

**“HONESTLY, IT’S NOT
FOR EVERYONE”**

SUMMER CAMPAIGN 2023

Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.



THE “HONESTLY, IT’S NOT FOR EVERYONE” BRAND

FOR TRAVELERS SEEKING

a unique vacation experience, Nebraska provides a refreshing blast of honesty. In a world where most states claim to have something for everyone, Nebraska is willing to admit that it doesn't. No giant theme parks. No massive resort hotels. No bright, shiny, artificially manufactured fun. Nebraska is willing to admit that “Honestly, it's not for everyone.”

Who is it for, then?

It's for the self-reliant types. For creative thinkers and problem solvers. For intellectually curious wanderers who see the value in slowing down. For people who would rather have food for the soul than food for the ego. Nebraska is for people who appreciate honest perspectives and life's simple pleasures, because those are the things that matter most.

So, could Nebraska be for you?

We wanted to see. This summer, we brought our quirkiness to life through our 2023 Integrated Summer Campaign by putting all the wonderfully unique things about our great state in front of consumers through a myriad of touchpoints all over the U.S.

BRAND

OBJECTIVES

MEDIA STRATEGY

CREATIVE

PERFORMANCE

SUCCESSES

CONCLUSION



Nebraska
HONESTLY, IT'S NOT FOR EVERYONE.

SUMMER 2023 CAMPAIGN OBJECTIVES

We've seen huge success in our brand campaigns over the last couple of years. So, now what? How do we continue to carry that momentum forward? Well, fortunately (or unfortunately), there are still many deeply seeded misperceptions of our great state. In order to continue being successful, we need to continue changing those misperceptions. With that in mind, this summer, we set out to achieve these objectives:

- Use misperceptions as inspiration to push our messaging further
- Utilize quirky Nebraska experiences to introduce positive new perceptions of the state
- Use divergent thinking to portray unique travel experiences
- Remain rooted in our values-based positioning, relying on honesty to create a connection between a place and an audience



BRAND

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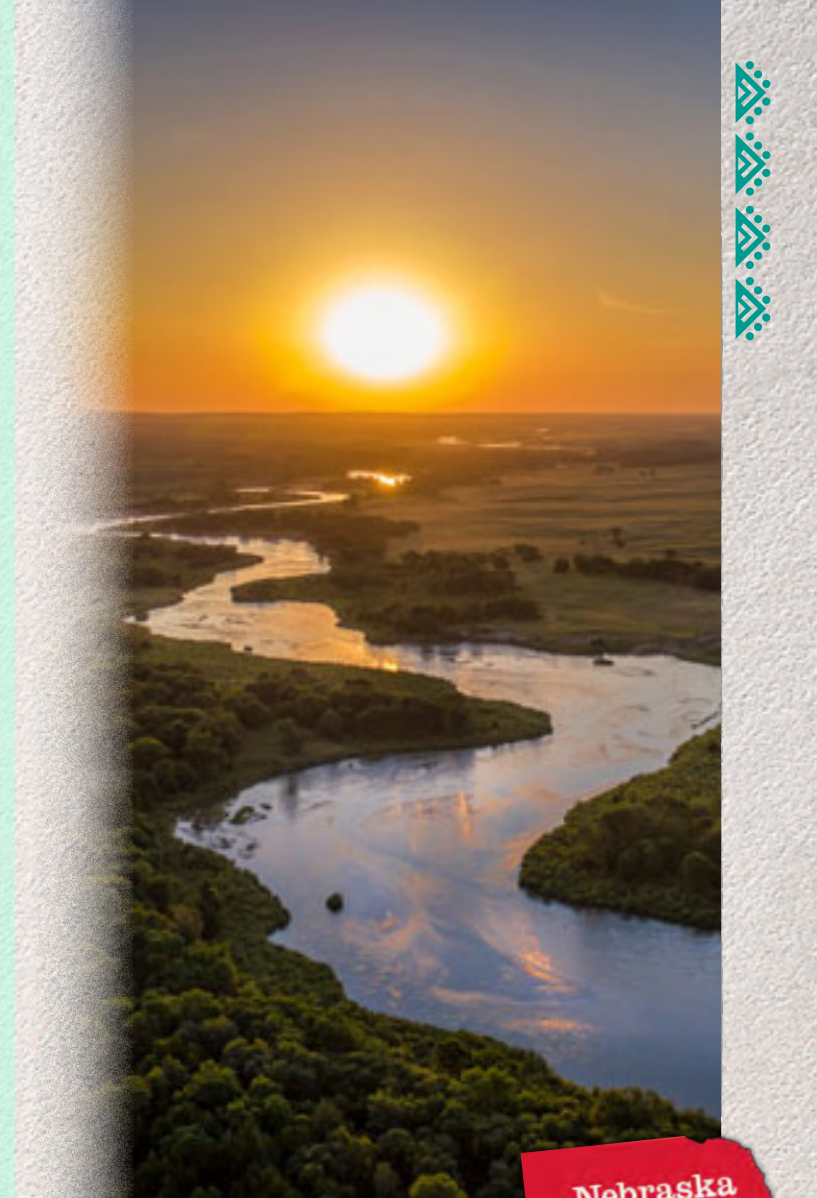
CONCLUSION

MEDIA STRATEGY

While we want to shout that Nebraska's Not for Everyone from the rooftops, that actually isn't an effective communication strategy. So instead, we took stock of our successes and shortfalls over the past few years to create a robust and cohesive Summer 2023 integrated media plan that spanned both traditional and digital channels.

We paired the high impact nature of out-of-home (OOH), TV, and print with the targeting efficiencies of digital to effectively reach our travel intender audience through all stages of the marketing funnel. In short, our goals were to:

- Increase overall arrivals into Nebraska by optimizing media towards signals of intent to travel
- Prioritize bringing qualified users to visitnebraska.com with the ultimate goal of driving user engagement on the site
- Utilize grant funding to expand our footprint beyond our historical market presence
- Increase trackability by shifting dollars from traditional tactics into new paid media channels, maximizing share of voice in the digital space

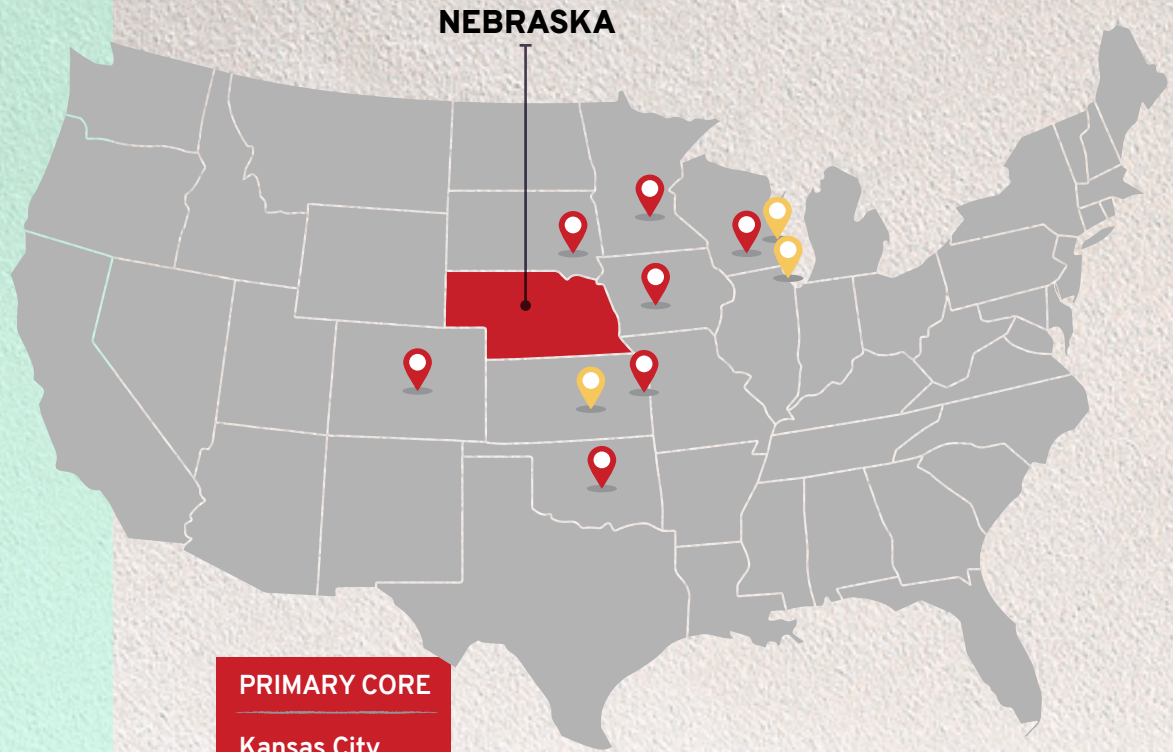


MEDIA STRATEGY

TARGETING

We also sharpened our aim at the right audience. And to do that, we needed to answer a very important question: *If Nebraska isn't for everyone, who is it for?*

We refined our market/audience analysis that now not only points us to markets with the highest propensity to deliver visitors, but more closely hones in on a target psyche using 12 different MRI (MediaMark Research, Inc.) proxy statements. Between our growing lodging tax-based budget, and the grant funding we received in 2023, we were able to expand our footprint even further than in previous years and added in three new markets to our growing list of geo-targets. Kansas City, Minneapolis, Denver, Des Moines, Sioux Falls, Oklahoma City, and Madison are now joined by Chicago, Wichita, and Milwaukee!



- PRIMARY CORE**
- Kansas City
 - Minneapolis
 - Denver
 - Des Moines
 - Sioux Falls
 - Oklahoma City
 - Madison

- NEW MARKETS**
- Chicago
 - Wichita
 - Milwaukee



MEDIA MIX

TRADITIONAL



TELEVISION



RADIO
SPONSORSHIP



MAGAZINE



OOH

DIGITAL



PRE-ROLL



DISPLAY



NATIVE



CUSTOM
CONTENT



RADIO
STREAMING



INFLUENCER
MARKETING



CTV/OTT

PAID SOCIAL



FB/IG CAROUSEL
STATIC ADS



FB/IG
VIDEO ADS



PINTEREST

SEM



GOOGLE
SEARCH ADS



TRUEVIEW
VIDEO

BRAND

OBJECTIVES

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PERFORMANCE

SUCCESSSES

CONCLUSION



CREATIVE: PRINT

**WE'D INSTALL MOUNTAINS,
BUT THEY'D JUST BLOCK
THE VIEW.**



A quote often misattributed to our famous author Willa Cather goes something like this: "Anyone can love the mountains, but it takes a soul to love the prairie." Count us among the souls, because we do love our prairies, and the quiet beauty that shapes the way we live and think. Not everyone can appreciate that. But if you're someone who can, go to VisitNebraska.com for a free Travel Guide. And enjoy the incredible majesty of an unobstructed view.




**LUCKY FOR YOU,
THERE'S NOTHING
TO DO HERE.**



In Nebraska, we believe that only boring people get bored. So we invent our own fun. Like when we realized that a freestack tank would float, and thought, "It's about 5'6", "swank" became the preferred method of maneuvering down our slow-moving rivers. It might not be everybody's cup of tea, but if it sounds we need to go you we'll do it for you, go to VisitNebraska.com for a free Travel Guide. And welcome aboard.



**SOME OF US HAVE
BEEN WAITING
12 MILLION YEARS
FOR YOU.**



Twelve million years ago, several hundred large, prehistoric animals preferred a swimming hole in what is now Nebraska, where they were killed by a flood of water from a volcanic eruption. Their fossilized remains have been waiting patiently for you ever since, in the Ashfall Fossil Beds. We have the world's greatest museum. Be sure of you find you know who you are and we'll be there. So go to VisitNebraska.com for a free Travel Guide. Don't keep us waiting any longer.




**IN A PREVIOUS LIFE,
SOME OF
THE PEOPLE HERE WERE TREES.**



Like other small towns in Nebraska, Taylor is filled with friendly, welcoming people. What sets Taylor apart are the 100 or so residents made of plywood. They're the branchchildren of a local artist who wants to double the community's population, and they're practically impossible to resist. Yes, we know some people will still resist. But not you. So go to VisitNebraska.com for a free Travel Guide. And make some new friends. Or we can make them for you.




**FAMOUS FOR OUR
FLAT, BORING
LANDSCAPE.**



There are two kinds of people in this world. The ones who think Nebraska is nothing more than a 77,000-square-mile cornfield, and the ones who don't. We find that second group to be a lot more interesting, and are comforted by the knowledge that there are people willing to look deeper to discover what makes this place so special. We're not trying to convince everyone. Just you. So go to VisitNebraska.com and be the kind of person who gets a free Travel Guide.




CREATIVE: VIDEO

CLICK TO THIS VIEW **QUIRKY** MP4



ODD KID MP4



TANKING MP4



URBAN MP4



BRAND

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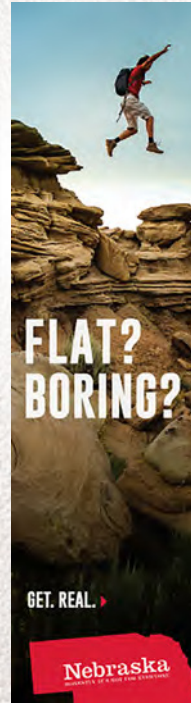
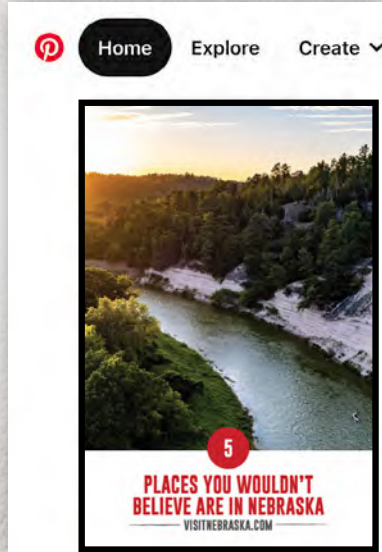
SUCCESSES

CONCLUSION

CREATIVE: OOH



CREATIVE: SOCIAL / DIGITAL



MEDIA PERFORMANCE

Flight: May 1 - August 28, 2023

Overview Total Budget:

\$4,035,000.00



292,791,903

Total Campaign
Paid Media Impressions

WHAT WE'RE HEARING...

Just saw a billboard promoting tourism for Nebraska that read "Honestly, it's not for everyone" and that made me laugh so hard that I now kinda wanna go!

Can we just all agree.... Nebraska's Tourism marketing ads are *brilliant, clever and hysterical!*

I honestly wish we would lean more into unique regional heritage more. We don't need to be New York or California, we have our own cool stuff. I think the Nebraska tourism board adopted the tag line "It's not for everybody," which I think we could all take a page from.

Kudos to **@NebraskaTourism** on their bold "Honestly. It's Not for Every one" campaign. Great example of marketing to your target audience (who is not, ever, "everyone"). The copy is also pretty killer.

QUOTES ACQUIRED FROM X

Nebraska
HONESTLY, IT'S NOT FOR EVERYONE.

MEDIA METRICS



DIGITAL

Total Digital Impressions:
50,486,609

Total Clicks: **106,640**

Click-through performance on ads was **more than 3x the industry average**

Video Completions: **9,586,219**

Overall video completion rate outperformed the industry benchmark by **MORE THAN 20%**

PRINT

Total Print Impressions:
9,585,781

Total Print Insertions: **29**

KEY:
Cost per click (**CPC**)
Clickthrough rate (**CTR**)
View-Through Rate (**VTR**)

SOCIAL

Total Social Impressions:
13,350,807

Total Clicks: **152,330**

Video ThruPlays: **772,295**

Conversions: **185,876**

Session Conversion Rate: **65.34%**

Bounce Rate: **22.23%**

Engaged Sessions: **101,170**

Within the top performing DMA Regions:

Denver highest CTR and Kansas City lowest CPC .

OOH

Total OOH Impressions: **140,791,549**

Total OOH Boards: **30**



MEDIA METRICS



TRUEVIEW

Trueview Impressions: **1,209,121**

Total Clicks: **1,142**

Video Views: **712,597**

VTR: **58.94%**

Creative with highest

VTR: **Odd Kid**

Creative with highest CTR,
Clicks, Video Views: **Tanking**

Top regions for video views:
**Illinois, Minnesota, Wisconsin,
Colorado and Kansas City**

BROADCAST

Total Broadcast Impressions:

77,098,122

Total Broadcast Spots: **17,674**

SEARCH

Total Search Impressions: **269,914**

Total Clicks: **39,344**

CPC: **\$1.64**

CTR: **14.58%**

Conversions: **125,632**

Session Conversion Rate: **78.41%**

Bounce Rate: **8.76%**

Engaged Sessions: **34,904**

Campaigns that drove the most
clicks and conversions:

Things to Do and **Brand**

Campaigns with the highest CTR:

Events/Festivals_DSA and
Things to Do



SUCCESSSES

In a nutshell, “Honestly, it’s not for everyone” (V2) has not only maintained, but it has also **accelerated industry momentum and growth**.

While the Summer 2023 iteration of this campaign is still running, the first half of our campaign drove **26% more arrivals** than the same timeframe last year. In addition, we saw an **increase of day trips 86% YoY** - meaning more people are sampling what we have to offer!

In terms of web traffic, we also saw increases in users and sessions on the site this summer, most notably garnering a **96% increase in engaged sessions YoY** on visitnebraska.com.

LODGING TAX HAS CONTINUED TO BREAK RECORDS. All four months of our summer campaign (May - August) have set an all-time record, dating back to when the 1% tax was created back in 1980.

The summer alone has generated \$3.3M in lodging tax revenue, an increase of 14% over 2022 - the current record year.



CONCLUSION

We are very well aware that a strong majority still say they are “not too likely” or “not at all likely” to visit Nebraska on a vacation in the next couple of years (Source: MMGY’s *Portrait of American Travelers*). However, the performance of the initial campaign set unbelievable records. And now our “quirky” appeal to the “not everyone’s” is rapidly and decisively laying those records to waste.

