

Dial Testing: Does it Really Improve the Quality of Tourism Advertising?

PETER A. MAYER ADVERTISING

Peter Mayer



Peter Mayer

About Peter A. Mayer Advertising

- 1967
- Louisiana's leading agency
- Known for strategic marketing and results
- Clients:
 - LA Tourism
 - Delta Queen
 - Sonesta Hotels
 - Harrah's
 - NO Tourism
 - Morial Convention Center
 - Loews Hotel
 - Audubon

How Agencies Use Research

- To assess and measure
 - Can be both qual or quant
 - A, A, U
 - Focus Groups, IDI's
- To evaluate & select among alternatives
 - Positioning research
 - Copy/concept testing



PAMA's 7-Step Approach to Campaign Development

- Insight (research)
- Positioning
- Creative Brief (strategy)
- Concept Development
- Validation (creative research)
- Execution
- Tracking/Assessment



Why Conduct Creative Research?

- Clear and compelling positioning is crucial
- Infinite options against a single positioning
- Selecting the best one – and the most effective way to communicate – is critical
- Objectivity
- Especially true for tourism advertising
- Cost vs. benefits



About RJF Communications, Inc.

- Founded in 1984
- Specializes in research-based communications strategies
- Utilizes skills honed in political process to develop strategies in competitive environments
- Tourism clients include: LOT, NOTMC, Waldorf=Astoria Hotel and Delta Queen



About Media-PULSE Analysis

- Test ads, messages and products
- Combines best aspects of qualitative and quantitative research
- Utilizes written, oral, and electronic data collection
- Perspective of target audience



How Media-PULSE Works

- Recruit target audience
- Individual dial/Instant capture
- Benchmark questions
- View test materials
- Re-ask benchmark
- Written responses
- Breakout groups
- Strategic recommendations



Advantages of Media-PULSE

- Flexible approach
- Convergence of results
- Multi-dimensional understanding
- Choose best concept, strengthen chosen materials and avoid mistakes



Case Studies

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Louisiana Tourism

- Insight: Unique destination
- Positioning:

Louisiana is one of the nation's truly unique
tourism destinations.



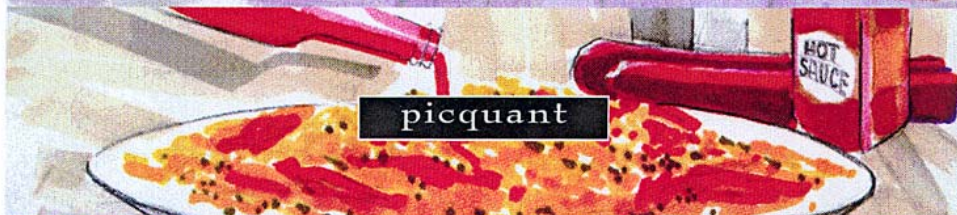
LOT Creative Concepts

- Three totally different campaigns
- All executed against same positioning
- Print/TV
 - “Words”
 - “Theory”
 - “Only in Louisiana”

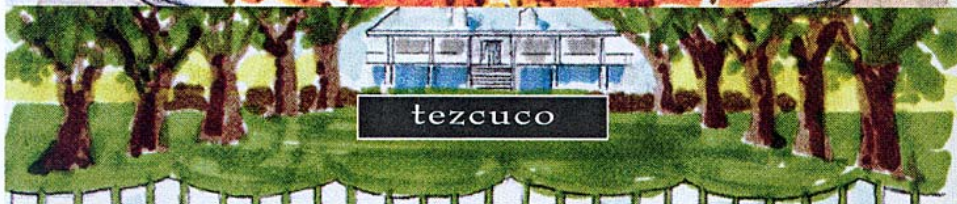




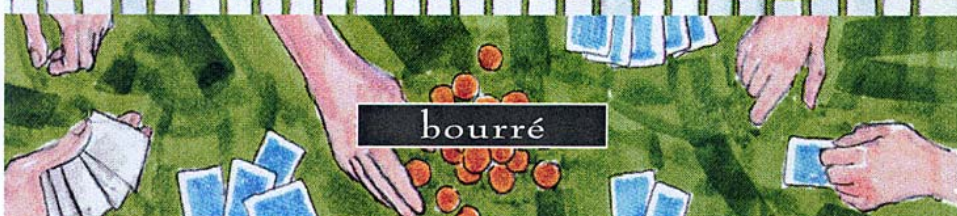
rue



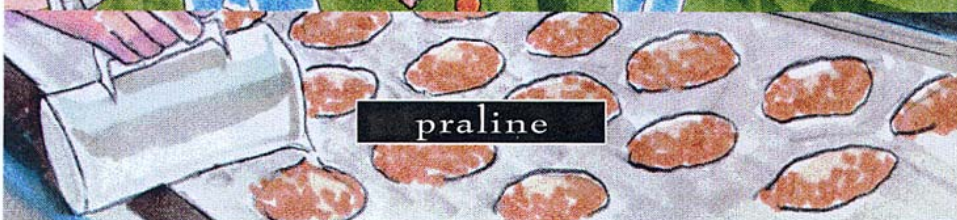
picquant



tezcuco



bourré



praline

Some words are so boring they'd make a dictionary yawn. But in Louisiana, our words put the accent on fun. Here, we call our streets *rue*. We top our rice with spicy sauce *picquant*, and we tour *Tezcuco* or one of our many stately plantation homes. We don't just play poker, we

Louisiana

bet on *bourré*. And at the end of a meal, we satisfy our sweet tooth with *pralines*. So come to Louisiana. And say things you've never seen before. For your FREE Louisiana Tour Guide, just say the word. Return the attached card or call today. 1-800-99-GUMBO

THE Hickory, Chicory, Doc THEORY



Pass the betwixts, chef.



Andrew Jackson saved New Orleans for tourism.

Dr. John is the right place at the right time.

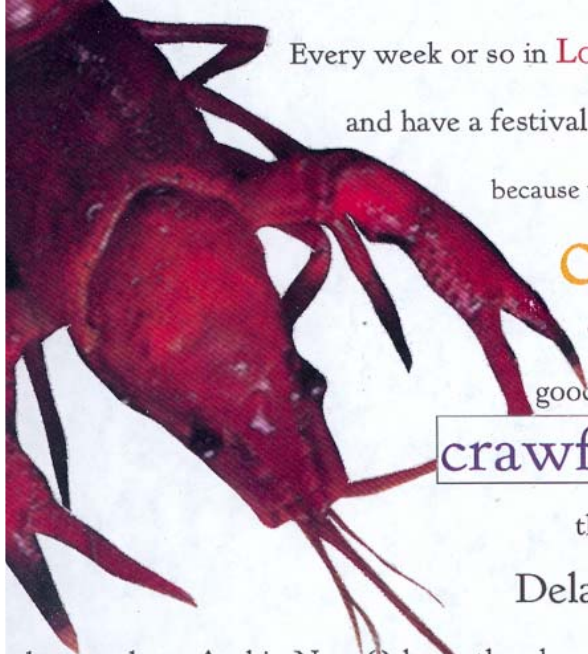


What makes Louisiana so different? There are lots of theories ... Maybe it's our heroes. Proud fighting men like Andrew Jackson, or Old Hickory as they used to call him, who teamed up with buccaneer Jean Lafitte to win the Battle of New Orleans. Maybe it's our unique cuisine. Our coffee and chicory, red beans and rice and filé gumbo. Or maybe it's our fabulous music. Dr. John, Harry Connick, Jr. and Fats Domino.

Call today for your free Louisiana Travel Guide filled with hundreds of theories on why Louisiana is such a great place to visit. Our theory is you won't be able to put it down. 1-800-C'EST BON.

Come pass a
good time in

Louisiana



Every week or so in **Louisiana** we'll get together
and have a festival. Some say that it's



because we have so much to

celebrate. Others

say it's just another excuse to pass
good time. In Breaux Bridge we celebrate

crawfish, in Rayne it's Frogs, and it's

the Blessing of the Shrimp Fleet in

Delacroix, In Opelousas, we fais-do-

do to zydeco. And in New Orleans they have their own

little **festival.** These celebrations are for
us, our families and **friends.**



But, you're invited, too.

Call **1-800-C'EST BON**

and we'll send information about

our **fair** state and our State Fairs.



Another week, another festival.

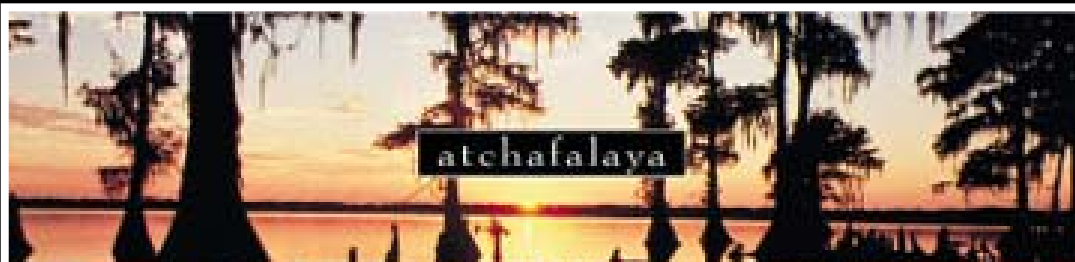
Only in

Louisiana

Key Findings/Recommendations

- Successfully increased interest
- Strong “Word” print; problems with TV
- Lose the French!
- Need greater emphasis on scenic beauty, cuisine, uniqueness and fun
- New execution of “Word” concept





atchafalaya



zydeco



kisatchie



po-boy



mardi gras

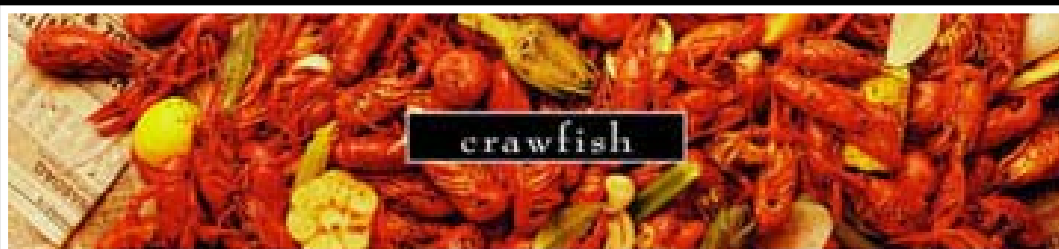
... A long time ago, someone went around and made up words for everything. And then they came to Louisiana, a state that has a way with words.

Here we paddle our pirogues in the Atchafalaya. We dance to a music called zydeco. We eat the great seafoods. We don't eat sandwiches,

we eat po-boys and muffuletta. And when we throw a party, we call it Mardi Gras. So come pass a good time

in Louisiana. And see things you've never seen before. For your free Louisiana Tour-Guide, just say the word. Return the attached card or call today. 1-800-934-7624

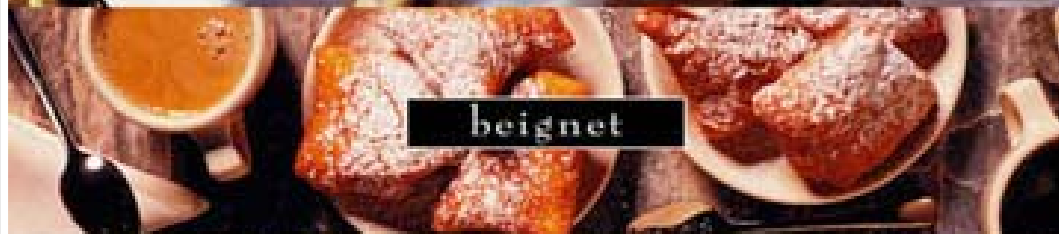
Louisiana



crawfish



fais do-do



beignet



piroque

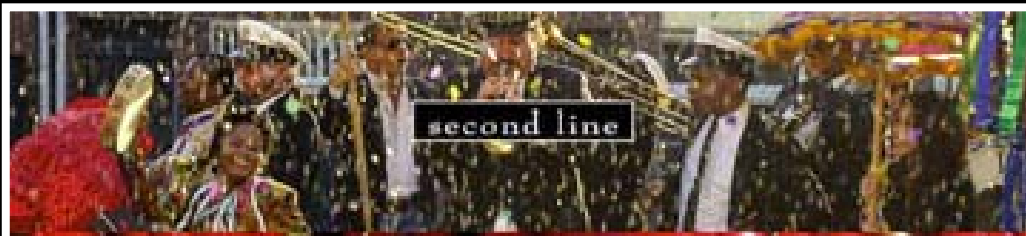


zwole

In most places, words sound pretty much the same. But not in Louisiana. Take our festivals. In Opelousas, we fais do-do to zydeco. At the Sauce Piquant Festival, we paddle our pirogues on Bayou Lafourche. Zwole gives us a taste for tamales and in Bossier Bridge we're crazy

for crawfish. And in New Orleans, we celebrate every day with beignets. So come have a good time in Louisiana. And say things you've never seen before. For your FREE Louisiana Tour guide, just say the word. Return the attached card or call today. 1-800-933-5004

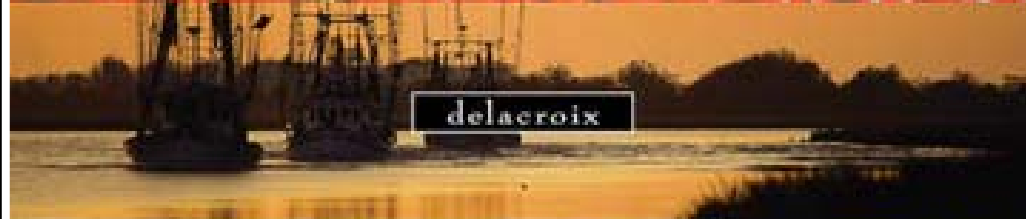
Louisiana



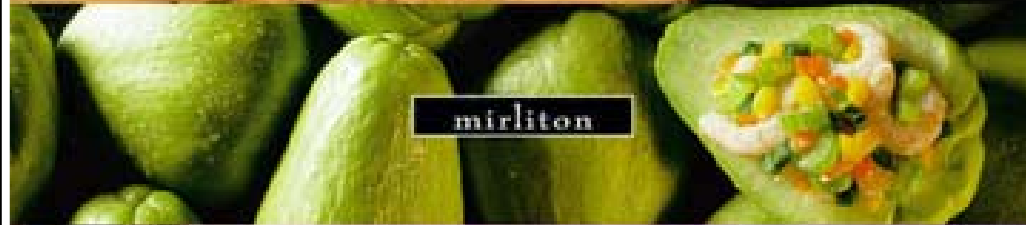
second line



cayenne



delacroix



mirliton



d'arbonne

Some words are just plain silly. But in Louisiana, our words are just plain fun. We second line to jazz in New Orleans. We spice up our food and our lives with a pinch of cayenne. We set our pots to boiling when the shrimp boats come home to Delacroix. For dinner, we stuff a mirliton with

Louisiana

shrimp and tomatoes. And when we're looking for family adventure, we find it on a lake called D'Arbonne. So come to Louisiana. And say things you've never seen before. For your FREE Louisiana Tour Guide, just say the word. Return the attached card or call today. 1-800-99-GUMBO

New Orleans Tourism

- Insight: The real deal
- Positioning:

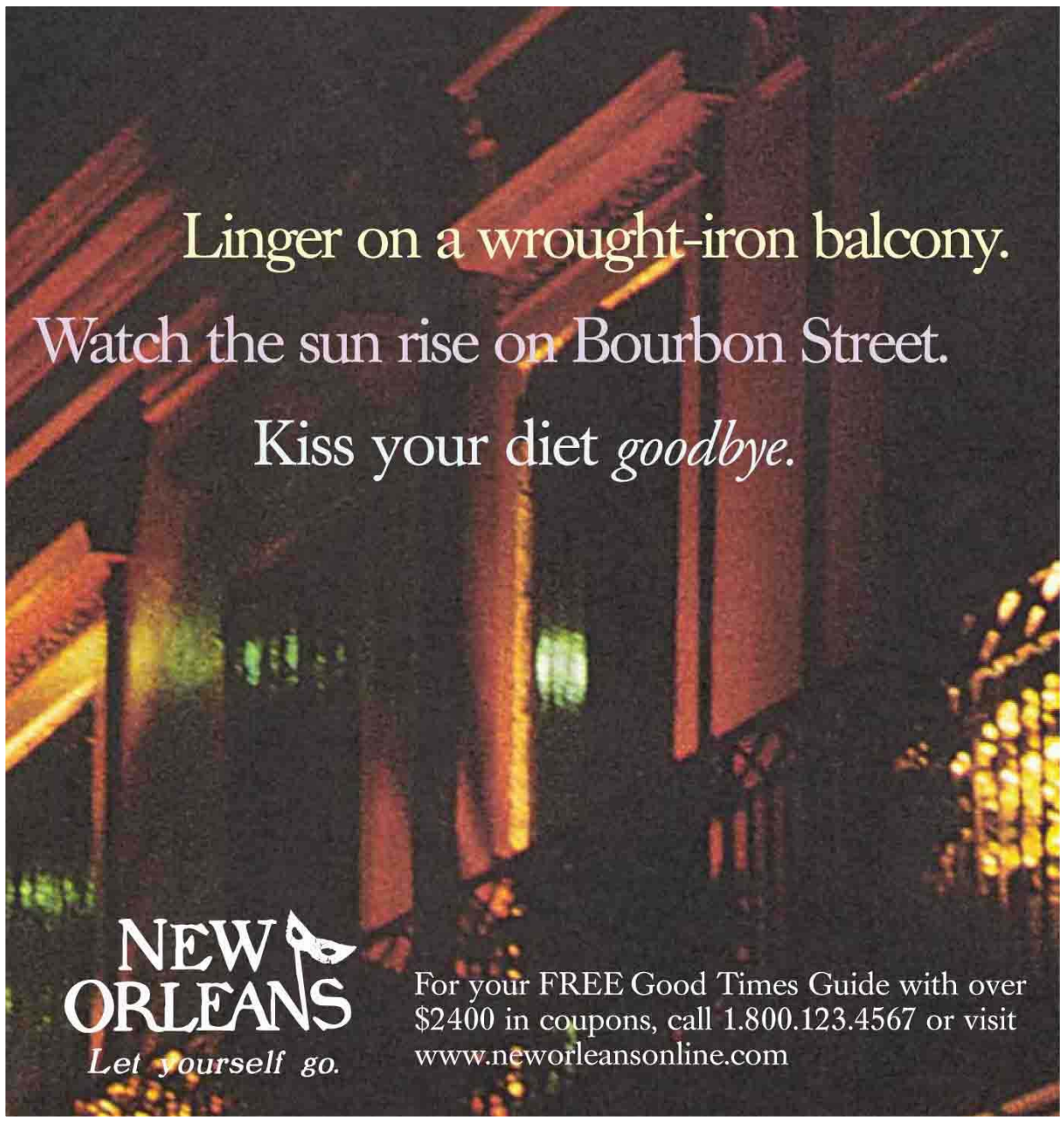
New Orleans offers visitors a destination experience that is authentic and fun



NOTMC Creative Concepts

- Four different campaigns
- All executed against the same positioning
- Print/TV
 - “Let yourself go”
 - “It’s for us, but you’re invited”
 - “Happenin’ everyday...”
 - “Come write your own story”

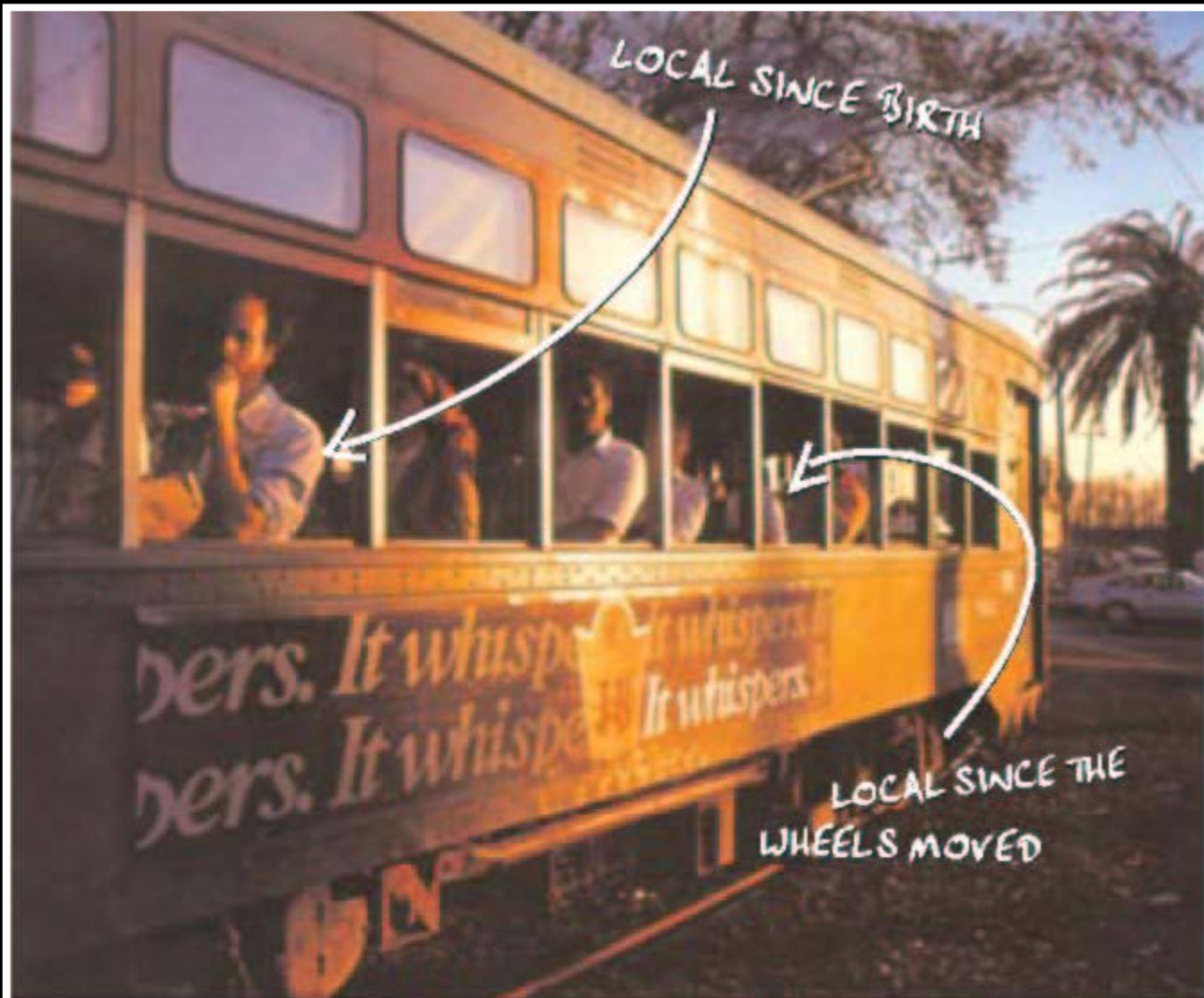




Linger on a wrought-iron balcony.
Watch the sun rise on Bourbon Street.
Kiss your diet *goodbye*.

**NEW
ORLEANS**
Let yourself go.


For your FREE Good Times Guide with over
\$2400 in coupons, call 1.800.123.4567 or visit
www.neworleansonline.com



Whether you've been here thirty years or thirty minutes, the city embraces you the moment you step on her streets. It's this feeling that makes you a local. Trust us. We feel it too. For your **FREE** Good Times Guide call 1-800-123-4567 or visit www.neworleansonline.com

**NEW
ORLEANS**


It's for us, and you're invited



EVERY DAY he grinds
this streetcar along
the tracks, knowing it's
not every day
you get to ride
through history.

**NEW
ORLEANS**
Happenin' every day

Call 1-800-123-4567 for your free New Orleans Good Times Guide,
with over \$2400 in savings. Or go online to www.neworleansonline.com.



and then coming down
the street was

**NEW
ORLEANS**

come write your own story

For your FREE Good Times Guide with over \$2400 in coupons call 1-800-123-45678
or visit www.neworleansonline.com

Key Findings/Recommendations

- All campaigns out performed other cities
- “Happenin’ Everyday” strongest campaign
- Highlight food, music and history
- Show day and night activities
- Special care with casino usage

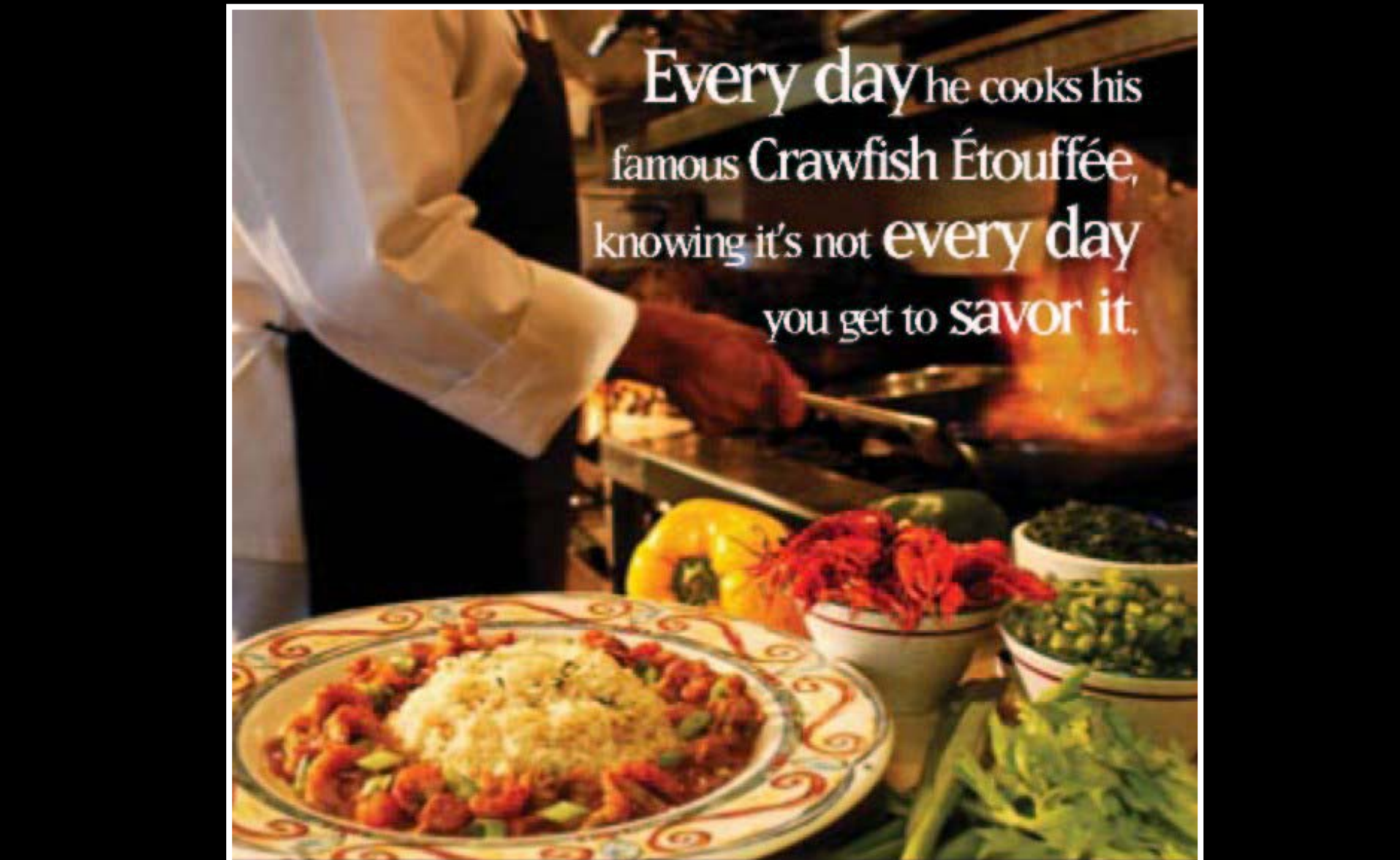


Every day
he guides this streetcar
along the tracks,
knowing it's not
every day
you get to ride
through history.



Call 800-203-2145 for your free New Orleans
Good Times Guide, with over \$2400 in coupons.
Or go online to neworleansonline.com.

**NEW
ORLEANS**
happenin' every day®



Every day he cooks his
famous Crawfish Étouffée,
knowing it's not every day
you get to savor it.

Call 800-474-7635 for your free New Orleans
Good Times Guide, with over \$2400 in coupons.
Or go online to NewOrleansOnline.com.

NEW
ORLEANS
happenin' every day®



Every night
they warm up to some
cool jazz, knowing
it's not **every night**
you get to hear it
played live.

Call 800-474-7675 for your free New Orleans
Good Times Guide, with over \$2,400 in coupons.
Or go online to neworleansonline.com.

**NEW
ORLEANS**
happenin' every day*

Delta Queen Steamboat

- Insight: Emotional benefit of connecting with an earlier America
- Positioning:
Traveling aboard the Delta Queen is a step back in history to an earlier, simpler era – the golden age of Steamboatin’.



DQ Creative Concepts

- Three totally different campaigns
- Executed against same positioning
- Print only
 - “Discover Mark Twain’s America”
 - “Three Boats that Discovered America”
 - “The River was Like a Book...”



DISCOVER MARK TWAIN'S AMERICA.



There was a time when the cry "Steamboat A' Comin'" would shake the air and stir the soul. Up and down the river, townsfolk would grab their hats and walkin' sticks and hurry down to the levee to wave the steamboat in.

If you've always dreamed of going Steamboatin', there's no time like the present to book a 3- to 14-night Steamboatin' cruise. Since 1890, The Delta Queen Steamboat Co.



Experience a history that lives on even today.

has offered authentic Steamboatin' journeys back to the heart of America. You might say we knew Old Man River when he was just a boy.

THE THREE BOATS THAT DISCOVER AMERICA.

Discover this great country on America's only three overnight paddlewheel steamboats — the magnificent *Mississippi Queen*, the grand *American Queen*, and the National Historic Landmark, the legendary *Delta Queen*.

Follow in the wake of notorious pirates, fur

traders, high-kickin' showgirls and Mark Twain himself on a Steamboatin' vacation through America's heartland. A new adventure on the Mississippi, Ohio, Arkansas, Tennessee and Cumberland rivers unfolds at every bend.



Mark Twain.

calling at elegant plantations, haunting Civil War battlefields and quaint little river towns. And, along the way, our all-American crew will pamper you like royalty with gracious accommodations, enticing meals and toe-tappin' entertainment.



A front porch as big as all America!

THE BEST BOOK ON THE RIVER SINCE HUCK FINN.

The paddlewheel's churning, the calliope's playing ... it's your turn to discover America. For reservations or more information, contact your travel agent. For a *free* deluxe brochure, call or return the attached reply card today. 1-800-543-1949



STEAMBOATIN'
The Delta Queen Steamboat Co.

THE THREE BOATS THAT DISCOVERED AMERICA.



The Delta Queen



The Mississippi Queen



The American Queen

Columbus discovered America in 1492. Now it's your turn. Discover this great land of ours from the decks of the legendary *Delta Queen*, the magnificent *Mississippi Queen*, or the grand *American Queen*. America's only three overnight paddlewheel steamboats.

Witness the same early morning mist and the same sunsets Mark Twain described a century ago. Experience the birth of a nation as you steam past quaint river towns, historic battlefields and lavish

plantations. Explore the great heartland rivers of America where a new discovery awaits you around every bend.

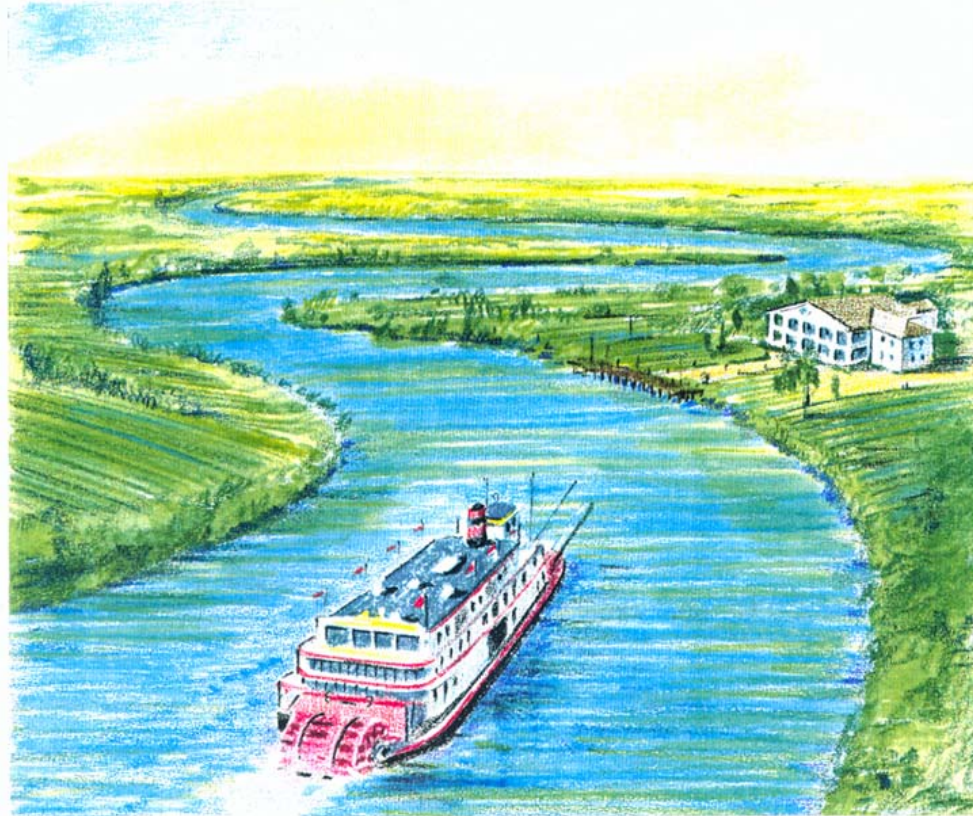
The calliope's playing, the whistle's blowing, the paddlewheel's churning — isn't it time you discovered America? For reservations or more information, contact

your travel agent. Or for a *free* deluxe brochure highlighting our 3- to 14-night Steamboatin' vacations, return the attached reply card or call today. 1-800-543-1949



STEAMBOATIN'
The Delta Queen Steamboat Co.

The River Was Like A Book With A New Page Around Every Bend.



Mark Twain said the river was not a book to be read once and thrown aside, for it had a new story to tell every day. A tale of adventure. Romance. History. Today, these fascinating stories come to life on 3- to 14-night Steamboatin' vacations aboard the legendary *Delta Queen*, the magnificent *Mississippi Queen* and the grand *American Queen*.

Follow in the wake of notorious pirates, fur traders, high-kickin' showgirls and Mark Twain

himself on your way back to the heart of America. Treat yourself to elegant accommodations, exquisite dining and toe-tappin' entertainment as you visit breathtaking plantations, haunting Civil War battlefields and charming little river towns.

What's that up yonder, around the bend? For reservations or more information, contact your travel agent. For a *free* deluxe brochure, return the attached reply card or call today.

1-800-543-1949

STEAMBOATIN'
The Delta Queen Steamboat Co.

Key Findings/Recommendations

- “Discover Mark Twain’s America” strongest
- Emphasize destinations
- Colors, look of other campaigns more inviting
- Importance of stressing nostalgia
- Type size

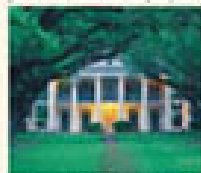


DISCOVER MARK TWAIN'S AMERICA.

 There was a time when the whistle of a riverboat would shake the air and stir the soul. That day is now. This is your invitation to join the legendary Delta Queen Steamboat Co. on a romantic journey filled with history, adventure and discovery on the great rivers of America.

There's A New Adventure Round Every Bend

Imagine the beauty, the grandeur and the majesty of



Experience a history that lives on even today.

this great land stretching endlessly before you. On a river cruise through the Heartland, you'll come a-calling at elegant Southern plantations, explore important Civil War battlefields and discover quaint little river towns. You'll be charmed and moved by the friendly people you'll meet along the way and spellbound by the facts and fascinating tales of the 'Riverorian', who will guide your journey along the Mississippi, Ohio or even other Heartland rivers.

In the great Pacific Northwest, explore the awe-inspiring wonders of the Columbia, Willamette and

Snake rivers. Experience the beauty and sheer majesty of the Columbia River Gorge, plummeting waterfalls, snow-capped mountains and more.



Meet Twain

On board your riverboat palace, the crew will make you feel like the guest of honor in a fine old Victorian home. You'll enjoy wonderful entertainment every night and savor exquisite regional specialties rivaling those served in the finest country inns.

FREE BROCHURE

Discover the mighty Mississippi River and its many tributaries and the breathtaking rivers of the



See a magnificent view at every bend in the Columbia River Gorge.

Pacific Northwest. For reservations, contact your travel agent and mention offer code 11X. For a Free brochure, call today or visit our web site.

1-800-214-2576

www.deltaqueen.com



Limitations of Media-PULSE

- Qualitative
- Budget



Why Tourism Industry?

- Through the eye of target audience
- Participants enjoy subject
- Competition and clutter
- Tight budgets/big rewards



Wrap-Up

- Dial Testing offers some key advantages
 - Tactical
 - Qualitative and quantitative insight
 - Accommodates multiple campaigns
 - Defensible
 - Helps make the work better

