
OK Here We Go campaign

1 message

To our Bounce Back Marketing Team- Hope everyone is well! I wanted to share with you the latest results of our "OK Here we Go" Campaign. So far so good as they say. This project has kept us 14th nationally in hotel room booked during Covid. While not Top 10, I'll take it. We certainly have more momentum than other states and will stay aggressive on staycations and the message that "when you travel Oklahoma, you strengthen Oklahoma." Please help us drive this message home.

ADARA reporting shows that the campaign has generated 536 Hotel Bookings for a Projected Lodging Revenue of \$84,391 and an ROI of 4:1 to date. The 2018 OmniTrak Visitor Profile Study spend per trip average of \$354 per in-state visitor and \$493 per out-of-state visitor shows that the 536 Hotel Bookings will generate/have generated a minimum Total Trip Expenditure of \$189,744 for an ROI of 9.5:1. This ROI is most likely higher as it doesn't account for casinos and State Parks (which are seeing record numbers by the way).

ADARA is a secure travel data co-op that specializes in quantifying the value and economic impact of marketing efforts by directly connecting media campaigns and website activity to revenue spent in the market. Full reporting for a given campaign or month can take several months to be fully realized depending on Search to Book and Book to Stay periods. ROI is calculated using sticker-ad spend only. Projected Lodging Revenue is based on partnerships and STR data, +/- 2.5% margin of error. Does not include properties not listed with STR – casinos, State Parks, etc. Data pulled 7.15.20.

On the next page is our phased action plan to date. If you have any questions, let me know. Thank you!

Phase 1:

Launch OKHereWeGo campaign in-state – goal is to encourage in-state travelers to Shop, Play, Stay, Dine, Cruise, and Travel in Oklahoma. Our most recent economic impact study and visitor profile reports showed that 46% (9.89 million) of Oklahoma visitors were in-state residents and generated \$3.5 Billion in travel spending. We wanted to inspire Oklahomans to help our state recover, economically, by choosing in-state travel when they were ready to get back out there.

1. **Griffin Contest**
2. **Industry Toolkit**
3. **Billboards**
4. **4 PSA commercials**
5. **User-generated content commercials**
6. **Digital campaign**
7. **Social Media Campaign**
8. **Stickers, buttons, window clings supporting Shop, Stay, Play, Travel, Cruise, Dine Oklahoma.**
9. **Quiz – What kind of Oklahoma Traveler Are You?**
10. **Twitter Chat**
11. **Nativo Article**

Phase 2:

Launch out-of-state version, which utilizes the current Land of No Boundaries campaign, while incorporating OKHereWeGO and focusing on video that showcases wide open spaces and less populated activities.

#OKHereWeGO Assets:

Consumer Landing page: <https://plan.travelok.com/okherewego/>

Industry Landing page: <https://www.travelok.com/industry-ok-go>

TV Commercials:

Phase 1: In-State PSAs

OKHereWeGO Travel Oklahoma :30s:

<https://vimeo.com/user10001181/review/421301672/939aa8d19e>

OKHereWeGO Travel Oklahoma :15s:

<https://vimeo.com/user10001181/review/417819078/70c8d198bc>

OKGO Restaurant & OKGO Museums:

<https://spaces.hightail.com/receive/5PwWSWgBKC>

OKGO Shop Oklahoma

<https://spaces.hightail.com/receive/o4YzW4mZSO>

Phase 2: In-State OKGO User Generated Content Commercials:

OKGO User Generated Inspiration Video #1

Horizontal: <https://f.io/VndkiuN8>

Vertical: <https://f.io/2yCbCh-t>

OKGO User Generated Inspiration Video #2

Vertical: <https://f.io/JhFFrpfT>

Horizontal: <https://f.io/Ntgglyhu>

OKGO User Generated Inspiration Video #3

Vertical - <https://f.io/PWGGVvjr>

Horizontal - <https://f.io/WLzZSwPB>

Phase 3: Out-of-State Regional Land of No Boundaries/OKGO Commercials (these are not finalized yet, scroll down the page to watch all 6 versions. There are 3 horizontal, 3 vertical):

<https://app.frame.io/presentations/f7193d9b-d112-4e90-8b39-2e77c14f3f0c>

Matt Pinnell
Lt. Governor, State of Oklahoma