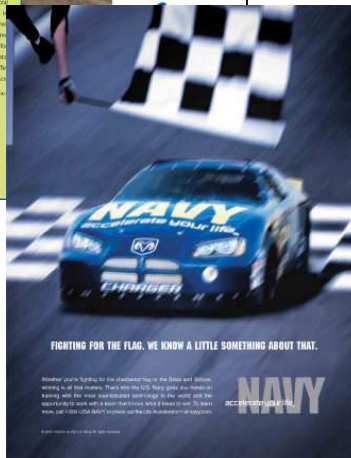


## Quantifying the Bottom Line Value of Events and Sponsorships in the context of Brand Advertising

ARF Experiential Marketing Council Presentation

September 20, 2007



The logo for Longwoods International features the word "Longwoods" in a large, white, sans-serif font. A small globe is positioned behind the letter "o". A thin yellow line with an arrowhead at the end curves from the top of the globe, passing over the "o" and extending towards the right. Below "Longwoods", the word "INTERNATIONAL" is written in a smaller, green, all-caps, sans-serif font.

Longwoods  
INTERNATIONAL

The logo for Vail features a white icon of a mountain peak or a stylized 'V' shape on the left. To its right, the word "Vail." is written in a white, sans-serif font.

Vail.

# Vail 2002 – Award Winning Creative



From this day *forward* the space between  
summers is officially an *eternity*.

Five days of vacation. Three hundred  
and sixty days to savor them. We'll make it.  
For a summer guide to the ultimate  
mountain playground, call 1-800-808-9738  
or visit [www.vaildays.com](http://www.vaildays.com).

**Vail.**  
For Every Season

**Vail.**  
For Every Season

It's one decision that can wait. Because  
right now, there's a trail with your partner in  
For a summer guide to the ultimate  
mountain playground, call 1-800-808-9738  
or visit [www.vaildays.com](http://www.vaildays.com).

The dilemma. Tell *everyone*  
you *love* or tell no one.

**Vail.**  
For Every Season

Begin a new chapter for you in  
your life at Vail. For a summer guide  
to the ultimate mountain  
playground, call 1-800-808-9738  
or visit [www.vaildays.com](http://www.vaildays.com).

*One moment. Six* pages in your journal.

# Research Purpose



- ◉ Quantify campaign effectiveness
- ◉ Identify segment, messaging and market impacts and opportunities
- ◉ Identify channel priorities based on yield efficiency
- ◉ Insure successful translation of strategic research
- ◉ Determine “*incremental*” bottom-line impacts - ROI

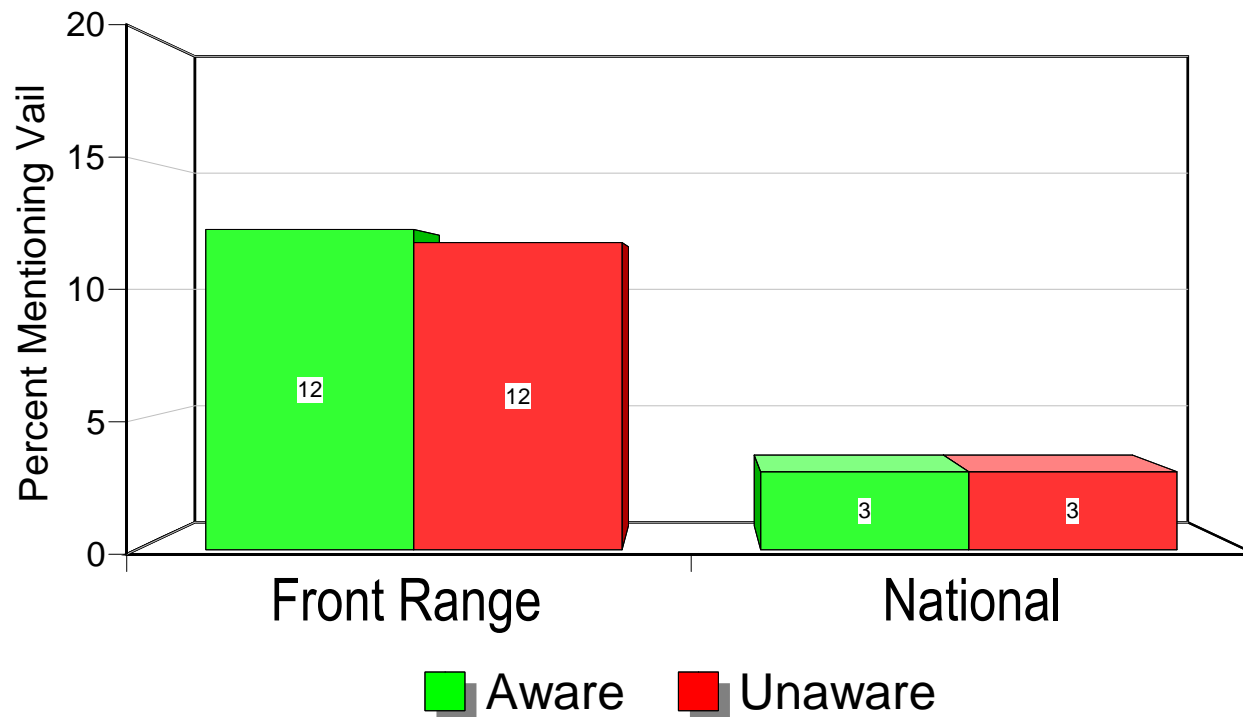


# Top-Line Findings



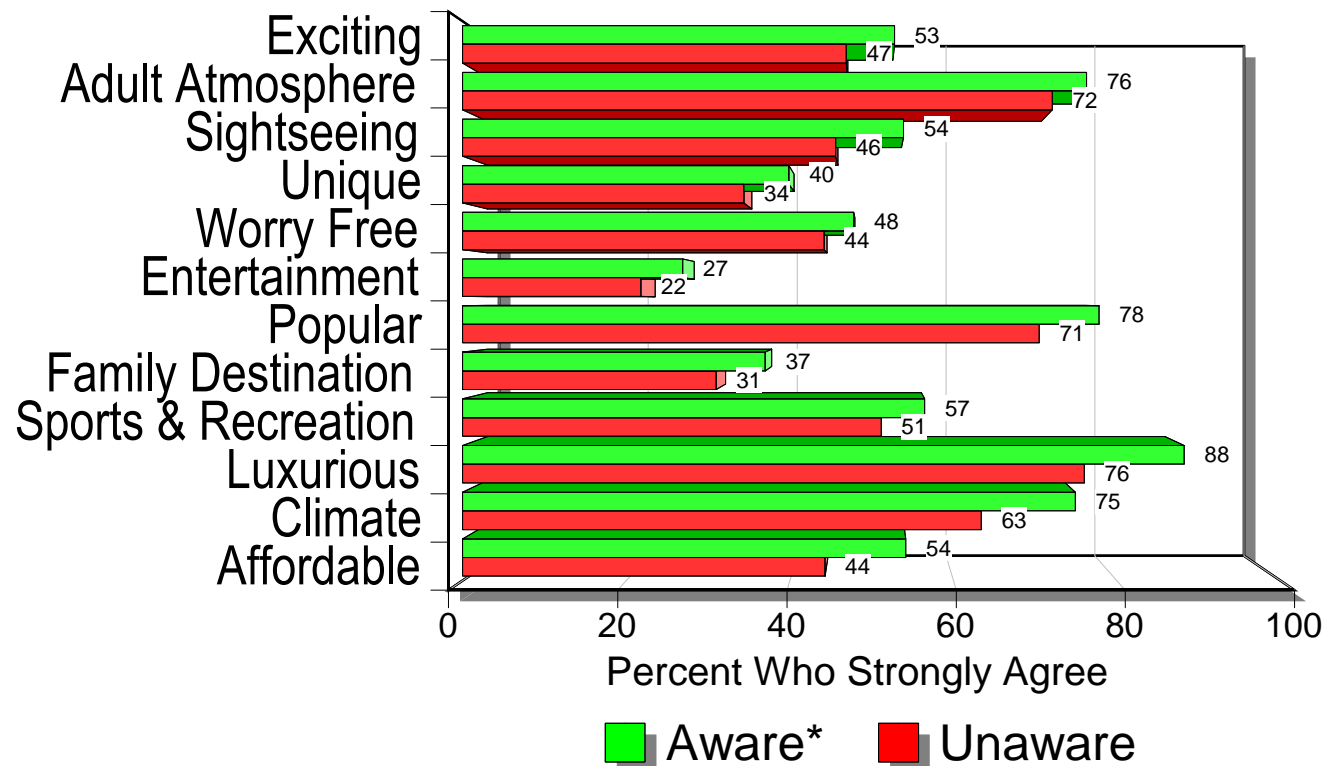
- Longwoods Image/ROI benchmark study demonstrated that:
  - *a campaign that won awards for creative excellence was generating a ZERO ROI*
- Why?
  - *Data driven diagnosis found problems with:*
    - *segment focus*
    - *brand positioning*
    - *messaging*
    - *market and media selection*

# Impact of Vail Campaign on Top of Mind Awareness\*



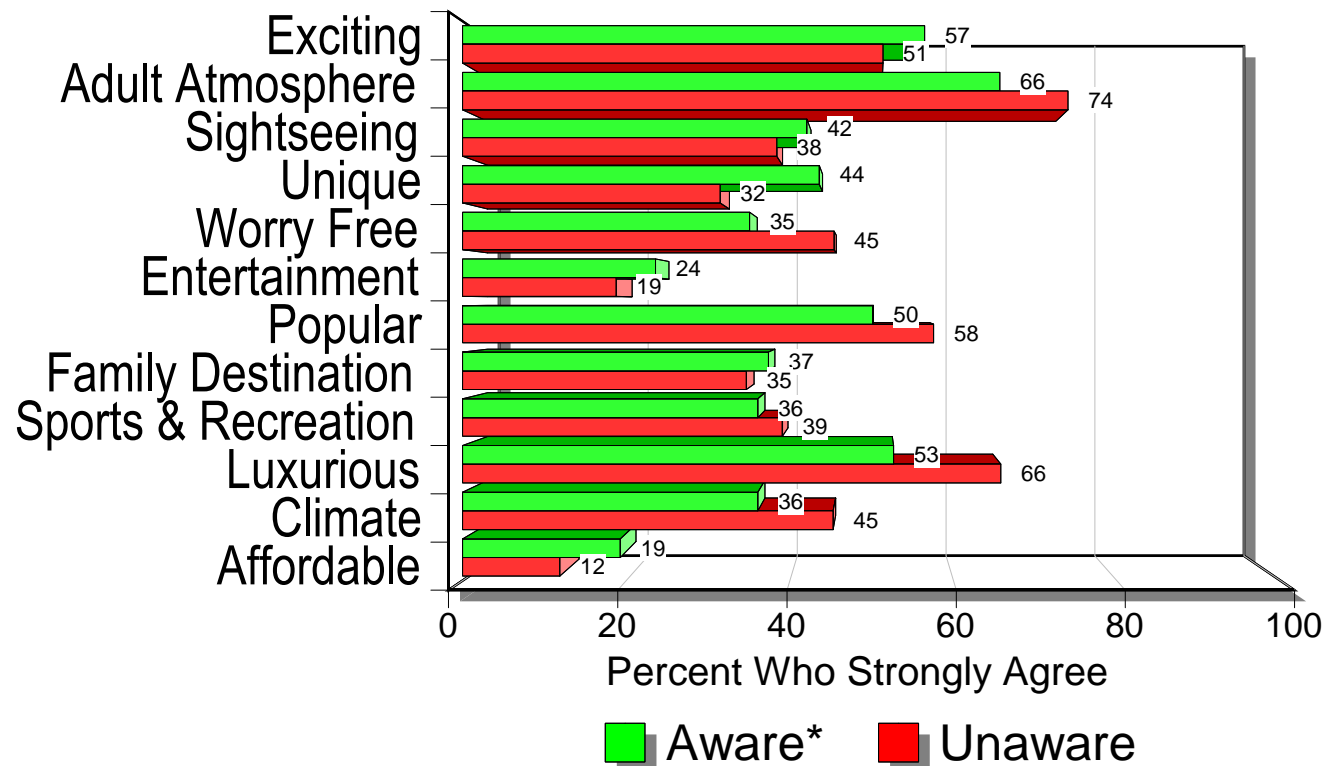
\*Spontaneous mentions of country or mountain resort destinations would enjoy visiting in the summer

# Impact of Advertising on Vail's Image — Front Range



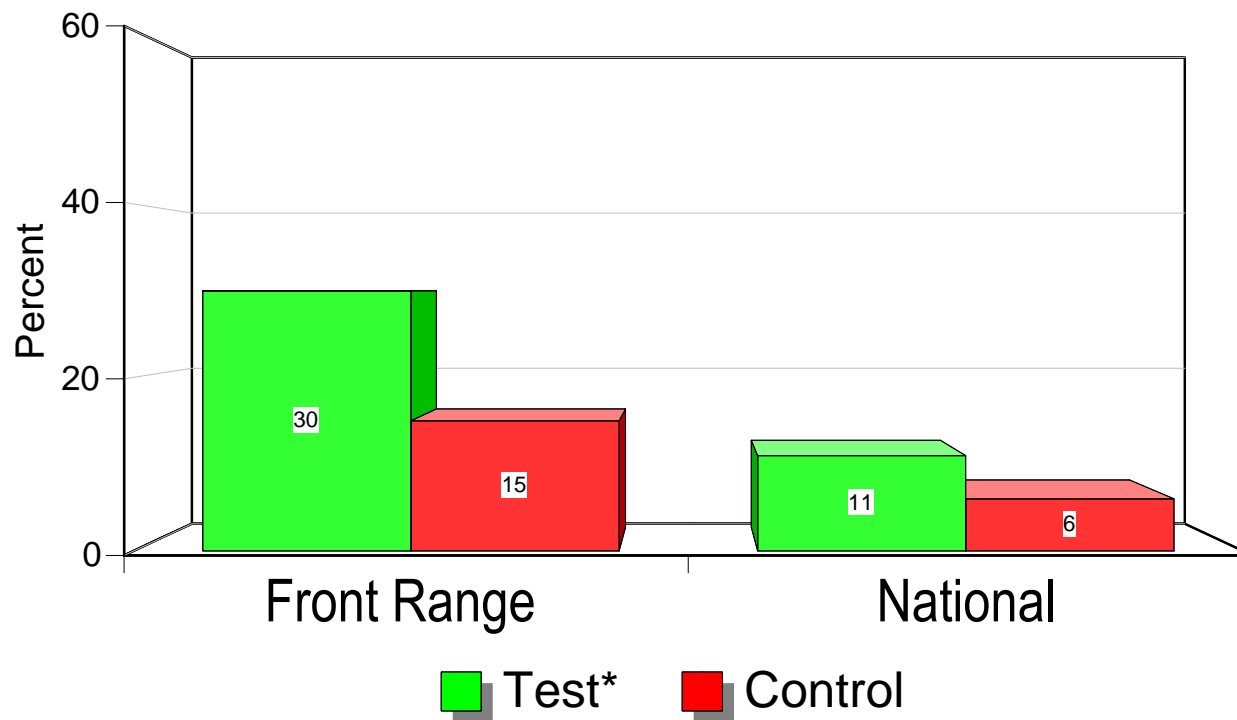
\*Saw at least one ad

# Impact of Advertising on Vail's Image — National Market



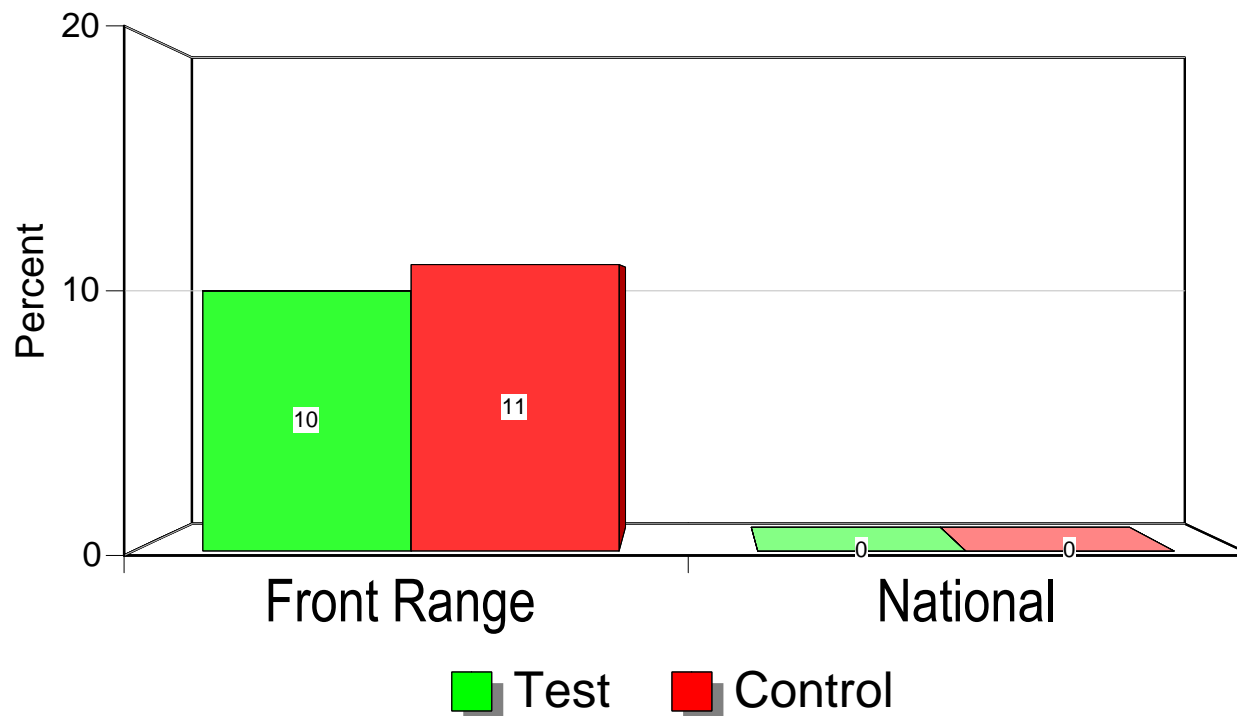
\*Saw at least one ad

# Intend to Visit Vail on a Day or Overnight Pleasure Trip

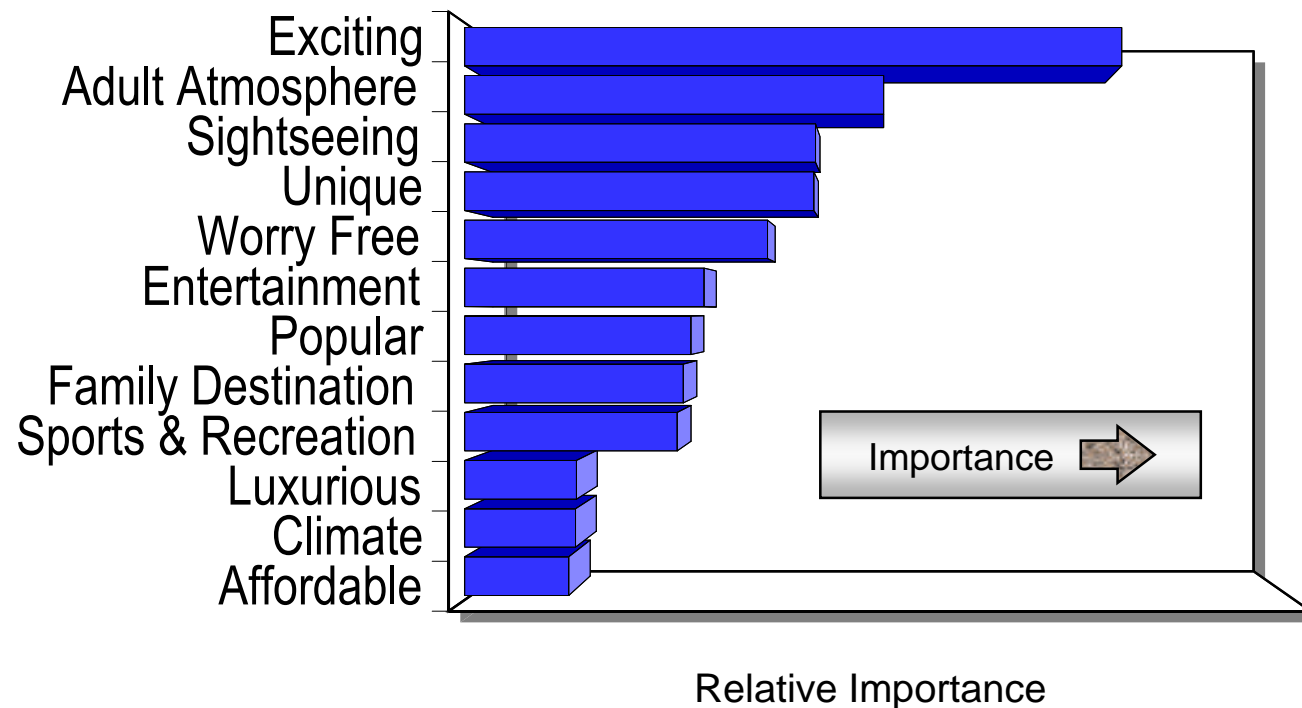




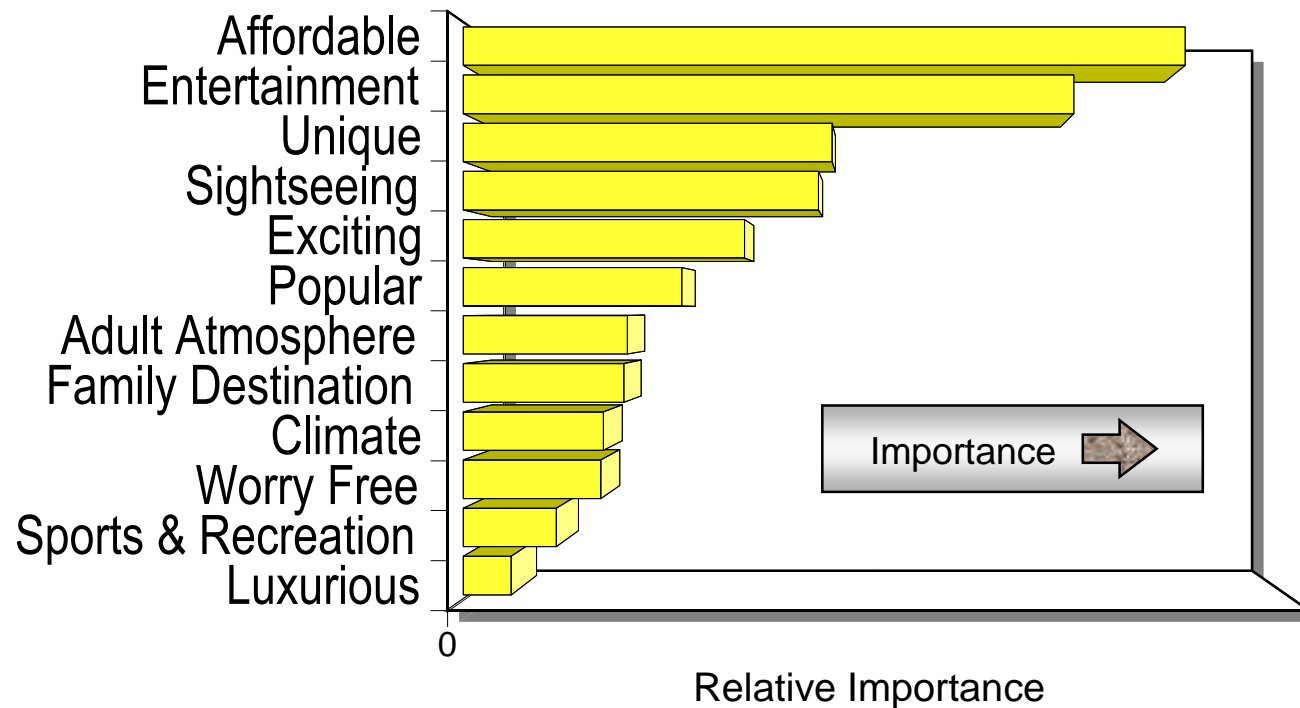
# Visited Vail on a Day or Overnight Pleasure Trip



# Travel Motivators — What's Important in Getting on the Destination Wish List

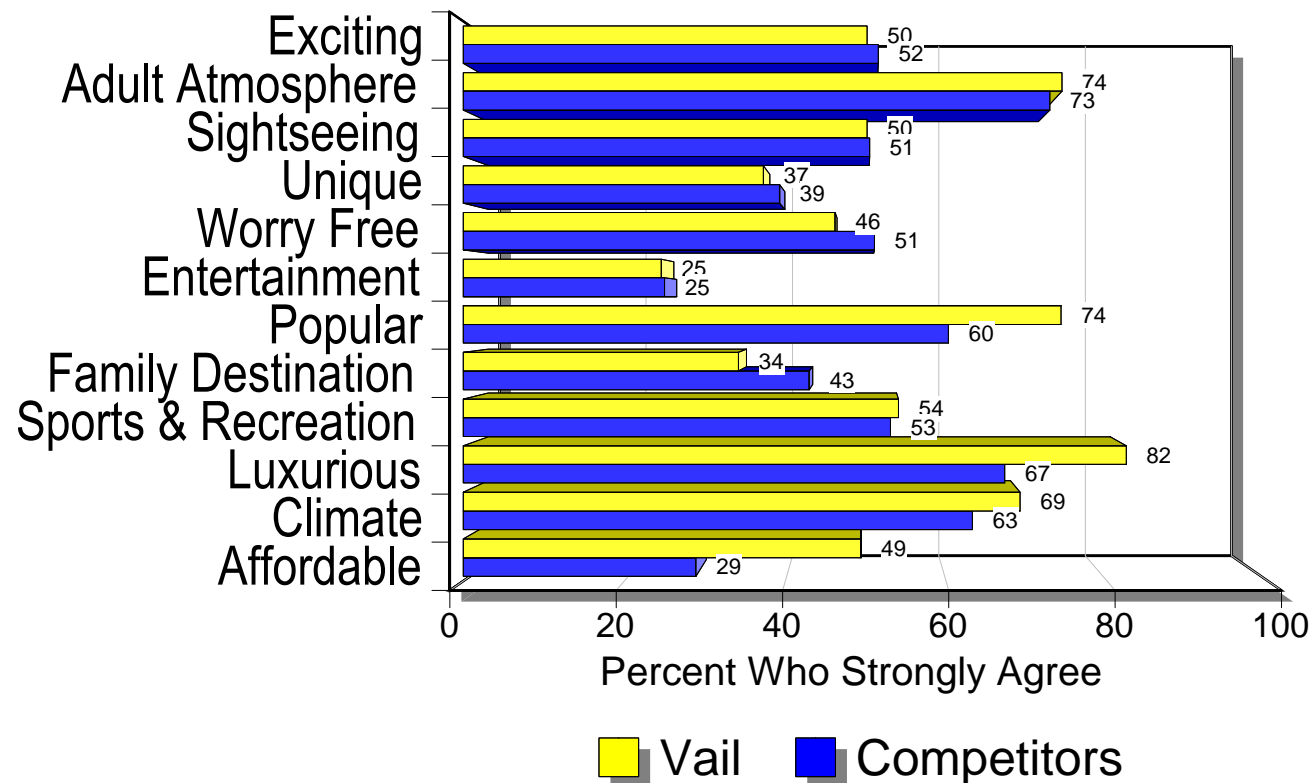


# Closing the Sale



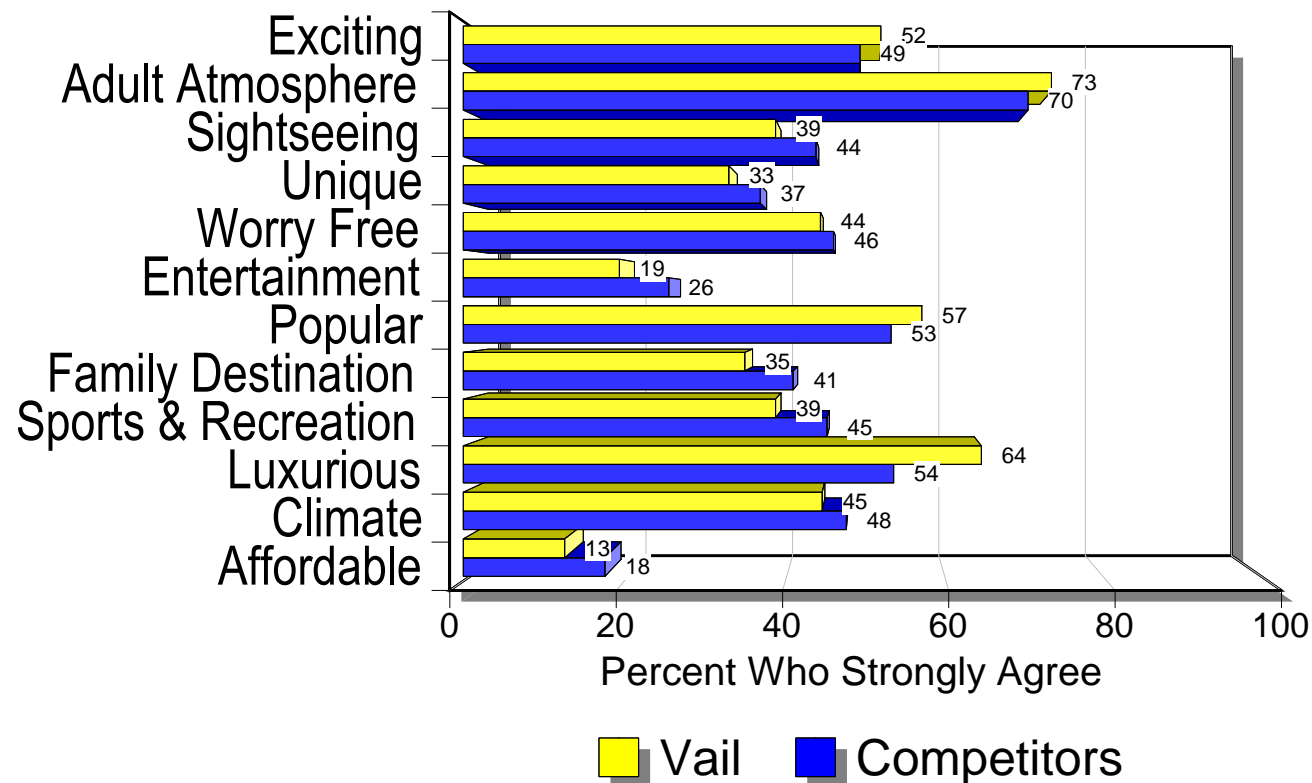
# Vail's Image vs. Competitors\*

## — Front Range



\* Includes Aspen, Jackson Hole, Phoenix/Scottsdale, Steamboat Springs, Lake Tahoe and Lake Placid

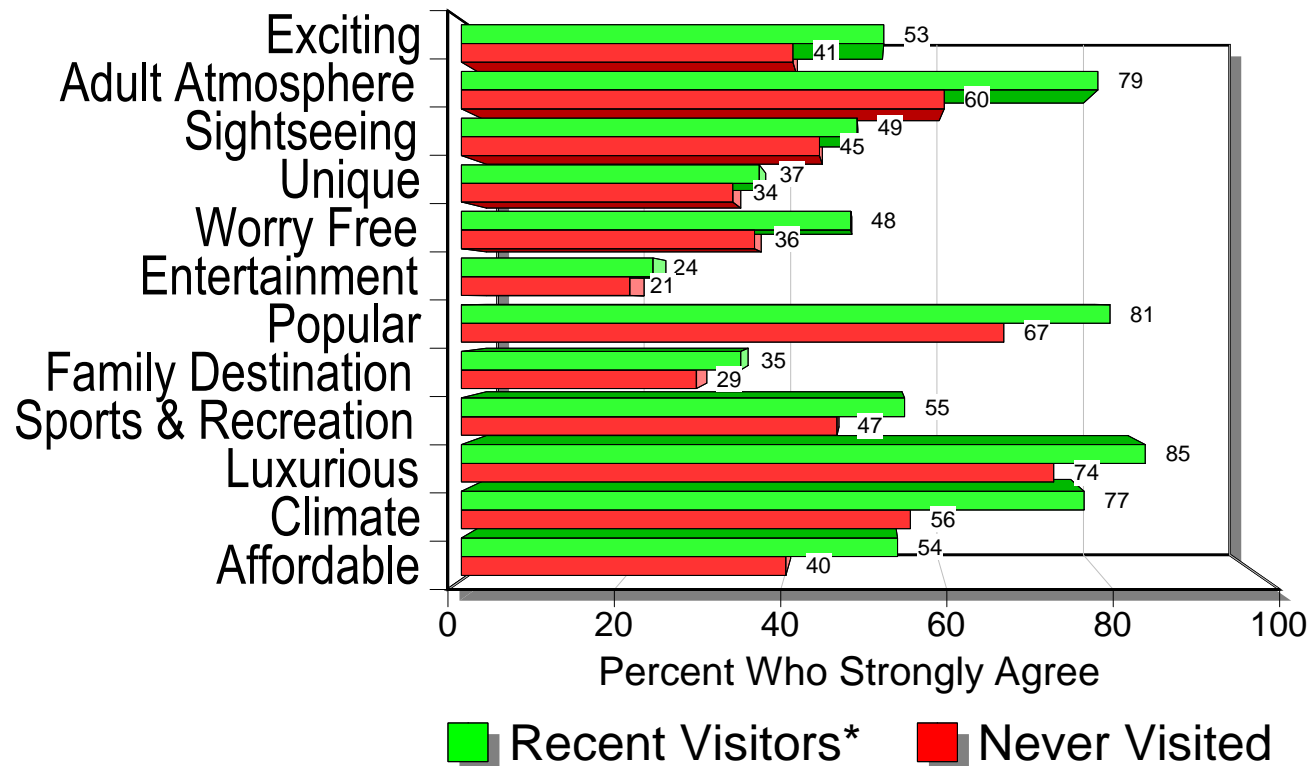
# Vail's Image vs. Competitors\* — National Market



\* Includes Aspen, Jackson Hole, Phoenix/Scottsdale, Steamboat Springs, Lake Tahoe and Lake Placid

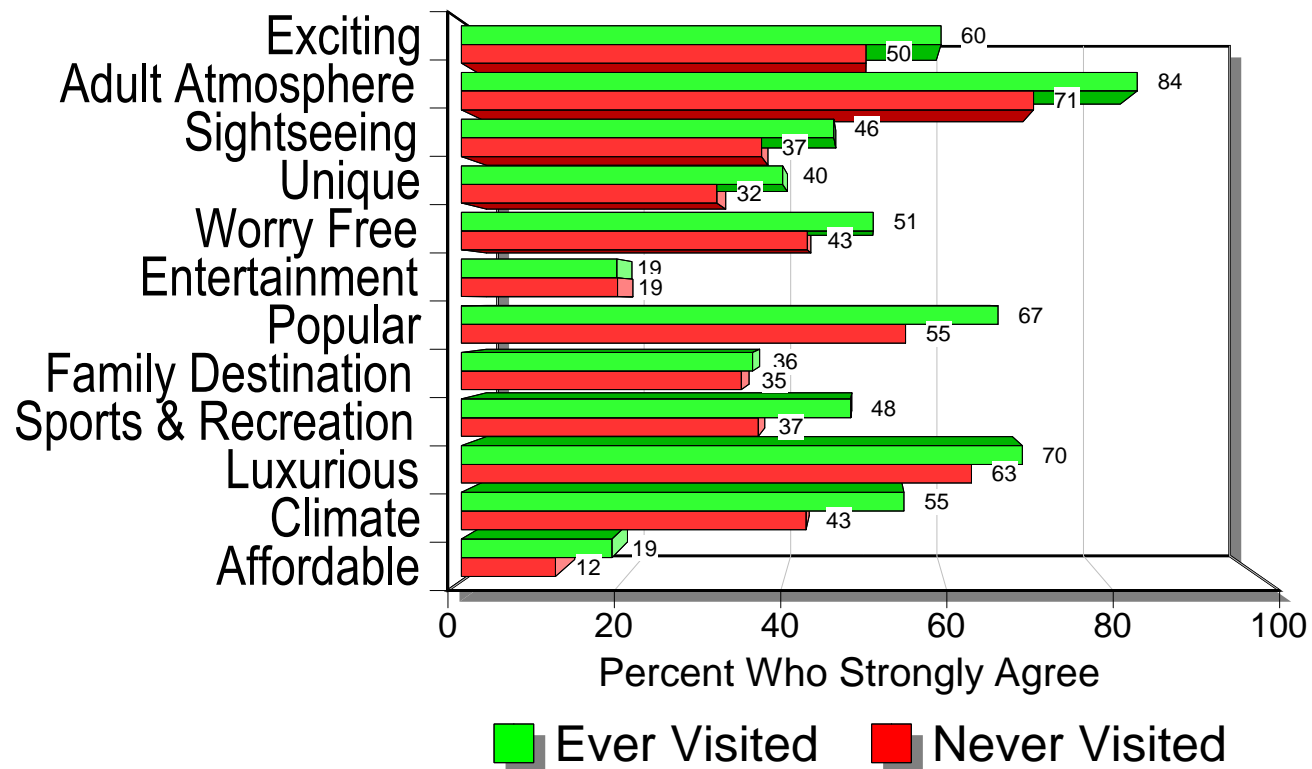


# Vail's Product vs. Image — Front Range



\* Visited in the Past 2 Years

# Vail's Product vs. Image — National



*Application of this data driven  
learning led to dramatic turnaround  
in one year...*

# 1. Refocus Message



- Vail is an upscale mountain **RESORT**, not limited to seasons
  - *Bragging rights*
  - *Fine dining and accommodations*
- Excitement, adventure
- Welcoming
- Wide variety of things to see and do:
  - *Sightseeing*
  - *Special events – culture/arts/sporting*
  - *Incomparable outdoor recreation*

## 2. Rethink Brand Strategy & Creative



- Vail has world-class reputation as a winter ski resort
- But little awareness as a luxury mountain resort in summer
- Need to make the connection in the consumer's mind between summer and winter



# Conclusion



- ◉ Opportunity to close the gap between perception and reality.
- ◉ Align strengths and assets with Travel Motivators & Hot Buttons and Segment specific wants and needs.



# Year One Campaign....



**Think Summer.**

**Think  Vail<sup>®</sup>**



Think Summer.  
Think  Vail.

vailsummer.net  
800.859.3224



Think Summer.  
Think  Vail.

vailsummer.net  
800.859.3224



Think Summer.  
Think  Vail.

vailsummer.net  
800.859.3224





## Think Summer. Think Vail.

Every spring, Colorado's wonderful world-class winter resort magically transforms itself into Colorado's wonderful world-class summer resort.

Let Vail become your headquarters for the ultimate Rocky Mountain experience. Hike a beautiful trail. Fish in a bountiful mountain stream ... or hit your golf ball over it. Spend a relaxing day at the spa, shop unique local boutiques, dine on gourmet food and wine, then enjoy a live concert of dance or music under the stars.

Come to Vail when the days are long and warm. It's a choice your whole family will applaud.

**To learn more, or to book the perfect vacation package, just log on to [vailsummer.net](http://vailsummer.net), or call 1-800-801-9718 ext 11.**



Think Summer.

Think  Vail.



Think Summer.

Think  Vail.



# One Year Later



*\$41 in short term  
incremental sales  
for every dollar spent  
on promotion*

**Fast Forward to  
2004**  
- The Value of  
Partnership  
Marketing/Sponsorships



Think Summer. Think Vail.

Think Summer. Think Vail.

**Think Summer. Think Vail.**

TV: 30 seconds

Video: Man sits on a couch in a therapy session and the doctor conducts a word association exercise.  
SFX: Music up and under

Doctor: Just say the first thing that comes to mind. Chat.  
Marc: Vail

Doctor: Bikini  
Marc: Vail

Doctor: Vidin  
Marc: Vail

Doctor: Forest  
Marc: Vail

Out to Vail Activity Video: Man having exciting vacation.

Music: cranks up

VO: If you're thinking about Summer, Think Vail, Colorado.

Out back to doctor and man:  
Doctor: Internet  
Marc: Think Vail dot com

Sugar: Vail logo, Think Vail.com  
SFX: Logo clicks like a Web site button.



NEW YORK PHILHARMONIC + RAFTING + GONDOLA RIDES + MOUNTAIN BIKING + MINI GOLF + BETTY FORD ALPINE GARDENS +

**APRÈS SKI**

Think Summer. Think Vail.  
www.thinkvail.com

SUMMER EVENTS AND FESTIVALS + DISTINCTIVE SHOPPING + CHAMPIONSHIP GOLF COURSES + FARMERS MARKET + FLY FISHING +



FACE SHOTS...

### Think Summer. Think Vail.

Take your golf game to a new level with the world-class Vail Golf Course. Enjoy summer golf in the Vail Valley with a world-class clubhouse and 108 holes. And you can relax from 10 a.m. to 6 p.m. 900.759.3245

[www.thinkvail.com](http://www.thinkvail.com)

CHAMPIONSHIP GOLF COURSES • NEW YORK PALM HARBOR • MOUNTAIN SKIING • SUMMER EVENTS  
TENTHAI • PINE BLAKE MTS • FLY FISHING • BATTING • TROUSERS • BETTY FISH • ALPINE GARDENS • FARMERS MARKET

### Think Summer. Think Vail.

With over 100 hotels, over 100 restaurants, over 100 trails, over 100 shops, over 100 activities, over 100 scenic views, over 100 miles of hiking, over 100 miles of biking, over 100 miles of skiing, over 100 miles of fishing, over 100 miles of golfing, over 100 miles of shopping, over 100 miles of relaxing, over 100 miles of everything you could ever want in a vacation spot. 900.759.3245

[www.thinkvail.com](http://www.thinkvail.com)

|  |  |  |
|--|--|--|
| <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> |
|--|--|--|

### Think Summer. Think Vail.

Enjoy the best of both worlds with Vail's summer dining. From casual cafes to fine dining, there's something for everyone. 900.759.3245

[www.thinkvail.com](http://www.thinkvail.com)

|  |  |  |  |  |
|--|--|--|--|--|
| <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> | <p><b>DISCOVER VAIL</b></p> <p>Discover the beauty of Vail, Colorado, and the world-class amenities that make it a perfect vacation spot. 900.759.3245</p> |
|--|--|--|--|--|

# Fly to a cool place.

In just two hours, you can be in the central Rockies, enjoying the great outdoors in the summer for a change. Go from the hot streets of Dallas to Vail's 70 degree days and super-low humidity—perfect for hiking, biking and golf. The restaurants, spas, festivals and world-class resorts offer you a warm welcome to a very cool place.

DAILY NON-STOP FLIGHTS FROM DALLAS TO VAIL ON AMERICAN AIRLINES.

## FlyVail summer

[www.flyvailsummer.com](http://www.flyvailsummer.com)

### Think Summer. Think Vail.

Enjoy the best of both worlds with Vail's summer biking. From casual cafes to fine dining, there's something for everyone. 900.759.3245

[www.thinkvail.com](http://www.thinkvail.com)



Think Summer. Think Vail



**COOL AIR**  
Fly Non-stop to Vail, Colorado  
[www.thinkvail.com](http://www.thinkvail.com)

Vail



**THINK MUSIC**  
Think Summer. Think Vail.  
[www.thinkvail.com](http://www.thinkvail.com)

Vail



**THINK COOL**  
Think Summer. Think Vail.  
[www.thinkvail.com](http://www.thinkvail.com)

Vail



**THINK FUN**  
Think Summer. Think Vail.  
[www.thinkvail.com](http://www.thinkvail.com)

Vail



**THINK BIRDIES**  
Think Summer. Think Vail.  
[www.thinkvail.com](http://www.thinkvail.com)



**PRIMA**  
THE WORLD'S BEST MUSIC, THEATRE & DANCE

*Seven Cool Theater Festivals*  
"The best of all theater, music, music film  
and more"  
"Cinderella" David O'Leary  
"42 Hours for 42 Families"  
"Purple Hearts" Curtis  
"The 100" (2010-2011)

*Prima! Vail Valley Arts Festival*  
Release Performance: October  
10:00 PM, 8:00 PM, 5:30 PM  
October 10th  
10:00 PM, 8:00 PM, 5:30 PM, 4:00 PM, 1:00 PM  
Vail Valley Symphony Orchestra  
10:00 PM, 8:00 PM, 5:30 PM, 4:00 PM  
Vail Valley Ballet  
10:00 PM, 8:00 PM, 5:30 PM

*The International Dance Festival*  
International Dance Festival of Colorado  
October 11-12  
Choreographer: Catherine  
Waller  
Music: Bruce Kukler  
October 11-12  
Choreographer: Catherine  
Waller  
Music: Bruce Kukler  
October 11-12  
10:00 PM, 8:00 PM, 5:30 PM

*Vail, Colorado*  
www.primavail.com \* 866-88-PRIMA

INSERT STAPLE HERE

**AWA**  
AMERICAN AIRLINES  
DALLAS VAIL  
SPECIAL TRAVEL PACKAGE  
FOR DSO PATRONS  
DALLAS 8025

**Boarding Pass**

**Vail**  
Think Summer. Think Vail.

This July, the Dallas Symphony Orchestra will once again appear in nature's most magnificent concert hall.

**Fly to a cool place**  
DAILY NONSTOP FLIGHTS TO VAIL, COLORADO ON AMERICAN AIRLINES

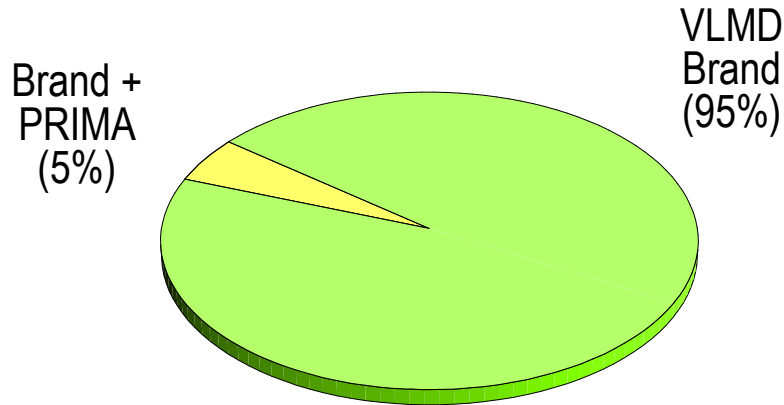
**FlyVail summer**  
www.flyvailsummer.com



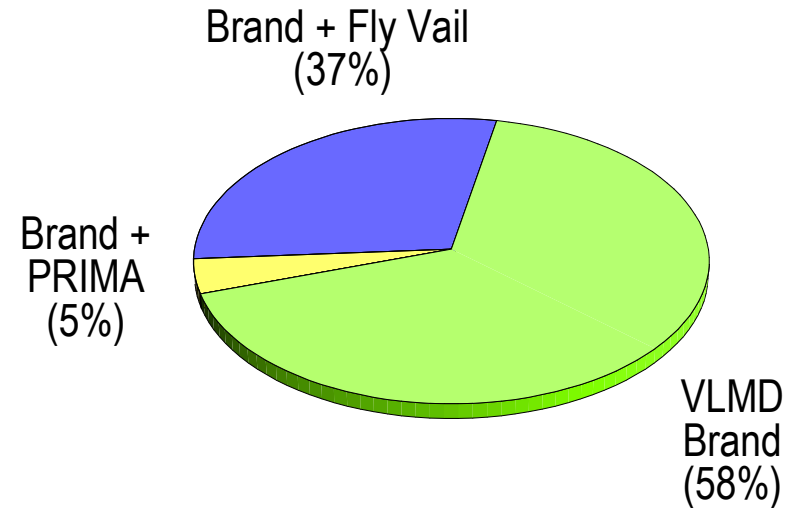
# Incremental Planned Trips Due to Advertising — By Component



## Front Range



## Destination



### Ad Budget:

|                 |     |
|-----------------|-----|
| Vail            | 92% |
| Fly Vail Summer | 5%  |
| PRIMA           | 3%  |

But does the method  
work outside Tourism?

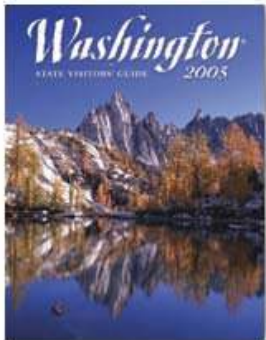
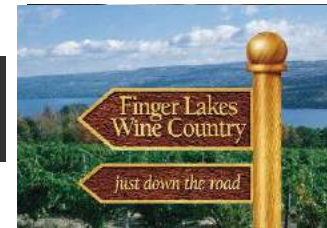


Although Longwoods started  
with Tourism in the 1980's

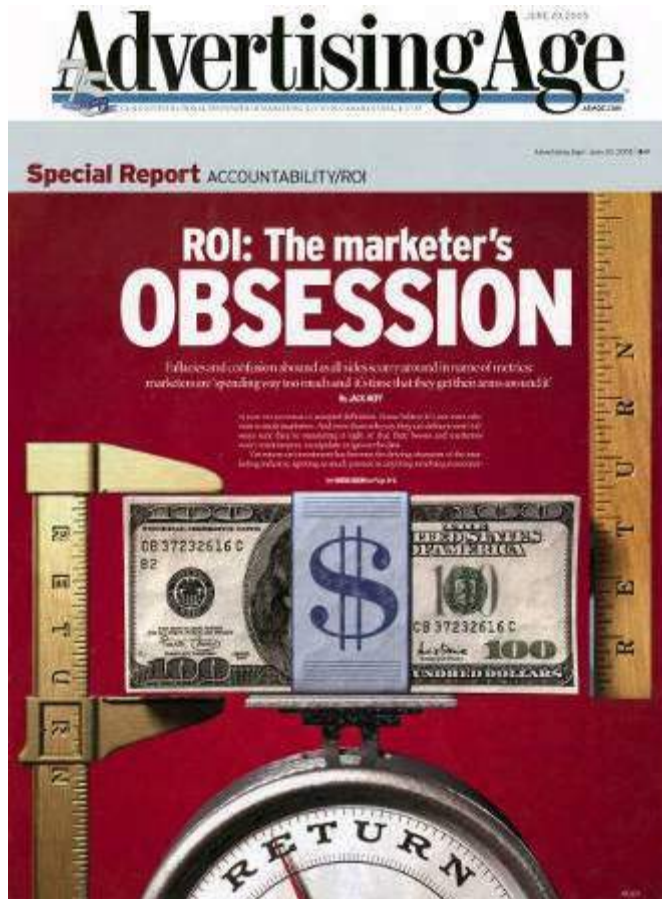


- ◉ *Budget cuts*
- ◉ *Politicians did not believe in value of marketing*

# Sampling of our Tourism Clients



# The Search for ROI Expands...



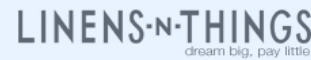
GET MORE DOLLARS FROM YOUR VALUE PROPOSITION

# Marketing

# DESPERATELY SEEKING ROI

# Sampling of Private Sector Brands – 2004 to 2007

Longwoods  
**R.O.EYE**





# Longwoods International



- Methodology refined and validated since 1990
- Intense scrutiny of findings
- Peer awards for best practices

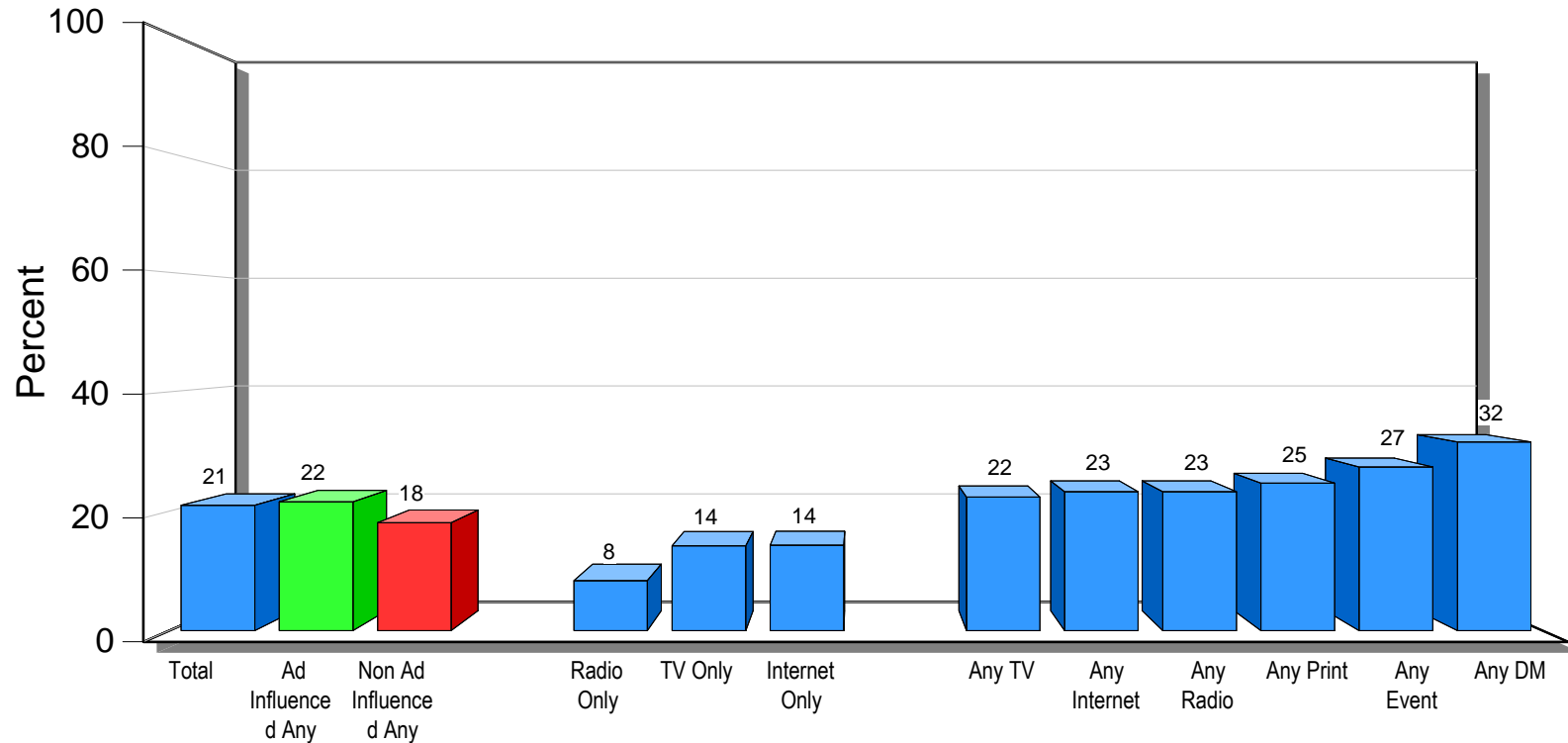
Here are a few Private  
Sector Examples &  
Insights into Channel  
Interaction...

# Impact of Campaign on Overall Image — By Media



Base: Total Respondents

## “Brand Consideration”



# Impact on Brand Image By Media



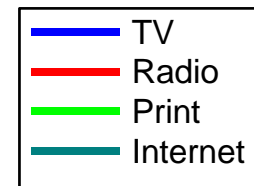
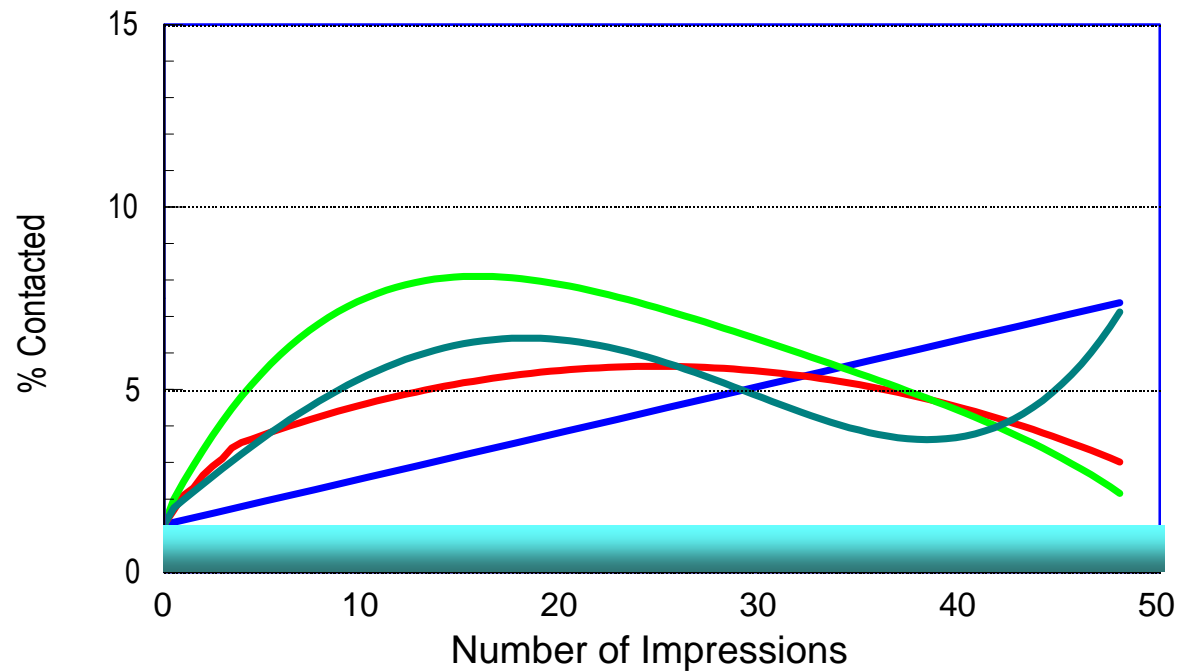
Base: Total Respondents

## Net Difference in % who Strongly Agree Ad Influenced vs. Non Ad Influenced

| <i>Factor</i> | All<br>Media | TV  | Radio | Internet | Print | Events | DM  |
|---------------|--------------|-----|-------|----------|-------|--------|-----|
| Attribute A   | +3           | +4  | +5    | +5       | +6    | +10    | +12 |
| Attribute B   | +6           | +7  | +8    | +8       | +9    | +12    | +15 |
| Attribute C   | +1           | +1  | +2    | +1       | +3    | +8     | +8  |
| Attribute D   | +6           | +7  | +8    | +8       | +9    | +10    | +13 |
| Attribute E   | +10          | +11 | +13   | +13      | +13   | +15    | +17 |
| Attribute F   | +11          | +12 | +13   | +13      | +14   | +15    | +16 |
| Attribute G   | +7           | +8  | +9    | +9       | +10   | +11    | +13 |

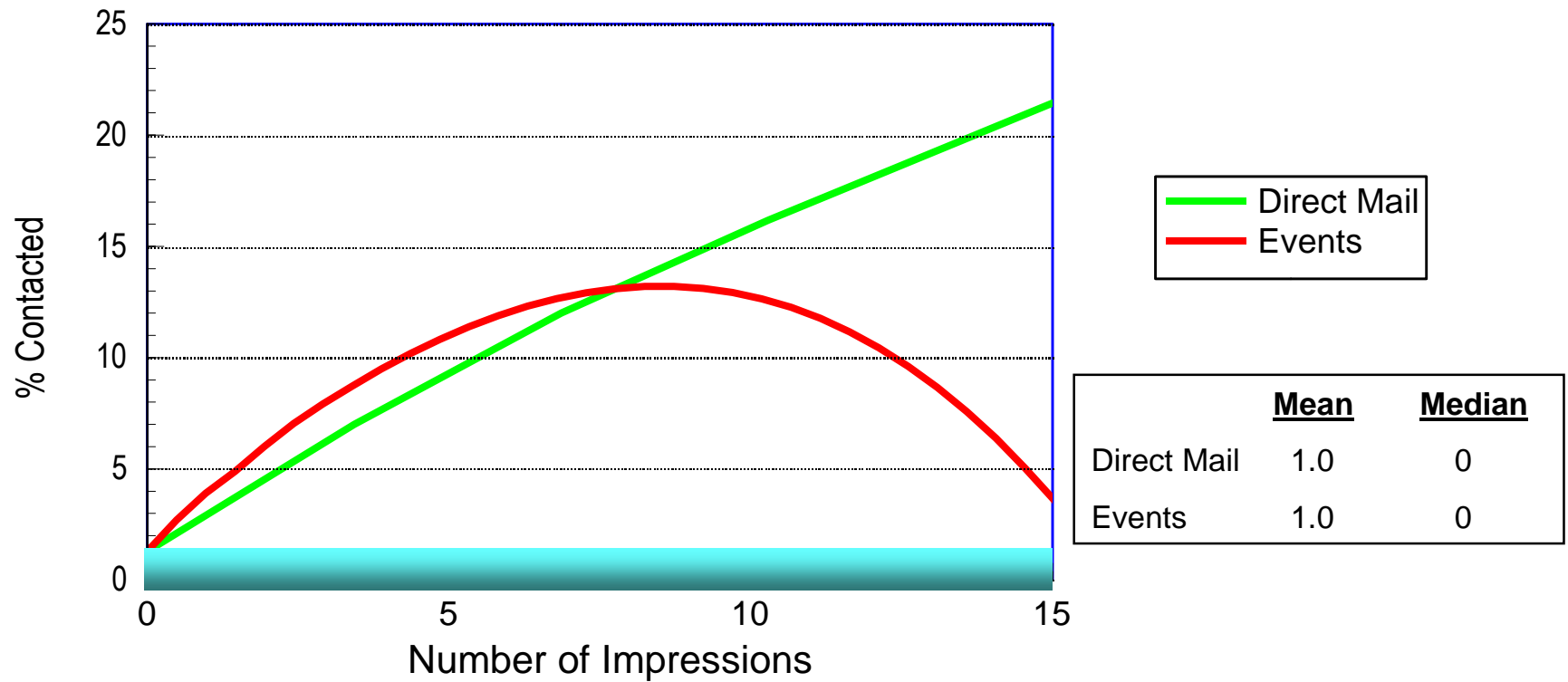


# Impact of Campaign

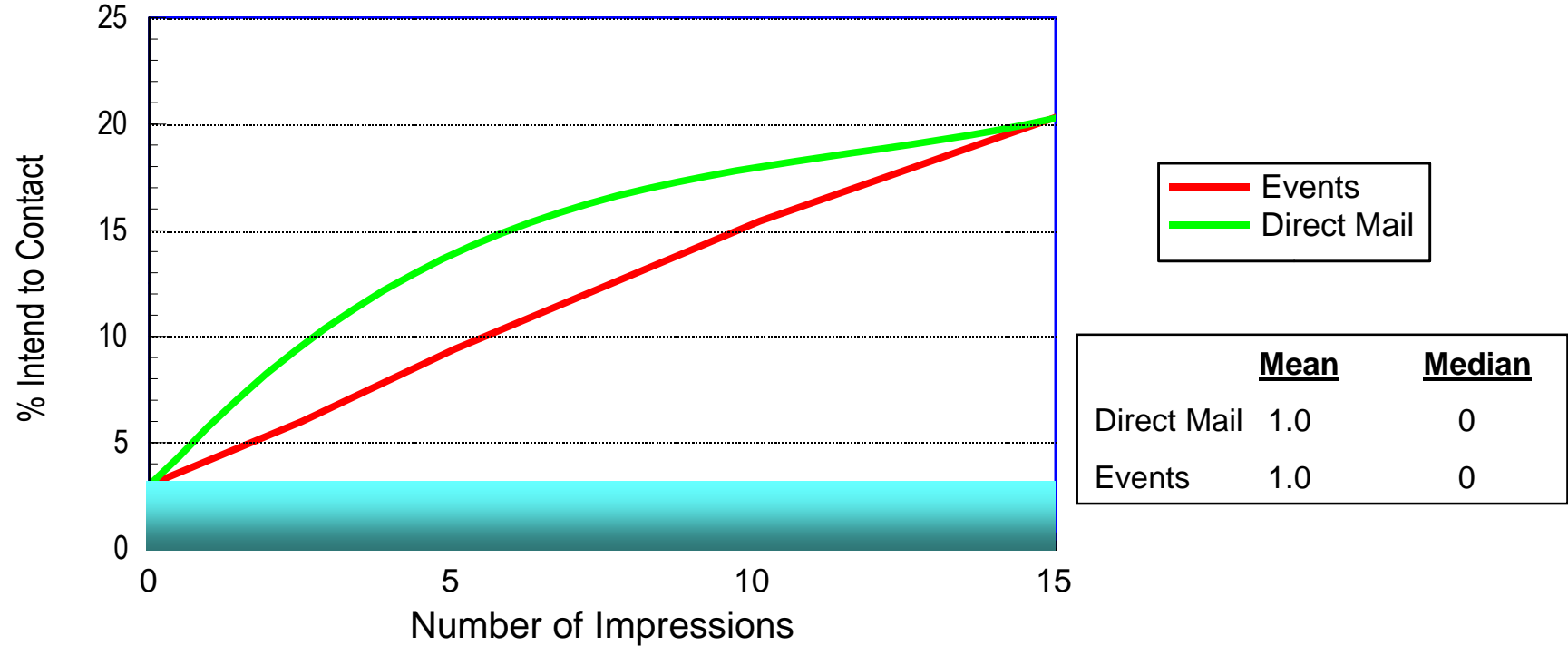


|          | <u>Mean</u> | <u>Median</u> |
|----------|-------------|---------------|
| TV       | 6.0         | 1             |
| Radio    | 5.7         | 1             |
| Print    | 3.6         | 0             |
| Internet | 7.7         | 1             |

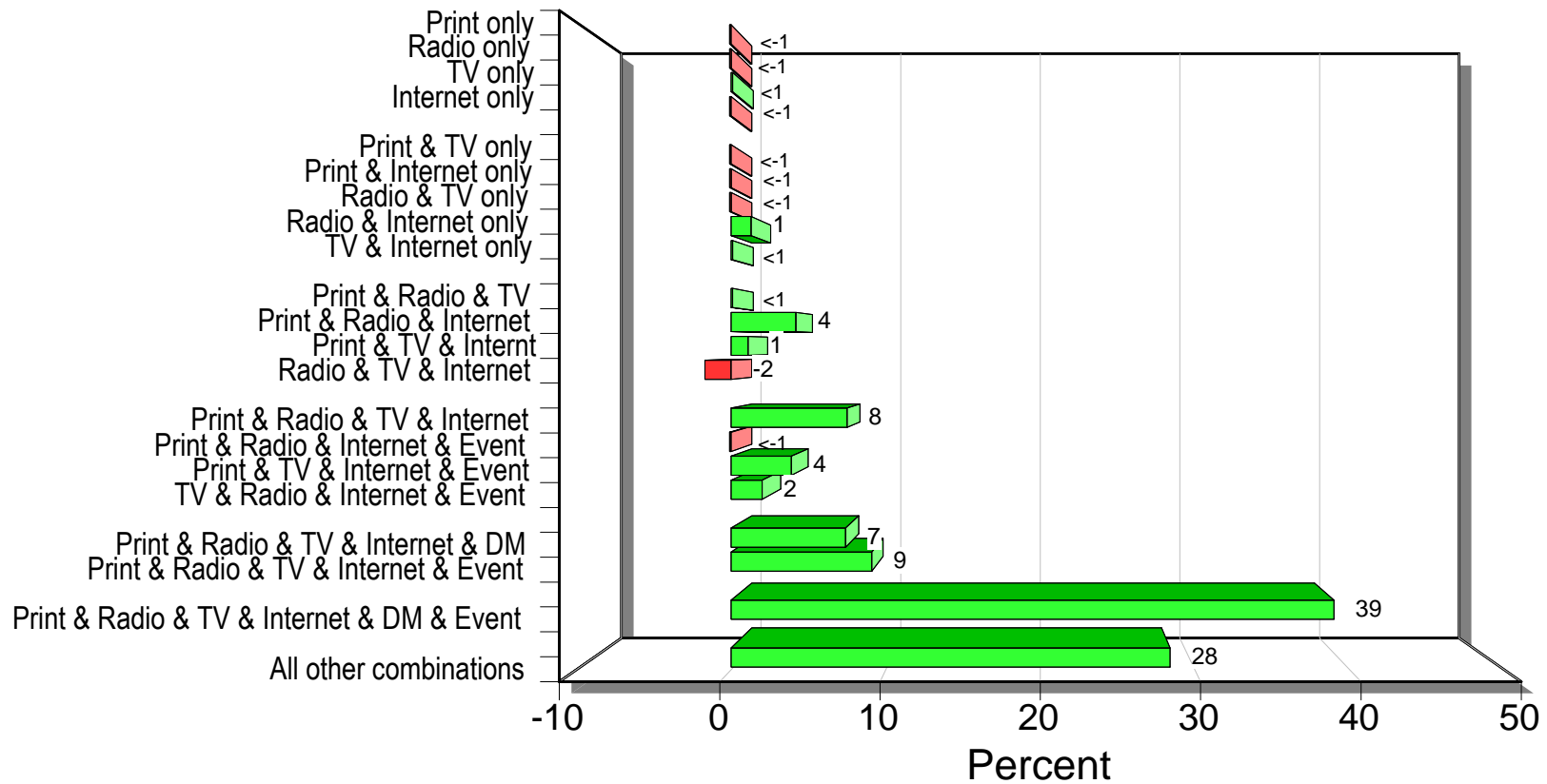
# Impact of Campaign



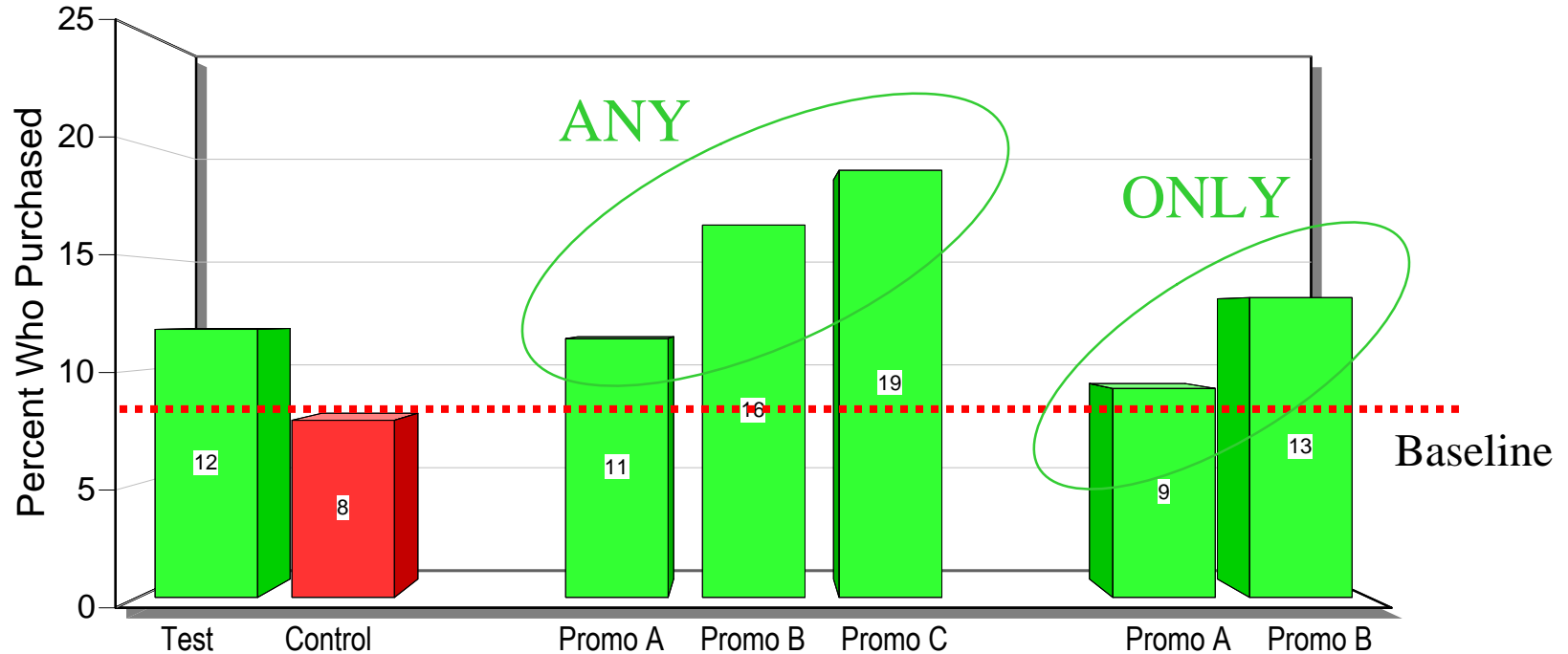
# Impact of Campaign on Intent — Any Time Period



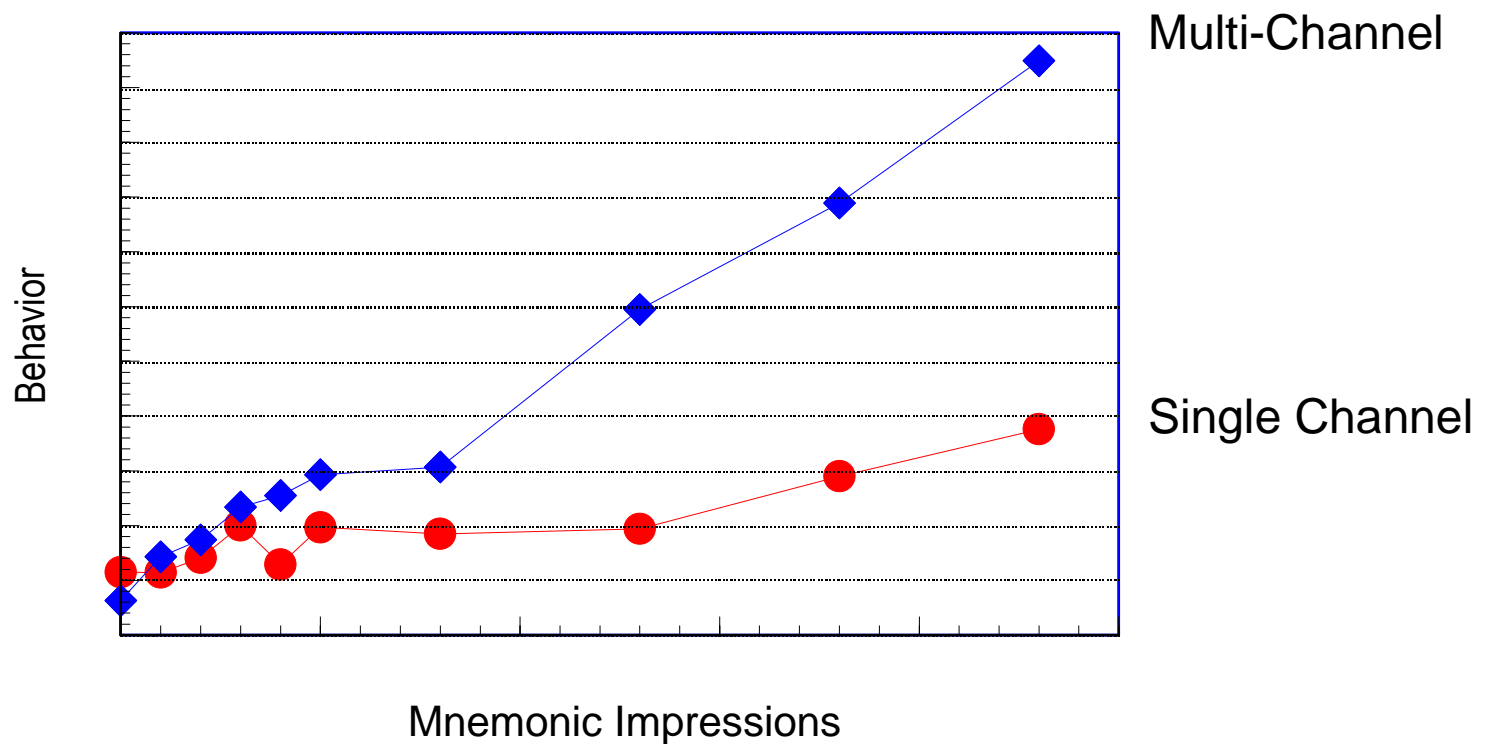
# Contribution to Incremental Enquiries of Media Combinations



# Halo Effect Analysis - Influence of Promotions on Purchase of Other Branded Products – Same Brand



# The Value of Multi-Channel; Brand, Event & Promotional Integration



Longwoods

R.O.EYE™



**Communication insight for the bottom line**