

Marketing/Communications & Tourism

**Tina Hoffman,
Marketing/Communications Director**

» New Agency Branding to reflect new agency structure

- Focus on brand of Iowa



- Conducted online focus group testing to discover target audience impressions
 - Travel – consumers from both inside and outside of Iowa
 - Economic Development – in-state economic developers, site selection consultants, C-suite executives across targeted industries
 - Mix of ages and gender

Test Results – Economic Development



- The economic development logo is viewed as “modern, fresh and attention-getting” across all test groups, scoring highest among C-suite executives
- All test groups agree this is a positive representation of Iowa and stands out from other logos
- Some responses included:
 - “Amazing that a government agency came up with and is utilizing a logo as cool as this.”
 - “I think it’s good that the design is contemporary, given that these agencies are thought of as staid.”

Test Results – Travelers

- The travel respondents had more confusion about the logo but agreed that the () element stood out and was eye-catching and modern
- Some responses included:
 - “I get the two rivers theme – I like it.”
 - “Liked it. A lot of interesting messages could be placed in the parenthesis.”
- Although overall positive, some themes continued to come across throughout the survey, prompting us to make adjustments in response
- Adjustments include:
 - Utilizing a “friendlier” font for “travel”
 - Flipped “travel” to the top of “Iowa”



New Marketing Plan

» **Business Development strategy integrated with Sales approach**

- Increased web presence utilizing new media
- More direct marketing to identified company targets
- Comprehensive, multi-channel approach to reaching selected targets

» **Tourism area now under Marketing/Communications Team**

- Overhaul the travel website to better match the travel planning processes
 - Integrate mobile capability and introduce apps/functionality that allows people to gather information while they are exploring Iowa
- Explore ways to deploy special interest groups to further promote travel in Iowa, i.e. biking, sports tournaments, concerts and festivals

Integrated Marketing/ Communications

- » **Internal and External Communications**
- » **Media Relations**
- » **Advertising**
- » **Event Coordination**
- » **Social Media and Web Development**
- » **Collateral Material and Promotional Items**

Marketing – Business & Workforce

» Target Audiences

- Existing Iowa companies
- C-level executives at prospect companies
 - Biosciences
 - Advanced Manufacturing
 - Information Technology/Financial Services
- Site selection consultants
- Industry groups
- Potential Workers
- Media outlets

» Target Audiences

- Women ages 25-54 with children under the age of 18
- Iowa and its contiguous states

» Travel Trends

- The trend is for people to take shorter trips, closer to home.
- Iowa is well-positioned because of our proximity to major metros (Chicago, Twin Cities, Milwaukee, Omaha, KC, etc.)
- Now more than ever, vacationers are trying to maximize their time and their dollar -- Iowa benefits because of its affordability



Thank You!

**Tina Hoffman,
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