

## CONTACT INFO

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CAMPAIGN: TEXAS ON TOUR  
 CLIENT: ECONOMIC DEVELOPMENT & TOURISM  
 OF TEXAS (TEXAS TOURISM)  
 AGENCY: REDPEG MARKETING (EXPERIENTIAL)  
 / TM ADVERTISING (ADVERTISING)

# TOP

## CASE STUDIES

# Shops

Texas has a Texas-sized problem . . . it's hampered by misperceptions and lack of knowledge of all that the state has to offer. Consumers think tumbleweed and cowboys. The Economic Development and Tourism division of the Texas Office of the Governor identified the need to market Texas as the premier business location and travel destination. The Texas on Tour (TOT)

- Provide ability to order a Travel Guide
- Drive traffic to TravelTex.com
- Drive sweepstakes sign-ups

The end net desired result is increased travel revenue for the state of Texas that can be tracked through purchase and consideration intent.

The agency focused on educating consumers about the seven different regions of Texas, which offer a wide and diverse variety of cultural, historical, and lifestyle elements. Introducing perceived skeptics to interests relevant to themselves enabled the ability to change negative perceptions. The result was a marketing campaign that created a multi-experience, multi-sensory tour of Texas where participants can touch, hear, smell and see a variety of true Texas experiences.

The experience began with a 30-foot "Discover Texas" dome theater. A short film showcased the amazing landscapes, seven diverse regions, history and fun of the Lone Star State. Visitors could take a virtual reality adventure through the waterways of Texas, seated in double-passenger kayaks. Thanks to green screen technology, they took a stroll down a Texas beach and had their photos

The tour traveled throughout the US with stops at fairs, festivals and stand-alone events from coast to coast.

Promotional activation kicked off the program with tactical media, public relations and unique, fun guerilla initiatives. The guerilla teams rode Segways and gave away Texas wildflower seeds and free concert tickets to see the Texas band, Old 97's. A Texas-shaped inflatable on a flatbed, served as unique OOH.

Following on site activation, emails went to each registrant thanking them for their attendance. Embedded in these emails were links to the customers' custom photo from the green screen virtual beach room. Additionally, a follow up perception change survey was sent.

This multi touch point marketing effort delivered the opportunity for prospect consumers to find and identify a personal element, one that helped to drive interest, engagement and affinity for the Texas brand.

The Texas on Tour program achieved multiple levels of success for the client and set benchmarks within its industry category.

Onsite impressions achieved 1,573,727 event impressions with a 12% registration rate to participate in the tour. The tour exceeded goals set for sweepstakes, travel guide orders, newsletter opt ins and photo marketing delivery, with a 68% click through rate to the website to plan a trip.

Post program surveying indicated over 35% of consumers engaged intend to plan a trip, more than 10% have actually taken action and planned a trip, with 12% reporting they have already booked a trip. The estimated revenue driven back to the state by consumers who have engaged with Texas on Tour based on average tourism spend figures (\*DK Shifflett & Associates, SMAR report) is \$23,620,646.



mobile program was created as the physical and visual component to support the Texas advertising campaign "It's Like a Whole Other Country". The mobile marketing effort set out to:

- Educate, drive interest and change perceptions about Texas

taken against it and other classic Texas backgrounds. A "Texas or Not?" trivia game allowed guests to compete for special prizes, while live Texas musicians entertained on the professional stage.

People experienced Texas in an entertaining, educational and personalized way.