

**CREATIVE  
CAPITAL**

**PLAN BOOK**

**2016**

**México**  
Is What You Make It



KATIE ROBERTSON  
RESEARCH DIRECTOR

DOMINIC BELMONTE  
ACCOUNT MANAGER

HOUA LEE  
CREATIVE DIRECTOR

ILYSSA FRANK  
MEDIA PLANNER

CHRISTIAN BLATNER  
PUBLIC RELATIONS DIRECTOR



# SITUATION ANALYSIS





## Client Background and History

Established in 1999, the Mexico Tourism Board coordinates, develops and operates the country's vast tourism industry. The Board is entrusted to develop strategies that promote tourism for all of Mexico. They promote the nation's hidden natural beauties and local treasures while continuing to attract visitors to beach destinations and activities.

With roughly 50% of their population under the poverty line, the tourism industry is vital to sustaining and growing the economy (1). Tourism not only supports Mexico's cultural and natural attractions, but also helps generate employment and stimulate regional development. Due to a global financial crisis and the outbreak of H1N1, Mexico's Gross Domestic Product (GDP) dropped six percent in 2009 (2). Since then, Mexico Tourism Board has invested \$90 million dollars to bring back the U.S. tourists that it lost.

Recently, the country has been struggling with an overwhelming amount of drug traffic and related violence. In 2013, there were 19 homicides per 100,000 residents compared to the United States' 4.7 (3). This has been very detrimental to the country's global perception and reputation because of the lack of control over media attention.

## Industry Trends

Internationally, the tourism industry is booming. According to the World Tourism Organization, there were 1.057 million international arrivals in 2013 despite global economic challenges and geopolitical changes. Europe remains the most visited region, but all experienced growth above predictions. (4) With the rise of the world economy, and the lowering of flight costs, international travel has increased back to rates larger than before the recession.

Regionally, the Americas increased by 6 million, reaching 169 million tourists for 2013. North America, the largest sub region, came in with 110.1 million arrivals and a 4 % increase. Central America had a 4% increase and 9.2 million visitors. South America also came in with a 3% increase and saw 27.4 million tourists. The Caribbean had 21.2 visitors, with a 2% increase (4).

Within Mexico, tourism is growing at a steady rate since 2009. Traditionally known for breathtaking views and its friendly atmosphere, Mexico also has three new forms of tourism that are starting to emerge. With the strong devotion to its cultural background and natural resource preservation, Mexico has become a top ecological destination. With over 200,000 species, and one of the most diverse climate systems in the world, the variety of natural wonders is much more extensive than other Caribbean destinations (5).

Due to high costs of medical treatment and insurance in the United States, many have turned to destinations within Mexico that are specialized in medical tourism. The country offers highly accredited hospitals and a variety of options for recovery, making it a prime destination for those searching for a place to go for medical needs (6).

Finally, many industry leaders and companies take advantage of the amount of all-inclusive packages and convention centers Mexico has to offer by holding company retreats and conventions at popular destinations.

## Consumer Analysis

According to USA Today, the top five reasons for visiting Mexico are because of its beaches, food, affordability, culture and history. Many tourists come for work trips, social events like weddings, religious reasons and to visit family and friends. Mexico is being promoted as the ideal location for anyone and everything (7). Using Simmons data, we have determined potential prospects for Mexico travelers:

### Mike

- Recent college graduate
- Single
- Sales associate
- Makes \$60k/year
- Lives in Chicago
- Watches ESPN, MTV, HBO

Mike is an outgoing, young, college graduate. Originally from the suburbs of Chicago, Mike is fun-loving and is looking for adventure outside his midwestern home. After graduating from a large Big Ten institution a few years ago, Mike decided to move to the city of Chicago, where he enjoys the vibrant social life of the city and being close to his office. His job pays him \$60,000 per year, which allows him to lead a single lifestyle with a healthy amount of spending cash. Mike enjoys watching ESPN, MTV, and HBO. He and his friends like to go out to dinner and drink on the weekends. Mike is an avid fantasy football player and a dedicated Chicago Cubs fan. He is looking for a fun vacation that mixes his need for adventure and nightlife.

Roger is middle-aged and married with three kids, living in San Diego. Roger graduated from a top-ranked university and accepted a job as a financial advisor right after graduation. While he began earning an entry-level salary, Roger worked his way up to a leadership position at his company and now makes \$125,000 per year. He can often be seen lounging in his arm chair watching ESPN. He also watches movies with his wife on HBO and Starz. The couple loves entertaining and having friends over for cookouts and dinner parties. On many weekends, Roger's family drives to their lake house to use their speedboat and two waverunners.

### Roger

- Late 30s
- Married
- Three kids
- College graduate
- Financial advisor
- Makes \$125k/year
- Lives in San Diego

### Sarah

- Late 20s
- Dating
- College graduate
- Sales manager
- Makes \$100k/year
- Lives in Phoenix
- Watches E!, HBO, MTV

Sarah is in her late 20s. She has been working for the same company since she graduated from University of California, Santa Barbara, and has recently been promoted at a medium-sized marketing firm in Phoenix. Her salary is around \$100,000 per year. Sarah's hobbies include going out with her friends, cooking, reading on the beach and taking photos. She may take a girls weekend with her closest friends to Cancun. But Sarah may also be looking for a more relaxing and romantic vacation with her boyfriend in Cabo San Lucas. Sarah's decisions are often influenced by celebrities, so she watches E! and MTV.

# SITUATION ANALYSIS

## Mary

- Mid 30s
- Married
- Two kids
- Three years of college
- Secretary
- Makes \$50k/year
- Lives in St. Louis

Mary is a mid-30's woman living in St. Louis. Her and her family of four enjoy taking trips together and are looking for something fun and adventurous without the cost of most international trips. Even though she only completed three years of college, she works as a secretary making \$50,000 a year. Like many women her age, she enjoys watching HGTV for home inspiration, and Game of Thrones on HBO to keep up with her husband. On her time off, she enjoys going to museums, taking pictures, and spending weekends at her in-laws lake house with her

Sam, Taylor and Jordan represent a group of seasonal travelers that visit the more popular destinations in Mexico like Cancun or Puerto Vallarta for their spring break trips. They are not making frequent trips to Mexico, but are instead looking for the perfect spring break trip for their lifestyles. The trio has traveled with a group of friends before and there is a possibility this trip could be funded by their parents.

## Sam, Taylor and Jordan

- Group of college students
- Looking for spring break destinations
- 18-22 years old
- Big Ten university
- Engineering majors

## Competitive Analysis

Mexico is the leading outbound destination for US citizens. Over 20 million Americans visit Mexico each year for sunshine, beaches, and cultural assets. Canada also attracted 11.6 million Americans. Rising airfares have plagued Canadian tourism industry as well as the high airport fees and taxes inflating travel prices. Since tourists from the United States enjoy hot climates and beaches, traveling to the Caribbean is easy.

According to Simmons OneView, if you have had any trip to Mexico, you are 332% more likely than the general public to also have had any trip to the Dominican Republic, 397% more likely to have had any trip to the Bahamas and 420% more likely to have had any trip to Jamaica.

|                           | Positives  | Negatives   | Visitors/Year (2013) | Cost/Day |
|---------------------------|--|---|----------------------|----------|
| <b>Mexico</b>             | Natural attractions, Name recognition, Affordability<br>Proximity to U.S., Importance of culture | Water not potable, Burden to travel between cities, Perceptions of drugs and related violence | 23.7 million         | \$60     |
| <b>Dominican Republic</b> | Good weather, Rich in history and landmarks, World class resorts and casinos                     | Language barrier, Prostitution<br>Health and disease issues                                   | 4.6 million          | \$139    |
| <b>Bahamas</b>            | Accept U.S. currency, English-speaking, "Island hopping", Prime scuba-diving locale              | Less all-inclusives, Lower temperatures during winter, Cruise-ship crowds                     | 1.3 million          | \$121    |
| <b>Jamaica</b>            | Natural attractions including rainforests, English-speaking, Water is potable, Eco-tourism       | Unpredictable weather, Unstable economy and low exchange rates, High lodging rates            | 2 million            | \$134    |

Perception of Mexico: Mexico is the most notable vacation option known for all-inclusive resorts, cheaper vacations and a wide range of activities. Many people's conversations and perceptions about Mexico center primarily around its pristine beaches and crystal-clear waters.

Perception of Caribbean destinations: Similar to Mexico, when people think of Caribbean islands, the first things that come to mind are probably beaches and the ocean. These destinations are a little more high-end and probably require a larger budget than Mexico travel.

## Brand Analysis

The Mexico Tourism Board is boasting record breaking numbers of tourists flocking to the white beaches, blue skies, and crystal clear oceans of Mexico's top tourist destinations this past year in early 2014 (8). In fact, according to the US Department of Commerce, Mexico is the top destination for American international tourists with the highest percentage (14.7%) of the market share (9). While this success has given the Mexico Tourism Board great pride in both their country and their tourist experience, it is still important to note that they are among competition. The Bahamas, Jamaica, and the Dominican Republic are all competition for Mexico as a proximate, international, and warm-weather destination. It is clear that these destinations are all in competition primarily because of their proximate location to the United States and because of their similar climates. These destinations each brand themselves and the experiences in their countries differently.

All of these countries and their tourism boards have chosen bright color schemes, brilliant images, and interactive widgets to enhance their online experience, which is their main hub for information. Mexico presents their country in two distinct ways: by destination, and by activity (10). Essentially, Mexico wants to get people to the destinations that they hear about, or already know about. Additionally, the Mexico Tourism Board wants it to be easy for the consumer to search for a specific activity they wish to do but they may not necessarily know or prefer a specific destination. Both the Jamaican Tourism Board (11) and the Bahamian Ministry of Tourism (12) organize their content by activity rather than by destination. This method of organization is much more user friendly for these specific countries. Mexico is blessed with many "household name" destinations such as Cancun, Puerto Vallarta, Cabo San Lucas, etc. that allow for easy recognition of a foreign city. The Bahamas and Jamaica do not have as many "household name" destinations in them, therefore this decision makes sense for these two brands. The Dominican Republic has their online experience organized by destination (13). This decision puts them at a disadvantage to the Mexico Tourism board because they do not have widely-known vacation destinations like Mexico does, which makes this experience harder to use for the consumer.

Mexico is positioned in the market as the all-around premier vacation destination for American tourists looking for a proximate, international, warm-weather vacation. What separates Mexico from the Bahamas, Dominican Republic, and Jamaica is that the possibilities for destinations are endless. Mexico has everything from an urban landscape in Mexico City, to a more beach-driven landscape near the Yucatan Peninsula that leads to a more mountainous landscape in central Mexico. This unique expanse of landscapes provides Mexico with the ultimate tool kit to garner success with American Tourists. We want Mexico to be positioned as not simply a trip but a journey that can be customized to fit any lifestyle (single, married, or family). Mexico is a cut above the traditional Caribbean destination with its expansive food and art culture, its vibrant social life, and relaxing lifestyle all culminating into one truly unique experience. Mexico is not one entity. Mexico is a dream vacation. Mexico is what you make it.

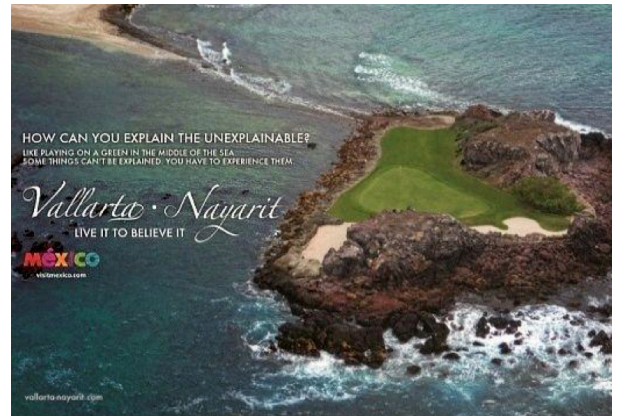
# SITUATION ANALYSIS

## Creative Category Analysis

As of October 2013, the Mexico Tourism Board has selected MSLGroup to carry out its international PR efforts until October of 2015 [14]. Since 2007, Leo Burnett has lead the creative work for the Board [15]. Popular destinations such as Cancun and Los Cabos are outsourced through their own agencies. Due to the outsourcing of multiple agencies, integration and synergy may be difficult to achieve.

The current Mexico Tourism Board logo consists of multiple colors, representative of the many opportunities available to potential visitors. The website is rather unorganized and hard to navigate through, completely out of sync with the rest of its promotional efforts[16].

The current campaign theme "Live It to Believe It" launched in 2013 with an aim to showcase Mexico's rich, diverse and beautiful attractions. The campaign uses visual language designed to create an emotional response. TV advertisements transition through multiple 2 to 3 second wide shots of attractions voiced over by a British female. Print advertisements display a shot of one of Mexico's attractions accompanied with a tagline that correlates with the image. The campaign highlights cities as modern, sophisticated and perfect destinations with endless activities that one can partake in[17].



## Creative Competitor Analysis

Mexico's biggest competitors are the Bahamas, Jamaica and the Dominican Republic. All of the countries boast their rich and beautiful natural attractions, however, have very different creative approaches.

The current campaign theme for Jamaica is "Jamaica – Get All Right," which aims to reinforce that Jamaica is more than just a vacation, but a place where visitors can feel relaxed [19]. The Dominican Republic currently boasts its "Dominican Republic Has It All" campaign, which showcases its most popular destinations on the east coast, as well as its less traveled destinations [20]. The Bahamas' current "Behold" campaign boasts not only its beautiful natural attractions, but also its beautiful people [21].

## Public Opinion

Tourism is fueled by consumer desires and public opinion. With an endless amount of world travel destinations, national tourism boards are in a constant battle to gain and retain a share of the market by differentiating their country from its competitors. Brand image and reputation have arguably the most significant influence on consumer decision-making and opinion. Reputation results from both personal and second-hand experience. Personal experience involves physically travelling to or using products from a country, while second-hand experience includes information about a country retained via word-of-mouth or media communication [22]. In this way, "tourism can be both a precursor to country reputation and a foundation for forming an opinion or attitude toward a country" [22].

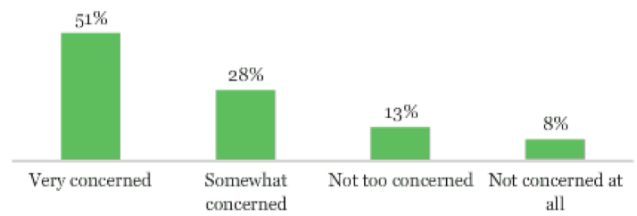


According to a February 2014 survey conducted for the Chicago Council on Global Affairs, Americans' opinion of Mexico is increasingly negative. The survey was taken out of a 100-point scale where 50 points signified a neutral attitude. Those surveyed said their opinion of Mexico was at a record-low 36 points, down from 46 points in 2010 [23]. A Gallup Poll from March 2013 showed similar results, as 49% of respondents had an unfavorable opinion of Mexico compared to 47% with a favorable opinion [24].

One issue affecting Americans' opinion of Mexico involves immigration. A CNN/ORC International poll from July 2013 demonstrated concern with border security. Fifty-one percent of those polled said "the government's focus, when it comes to immigration policy, should be formulating a plan to stop the flow of undocumented immigrants" [25].

Another trepidation Americans have with Mexico is the country's ongoing drug war. Safety is a top priority for travelers, so visiting somewhere with a lot of drug-related violence is unsettling for potential tourists. A 2009 Gallup Poll found that 79% of Americans are concerned about drug violence in Mexico. Fifty-one percent of respondents said they were "very concerned" [26].

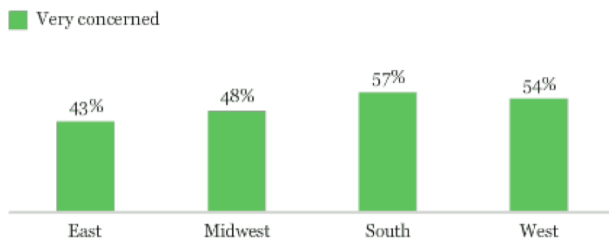
How concerned are you about drug violence in Mexico?



Gallup Poll, April 1-2, 2009

GALLUP POLL

Concern About Drug Violence in Mexico, by Region



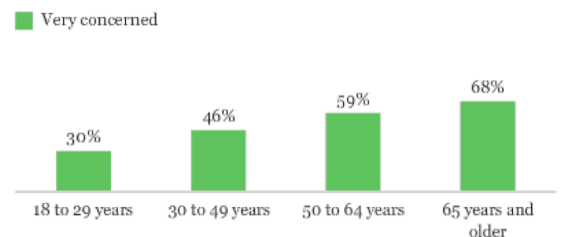
Gallup Poll, April 1-2, 2009

GALLUP POLL

Additionally, Americans are concerned about the possibility of drug violence seeping across the border. Citizens living in the South and West portions of the country—nearest to the border—are most worried. Fifty-seven percent of southern residents and 54% of western residents say they are "very concerned" compared to 43% in the East and 48% in the Midwest [26].

The uneasiness about Mexican drug violence increases with age, as concern rises from 46% among people 30 to 49 years to 59% among people 50 to 64 years to 68% among people 65 years and older [26].

Concern About Drug Violence in Mexico, by Age



Gallup Poll, April 1-2, 2009

GALLUP POLL

The state of the economy also has large implications people's travel decisions. A Gallup Poll from July 2014 highlighted a decrease in consumer spending for travel. While 26% said they are spending more than they did a year ago on travel, 38% say they are spending less on travel than they did last year. The pattern stays true for other discretionary purchases such as dining out and leisure activities, signaling a decline in Americans' willingness to spend extra money on luxuries (27).

# SITUATION ANALYSIS

## Stakeholder Analysis

There many stakeholders involved in travel to Mexico and each player has a unique role in fostering and influencing tourism. Stakeholders have an especially strong interest in the Mexico Tourism Board because they are directly affected by its decisions. In order for stakeholders to profit, Mexico tourism must also profit.

### Transportation (airlines, cruise lines)

- Aeromexico, United, American Airlines, Delta, Southwest, US Airways, etc.
- Carnival Cruise Lines, Holland America Line, Norwegian Cruise Line, Princess Cruises, etc.

### Lodging (hotels, resorts)

- Hilton, Marriott, Radisson, Ramada, Sheraton, Best Western, Quality Inn, etc.
- Sunset Plaza Beach Resort & Spa, Secrets Silversands Riviera Cancun, Sun Palace, Paradisus Playa del Carmen La Perla, etc. [28]

### Travel agencies

- Discovery Mexico, Apple Vacations, Funjet Vacations, Fox World Travel, etc.

### United States government

- Office of Travel and Tourism Industries, Department of State, etc.

### Mexico government

- Mexico Tourism Board, Mexican Secretariat of State, etc.

### Travel websites/blogs

- 12hrs, And North, Jungle in Paris, Travel Teq, Yonder Journal, etc. [29]

## Media Usage Analysis

It is important to determine what kind of media Mexico Tourism Board's consumers are using most frequently. By determining the media habits of our consumers, we will be able to strategically target our potential consumers. In order to determine the media habits of our consumers, we ran various custom reports on Simmons OneView.

The Simmons custom reports analyzed the media habits of people who have traveled to Mexico within the last three years. In regard to magazines, consumers of Mexico travel are most frequently reading magazines sponsored by airlines, such as American Way (American Airlines) and US Airways. A person is 103% more likely than the general population to have taken a trip to Mexico within the last three years if you read American Way. A consumer is also 103% more likely than the general population to have taken a trip to Mexico within the last three years if they read US Airways' magazine as well. Aside from travel magazines, our consumers often read wedding-related magazines. Significantly, a person is 120% more likely than the general population to have taken a trip to Mexico within the last three years if they read Brides magazine.

In order to have a complete understanding of print media usage, we also determined which newspapers our consumers read most frequently. A person is 38% more likely than the general population to have taken a trip to Mexico in the last three years if they read USA Today. Additionally, our consumer is also reading The New York Times and The Wall Street Journal at similar levels as USA Today.

These results display that people who have recently taken a trip to Mexico are reading more travel and wedding themed magazines than sports or fashion themed magazines. They are also reading USA Today most frequently, but also often read The New York Times and The Wall Street Journal. These results will be important to keep in mind as we plan our media strategy in print media.

In addition to print media, we also ran Simmons reports to determine what type of television stations consumers of Mexico travel have been watching in the past week. According to Simmons, consumers of Mexico travel frequently watch ESPN, Showtime, The Travel Channel, E! and HBO. Specifically, a person was 34% more likely than the general population to have taken a recent trip to Mexico if they watch ESPN. Mexico travelers also watch other sports related channels such as the Golf Channel, the MLB Network and the NHL network at similar levels to ESPN. Even though consumers of Mexico travel frequently watch sports channels, they are also watching various entertainment channels such as HBO, Showtime and E! Network. E! Network was watched most frequently of the three and a person was 16% more likely than the general population to have taken a recent trip to Mexico if they watch E! Network.

In regard to early morning news stations, consumers of Mexico travel watch the Early Today news station on NBC more than any other early morning news station. However, most people only watch this station once a week.

This analysis of television stations shows how consumers of Mexico travel are watching more sports and entertainment related TV stations than any other category. This will be important to know when we plan our media strategy because these will most likely be the types of stations we will focus on when advertising on TV.

Currently, Mexico Tourism Board uses a variety of media to reach their potential consumers. Their website is visually appealing and uses a lot of colors and pictures of Mexico. However, the website is full of so much information that makes it seem cluttered. Because of this it can become difficult to find the information you are looking for. In terms of advertisements, Mexico Tourism Board mainly utilizes various forms of print and broadcast media in order to target their consumer.

With all of this information in mind, we will create a synchronized media strategy to target the Mexico Tourism Board's consumers in the most efficient way possible by using a variety of both print and broadcast sources.

# SITUATION ANALYSIS

## SWOT ANALYSIS

|  |  |
|--|--|
| <b>Strengths:</b> <ul style="list-style-type: none"><li>-Wide range of activities</li><li>-Warm hospitality</li><li>-Affordability</li><li>-Culture and history</li></ul>  | <b>Weaknesses:</b> <ul style="list-style-type: none"><li>-Perception of drugs and related violence</li><li>-Health issues</li><li>-Incohesive marketing efforts</li><li>-Language barriers</li></ul> |
| <b>Opportunities:</b> <ul style="list-style-type: none"><li>-Tourism industry growth</li><li>-Reducing and isolating the perception of drug violence</li><li>-Cross marketing and investment with both public and private entities</li></ul> | <b>Threats:</b> <ul style="list-style-type: none"><li>-Economic downturn both globally and domestically</li><li>-Lack of control over media coverage</li></ul>                                       |

### Key Issues and Implications





# CAMPAIGN STRATEGY





## I. Objectives

Based on research conducted by Simmons and via secondary polling sources, Creative Capital has identified that safety and affordability remain crucial in the minds of American tourists in determining their vacation destinations (4).

We intend to address these two issues in their own ways. In regards to safety, it will be our goal to effectively use our public relations team to promote both safe and unsafe destinations so that consumers have all the information regarding the variety of destinations in Mexico so that they can choose where in Mexico is safe for them. We understand that being transparent in regards to safety can be hurtful to certain destinations, however, the ultimate goal is to increase loyalty to the Mexico brand which will be achieved through this. Additionally, by promoting a variety of destinations and lodging options to the consumer we will be able to allow them to find the solution that is most safe for them.

Finally, in regards to cost, we want to make as many people have the opportunity to come to Mexico and not have restrictions solely because of their financial position. We recognize that Mexico travel is not necessarily the cheapest destination that one could travel to, but we do know that when it comes to the international competition and the experience that is provided, Mexico can offer a plethora of options that range from “no-frills” all the way to five-star luxury.

In order to combat these issues, we intend to play the best card we have: variety. Mexico is a unique and varying destination that we believe if showcased properly (in the form of an all-encompassing destination) can be sold to our target consumers.

Ultimately, we want to create a better overall image and impression for Mexico by playing the variety card and allowing the consumer to see that they can choose and customize their Mexico experience. We would love to increase our brand perception by 3% to reach above 50% favorability. Additionally, we would like to see a 1.5% growth in sales revenue as a result of the increased level of favorability.

## II. Target Consumers:

Within the travel industry, targeting repeat customers is essential to success. According to the New York Times, the goal for businesses is to win the “battle” for the repeat customer (5). This includes tactics that personalize experiences and add amenities to make trips memorable and rewarding. The loyal, engaged guests are driving the largest sections of revenue.

## Primary Target:

### Meet Roger!

Roger is a 35 year old father of three. Roger graduated from the University of California - Los Angeles with a degree in Finance, which is where he met his now wife, Laura. After college, Roger accepted a job in San Diego working as a financial advisor for a regional bank. After years of hard work and dedication at this job, he finally received the promotion he was looking for. His new job in leadership provides him a significant salary hike with an annual income of \$125,000. With his promotion, Laura is now able to stay at home with their three kids: James, Jill and Jane. Roger can often be seen lounging around his house in his big arm chair where he is glued to the TV watching ESPN or any channel that has "the game" on. Him and his wife also love to watch movies whether it be on cable or on HBO or Starz. Roger is an entertainer and loves to host people at his house so he can cook for them. Roger is a fun-loving guy who is dedicated to his wife, family and friends and is looking to make his Mexico an experience that can fit all of his many ways to entertain.



Rodger represents what we see as the strongest potential for growth in the market: repeat users. You've already met Roger, but lets delve into the many hats he can wear as a consumer to purchase our product.

### Meet the Hansons!

Roger, husband of Laura, is looking to take his wife and their kids (James, Jill, and Jane) on their annual family vacation. Laura is looking to take her family on a beach vacation where her children can enjoy water sports and the warm weather. When Laura is at the beach with the kids, Roger would like to catch up on his golf game. With more members going on this vacation, Roger is also looking to find a more affordable option for his family. Most likely they will enjoy the comfort and safety of an all-inclusive resort.

### Meet the Boys!

Finally, Roger also is looking to take a trip with his friends. Mexico is a fun-filled destination, and Roger and his boys are looking to take advantage of that. Roger's friends are not all as financially sound as Roger is, so they are looking to enjoy a vacation of fun but also at a moderate cost. The boys love to golf and would like the opportunity to gamble as well. Additionally, having bars at their hotel for fun nights would be something they would enjoy. Rogers friend's are very similar to him, they love sports and love to watch TV and entertain. They all met at college and they all now live in the local Southern California area. They only take these vacations every once in a while, so they really want to make it unique and enjoyable for everyone.

# CAMPAIGN STRATEGY

## III. Strategies

### Competitive Advantage

Mexico is a unique tourist destination primarily for three reasons to the United States. First and foremost, as mentioned earlier and frequently, Mexico is often looked at as an affordable option for traveling. One specific cause of the affordability in Mexico versus American tourist destinations such as Florida and California as well as less visited Caribbean destinations is the variety of lodging options in Mexico such as hotels, resorts and condos, among others. According to the 2013 Hotel Price Index, the Bahamas is fifth on the list of countries that travelers pay the most per night for hotels. Hotels in Paradise Island, Bahamas, cost roughly \$406 dollars per night, while hotels in Riviera Maya, the most expensive Mexican destination, only rounds in at \$226 dollars (7). The relatively large size of options in the lodging market in Mexico allow for there to be a massive range of choices from the "No-Frills" vacation all the way through to a premium five-star experience. A unique aspect to Mexico as well is the number of "all-inclusive resorts." According to Le Beach Club (an all-inclusive vacation club), Mexico has an overwhelmingly large portion of the world's all-inclusive resorts especially compared to the Bahamas, Jamaica, and Dominican Republic (8). Essentially, an all-inclusive is resort that has everything included in the pricing of lodging (food, drinks, activities). This specific option provides its own benefits such as the convenience of not needing to carry cash, and the ability to never leave the property of the hotel which many families prefer for ease of transportation.

Pricing goes hand in hand with the second advantage to Mexico: its variety in destinations. Much like the variety in lodging options, there is an equal amount of variety in the places to travel in Mexico. As said earlier, Mexico is what you make it. As a tourist you have the option to have the tranquil beach vacation that you have been looking forward to all year, but you also can take the thrill-seeking eco-tourist vacation that is truly one-of-a-kind as well. Our organization has recognized 52 cities throughout the entire country as focus cities for tourists to travel to. There is not a single competitor in our market that can compete with that size of a variety in destinations. Ultimately, we are proud to offer consumers an entire country of travel options ranging from large metropolitan cities such as Mexico City, to beach destinations such as Acapulco, all the way to historic UNESCO World Heritage Sites such as Tulum near Cancun.

Map of the Travel Destinations in Mexico (9)



Map of UNESCO World Heritage Sites across Mexico (10)





Finally, our competitive advantage lies in the convenience of travel to our destination. We have concluded via Simmons, that Mexico is most popular among people who live in the Southwest and Pacific of the United States, which is because of the proximity of Mexico to that portion of the country. While many will argue that destinations such as the Dominican Republic and Jamaica are equally proximate to the East Coast of the United States, what they neglect to address is the convenience factor to the target. Therefore, we must look at how convenient flying is from the target area. According to Airport Guide, there are 196 registered airports in Mexico, 67 in the Bahamas, 38 in the Dominican Republic and 18 in Jamaica (9). Given Mexico's size it is no surprise that it is easy to travel to with a large variety of airports. Compared to our competition we have a hands down advantage in the Pacific and Southwest. According to Budget Travel, not a single flight runs direct from Los Angeles (the largest airport in our target region) to one of the countries in our competition (10). Essentially, the number of airports and the size of the airports in Mexico allow for more direct flights which make travel easier for the consumer.

## B. Unique Selling Proposition

When Mexico's competitors, the Dominican Republic, Bahamas and Jamaica sell themselves on being exclusive, luxury, unique opportunities to excite consumers, we will sell them more than that.

Mexico has exclusive, luxurious destinations similar to those in our competitors countries, however, we also have a rich culture that is expressed in a significantly larger variety of locations both small and large. We will sell people on the unique balance that exists in Mexico between culture, excitement, affordability and, of course, relaxation from the variety of beaches and activities that can meet any consumers interests.

## C. Positioning

Mexico is positioned in the market as providing:

- An all-encompassing vacation destination from beaches to forests and mountains to metropolitan cities
- Not just a vacation, but also a journey that can be completely customized to fit the needs of the consumer (lifestyle, budget and goal of the vacation)
- An experience that is a cut above the competition because it brings together the unique culture of Mexico along with the best destinations for both beaches and cities.

The Mexico Tourism Board's main goal is to put the plethora of activities, lodging options, and ultimately destinations at the hands of the consumer, so that consumers can create their own unique Mexican journey.

## D. The Mexico Tourism Board Brand Name

The best way to begin to explain what our brand can offer and bring to the market is with a metaphor. When someone needs to go shopping to get clothes, but then they also need to get electronics and not to mention they also need to get a new set of dishes for their home, what do they do? Do they drive around to three separate stores? Or do they go to a shopping mall? We believe the latter holds true. Now, lets think about vacations. If someone wants to go to the beach with their family, but also wants to enjoy world class cuisine, but is also maybe looking to try something more adventurous like zip lining, what do they do?

# CAMPAIGN STRATEGY

They do not travel to three separate places, they simply plan their next trip to Mexico.

The ability for the Mexico Tourism board to sell a vacation that can fill any facet of a journey for the consumer is what we are proud of. Mexico is not a “cookie cutter” brand. Mexico is what you as the consumer make it. We want to be the organization that can present all these unique options to the consumer and allow them to make the vacation that best suits their needs.

## IV. Scope

A. Creative Capital will use a pulsing timing strategy in order to advertise in the most efficient way possible. This will involve increasing advertising efforts during certain periods and decreasing them during others. Our pulsing strategy will revolve around the Mexico’s high seasons as well as the times in which people typically begin to start planning vacations. As the vacation planning timeframe begins, we will increase our advertising in order to increase the likelihood that our audience will encounter our message.

## B. Seasonal Strategies:

In regard to seasonal strategies, Mexico has two prime seasons that will influence desire to travel to Mexico. According to the Frommer’s travel guidebook, Mexico’s high season begins around the week of Christmas and continues through New Years until Easter time in April. After Easter, Mexico experiences a low season that continues until December (11). During this time, prices often drop due to the decrease in people traveling to Mexico. It is important for the Mexico Tourism Board to keep this in mind, as it will help us to time when our campaign season is.

## C. Timing:

Taking Mexico’s high seasons into consideration, Mexico Tourism Board’s campaign will begin in August in order to provide ample time for people to book vacations during the first high season in December. According to a study done by CheapAir in 2014, the best time to book an international flight to Mexico is about 3 months in advance (12). Because of this, we will begin our first pulse of advertising in August and it will continue until November. Our second pulse of advertising will begin in January and continue until March. This pulse is aimed at providing ample advertising for when people are booking spring vacations. We will advertise year round, but we will focus even more attention on this specific timeframe as it correlates with frequent travel times.

In regards to time of the day we will advertise online from 11 a.m. and 2 p.m. each day. This decision is based off of a 2013 survey that found that online advertisements’ click-through-rates were highest during this time. The click-through-rates also peaked on Fridays and dropped the most on Wednesdays. Therefore, we will advertise all days of the week, but focus a little more on Friday and slightly less on Wednesday (13). In regard to television advertisements, we will focus more of our attention on advertising in the evenings each day of the week. This is because we believe this is when our consumers will be watching television the most because it is after work hours.

#### D. Geographic:

Geographically, we will target the nation as a whole. However, we will focus on our target market in the Southwest and Pacific areas of the United States. According to our research, people from the Southwest and Pacific regions traveled more to Mexico in the past three years than any other part of the country. Therefore, we will be specifically targeting the people in these geographic areas and placing more focus on them as a target.

#### V. Media Mix

Creative Capital will focus Mexico Tourism Board's media efforts heavily on the Internet. According to Simmons data, the target audience is more likely than the national population to use the Internet at home or work in the last seven days. Our target audience also is more likely than the national population to use the Internet to make travel plans and reservations. Because of this, we will focus a lot of advertising efforts on Internet advertisements on various websites. Specifically, we will focus on various news and sports websites, as our target tends to use these sites most frequently. For example, we found that men who make a salary within our target range are 76% more likely than the national population to use ESPN.com.

Even though we will focus a lot of our advertising efforts on the Internet, we will also advertise in other mediums such as:

##### Television:

Overall, we will allocate about 30% of our media budget on television advertisements. We will focus more our television advertising efforts on cable television services, as our target is more likely to watch cable stations than network stations. Once again, sports stations are very popular for our target as well as various news channels such as CNN and Fox News. In fact, a male in our target age group is over 50% more likely than the national population to watch ESPN.

##### Magazines:

In terms of magazines, our target is more likely than the national population to read or look into various airline sponsored magazines. Because of this, we will advertise in various airline sponsored magazines such as *American Way*, *Sky* and *US Airways*. In addition to airline sponsored magazines, our target also tends to read *Forbes*, *ESPN*, *Sports Illustrated*, *Travel and Leisure* and *Maxim*. Overall, we will allocate only about 5% of our budget to magazine advertisements as our audience is more likely to watch television than read magazines.

##### Radio:

Creative Capital will also allocate about 5% of our budget to advertising on the radio. We plan to advertise on the radio during the morning and evening drive hours, in order to reach our audience during the times in which they are most likely in the car driving to work. We will focus our advertising efforts on the radio on stations our target audience is most likely to listen to based on their location and interests.

# CAMPAIGN STRATEGY

## Social Media:

We will allocate about 10% of our budget to advertise on various social media websites, as our target age group is 28% more likely than the national population to use social media. The social media websites our target uses most include Facebook and Twitter so we will focus our social media advertising efforts on these two websites. In addition, we will utilize Instagram to feature the beautiful and picturesque scenery of Mexico. Each of these mediums will allow for the Mexico Tourism Board to springboard its public relations and promotional campaigns.

## VI. Message Strategy

Creative Capital's ultimate goal in this campaign is to continue growing the Mexico brand and convey to consumers the notion of "My Mexico". We want to excite the consumers with the plethora of photo options in lodging, activities and, most importantly, destinations. Then, the consumer can visualize the many options that they too can take part of. Brilliant photography showcases all Mexico has to offer so that consumers can see the unique options Mexico has to offer. We want to use exciting media such as public installations as well as static media to portray these options in a simple way for consumers.

Our message will be highlighted by two slogans that will be featured on a combination of mediums through our advertisements. First, to excite people about the variety of options in Mexico we want to use "Mexico is what you make it." The rationale behind this is that our consumers are our biggest fans and that is because they love the ability to make Mexico a unique experience for them with all of the variety in activities, lodging, and destinations. Secondly, we will begin releasing ads portraying our "My Mexico" tagline. The My Mexico experience allows consumers to see specific options that consumers have made in Mexico. We intend to use a combination of unique experiences directly from our consumers, as well as ones created by the client. The rationale is that despite the flurry of activities some consumers may want direction in their journey to Mexico, and it is our pleasure to provide that direction with the My Mexico advertisements.

In the end, we hope to use these ads to excite the target consumers to plan their completely unique and customized vacation to Mexico. We want our target consumers to create their Mexico and see what they can make out of it.

## VII. Creative Brief

Mexico's selling proposition emphasizes the diversity of activities that are available to its visitors. Our creative goal is to highlight Mexico as more than just beautiful beaches.

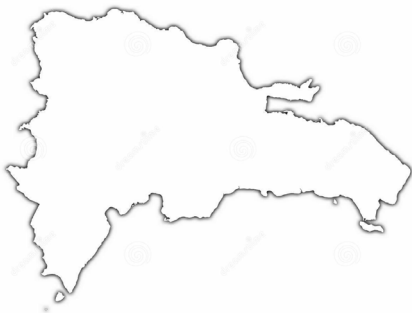
## Creative Summary:

The slogan for the campaign will be "Mexico Is What You Make It." This slogan serves to highlight the abundance of opportunities available in Mexico. From the Mayan ruins to the beaches of Tulum, this slogan conveys that a visitor's experience is completely what he or she makes it. Since our target market wears many hats, he will resonate with this slogan because it depicts the versatility Mexico allows. The abundance of opportunities allow Roger to customize his experience.

Our advertisements will showcase the various destinations of Mexico with the accompanying “Mexico Is What You Make It” tagline. The “My Mexico” tagline will accompany a social media campaign that we will be implementing. We will keep the current logo, as we strongly believe the logo conveys what Mexico is all about. The colors portray Mexico as a fun and versatile destination.

#### Competitive Positioning:

Our biggest competitors are the Dominican Republic, Jamaica, and the Bahamas. Their current campaigns primarily focus on their natural attractions. We will differentiate ourselves by emphasizing the many attractions beyond beaches and household name destinations, such as the Mayan Ruins.







# CREATIVE PLAN





## Creative Concept

Our selling proposition highlights that Mexico is much more than just beaches. We differentiate ourselves from our competitors by emphasizing the unique opportunities and customization consumers are able to have when vacationing in Mexico. From the Mayan ruins to the coral reefs in Cozumel, Mexico distinguishes itself as being much more than just a vacation destination but a journey.

Our creative concept focuses around the idea that Mexico is truly a different experience for everyone. The numerous destinations and activities allow consumers to personalize their travel experience. Our primary campaign slogan is "Mexico is what you make it." This slogan serves to convey that Mexico is not just a vacation, but also a journey that can be customized to the needs of the consumer. Our second tagline is "My Mexico." We want to inform consumers of the abundance of opportunities and then allow them to direct their own journey in Mexico.

Our primary target is Roger. He is a 35 year old of three. He graduated from the University of California – Los Angeles. Roger works as a financial advisor at a regional bank with an annual income of \$125,000. Roger wears many hats. He is a family man, is dedicated to his wife and loves to entertain his friends.

## Logo

We will keep the current logo, as we believe it accurately portrays the abundance of activities available in Mexico. It will be on all advertisements throughout all platforms to gain visibility and recognition.



## Addressing Key Issues

### Safety

Safety is often the primary concern for anyone visiting Mexico. To improve this concern, our advertisements will advertise cities deemed safe by the U.S. State Department. We will also divert the attention by showing the rich cultural and ecological experiences available.

### Affordability

We want to encourage as many people to come to Mexico without the financial concern. In comparison to its competitors, Mexico has a variety of opportunities available. We will communicate that Mexico is worth the abundance of activities it provides. In doing so, we will advertise its affordability through online advertisements, since it allows direct engagement with consumers.

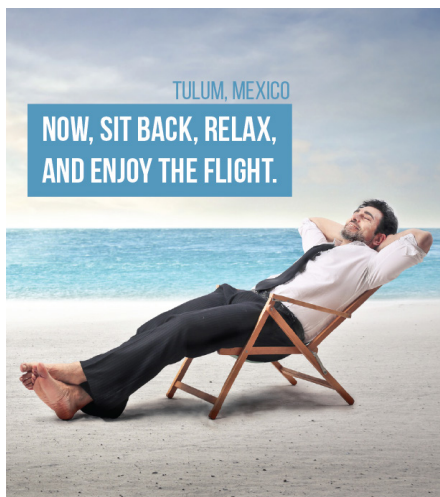
### How Will the Audience Feel?

We want the audience to be intrigued by the diversity of opportunities Mexico can offer. We want consumers to look into Mexico as their next destination.



## Print Advertisement

With our print ads, we will showcase the diversity of opportunities that Mexico offers. Our ads showcase a unique activity that is staple to its respective location. We want our consumers to feel inspired to try something new and different. Every print ad has its own personalized tagline that correlates with the image and the magazine it will be placed in. In the bottom left corner of the print ads, we added "Book your trip today at visitmexico.com." In the bottom right corner of the print ads, we added our primary slogan "Mexico Is What You Make It" to increase brand recognition.



Book your trip now at [visitmexico.com](https://www.visitmexico.com)  
Flights Hotels Experiences

**México**  
Is What You Make It

Placement: Airline Magazines



Book your trip now at [visitmexico.com](https://www.visitmexico.com)  
Flights Hotels Experiences

**México**  
Is What You Make It

Placement: Travel & Leisure



Book your trip now at [visitmexico.com](https://www.visitmexico.com)  
Flights Hotels Experiences

**México**  
Is What You Make It

Placement: ESPN/Sports Illustrated

## Radio Advertisement

### Morning Radio Advertisement - Runtime 0:15

0:00 (Deep male voice): To show you how exciting Mexico can be, we strapped a microphone to someone.

0:05 - 0:10: (Sounds of zip lining and man screaming out of thrill)

0:10 - 0:15 (Deep male voice): Mexico is what you make it. Book your trip now at [visitmexico.com](https://www.visitmexico.com)

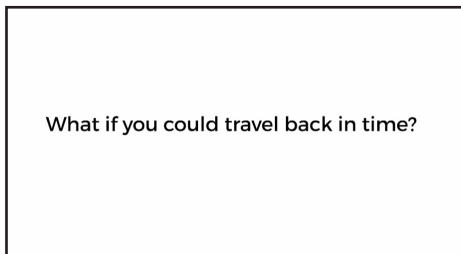
# CREATIVE PLAN

## Television Advertisement

Television is the best way to convey our big idea. Our television ads will be showing a variety of activities in cities that are deemed safe by the U.S. State Department. Our television ads start off with a question to create a nostalgic feeling among our target consumers. Videos of safe Mexico destinations will be shown, accompanied with powerful music that will enhance arousal and effect. They follow a narrative storyline that concludes with #MyMexico. Narratives will differ depending on what channel the ads will be broadcasted on (primetime, ESPN, etc). By doing this, it will trigger an emotional response among viewers.

### Broadcast Ad #1

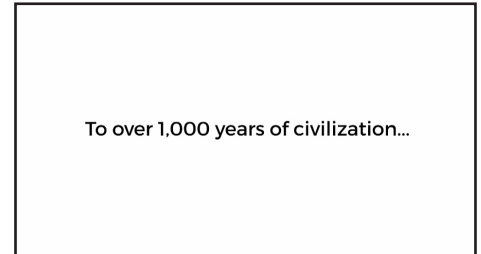
Placement: Primetime TV



"What if you could travel back in time?" appears on screen.



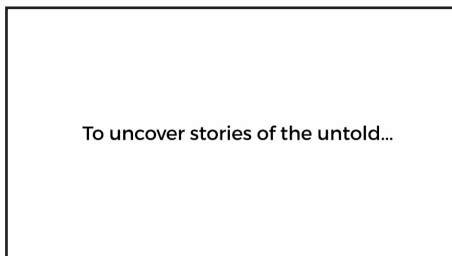
Video footage of Mayan ruins.



"To over 1,000 years of civilization..." appears on screen.



Video footage of Mayan pyramid



"To uncover stories of the untold..." appears on screen.



Video footage zooming out of Mayan ruins



#MyMexico appears with logo on the bottom right corner

Link to mock ad:

<https://vimeo.com/126732990>

## Broadcast Ad #2

Placement: ESPN

What if you could have everything you possibly desired?

"What if you could have everything you possibly desired?" appears on screen.

More than 200 golf courses...

"More than 200 golf courses..." appears on screen.



Video footage of man golfing

600 miles of coral reefs...

"6,000" miles of coral reefs" appears on screen.



Video footage of family snorkeling

4,000 feet of thrill...

"4,000 feet of thrill" appears on screen.



Video to man ziplining.

Endless possibilities...

"Endless possibilities..." appears on screen.

#MyMexico

#MyMexico appears with logo on the bottom right corner

Link to mock ad:

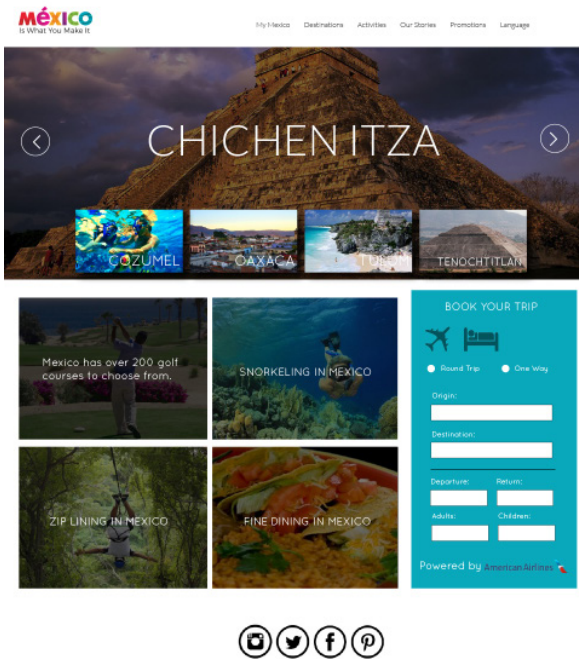
<https://vimeo.com/126732991>

# CREATIVE PLAN

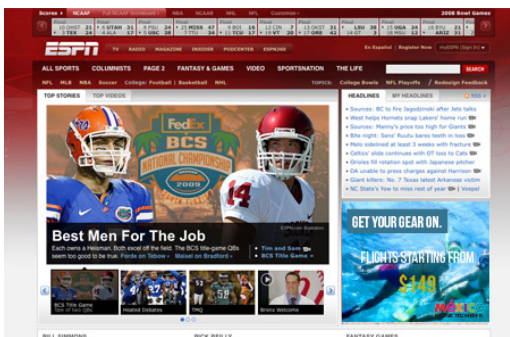
## Interactive Media

We will redesign visitmexico.com's website to allow easy navigation and personalization. The landing page will feature its safe and popular destinations, along with activities that are available. With our partnership with American Airlines and Airbnb, the right sidebar will allow consumers to look for flights along with lodging. Consumers can learn all about what Mexico has to offer and can book their trips all on one website.

When clicking the "My Mexico" tab, consumers will be directed to an interactive map where they can click on each location and learn more about the opportunities available. This will emphasize the abundance and customization of choices a consumer can make.



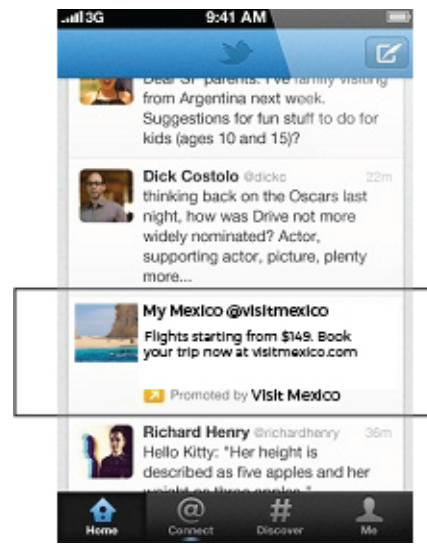
## Static Interactive Ad



Our static ad will echo our print ads. It displays adventure and affordability. By clicking the ad, it will direct the consumer to the website.

## Social Media

Our Facebook and Twitter ads will show images of a popular attraction in Mexico with “Flights starting from \$149. Book your trip today at visitmexico.com.” Similar to the ESPN ad, this will allow for direct engagement. By clicking on the ads, consumers will be directed to visitmexico.com where they can learn more about destinations and book their trip.



## Other Advertisement

We will have outdoor ads that display various activities in Mexico. This subway ad gives the illusion of a man ziplining once the subway takes off.







# MEDIA PLAN





## Media Objectives:

In order to reach our target audience in the most effective ways, we will implement a thoroughly executed media plan. This plan will include a pulsing timing strategy over the course of a year in order to tactically reach our target audience when they are most likely booking vacations. This pulsing strategy involves increasing advertising efforts during certain time periods and decreasing them during others. Based on our primary and secondary research, an assortment of media buys across traditional, impact and interactive media outlets will be most effective for our goal of increasing travel to Mexico.

## Seasonal Strategies:

To effectively reach our target audience when they are ready to book a vacation, Creative Capital will implement a pulsing timing strategy that revolves around Mexico's high seasons. Mexico has two prime seasons that will influence desire to travel to Mexico and we will plan our media strategy around these seasons. According to the Frommer's travel guidebook, Mexico's high season begins around the week of Christmas and continues through New Years until Easter time in April. After Easter, Mexico experiences a low season that continues until December (1). During this time, prices often drop due to the decrease in people traveling to Mexico. It is important for the Mexico Tourism Board to keep this in mind, as it will help us to time when our campaign season is.

## Geographical Strategies:

Geographically, we will target the nation as a whole. However, we will focus on our target market in the Southwest and Pacific areas of the United States. According to our research, people from the Southwest and Pacific regions traveled more to Mexico in the past three years than any other part of the country. Therefore, we will be specifically targeting the people in these geographic areas and placing more focus on them as a target. Within these geographical areas we will focus on some of the most populated cities of the Southwest and Pacific areas such as Los Angeles, San Francisco and Phoenix.

In order to maximize the effectiveness of our campaign, we will focus on a low reach, high frequency approach. We will focus on specific geographical areas such as Los Angeles and Phoenix, rather than distributing messages on a national scale. By incorporating high frequency periods through our pulsing strategy, we expect to reach our target market during the time periods in which they typically book vacations.

## Pulsing Strategy

**Duration:** Taking Mexico's high seasons into consideration, our yearlong campaign will begin in August in order to provide ample time for people to book vacations for the high season that begins in December. According to a study done by CheapAir in 2014, the best time to book an international flight to Mexico is about 3 months in advance. (2) Because of this, we will begin our first pulse of advertising in August and it will continue until November. Our second pulse of advertising will begin in January and continue until March. This pulse is aimed at providing ample advertising for when people are booking spring vacations. We will advertise year round, but we will focus even more attention on these specific timeframes as they correlate with frequent travel times.



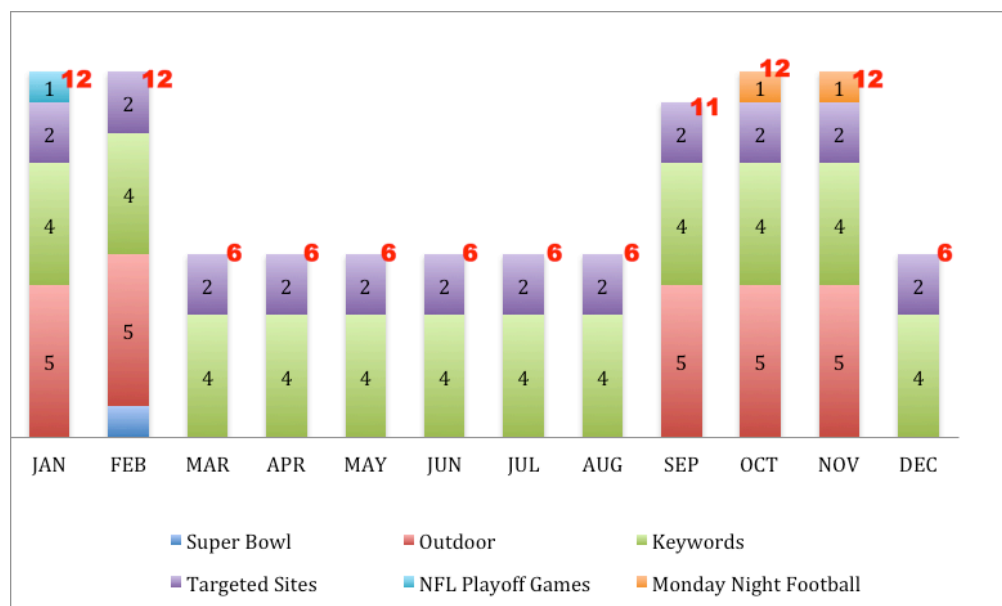
## Timing Strategies:

In regards to time of the day we will advertise online from 11 a.m. and 2 p.m. each day. This decision is based off of a 2013 survey that found that online advertisements' click-through-rates were highest during this time. This time period also falls around the middle of the workday, so there is a good chance our target will be on the computer during this time. In fact, according to Simmons our target audience is 40% more likely than the general population to have used the Internet while at work in the last 7 days. The click-through-rates also peaked on Fridays and dropped the most on Wednesdays. Therefore, we will advertise all days of the week, but focus a little more on Friday and slightly less on Wednesday (3). In regard to television advertisements, we will focus more of our attention on advertising in the evenings each day of the week. This is because we believe this is when our consumers will be watching television the most because it is after work hours. When implementing radio advertisements, we will focus our attention on the times in which our target age group is most likely to be traveling to work. We will place advertisements during the morning drive hours of approximately 7:30AM to 9:30AM, and the evening drive hours of approximately 5:30PM to 7:30PM. According to our research, our target audience is more likely to travel by car than to utilize public transportation. In fact, our target is actually less likely than the general population to utilize public transportation. Because of this, we will use radio advertisements during the times in which our target audience is most likely in their cars.

## Media Overview:

After taking all of these timing strategies into consideration, Creative Capital allocated a certain portion of each media type to various months based on our pulsing strategy.

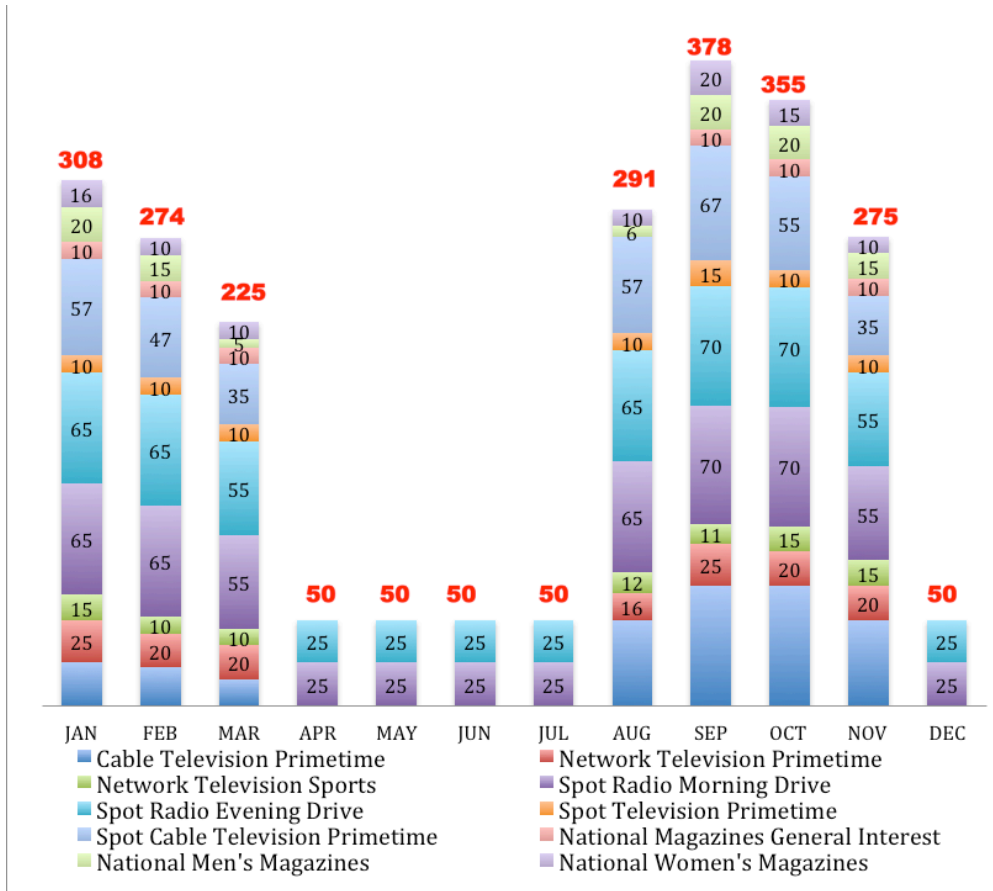
### Impact Media Flow Chart



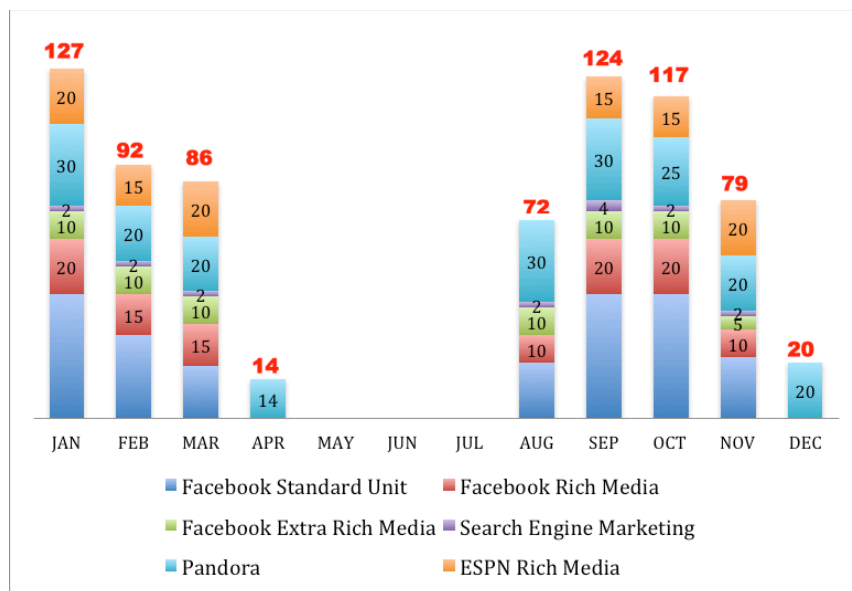
\* Red number above each bar is total GRP'S per month

# MEDIA PLAN

## Conventional Media Flow Chart



## Interactive Media Flow Chart



\*Total GRP'S (Impact, Conventional, Interactive): 3088

## Budget Allocation:

In order to ensure we successfully reach our target audience, we will allocate a certain amount of our budget to each media category we selected. Of the \$60,000,000.00 budget, \$1,000,000.00 will be set aside as contingency. The remaining \$59,000,000.00 will be divided between impact media, conventional media and interactive media.

| Total Budget  | Contingency    | Total Spent Overall |
|---------------|----------------|---------------------|
| 60,000,000.00 | \$1,000,000.00 | \$59,000,000.00     |

## Impact Media

| <b>IMPACT MEDIA</b>          |                    |                      |                      |
|------------------------------|--------------------|----------------------|----------------------|
| <b>MEDIA CATEGORIES</b>      | <b>UNIT ALLOC.</b> | <b>COST PER UNIT</b> | <b>\$ ALLOCATION</b> |
| <b>Super Bowl</b>            | 1                  | \$2,968,800          | \$2,968,800          |
| <b>Outdoor</b>               | 25                 | \$35,000             | \$875,000            |
| <b>Keywords</b>              | 48                 | \$29,250             | \$1,404,000          |
| <b>Targeted Sites</b>        | 24                 | \$102,375            | \$2,457,000          |
| <b>NFL Playoff Games</b>     | 1                  | \$1,144,350          | \$1,144,350          |
| <b>Monday Night Football</b> | 2                  | \$891,850            | \$1,783,700          |
| <b>SUM TOTAL</b>             |                    |                      | \$10,632,850         |

\*Overall, we will dedicate \$10,632,850.00 towards impact media.

### Super Bowl:

According to Simmons data, our target age group is around 10% more likely than the general population to be very interested in National Football League related events. Because of this, Creative Capital will purchase one super bowl advertisement for \$2,968,800.00 dollars. We have decided to purchase a Super Bowl advertisement because the Super Bowl takes place in February, which is in the middle of our second pulse of advertisements.

### Monday Night Football:

Because of our target's interest in football, Creative Capital will also purchase two units of advertisements during Monday Night football for \$1,783,700.00. One unit will be in October and the other will be in November, providing advertising during the middle of our first pulse.

### NFL Playoff Games:

The NFL playoff games begin in January, the start of our second pulse. We will buy one unit of advertisements during the NFL playoff games for \$1,144,350.00 as a way to jump-start our second advertising pulse.

# MEDIA PLAN

## Outdoor:

Creative Capital will allocate \$875,000.00 of our budget to outdoor billboards. We will allocate a certain part of our billboard funds to ambient billboards. Because we are targeting the Southwest and Pacific areas of the United States, we will purchase 5 months of outside placement in 5 spot markets. Our spot markets will be located in some of the most populated cities of the Southwest and Pacific areas such as, Los Angeles and Phoenix. Having outdoor advertisements in very populated cities will increase our chances of reaching a large portion of our target audience. Also, because our target population is employed, billboards will help us to reach our audience on their commute to work.

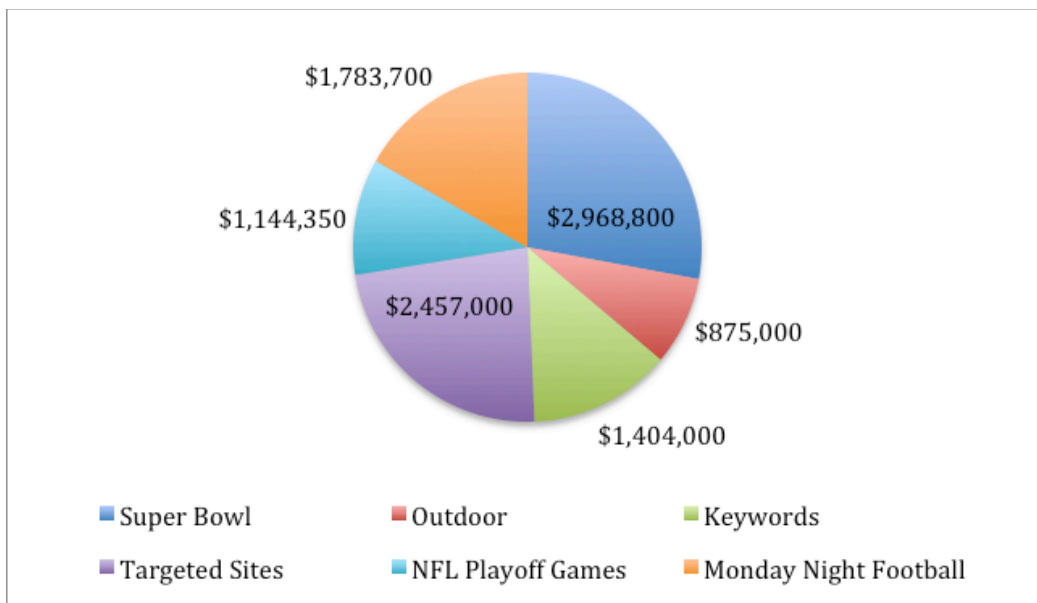
## Targeted Sites:

Because our target audience is more likely than the general population to have used the Internet at home or at work in the past 7 days, we will be allocating \$2,457,000.00 to targeted sites. We will purchase two targeted sites for a period of 12 months. For example, we will have banner advertisements on websites our target audience frequently visits, such as CNN.com and Fox.com. By maintaining an online presence for all 12 months of the year, we will be able to reach our target audience during months when our traditional media presence dies down.

## Keywords:

In addition to purchasing advertisements on targeted sites, Creative Capital will also purchase keywords on 4 search engines for a period of 12 months for \$1,404,000.00. We will purchase key words such as travel, adventure, exotic, unique and culture. Therefore, when any of these keywords are searched, our website will be listed higher on the list of websites related to these keywords.

## Impact Media Spending



## Conventional Media:

| <b>CONVENTIONAL MEDIA</b>                  |                     |                  |                      |             |
|--|---------------------|------------------|----------------------|-------------|
| <b>MEDIA CATEGORIES</b>                    | <b>% ALLOCATION</b> | <b>CPP TOTAL</b> | <b>\$ ALLOCATION</b> | <b>GRPS</b> |
| <b>Cable Television Primetime</b>          | 12%                 | \$19,227         | \$5,804,058.00       | 302         |
| <b>Network Television Primetime</b>        | 10%                 | \$33,103         | \$4,836,715.00       | 146         |
| <b>Network Television Sports</b>           | 7%                  | \$38,337         | \$3,385,700.50       | 88          |
| <b>Spot Radio Morning Drive</b>            | 5%                  | \$4,240          | \$2,418,357.50       | 570         |
| <b>Spot Radio Evening Drive</b>            | 5%                  | \$4,240          | \$2,418,357.50       | 570         |
| <b>Spot Television Primetime</b>           | 5%                  | \$32,066         | \$2,418,357.50       | 75          |
| <b>Spot Cable Television Primetime</b>     | 9%                  | \$12,324         | \$4,353,043.50       | 353         |
| <b>National Magazines General Interest</b> | 8%                  | \$64,733         | \$3,869,372.00       | 60          |
| <b>National Men's Magazines</b>            | 6%                  | \$28,618         | \$2,902,029.00       | 101         |
| <b>National Women's Magazines</b>          | 4%                  | \$21,240         | \$1,934,686.00       | 91          |

### Television:

Creative Capital will be buying television advertisements on both cable and network stations. However, we will allocate slightly more money into cable stations, as our target audience is more likely to watch these stations than network stations. We will allocate \$5,804,058.00 towards cable television primetime due to the fact that our consumer works during the day and if they watch television, it will be most likely in the evening hours. We will also spend \$4,836,715.00 on advertisement spots on network television primetime because even though our consumer watches more cable, they still do watch network television. Additionally, we will purchase spots on network television sport stations for \$3,835,700.00 because sport stations are one of the most frequently viewed stations by our consumer. We will also purchase spot cable television primetime and spot television primetime in order to place advertisements on stations in the geographic regions of our target consumer. We will also place advertisements on specific stations our audience watches frequently such as ESPN, CNN and Fox News. We will also place advertisements on specific television shows our target is more likely to watch. For example, our target audience is 60% more likely than the general population to watch The Office in the past week. Additionally, our target is also likely to watch shows such as 30 Rock, How I Met Your Mother, Friends and Parenthood. We will utilize our research on the shows our target watches more frequently in order to strategically place our television advertisements.

### Radio:

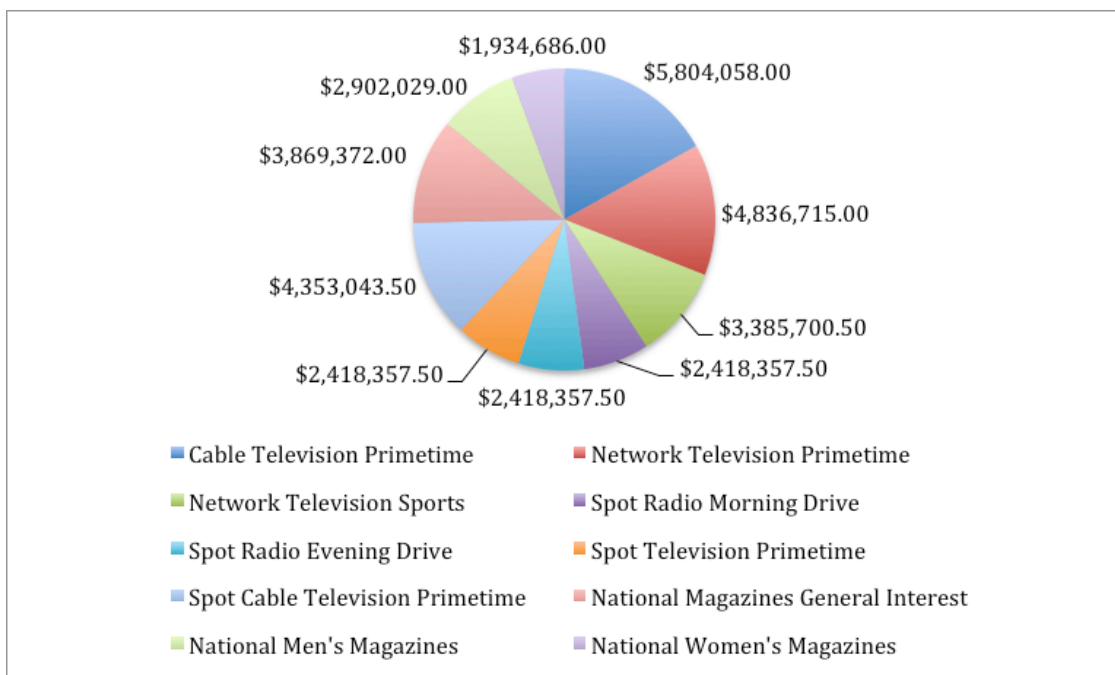
Creative capital will be purchasing spot radio during the morning drive hours for \$2,418,357.00 in order to reach our audience geographically and during the times in which they are most likely in the car driving to work. We will spend the same amount on spot radio during the evening drive hours to target our consumer on their way home from work. Purchasing spot radio will allow us to advertise on the specific local stations our target is most likely listening to.

# MEDIA PLAN

## Magazines:

In regard to print media, we will be purchasing advertisements in general interest national magazines to try to reach our target in as many places as possible. We will also purchase advertisements in both men's and women's national magazines in order to reach our male consumer and potentially even reach their spouse who may be involved in travel plans. According to our research, our target audience often reads airline-sponsored magazines such as American Way and Sky, so we will be advertising here. Our target is also reading magazines such as Sports Illustrated, Travel and Leisure, Maxim, ESPN and Forbes.

## Conventional Media Spending



## Interactive Media:

| INTERACTIVE MEDIA         | % ALLOCATION | CPP TOTAL | \$ ALLOCATION  | GRPS |
|---------------------------|--------------|-----------|----------------|------|
| <b>MEDIA CATEGORIES</b>   |              |           |                |      |
| Facebook Standard Unit    | 7%           | \$15,000  | \$3,385,700.50 | 226  |
| Facebook Rich Media       | 5%           | \$22,000  | \$2,418,357.50 | 110  |
| Facebook Extra Rich Media | 5%           | \$37,000  | \$2,418,357.50 | 65   |
| Search Engine Marketing   | 6%           | \$185,000 | \$2,902,029.00 | 16   |
| Pandora                   | 4%           | \$9,250   | \$1,934,686.00 | 209  |
| ESPN Rich Media           | 2%           | \$9,250   | \$967,343.00   | 105  |

Because of how frequently our target audience uses the Internet for entertainment, information and news, we will allocate \$14,026,473.50 to interactive media.

**Digital Media:**

According to Simmons, our target audience is 28% more likely than the general population to use social media. We will focus a large portion of our social media advertising on Facebook as it is one of the social media sites our target uses most frequently. We will dedicate \$8,222,415.50 of our budget to advertising in various ways on Facebook.

**Social Media:**

Additionally, we will create social media accounts for our company on Twitter, Facebook, Pinterest and Instagram in order to encourage interaction with our consumers. Each of these mediums will allow for the Mexico Tourism Board to springboard its public relations and promotional campaigns.

**ESPN Rich Media:**

We will also utilize ESPN rich media for digital media advertising. We will allocate \$967,343.00 for advertising on ESPN because it is one of the websites most frequently used by our target audience.

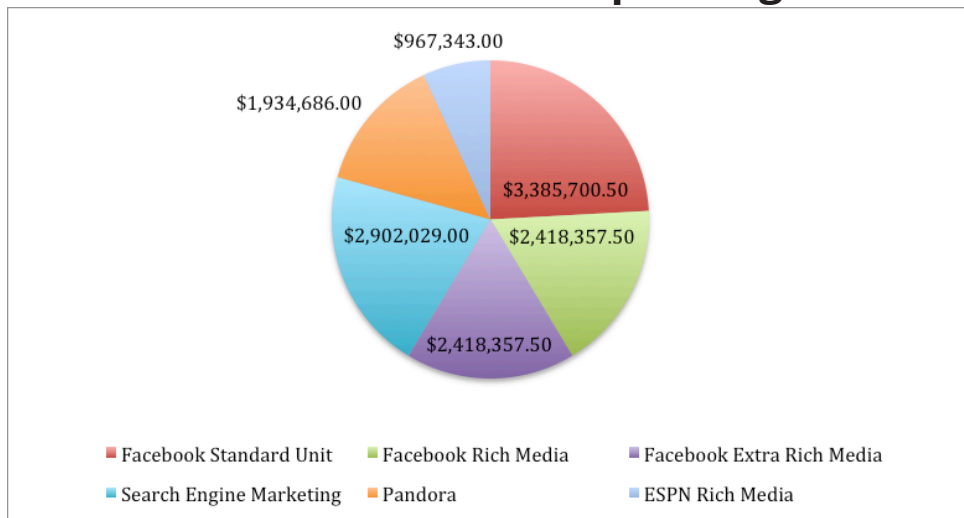
**Search Engine Marketing:**

Creative Capital will also dedicate part of our interactive budget to Search Engine Marketing. We will purchase 16 GRPS worth of SEM for \$2,902,029.00. This will allow us to choose keywords that will be linked to our website. For example, we could use keywords like adventure and culture and if these terms are searched, our website will be higher up on the links offered. We will also utilize word combinations such as "Spring Break" and "Caribbean Beaches." SEM differs from the keywords we purchased in the impact category because here pricing is based off of CPP and is not a fixed cost.

**Pandora:**

Because of our target audience's increased use of Pandora, we will allocate \$1,934,686.00 towards advertising on Pandora. Placing advertisements on music streaming services like Pandora allows us to reach our audience wherever they are as long as they are using the service. Unlike the traditional radio, Internet radio users aren't confined to a car and can listen to Pandora on their devices wherever they are.

**Interactive Media Spending:**



By allocating specific parts of our \$60,000,000 to impact, conventional and interactive media, we will be able to successfully advertise to our target in the most efficient ways possible.







# PUBLIC RELATIONS PLAN





## Public Relations Strategy

The Mexico Tourism Board is committed to promoting the Mexico brand through honest, substantive public relations efforts and unique, intriguing promotional events. By pairing our public relations strategy with promotional event planning, the MTB's strategy for growth will be integrated into one unified message that everyone can understand and relate to.

We want to give tourists a better idea of what we mean when we say, "Mexico Is What You Make It." This slogan serves to highlight the abundance of opportunities available in Mexico. From the Mayan ruins to the beaches of Tulum, this slogan conveys that a visitor's experience is completely what they make it. The MTB will champion their social media presence with the "My Mexico" tagline or #MyMexico hashtag. This phrase conveys the same information as the slogan and creates a uniform message for use across different platforms. It is important that consumers recognize the Mexico brand in different places, so promoting two simple phrases gives the MTB the best chance to grab people's attention and make an impression.

## State of Mexico

Vacationers are traveling to Mexico at an all-time high. During the first half of 2014, around 14 million tourists went to Mexico, which was nearly 20 percent more than the previous year [1]. In fact, Americans are choosing Mexico as travel a destination more often than any other place in the world. The country has a 14.7 percent market share for international tourist destinations, among Americans [2]. Just four years ago five million cruise ship passengers stopped in Mexico making it the second-most visited country for cruise ship travelers [2]. In an effort to best serve the country's over 23,403,260 annual international visitors, a number that continues to grow, more hotels and convention centers are being built and airlines are increasing their routes to Mexico [2].

Despite all of the positives surrounding Mexico tourism, there are still many people that have poor opinions of the country. According to a February 2014 survey conducted for the Chicago Council on Global Affairs, Americans' opinion of Mexico is increasingly negative. The survey was taken out of a 100-point scale where 50 points signified a neutral attitude. Those surveyed said their opinion of Mexico was at a record-low 36 points, down from 46 points in 2010 [3]. A Gallup Poll from March 2013 showed similar results, as 49 percent of respondents had an unfavorable opinion of Mexico compared to 47 percent with a favorable opinion [4].

In addition, a Gallup Poll from July 2014 highlighted a decrease for Americans in consumer spending for travel. While 26 percent said they are spending more than they did a year ago on travel, 38 percent say they are spending less on travel than they did last year. The pattern stays true for other discretionary purchases such as dining out and leisure activities, signaling a decline in Americans' willingness to spend extra money on luxuries [5].

The MTB is committed to improving Mexico's image among those who currently think poorly of the country and providing affordable options for tourists. We plan to better people's perception of Mexico by advertising safe travel destinations and being transparent with the information we disseminate. We will keep Mexico's travel advisories up-to-date and make them easily accessible. It is the MTB's goal to continue growing the country's tourism and that means making travel to Mexico more affordable. Our partnerships and promotions will help to improve Mexico's affordability, while providing people with fun and unique ways to interact with our brand. While vacationing to the country may not be the cheapest destination, Mexico's competition simply cannot compete with what it has to offer. From five-star amenities to adventure trips to ancient ruins to immaculate beaches, Mexico really has it all.

## **Stakeholders**

There many stakeholders involved in travel to Mexico and each player has a unique role in fostering and influencing tourism. Stakeholders have an especially strong interest in the MTB because they are directly affected by its decisions. In order for stakeholders to profit, Mexico tourism must also profit.

### **Transportation (airlines, cruise lines)**

- Aeromexico, United, American Airlines, Delta, Southwest, US Airways, etc.
- Carnival Cruise Lines, Holland America Line, Norwegian Cruise Line, Princess Cruises, etc.

With an increase in travel to Mexico there must also be an increase in transportation options. Most people arrive in Mexico via airplane or cruise ship, so airlines and cruise lines are our biggest stakeholders when it comes to transportation. We want to provide both modes of transportation with great destinations to fly to and dock at. Arguably the most persuasive advertising technique that airlines and cruise ships have is the destinations they offer, so if we can get airlines to fly to and cruise ships to stop in Mexico more often and to a wider variety of cities, we will surely be more appealing to tourists. Since flights can be very expensive, we will partner with an airline to provide a discount to Mexico tourists (See "Partnership with American Airlines").

### **Lodging (hotels, resorts, rentable properties)**

- Hilton, Marriott, Radisson, Ramada, Sheraton, Best Western, Quality Inn, etc.
- Sunset Plaza Beach Resort & Spa, Secrets Silversands Riviera Cancun, Sun Palace, Paradisus Playa del Carmen La Perla, etc.
- Airbnb

We want to make sure that Mexico travelers have many different options when it comes to lodging. Mexico offers tourists the chance to stay at a hotel, all-inclusive resort or rentable property while visiting the country. The MTB understands that each traveler has different preferences and vacation plans, so providing affordable (See "Partnership with Airbnb") along with more luxurious options gives travelers a choice. It is important to maintain a strong relationship with well-known international hotel chains like Hilton and Marriott so they publicize their locations in Mexico as much as possible.

### **Travel agencies**

- Discovery Mexico, Apple Vacations, Funjet Vacations, Fox World Travel, etc.

# PUBLIC RELATIONS PLAN

Many people just do not have the time to plan their own vacations so they use travel agencies instead. We will provide travel agencies with booths at promotional events (See “Dos Equis College Campus Tour”) in order to foster a mutually beneficial relationship. When people go to a travel agency looking to plan a vacation we want them to land on Mexico, so it is vital that we give travel agents every reason to suggest our destinations.

## **United States government**

-Office of Travel and Tourism Industries, Department of State, etc.

The U.S. government is most concerned with providing American tourists with information about Mexico travel. This includes posting updated travel advisories and warnings. While choosing a travel destination is ultimately the tourist’s decision, the MTB must be honest and transparent when it comes to informing Americans about travel to Mexico. We will work to provide U.S. government agencies with any information they need to keep people updated.

## **Mexico government**

-Mexico Tourism Board, Mexican Secretariat of State, etc.

The MTB and Mexico government have the same goals in mind. They both want to provide as enjoyable an experience as possible for as many tourists as possible, while generating as much money as possible. Mexico tourism not only funnels money into the country, but it creates jobs for its citizens. Holding meetings and conventions in Mexico contributed 18 billion dollars to Mexico in 2011, which was 1.43 percent of the national gross domestic product (GDP) [2]. The meetings industry indirectly created 441,300 jobs and directly created 342,00 jobs [2]. It is clear that the MTB and Mexico government must work together in order to present the best all-around travel destination for tourists.

## **Travel websites/blogs/magazines/shows**

-12hrs, And North, Jungle in Paris, Travel Teq, Yonder Journal, etc.

The opinion leaders in people’s lives can greatly influence their decision making, especially when it comes to traveling. Most of the information on travel websites, blogs, magazines and television shows comes from firsthand experience. Writers, bloggers, photographers and television personalities travel to different places and talk about the experiences they had. It is assumed that these individuals are honest when they give opinions or recommendations because what they say reflects upon them, so we want them to say good things about Mexico. Whether they are giving advice about where to eat or what to do, the MTB recognizes the importance of building a strong relationship with the opinion leaders of the travel industry. (See “Mexico Is What You Make It travel blog/video series”).

## Media Relations

It is vitally important that the MTB has a good relationship with the media. Newspapers, both print and online, magazines, travel websites, blogs and television shows significantly influence the opinion of potential tourists. We want to have a strong, transparent relationship with the media so that they paint a bright picture of Mexico for Americans. In order to foster a strong brand image, we will host numerous promotional events and build partnerships with other brands. Members of the media will be invited to attend all of the events. We will distribute press releases and hold press conferences to inform the media about any relevant news regarding the MTB or Mexico tourism in general. The more media coverage and buzz we can create, the better off Mexico's brand image and recognition will be. Because improving public opinion is an important goal of the MTB, we will monitor the media coverage of Mexico and respond to any bad press that may arise. If there is an issue, we will address it with honesty and provide availability for questions from the media.

It is important that the MTB has a wide range of media contacts with recognizable names. We want influential members of the media to tell amazing, unique and interesting stories about Mexico. We want Americans to pay attention when Mexico is being covered in the news. With a broad range of contacts in a variety of different outlets, we hope to reach the largest possible audience. We want to direct attention to news outlets, magazines, television channels, blogs and websites because these include each of the MTB's four important mediums: print, online, broadcast and social.

News outlets such as CNN, ABC News, the New York Times and BBC World News may cover Mexico during television broadcasts, in print, online or on social media accounts. Mexico's beautiful beaches, picturesque golf courses or clear blue waters may be featured in magazines like National Geographic, AFAR and American Way or on Travel Channel shows. Different activities to do and places to visit in Mexico may be included in travel guidebooks such as Frommer's and Lonely Planet. Recommendations for good restaurants, hotels or resorts may come from travel bloggers. This information is unique because it is subjective and opinionated and often comes from firsthand experience. Every medium has its unique advantages and audience, so we hope that by covering all four mediums we will reach a large group of

# PUBLIC RELATIONS PLAN

## Media Contacts

### **CNN**

Greg Botelho  
Travel News editor

### **ABC News**

Genevieve Shaw Brown  
Travel & Lifestyle editor

### **BBC World News**

Anita Isalska  
Freelance copywriter, digital content expert  
and travel specialist

### **New York Times/National Geographic**

Elaine Glusac  
Writer

### **Travel + Leisure Magazine**

Shane Mitchell  
Travel + Leisure correspondent

### **AFAR Magazine**

Julia Cosgrove  
Editor

### **American Way (American Airlines magazine)**

Anna Fialho  
Senior editor and writer

### **Travel Channel**

Ben Breslerman  
Blogger

### **Frommer's (travel guidebook series)**

Arthur and Pauline Formmer  
Writers

### **Lonely Planet (travel guide book)**

Etain O' Carroll  
Writer and photographer

### **"Nomadic" Matt**

Matthew Kepnes  
Blogger

### **yTravel Blog**

Caz and Craig Makepeace  
Bloggers

### **Adventure Journal**

Steve Casimior  
Founder, writer, photographer and editor

### **FOX Travel/Go to Travel Gal (blog)**

Lyn Mettler  
Writer/blogger

## Promotional events, partnerships and contests

Promoting the Mexico brand in unique and fun ways is a key objective of the MTB. We want people to be excited about Mexico and all it has to offer, and that begins with generating a conversation. Whether it be word-of-mouth communication or social media posts, we want to get people talking about Mexico.

Promotional events will be publicized through press releases and on social media in order to reach a widespread audience. Along with potential tourists, the MTB wants members of the media to share information about promotional events. Getting as much press coverage as possible will help to generate conversation and excitement about Mexico travel.

In addition to promotional events, the MTB will partner with other companies that have a respectable, recognizable brand names and/or popular products. This allows for a greater reach due to the fact that Mexico will be paired with a brand or product that already has its own following. In this way, people that have already built a relationship with a specific brand or product will be exposed to Mexico's message. We anticipate that the partnerships will be mutually beneficial and will help to increase Mexico's brand recognition.

### **Partnership with Airbnb and "My Mexico" photo contest**

The MTB will partner with Airbnb, an online lodging marketplace, to promote increased safety for tourists in the Riviera Maya. The introduction of Airbnb in the Riviera Maya will allow travelers to book unique lodging locations and immerse themselves in Mexican culture. Instead of staying at an all-inclusive, luxurious resort, for example, tourists can experience what it is like to stay in a residential neighborhood located in the heart of Playa del Carmen. Airbnb presents a wide variety of affordable lodging options, but offers higher-end listings, as well. Properties that are verified by Airbnb in the Riviera Maya will be qualified for free home safety equipment such as smoke and carbon monoxide detectors and water filters. This will help to alleviate any concerns people have with the drinking water in Mexico. In addition, each booking made through Airbnb will generate a one percent donation to support the hiring of more police officers in tourist zones in the Riviera Maya. The partnership will also generate revenue for local government due to the fact that Airbnb locations in the Riviera Maya are required to pay a 7.5 percent tourist tax. This is a mutually beneficial partnership. Airbnb offers a diversified set of lodging options for Mexico tourists and will contribute to improving safety in the Riviera Maya, which helps the MTB to achieve its goals. Airbnb benefits through the publicity it will receive from the MTB. Also, by launching its business in the Riviera Maya, Airbnb occupies its own market segment in one of the world's busiest travel destinations. The MTB will only verify Airbnb properties in the Riviera Maya after they have received at least three positive reviews AND carry an overall rating of 75 percent or better. This will help to ensure Airbnb as a safe lodging option for tourists in the Riviera Maya.

To help promote this partnership and the Mexico brand as a whole, the MTB will launch a photo contest on social media called, "My Mexico." The contest emphasizes sharing uncommon and unique photos of Mexico and encourages people to tell a story of what "My Mexico" means to them. Participants are encouraged to share their photos of any trip they took to Mexico on Instagram or Twitter using the hashtag #MyMexico. The MTB will select five winners. Four runner-up contestants will receive a 25 percent discount on a four-night stay at any Airbnb property in the Riviera Maya and the contest winner will receive an all-expenses-paid, four-night stay at any Airbnb location in the Riviera Maya. The announcement of the partnership and photo contest will take place in mid-January. We will have just launched the campaign on January 1, so we believe announcing this promotion a few weeks after our launch will help to continue the conversation and keep people engaged with the MTB.

# PUBLIC RELATIONS PLAN

## **Dos Equis College Campus Tour and “What Makes You ‘The Most Interesting Man/Woman in the World?’” contest**

The MTB will form a partnership with Dos Equis, a popular lager beer that is brewed by a Mexico-based brewery. Dos Equis is widely recognized due to its “Most Interesting Man in the World” campaign, which tells the story of a wealthy-looking, gray-bearded man who has accomplished unbelievable feats in throughout his life that make him the most interesting man in the world. He is famous for saying, “I don’t always drink beer. But when I do, I prefer Dos Equis. Stay thirsty, my friends.” The most interesting man in the world is a character that appeals to a wide range of consumers due to its comical nature, wittiness and laid-back feel.

In order to generate buzz on college campuses, the MTB and Dos Equis will put on events at 10 different universities in the West and Southwest portions of the United States. The events will take place between late January and late February in order to get college students thinking about spending their spring break in Mexico. The timing of the events still allows for enough time to plan and book trips before spring break, which normally takes place in mid- to late March. Also, this campaign lines up with our second pulse of media advertisements. Beginning on December 1, the MTB will announce the partnership and launch a competition, allowing students to vote for their school to be chosen as one of the 10 event locations. Voting will be open until January 1 and the top 10 schools with the most votes will be chosen as hosts. Jonathan Goldsmith, the actor that plays the most interesting man in the world, will make an appearance at each of the events. Although alcohol will not be served during the events, students will have the chance to face off against Goldsmith in popular backyard games such as cornhole, ladder golf and lawn darts, along with classic drinking games like beer (juice) pong and flippy cup. Again, the event will be alcohol free. Travel agencies will have booths set up at the event and there will be representatives from the MTB providing students with information about taking a spring break trip to Mexico. Representatives from Dos Equis will encourage students 21 and older to attend an after-party at a local bar where there will be free beer and prizes will be raffled off.

Simultaneous to the announcement of the partnership and voting competition, the MTB will introduce a contest called “What makes you ‘The Most Interesting Man/Woman in the World?’” People ages 18 to 24 will be encouraged to submit a funny, witty, clever or impressive reason why they are “The Most Interesting Man/Woman in the World” on Twitter using the hashtag #MexEquis. While it is different from our campaign’s main hashtag, #MexEquis pairs the two brands in a short, catchy way. Submissions can be made up until the last college campus event in late February. The MTB will choose three winners in early March, who will each receive an all-expenses-paid, four-night vacation to one of Mexico’s top resorts for themselves and three others.

### **Partnership with American Airlines**

In order to incentivize people to travel to Mexico, the MTB will partner with American Airlines to offer tourists a discount on their vacation. We will encourage people to sign up for a one-year subscription to our mailing list, which provides travel information and the latest travel news for Mexico, and in return we will give out a promotional code for a discount on American Airlines flights to Mexico. This will encourage travelers to use our partnered brand during their trip to Mexico, while also bringing more tourist traffic to the country. The MTB is focused on giving people an affordable option to take a vacation to Mexico, so this is a simple way to receive a discount. By requiring people to sign up to receive our mailing list for one year, this promotion will also be a free marketing technique for the MTB. This partnership will be announced in



late spring, early summer in order to combat Mexico's low travel season as best as possible. Since Mexico receives its lowest number of travelers from May-December, we hope that by announcing this promotion in late spring, early summer will entice people to travel to Mexico during this time.

### **"Mexico Is What You Make It" travel blog/video series**

The MTB will hire a well-known and respected travel personality to promote the "Mexico Is What You Make It" tagline. Ideally the travel personality will have appeared on television networks such as Travel Channel, Food Network, Discovery Channel or National Geographic Channel. We will launch a blog on our website and a YouTube channel and publicize both on social media. The travel personality will journey to different places in Mexico, showing all the country has to offer. He will explore ancient ruins, lounge on beautiful beaches, zip line through lush forests, eat traditional Mexican cuisine and take part in countless other activities. In addition to the blogs he writes, the travel personality will appear in video shorts. While some people may prefer reading the blogs, the video shorts are for those who are more visually pleased. The travel personality will emphasize and incorporate "Mexico Is What You Make It" into each of his blogs or videos in order to promote the MTB's tagline as much as possible. We will encourage people to give the travel personality suggestions of places to go and things to do in Mexico by posing the question, "What's your Mexico?," on Twitter, Facebook and on the MTB website. Entries on Twitter that include #MyMexico will be considered. We will reach out to people on Facebook by including a link to our website, which will have a page dedicated to accepting suggestions. The travel personality will select a few submissions each month and will include the featured tweet or website suggestion in his blogs. People can recommend that he visit a specific restaurant or do a certain activity, such as snorkeling in Cozumel. The whole idea behind the travel blog/video series is to show Americans that there really are an endless amount of things to do in Mexico and no matter what you do, it will be an enjoyable experience. This series will last the duration of our campaign so that the MTB remains relevant no matter the time of year. We will of course ramp up our publicity of the travel blog/video series during our media pulsing periods.

# PUBLIC RELATIONS PLAN

Issued By: Office of the Mexico Tourism Board

Contact: Christian Blatner, [blatner@wisc.edu](mailto:blatner@wisc.edu), (608) 555-5555

## **Mexico Tourism Board announces advantageous partnership with Airbnb**

Online lodging marketplace helps to enhance public safety for tourism in Mexico

**January 15, 2016**

**CHICAGO** – The Mexico Tourism Board recently announced a partnership with online lodging marketplace, Airbnb, centered on the Riviera Maya to promote safe travel and offer visitors a unique way to experience Mexican culture.

With this partnership, verified Airbnb properties will be qualified for free home safety equipment such as smoke and carbon monoxide detectors and water filters. Additionally, each booking made through Airbnb will generate a one percent donation to support the hiring of more police officers in tourist zones. Airbnb locations in the Riviera Maya are required to pay a 7.5 percent tourist tax, which will generate revenue for local government.

“The Mexico Tourism Board is incredibly excited to team up with Airbnb,” CEO Rodolfo Lopez said. “We believe the partnership is mutually beneficial and helps to diversify lodging options for tourists. The Mexico Tourism Board is actively focused on providing tourists with a safe and memorable travel experience, so this partnership is definitely another step in the right direction.”

Founded in 2008 out of San Francisco, California, Airbnb offers an innovative lodging experience that allows travelers to immerse themselves in a city’s culture. The website enables users to list and navigate through lodging in more than 34 thousand cities and 190 countries and has served over 25 million people.

Airbnb strives to create a safe online community that allows users to read reviews of listings and gives guests and hosts a way to safely connect. Airbnb verifies all personal profiles and listings for legitimacy and every host is given a background check.

“We are very happy to be launching Airbnb in the Riviera Maya--one of the world’s most popular tourist destinations,” Airbnb CEO Brian Chesky said. “Our service will provide travelers with a brand new lodging option and, in turn, we will contribute a percentage of our profit to making the Riviera Maya an even more safe and sought-after travel destination.”

In order to ensure a safe and enriching experience for guests in the Riviera Maya, the Mexico Tourism Board will only verify hosts that have received at least three reviews and carry an overall rating of 75 percent or better. Airbnb’s dedication to providing customers with safe, reliable accommodations encourages even more travelers to explore the many adventures Mexico has to offer.

“We have made a conscious effort to improve safety measures in tourist destinations,” Lopez said, “so we believe this partnership will only help our cause. It is both the Mexico Tourism Board and Airbnb’s goal to accommodate tourists, as they take in all Mexico has to offer.”

To promote this partnership, tourists traveling to the Riviera Maya will be invited to participate in a photo contest called “My Mexico,” which will run through August 2015.

The contest emphasizes sharing uncommon and unique photos of Mexico and encourages people to tell a story of what “My Mexico” means to them. Participants are encouraged to share their photos of any trip they have taken to Mexico on Instagram or Twitter using the hashtag #MyMexico.

The Mexico Tourism Board will select five winners. Four runner-up contestants will receive a 25 percent discount on a four-night stay at any Airbnb property in the Riviera Maya and the contest winner will receive an all-expenses-paid, four-night stay at any Airbnb location in the Riviera Maya, courtesy of the Mexico Tourism Board.

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# PUBLIC RELATIONS PLAN

Issued By: Office of the Mexico Tourism Board

Contact: Christian Blatner, [blatner@wisc.edu](mailto:blatner@wisc.edu), (608) 555-5555

## **Mexico Tourism Board partners with Dos Equis for college campus events**

Social media contest launched to generate buzz on college campuses in West and Southwest

**December 1, 2016**

**CHICAGO** – The Mexico Tourism Board recently announced a partnership with Dos Equis aimed at generating buzz on college campuses and priming college students to think about spending their spring break in Mexico.

“It is exciting to partner with such a recognizable and well-liked brand,” CEO Rodolfo Lopez said. “The Dos Equis brand image is one that the Mexico Tourism Board is proud to be closely associated with. We hope this partnership proves to be fruitful for both Mexico tourism and Dos Equis.”

Dos Equis and the Mexico Tourism Board will team up to host events on 10 college campuses across the West and Southwest portions of the United States.

Beginning today, college students are encouraged to vote for their college campus to be one of the 10 locations selected for an event. Voting will end January 1 and the top 10 campuses with the most votes will be chosen as hosts.

The events will take place between late January and late February, giving college students enough time to still book a trip to Mexico for spring break, which normally takes place in mid- to late March.

The Mexico Tourism Board wants to not only promote its brand, but also the Dos Equis brand, so it will launch a social media contest called, “What makes you ‘The Most Interesting Man/Woman in the World?’” This is an extension of the Dos Equis marketing campaign, which features the most interesting man in the world character.

People ages 18 to 24 are encouraged to submit a funny, witty, clever or impressive reason why they are “The Most Interesting Man/Woman in the World” on Twitter using the hashtag #MexEquis. Submissions can be made up until the last college campus event in late February.

The MTB will choose three winners in early March, who will each receive an all-expenses-paid, four-night vacation to one of Mexico’s top resorts for themselves and three others.

“Dos Equis is honored and enthusiastic to partner with the Mexico Tourism Board,” said Marc Busain, CEO of Cuauhtémoc Moctezuma Brewery, which brews Dos Equis. “We feel as if this partnership is one that will greatly benefit both parties. I am especially looking forward to generating buzz on social media about Mexico tourism. We really believe in what the Mexico Tourism Board is doing to attract as many tourists to Mexico as possible.”

Adding to the excitement of the events, the face of the Dos Equis campaign, Jonathan Goldsmith, will make an appearance at each of the events. College students will have the chance to interact and face off with the television personality in different games.

Following each event, Dos Equis will host an after-party at a local bar on campus and provide free beer and raffle off prizes to students who are 21 and older.

The Mexico Tourism Board will be present at the events to provide students with information about traveling to Mexico for spring break. Numerous travel agencies will also have booths set up to help students book their spring break trips.

###

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