



GREATER WILLIAMSBURG
CHAMBER & TOURISM ALLIANCE
DESTINATION CAMPAIGN MARKETING

Advertising Advisory Group

MEETING NOTES: Thursday, November 14, 2013 • 8:30-10:00am • GWCTA, Williamsburg, VA

Group Members Attending:

Advertising Co-Chairs: Dan Dipiazza, Jodi Miller

Director, Destination Marketing: Corrina Ferguson

Group Members Present: Angie Brown, Janet Eason, Chris Hartig, Ron Kirkland, Will Melton, Rick Monday, Jessica Wharton

Group Members Absent: Rick Dunlap

Chamber Staff: Bob Harris

WADMC Staff: Dave Potter

Via Teleconference:

Randy Freisner, Carla Seay; The Martin Agency

1. Jodi Miller called the meeting to order welcoming new member Rick Monday and new co-chair Dan Dipiazza.
2. Corrina Ferguson presented the [Director's Report](#) as presented to the WADMC members 10/28/2013.

3. Update on Creative RFP

Options for consideration for a new creative agency and timing to perform an RFP were presented to WADMC during their 10/28/2013 meeting. It was motioned and unanimously approved to proceed with a realistic RFP aiming to have a new agency for the 2015 campaign while retaining the agency of record to adjust existing creative to meet 2014 scheduling needs. Next steps are to obtain estimates for creative execution. In the event the agency of record declines the work, The Alliance will present WADMC with alternate recommendations.

4. Review and discussion of 2014 draft media plan

The recommended media plan presented included the 2013 advertised markets of New York, Philadelphia, Washington D.C., Raleigh/Durham and added Baltimore to the mix. The plan was based on planning & booking patterns, launching markets further away earlier and nearby markets later compensating. Attraction and Alliance schedules were layered in to show the total activity per market. There was general agreement the timing was appropriate. An optional media plan eliminating New York from the mix, increasing activity in Philadelphia, Washington D.C., Baltimore and Raleigh/Durham was discussed. The group was split on which direction to take. Group further reviewed the proposed media mix. There was consensus among the committee members to review the amount of money spent on paid search for the 2014 campaign. The committee also suggested looking for opportunities to more effectively use digital marketing with any reallocation from the paid search budget.

5. Looking forward – creative ideas

Corrina encouraged the group to start planning for 2015 now – gathering assets we need and ideas we may want to consider. She briefly showed the following research article and travel videos.

Google article: http://ssl.gstatic.com/think/docs/how-travel-oklahoma-is-bucking-tradition-to-win-visitors_case-studies.pdf

European Train campaign:

<http://skift.com/2013/11/08/best-travel-ads-this-week-campaigns-that-engage-online-and-in-the-flesh/>

Virgin Air safety video: <http://youtu.be/DtyfiPIHslg>

6. Next meeting January 9, 8:30 AM @ Busch Gardens.

7. There being no further business the meeting was adjourned.