



## **Pure Michigan**

### **2012 National Cable Partnership Program Guidelines**

#### **Objective:**

Extend the marketing reach of the Michigan travel industry and Pure Michigan by leveraging marketing dollars to promote Michigan and travel industry partners. Increase Michigan and the partner's brand awareness through a brand message delivered about the partner(s) and Pure Michigan through National Cable TV advertising.

#### **National Cable TV Partnership Criteria:**

- 1) The partnership must be strategically applicable to Travel Michigan's FY2012 goals, objectives and target markets.
- 2) Partnerships will be comprised of an individual destination marketing organizations (DMOs) or travel industry business, or a coalition of DMOs and/or travel industry businesses.
- 3) Travel Michigan's web address *michigan.org* will be the call-to-action and the landing web site for all national cable TV partnerships.
- 4) Based on promotional funding National cable TV partnerships are year-round partnerships. A National partner's ad will air in coordination with the Pure Michigan national campaign during the spring/summer season--March thru August.
- 5) National cable TV partnerships require a minimum \$500,000 investment by the partner(s) which will be matched by Travel Michigan for a total partnership budget of a minimum of \$1 million.
- 6) Partnership participants will be required to provide **full payment prior to the start of the national cable TV campaign.**

## **National Cable TV Requirements:**

- Required Budget - \$500,000 partnership commitment
  - \$1 million total partnership with Travel Michigan \$500,000 match
  - Estimated:
    - 10-12 cable TV Networks
    - 4 weeks – 220 spots/55 per week

## **Travel Michigan Team:**

- Creative Strategy created (if not created already)
- 30-second TV ad created
- Media planning and buying
- Partnership web site development
- Added value elements noted below

## **National Cable Partner Program Added Value:**

- **Michigan.org Web Site**
  - Year-round placement and link on every page of michigan.org—linking to the partnership page
  - Four (4) articles/stories throughout the year placed on the michigan.org home page—linking to the partnership page on michigan.org
    - Placement dates selected by partner
    - Articles/stories written by partner
- **eNewsletter --- 315,000 monthly subscribers**
  - Four (4) articles/stories throughout the year in the Pure MI monthly eNewsletter page—linking to the partner's web site
    - Placement dates selected by partner
    - Articles written by partner
  - One (1) exclusive partnership email blast to database--linking to the partner's web site
    - Content/stories written by partner
    - Placement dates selected by partner

- **Social Media**
  - Pure Michigan Connect
    - Four (4) blogs throughout the year on the Pure Michigan Connect blog site—linking to the partner’s web site
      - Blog placement dates selected by partner
      - Blogs written by partner
  - Pure MI facebook & Twitter
    - Access to posting as Pure Michigan on the Pure Michigan facebook & twitter sites--linking to the partner’s web site
      - 320,000 facebook fans / 19,000 Twitter followers
      - Posting dates selected by partner
      - Postings written by partner
- **eSpecials**
  - One (1) free eSpecial posting in the Pure Michigan eSpecials--linking to the partner’s web site
    - 216,042 monthly subscribers
    - Placement date and offer(s) selected by partner
- **Pay-Per-Click**
  - Utilize Travel Michigan’s Pay-per-Click (PPC) efforts and bid on key partner search words throughout the year
    - link to partnership page on michigan.org
- **SEO**
  - Search Engine Optimization on the partnership page on michigan.org
- **PR/Interviews**
  - Four (4) interviews throughout the year on the Pure Michigan segments on all/various radio stations across the state
    - Interview dates selected by partner in advance – interview calendar /schedule will be created