



Winteroriginals

Unique, ORIGINAL things to do and see in Illinois' Rockford Region this winter.

RACVB & Industry Partners Kick Off Winteroriginals Marketing Campaign

FOR IMMEDIATE RELEASE
January 19, 2010

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau is showing visitors and local residents the “New Face of Old Man Winter” this season by throwing off the business suits and pulling on some warm, cozy pajamas! The tourism bureau launched its Winteroriginals marketing campaign today by hosting a pajama party-themed mixer, taking a unique spin on their usual kick off event in order to drive home the importance of marketing the Rockford Region as an overnight destination.

Winteroriginals, which runs through mid-March, is designed to attract leisure visitors to the Rockford Region during the winter months through partnerships with local sponsors. The campaign utilizes new trends in marketing strategies to promote the family-friendly and cultural events and attractions available in the Rockford area.

New to the annual program:

- Rockford Region residents will also hear and see the Winteroriginals message through local advertising, such as spots running on local radio stations.
- The RACVB will be asking Rockford fans to express their enthusiasm for the region with a promotion through the Rockford Register Star's GO section, “Go Rockford Like a Local.” Held during the first few weeks of the Winteroriginals marketing campaign, the promotion will run January 25 through February 26 and will ask residents to submit a weekend itinerary of their favorite Winnebago County sites, attractions and restaurants for a chance to win a Magellan SE4 GPS device valued at \$179.99. Full details of the promotion will be printed in the Register Star's Go section starting the week of January 25.

The RACVB will use the following integrated marketing elements to promote the Rockford Region during the campaign:

- **Micro-site** available at winter.gorockford.com.
- **Radio advertising** placed in the Chicago market to generate interest, drive traffic to the website and keep interest up throughout the campaign.
- **Direct mail** targeted to approximately 20,000 select households in suburban Chicago, segmented based on topic/interest.
- **Bi-monthly e-newsletters** to approximately 4,000 opt-in e-mail subscribers, each driving awareness and offering a specific, trackable call to action.
- **Video podcasts** available on micro-site, iTunes.com, feedburner.com, and YouTube.com, and cross promoted in bi-weekly e-mails.
- **Text message alerts** to opt-in subscribers, each giving updates on upcoming events or exclusive offers. Cross-promoted in video podcasts, e-newsletters and on micro-site.
- **Online promotions** placed on websites of the radio stations we advertise on, including the Rockford Winter Getaway Sweepstakes.
- **Public relations/earned media** with Winteroriginals travel ideas pitched to key media. Travel sections in suburban Chicago at daily/weekly papers are primary target.
- **Always-available packages** individually customized with date-specific events, offered during the campaign.

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“It’s always been the RACVB’s mission to position Rockford as an overnight visitor destination in order to positively impact the local economy, but it’s also vital for us to stress to local residents that Rockford really is a fun, affordable place to be,” said John Groh, RACVB President/CEO. “This year, we really want to drive the message home that there are plenty of sites, attractions and restaurants right here in Rockford that not only are comparable to what you’d find in Chicago or Madison, but in some cases, provide experiences that exceed what you’d find in big cities. What we have here in Rockford is invaluable, and that’s a big city feel without the big city price tag.”

Winterignals Target Audience

	<u>Description</u>	Annual HH income
	<p><u>Affluent Couples with Kids</u> Urban families who, despite having children at home, have sufficient financial resources to own the latest high-tech products and to lead very active recreational and cultural lifestyles.</p> <p>Median age: 46</p>	\$141,000
	<p><u>Back-to-School Families</u> Families with mid-range incomes, pre-adolescent kids, pets, and lots of video, computer and outdoor activities to keep them occupied.</p> <p>Median age: 41</p>	\$55,000
	<p><u>Single Moms with Careers</u> Successful, professional single mothers who balance their careers with the demands of raising their children.</p> <p>Median age: 39</p>	\$50,000
	<p><u>Affluent Professional Couples</u> Educated, dual-income, childless couples who have connoisseur tastes and are focused on their careers, staying fit, and investing.</p> <p>Median age: 46</p>	\$133,000
	<p><u>Affluent Empty Nesters</u> Dual-income, older couples who use their high discretionary incomes to enjoy all aspects of the good life.</p> <p>Median age: 61</p>	\$144,000
<p><u>* profiles and consumer data from www.cohorts.com, by contract with RACVB</u></p>		

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Partners in this year's campaign include:

- CoCo Key Water Resort
- Burpee Museum of Natural History
- Courtyard by Marriott
- Discovery Center Museum
- Fairfield Inn & Suites
- Hampton Inn
- Hilton Garden Inn
- MetroCentre
- Midway Village Museum
- Rockford Art Museum
- Rockford Park District
- Rockford Symphony Orchestra

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. gorockford.com

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FOR MORE INFORMATION:

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