

Atlanta

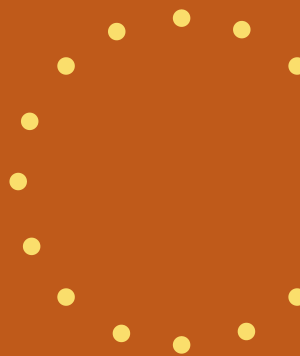
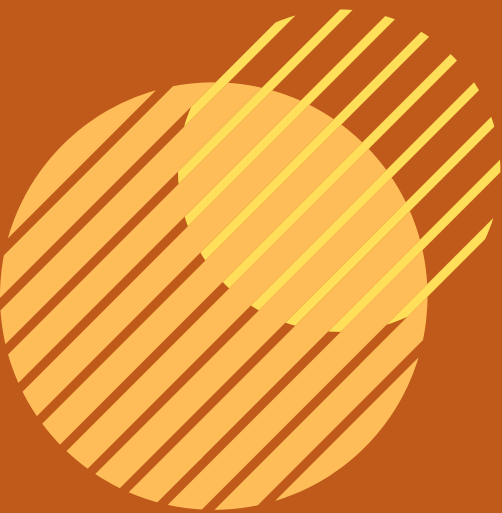
FINAL CAMPAIGN STRATEGY



Alpha Team:
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May 2022



THE STRATEGY SET UP



Final Campaign Strategy: Atlanta
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INTRO

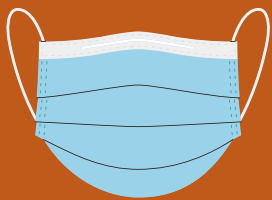
The Covid-19 pandemic forced people to live day-to-day while they followed ever-changing mandates and restrictions due to the virus, and many had to adapt to new work from home policies that took some getting used to. Remote work is permanently here to stay, however this ability to work from home without distractions has forced people to work harder than ever, and many are finding themselves becoming burnt out and overworked. Millennials were already the most work-focused generation, and the pandemic only further enforced this mindset in them. Americans are returning to work in droves as the world opens back up and restrictions are lifted, and many are starting to look for a return to normalcy. A change of pace and a break from this reality would be extremely beneficial for everyone affected, especially this millennial group that is finding it increasingly harder to distract themselves from their work. Atlanta is the ideal city for Southerners to escape to because it will bring excitement and joy to their lives that they have not experienced since before the beginning of the pandemic. World-class entertainment, historic cultural sites, and some of the best Southern cooking around creates the perfect weekend getaway for those who need to step away from their daily lives for a quick mental reset.

CAMPAIGN PROBLEM



Georgia's hospitality sector & tourism suffered the most from the pandemic.

COVID-19 has had a devastating impact on Georgia's hospitality sector. Tourism is the "leading contributor to Georgia's economic growth and prosperity," which took a massive hit starting in March 2020 and has left a gap Georgia has yet to bounce back from fully. Part of Georgia's draw is its conventions, concerts, sporting events, and other tourist attractions that have come to a screeching halt. Individually owned businesses like hotels, restaurants, resorts, and more suffered the most.



Atlanta experienced massive layoffs due to COVID-19.

"One in four metro Atlantans who were employed before the pandemic have been laid-off, terminated, or furloughed due to the COVID-19 virus" (ARC, 2020). This has caused a sharp decline in its economy and a record number of residents- one in 5- receiving help from local food banks.



Atlanta's tourism has yet to recover in 2022.

At the beginning of 2020, "Atlanta hotels saw their occupancy rates plunge to 36%" (Associated Press, 2022). Two years later, that percentage still lags behind the pre-pandemic occupancy rate in 2019. Moreover, in 2022, conferences are still being canceled in Atlanta due to uncertainty of the coronavirus. Though progress has been made, tourism in Atlanta is nowhere near where it was before the pandemic.

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CAMPAIGN OPPORTUNITY

"Micro-cations" like weekend getaways are rising in popularity.

WEEKEND

Millennials take 69% more weekend trips than any other generation (Widmer, 2022). This trend of millennials taking shorter vacations is known as "micro-cations." Millennials prefer this method of travel because it helps manage a work-life balance and enables them to take multiple trips in a year instead of just one (Borden, 2019). Moreover, some of the most popular forms of vacations were classified as leisure and romantic getaways (Truyols, n.d.).



Atlanta tourism comes from outside states in the US.

Most of the tourists in Atlanta actually come from elsewhere in the United States. Rather than targeting residents of Georgia, focusing on millennials in bordering states will likely yield more tourists.

Marketing Objective

To drive tourism in millennials without children in bordering states of Georgia for a weekend getaway trip to Atlanta over the next 12 months.



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CAMPAIGN OPPORTUNITY

Rebuilding tourism in Atlanta is essential to create jobs and help the city bounce back to its economic boom it was experiencing prior to the pandemic. The following are untapped growth opportunities:

Millennials without children are the most eager to travel to metropolitan cities post pandemic.



Millennials are not only the largest generation in the United States, but they are also reportedly the most eager to travel post-pandemic. They are expected to take between one and five leisure trips in 2022 (Saltzman, 2022). Couples and millennials without children are more likely to travel to metropolitan cities like Atlanta within this eager demographic.



Millennials are more comfortable traveling domestically.

Trends for 2021 - 2022 suggest 79% of millennial travel was exclusively to domestic destinations (Condor Ferries, 2022). Since the pandemic, more millennials are traveling within their own country.

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BRAND PLACE DNA

Atlanta has quickly become the most modern and exciting city in the South.

Founded in 1837, Atlanta is the capital of and largest city in Georgia (atlantaga.gov.) Atlanta sits on a ridge south of the Chattahoochee River and is about 1,050 feet above sea level; that gives it the highest elevation of any major city east of Denver. Atlanta began a construction and retail boom in April 2006, when it planned over 60 new high-rise or mid-rise buildings to be erected.



Atlanta is the modern image of the Old South.

Unlike other local southern cities like Charleston and Savannah, Atlanta chose to forgo and get rid of its "Old South" appearance and architectural structures. Atlanta sees itself as the leader of the "New South" and went for more expressive and modern structures. Atlanta's skyline boasts several high-rise buildings, the tallest of which is the Bank of America Plaza, the 30th-tallest building in the world at 1,023 feet. It is the tallest building in the United States outside of Chicago and New York City (New World.)



Convenient Airport Drives Tourism.

Hartsfield-Jackson Atlanta International Airport is the busiest airport in the world, measured by passenger and aircraft traffic; over 110 million people passed through in 2019, 10 million more than the next busiest in Beijing (Hayward, 2021.) The airport provides air service between Atlanta and many national and international destinations, and is the central hub for Delta Airlines, one of the biggest airline companies in the world. The numerous flight options encourages tourists to travel to Atlanta.

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BRAND PLACE DNA

Atlanta is home to some very unique attractions and landmarks that cannot be found elsewhere.



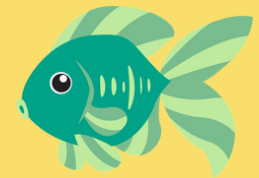
- **Mercedes-Benz Stadium** opened in 2017 and is home to the Atlanta Falcons (NFL) and Atlanta United FC (MLS.) The stadium holds 71,000 people and hosts sporting events and concerts. It has a retractable roof shaped like a camera lens that opens and closes rotationally as needed (Pfeiffer, 2021.)



- **The World of Coca-Cola** is a museum that displays the history of Coca-Cola, which was invented over 125 years ago in Atlanta. Here you can taste Coca-Cola made worldwide, explore the vault where the secret formula is kept, and interact with other exhibits and art galleries (Pfeiffer, 2021.)



- **The Martin Luther King Jr. National Historical Park** is a complex that pays respect to one of the most famous leaders of the American Civil Rights Movement. It includes several buildings, including a visitor center, museum and is where Martin Luther King is buried (Pfeiffer, 2021.)

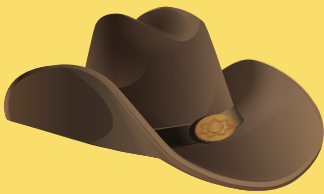


- **The Georgia Aquarium** is the largest aquarium in the western hemisphere which attracts over two million visitors every year (georgia.org.) The aquarium is comprised of more than 70 habitats that are home to thousands of species of marine life. Guests can even swim or dive with whale sharks and manta rays in the world's largest aquarium habitat (discoveratlanta.com.)

BRAND PLACE DNA

Atlanta has kept its classic Southern charm and identity despite it being a modern city.

The southern states of America have a very distinct cultural identity that is completely embodied by the term "Southern Hospitality." When one thinks of the South, they think of the Spanish moss hanging from trees, large plantation houses with wraparound porches, country music, sweet tea, and barbeque food. This is all derived from the idea of Southern Hospitality and makes up a general identity of those that are from there. Georgian people embody the following ideas because they have a sense of respect for themselves and their ancestors, and they are inherently proud to be Georgian (Darrisaw).



- **Politeness** – taught and instilled at a young age
- **Good home cooking** – essential to any household, recipes passed down generations
- **Kindness** – treat guests like they're family
- **Helpfulness** – proud and happy to always lend a hand
- **Charm** – making others feel warm, welcomed, and comfortable
- **Charity** – treat your neighbor with respect and they will return the favor

BRAND PLACE DNA

Atlanta is proud to welcome visitors with open arms and show them all it has to offer.

Atlanta is a relatively new city in America that chose to rid itself of its historical southern identity to become a hub and center of business and travel. The city's history is rooted in Civil Rights and peace, as it was the center of this movement in the 1960's. Atlanta leveraged these values in their successful bid for the 1996 Olympics, where it was able to show the world that it truly is a fast-paced modern city (atlantaga.gov.) More people pass through Atlanta's airport than any other in the world, and the city has made sure that it is prepared to greet those who venture out of it. Modern attractions combined with the local culture and some Southern hospitality makes Atlanta an alluring destination.

Core Identity

Empire state of the south –

Atlanta combines southern hospitality with a cultural melting pot.



BUYER PERSONA

THE SPONTANEOUS TRAVELER: LOGAN



Name: Logan Adler

Gender: Male

Age: 30

Education: Bachelor's degree

Occupation: Marketing Professional, \$90,000

Marital Status: Single

Location: Greensboro, NC

Behavior/Lifestyle:

- Sports fan → uses smartphone to check scores, bet on games, and get ESPN updates
- Social drinker → enjoys going to bar and breweries with friends
- Prefers traveling with friends, but is comfortable going alone
- Spontaneous → books tickets, concerts, etc. last minute

Frustrations:

- Work stress
- Tired of seeing the Falcons lose
- Wants a change of pace
- Looking to meet new people

TRAVEL ATTITUDES & BEHAVIORS

Millennials Motivations...

Research and book trips using the Internet & social media on their smartphones.

Millennials do most of their travel research on smartphones (74%), and 65% use these devices to book their trips (Widmer, 2022). Online information has a heavy influence on booking decisions and 84% of millennials focus on user-generated content when evaluating travel destinations (Deane, 2022).



Want to spend less money on physical products and more on travel.

Millennials value experience over physical goods, 75% said they'd prefer to increase travel spending and stop buying physical products (Deane, 2022). This generational group values creating memories and becoming immersed in their travel destination.



Enjoy last minute weekend trips.

Trends are showing that 79% of millennials prefer domestic travel because they can easily take a last minute weekend trip. Travel statistics demonstrate that 69% of millennials traveling will focus on locations where they can plan a weekend trip (Deane, 2022). Of all millennial travel, around 49% is a result of last minute vacation decisions (Deane, 2022).



Are looking for new adventures and cultural experiences.

Millennials want to experience new things when traveling and 86% want to dive into new cultures (Deane, 2022). They value locations with historical sites and that are rich with information. Getting involved with the locals and experiencing authentic music, food, entertainment, and more are important to millennial adventures. Popular vacation and leisure activities for millennials ages 30-34 include attending events (129 index) and outdoor activities (129 index).



MEDIA CONSUMPTION HABITS

Social Media Information and Habits:

Millennials actively share posts on Instagram and Facebook.

- **Instagram** Largest age group: 25-34 (31.2%) (Statista, 2022)
 - millennials form personal connections with Instagram influencers and trust their opinion/reviews more than traditional advertising
- **YouTube** Largest age group: 15-35 (highest reach) (Statista, 2022)



Mobile Device/ Media Usage:

Millennials spent over 13 hours a day on their phone.

- **66%** will book their trip on a mobile phone, **74%** will search for travel-related info and install apps on their smartphone (Statista, 2022)
- **61%** used travel providers, opinion sites, and agents to gather info, with another **50%** using social media, friends, and family (Statista, 2022)



Travel Consumption:

Travel sites are integral to the scheduling process for millennials

- **84%** will base booking decision on user-generated content, such as comments and reviews
- **85%** will check multiple travel sites for information about the best possible deal (Statista, 2022).
- Travel planning methods of Millennials in the US as of July 2018: (Statista, 2022).
 - **User-generated content 72.1%**
 - **Social media 66.9%**
 - **Print resources 45.2%**

TV Usage and Viewership:

TV is not dead, but streaming is the next big thing.

- **TV -**
 - According to a study from the Video Advertising Bureau, millennials have a strong emotional investment in TV — even more so than other generations — and 50% of their time watching videos is on TV. (Carter et al., n.d.)



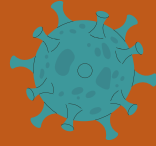
CUSTOMER JOURNEY

Persona Name		The Spontaneous Traveler				
		Awareness/ Mindshare	Interest	Education/ Discovery	Engagement	Conversion
Customer Goal	buyer is bored by everyday life/monotony of work	think about what is wanted out of the vacation	researching local cities as potential options as a destination	visit different social apps & websites about Atlanta	to experience a last-minute weekend getaway	
Thoughts/ Questions	need a break from work, stress, & day to day life "I have not taken a vacation in awhile?"	what aspects of a vacation are most important "what are my options for a getaway vacation?"	research different travel sites & consider: "where can I stay?" "what restaurants should I try?" "what activity can I do?" "What is the cost?"	Interact with other people who have traveled to Atlanta "what do people similar to me think of Atlanta?" - why this location?	consider the pros of Atlanta "Is this a the most cost effective destination?" "Can I attend sports, concerts, etc?"	
Motivations/ Frustrations	want something new/change of pace hybrid work model easier to travel with flexible hours	Frustration - frustrated & tired of seeing the Falcons lose Motivation - want a new experience/adventure that does not require full itinerary	Research everything Atlanta has to offer & how to get there: learn about appealing attractions & active nightlife	make an account on travel service sign up fore emails to learn more view new social media posts promoting Atlanta & its attractions	Will travel to destination that is easy to get to & best bang for buck	
Media Used	Traditional media - outdoor billboards - linear TV ad (during NFL games) - Print ads Social Media - influencer marketing	- published blog - online display ads - social media giveaway	- press release - websites - featured social media posts	Treasure hunt	Mobile Ticket App	

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CUSTOMER INSIGHT

Consumer Problem



COVID-19 has been on everyone's mind for the past two years. In 2020, the world shut down, and this led to many people losing their jobs or working remotely. Staying home and working was the only thing that people could do during this time period. This routine has become exhausting, especially for career obsessed millennials. This group craves financial stability after living through two recessions, and now COVID-19. They are burnt out at work and have felt pressured to work more hours since they started working from home. As a result, they have been lacking the new life experiences that they desire. Millennials are now bored and are ready to catch up on all the opportunities they have missed. Taking a break from work is a necessity for millennials to feel rejuvenated and more fulfilled with life. As COVID-19 restrictions are being lifted, millennials feel more comfortable and open to traveling with their friends. However, they don't want to fall behind on work and are still cautious about traveling internationally. A weekend getaway is what these "workaholic" millennials need to feel like themselves again.



Communications Objective

To get work obsessed millennials to realize that Atlanta offers priceless moments more important than work.



Target Audience

Young millennial men and women ages 30-33. Though they are not married and do not have children, they still lead busy lives. They are well educated and are living comfortably on an above-average salary. Their career-driven attitude motivates them to succeed in their field. Juggling a work-life balance is one of the biggest sources of stress because they have an always "on" mindset. Partially due to the pandemic, they have become bored with their daily routine that centers around their job. They prioritize work over their personal lives, which leads them to be overworked and burnt out. To refresh their creativity and state of mind, they value new experiences when they manage to get away from the office. Their vacations may only be short weekend getaways, but they pack their trip full of new experiences, attractions, and cultures. Big cities appeal to them because of the endless opportunities for a lively night seeing their favorite sports team, catching a concert, or trying the new trendy bar they found on Instagram. They are extremely loyal to their local eateries because they love the classic southern food available and great selections of beers on tap. Instagram has an impressionable impact on them and they are inspired to recreate the photogenic content for their own profile.



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CUSTOMER INSIGHT

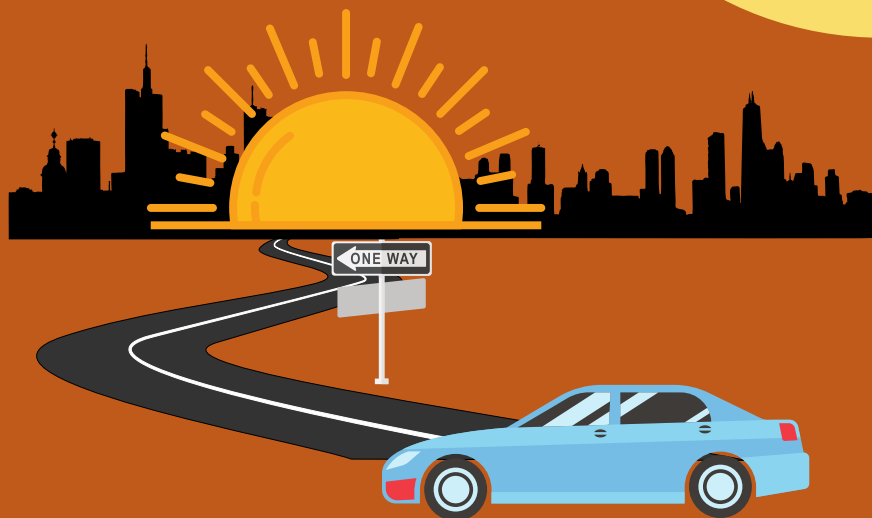
Insight

- **Fact**: Millennials are prioritizing work over themselves.
- **Observation**: Millennials are choosing not to take their vacation days.
- **Insight**: Millennials have a deep-rooted fear they are behind on their financial situation from being exposed to two economic recessions early in life; thus they overwork as a coping mechanism to feel in control of finances.



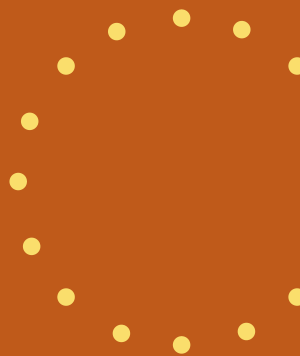
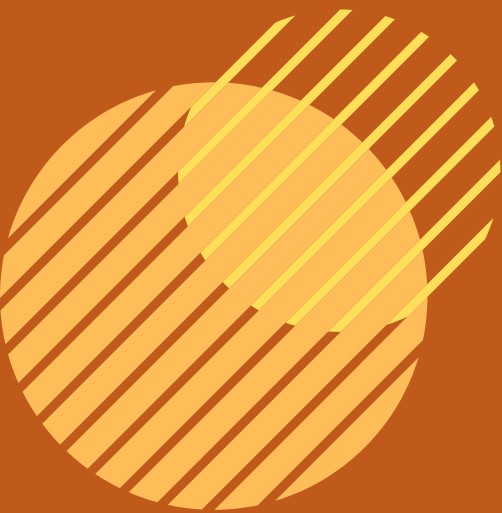
Single Minded Proposition (SMP)

Some experiences are worth leaving the office for.





THE STRATEGY



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CREATIVE IDEA

Moments that make life worth it.

Millennials are so career driven they often overwork themselves in fear of falling behind in the office. Despite this sense of stress and pressure of professional perfection, they are still motivated to travel and experience life's best moments. Millennials need a push to remind them to prioritize themselves once in a while. Work will always be there, so capitalizing on weekend travel opportunities is essential fulfilling their work life balance. Showing millennials there is a life outside of the office.

CAMPAIGN STRATEGY

Awareness/ Mindshare

To make the work-focused millennials aware of the desire to travel.

- using a combination traditional and digital media for maximum exposure
- outdoor ads will be strategically placed in cities to reach millennials
- **messaging:** capturing great moments that happen outside of the office

CAMPAIGN STRATEGY

Interest

to get the millennials to realize their need for a local weekend getaway vacation.

- highlighting Atlanta's top tourist destination
- integrated marketing approach including: PR, advertising, and social media
- **messaging:** weekend getaways is the premier vacation type for the work obsessed millennial.

CAMPAIGN STRATEGY

Education/ Discovery

Establish Atlanta as the destination for a weekend trip.

- providing easy access information that can be acquired via print or digital media
- **messaging:** emphasize the best Atlanta has to offer in terms of places to stay, food to eat, and places to visit.

CAMPAIGN STRATEGY

Engagement

To get the target to talk about the brand and engage in different interactions.

- creating activities for tourists to participate while in Atlanta
- creating hashtags for social media platforms to drive messaging and form online community
- **messaging:** You have to be there.

CAMPAIGN STRATEGY

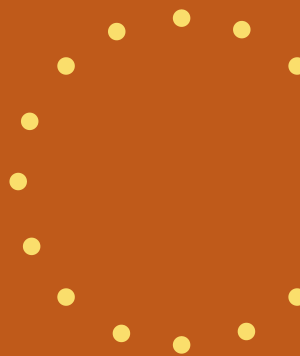
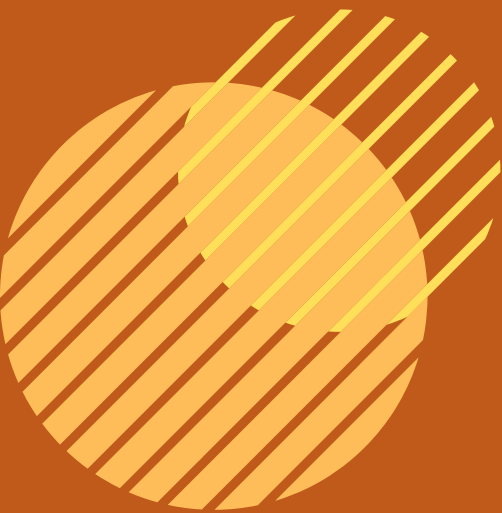
Conversion

To provide an easy purchase for a last minute weekend getaway to Atlanta.

- guiding potential consumers directly to websites and/or mobile apps to purchase online tickets
- **messaging:** will promote specials, offerings that will entice the consumer to make a purchase



TACITCAL PLAN



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AWARENESS

Tactic #1: Outdoor Billboards

IMC Strategy: Advertising Strategy

Why: Since the target will purchase tickets online, billboards are used because OOH advertising is 382% more effective at driving online activity than TV ads. 71% of people consciously look at billboards when driving. (hubspot) Over 50% of people say they've been highly engaged by a billboard they've seen in the last month. (hubspot). Billboards are visible, they are always on (can be seen 24/7), can be strategically placed in customized areas, they build brand awareness, and they can target a variety of consumers. (primary media)

What: The messages on these billboards will remind the target of their frustrations, and help them realize their need for a vacation. This tactic is in the awareness stage because it will communicate a general, vague message to an unlimited number of people within the demographic. They will become aware of their feelings just as quickly as they become aware of the billboard.

How: These billboards will be placed in strategic, highly concentrated areas within the metropolitan locations throughout the Southeast U.S.. Cities include: Asheville (NC), Nashville (TN), Birmingham (AL), Charleston (SC), Savannah (GA). Billboards will be placed in areas where public transit, and highway traffic is popular because these are locations commonly seen by people commuting to work which coincides well with the target.

AWARENESS

Tactic #2: TV Advertisements

IMC Strategy: Advertising

Why: Although millennials are more likely to have switched to streaming services for movies and TV than any other adult generation, they stick to traditional TV when it comes to live sports (Tamanini, 2022.) During these live broadcasts there are classic commercials but also smaller sponsorships within the game broadcast itself. Locally-affiliated TV stations sell ads during broadcasts that only reach a particular target market which tend to be more cost-effective. Commercials that stick with TV viewers reach them at the right time with the right message. Ones that are consistent in message and broadcast more often are the most effective in being memorable and breaking through the clutter (Twelve Media, 2022.)

What: Commentators will read a 15-second ad in between innings, stoppages in play, or other breaks in the action that won't require a commercial break. This ad will be a still image of the Atlanta skyline with the Braves or Atlanta United FC logo accompanying it, depending on which broadcast it is. The ad will be simple yet informative, as it will appear visually pleasing and will have a call to action in the form of the microsite's URL at the bottom of the screen that leads directly to the ticket page.

How: Use the same ad style and graphics that are used across all other platforms to stay cohesive. Advertise on Bally Sports Southeast, the TV broadcast station for both teams that are currently in season; the Atlanta Braves and Atlanta United FC (Bally Sports.) These games are broadcast exclusively in the Southeast and the ads would reach the target market that will benefit from them.

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AWARENESS

Tactic #3: Travel Micro-Influencer Marketing (Amanda Blakley)

IMC Strategy: Social Media

Why: Social media influencers have a large impact on millennials and their buying decisions. Many of the pages followed on social media are influencers, and 50% of millennials trust these online figures (Steinmark, 2021). This generational group values authenticity and influencers create a community that millennials are drawn to. Reports show that 92% of social media users trust micro-influencers over celebrity endorsements (Steinmark, 2021). The friendly atmosphere and inviting content that influencers' create, attracts 72% of millennial followers on social media. Millennials follow travel influencers the most compared to other generations, with 50% following at least one (Meyers, 2022).

What: Working with social media influencers will increase the awareness of Atlanta, Georgia. The message communicated will emphasize the attractions and experiences that you can only find in Atlanta. It will show that it is worth spending your weekend at this destination and exploring new adventures to live out life's best moments.

How: Partnering with three traveling micro influencers to promote Atlanta, Georgia on their Instagram and YouTube channels. Each influencer would receive an all expenses paid trip to Atlanta and film their traveling adventures. Throughout all platforms, each influencer will need to post a total of ten times to fulfill their contract.

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AWARENESS

Tactic #4: Print Advertisements in Local Newspapers

IMC Strategy: Advertising

Why: Of all millennials, 82% recorded that print advertising is a part of their purchasing journey. Also, 88% of millennials look through their mail to make sure they aren't missing any information or deals (Fransen, 2021). Millennials spend more time reading their mail compared to other generations, and this includes reviewing print advertisements. This demographic likes to be kept in the loop and being updated on their newspapers is a part of their daily lifestyle.

What: Reading the newspaper is a part of millennials' daily routine. Stumbling across a print advertisement about Atlanta, Georgia will inform this group about the experiences only this destination can provide for them. Introducing Atlanta at this stage and using this media vehicle will guide them into the interest stage of the customer journey and encourage them to learn more about what is available to them.

How: Three print advertisements will be used to communicate this message. This will demonstrate an exciting moment and experience in Atlanta that provides a feeling of "you have to be there." Providing this visual will connect with millennials and emphasize that this is an experience you don't want to miss out on. The visual and tagline will be essential in leading millennials to the next stage in their journey.

INTEREST

Tactic #5: Published Blog

IMC Strategy: PR Strategy

Why: Millennials spend almost 25 hours per week online browsing; part of which they are looking at blogs (Bandy, n.d.). Millennials build a relationship with online bloggers and see them as more than just strangers on the internet. Moreover, this demographic is 247% more likely to be influenced by blogs or social networking sites, (Bandy, n.d.).

What: This blog will reinforce the interest in consumers that this unique experience is only something Atlanta can provide. The blog will always show millennials how taking a weekend trip to Atlanta gives them memories they will only experience from leaving their office.

How: The blog will be a highlight of Atlanta's top 5 tourist experiences. The blog will feature destinations, restaurants, and other must see elements only Atlanta has to offer. In addition, the blog will feature links, and captivating image that help capture the interest of millennials.

INTEREST

Tactic #6: Online Display

IMC Strategy: Advertising Strategy

Why: U.S. display ad spending is expected to hit \$143.55 billion in 2022 (emarketer, 2022). Display ads in the US make up 57.7% of total digital ad spending and 41.5% of total media ad spending for 2022 (projected) (eMarketer). Display ads get in front of consumers before they even realize the need for what is being sold (Narcity media).

What: Tactic will explain the campaign message by giving potential consumers a brief shot of what it is like to visit Atlanta through the paid ads that will be strategically directed to target consumers. It is appropriate for this stage in the journey because consumers will be able to encounter the idea of the Atlanta brand early on in the buying process when they are beginning to realize their desire to travel.

How: Online display ads will appear on publications, websites, and search engines related to travel and Atlanta attractions. These media sources will be related to travel, food, sports, and entertainment. (Ex: an online display ad will appear on a the browser when an individual searches "best places to eat in Atlanta") (see appendix tactic 6)

INTEREST

Tactic #7: Social Media Giveaway

IMC Strategy: Social Media

Why: Social media is very popular amongst target demographic. At 44.3 million users, people aged 25-34 is the largest population of social network users (emarketer, 2022). While people aged 35-44 trail slightly with 39.5 million users. Platforms used will be Instagram (36.8 million users aged 25-34 (largest)), Facebook (39.2 million users aged 25-34 (largest)), and Twitter (12.9 million users aged 25-34 (largest)). (eMarketer, 2022)

What: Giveaways will give consumers an introduction and an opportunity to associate with the brand. Consumers will share experiences and stories that will provide information during this stage. The winner(s) will also receive a free ticket/voucher for one of the many attractions (dinner for two, concert tickets, game tickets, etc.) in the Atlanta area. It will influence the consumer to book a weekend getaway.

How: The giveaways will be conducted on a scheduled basis (weekly, monthly). Posts will be made encouraging members of the platforms to share specific experiences with the brand and share with a friend in exchange, they will be entered for a chance to win free tickets or a voucher (ex: share an Atlanta experience that made you want to pause time then tag 3 friends to be entered in a free concert ticket giveaway). Target consumers will be presented with the content using the keywords and hashtags associated with the brand on the platform.

EDUCATION/DISCOVERY

Tactic #8: Microsite

IMC Strategy: Education/Advertising

Why: Having a microsite will legitimize the campaign because it will be a one-stop-shop for any resource that the interested travelers will need. Microsites are intended to be used for short-lived campaigns and are used to promote marketing campaigns built around limited-time offerings (Rahal, 2021.) Having a microsite will make it easy for people to return and refer to the promotions they were looking at and catch up on any new, relevant information.

What: The microsite will contain the most crucial elements of our campaign including the Fevo site with embedded ticket promo links, blog posts and press releases, treasure hunt splash page, and links to all social media accounts. This is the stage of the journey where customers will want to begin to think about the conversion stage and this site will make that easy for them to do.

How: Create a website that is concise and easy to navigate, but still aesthetically pleasing and aligns with the rest of our campaign messaging. Have the appropriate amount of tabs and re-directs but not too many where the user will be confused and will leave the page. The goal is to create somewhere for the person to go when they are looking for a specific part of the campaign, not have them sit on the site for a long time.

EDUCATION/DISCOVERY

Tactic #9: Media Outreach: Press Release for #OnlyInAtlanta Treasure Hunt

IMC Strategy: PR Strategy

Why: Millennials read more than other generations and get their news from online sources. A press release will help raise awareness and educate consumers about the treasure hunt that is actively going on to promote Atlanta. "Millennials mostly encounter news through social media" which is while digital publications of the press release will maximize the audience (Bleiberg, 2016).

What: The press release will continue crucial information about the treasure hunt such as where it is happening and how outsiders can join. This is the stage of journey where consumers are already interested in Atlanta but they are looking to more specific details.

How: The press release will reinforce the information from the treasure hunt. It will provide links to the where the hints are being posted as well as popular destinations in Atlanta.

ENGAGEMENT

Tactic #10: #OnlyInAtlanta Treasure Hunt

IMC Strategy: PR Strategy

Why: Millennials are considered highly competitive and yearn to be noticed. “Nearly a third said that competing with others, as opposed to working collaboratively” (Zuckerman. 2014). With this in mind, the idea for a fun and creative treasure hunt was formed. Not only are millennials competitive, they also react well to creativity. A treasure hunt around Atlanta is the ideal opportunity for millennials to combine their competitive edge with creative thinking.

What: The treasure hunt helps encourage tourists to get involved with the locals to experience once in a lifetime moments. In addition, it teaches about Atlanta and all the interesting and unique elements the city has to offer. Career driven millennials are driven by competition so giving them an opportunity to be the best will appeal to many. This reinforced the engagement stage in the customer journey because it gives consumers the opportunity to interact with the brand.

How: The treasure hunt will feature local attractions in Atlanta. Each day there will be a hint given to what the attraction of the day is. Each individual who figures out the clue will be expected to post a picture on Instagram of themselves at the location with the hashtag #OnlyInAtlanta to be considered a winner for that day.

**Final Campaign Strategy: Atlanta
May 2022**

ENGAGEMENT

Tactic #11: Branded Hashtag

IMC Strategy: Social Media

Why: Branded hashtags are unique to a specific brand and allows businesses to create a buzz in conversation (Branded Hashtag, n.d.). Most importantly, it encourages and provides a place for user generated content. This type of content establishes credibility and demonstrates a customer perspective of the brand. Of millennials, 47% trust user generated content and this genre of posting receives ten times more views on YouTube compared to branded content (CrowdRiff, 2020). This data applies specifically to those with travel content and post their experiences online for others to view.

What: Engaging with the audience is an important aspect of gaining the trust of potential travelers. This stage is important for connecting the audience and allowing them to feel heard. Creating a brand hashtag allows these millennial travelers to express their current situation and travel expectations in Atlanta. They are able to participate in giveaways and look forward to the treasure hunt competition aspect.

How: The primary branded hashtag to promote user generated content will be #OnlyInAtlanta. This will be used to promote content involving the treasure hunt, the social media giveaways, and any other posts involving trips to Atlanta. The content under this hashtag will provide a community feel for travelers to connect with each other and interact.

CONVERSION

Tactic #12: Mobile Ticket App

IMC Strategy: Advertising Strategy

Why: The pandemic forced online mobile ticketing to be the most popular, if not the only, way to buy tickets, as many stadiums have gone 100% virtual when it comes to ticketing. The National Football League (NFL,) for example made mobile tickets mandatory for the 2021-22 season (Kaplan, 2021.) Mobile ticketing in sports is projected to reach \$27.62 billion in 2022, up from the \$16.44 billion it generated in 2021 (Statista, 2022.)

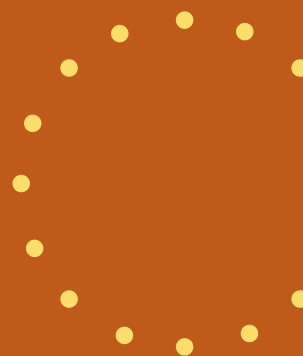
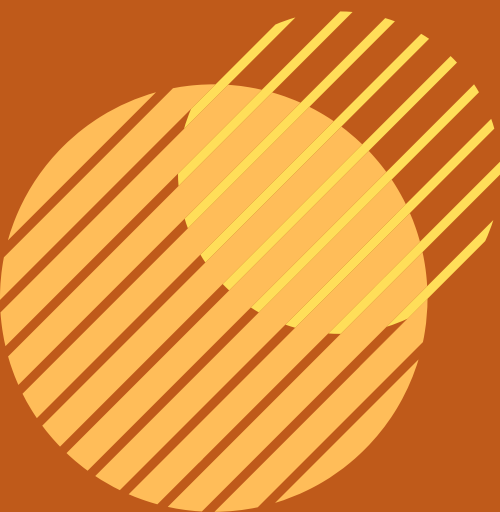
What: Create ticket promotions, group deals, and package offers that will include a discounted ticket(s), souvenir item, concession stand credit, or gift cards. These packages are created to increase demand and revenue for the fans that are not pure sports fans, and need extra incentive to go to a game. Promotions like this will get the fan excited to go to the stadium or arena for the extras that come along with seeing the game.

How: Utilize Fevo, a ticketing platform that is used specifically for offers like this to create these special bundles and offers. Work with a ticket rep from each professional sports team in Atlanta to create these sites that are accessible by using a specific code that will be communicated beforehand. Fevo allows you to share a link specific to your purchase that when shared with others, will allow them to sit with your group in the same area.

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APPENDIX



AWARENESS

Tactic #1: Outdoor Billboards



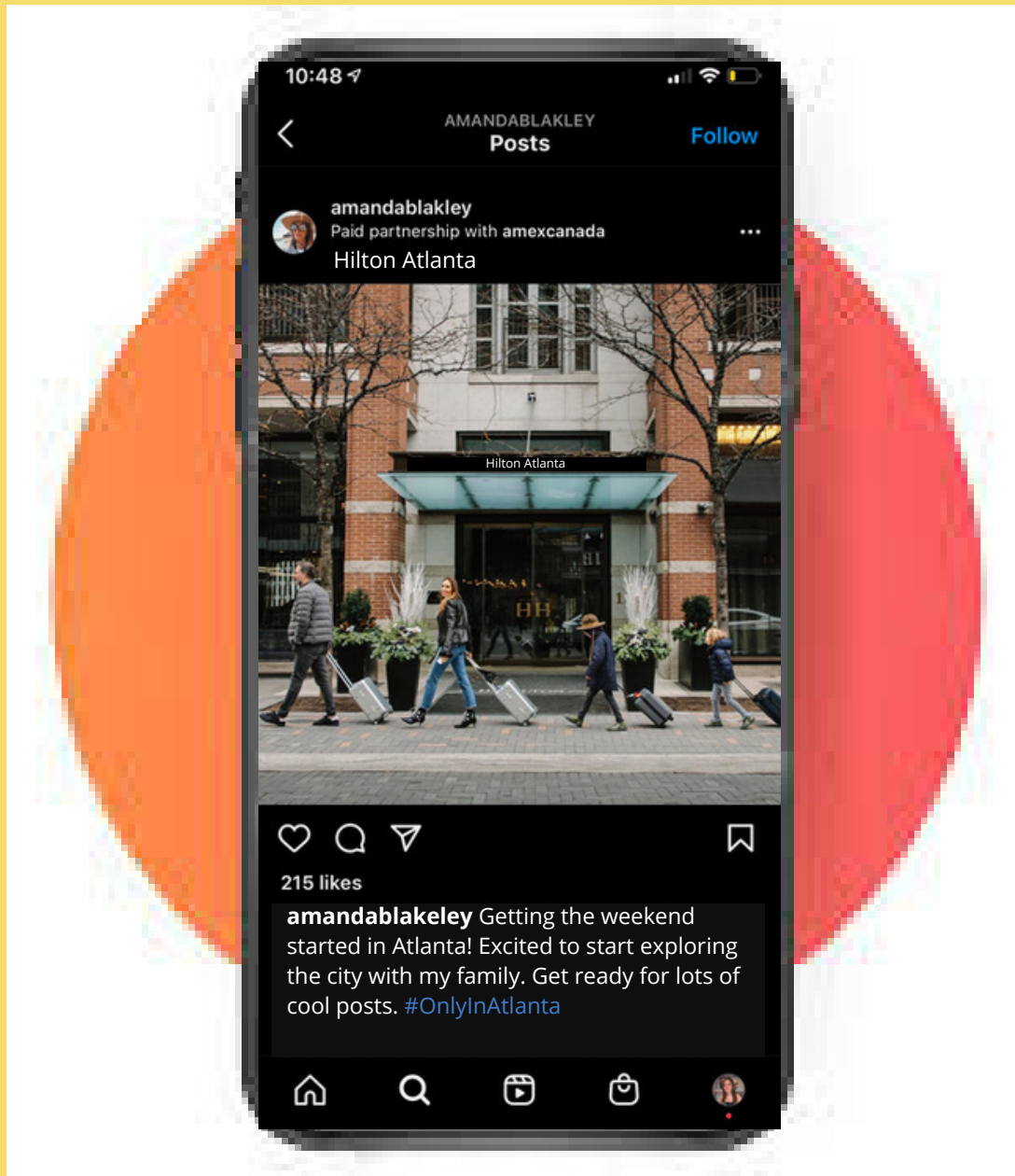
AWARENESS

Tactic #2: TV Advertisements



AWARENESS

Tactic #3: Travel Micro-Influencer Marketing (Amanda Blakley)



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AWARENESS

Tactic #4: Print Advertisements in Local Newspapers



Final Campaign Strategy: Atlanta May 2022

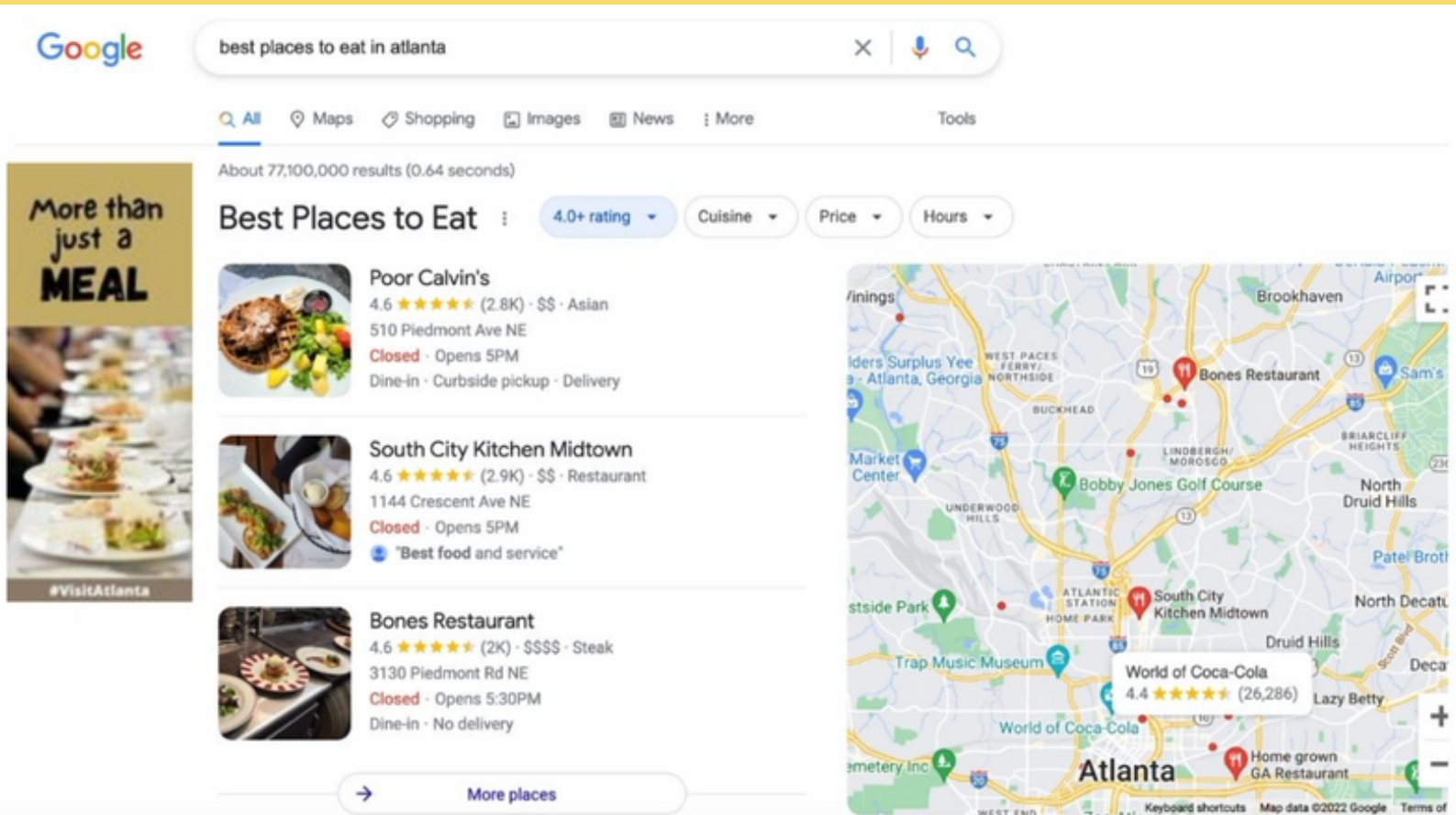
INTEREST

Tactic #5: Published Blog



INTEREST

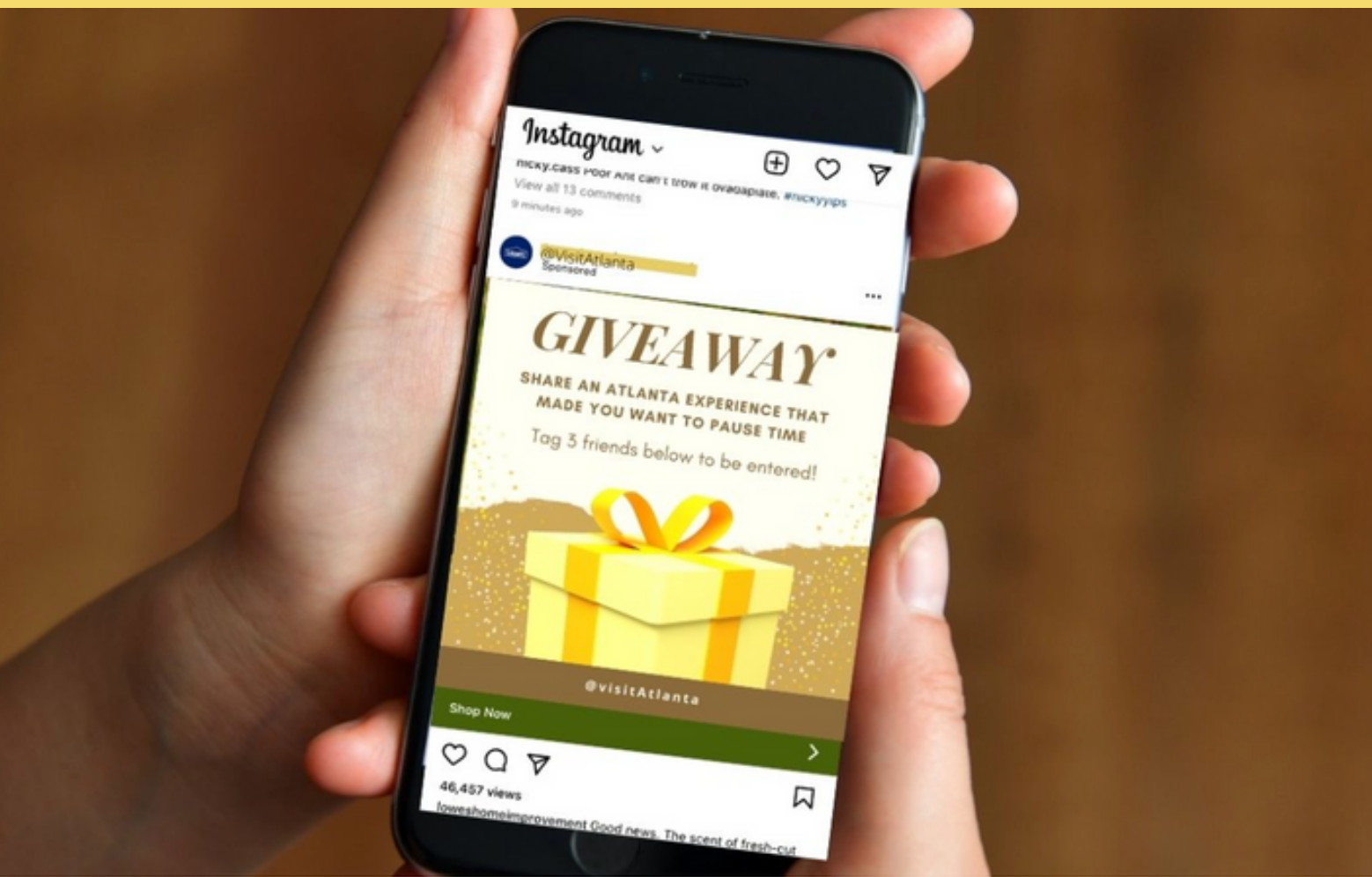
Tactic #6: Online Display



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INTEREST

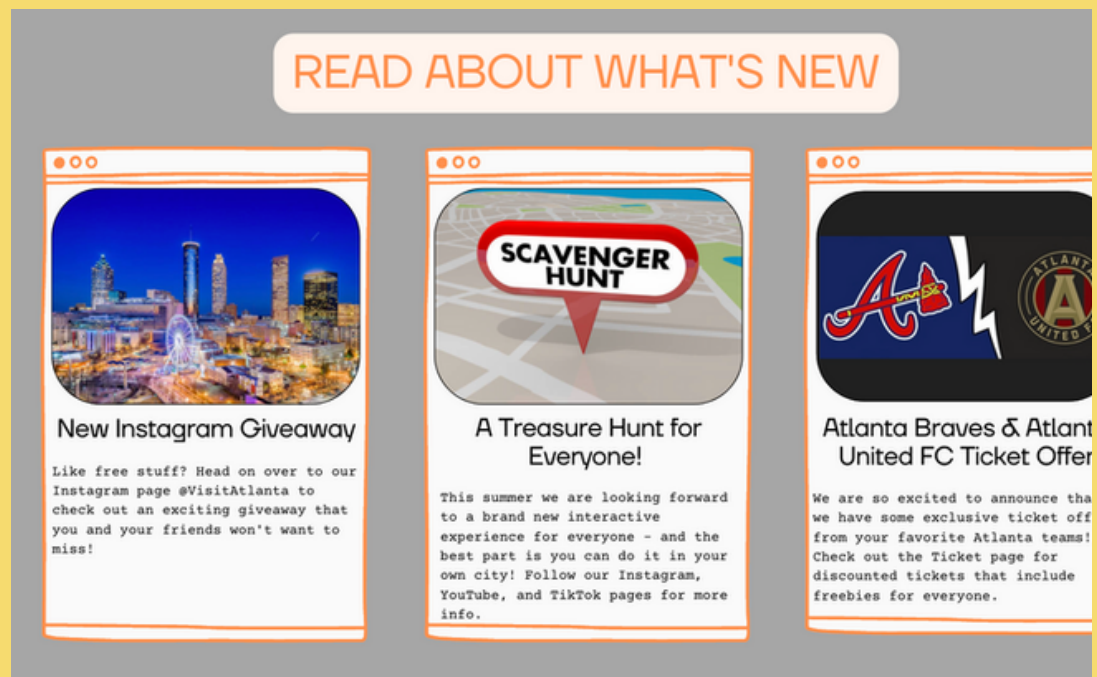
Tactic #7: Social Media Giveaway



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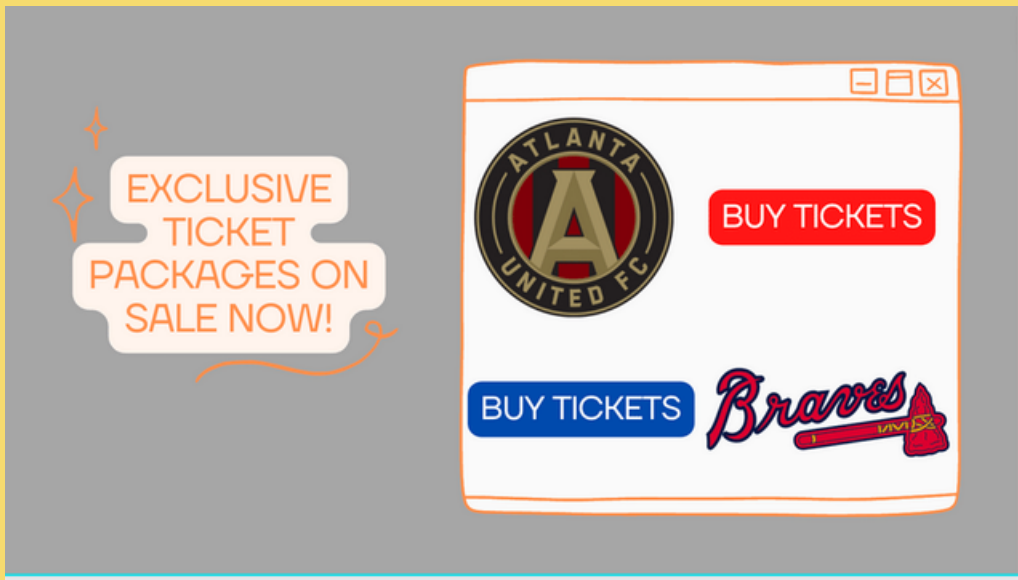
EDUCATION/DISCOVERY

Tactic #8: Microsite



EDUCATION/DISCOVERY

Tactic #8: Microsite



EDUCATION/DISCOVERY

Tactic #9: Media Outreach: Press Release for #OnlyInAtlanta Treasure Hunt

PRESS RELEASE

June 1st, 2022

FOR IMMEDIATE RELEASE

Atlanta Government

Mackenzie Mulhern

Public Relations

Mackenzie@Atlanta.gov

Atlanta Hosts Its First Annual “#OnlyInAtlanta” Treasure Hunt

ATLANTA, Georgia, June 1st, 2022 – Atlanta is thrilled to announce their first “#OnlyInAtlanta” Treasure Hunt aimed to rebuild tourism after the destruction of COVID-19. In honor of #OnlyInAtlanta, Tuesday, Atlanta will be rewarded every winner over the course of a month a cash prize of \$100. A new winner will be chosen everyday over the month of June. The hunt will showcase popular tourist destinations in Atlanta as well as hole in the wall destinations only locals would know. Anyone can sign up using this [link](#). Simply by entering your email you will be a member of the hunt and eligible for finding one of the 31 golden peaches hidden in the city.



Atlanta wants to remind you of the precious moments that happen outside of the office. Life is happening all around you, it's time to go experience it!

Public Relations Coordinator Mackenzie Mulhern said “We want to personally thank the community, and thank everyone who has been a part of rebuilding the city post pandemic. We want to give back to the city and while also making people take a step back from their office and live in the moment”.

For more information regarding this Treasure Hunt please contact:

Mackenzie Mulhern

Public Relations

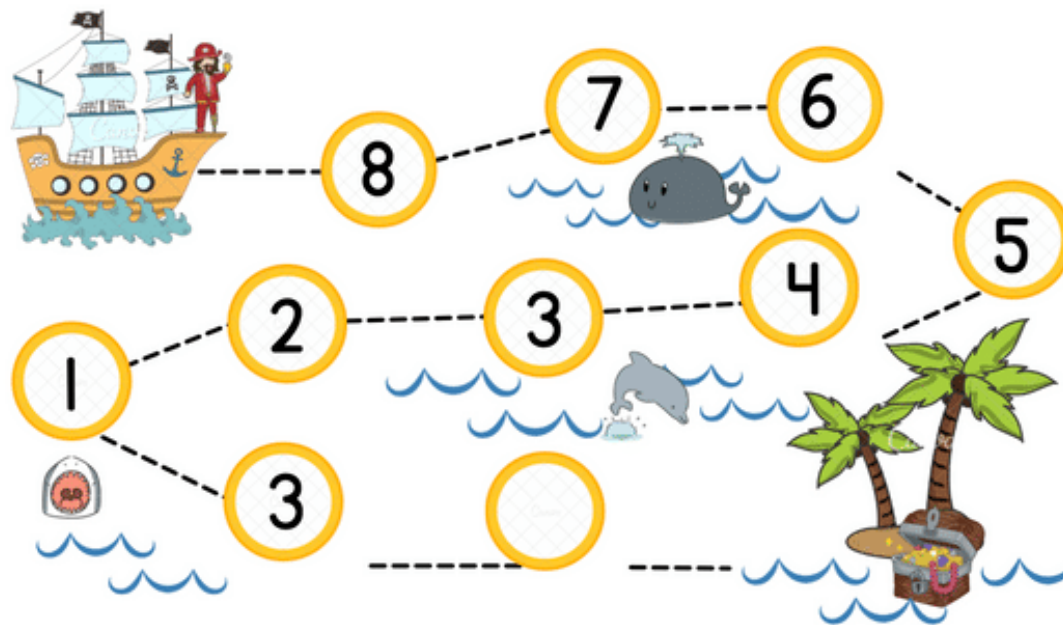
Mackenzie@Atlanta.gov

ENGAGEMENT

Tactic #10: #OnlyinAtlanta Treasure Hunt

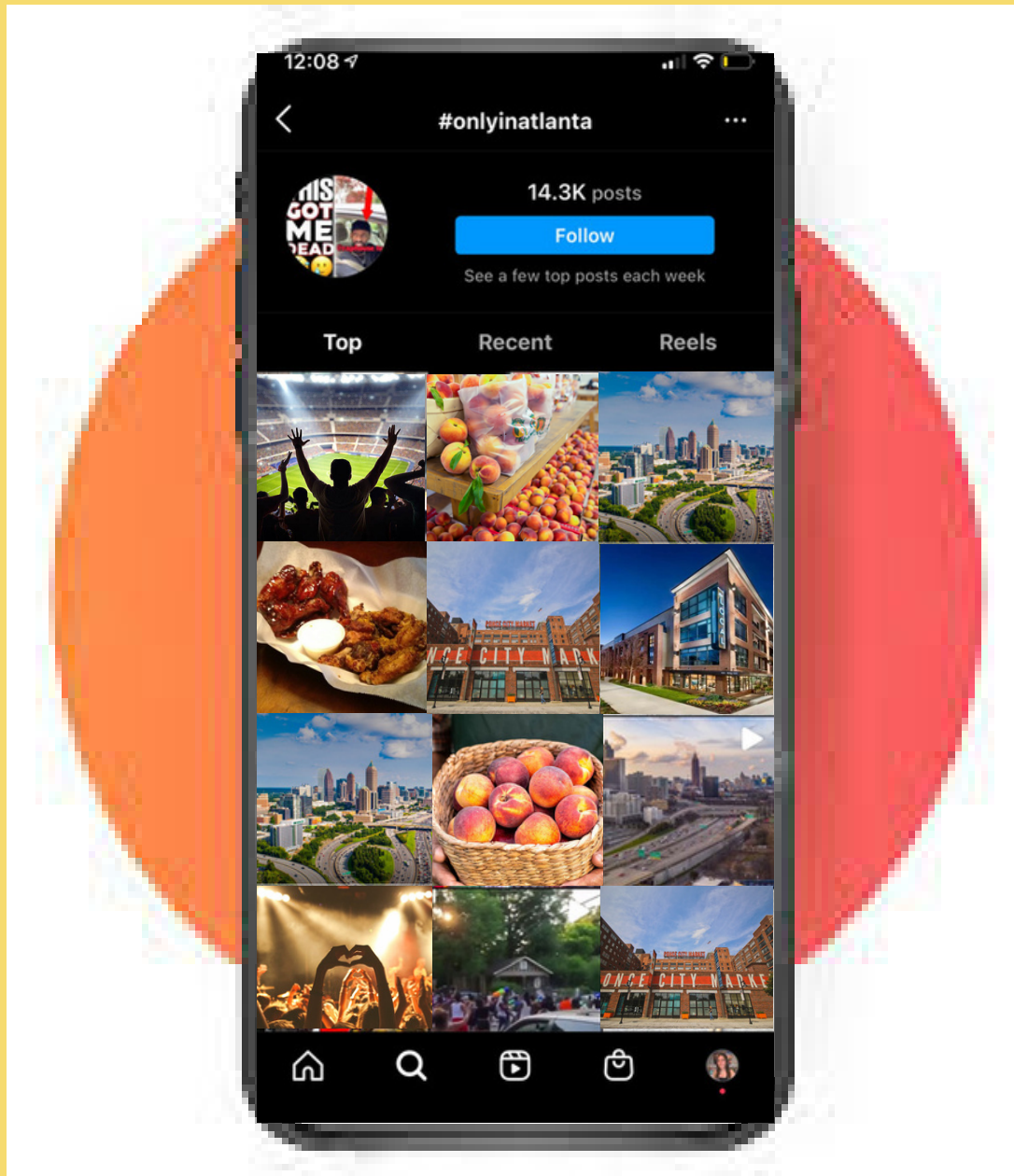
#ONLY IN ATLANTA TREASURE HUNT

Ahoy mateys! There is a lucky golden peach for each person who can figure out our clue by the end of the day! All you have to do to win is post a picture of yourself on Instagram with the #onlyinAtlanta. For every peach you find you win a \$100 cash prize!



ENGAGEMENT

Tactic #11: Branded Hashtag



ENGAGEMENT

Tactic #12: Mobile Ticket App



FAQ

Atlanta Braves 2022 Season Offer

Truist Park
755 Battery Ave SE
Atlanta, GA 30339

This year we're celebrating Atlanta and everything that this amazing city has to offer you, your friends and family. Come to Truist Park for any weekend game this summer as we celebrate you, our fans, with the World Champion Atlanta Braves and a special offer that can only be found here!

This exclusive ticket site allows you to sit with the rest of your group just by sharing your magic link – but that's not all! Your discounted ticket will also include a special Matt Olson jersey that can be picked up at the Guest Services booth behind Section 111.

The bigger the group, the better the benefits! Those with groups of 20 or more will also get \$20 in concession credit included on their mobile ticket. This can be used on any meal, snack, water, or soda at any concession stand in the stadium.

For more information or if you have questions, please contact tickets@braves.com

Buy Tickets



50

Bring 50 guests to enter for a chance to throw out a ceremonial first pitch before your game.

100

Bring 100 guests to enter for a chance to watch batting practice from the field before your game.

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