Flagstaff Cool Zone
flagstaffarizona.org
The destination for all seasons
#VisitCool

Presentation to Council

September 8, 2015

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Flagstaff CVB

#VISITCOOL

This past fourth of July weekend the Flagstaff CVB launched a year-long #VisitCool promotion in the Phoenix metro area.

The overall promotion includes:

- Online & social advertising
- Video & pre-roll advertising
- Inclusion in print advertising
- Flagstaff Cool Zone
- Valley-wide activations
- VisitCool.com
- Giveaways and scavenger hunt

#VISITCOOL

Partners:

- Absolute Bikes
- Arizona Snowbowl
- Babbitt's Backcountry Outfitters
- Bearizona
- Flagstaff Extreme
- Grand Canyon Railway
- Little America Hotel
- Lowell Observatory
- Meteor Crater
- Mountain Sports
- Northern Arizona University

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VISITCOOL WEBSITE

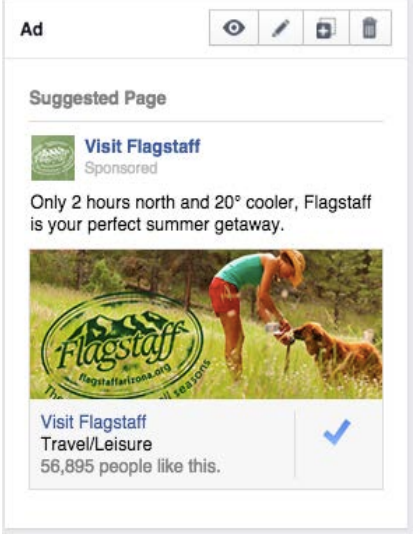
- Highlights deals from each partner and Flagstaff
- eNewsletter sign up
- #VisitCool video playlist
- Social media interaction
- Hotel booking engine
- 1,833 sessions
- 2:13 time on site

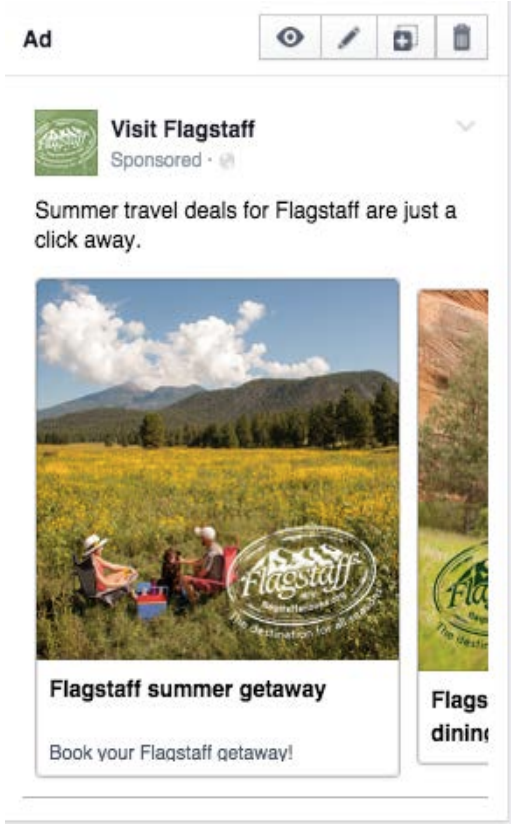
KTAR NEWS 92.3 FM

ADVERTISING

- Pre-roll and YouTube
- Radio Package
- Temp based mobile
- Facebook
- 2,022,848 impressions
- 6,900 clicks
- CTR of .34%

FLAGSTAFF 82°





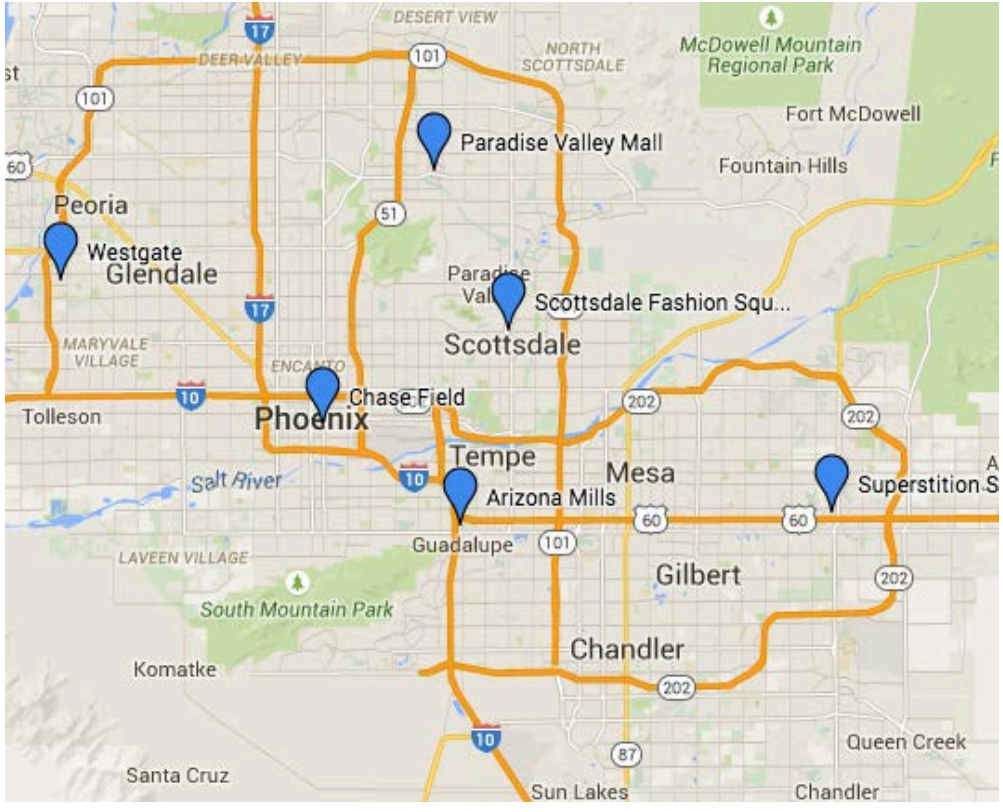
FACEBOOK

- 2,035 clicks to website
- 36,017 video views (1,606 clicks)
- 4,924 new fans

#VISITCOOL

Launch:

- Two days
- 8 locations
- 17 tons of ice
- 20 brand ambassadors
- Nearly 100,000 impressions
- More than 500 giveaway entries
- Over 300 free snowboard lessons



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LOCATIONS

-Flagstaff Cool Zone

-Paradise Valley Mall

-Superstition Springs Center

-Arizona Mills

-Chase Field

-Westgate Fireworks Fest

-Scottsdale Fashion Square

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SCOTTSDALE FASHION SQUARE
Artistic Ice Creations

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SCOTTSDALE FASHION SQUARE

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FAMILY FUN!
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Media:

- 11 television spots
- Nielsen Audience: 554,190
- Value: $35,064

#visitcool

03 Jul

chezmiere
via instagram.com

Giant blocks of ice are always welcome here... #visitcool #westgate #4thofjuly #AZsummer

04 Jul

w0nderw0man82
via instagram.com

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#visitcool #4thofJuly #azcentral #igersphoenix #instagramaz #independenceday #downtownphoenix #arizona #arizonaliving #usa

04 Jul

tylernavasmom
via instagram.com

Keeping people and pets cool tonight @dbacks game! #visitcool #instagramaz #dogsofinstagram

04 Jul

visitflagstaff
via instagram.com

We delivered this Electra Classic Cruiser to #VisitCool winner Cindy in south Phoenix yesterday! We have 4 other lucky winners who will be notified and sent prizes. Thanks to everyone who came out to see our ice and entered to win a Flagstaff Getaway! ww... Show more

06 Jul

#visitcool @visitflagstaff

03 Jul

jerrygriffus
via instagram.com

Ice ice baby. #visitcool

03 Jul

melissabertolino
via instagram.com

5+ minutes with his hand on the ice... Bold move papa sludge #visitcool

03 Jul

sludgeee
via instagram.com

00:35

FY 2016 Flagstaff Cool Zone

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for travel deals, contests and more
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The Flagstaff Cool Zone features a **Scavenger Hunt**
Goal: drive longer and more relevant engagement of the Flagstaff Cool Zone

Other rack cards include:

- Flagstaff Visitor Guide
- Explore Flagstaff Guide
- Choose Flagstaff Top 10

#VISITCOOL

Year-long promotion

- Ad placements
- Search campaign
- Activations
- Seasonal deals

PROMOTION TIMELINE*

June 24-July 2	Social teaser campaign for launch
July 3-4	#VisitCool Campaign launch. Includes media outreach and experiential activities through valley
Week of July 13	Installation of new Flagstaff Cool Zone imagery in Legends Entertainment District
July 3 – June 30	Regularly scheduled social posts linking both to VisitCool and direct to sponsors Timing based on partner #VisitCool deals
July 3-Sept. 7	Online Summer campaign including: video ads (YouTube view thru and pre-roll), online banner ads, weather based search campaign. All online drives to flagstaffarizona.org/visitcool and YouTube #VisitCool playlist
August	Flagstaff Cool Zone activation
Late September	Flagstaff Cool Zone activation Promoting winter based partners. Possible 2nd activation depending on Diamondbacks season
Oct. 14 -Feb. 28	Online Winter campaign including: video ads (YouTube view thru and pre-roll), online banner ads, weather based search campaign. All online drives to flagstaffarizona.org/visitcool and YouTube #VisitCool playlist.
December/January	Possible Legends District activation (depending on district activities)
January	NCAA College Football Bowl Championships
February/March	Visit Cool Spring Training activation (Location/Theme/Date TBD)
April	Flagstaff Cool Zone Activation
May - June	Online Summer campaign including: video ads (YouTube view thru and pre-roll), online banner ads, weather based search campaign. All online drives to flagstaffarizona.org/visitcool and YouTube #VisitCool playlist
May	Flagstaff Cool Zone Activation
June	Flagstaff Cool Zone Activation

*Activities are not all-inclusive and are tentative

Thank you for your support