

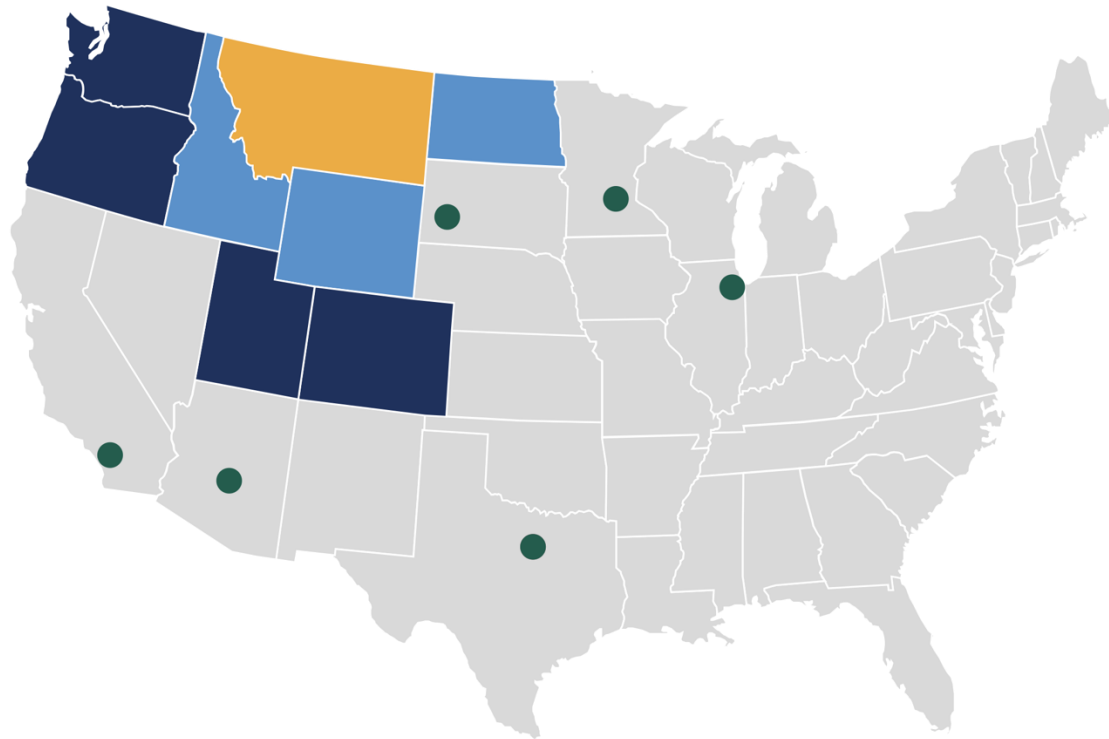
Winter 2024-25 Campaign

MARKETING PLAN



TARGET AUDIENCE

Who are we talking to?



IN-STATE

- Montana

DRIVE

- North Dakota
- Idaho
- Wyoming
- Rapid City

DRIVE AND/OR FLY

- Washington
- Oregon
- Utah
- Colorado

FLY

- Minneapolis
- Chicago
- Dallas
- Phoenix
- Los Angeles (Test)

TARGET AUDIENCE

Who are we talking to?



DRIVE

- Calgary
- Edmonton

DRIVE AND/OR FLY

- Vancouver

FLY

- Toronto (Test)

TARGET AUDIENCE

Who are we talking to?

PRIMARY AUDIENCE

EXPLORING FOR ADVENTURE

The travelers in this audience are true outdoor enthusiasts. They often look for new adventures that meet their interests. These travelers are not necessarily looking for the “extremes” of outdoor recreation but are typically self-outfitted and wanting to experience something new and different.

The audience’s interest in the outdoors and recreation carries over into the winter months. These travelers indexed high for owning snow recreation related equipment and of the three audiences were the most likely to travel for leisure during the winter months.

DEMOGRAPHICS

- AGE: 25+
- HHI: \$75,000-\$100,000
- Traveling with significant other or friends, not kids
- Bundle outdoor activities to create a more focused recreation audience
- Weather-triggered messaging for skiing/snowboarding and snowmobiling



TARGET AUDIENCE

Who are we talking to?

PRIMARY AUDIENCE

OUR TIME FOR TRAVEL

This audience is mature, not old. They are still active and have plenty of energy to explore destinations. Their travel looks a little different now as they enter a new life stage. These travelers are most likely empty nesters. Some of the audience may be retired, or at least looking toward retirement in the relatively near future. With fewer day-to-day family responsibilities, they have more free time and disposable income for travel.

This group also has a strong propensity to travel in the winter months. With no children in the home and more disposable income, they have the time and ability to travel outside of the Warm Season.

DEMOGRAPHICS

- AGE: 55+
- More focus on cultural experiences and sightseeing
- Soft adventure like sightseeing and national parks



TARGET AUDIENCE

Who are we talking to?

SECONDARY AUDIENCE

ON-THE-GO FAMILIES

Families in this audience use vacations and trips to find quality time together. Typically, both parents are working, and their teenage children also have their own schedules. These families are busy and active in their day-to-day lives, so while they are with each other, it is on the go. Vacations offer a time to really be together. Trips are also gaining importance as the kids may soon be out of the household and traditional family vacations might be more difficult to schedule.

Since this audience has children in school, traveling outside of the summer months can be challenging. Long weekends, spring break and travel around the holidays could be opportunities to target this audience.

DEMOGRAPHICS

- AGE: 35-49
- HHI: \$65,000+
- Travel with children
 - Teenage Children: Age 9-17
 - Most likely to have 2 kids in the home: Index 380
- Focus on skiing, outdoor recreation
- Focus on holiday and spring break travel



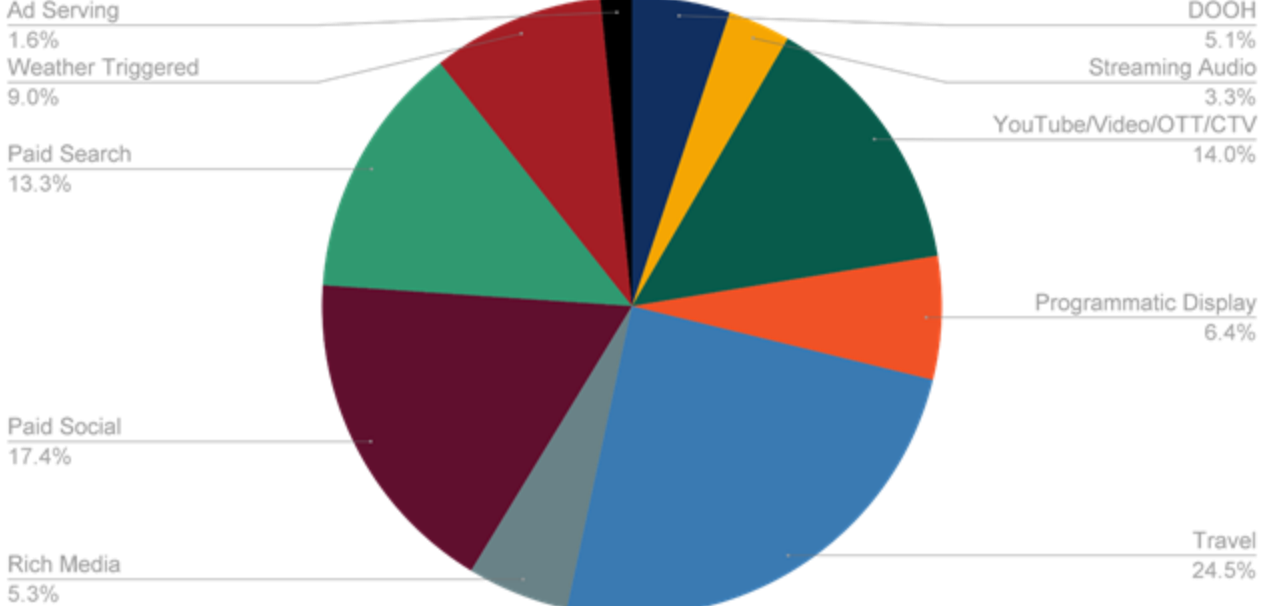
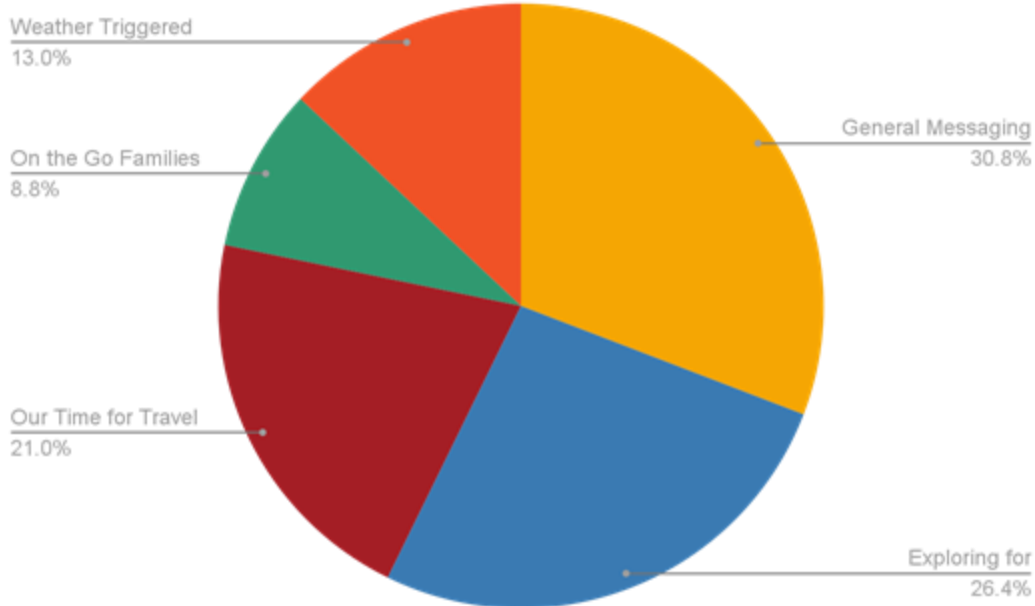
Media Plan

Medium Giant













MONTANA DEPARTMENT OF
COMMERCE

FY25 Winter Planning: Media Mix & Budget Allocation



FY25 Winter Planning: Define Markets + Geos

Markets	States/DMA/Provinces	Budget Allocation	Personas
In-State (November - February)	Montana	15%	 On the Go Families  Exploring for Adventure  Our Time for Travel
Drive Market	Rapid City Calgary Edmonton	North Dakota Idaho Wyoming	 On the Go Families  Exploring for Adventure  Our Time for Travel
Drive and/or Fly	Washington Oregon Utah	Colorado Vancouver	 Exploring for Adventure  Our Time for Travel
Fly	Minneapolis Chicago Dallas	Phoenix Los Angeles (Test) Toronto (Test)	 Exploring for Adventure  Our Time for Travel



MONTANA

IS FOR WINTER PEOPLE



Montana isn't just a place; it's a way of life, especially when the snow starts to fall. Here, winter isn't a season—it's a passion. We embrace the cold with open arms. In Montana, winter is more than weather—it's an adventure we look forward to all year. We carve out our paths in fresh powder, warm up with stories by the fire and find joy in every snowflake.

ON THE COLDEST DAYS,
IT'S WARM IN HERE.

MONTANA
IS FOR WINTER PEOPLE



PLAN YOUR TRIP →



THEIR SPIRITS RISE WHEN
THE MERCURY DROPS.

MONTANA

IS FOR WINTER PEOPLE



PLAN YOUR TRIP →



SHE'S BEEN SKIING FOR SEVEN YEARS.

MONTANA
IS FOR WINTER PEOPLE



PLAN YOUR TRIP →



**THEIR WINTER MEMORIES
ARE THEIR WARMEST ONES.**

MONTANA

IS FOR WINTER PEOPLE



PLAN YOUR TRIP →



SHE WAXED HER SKIS IN AUGUST.

MONTANA

IS FOR WINTER PEOPLE



PLAN YOUR TRIP →



Creative Timeline

R1	LIVE	DELIVERABLE
8/21	9/16	Phase 1 – Primary banner sizes and social DCO
9/3	9/30	Phase 2 – Secondary banners and social
9/16	10/1	Media Kit
9/24	10/14	Phase 3 – Video and audio
TBD	TBD	Phase 4 – Rich media, dependent on vendor kickoff calls
10/4	10/22	Phase 5 – In-state assets for November launch
10/21	11/8	Phase 6 – Weather-triggered media

