Rhode Island Commerce Marketing Update

February 27, 2017
In the past seven months, we have been hard at work building our foundation:

- Rounded out the marketing team to include business attraction, tourism, marketing and communications professionals
- Developed a brand voice and design guidelines. These elements provide design guidelines, brand personality direction, a graphic identity system, logo/text placement, and design do’s and don’ts for end users
- Developing new robust tourism website
- All metrics are up -- social media followership/ reach, website visitors, earned media, and climate variables
- Hiring New Tourism and Business Attraction Public Relations and Advertising Agency

We continue to seek out and work with the most experienced and qualified vendors who are truly best in class.

These projects are key components to our success and provide the needed foundation to allow us to continue to grow tourism and drive new businesses to Rhode Island in the coming months.
The RFP Process
In November 2016, the Corporation issued a request for proposals for Tourism and Business Attraction Advertising and Public Relations services.

The Corporation received the following responses to the RFP:

- Tourism Advertising – 12
- Tourism Public Relations – 10
- Business Attraction Advertising – 7
- Business Attraction Public Relations – 7

An evaluation committee comprised of internal team members and external industry partners thoroughly vetted all responses, reading through them and scoring them to determine the top contenders in each focus area.

Finalists:

- Tourism Advertising – 3
- Tourism Public Relations – 4
- Business Attraction Advertising – 3
- Business Attraction Public Relations – 3

The RFP was a result of the Corporation’s need to hire a new advertising and public relations agency to expand upon and grow the Corporation’s marketing initiatives.
The Rhode Island Commerce Corporation sought firms that were able to develop advertising and public relations campaign strategies for business attraction; manage production and development of creative that inspires, informs and drives action; evaluate regional and national media opportunities and plans media buys; identify promotional opportunities; cultivate strategic partnerships; and provide research & analytics.

The advertising and public relations firms will work collaboratively with the Rhode Island Commerce Corporation website and social media partners.
TOURISM

Tourism is an important driver of the Rhode Island economy. As of 2013, tourism to Rhode Island contributed $2.38 billion to the state’s economy, supported over 39,000 jobs, and provided more than $1 billion in wages and salaries.

The Corporation is committed to growing the state’s tourism industry through increasing:

• Traveler trips to Rhode Island
• Average traveler spend per trip
• Resident spend on tourism activities

The Corporation promotes Rhode Island in the domestic and international marketplaces, leveraging multiple marketing and communications tactics, including but not limited to traditional public relations strategies, advertising, social media, public engagement programs, travel trade and sales outreach. All of these efforts are directed at our target audiences—prospective visitors, previous visitors, Rhode Island residents, transportation partners, tour operators, travel agents, industry partners and NGO’s.
BUSINESS ATTRACTION

The Rhode Island Commerce Corporation promotes Rhode Island in the domestic and international marketplaces, leveraging multiple marketing and communications tactics, including but not limited to PR, advertising, social media, public engagement programs, business trade and sales outreach.

Under the leadership of a job-focused Governor, Rhode Island’s economic development strategy builds our state’s capacity to compete both nationally and globally. Governor Raimondo’s plan includes a slate of economic development programs to get our state’s economy on the right path and get Rhode Islanders back to work. Some of these programs are tax credits, with new safeguards to protect taxpayers, assist current businesses to grow and recruit new businesses to the Ocean State. Others aim at increasing our businesses’ and universities’ capacity to work together to create innovative products that will let Rhode Island’s small businesses grow and prosper.

Rhode Island’s business attraction efforts will promote the advances our state is making and promote Rhode Island as a great place to do business, placing an emphasis on the following advanced industries in which the state has key strengths:

- Advanced Manufacturing
- Biomedical Innovation
- IT / Software, Cyber-Physical Systems, and Data Analytics
- Defense Shipbuilding and Maritime
- Advanced Business Services
- Design, Food, and Custom Manufacturing
- Arts, Education, Hospitality, and Tourism
- Transportation, Distribution, and Logistics
NAIL
Tourism and Business Attraction Advertising
Rhode Island Campaigns & Branding
NAIL’S CLIENTS
Insight-Driven Process
GOALS

• Define the mission in terms that Rhode Island will win – target consumers, messaging, engagement.

• Leverage existing relevant tourism assets.

• Don’t just be different from the competition, be more relevant.

• Create a lasting, positive association for RI for year-round tourism.

• Grow/extend traveler trips through targeted, relevant messaging.
Strategy: Business Attraction

Goals

• Thematic messaging built from a product truth delivered in a consistent and relevant manner for business.

• Produce a concentrated and sustained effort at the point of decision-making.

• An active campaign that walks-the-walk of a small, focused, nimble state.

• Leverage our existing assets to create relevant and compelling connection moments with decision makers.
MMGY DIFFERENTIATORS

• INDUSTRY EXPERTISE
• RESEARCH-DRIVEN
• INTEGRATED APPROACH
• LOCALLY-SOURCED
• RESULTS-FOCUSED
MMGY
CLIENTS
**MMGY PR APPROACH**

**GENERATE**
- Target regional & national consumer & trade press coverage – print, online & broadcast

**ENGAGE**
- With digital/social influencers, tastemakers, likeminded brands

**IDENTIFY**
- Strategic national & regional media & brand partnerships/promotions

**INSPIRE**
- An emotional connection by engaging target travelers where they live, work & play with content & unique experiences

**DRIVE**
- Traffic to website & social media channels

**COLLABORATE**
- With industry partners to create buzz

**PROTECT**
- Rhode Island’s image
MMGY SOCIAL MEDIA APPROACH

STRATEGIC SOCIAL SUPPORT
Provide ongoing strategic guidance, identification of new opportunities, social channel monitoring, and detailed reporting.

SOCIAL CONTENT DEVELOPMENT
Develop creative content that is timely, targeted, optimized and integrated with other marketing channels.

PROACTIVE COMMUNITY MANAGEMENT
Generate social media channel engagement in order to maximize brand exposure and affinity for the brand.

CAMPAIGN DEVELOPMENT
Create engaging social campaigns to bring the Rhode Island brand to life.

INFLUENCER RELATIONSHIP MANAGEMENT
Leverage relationships with key social influencers, building brand advocates and introducing Rhode Island to new audiences.

MEASURE & OPTIMIZE
Measure success across a broad array of metrics including impressions & reach, engagement, website traffic, lead generation, & conversions.
RDW
Clients
RDW Media Process

Marketing & Communications Goals

- **Metrics**: Build performance model, establish goals and KPIs
- **Research**: Review research, past efforts and collaborate with other partners
- **Planning**: Establish media objectives, strategy, and analyze tactics
- **Execution**: Evaluate proposals, negotiate media packages, execute media buy
- **Analytics**: Track delivery & performance
- **Refinement**: Adjust & optimize
TELLING THE R.I. STORY

104 placements
253,403,863 impressions
$2,343,985.73 AVE
## COMMUNICATIONS PLAN TOOLBOX

<table>
<thead>
<tr>
<th>Toolbox Phase</th>
<th>Overview</th>
<th>Tactics</th>
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<tbody>
<tr>
<td>Familiarize</td>
<td>• Implement thought-leadership programs&lt;br&gt;• Showcase incentives</td>
<td>• Maximizing content&lt;br&gt;• CEO targeting</td>
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<td>Engage</td>
<td>• Highlight the &quot;Why RI&quot; story&lt;br&gt;• Create opportunities at conferences and events&lt;br&gt;• Ensure a steady drumbeat of coverage with the vertical media&lt;br&gt;• Support overseas trade missions and presence&lt;br&gt;• Continue to support local media relations</td>
<td>• Why RI&lt;br&gt;• Sector approach&lt;br&gt;• Local engagement and in-state media relations&lt;br&gt;• Business rankings&lt;br&gt;• Bylines</td>
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<td>Produce</td>
<td>Help develop, curate and create information for potential business targets for the RICC and others to leverage across their channels</td>
<td>• Social media</td>
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<td>Amplify</td>
<td>Ensure the greatest number of eyeballs for each article and interaction by posting content across multiple owned channels and boosting on social</td>
<td>• Native advertising&lt;br&gt;• SEO</td>
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<td>Measure</td>
<td>Monitor, measure and analyze the success or failure of each initiative and action to determine how we evolve before we begin the cycle again</td>
<td>• Daily progress report&lt;br&gt;• Weekly call and progress report, with earned and social media tracker&lt;br&gt;• Monthly wrap-up with milestones, accomplishments and KPI reporting&lt;br&gt;• Quarterly in-person presentation on valuation of efforts against accomplishments and KPIs</td>
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KPI’s/ ROI
KPIs – Translating Effort into Impact

TOURISM/BUSINESS ATTRACTION

- **Earned Media**
  - Investment: $1M
  - ROI: $4M

- **Paid & Native Media**
  - Investment: $1.85M

- **Social**
  - Investment: $574,000
  - ROI: $1.85M

**Reach/Web Traffic**
25% increase YOY

**Overall Investment:**

- **$4.29M**
- **ROI:** **$7.76M**

BUSINESS ATTRACTION

- Economic Value
- Number of business leaders reached through mailers and sponsored integrations
- Number of incoming leads