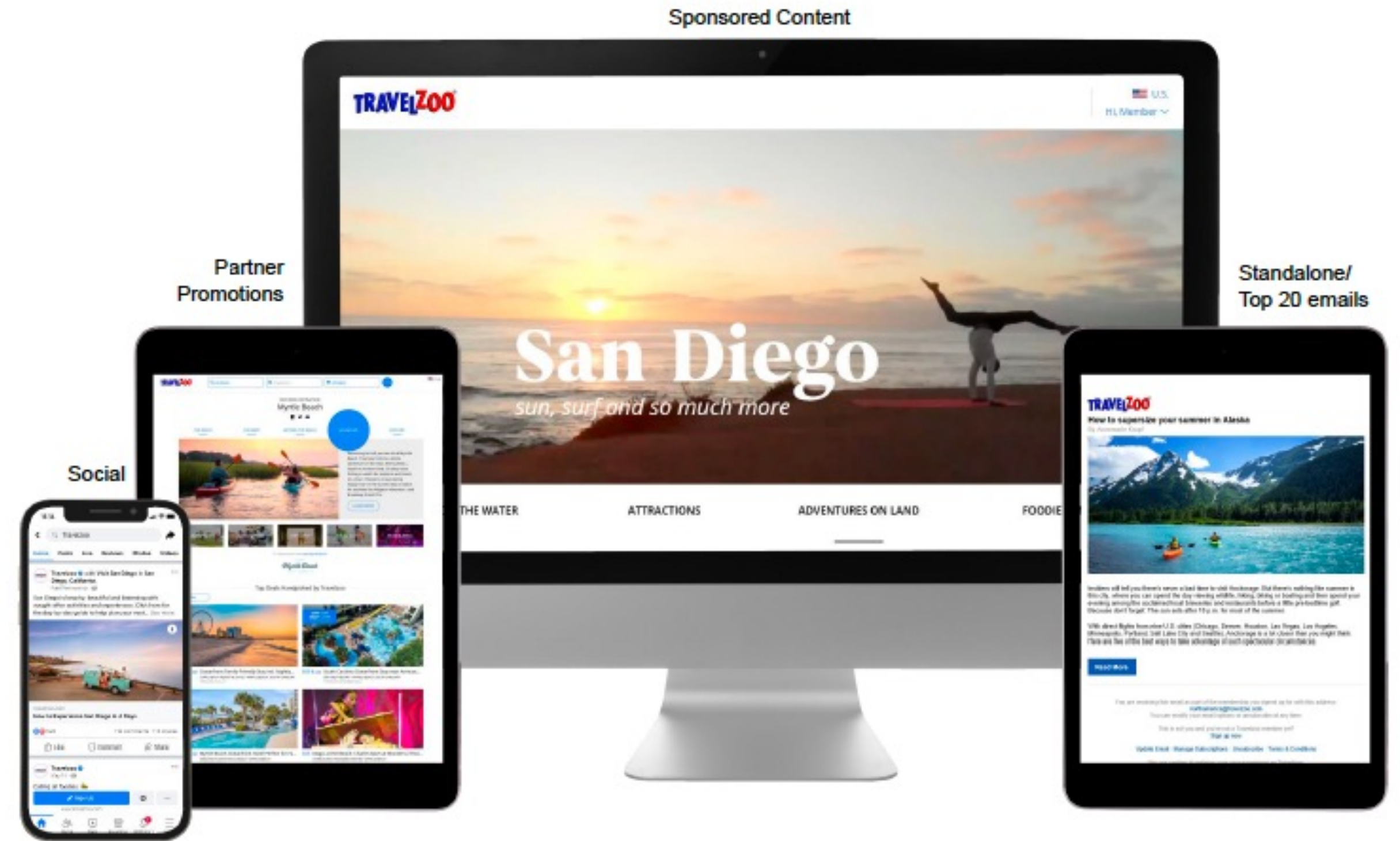
Program includes:

- Destination Showcase Gallery Page on Travelzoo.com
- Stand alone email
- Top 20 email inclusion
- Partner Promotions
- Social Media support

Benefits:

- Proven products that pair inspiration and activation
- High-touch partner content development process
- Varied storytelling formats
- Your destination story in front of loyal, affluent Travelzoo members

*Gallery Pages will be limited due to investment level



Route 66 Offerings

Overview

Celebrate 100 years of Route 66, highlighting both the highway and the state's history along the iconic route.

Rationale

Partners have the opportunity to collaborate with key publishers and communities to highlight their unique stories to history lovers and road trippers.

America Journal
Smithsonian
VisitTheUSA.com



International Offerings

Overview

The return of international travelers is back. Take advantage of our international marketing initiatives to reach global travelers.

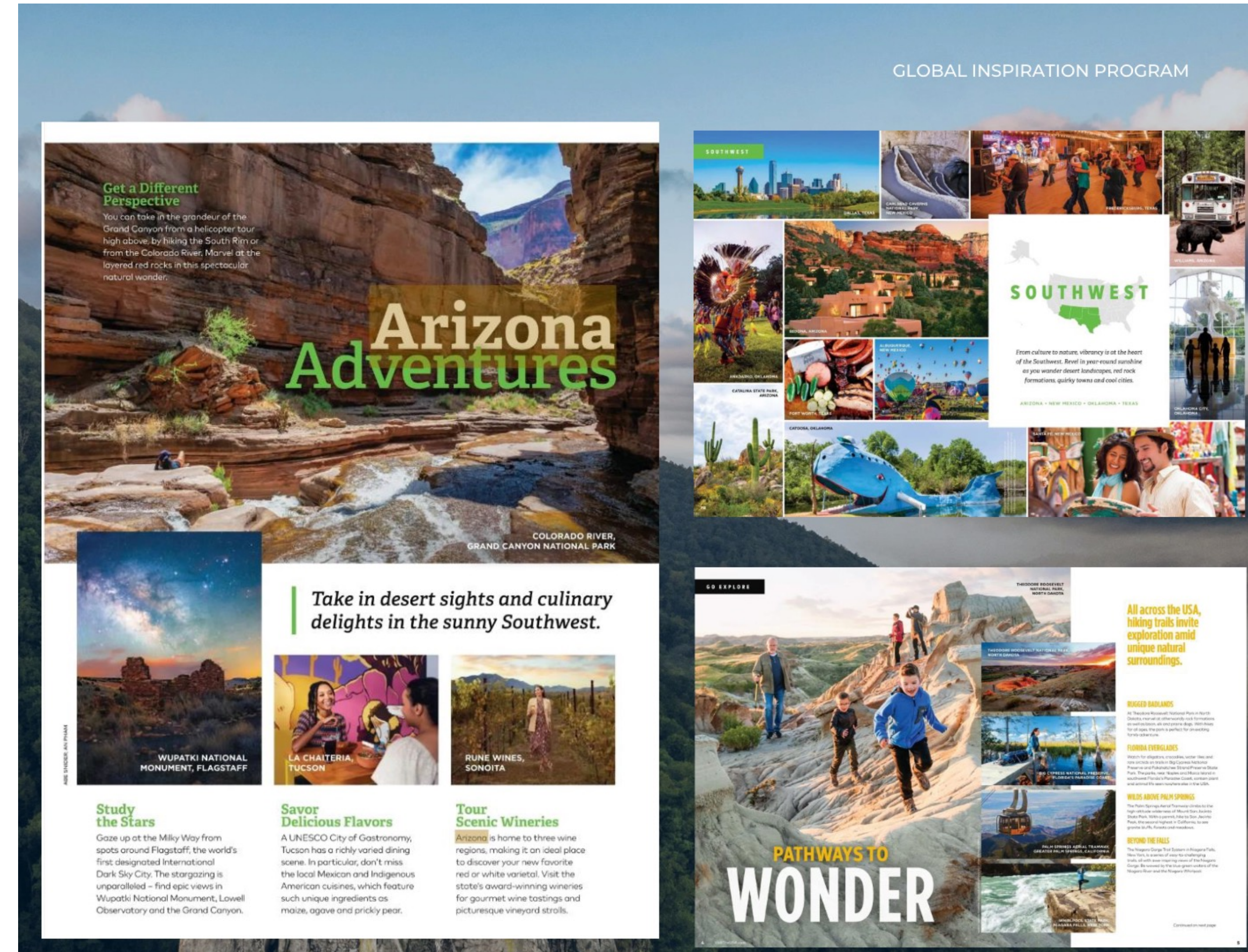
Help international travelers discover Arizona's exciting, authentic, and diverse destinations and experiences.

Opportunities

Canada and Mexico media campaigns

Global Inspiration Program - Official Travel Guide of the USA

Visit The USA global sites content creation and distribution through city or experience pages



Local First Digital Case Study

Local First Digital Campaign

Local First Arizona is a nonprofit organization committed to community and economic development in Arizona. They are invested in the success of Arizona's rural communities and have developed an online resource called Explore Rural Arizona.

The tool boasts a community profile and itinerary builder for each rural destination, offering visitors information about the community's offerings and the ability to build a customized to-do list based on their personal interests.

With their shared knowledge of AZ rural communities, Local First Arizona partnered with Off Madison Ave on a digital campaign to drive online users to the Explore Rural Arizona site.

Approach

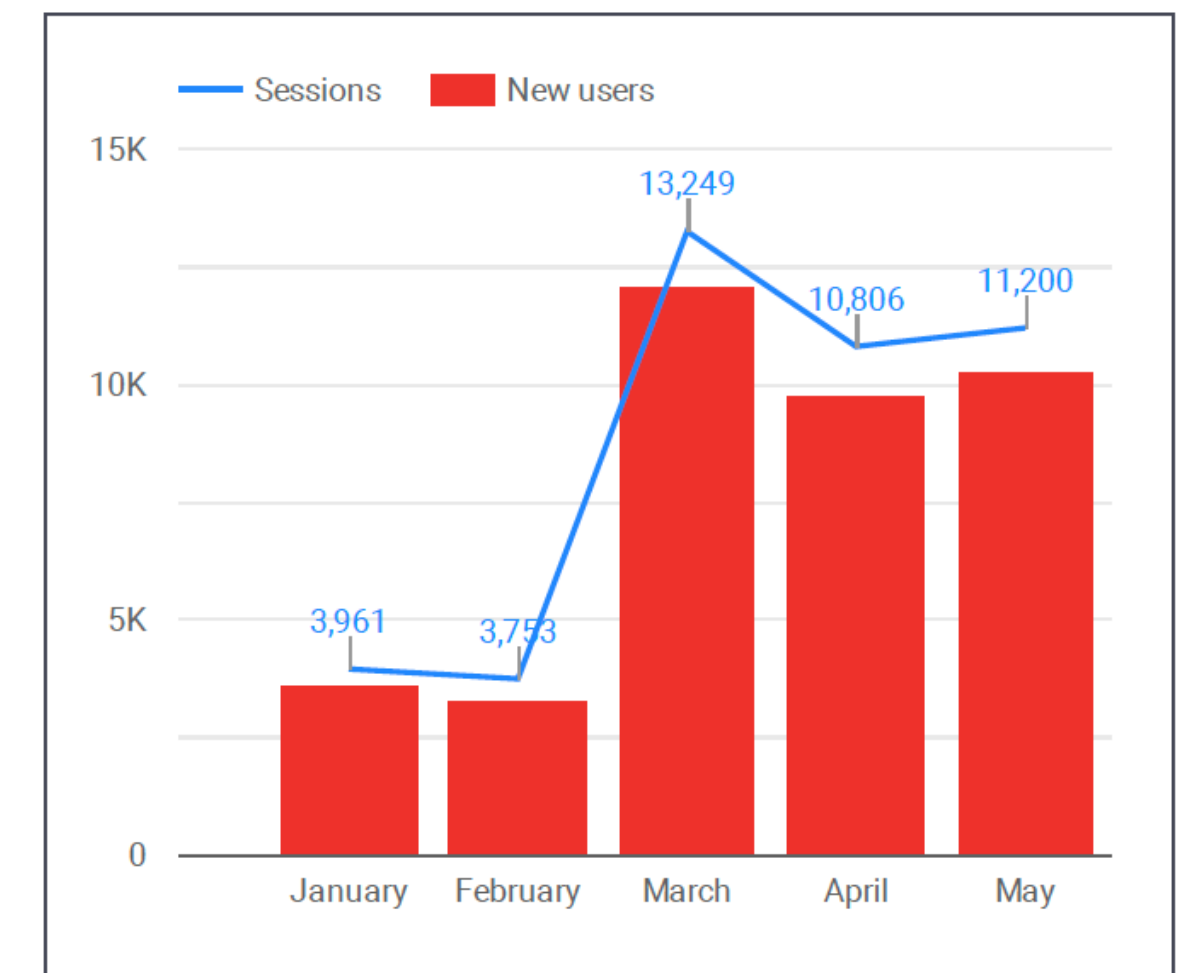
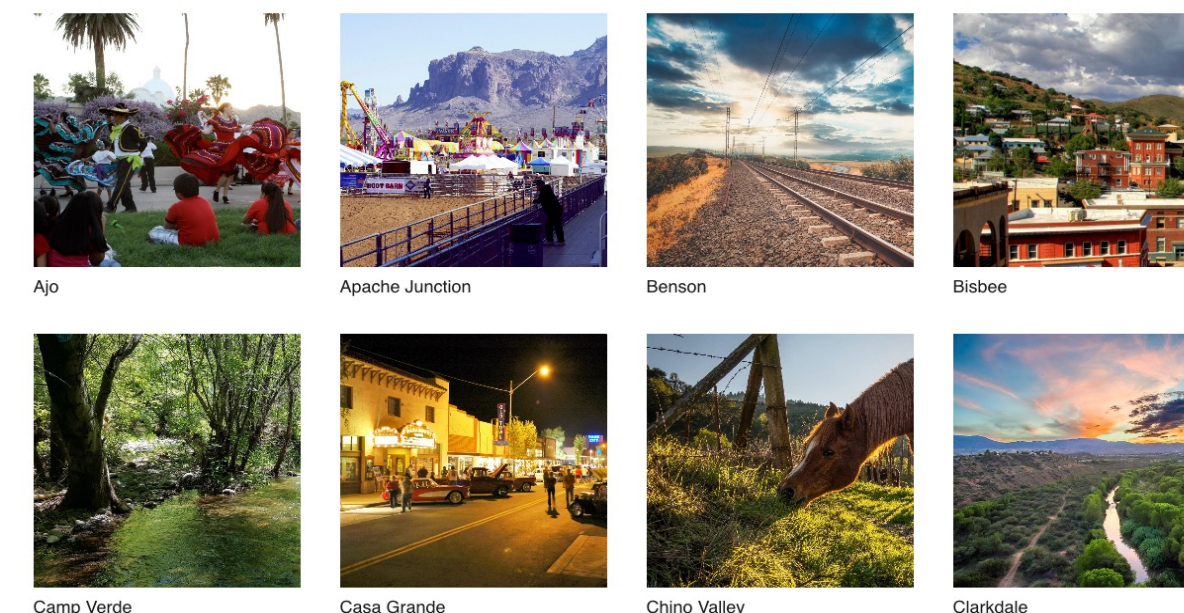
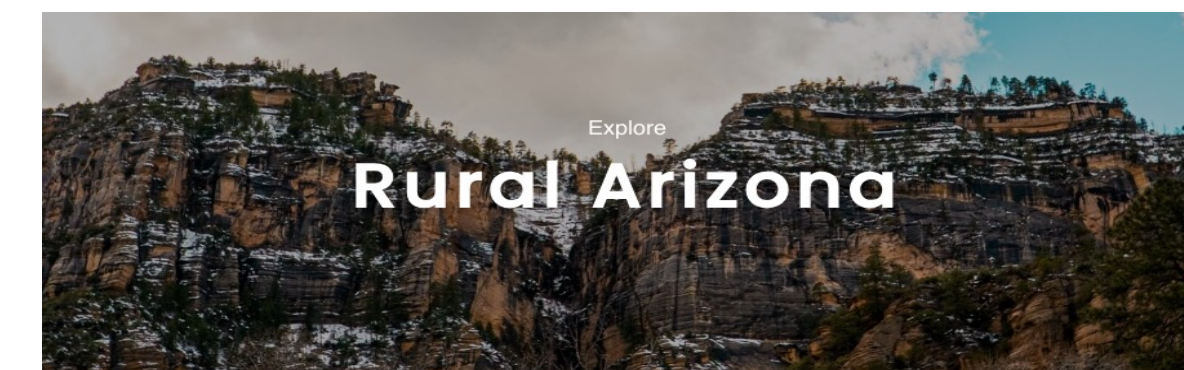
Special emphasis on digital channels based on the efficiency of targeting capabilities, scalability and opportunity to optimize during the flight based on performance.

Placements included digital display, native, social and search

3.5 Million Impressions

Over 32,000 new site visitors

33 Custom Itinerary builds





Additional Offerings



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Apple Map Guides - Miles Partnership

Overview

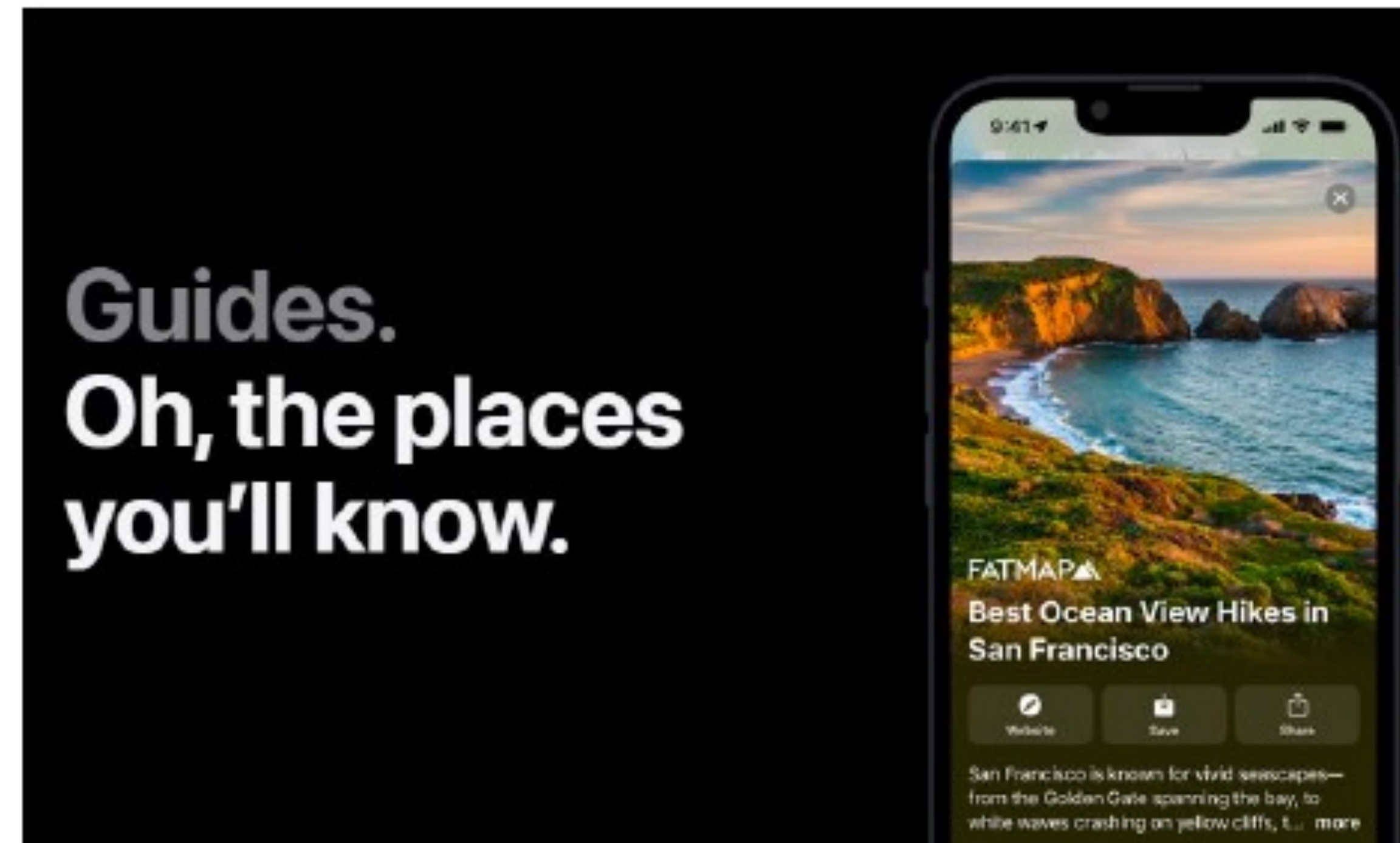
Apple Map Guides are crafted in partnership with Apple to enhance the user experience; beyond getting from point A to point B.

Each guide is presented exclusively through the Apple ecosystem in an inspiring yet intuitive way that allows travelers to easily explore, and act on their discoveries.

There are over 120 million iPhone users in the US.

Program Elements

Within each Guide, there are eight to ten partner locations. Each partner will provide their own material.



Bandwango

Overview

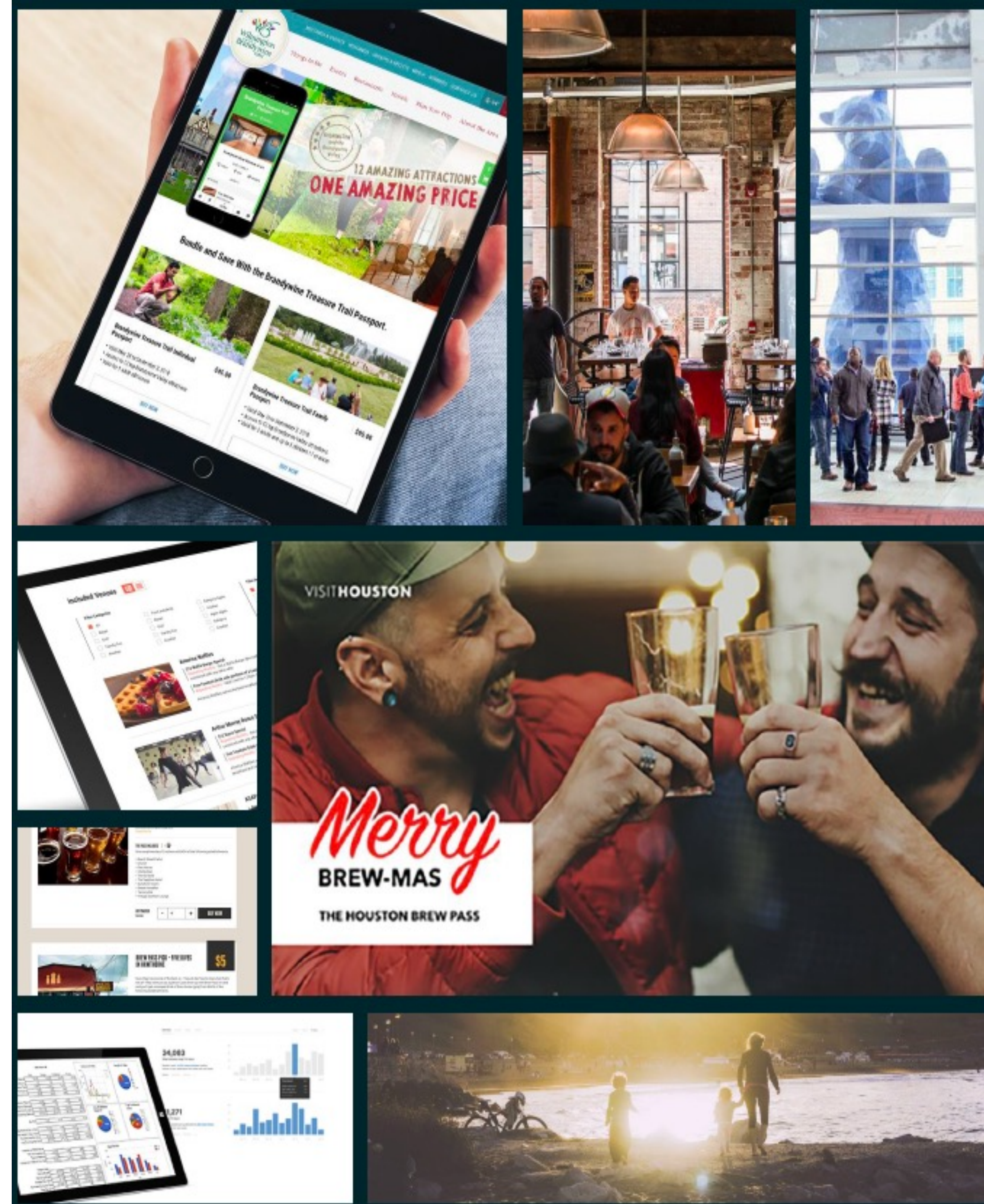
Based on participant feedback, Bandwango has reworked their offering and put together a custom package for operational efficiency to help save partners time, money and effort.

Single Pass Package

One Passport program built and managed by Bandwango over 12 months
Graphic Design Bundle and pass branding
\$500 prize fulfillment retainer

Benefits

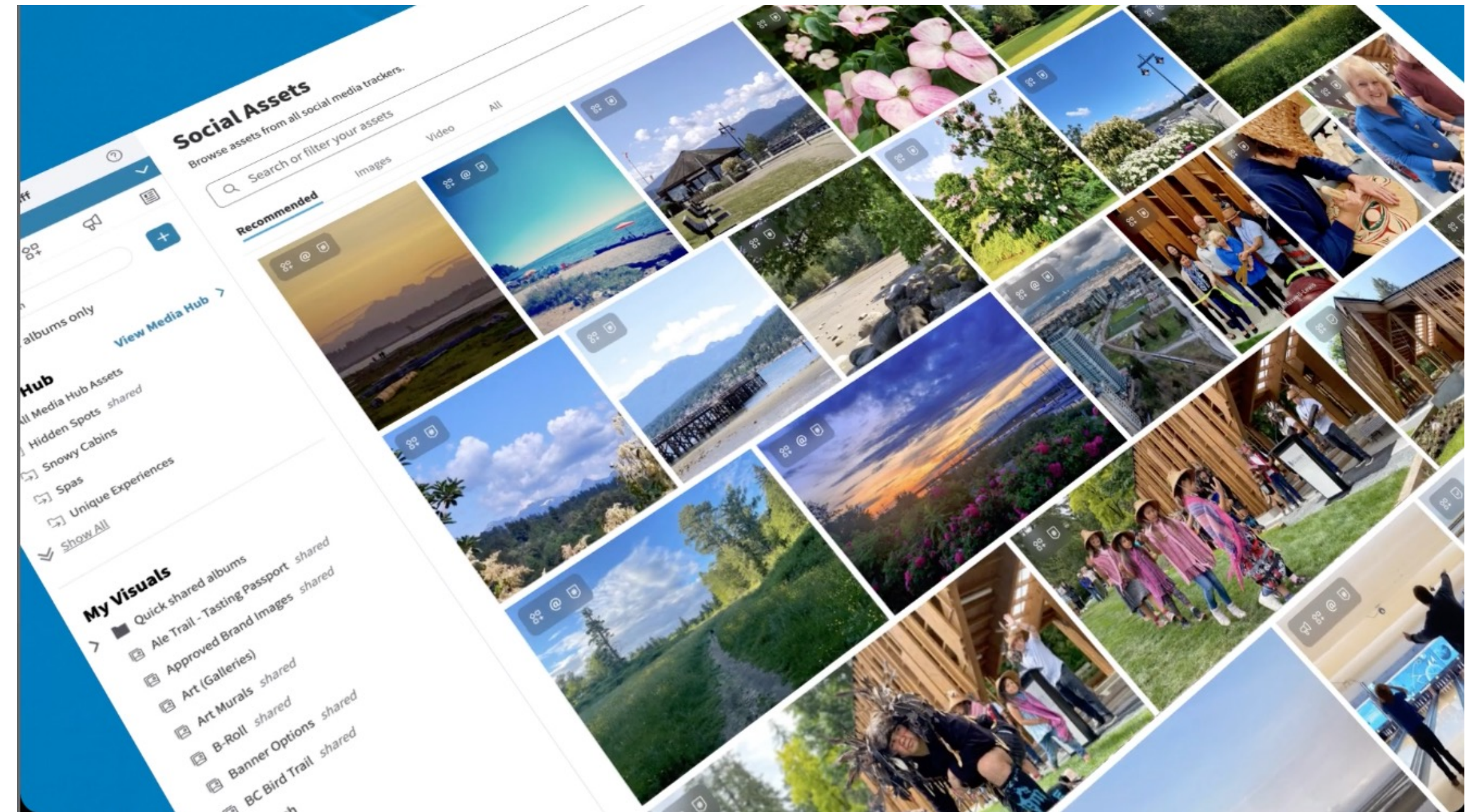
- 1st party data
- Conversion Data
- Passport Branding
- Business Participation
- Marketing roadmap
- Prize Fulfillment



Overview

The CrowdRiff program will allow co-op partners to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around their brand. This will allow partners to increase their overall social and digital efficiency, activate their brand across seasons, and deliver real-time content through every marketing channel.

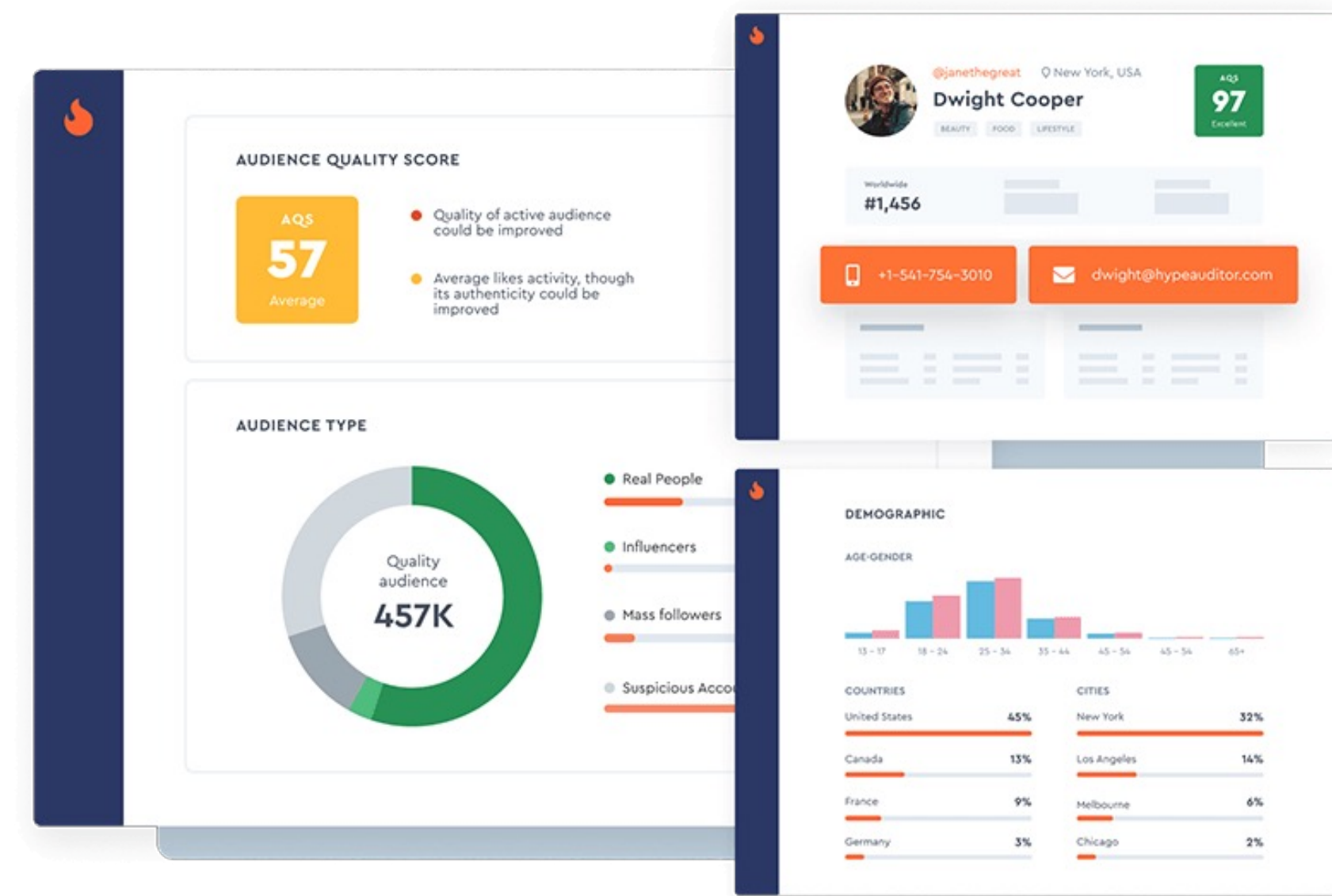
- Intelligent Social Content
- Photo and Video Uploading, 100 GB of storage
- Hashtag Rights Management
- Owned and Social Photo Auto Keywording
- Quality Filtering + Smart Curation
- Gallery Insights & Unlimited Web Galleries
- Live Photo Wall
- Sidekick
- Training & Onboarding, Phone & Email Support, Implementation Support, Dedicated Account Manager



Source, manage, and publish user-generated content and short-form video from your locals and visitors.

Overview

A tool that allows customers to pull reports on various social media accounts as a part of influencer marketing campaigns. The reports provide insight into potential influencers to help communities make informed decisions.



Enhance Accessibility and Differentiate Your Destination

The goal is to provide a range of options for visitors to stay and play where they feel safe, welcomed, and can make lasting memories.



Training, certification, and ongoing support from a credible source



DMOs/CVBs can champion a destination-wide certification



This growing market of autistic and sensitive travelers is looking for destinations who have options and long-term partners to ensure sustainability





Trade & Media Opportunities



Trade & Media Sales Missions

The Trade and Media team will continue to offer participation opportunities for both national and international trade and media initiatives.

Offerings this year span the US, Canada, France, Germany, Australia and the UK.



Trade & Media Offerings US

26th American Indian Tourism Conference

Oct. 28-31, 2024

Marksville, LA

Self-Registration - Match up to \$437 per individual, up to 5 attendees

Go West Summit

Jan. 6-9, 2025

Palm Springs, CA

Self-Registration - Match up to \$1,500 per DMO

US Travel Association's IPW

June 14-18, 2025

Chicago, IL

Match up to \$2,500 (4 partners max)

NTA TREX

Nov. 17-20, 2024

Huntsville, AL

Match \$897

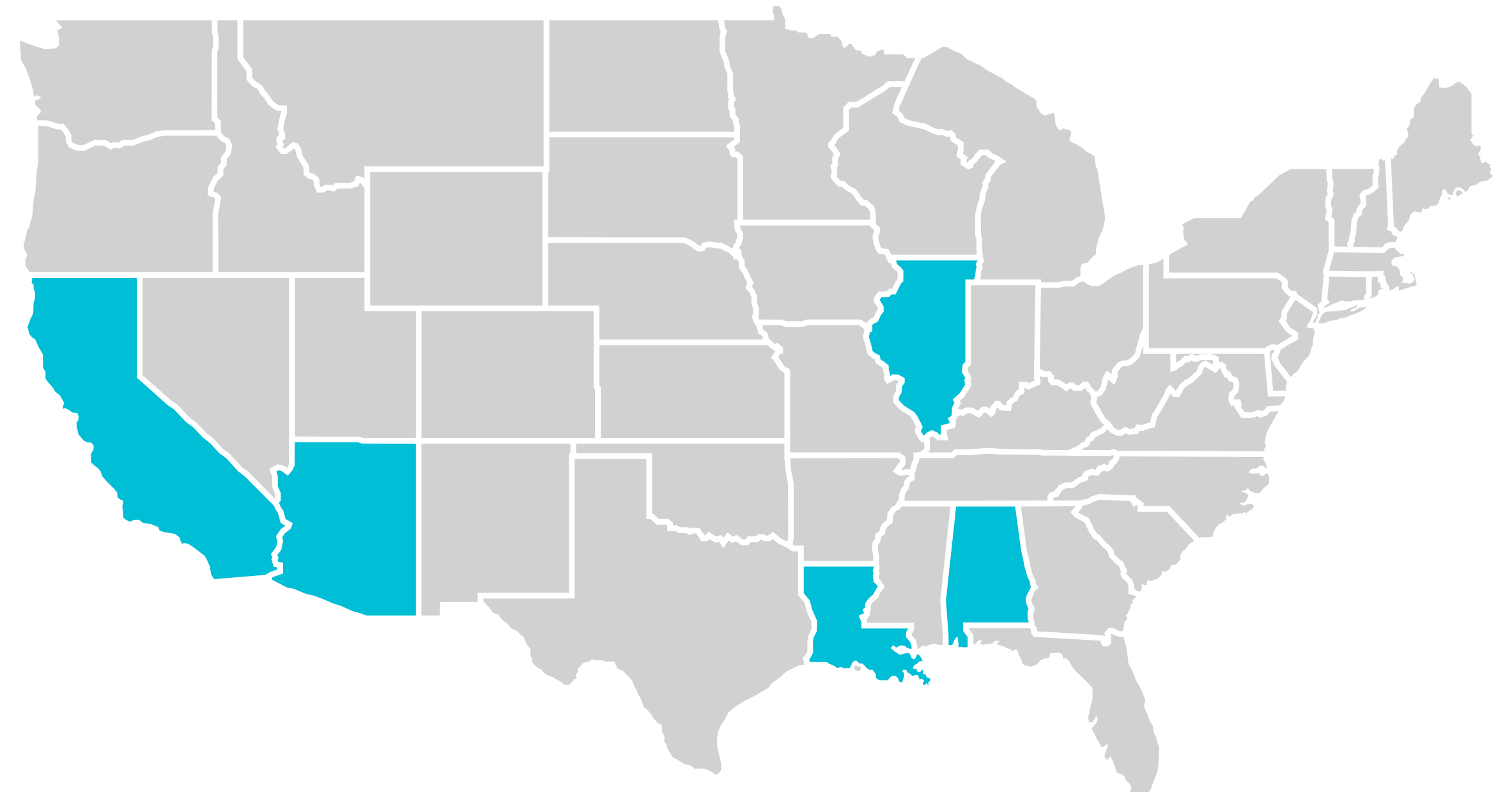
Travel Classics West

Nov. 21-24, 2024

Scottsdale, AZ

Match up to \$200

Arizona will host a Media Marketplace with Arizona PR partners on 11/21



Trade & Media Offerings Europe

Brand USA Travel Week UK & Europe

Oct. 21-24, 2024
London, England
Self-Registration -
Match up to \$1,500

German Trade Mission

Dec. 2-6, 2024
German cities and
Zurich TBD
Match up to \$1,750

German Media Mission

Sept. 15-20, 2024
Hamburg & Berlin
Match up to \$1,750

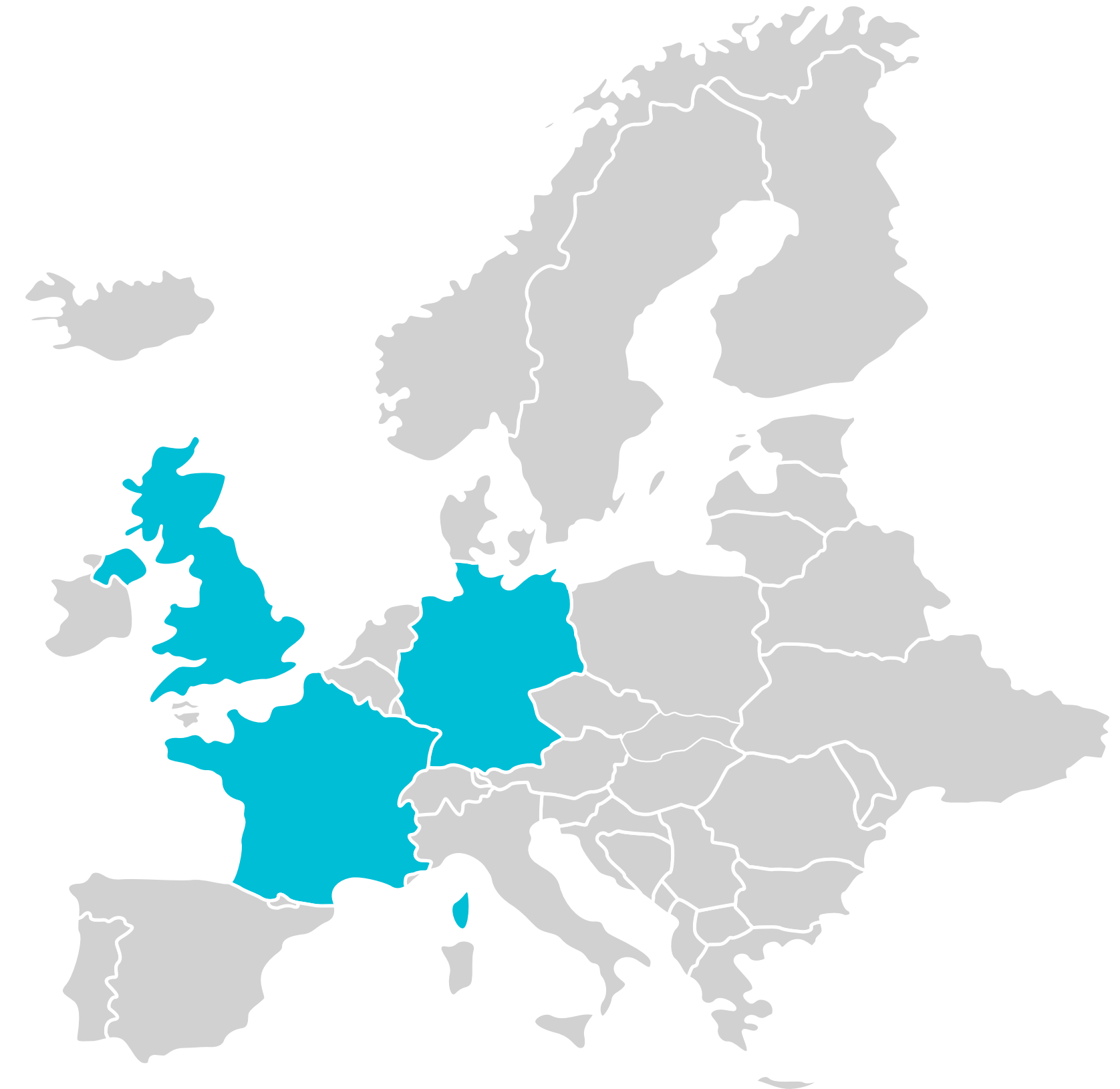
UK Trade & Media Mission*

March 24-25, 2025
London & Scotland
Match up to \$875 per
DMO (1 delegate per
DMO)

France Trade & Media Mission*

March 26-27, 2025
Paris
Match up to \$875
per DMO (1 delegate
per DMO)

*missions are in
conjunction with
each other



Trade & Media Offerings Canada/Australia

Canada Media Mission

Nov. 4-8, 2024

Toronto & Vancouver

Match up to \$1,250 per DMO (1 delegate per DMO)

Eastern Canada Trade Mission

April 2025

Toronto & Montreal, Canada

Match up to \$1,250 per DMO (1 delegate per DMO)

Australia Trade Mission

Dec. 2-6, 2024

Location TBD

Match up to \$1,750 per DMO (1 delegate per DMO)





Custom Program



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Custom Products Program

We realize that you may need some specialized assistance with marketing services that are not part of the existing offerings, so AOT will offer a 50% match for services that you can purchase directly, up to \$10,000.00.

Services may include:

- Graphic design
- Asset creation (copy, video, b-roll)
- Printing
- Translation
- Website
- Photography
- Video production
- Social media + Influencers

Please review the program terms and conditions carefully in the selection sheet.



Custom Products Program

Submissions will only be reviewed 3 times during the year.

- Round 1 - 10/1/24
- Round 2 - 12/1/24
- Round 3 - 2/1/25

You must provide proposal/estimate or contract, Vendor W-9 and Vendor ACH information to AOT and OMA for approval within these timeframes.

No additional proposals will be approved past this date. Funds are limited so Round 3 submissions may face budget constraints.



Custom Products Program

Participants must provide OMA the publisher invoice for AOT's 50% of the purchase. This means your entity will need to ensure the publisher/vendor can split the total bill into two invoices, one for your entity and one for AOT.

Along with the invoice, AOT will also need proof of program completion (reporting, POP, Screenshots, etc.).





Selection Sheet & Next Steps



Online Selection Sheet

Visit <https://www.aotcoopmarketing.com/>

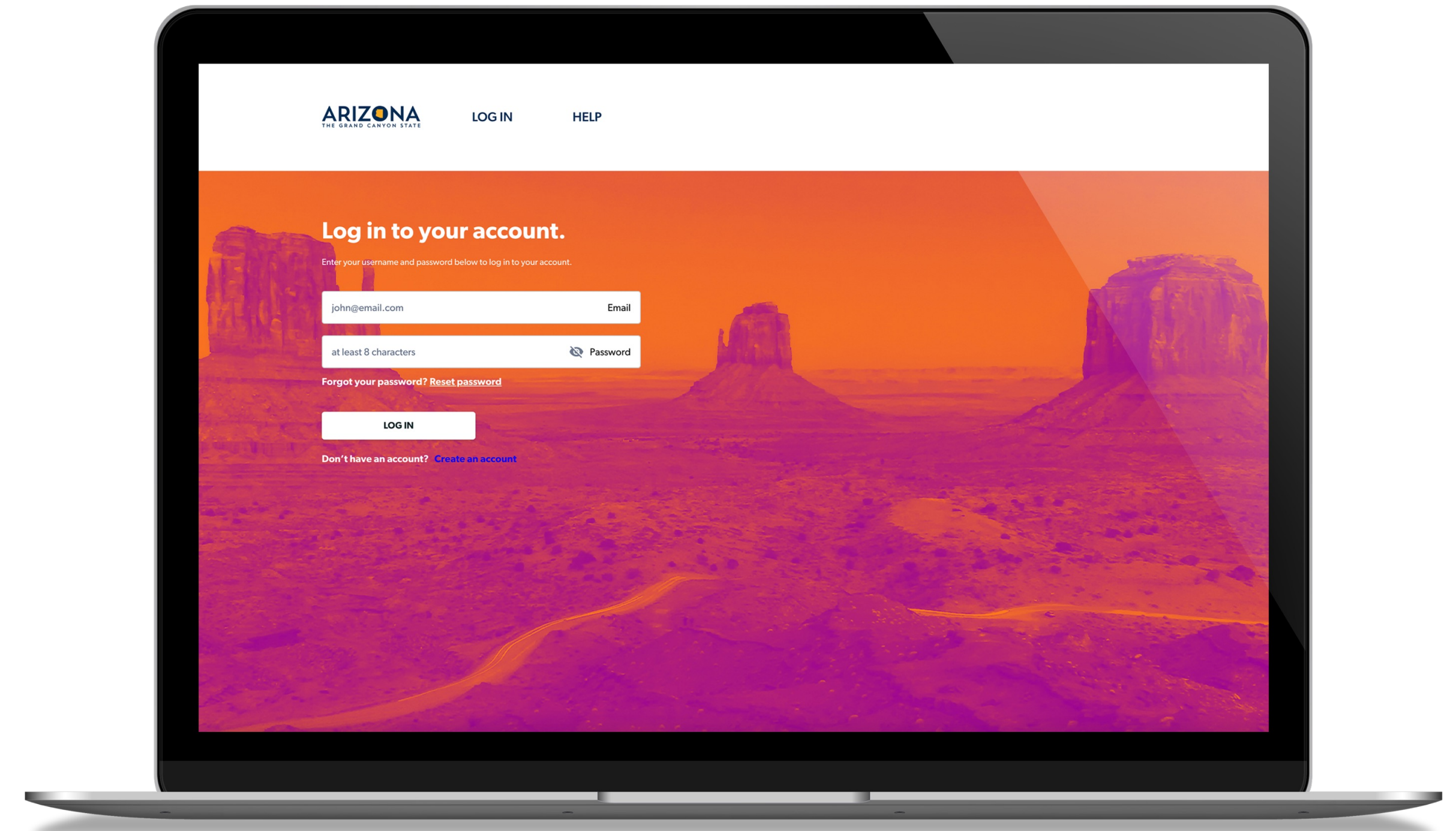
- Create an account
- Set your password (write it down!!)
- Create "Team"
- Set Budget
- Watch the how-to video

If you participated in FY24

- Your username and password are the same
- Your selections will be available for reference

If you are new in FY25, You will need to set up a user account to access the form.

- This login and password will allow you to save your selections



Online Selection Sheet

Make your selections

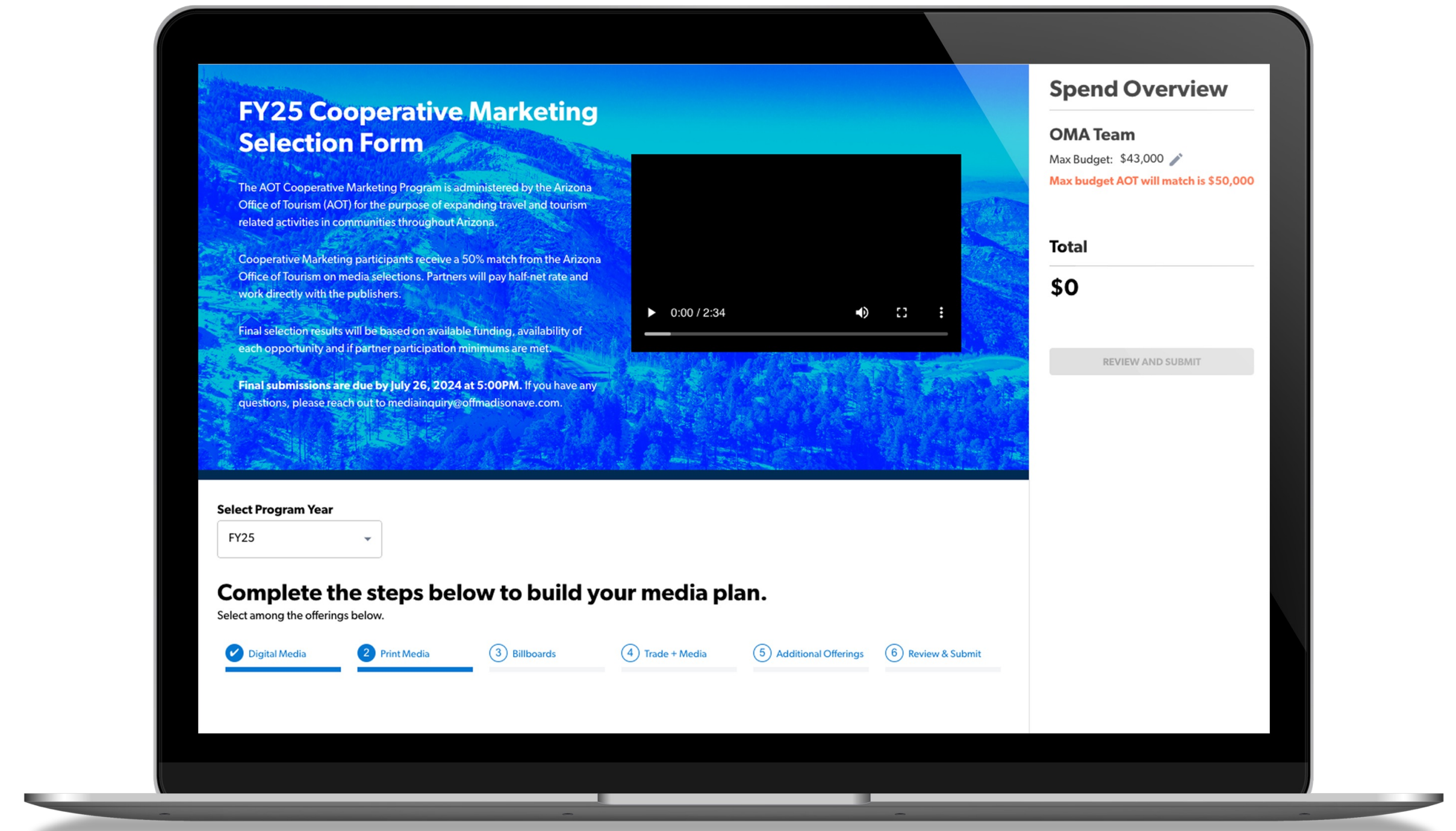
- Save your selections often
- Your running total will tally on the right side of the form as you make your selections

You can now select multiple offerings per Publisher

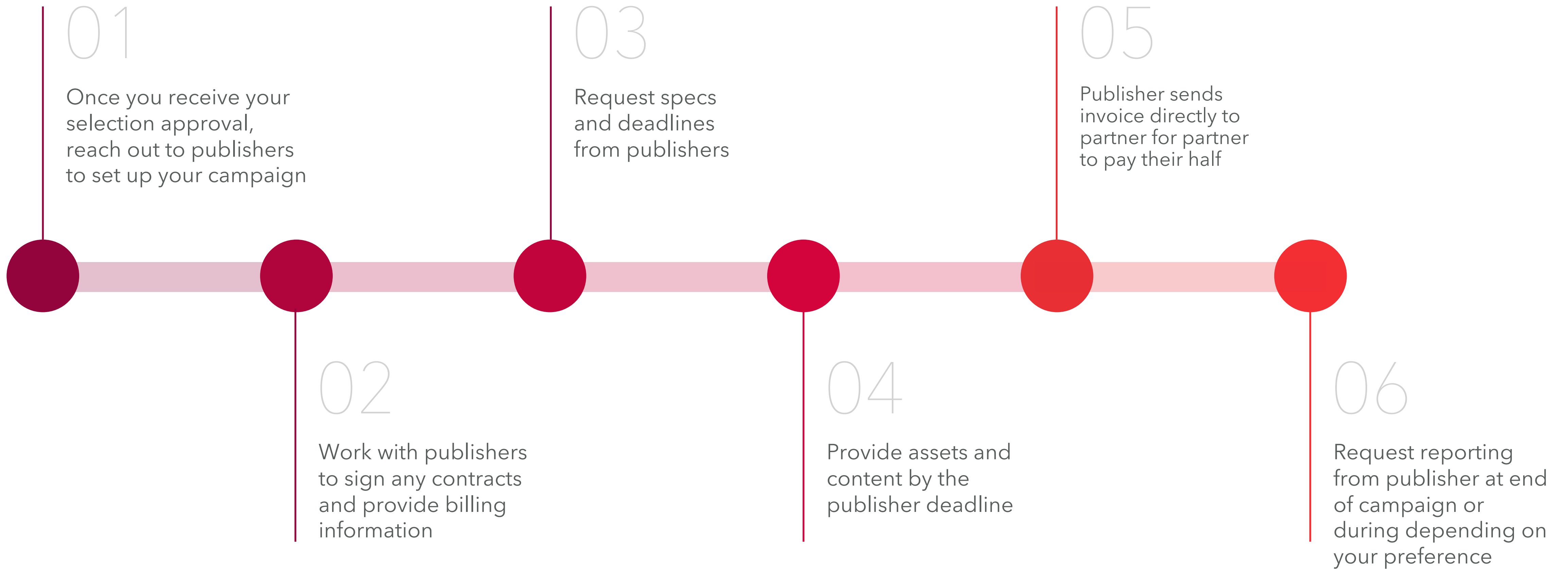
- To do this - Click Add button, select the issue you want to add, click Add to Buy. Repeat these steps to add a second insertion
- Please be sure to read the details for your selections as there are specific notes on timing, cost and participation minimums.

Submit your selections for approval

AOT will provide approvals in August



Partner Process After Approval



Rules of Engagement

By committing to this program, you are agreeing to the following:

- Provide the necessary assets to fulfill your commitment on time.
- Sign contracts with publishers and execute each program as stated in your submission.
- Communicate any issues or changes to AOT for approval prior to implementing any changes to the approved program.
- Work directly with publishers on billing in a timely manner.
- Work with publishers to receive performance reporting and provide results to AOT.
- Your attention to these components is required. Future eligibility for the program may be revoked from partners who do not follow these requirements.





Final Reminders

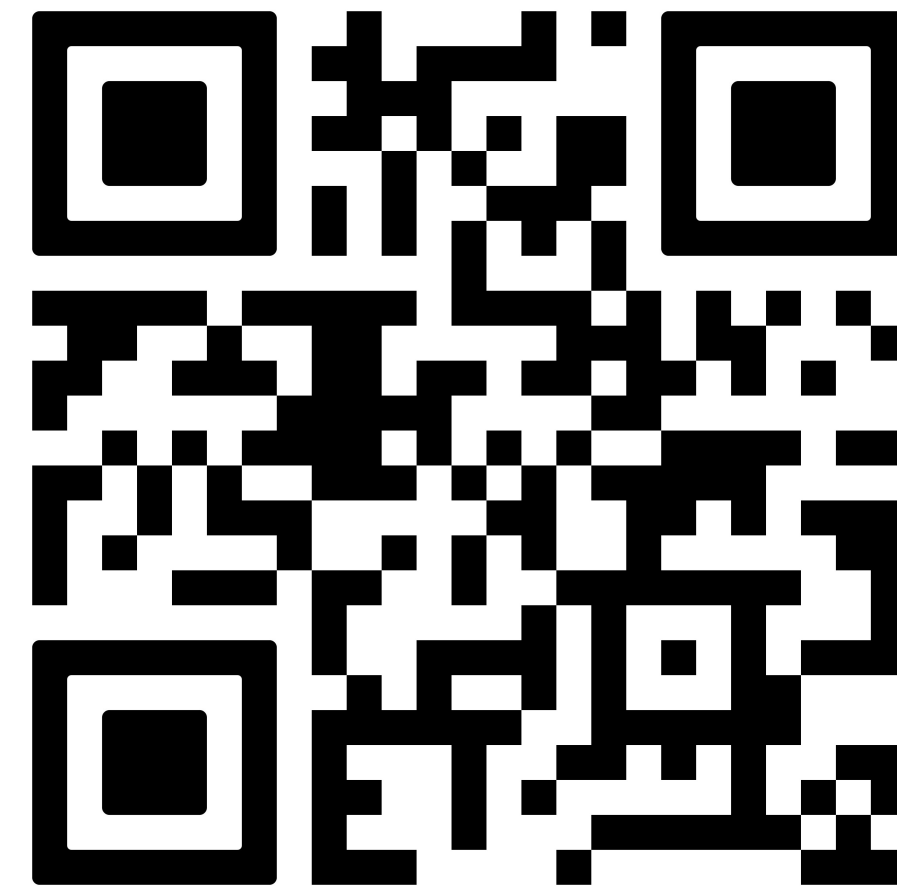


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Final Reminders

Program Submission Checklist

- ❑ A fully-executed Designation of Destination Marketing Organization Affidavit is required by September 2, 2024*
- ❑ A completed and signed application form submitted by July 26, 2024 by 5:00 p.m. Arizona Time. Email receipt to Jamie Daer at jdaer@tourism.az.gov.
- ❑ A completed online offerings selection sheet submitted by July 26, 2024 by 5:00 p.m. Arizona Time. Email receipt to Jamie Daer at jdaer@tourism.az.gov.
- ❑ *Tribal Nations have a different Affidavit process - please contact Alix Ridgway - aridgway@tourism.az.gov
- ❑ All program forms are available at <https://tourism.az.gov/rural-marketing-co-op-program/>
- ❑ Approvals will be sent to partners in early August 2024
- ❑ Due to the specific nature of the Cooperative Marketing Program, once opportunities are approved, no changes or cancellations are allowed without the approval of AOT



Media Office Hours



Media Office Hours
July 11 & 12



Help strategically align rural
selections with current
marketing strategy and goals



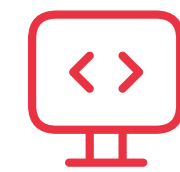
Allows partners to work directly
with the OMA media team to
ask questions or get advice on
their selections



Prevent partners from being
overwhelmed while going
through their selections



Create a more streamlined
process during the Rural
campaign selection process



Get help with website
selection process



Schedule yours at
mediainquiry@offmadisonave.com

Contacts - Program



Director of Advertising
Jamie Daer
jdaer@tourism.az.gov



Online Selection Form Questions
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Research Director
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Joanna Tejeda
jtejada@tourism.az.gov



Questions??



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Thank You



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Appendix



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Appendix

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DMO
Affidavit
Process &
FAQs



DMO Affidavit Processes

How does a community identify a DMO?

- Consult and/or decide what organization or entity will be designed as the DMO for a specific community.
- Evaluate whether the designating entity already has an “Official Action” that can be referenced where the entity has designated themselves and authorizes a signatory.
- If an “Official Action” exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory to aridgway@tourism.az.gov
- If no “Official Action” exists - the designating entity needs to enter into an “Official Action” with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Affidavit and return all items to aridgway@tourism.az.gov



DMO Affidavit Processes

How to fill out the DMO Affidavit

- The Designating Entity - If the designating entity (municipality, county, and/or tribe) is the DMO here are the steps to submit a DMO Affidavit.
- Evaluate whether the designating entity already has an "Official Action" that can be referenced where the entity has designated themselves and authorizes a signatory.
- If an "Official Action" exists - provide a copy to AOT with a completed DMO Affidavit from the authorized signatory to aridgway@tourism.az.gov
- If no "Official Action" exists - the designating entity needs to enter into an "Official Action" with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Affidavit and return all items to aridgway@tourism.az.gov



DMO Affidavit Processes

Helpful Tips to Fill Out the DMO Affidavit

Who signs the DMO Affidavit?

The Designating Entity - If the designating entity (municipality, county, and/or tribe) is the DMO here are the steps to submit a DMO Affidavit.

What is an "Official Action"?

An "Official Action" is a resolution, ordinance, contract or tribal action.

Who creates the "Official Action"?

An "Official Action" is a resolution, ordinance, contract or tribal action.

What needs to be included in the "Official Action"?

Statement of recognition from the designating entity. Signatory authority granted to an individual tied to the designating entity.



DMO Affidavit FAQs

What is a Destination Marketing Organization (DMO)?

AOT defines a DMO as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis. DMOs must have 1) a dedicated tourism marketing budget and 2) a website/microsite and/or social media presence.

Who designates a DMO?

AOT does not designate DMOs. It is the responsibility of the municipality, county, or tribal entity to designate either themselves or another organization if they intend to participate in AOT's programs.

Example: City of Arizona designates themselves as the Destination Management Organization (DMO) for the City of Arizona. OR City of Arizona designates Explore Arizona as the Destination Marketing Organization for the City of Arizona. *There can be many variations of this example.

Who needs to fill out a DMO Affidavit?

If your community participates in AOT's programs (Rural Co-op, Prop 302, FAM Trips, Trade & Media Missions, etc.) you will need to submit a DMO Affidavit with your application and/or paperwork.



DMO Affidavit FAQs

When is the DMO Affidavit due?

Your community's DMO Affidavit is due before you submit an application to participate in an AOT program. If you aren't sure about your community's participation status, please consider submitting a DMO Affidavit annually as a best practice.

If you have already submitted your community's FY24 Prop 302 Application you have until September 1, 2023, to submit your DMO Affidavit. If you are planning on submitting a Co-op Application or interest form - your community DMO Affidavit is also due September 1, 2023.

Why is AOT requesting an annual DMO Affidavit?

Historically, AOT has requested an affidavit certifying DMO status for each AOT program participant (Co-op, Prop 302, etc.) Due to the number of programs and opportunities available throughout the year, AOT has decided to implement a yearly DMO Affidavit as a best practice. This new policy will help protect DMO status for communities and ensure that AOT is working with the appropriate entity on destination marketing for that community.

*AOT is happy to review any draft resolutions, ordinances, contracts or tribal agreements prior to enactment.





Annual Survey Data



Co-Op Annual Survey - Results

Offerings are directly influenced by survey responses and feedback

29 complete responses

Primary value of the cooperative marketing program to DMOs:

Budget assistance

Access to resources and connections

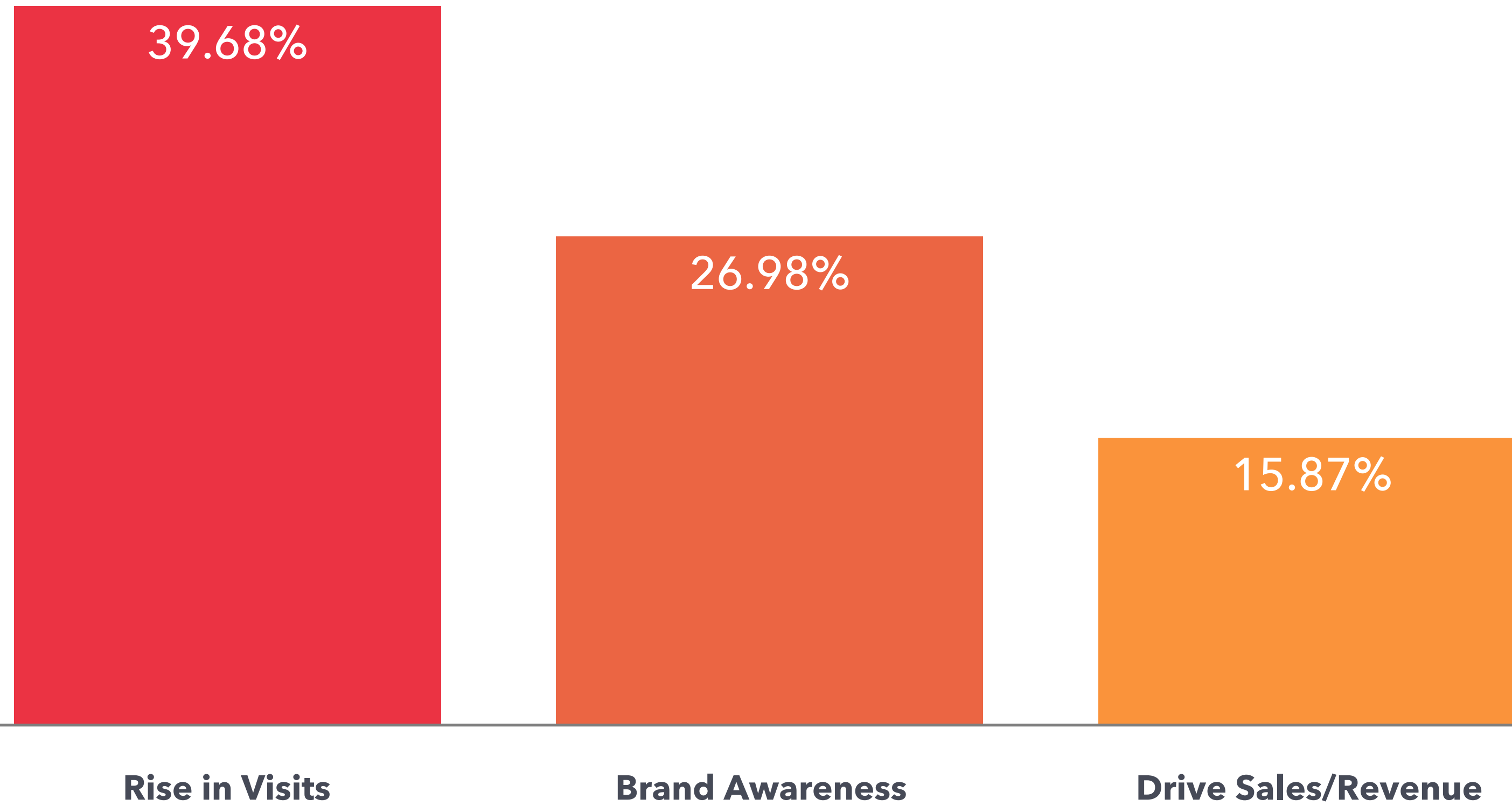
Fully-vetted resources and connections

Enhanced marketing efforts



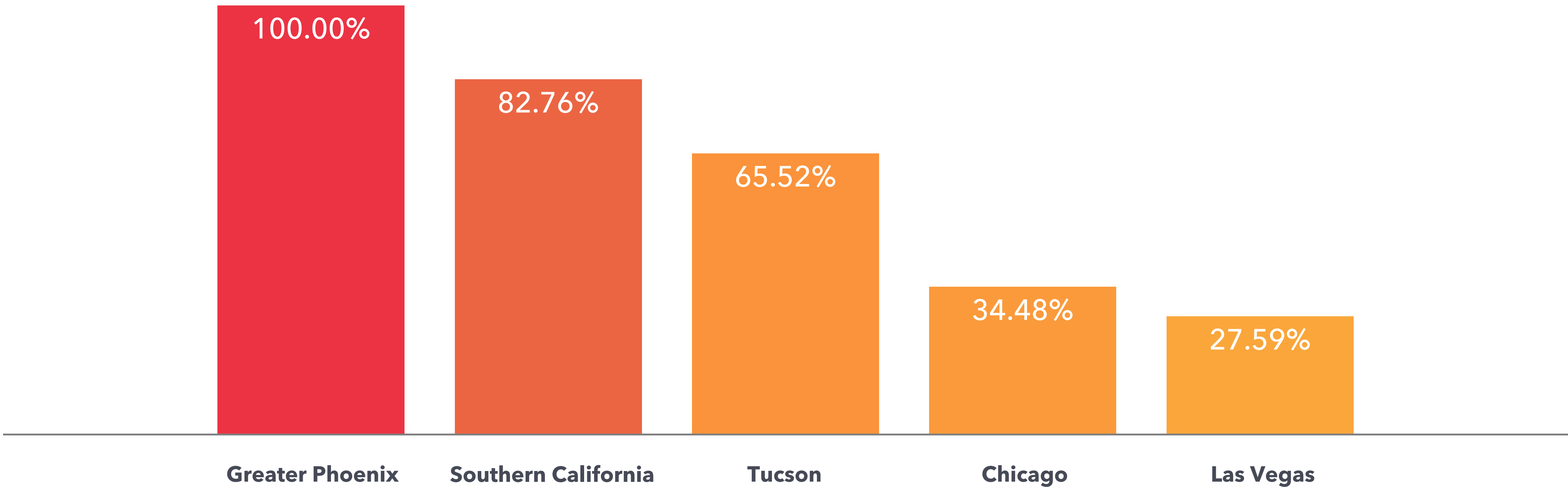


Co-Op Annual Survey - Primary Goals



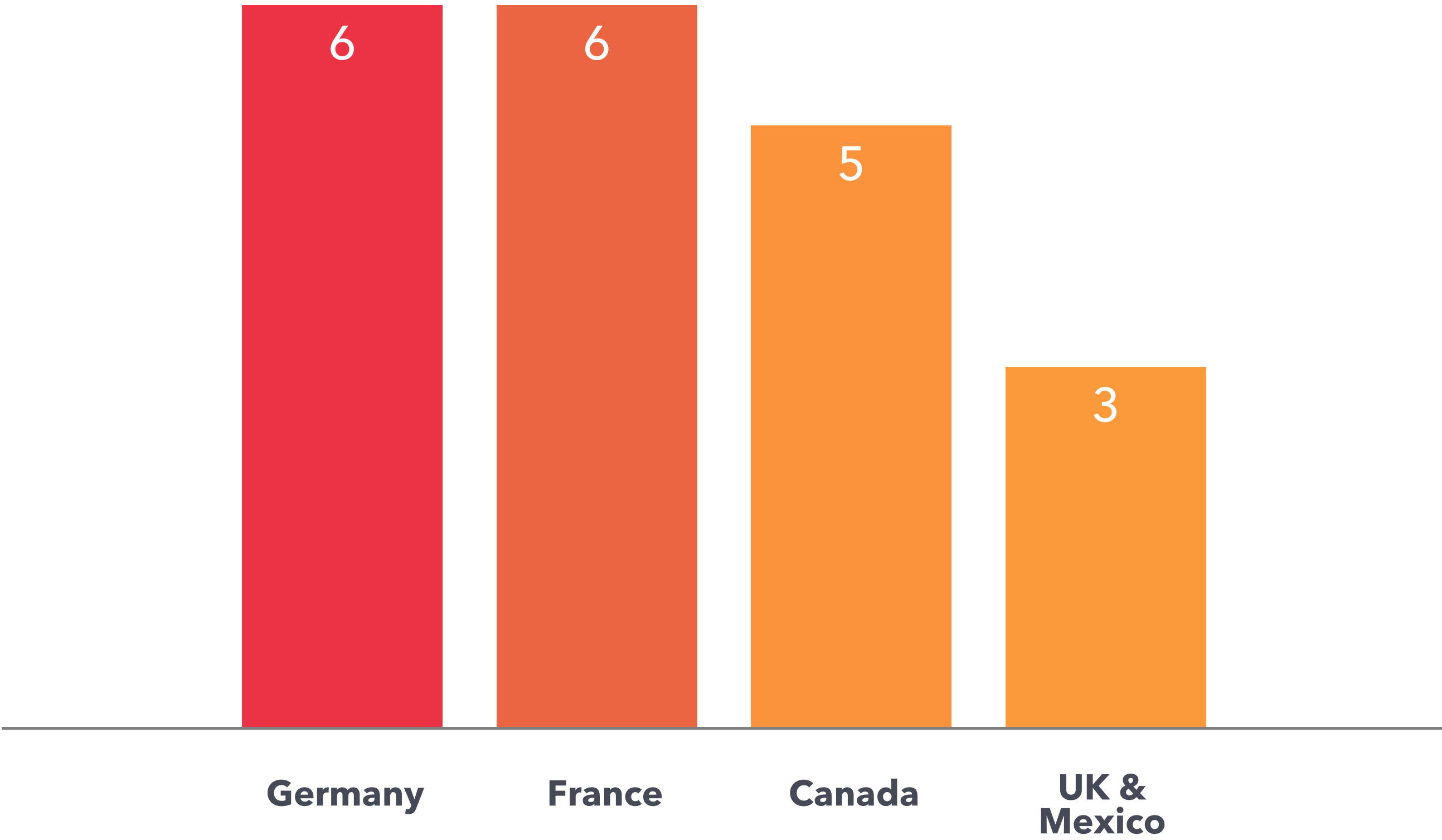
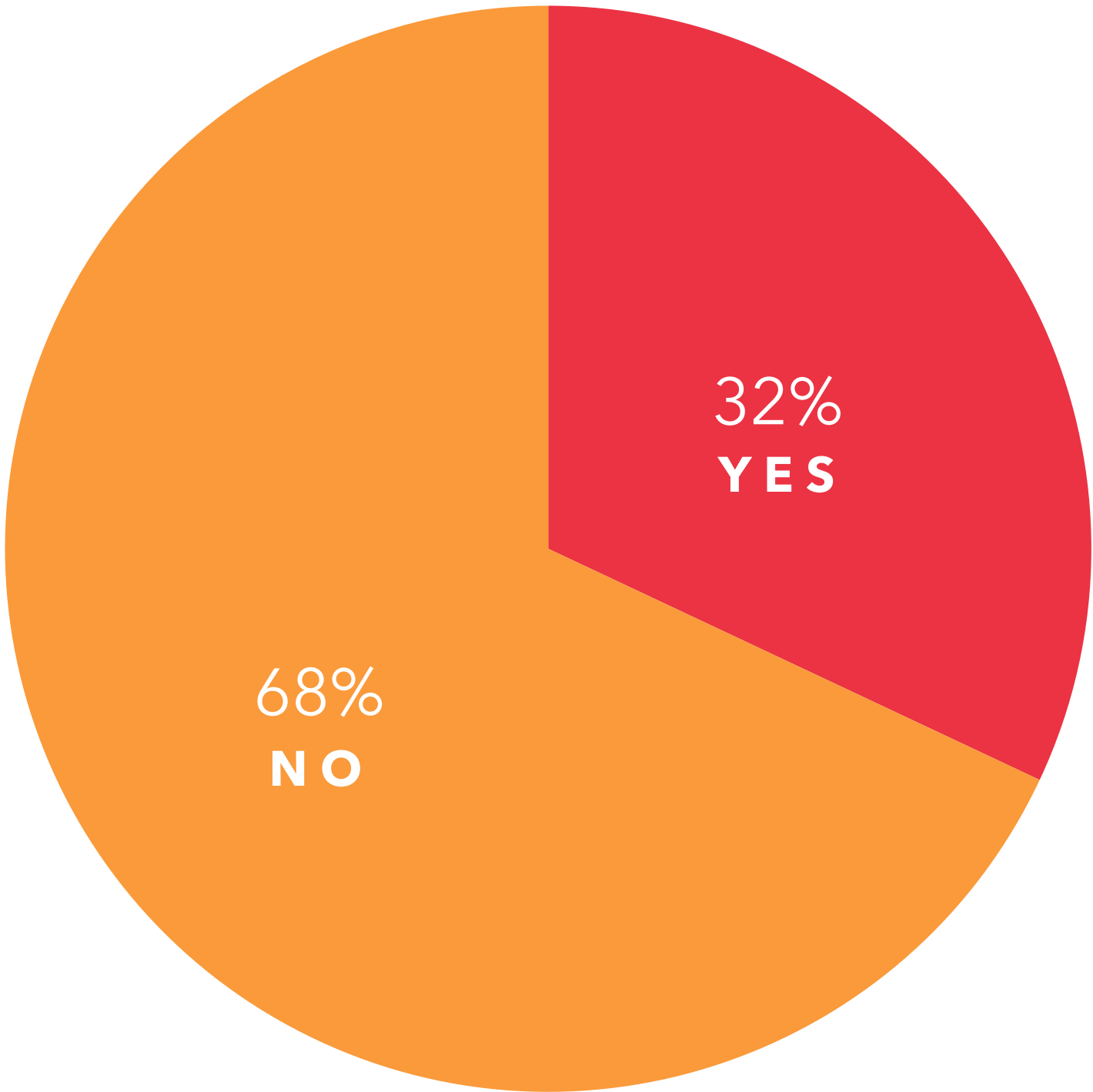


Co-Op Annual Survey - Primary Cities



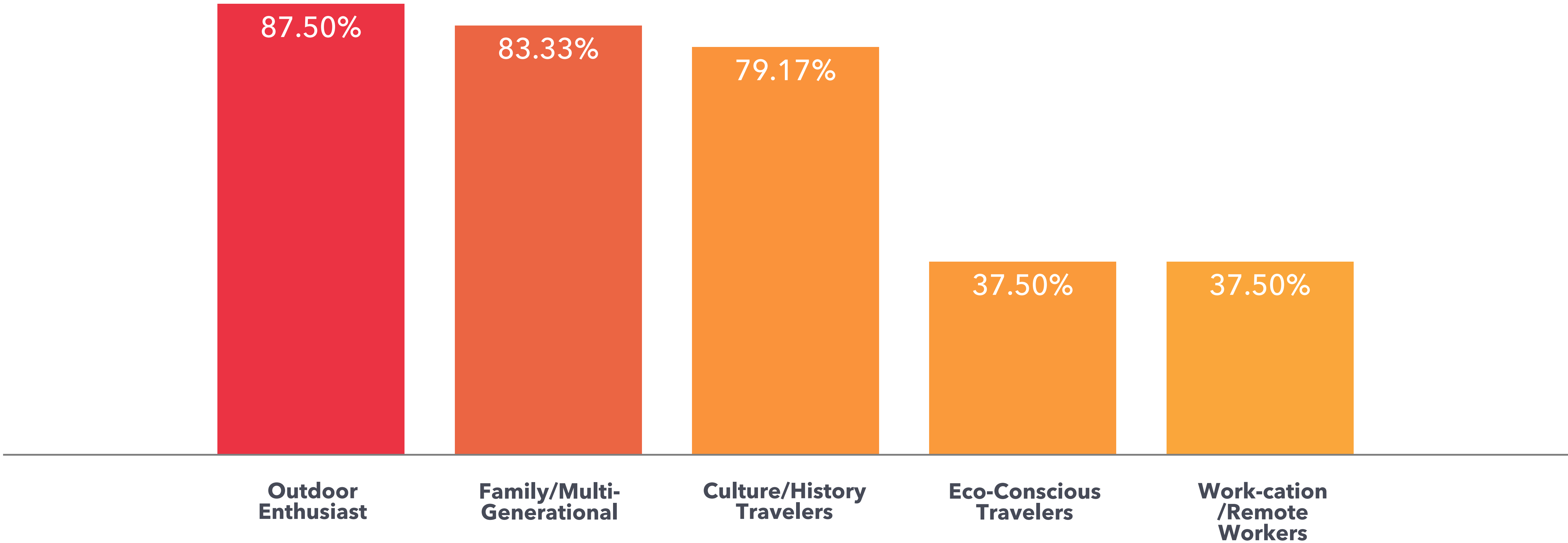


Co-Op Annual Survey - International



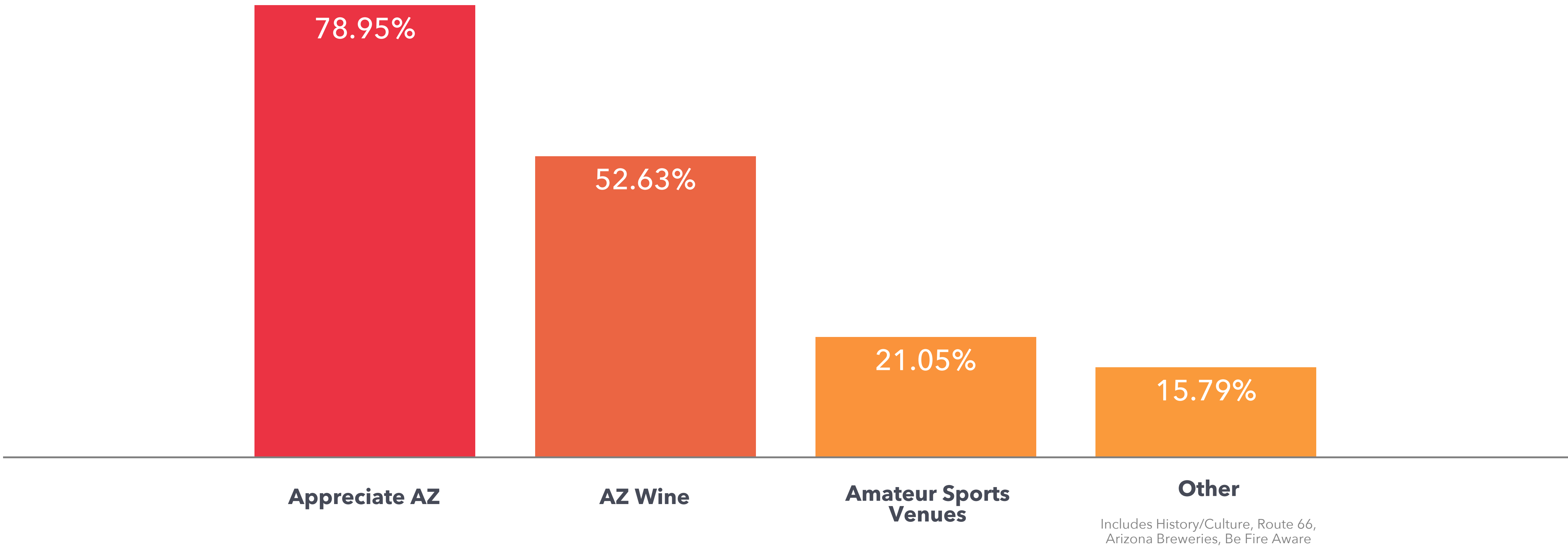


Co-Op Annual Survey - Top Audiences



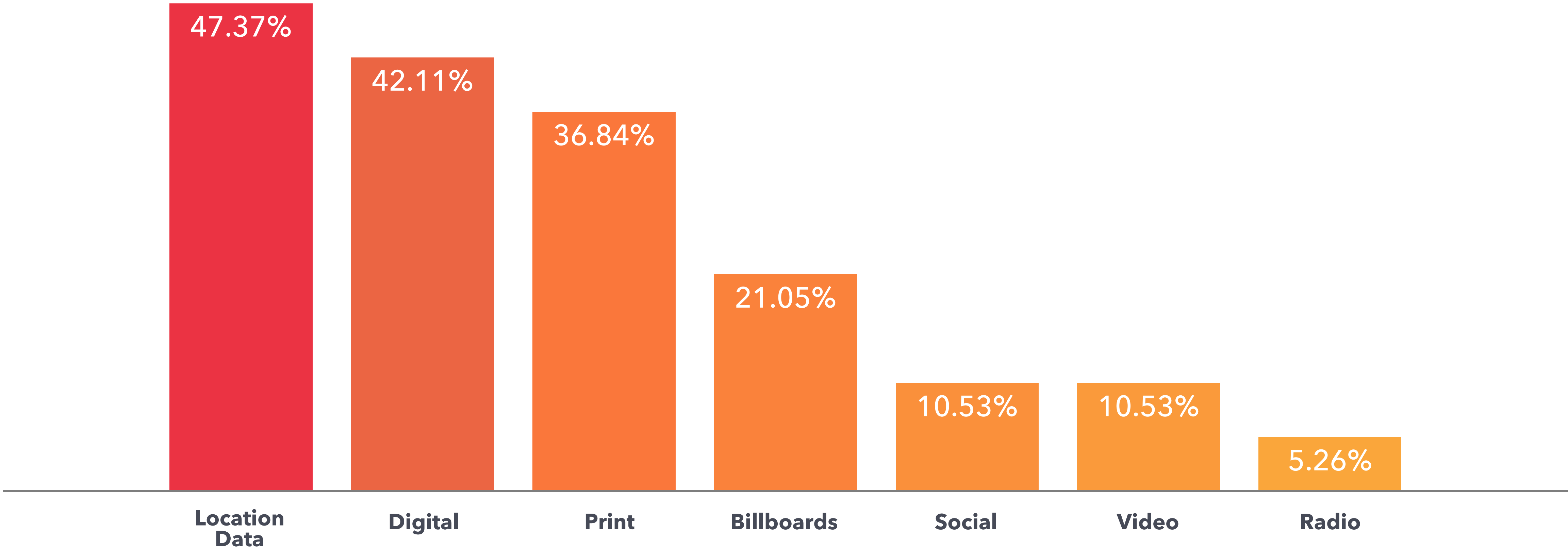


Co-Op Annual Survey - Specific Initiatives





Co-Op Annual Survey - Offerings





Advertising 101



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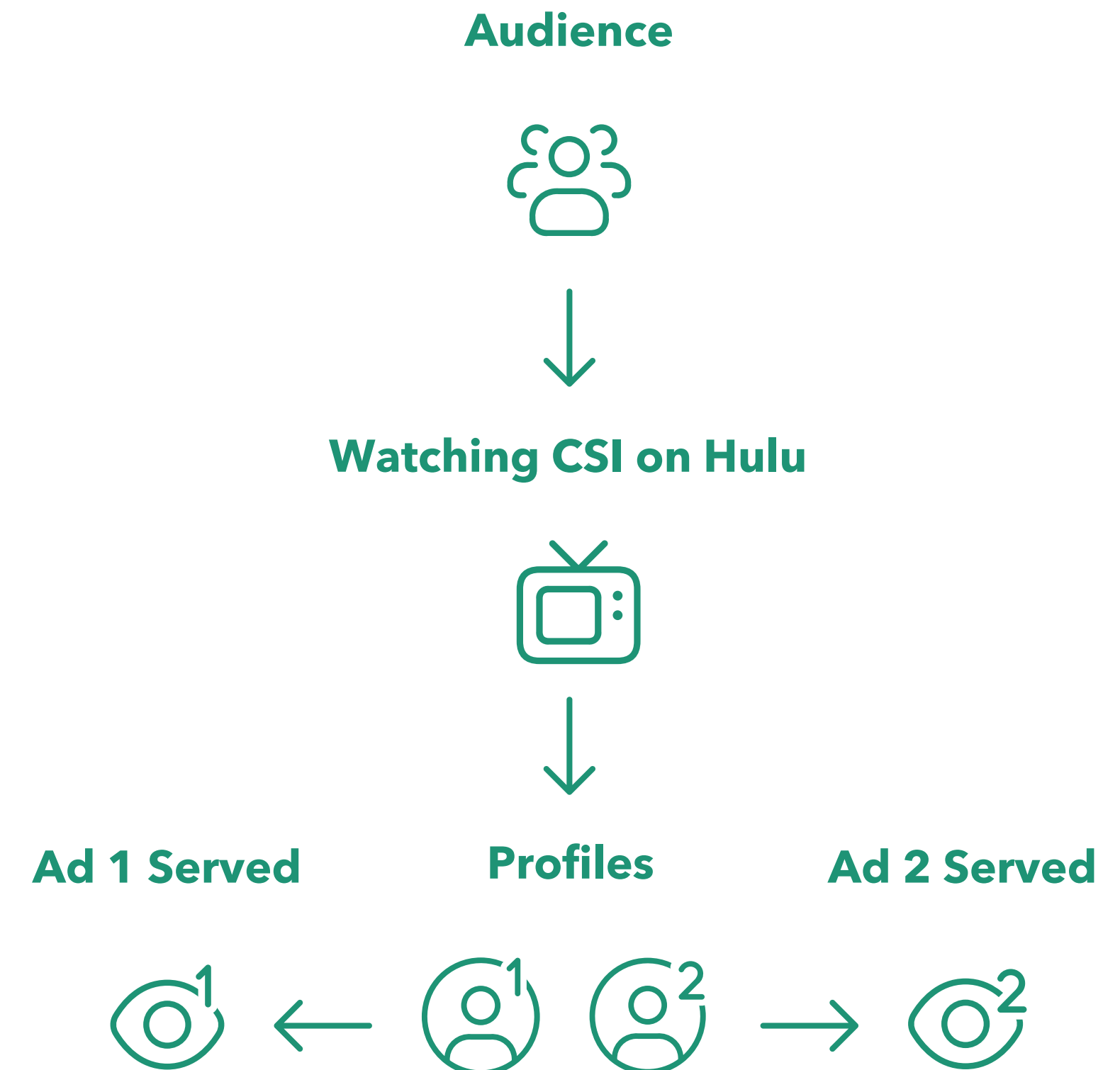
Connected TV

What is it?

- Connected TV is internet connected television where the typical delivery of content is through a device that supports apps in a dedicated user interface.
- An example is a Roku device playing a Hulu app that offers the “Only Murders in the Building” series.

How does it work?

- Connected TV advertising is the ability to show different ads to different households while they are watching the same program at the same time
- This allows advertisers to target households based on their characteristics; CTV enables advertisers to make a one-to-one connection.



Programmatic Digital

Overview

Programmatic audience targeting with cross-device display banners

Rationale

Purchase display banners targeted to a specific audience exhibiting behaviors that indicate they are likely to travel to Arizona or are interested in specific activities Arizona can offer.



Programmatic Digital

Programmatic is an automated way to buy digital advertising using real-time bidding (RTB) to deliver relevant ads to the right audience.

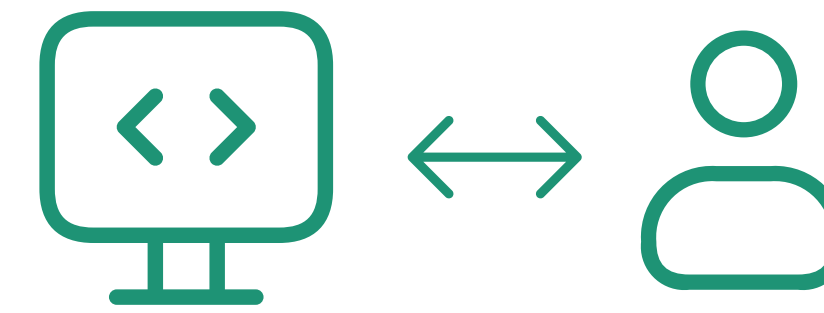
By using machine learning, we find the right audience across all potential websites which provide us with multiple advantages

- More inventory = greater reach
- Allows for more precise targeting than many site direct buys can offer

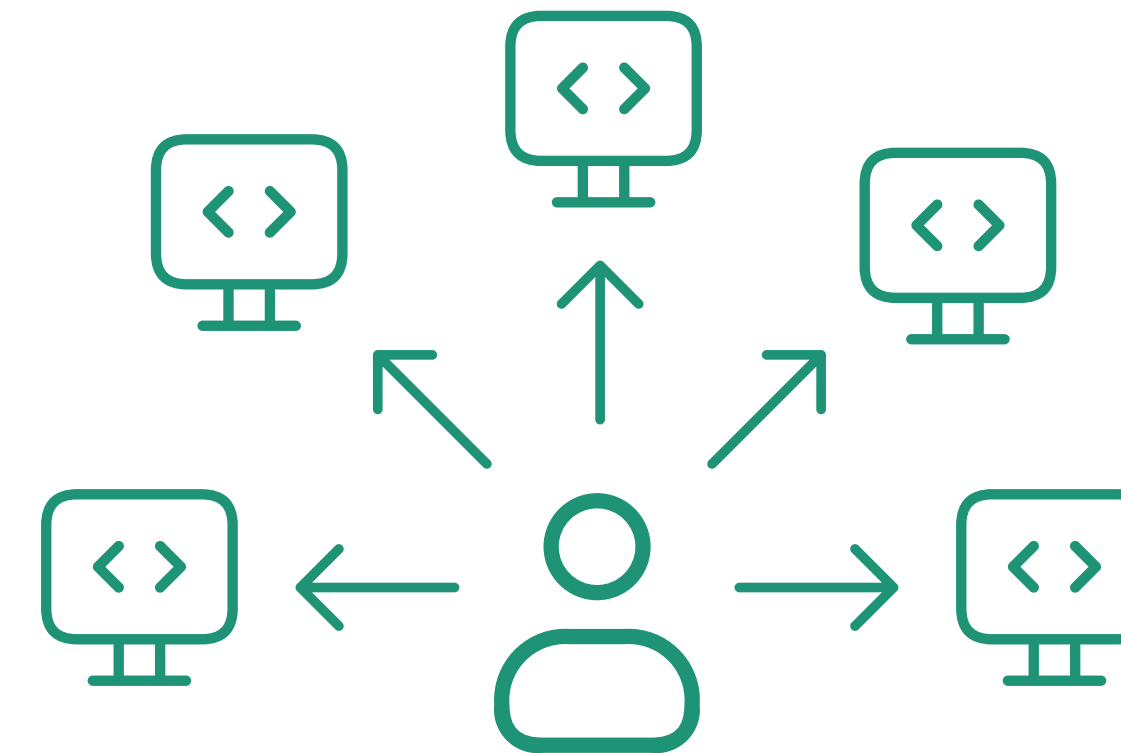
Travelers visit dozens of websites daily and buying site direct may result in missing valuable travelers.

Programmatic buying gives us the ability to optimize towards the travelers who take the action we want, i.e., our primary KPIs.

Direct Buying



Programmatic





Media Targeting Definitions & Examples

Behavioral Targeting

Data targeting based up credit card data, browser history, past bookings, online behaviors

- Entertainment » Nature » National Parks
- Preferred Vacation Types » Active Adventurers
- Sports » Outdoor Adventure
- Travel » Getting Off the Grid Travelers
- Travel » Arizona Trip Planners
- In-Market » Travel » Eco-Conscious
- Travel » Family Travel
- Traveler Types » Work from anywhere
- Social Behavioral Data » Travel » Travel to Arizona

Contextual Targeting

Targeting based upon the content the target audience is viewing

- Standard » Family Travel
- Standard » Travel
- Local News
- Custom Segment based on keywords from the client website

App Targeting

Targeting based upon the apps a person has on their mobile device

- Travel Apps: Tripadvisor, Expedia, Booking.com, Yelp, Airbnb, VRBO
- Social Media Apps
- Eco Friendly Apps: JouleBug, HappyCow, Olio, Nature Hub

Retargeting

Retargeting anyone who visits the client site but does not complete the call to action

Lookalike Targeting

Build a lookalike audience of conversion data.

Historical Geofencing

Look at device ID's previously seen in Arizona during key travel times Grand Canyon, Saguaro National Park, and other relevant locations.

Site List Targeting

List of websites that align with client and target audience.

Media Audience Targeting Types



Geographic

- City
- County
- Address
- Zip Code
- State
- Country
- DMA
- Device ID
- Lookback



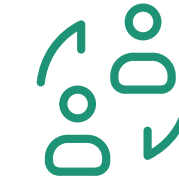
Demographic

- Age
- Education
- Ethnicity
- Gender
- Language
- Life Stage
- Net Worth
- Marital Status
- HHI
- Children



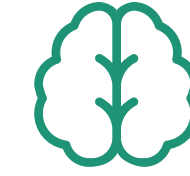
Additional Options

- Email
- IP Address
- Day Parting
- Cross-Platform
- Operating System
- White/Blacklisting
- Weather Triggered
- Competitive Conquesting



B2B

- Professional
- Groups
- Certification/
- Honors
- Years in Business
- Account Based
- Company Size
- Net Worth
- CRM Data
- Company
- Job Title
- Industry
- Seniority



Behavioral

- Automated Content
- Recognition
- Purchase Based
- Donor Based
- Social Sharing
- App Detection
- Look-alike
- Predictive
- Interest
- Retailer
- In-Market
- Search



Mobile Specific

- In-App
- Mobile Web
- App Detection
- Carrier
- Device
- LAT/LONG
- Geo-Fencing
- Address



Contextual

- Keyword
- Section
- Vertical
- In-Language



Retargeting

- Cross-Device
- Opt-in/Opt-Out
- Dynamic



Glossary of Advertising Terms

[Click Here to View Advertising Terms](#)