



Missouri Tourism: Enjoy The Show

MISSOURI DIVISION OF TOURISM

BACKGROUND

Missouri lacked long-term brand equity as a travel destination. In today's competitive travel market, the "Show-Me" State needed to break away from the Midwestern pack as a unique vacation destination.

CREATE

After extensive focus group research, first on existing consumer perceptions and then on potential branding and creative, we positioned Missouri as an unexpected travel destination with a surprising variety of tourist attractions. Missouri has something for everyone, from nightlife and entertainment in the urban centers of Kansas City and St. Louis, to the impressive number of historical attractions and cultural institutions throughout the state. Missouri is also the home of professional sports teams, sporting museums, and casino gaming. Outdoor aficionados will find rivers, lakes, streams, state parks, and incredible fall foliage. We designed a campaign that would bring all of this to life, and to the forefront of people's minds when they think of Missouri. Research also led us to create the tagline "Enjoy the Show," which capitalized on the well-known "Show-Me" State nickname.

"Generated \$791 million in incremental visitor spending"

DEPLOY

We executed a fully integrated campaign of seven TV spots; eight print ads; seven billboards; transit, online display, and Facebook ads; and a YouTube pre-roll buy—anywhere a traveler might encounter advertising while dreaming about their next vacation. We also completely redesigned 1. the official website and blog; 2. social media channels; 3. e-newsletters; and 4. all collateral.

DELIVER

"Enjoy the Show" achieved incredible advertising awareness, with more than 65 percent of the target audience recalling one or more campaign elements. The campaign awareness drove revenue by generating more than 815,000 incremental trips and \$791 million in incremental visitor spending in its first year.

