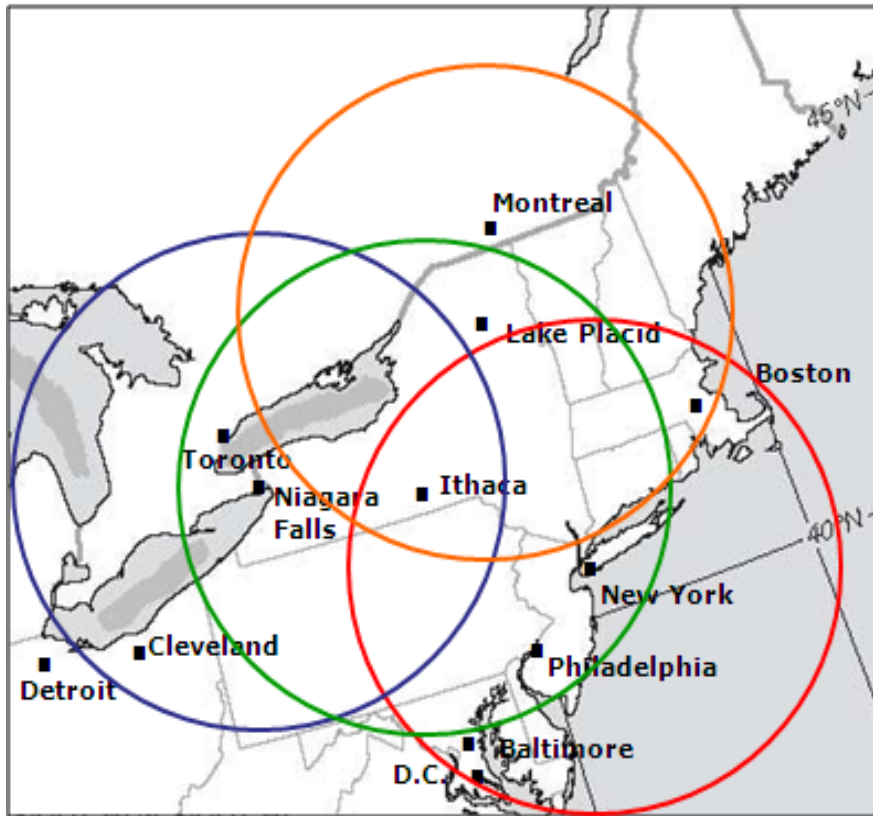


2012 Media Plan

OVERVIEW



AUDIENCE



- Daytrip & Overnight Leisure Traveler
- 80 Million Consumers
- Within 300 Mile Drive
- Age 25-64
- 60/40 female/male
- \$75,000 + (Annual household income)
- Full Time/Self Employed
- College Graduate
- Married/Living with Partner

MARKETS

In-state

- Metro-NY (Emphasis)
- All other in-state markets

Domestic

- Cleveland, Ohio
- Scranton, PA
- Philadelphia, PA
- Hartford/Fairfield County, CT
- Washington, DC/Virginia

International

- Toronto
- Montreal
- Ottawa

CAMPAIGN GOALS

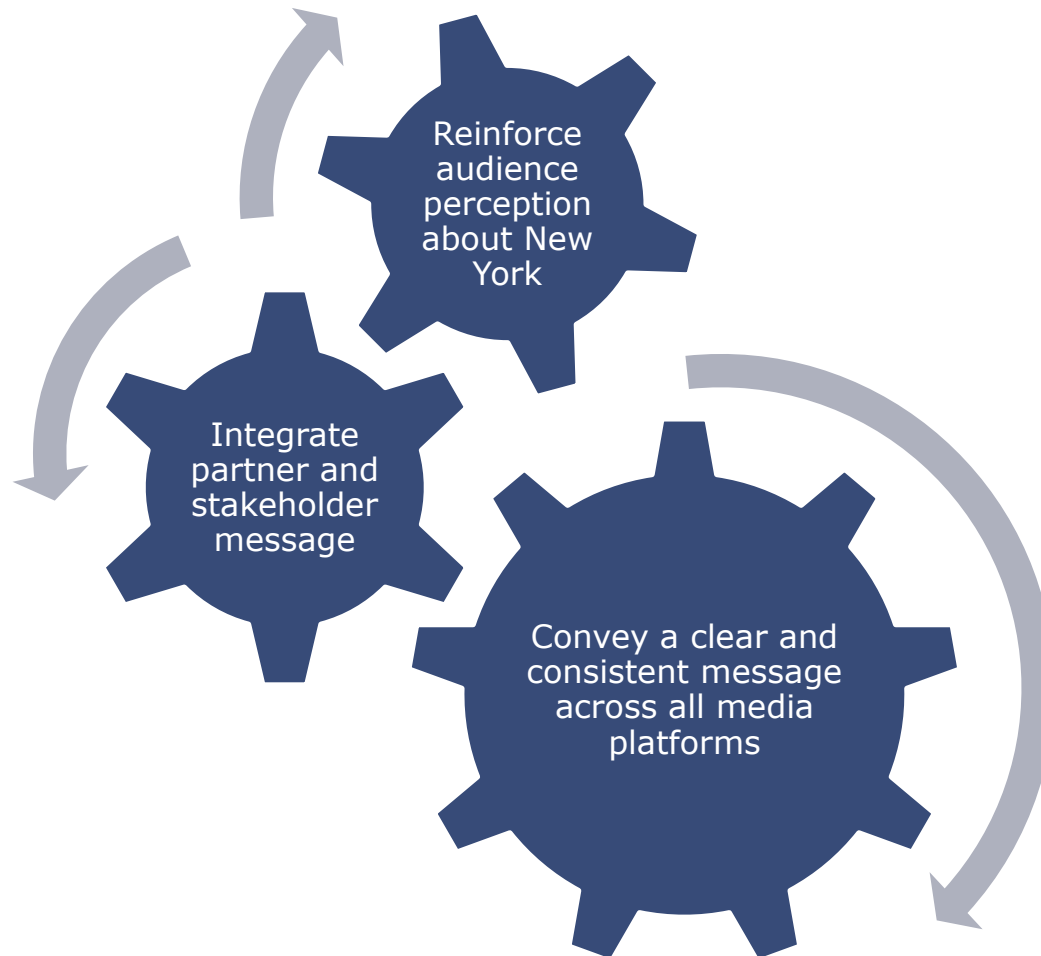
Increase ILNY brand visibility and greater audience engagement

Decrease consumer confusion by unifying message with stakeholders

Increase consumer awareness of and visitation to NYS vacation regions

Drive consumers to iloveny.com and stakeholders' web sites

BRAND UNITY



DRIVERS OF MESSAGE

Paid media

Public Relations & Social Media

Web Site & Collateral

Partnerships & Co-ops

RATIONALE

New York State offers a vacation product that is perceived as high quality, iconic, and unique.

Our audience feels pride, love, and passion towards New York and the I Love New York brand.

The “Discover Your ” campaign provides a strong invitation to consumers to visit New York by reinforcing iconic destinations and experiences.

“Discover Your Heart”

Iconic New
York images
are
inspirational
and have
meaning to
consumers.



“Discover Your
♥” campaign
slogan
identifies the
images as
iconic & unique.

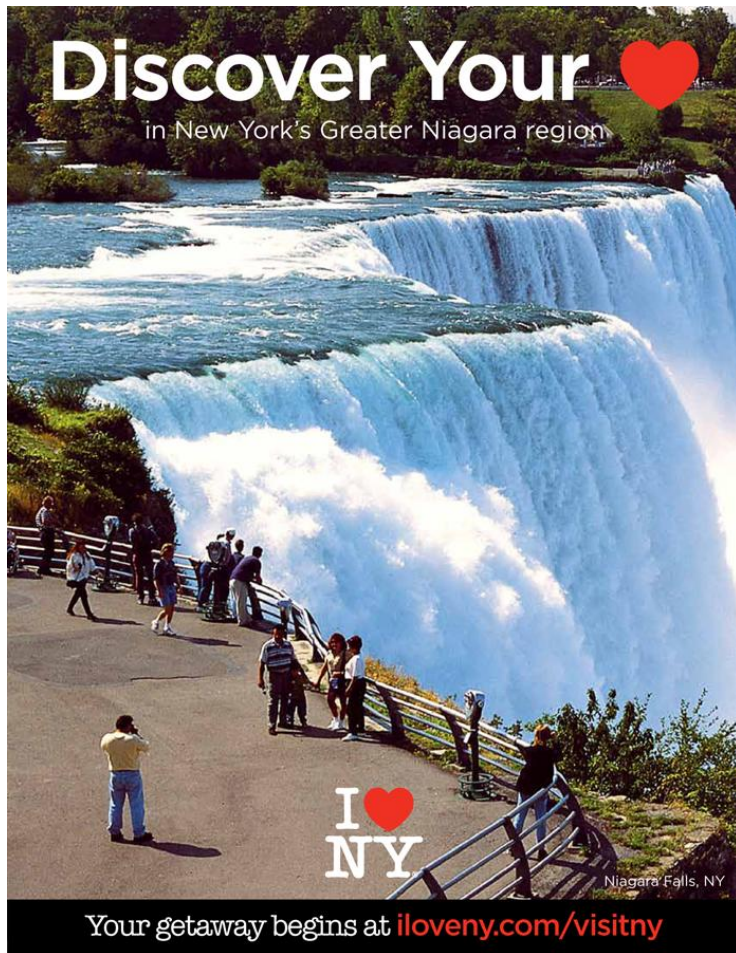


Motivate
visitors to
become
part of the
New York
experience.

CAMPAIGN



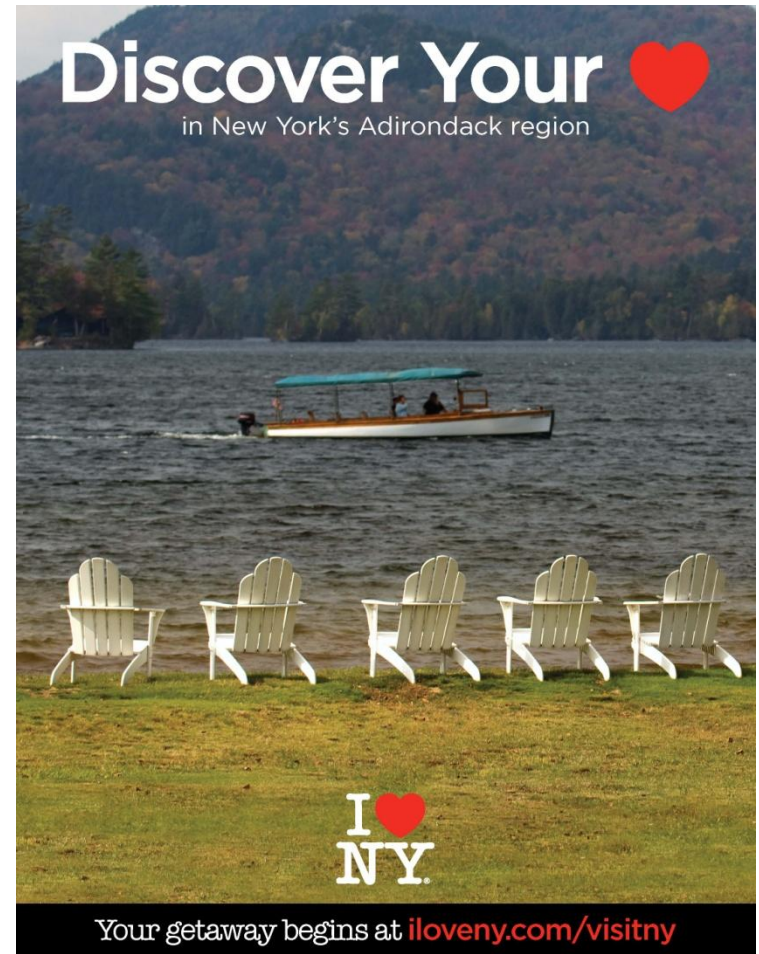
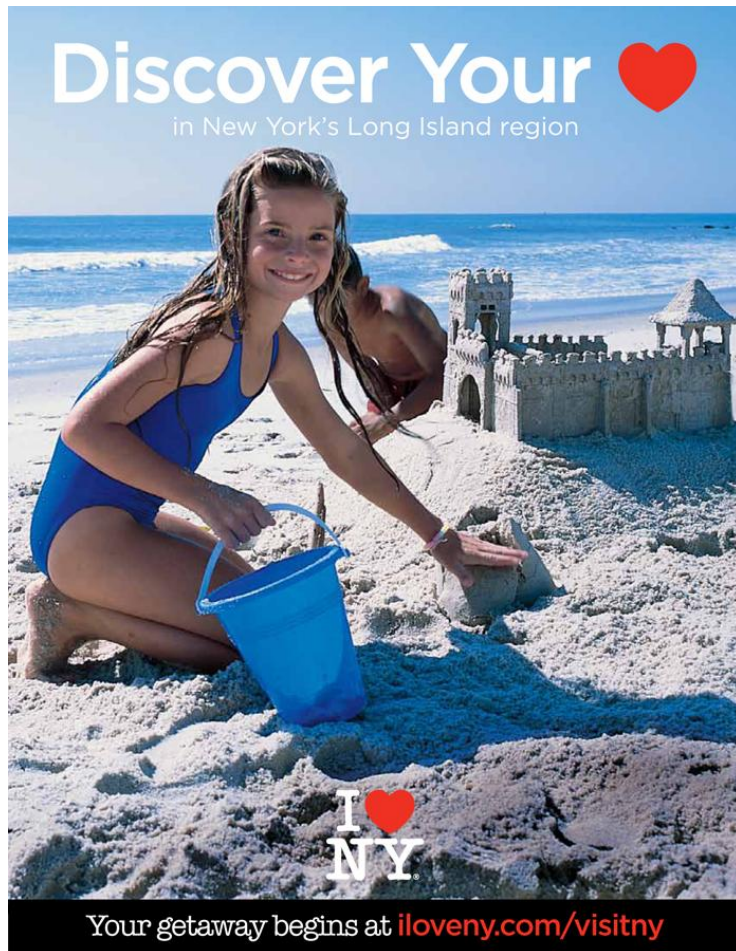
PRINT CAMPAIGN IMAGES



CAMPAIGN



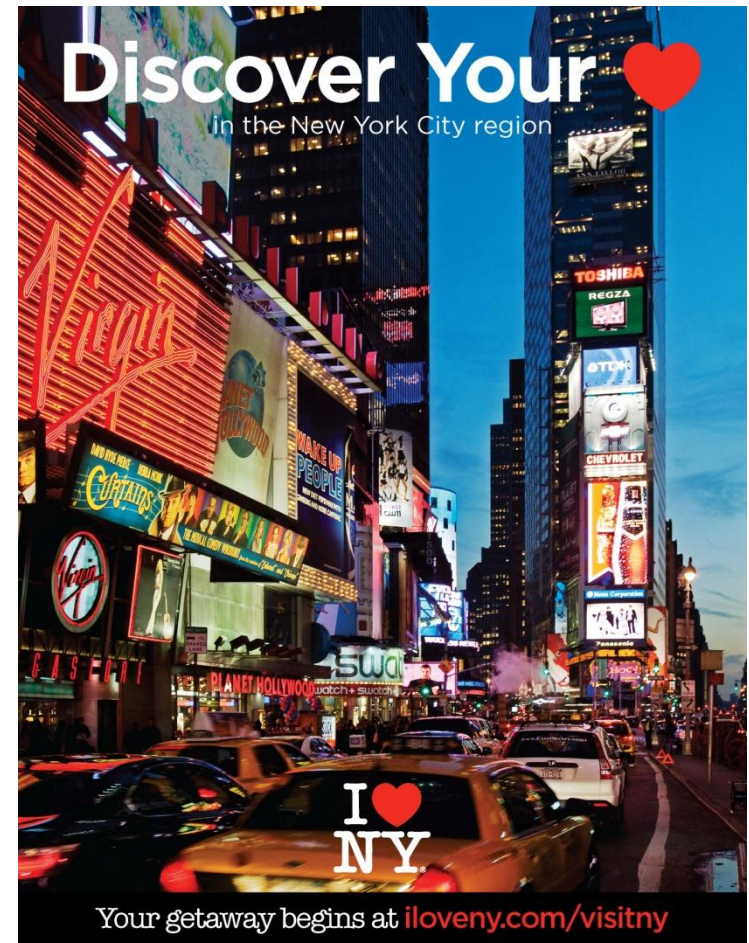
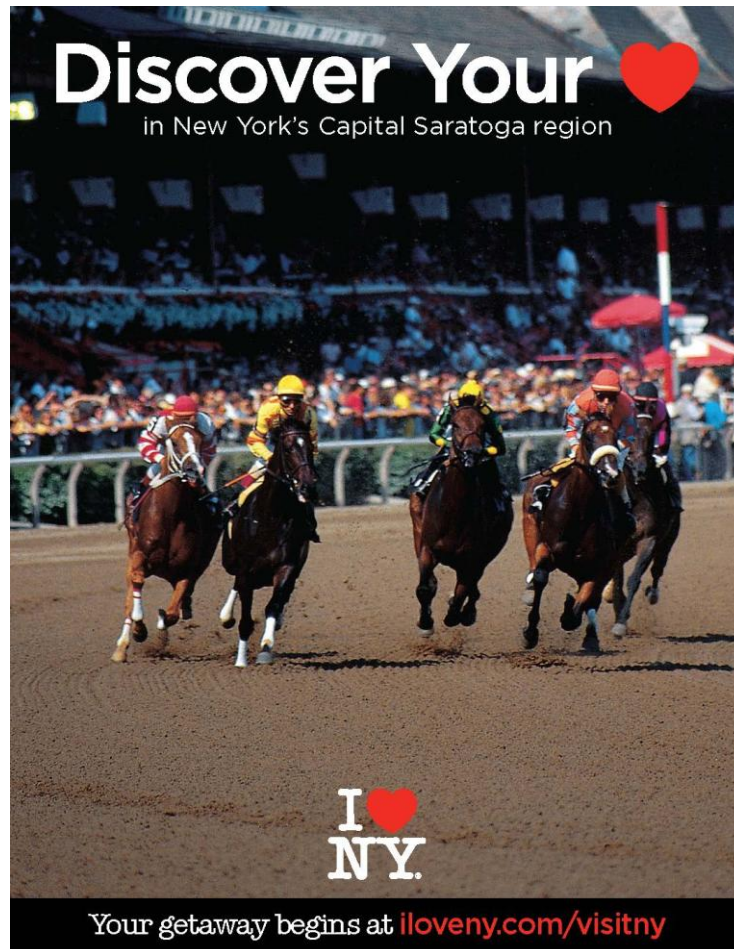
PRINT CAMPAIGN IMAGES



CAMPAIGN



PRINT CAMPAIGN IMAGES



PAID MEDIA

Print
(Newspaper
& Magazine)

OOH
(Out of Household)

Digital

Radio

TV
(Based on Availability
of Funds)

PAID MEDIA SCHEDULE

Media	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Newspapers In-State			X	X	X				X			
Newspapers Out-of-State			X	X	X				X			
Magazines (Advertorial)						X		X				
Radio In-State			X	X	X							
Radio Out-of-State			X	X	X							
Digital			X	X	X	X	X	X	X	X	X	X
OOH			X	X	X	X	X	X	X			X
TV *				X	X	X						

CAMPAIGN ASSETS

The value of our assets, particularly in limited budget cycles, can be maximized by unifying message across platforms and programs.

- Public Relations
- Social Media
- iloveny.com
- Matching Funds Program
- Travel Guide/Collateral
- Stakeholders
- Partnerships & Co-ops

MEDIA STRATEGY

- Enter market early to re-establish brand presence and introduce campaign
- Coordinate message with partners, i.e. co-op ads, web site banners, earned/social media
- Use PR/earned media to further promote story
- Leverage limited budget by buying heavy around peak travel periods
- Split media markets to sell assets
- Add value to media buys and PR with industry and private partnerships

PROPOSED CAMPAIGN PLAN

Fall 2011 - January- February 2012

- Continue building new & existing partnerships
- Work with stakeholders to build their product into the “Discover Your ” campaign
- Work with media partners to set-up co-op opportunities
- Select media placements based on partner involvement
- Working to incorporate “Discover Your ” campaign in 2012 Travel Guide

2012| March-April-May

- March –planned release/distribution of 2012 Travel Guide
- PR around 2012 Travel Guide & kick off of “Discover Your ” campaign
- Social Media Promotion
- iloveny.com marquis & topic page(s) to mirror media campaign
- Stakeholder support for launch
- Start of full media campaign
- April*- Plan & Select Co-op Opportunities for Memorial Day Weekend
- May*- May 5 -May 28th RUN Co-op Ads for Memorial Day Weekend (4 weeks prior)
- Start summer element of overall campaign
- May*- Decide Fall 2012 Guide
- May- End of month Plan & Select Co-op Opportunities for 4th of July and Event/Outdoor Co-ops

2012| June

- RUN Co-op ads for 4th of July (June 9th - July 4)
- iloveny.com summer images & 4th of July events listings

PROPOSED CAMPAIGN PLAN

2012| July

- RUN Event/Outdoor based summer co-ops (July 7th - 28th)

2012| August

- Plan & Select Co-op Opportunities for Labor Day
- RUN Co-op Opportunities for Labor Day (August 4th - 31st)
- iloveny.com Labor Day events listing
- Plan & Select co-op for Fall & Halloween
- Plan Fall & Fall Foliage element of campaign
- Updates to Fall Website

2012| September

- Start of Fall & Fall Foliage element of campaign
- RUN co-op Fall (Sept. 1 - 28th)
- RUN co-op Halloween (Sept. 29th - Oct. 27th)
- Plan for events based co-ops for holiday season & ski season

2012| November

- Plan Winter element of campaign & work with partners/stakeholders
- Updates to Winter Microsite
- RUN Ski & Holiday Co-op

2012| December

- Start Winter elements of campaign
- RUN Ski & Holiday Co-op
- Plan for Presidents weekend co-op opportunities in February 2013

PARTNERSHIP OPPORTUNITIES

Once our brand message is in market, I Love New York will offer industry stakeholders and partners the opportunity to become part of the campaign strategy across all platforms and seasons.

The value of these partnerships for stakeholders will include discounted media placement and co-branding, content on iloveny.com and collateral, promotion through I Love New York public relations and social/new media, regional brand development, coordinated special events, and ability to engage private partners and develop retail packages.

CO-OP ADVERTISING: HOW IT WORKS

Half Page Color Print Ad in Major Markets

(i.e. New York Times, Toronto Star, Cleveland Plains Dealer, Washington Post)

Stakeholders will have the opportunity to take advantage of discounted ad rates to participate in regional advertising to brand their tourism assets with I Love New York.

Partners can select markets and mediums they wish to participate in and mix events, specials and destinations to sell retail experiences and packages to consumer.

CAMPAIGN



CHECK OUT THESE SPECIALS

FROM \$259 SARATOGA POLO CLUB

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www.attraction.com

FROM \$199 GIDEON PUTNAM

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www.attraction.com

FROM \$149 ADELPHI HOTEL

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www.attraction.com

FROM \$239 ROOSEVELT BATHS

Excepteur sint oocaeat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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www.attraction.com

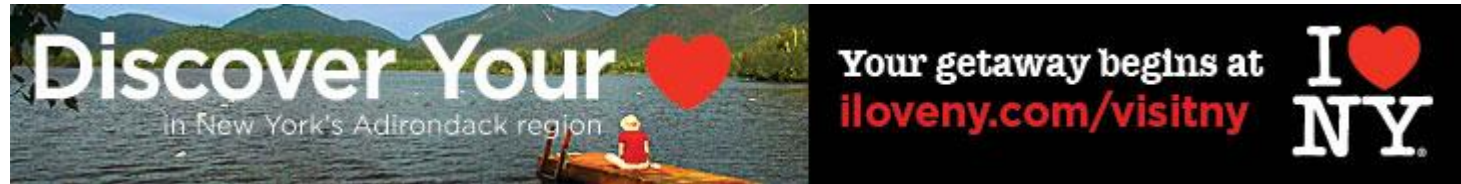


Your getaway begins at iloveny.com/visitny

CAMPAIGN



DIGITAL CO-OP ADS



CAMPAIGN



2012

APR

MAY

JUNE

JULY

AUG

SEPT

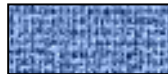
OCT

NOV

DEC



Memorial Weekend Co-op



4th July Co-op



Outdoors/Events Co-op



Labor Day Weekend



Fall Co-op



Halloween Co-op

Holiday & Winter Event Co-op

