

LIFE  
**UTAH**  
ELEVATED™

THE  
**GREATEST  
SNOW**  
ON EARTH®

THE  
**MIGHTY**  
**5**

## Competitor Ads: The Good, The Bad and The Ugly

**Dave Williams | Associate Managing Director**  
Utah Office of Tourism, Film and Global Branding

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## In this session we will...

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- review key elements to consider when analyzing ads
- review UOT ads
- review competitor ads
- SMARI Results
- Review good, bad and ugly from other competitors

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## Advertising Analysis: Key elements to consider

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- What are they selling?
- What competitive advantage does this destination have, and are they portraying it in the ad?
- Who are they targeting?
- How are they selling - through facts, emotion, humor, celebrity endorsements, expert endorsements?
- Is there a call to action? What do they want the target audience to do?

# **Sierra Quitiquit**

Pro Skier / Model / Utah Local





**Sierra Quitiquit**

PRO SKIER FASHION MODEL UTAH LOCAL

I've skied all over the world  
and there's a reason they say Utah has

# THE GREATEST SNOW ON EARTH®

When I drop into my first turn back home and the sun  
hits the spray, I swear I'm no longer skiing.  
I'm flying. I'm floating. Defying every  
law of physics and gravity.

*I'm Sierra and this is my Greatest.*

FIND YOUR GREATEST AT [SKIUTAH.COM](http://SKIUTAH.COM)

**SKI UTAH**  
THE GREATEST SNOW ON EARTH®

LIFE  
**UTAH**  
ELEVATED®

# Brolin Mawejje

2018 Ugandan Olympic Team Hopeful / Utah Local





# Chris Waddell

13-time Paralympic Medalist / Utah Local







**Jill Layfield**  
Mom / Utah Local



CANYONS



**NIKE**  
**SB**

**Sage Kotsenberg**

2014 Olympic Gold Medalist / Utah Local





**Karl Malone**

14-Time NBA All-Star / Utah Fan

A person wearing a dark suit is seen from behind, standing in a room with wood-paneled walls. The room features several circular portholes or windows. The lighting is dim, creating a moody atmosphere. The person's hands are behind their back, and they appear to be looking out through one of the portholes.

The St. Regis Deer Valley







Wyoming



TM

*forever west*™



MONTANA



**Communication Ratings**

With beautiful scenery  
 With dramatic landscapes  
 That has outdoor adventure for all levels  
 That is challenging  
 That is elevating  
 That is luxurious  
 That has lots of activities for kids  
 That offers high-end amenities and services  
 That has something surprising or unexpected  
 That is an appealing destination for a winter vacation  
 That offers appealing skiing/snowboarding opportunities  
 Where the ski slopes are easy to access

	UT	CO	MT	WY	CA
With beautiful scenery	100	101	106	100	93
With dramatic landscapes	101	101	106	101	92
That has outdoor adventure for all levels	107	101	98	94	101
That is challenging	106	102	102	104	86
That is elevating	106	101	101	99	94
That is luxurious	102	104	97	93	104
That has lots of activities for kids	111	98	97	91	104
That offers high-end amenities and services	104	103	96	92	105
That has something surprising or unexpected	101	95	105	101	97
That is an appealing destination for a winter vacation	106	105	103	98	88
That offers appealing skiing/snowboarding opportunities	108	106	98	102	85
Where the ski slopes are easy to access	113	102	95	96	93

**Impact Ratings**

Want to learn more about things to see and do in the state  
 Want to visit the state

	UT	CO	MT	WY	CA
Want to learn more about things to see and do in the state	102	100	102	99	97
Want to visit the state	103	101	101	97	98

THE  
MIGHTY



UTAH



— Take The —  
**ROAD TO  
MIGHTY**







15\_TV3



0:00 / 0:29



CO15\_TV4



⏸ 🔊 0:00 / 0:29



# Texas Monthly



we don't need wings to  
**TOUCH THE SKY**

Sometimes we say that we're bored.  
That we can't find anything to do.  
Maybe we're just looking in the wrong place.

Get the guide at [Colorado.com](http://Colorado.com)

COME TO LIFE  COLORADO

Wyoming



TM

*forever west*™

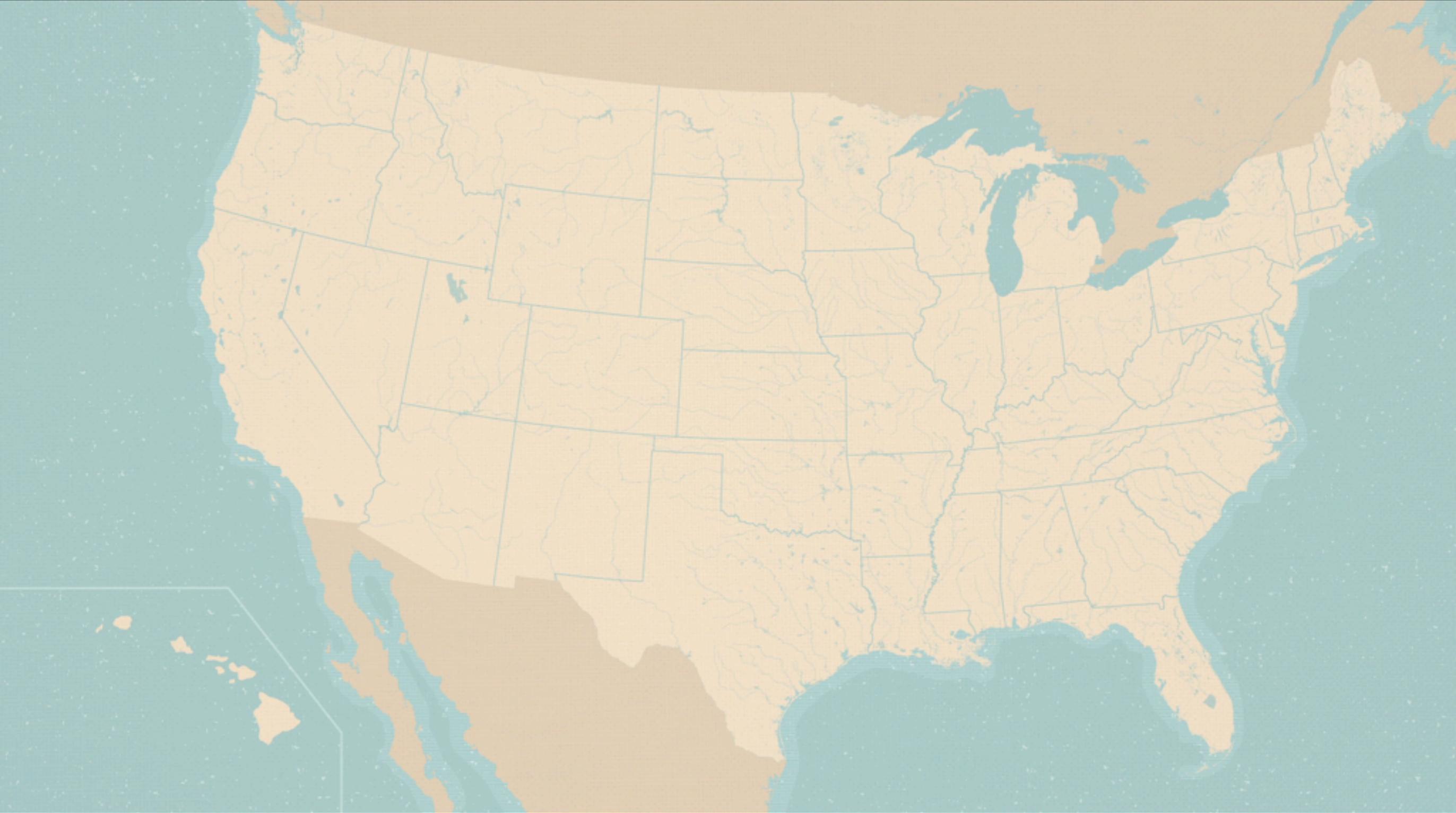








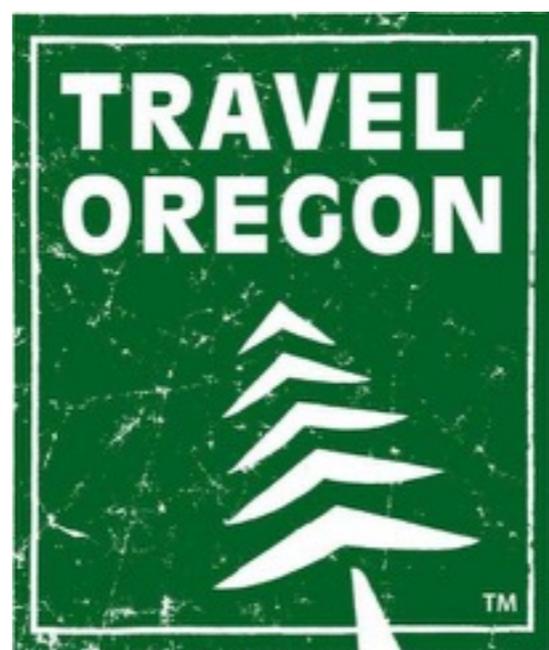
**ARIZONA<sup>®</sup>**



TV Communication Attributes	Utah	Wyoming	Colorado	Arizona
With lots of National Parks	115	98	98	89
That is challenging	109	98	100	93
That has lots of activities for kids	109	97	100	93
That has diverse cultural and historic opportunities	107	97	97	99
That has something surprising or unexpected	107	98	100	95
That is elevating	107	97	103	93
With dramatic landscapes	105	102	101	92
That has outdoor adventure for all levels	104	100	100	96
With beautiful scenery	103	102	101	93
That is luxurious	99	93	101	108
That offers high-end amenities and services	98	93	98	111

TV Impact Attributes	Utah	Wyoming	Colorado	Arizona
Want to learn more about things to see and do in the state	108	95	101	95
Want to visit the state	108	96	102	95

*The 2016 TV ads are stronger than direct competitors' ads at communicating key messages and at generating interest in visiting.*







**CRATER LAKE NATIONAL PARK, OREGON**



**BANDON, OREGON**



TRILLIUM LAKE, OREGON

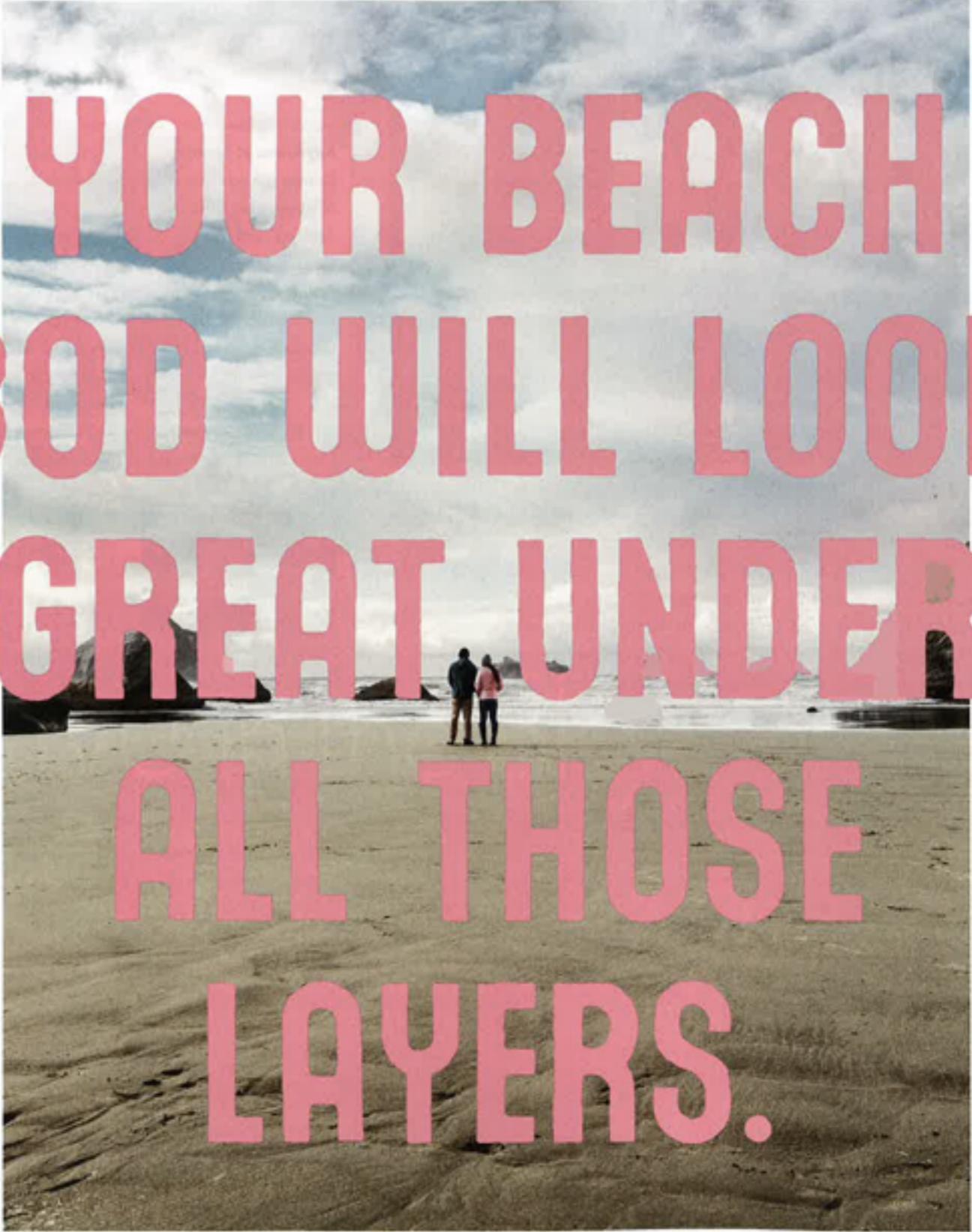
Alaska Beyond

THE PLACES WITH  
THE WORST CELL  
SERVICE HAVE  
THE BEST NATURE  
SERVICE.

WE LEND IT HERE. YOU BRIGHT YOU



Alaska Beyond



**YOUR BEACH  
BOB WILL LOOK  
GREAT UNDER  
ALL THOSE  
LAYERS.**

WE LIKE IT HERE. YOU MIGHT TOO.



visit  
California

The logo features the word "visit" in orange, positioned above the word "California" in blue. A thick yellow underline is drawn beneath the word "California".





Travel  
DailyTV



Mering & Associates  
California Division of Tourism

"Do You Feel Lucky?"  
CTTC-2601

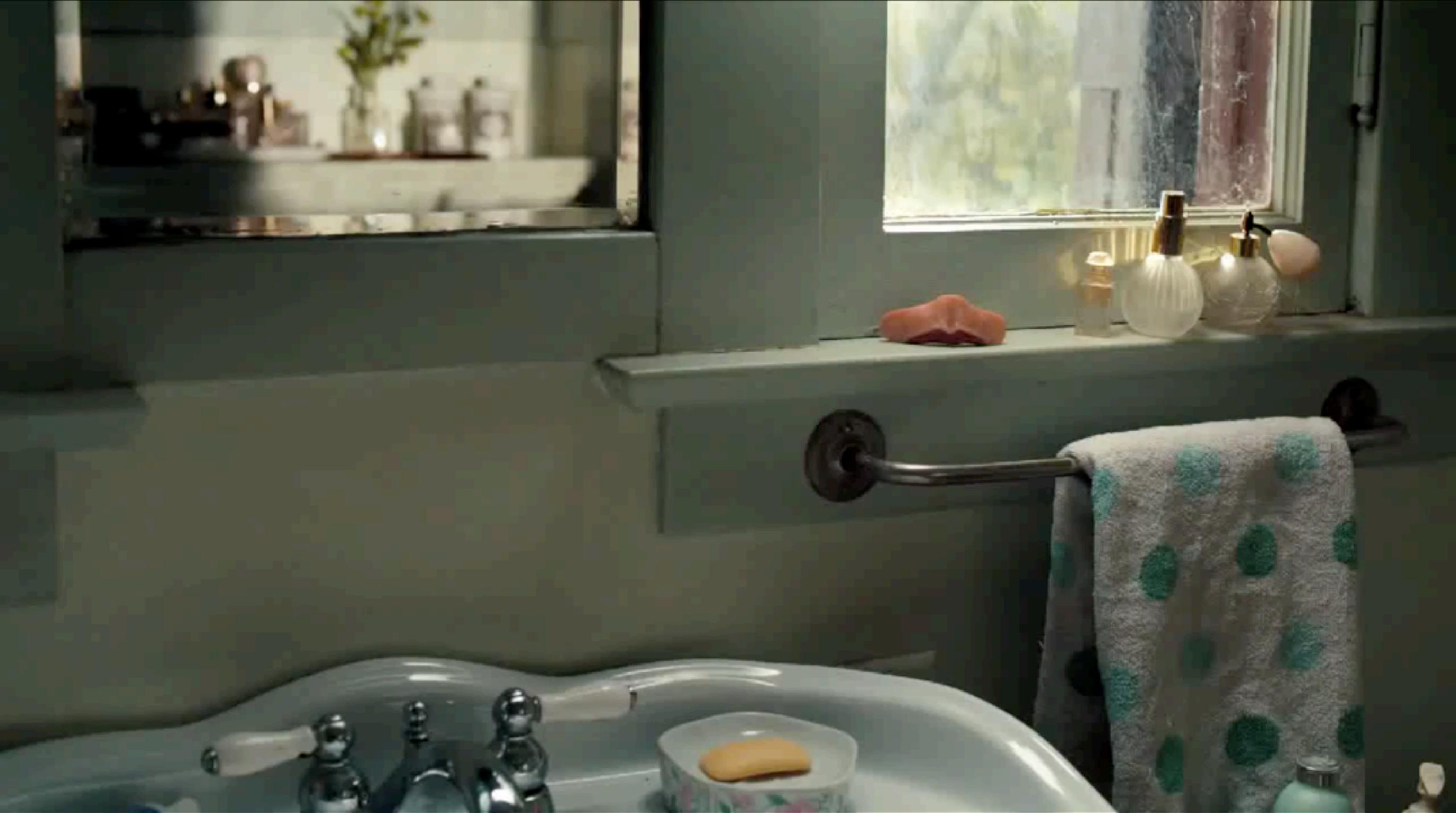
:30  
March 2, 2006



phoenix edit.effects.design

**LAS**  
*Vegas*®









**NEVĀDA** A WORLD WITHIN.  
A STATE APART.









**ARIZONA<sup>®</sup>**





PURE *M*ICHIGAN®





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## The Ugly...

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- Washington
- North Dakota
- Rhode Island
- Nebraska
- Australia

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## "SayWA"

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- 2006 branding effort
- 32 people on committee chose "Say Wa"
- \$442,000 (Source: [KHQ.com](http://KHQ.com))
- In less than a year, the state canceled the campaign and returned to, "Endless discoveries of the independent spirit."
- State tourism office eliminated in 2011 (only state in U.S. without a robust tourism promotion program)
- Washington's share of tourism growth has been below average for the past four years (Source: [ptleader.com](http://ptleader.com))

# North Dakota - Legendary



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## North Dakota - Legendary

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- Full campaign featured six :15-second TV ads and 10 print ads
- Tourism director claimed ad was simply meant to highlight the state's nightlife in a youthful way by showing a few young ladies on a girl's night out
- "People expect that all we have is national parks and natural beauty," Coleman [tourism office director] said. "People wonder if there will be nice meals and amenities - somewhere to see a play or have a drink."
- Ad was pulled while negative comments poured in on Facebook

Source: [ibtimes.com](http://ibtimes.com)

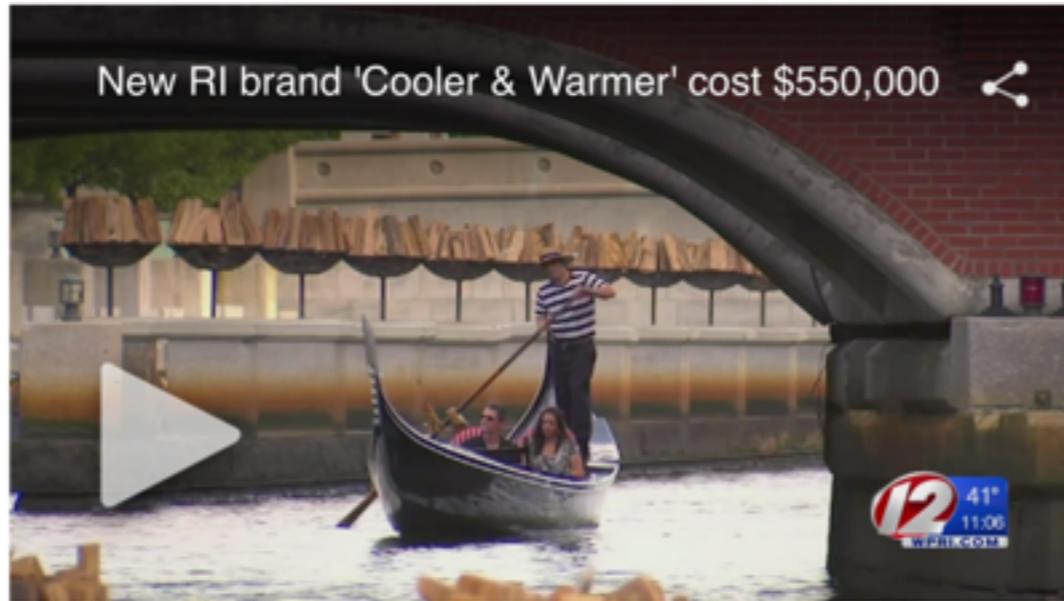
Rhode Island - Cooler & Warmer



# New RI brand 'Cooler & Warmer' cost \$550,000

By Kim Kalunian and Ted Nesi

Published: March 30, 2016, 11:15 am | Updated: April 8, 2016, 4:31 pm



## Related Coverage

[RI promotional video used footage from Iceland](#)

[Social media mocks RI's new slogan](#)

[Cooler and Warmer: RI's new slogan unveiled](#)

[hired](#) by the R.I. Commerce Corporation to carry out the newly launched \$4.5-million statewide tourism campaign and the agency of record for it.

Glaser's team did not work alone, however. Salzman said he received "considerable assistance" from [Epic Decade](#), a Rhode Island design firm founded by RISD graduate Seth Goldenberg. Salzman's own firm, Havas, "was also instrumental in the branding process as part of its broader contract," she said in a statement. Havas [opened a Providence office](#) in December.

PROVIDENCE, R.I. (WPRI) – Rhode Island taxpayers spent \$550,000 to create the new statewide tourism brand, "Cooler & Warmer," which was greeted with a storm of mockery on social media after its introduction Monday.

Milton Glaser, the 86-year-old creator of the iconic "I Heart NY" logo, and his team were "the principal designers of the brand," according to Marian Salzman, CEO of Havas PR North America, one of the three firms

Advertisement

Do you need help organizing your daily medications? We can help!  
Sign up for the MedPack today!

**WHITE CROSS PHARMACY**  
Your Pharmacy Solution Since 1933

Free sign up, free delivery!

[LEARN MORE >](#)

**Live Streaming Now!**

**Eyewitness News at Noon**

**Pinpoint Weather //**

Futurecast Threat Tracker

**7 DAY FUTURECAST**

TUE	WED	THU	FRI	SAT	SUN	MON
67	71	73	68	68	63	64
41	46	47	50	53	48	45

Futurecast 7 Day Weather Blog  
Radar Alerts Ocean / Beach  
Currents Traffic Web Cams

[Sign up for weather alerts & closings >](#)

## Trending Now on WPRI.com

- [Eyewitness News Live Streaming Newscasts](#)
- [Beautiful Weather Continues](#)
- [Police ID Providence's 1st homicide victim of 2016](#)
- [RIPTA driver: Bus accelerated when he stepped on brake](#)
- [Banking Crisis 25 years later: Mollicone on track to repay RI by year 6613](#)

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## Rhode Island - Cooler & Warmer

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- \$550,000 to create the “Cooler & Warmer” brand
- Storm of mockery on social media
- Created by 86-year old creator of “I Heart NY” logo with assistance from a Rhode Island firm
- Surveyed 1,886 people including Rhode Island residents, and travelers from neighboring states as part of testing process
- Video included footage of Iceland
- New [VisitRhodeIsland.com](http://VisitRhodeIsland.com) website highlights out-of-state restaurants, mislabels private golf courses as public and includes questionable stats (site claims RI has 20% of the country’s historic landmarks)
- RFP to create the campaign received 51 proposals

Source: wpri.com

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## Visit Nebraska. Visit Nice.

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A not-so-nice State audit of Nebraska tourism Commission found:

- No procedures to review purchase orders against contracts resulted in \$4.4 million over the contracted amount with ad agency over course of three years
- Exceeded appropriation for the State Visitors Promotion Cash fund by more than \$700,000 in FY 2015.
- Questionable expenses for a photo shoot across Nebraska which included alcohol, cigarettes, and mileage reimbursements for trips where gasoline was also billed to the state
- Photo shoot paid \$550 to the daughter of the Tourism Commission director to be one of the models
- \$44,000 paid to one speaker at the 2015 State tourism conference. State also paid for extra meals and chair massages.
- Gifts including thousands of dollars in meals and alcohol provided by the ad agency to the Commission director, employees and spouses.
- \$18,511 spent to relocate an existing Commission employee from Sidney to Kearney

Source: KETV.com

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Australia - "So where the bloody hell are you?"

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## Australia - "So where the bloody hell are you?"

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- \$180 million ad campaign launched in 2006 by Tourism Australia
- Created by the Sydney office of the London ad agency M&C Saatchi
- Banned by Broadcast Advertising Clearance Centre in UK (wouldn't allow the word "bloody" in television versions of the commercial)
- Tourism minister and model lobbied, and ban lifted to allow ads to run after 9 p.m.
- Advertising Standards Authority ordered removal of billboards with the slogan. Received 32 complaints.
- Banned in Canada because of implication of "unbranded alcohol consumption" by the opening line: "We've poured you a beer."
- Also concern in Canada about use of the word "hell"
- Ads allowed in U.S. and New Zealand. In Singapore, the words "bloody hell" were removed

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## Australia - "So where the bloody hell are you?"

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- Tourists from U.S. and China increased slightly, but visitors from Japan, Germany and UK declined
- *The Age* newspaper credited the ad with a \$1.8 billion increase in spending. Goal was to attract higher-spending, longer-staying visitors, not just to increase tourist numbers. Source: *The Age*, 9 March 2007
- Prime Minister Kevin Rudd stated, "That campaign, every place I have visited in the world, has been basically described as an absolute gold disaster." Source: *Sydney Morning Herald*, 24 June 2008

Print Ads

# Texas Monthly



WELCOME TO OUR WORLD



Performance, audacity, precision: The Breitling Jet Team embodies the entire philosophy of excellence that has made Breitling the privileged partner of aviation. In 2016, the world's largest professional civilian aerobatic display team performing in jets returns to conquer North America with a major tour featuring a string of stunning performances at air shows across the United States and Canada. To celebrate this event, Breitling has created a limited edition of the Chronomat GMT personalized in the colors of this exceptional team. Welcome to our world.



CHRONOMAT GMT  
BREITLING JET TEAM  
AMERICAN TOUR

*Mathews Jewelers*

Tuscany Park • 3350 Dowlen Road • Beaumont, TX  
409.866.7700

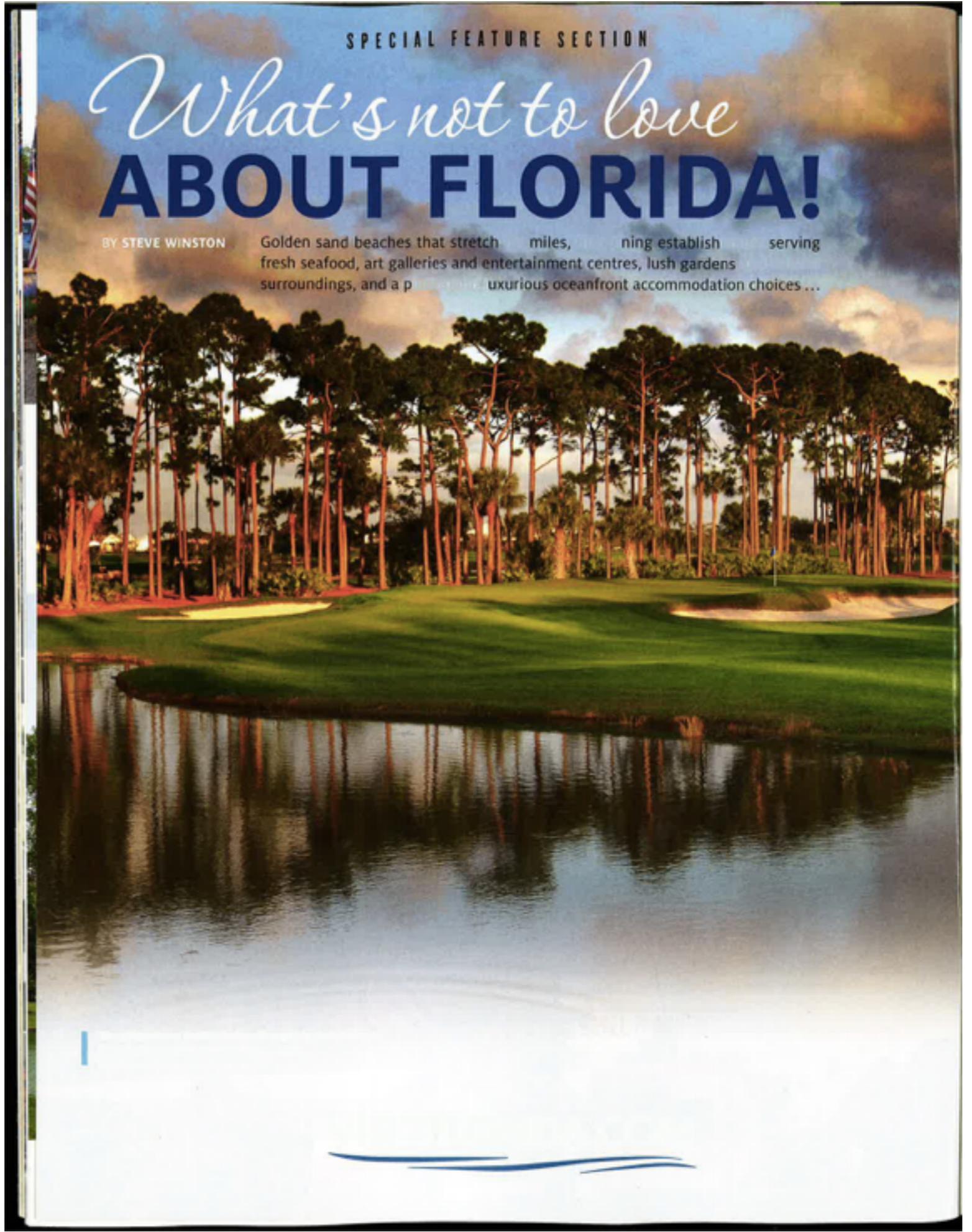
INSTRUMENTS FOR PROFESSIONALS™

SPECIAL FEATURE SECTION

# *What's not to love* **ABOUT FLORIDA!**

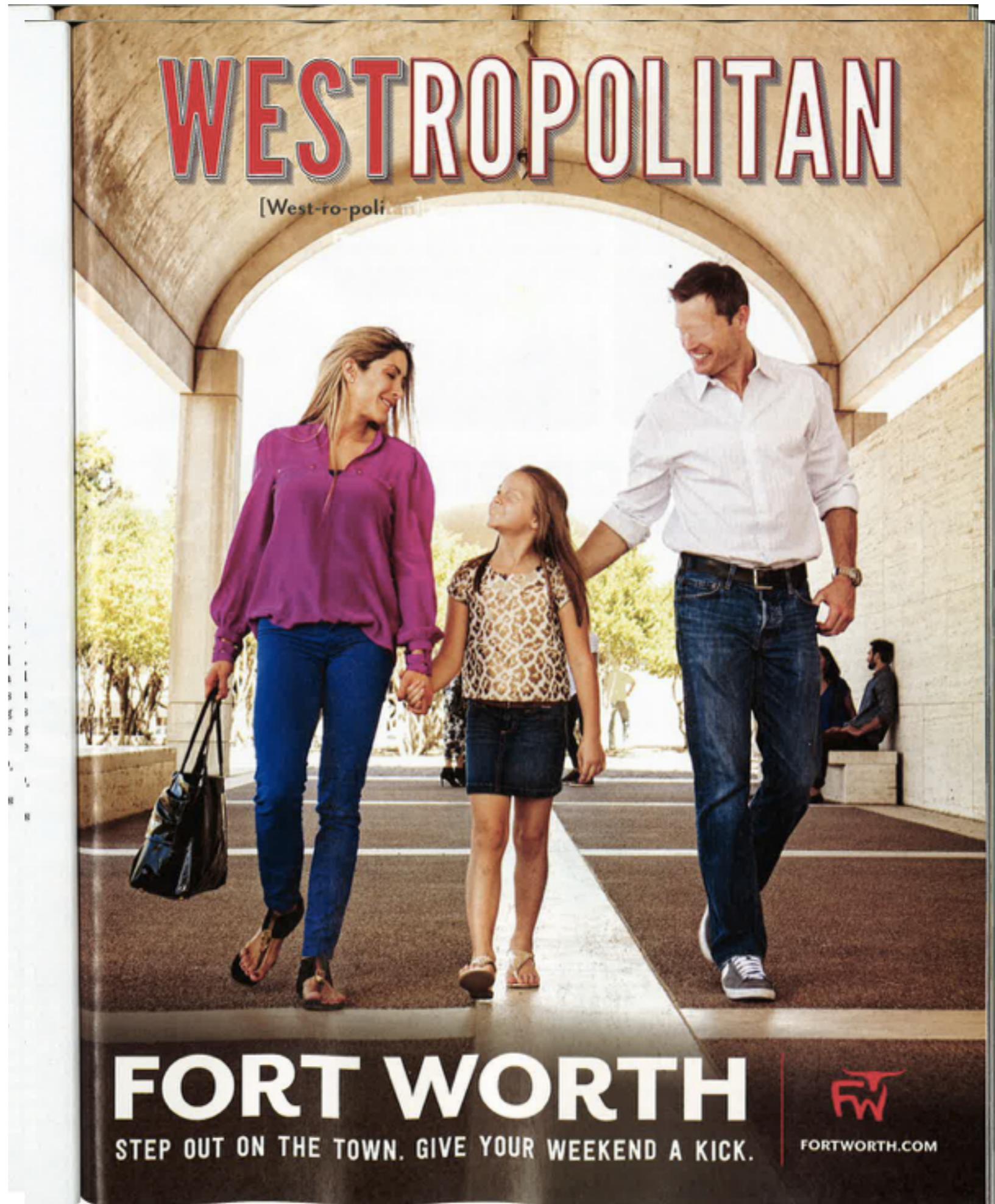
BY STEVE WINSTON

Golden sand beaches that stretch miles, fine dining establishments serving fresh seafood, art galleries and entertainment centres, lush gardens and surroundings, and a plethora of luxurious oceanfront accommodation choices ...



Florida Dreamscapes

Texas Monthly



**WESTROPOLITAN**  
[West-ro-poli-...]

**FORT WORTH**  
STEP OUT ON THE TOWN. GIVE YOUR WEEKEND A KICK.

 FORTWORTH.COM

The image shows a family of three walking through a stone archway. A woman in a purple top and blue jeans walks on the left, holding a black bag. A young girl in a leopard print top and denim shorts walks in the middle, holding hands with both parents. A man in a white shirt and blue jeans walks on the right, with his hand on the girl's shoulder. The background shows a bright outdoor setting with trees and a building.

AFAR



JUMP INTO  
THE NOW.  
NO INVITATION  
REQUIRED.

You never know where the now will find you. As you stroll through the walled city of Derry, enjoy Belfast's vibrant markets and Titanic Visitor Experience, steal a moment on an Irish Whiskey Tour or stand in awe on the majestic Giant's Causeway. That's the promise of Northern Ireland's Causeway Coastal Route. Come and share the now with us.

[VisitIreland.com](http://VisitIreland.com)

Jump into  Ireland

# Dreamscapes

Next time someone asks what you did last weekend, have a better answer. Start planning your action-packed Kentucky getaway today. Visit [KentuckyTourism.com/famous](http://KentuckyTourism.com/famous).

**COME EXPERIENCE  
WHAT WE'RE  
FAMOUS FOR.**



#travelky **Kentucky**  
UNBROKEN SPIRIT

# Dreamscapes

CHAIN OF ROCKS BRIDGE, ST. LOUIS

*Two romantics.  
One classic Missouri ride.*

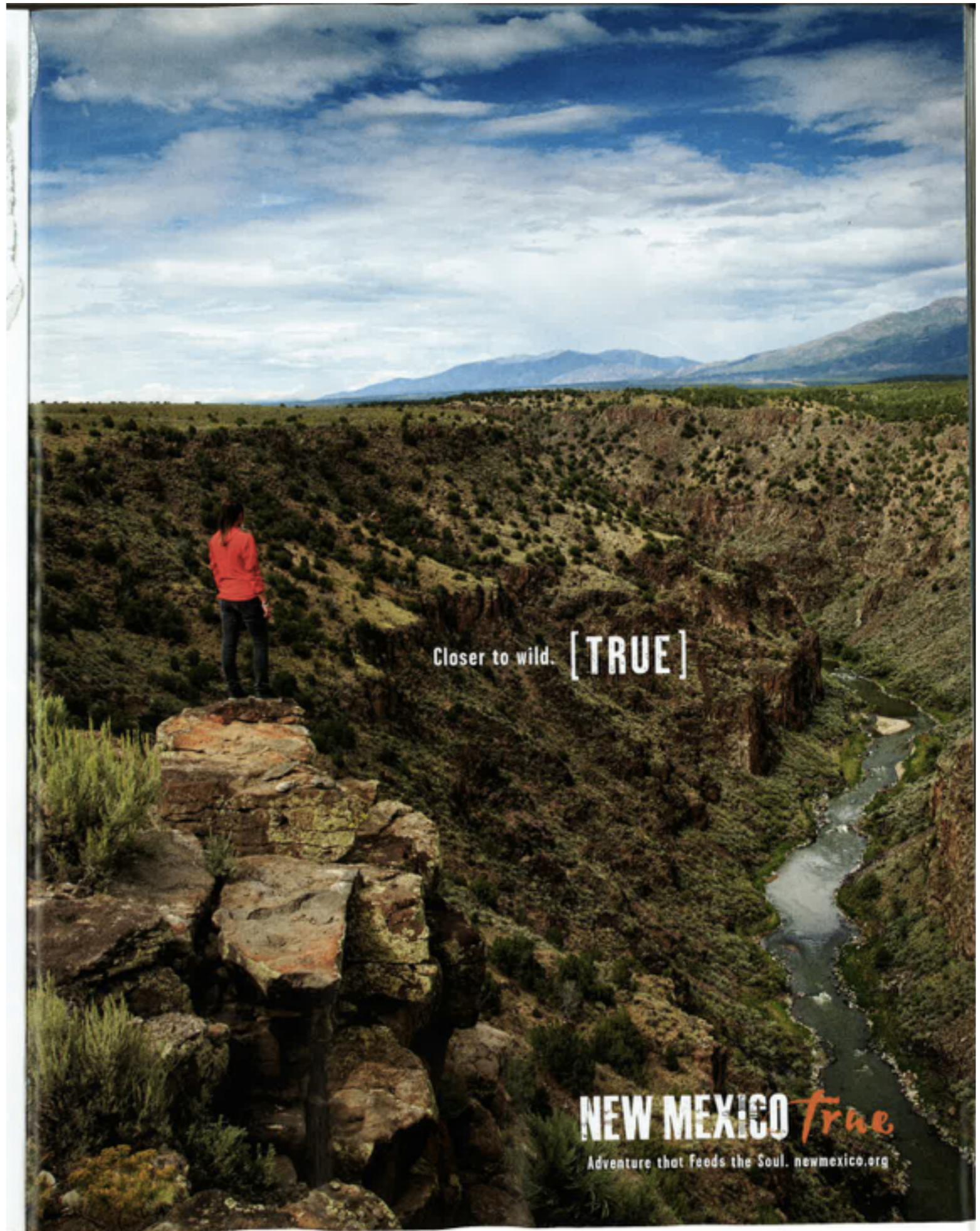
**HOP ON FOR ALL THE  
TWISTS AND TURNS.**

Meet the McClellands from Little Rock. We gave them a camera and a road trip along Route 66 in the Show-Me State. You won't believe everywhere they got their kicks.

See more of their show,  
and start enjoying yours,  
at [VisitMO.com](http://VisitMO.com).

MISSOURI  
enjoy the show

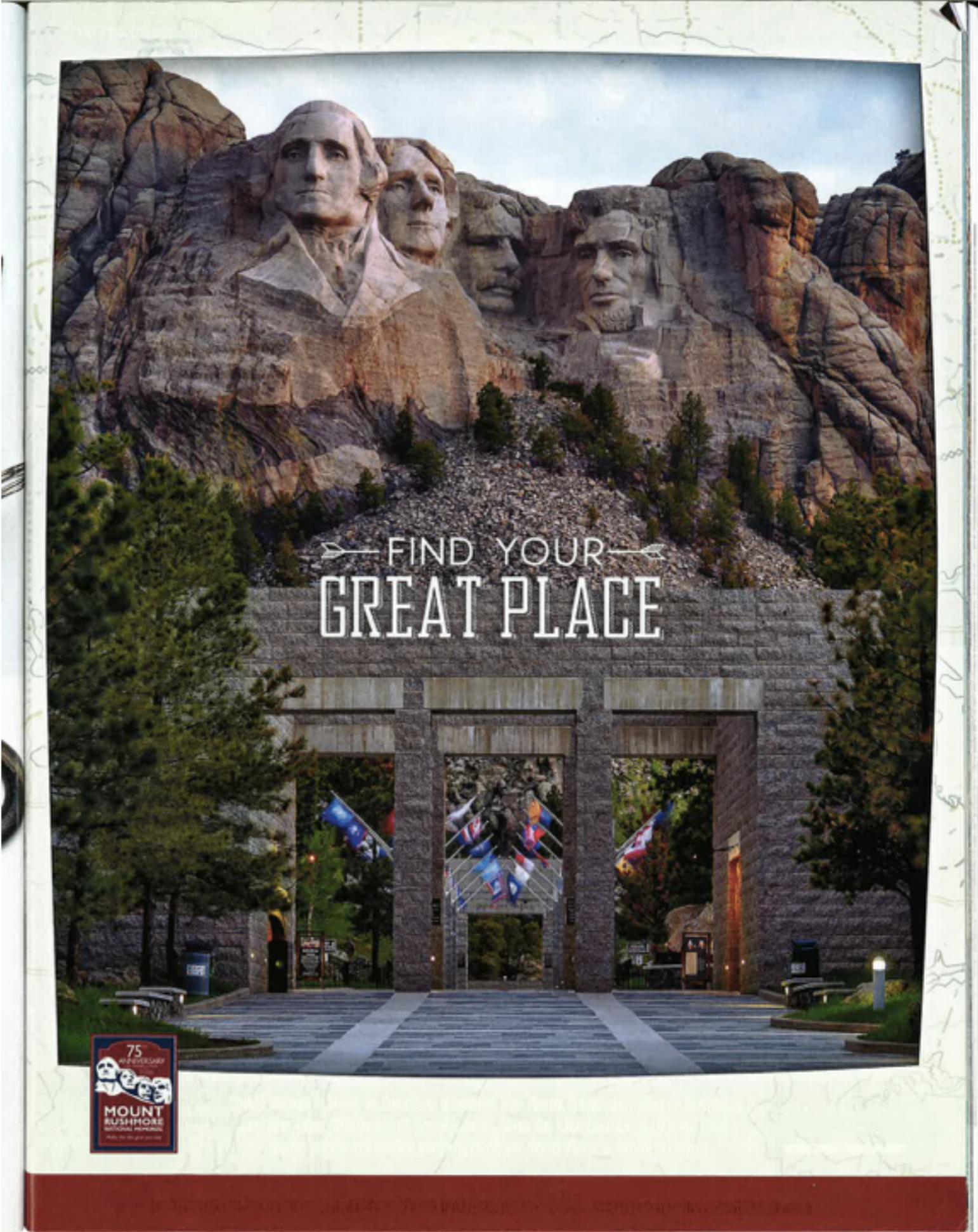
AFAR



Closer to wild. [TRUE]

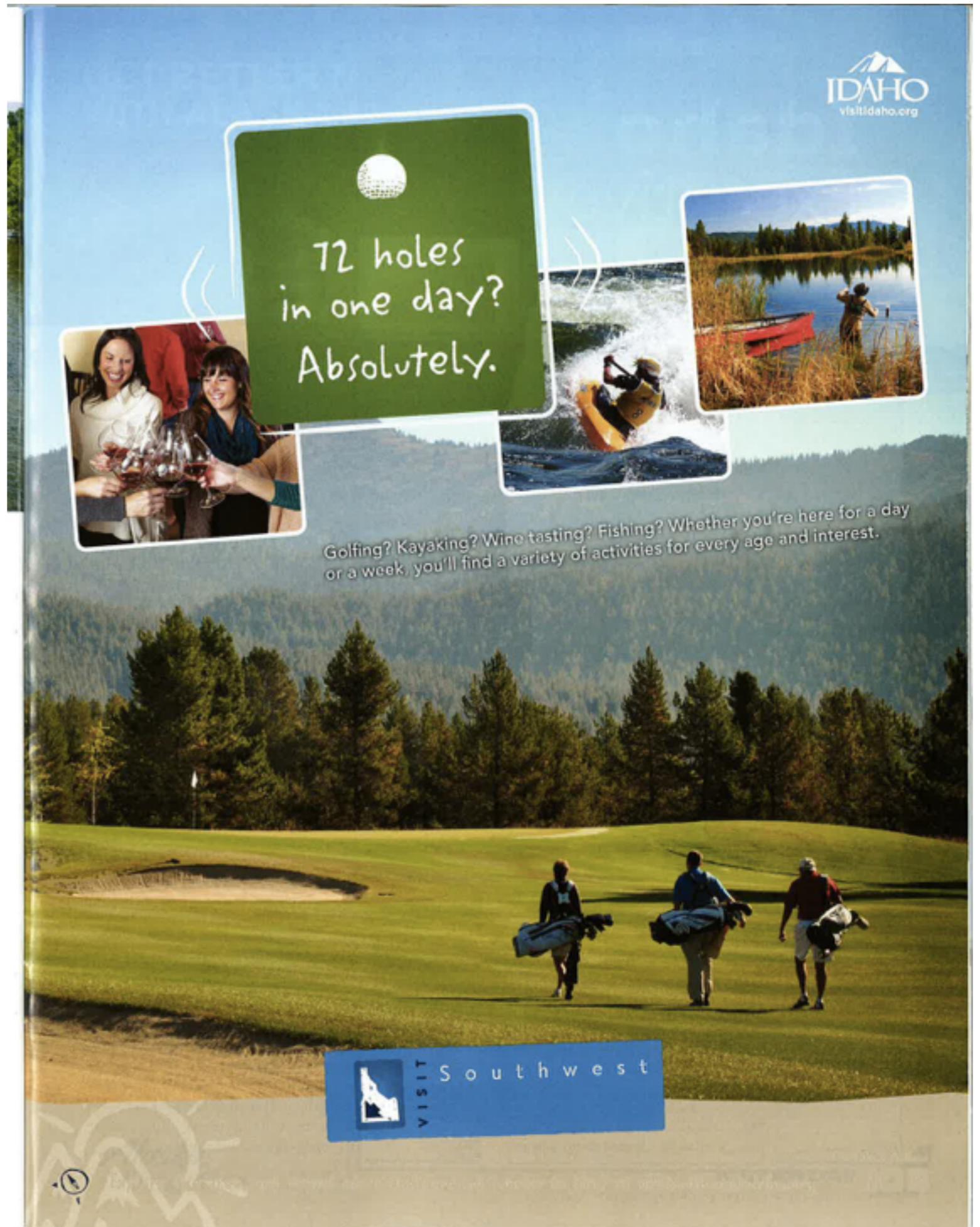
**NEW MEXICO** *True*  
Adventure that Feeds the Soul. [newmexico.org](http://newmexico.org)

# National Geographic Traveler



75  
ANNIVERSARY  
MOUNT  
RUSHMORE  
NATIONAL MEMORIAL  
PHOTO BY JEFFREY M. HARRIS

# Alaska Beyond



72 holes  
in one day?  
Absolutely.

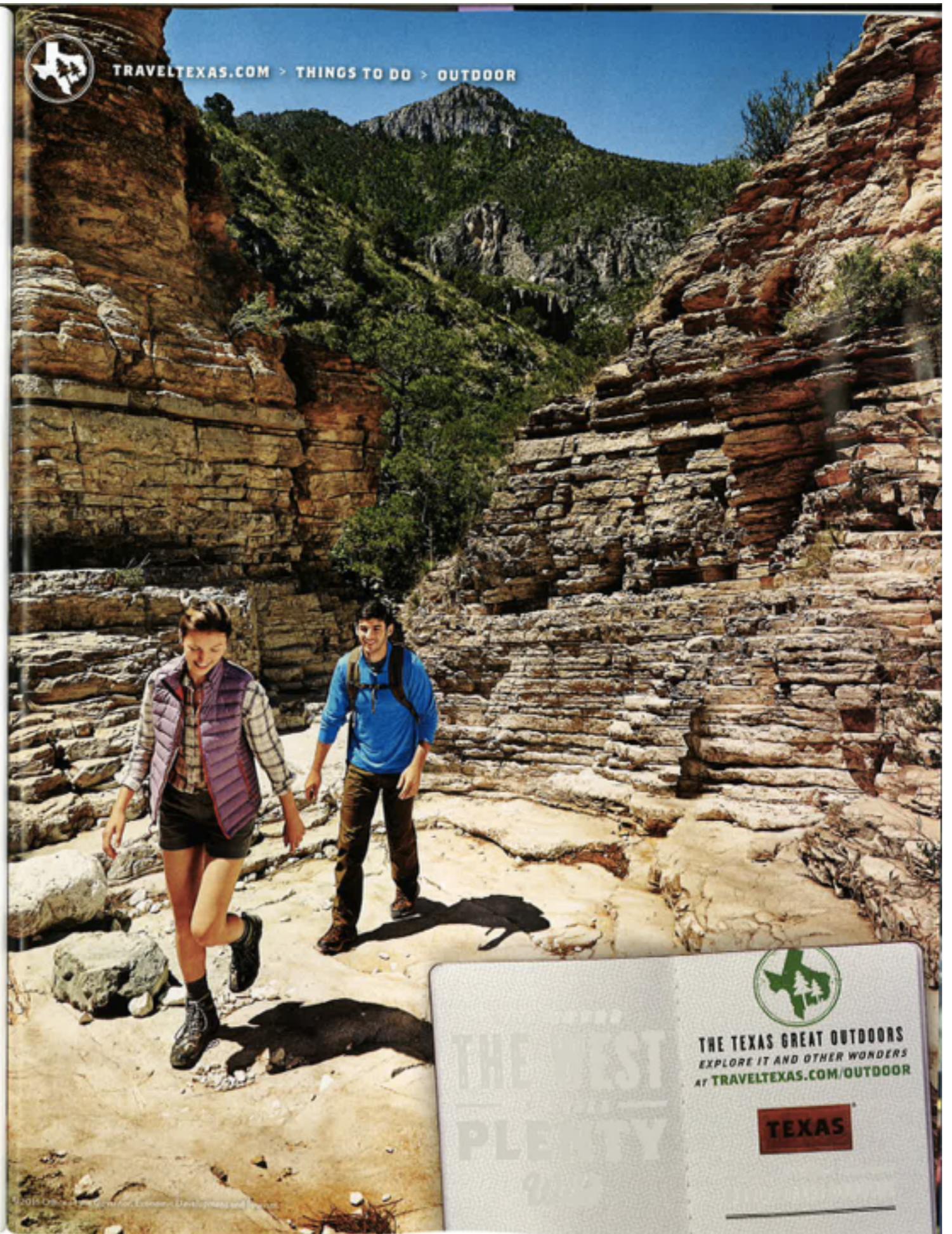
Golfing? Kayaking? Wine tasting? Fishing? Whether you're here for a day or a week, you'll find a variety of activities for every age and interest.

VISIT Southw est

AFAR



TRAVELTEXAS.COM > THINGS TO DO > OUTDOOR



THE TEXAS GREAT OUTDOORS  
EXPLORE IT AND OTHER WONDERS  
AT [TRAVELTEXAS.COM/OUTDOOR](http://TRAVELTEXAS.COM/OUTDOOR)



THE WEST  
PLENTY



# HOME OF CAPPADOCIA



#HomeOf

Neşehir, Turkey

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A STAR ALLIANCE MEMBER

AFAR

LIFE  
**UTAH**  
ELEVATED®

Thank You