

BRAND MARKETING INITIATIVES

2018

VIRGINIA
IS FOR
LOVERS



March 2018

Issue No. 1

VTC's 2018 marketing platforms.

2018 BRAND MARKETING INITIATIVES

Virginia Tourism Corporation (VTC) implements a high-level flagship brand awareness campaign throughout the year aimed at helping new generations of travelers, first-time visitors and high-yield customers understand why Virginia is for Lovers. VTC also generates hyper-relevant content for travel consumers daily. These ongoing campaigns provide answers to important questions about travel in Virginia, covering some of the most coveted travel products – like beach, history, mountains and scenic beauty – to maximize market and mind share of these highly desired products.

Virginia also offers a variety of travel experiences – like music, culinary and outdoor adventure – with high desirability yet low awareness among travelers. These differentiating products offer the greatest opportunity to educate and attract new audiences from out-of-state markets and will therefore be the strategic focus of the 2018 Marketing plan, as outlined below.

VIRGINIA IS FOR LO♥ERS®



BRAND PLATFORM

Position - Virginia brings joy to life for people in the world who want to create historic life experiences on vacation during an era of generic instant gratification.

Promise - To bring joy to life by helping people make historic life moments.

Mantra - Historic Life Experiences.

Tag line - Virginia is for Lovers.

Vision - Foster a spirit of partnership within Virginia's tourism and motion picture industries.



BRAND ARCHITECTURE

Virginia is for Lovers

Sub-Brands

- Virginia is for Beach Lovers
- Virginia is for Craft Beer Lovers
- Virginia is for Film Lovers
- Virginia is for Food Lovers
- Virginia is for History Lovers
- Virginia is for Music Lovers
- Virginia is for Mountain Lovers
- Virginia is for Outdoor Lovers
- Virginia is for Oyster Lovers
- Virginia is for Sports Lovers
- Virginia is for Wine Lovers
- Weddings
- Family Fun
- LGBT

Specialty Messaging

- Groups
- Meetings



MESSAGING STRUCTURE

The Virginia Tourism Corporation operates as a fully-integrated marketing unit composed of owned media (VTC owned Web sites and social channels), earned media (public relations) and paid media (advertising). Moreover, the VTC marketing department's overall goal is to increase brand awareness and connect it to travel consideration for Virginia is for Lovers. In short, it is VTC's job to make people think of Virginia and travel at the same time. Once people are thinking of the state favorably in terms of travel, they will book trips to Virginia, stay longer and spend more money.

The lines between communication disciplines blur more every day. VTC builds marketing tactics in layers:

1. **Owned Media** - Channels of created and curated assets that the brand owns: Virginia.org, Virginia travel blog, travel guide, emails, social media platforms.
2. **Earned Media** - Editorial influences such as newspapers, magazines, TV/radio shows. (generated by third parties, independent nature of the content)
3. **Paid Media** - Paid search, online banners, search engine marketing, social media.





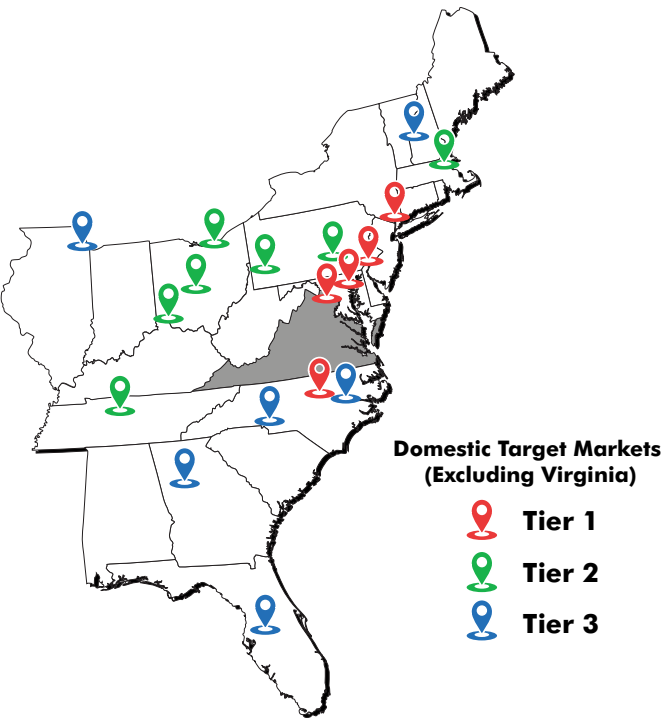
AUDIENCE

Three key personas defined by research to be the highest-value consumers:

FAMILIES - This group accounts for 49 percent of travel spending in Virginia and are very important for sustainable growth

UNATTACHED - Young and free or older without kids, these travel groups are smaller but pack a powerful spending punch. They account for 24 percent of travel spending in Virginia. Establishing a relationship with the younger members of this group is key to keep spending strong in the future.

BUCKET LISTERS - Older travelers who now have an opportunity to cross things off their lists of travel goals. Virginia's strong history and lifestyle travel products make the Commonwealth attractive to this group.



Brand Vision

Foster a spirit of partnership within Virginia's tourism and motion picture industries.

VIRGINIA IS FOR LOVERS

VTC's flagship brand campaign, operating as the foundation for Virginia's marketing efforts. The "Virginia is for Lovers" campaign connects with potential travelers to showcase Virginia's authentic roots and travel experiences. With the goal of increasing awareness for the Virginia is for Lovers brand, this integrated campaign will feature a broadcast TV spot and digital media to attract new travelers to visit Virginia.

Duration: Spring: April-May; Fall: September-October





OUTDOOR LOVERS

Take one drive through the state and it is plain to see: Virginia is one of the most beautiful places in the world. The scenic beauty and wealth of outdoor travel products – from surfing to petting a wild pony on a mountain top – means visitors can truly create a historic life experience doing whatever they like to do outside.

So what does a historic life experience in the outdoors look like? It's an experience that moves our travelers to instinctively “want to go there and do that.” Often, these experiences blend other fun travel products with the outdoors. For example: a wine and kayak tour, a craft beer after a long hike, or a great meal after a fun bike ride with the family.

The outdoors are Virginia's second biggest asset in terms of attractions available to visitors. Research shows that 17% of Virginia's visitors come for outdoor recreation, which ranks second after visiting friends and family (34%), and is tied with entertainment and sightseeing (17%).

Through a series of blog and video content, this campaign will promote a wide variety of outdoor experiences around Virginia.

Duration: April 1 - November 1

Dates to Know

- **Great Outdoor Month**
June
- **National Public Lands Day**
September 29





MUSIC LOVERS

Beginning in early Spring, this campaign will target music lovers, promoting the many festivals, one-of-a-kind venues and music experiences around Virginia. The campaign will inspire extended travel while visiting during festival season.

Duration: March 1 - November 1

FOODIE SEASON IN VIRGINIA

Foodies are invited to travel to Virginia during the unofficial 'Foodie Season'. The campaign will encourage travelers to visit and experience the best of Virginia culinary products, including local food, oysters, craft beer, wine, spirits and cider.

Duration: August 1 - Thanksgiving

Dates to Know

- **Virginia Craft Beer Month**
August
- **Virginia Spirits Month**
September
- **Virginia Wine Month**
October
- **Virginia Oyster Month**
November
- **Virginia Cider Week**
November (*Dates TBD*)





HISTORY LOVERS / 2019

Virginia is an American history icon. Our country began here in 1607, and it's no surprise that the Old Dominion has more than its share of historic and historical sites, exhibits, monuments and legendary personas.

While it's easy to remember Virginia as the "Birthplace of a Nation," many are not aware of the historic events that took place here in 1619, twelve years after the first colonists settled in Jamestown. These events mark the beginning of our American Evolution™ and ongoing journey toward key ideals of Democracy, Diversity, and Opportunity.

The 2019 Commemoration will observe the 400th anniversary of these events, and this year's

campaign will promote the 2019 AMERICAN EVOLUTION™ message through the "Virginia to America" video series.



Duration: March 1 - December 31

Videos in the Series

- **Capital Trail: The Evolution of Democracy**
- **Historic Walking Trails in Northern Virginia**
- **Birthplace of the Student Civil Rights Movement**
- **The History of Tangier Island**
- **Birthplace of American Wine**
- **Appalachian History Through Food**

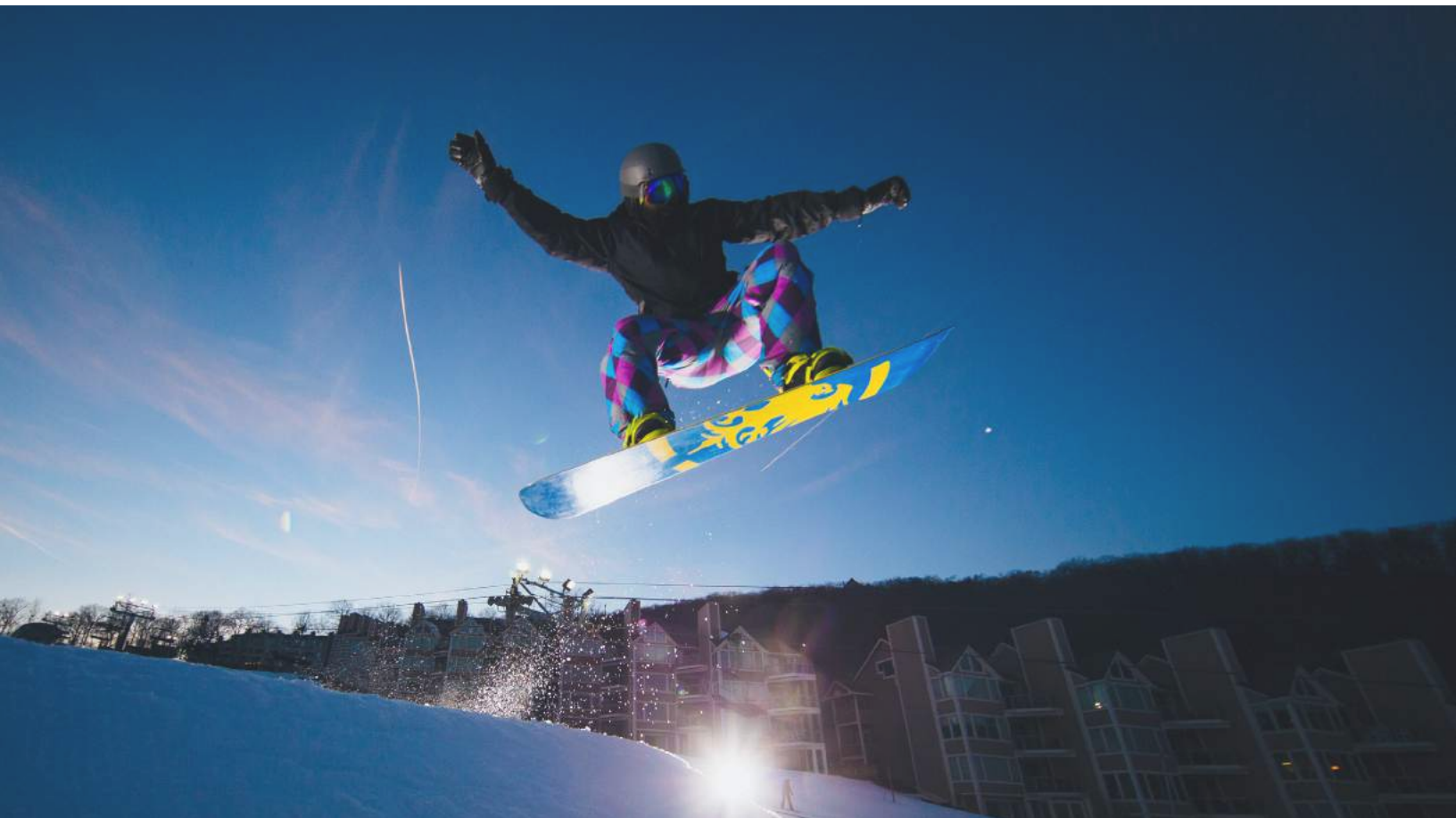


LGBT MARKETING

Since 1969, our famous state slogan has inspired travelers from all over the world to visit the Commonwealth. Today, Virginia is for All Lovers, and is a great destination for lesbian, gay, bisexual and transgender travelers. Visitors to Virginia can experience our beautiful mountains and beaches, fantastic dining scene, 280+ wineries, 160+ craft breweries, historic sites, outdoor recreation, and much, much more.

Our LOVE story is bigger, better, and more inclusive than ever before. This campaign will position Virginia as a welcome place for all. We will promote the Commonwealth's robust PRIDE season – with festivals running June-September – and incorporate an influencer campaign aimed at creating content for LGBT travelers, as well as their friends and families.

Duration: May 15 - October 1



PROJECT TIME-OFF: CRUSH FRIDAY

The Crush Friday campaign elevates the Virginia is for Lovers sub-brands, urging Millennials to take a Friday off and spend it in Virginia. As part of Brand USA's national initiative, Project: Time Off, VTC leveraged a niche campaign focused on reminding American workers to take their vacation days. Through an integrated paid, owned and earned approach, Crush Friday highlights the amazing experiences in Virginia by reminding potential travelers to take a well-deserved day—and crush it.

Duration: January 15 - April 6

LOVEWORKS

VTC is out to prove that “love is at the heart of every Virginia vacation” in a BIG way. With more than 100 LOVEworks across the state, this campaign will encourage travelers to find a LOVEwork during their trip to Virginia, take a picture and post it on Instagram or Facebook using #LOVEVA.

Duration: January - December





50TH ANNIVERSARY

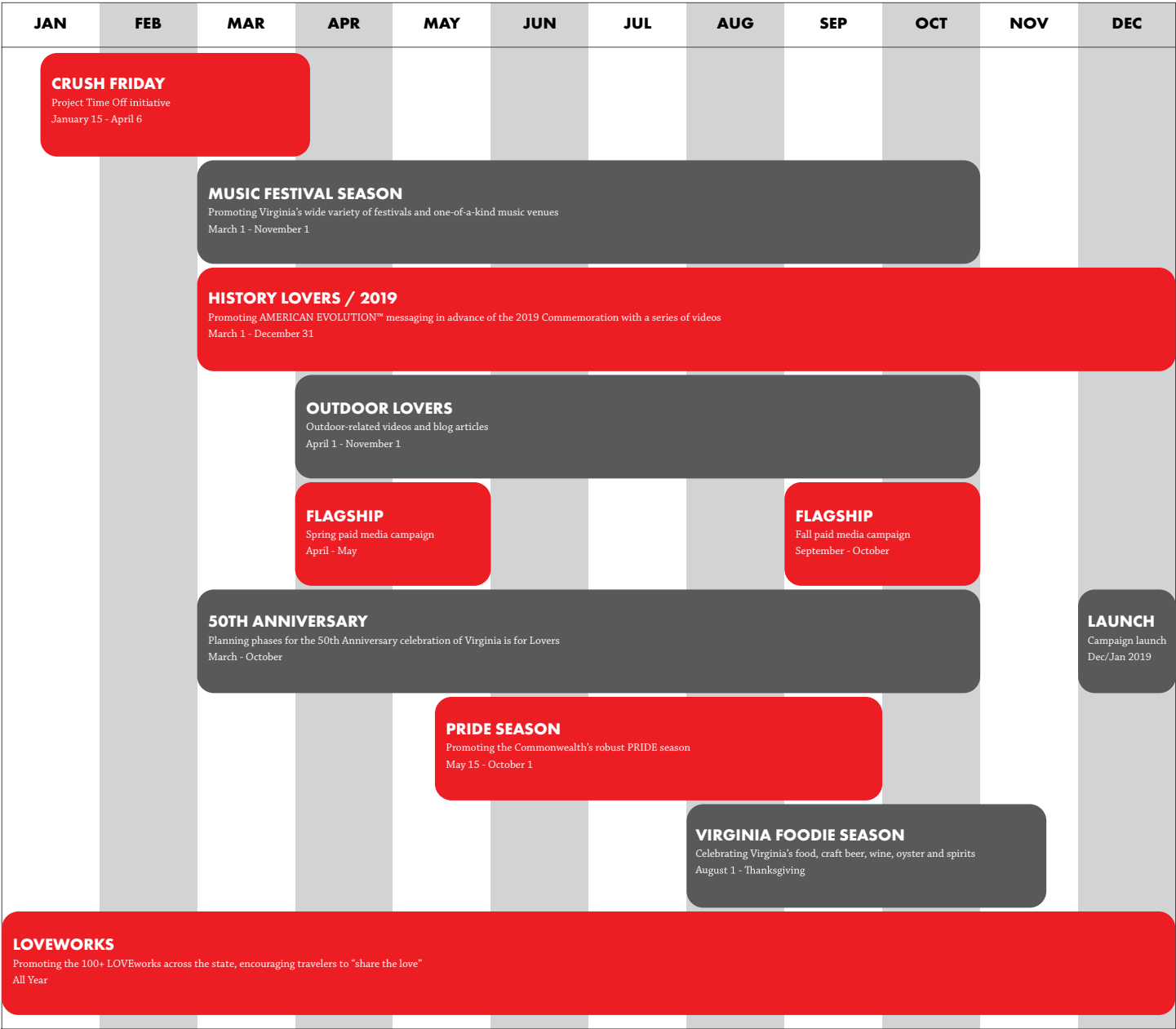
By popular vote, “Virginia is for Lovers” was inducted into the Madison Avenue Advertising Walk of Fame on September 21, 2009. Ten years later, the globally recognized brand will turn 50.

VTC will conduct a special niche campaign to promote the 50th Anniversary of Virginia is for Lovers in 2019.

Duration/Launch: December 2018 - January 2019

2018 MARKETING CALENDAR

Below is the 2018 VTC Marketing Calendar outlining the lifetimes of the campaigns mentioned in this document.



SUPPORTING DOCUMENTS AND RESEARCH

- [VTC Industry Advertising Program](#)
- [2018 Content Marketing Calendar](#)
- [VTC Press Room](#)
- [What's New in Virginia](#)
- [Groups, Sports, Meetings Events](#)
- [VTC Research](#)
- [Economic Impact](#)
- [DRIVE Tourism Statewide Plan](#)
- [VTC Marketing Leverage Program](#)
- [VTC Operations Plan](#)
- [2018 Virginia Music Festivals](#)

