



OSBORN
BARR
PARAMORE

Introduction

The purpose of today's presentation is to provide an overview of the steps taken to develop the "That's My M-O" campaign and the pivots made in light of COVID-19.

- Background
- Interim Campaign
- FY21 Campaign

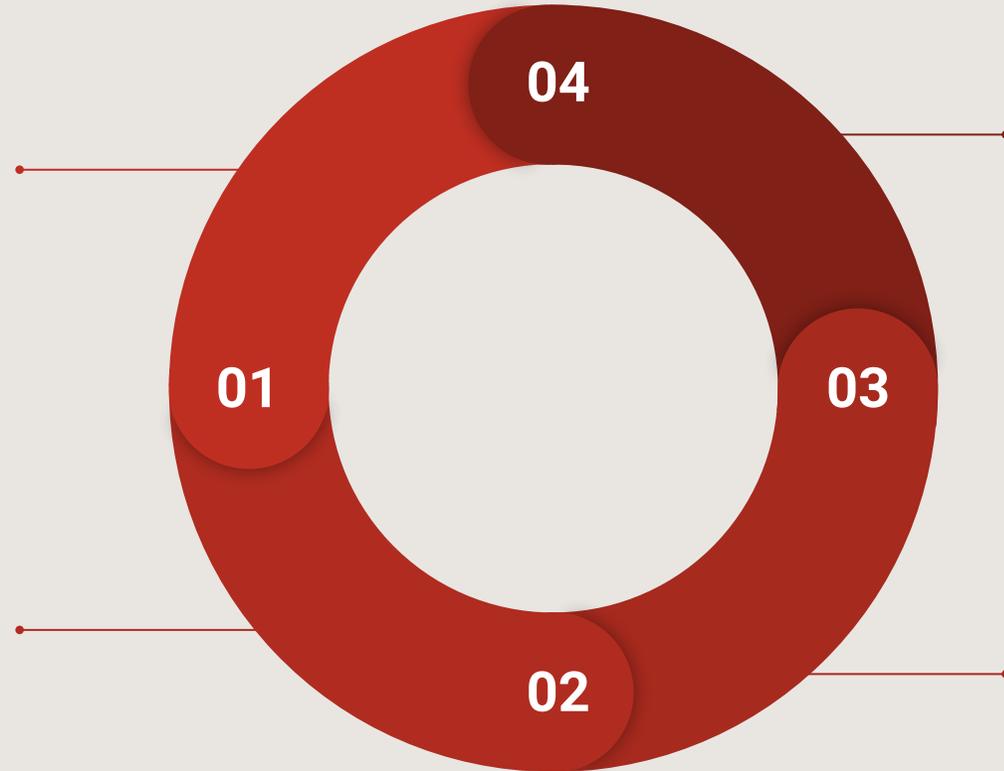
Where we've been and where we're going

Winter 2019: Concepting and Testing

OBP, MDT and SMARI tested four campaign concepts in four cities: Des Moines, Dallas, Nashville and St. Louis.

Early 2020: Campaign Development

OBP used the SMARI report to develop creative execution of the lead concept.



TBD: Launch FY21 Campaign

Testing and planning for a January 2021 launch is in progress.

Spring-Summer 2020: Interim Campaign

In light of COVID-19, we have pivoted to an execution of the campaign that keeps Missouri top of mind.

Background

Current landscape and strategic overview

Where It All Began

Our objective is to help increase tourism revenue for the state and to **grow the Missouri brand** by:

- Reinforcing good vibes with Missouri's fans, and
- Introducing new audiences to the state, building positive, distinctive associations

Missouri must stand out from the competition.

Our strategy is to position Missouri as **an easygoing, unpretentious, affordable, accessible destination** (aka a getaway) that delivers on *what you want, how you want it*.

Focus Group Testing

We set out to accomplish two things:

- Test the strategy: Does our positioning work for audiences and the brand?
- Gather info to make concept recommendations and guide final concept refinement.

We learned that:

- People like a mix of vacations (think two weeks in Europe) and getaways (think a four-day weekend at a cabin).
- Some like planning and some don't, but easy, **low-stress trips are universally attractive.**
- Positioning Missouri as a “getaway” (affordable, easy, unassuming, lots of hidden gems) is appealing to audiences and believable for the state.
- Branded character assets are highly memorable, and a recent meta-analysis by Ipsos found that character-driven campaigns are more than twice as effective at creating branded attention than other assets such as logos, slogans and even celebrities.

Focus Group Results

“That’s My M-O” rose to the top as the concept that best communicates the brand positioning.

- However, while the idea was attractive, **it still needed a stronger execution** to stand out from other states’ campaigns.

“This campaign requires finesse so that it doesn’t look like many other campaigns in the marketplace. The current executions are a bit stereotypical and don’t create a strong emotional connection.”

— SMARI



That's My M-O

We took feedback from testing and worked to create an execution that would give “That's My M-O” the best chance of success in the marketplace.

- Stands out from other state campaigns
- Creates a strong, recognizable brand asset
- Adds relatability and emotional appeal
- Makes the brand stickier

Then COVID-19 Hit ...

We shifted our goal from “get more people to visit Missouri” to “make Missouri the place people want to visit when they can travel again.”

Interim Campaign

Navigating the COVID-19 world

COVID-19 Pivot: Interim “That’s My M-O” Campaign

Interim Campaign Objective: Make Missouri the first place people want to visit when they can travel again.

The Strategy: Build preference for Missouri by being an active, helpful resource for people during this period of no travel.

The Idea: Ask people stuck at home what Missouri attractions and activities they enjoy, then provide them their “M-O” via fun content.

Why We Like It: It’s a personal approach that sparks joy.

Where It Lives: Social (Organic + Paid), Microsite, Earned Media, Paid Search

Executing The Interim Campaign

How content will be used:

- Content lives on social channels and microsite.
- Select content promoted with paid social.

01. Concept Drop

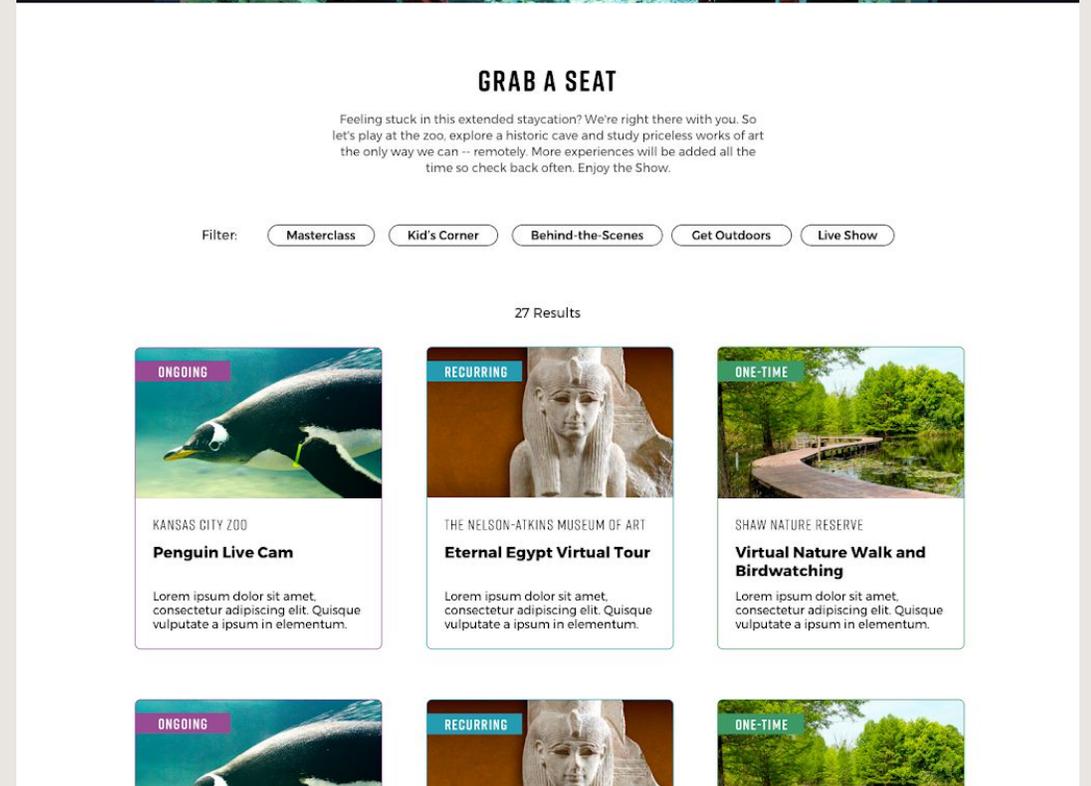
Develop “hero” creative featuring heartfelt moments of surprise as people experience the best of Missouri from home.

02. Promotion

Develop a CTA video prompting viewers to share what they look forward to doing again. This would fuel future content and buy us time while we develop hero and drumbeat content.

03. Microsite

The site features live content and resources for fans of Missouri.



FY21 Planning

Creative + Media approach

In the meantime ...

Consumer Testing

Ensure that the new campaign embodies the attributes, characteristics and tone we want to represent Missouri

Hone in on messaging for post-COVID-19 communications

Casting + Production

Ensure casting delivers on learnings from testing

Production leverages existing assets where possible

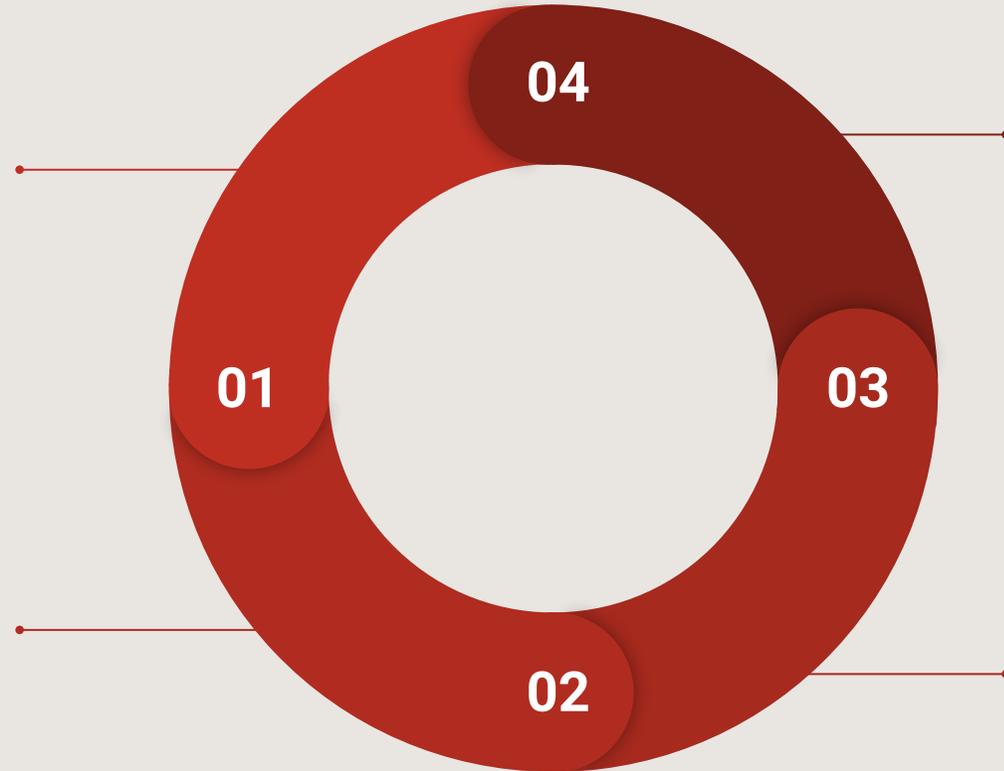
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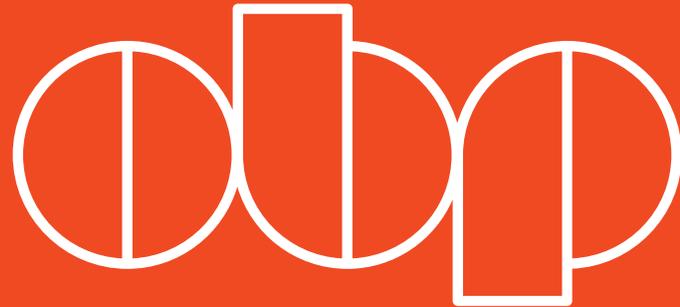


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