



MOSCOW chamber of
commerce
+ visitor center

Campaign book

Early Bird Team

Fall 2022

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Introduction

Founded in 1910, the Moscow Chamber of Commerce (MCOC) has promoted and led the economic community for more than one hundred years.

The MCOC is a membership-based non-profit organization that works closely with government entities. It plays two roles in Moscow where it serves as a chamber of commerce, helping to promote the city's businesses and operates as a visitor center marketing the city's tourist attractions. Its central mission is to bring commerce and community together.

In 2021, the MCOC worked to pass a zoning law to create a downtown entertainment district. After the city council approved an ordinance creating the district, the chamber launched a series of signature events. These three events – Moscowber-fest, Winterfest and Camp Moscowanna – were designed to bring more people downtown year round and bolster the city's image as a destination for culture, food and community.



Dear Sam and Dre

The Early Bird Team has created a campaign intended to spread awareness about the Moscow Chamber of Commerce's (MCOC) Fest City. The campaign book details the research, strategy and potential partners that will help achieve the goal of increasing awareness of Moscow as a week-end destination to residents of the Boise and Seattle areas.

Much of the campaign was heavily based on a survey that asked respondents in the Boise and Seattle areas about their motivations for travel. We were interested in learning more about their interests, such as exploring food and beverage opportunities, and different financial/planning considerations when going to regional events. With the data collected from the survey we hope to improve both event planning and promotion methods for outreach to Seattle and Boise to be more effective. We've developed a campaign plan that includes strategies, tactics, a timeline and budget that will help attract attendees to the city of Moscow's signature events.

Our agency is grateful for the opportunity to work with the MCOC and its Fest City Campaign. Being able to help brand Moscow as a travel destination by means of promoting these events has been rewarding. We're thrilled to present our recommendations that will ensure the popularity and growth of not only the various events at Fest City but the MCOC as a whole.

Sincerely,
Early Bird Team
Keely Burnes, Leo Tamba, Freja Kall, and Syvanna Hart.

Research Report

Situation analysis

All three events have distinct themes to attract attendees. There are food and beverage vendors, recreational activities and entertainment.

Winterfest is an 80s-themed apres ski party. Moscowberfest is themed after Oktoberfest, a Bavarian tradition that dates back to the year 1810. The third event, Camp Moscowanna, is a camping-themed block party.

The Moscow Chamber of Commerce wants to expand its signature festivals' attendee footprint by attracting more people from the Seattle and Boise areas. It currently lacks the bandwidth to fully support its campaign for 'Fest City', which would include a robust social media content calendar, paid advertising placements, and building an earned media campaign.

Currently, ticket sales from outside of Latah County are very low, which shows that the events' awareness is limited geographically. This campaign is designed to identify these opportunities and help the MCOC lay a strong foundation so that these signature events become regional weekend attractions.

Much of this campaign focuses on social media. According to our survey, nearly 74% of respondents said that they learn about events through social media. Social media – particularly Instagram – is a cost-effective way to build brand awareness beyond the Palouse region. All three of the city's signature events are highly visual, which translates well to social media. Investing in a more robust social media campaign will spread brand awareness and word of mouth that will attract attendees from all over the Pacific Northwest.

Market landscape

The obstacles that pose a challenge for the Moscow Chamber of Commerce (MCOC) include lack of resources, reaching the target audience, especially those who are not aware of Moscow's existence, that spending their money to visit is worthwhile and how the MCOC can effectively set themselves apart from competing weekend festival events.

Lack of funding and internal resources represents a huge challenge for the MCOC. Two MCOC employees manage most of the design work, as well as the marketing and promotional activities. A successful campaign will need to propose strategies that acknowledge these resource constraints and look to use strategic partners to help get the word out. Another challenge will be convincing these audiences that it is, in fact, worth the money to attend these events. Based on the research findings of the survey the MCOC has the proximity, activities and reasonable pricing all working in its favor for attracting visitors to the area.

MCOC's target audiences are willing to drive up to 6 hours for a weekend getaway, which falls within the zones of Boise and Seattle. The most important activity travelers take into consideration while traveling is food and beverage opportu-

nities. The MCOC partners with a number of local and unique food and beverage vendors willing to cater towards these audiences.

Overall, the most important thing people consider when traveling is expenses. Most people are willing to spend between \$200 - \$300 a day per person. Moscow provides competitive pricing that falls below other festival cities in the region.

Finally, Moscow has a positive brand perception. According to the survey, 76 of the respondents who have traveled to Moscow within the last 5 years said they would be willing to recommend others visit Moscow.

Moscow's main competition comes from other regional destinations that are closer to Seattle and Boise and have more established (therefore more well known) events. Leavenworth is a famous Bavarian-themed town in Washington State. It is best known for its Christmas celebration where the town transforms into a winter wonderland. It has a strong Instagram presence, with 4,800 followers and generates positive earned media coverage. Restaurants are heavily involved

Most people are willing to spend between \$200 - \$300 a day per person.

in reposting and sharing the city's events and festivities. They start posting about their events well in advance, which expands the reach of the city's events and festivals and also helps advertise the food and beverage options available in town.

Another competing town which is popular for its events and outdoor activities is McCall, Idaho. It is a resort town about 100 miles north of Boise where its population of about 3,100 can so much as triple during the summer and holiday seasons due to its bustling events and proximity to outdoor activities year round. Its Winter Carnival is a 10-day festival that can attract more than 60,000 people.

The MCOC will need to distinguish itself by promoting that they have direct flights from the Seattle and Boise area only 10 minutes away from Moscow, that they have award-winning dining and beverage experiences, the new events facilitated by the formation of the downtown entertainment district, and that all of their events have something for everyone.

Communication evaluation

The MCOC started its signature events one year ago. So far, its communication efforts have been concentrated on social media.

The MCOC has a great opportunity to utilize their Instagram to grow Moscow's awareness and bring in traffic from towns outside of Latah County. Instagram has great paid promotional features that the MCOC should use in their favor. Their inconsistency holds them back from growing a following. If they can post frequently, create reels, get more socially involved with local businesses and run campaigns two months in advance from events, their popularity and following will grow.

Social media analysis

With 1,966 followers and 562 posts, the MCOC has no solid content pillars. The values and key messages of 'Where Commerce and Community come together', 'Idaho's Fest City', 'Promotion, Education, Information, and Networking', and 'Explore Moscow' are somewhat resonated through their Instagram social media posts. Its posts include authentic images of events, features the MCOC workers often (instead of other community members having fun), and they feature infographics in which they promote events and businesses. Its social media presence is not large, getting no more than 40 likes on most posts. Inconsistency in their posting makes it difficult for them to build a big following, which is going to be important to their campaign in making Moscow the 'Fest City'.

Additionally, Instagram's 'boost' features that enable one to choose a target audience by age, gender, interests, and geographic region will effectively advertise to the specific target market. The last observation is that their highlights aren't well built, which will make it difficult for new followers to navigate the page. The highlights include 'EAT, PLAY, MEET, and STAY'. If developed highlights and consistently added stories, tagged businesses and added links new followers could better navigate its Instagram. This adds more context for a new follower who might be interested in traveling to Moscow.

Their follower demographic is mostly women who are slightly younger than middle aged. Small businesses, community pages and University of Idaho pages make up the other percent.

75.5% women and 24.4 men. Reached audience: Moscow 57.2 %, pullman 9.4%, boise 1.7%, 1.5%

Up to this point, the MCOC hasn't partnered with influencers or put their resources in the direction of paid media through magazines, travel/food bloggers or news media outlets for advertising placement. However, investing in these areas of promotion will increase word of mouth, will give the MCOC an opportunity to advertise locally and will generally increase their brand awareness.



SWOT

Strengths

- Moscow offers a diverse set of events that are marketable to a wide target audience as they offer something for everybody to enjoy.
- There are direct flights from Boise and Seattle to Pullman.
- Recently rezoned downtown entertainment district
- MCOC has rebranded itself as of recently, and is making its presence and purpose well-known.
- They are unique in that they are a chamber of commerce and visitor center.
- They have the support of the community.

Opportunities

- The direct flights to the Moscow/ Pullman area.
- The use and development of social media.
- Unique food and beverage availability.
- Reasonable pricing.
- Offer 3 signature events annually.

Weaknesses

- They have a small bandwidth, dividing energy and resources between two people.
- The Chamber heavily relies on volunteer work which is inconsistent.
- Inconsistent social media messaging and activity.
- Lack of current paid media use.

Threats

- Competing festival cities that are more widely known taking away potential target audiences expenses and time away from Moscow.
- Lack of awareness for signature events.
- Increasing gas prices.
- Winter travel is difficult, dangerous and subject to cancellation.

Audience profiles

The planning mom



“It is fun to come back and remember the good old days at our college town”

- Mom between 25 and 54 with young children.
- Has a college degree.
- Looking for a fun and easy getaway.
- Lives in Seattle but are looking for an escape to smaller town.
- Learn about festivals on social media and from WOM.

“We like to spend time with family and visit them when I can.”

- Between 45 and 65 years old.
- Parents with kids at UofI or WSU.
- Full time job.
- Spends \$200-300 pr. day on traveling on a weekend getaway.
- Values spending quality time with family.
- Prefer staying at a hotel close to family.

Parent of student



Brand platform

Brand promise

The City of Moscow hosts three unique events throughout the year that offer something for everyone from a traditional Oktoberfest to summer camp fun.

Brand position

The MCOC is dedicated to serving its community and local businesses by bringing in revenue streams from tourists who visit the area for its many planned events as well as a quaint, eclectic small town atmosphere with an array of activities outside of the planned events.

Audience insight

A Pacific Northwest regional tourist destination for millennials traveling with a spouse who are looking for a short weekend getaway that is affordable and easy to plan.

Brand values

Promotion, education, information, and networking

Brand characteristics

Transparent, Open dialogue, Upbeat, Positive

Brand proof points

1. Events support local businesses.
2. Children-friendly events.
3. Eclectic small town atmosphere.

Visual elements

Bright cheerful colors, Clean, Organized, and Friendly.



MCOC's 3 main events

Winterfest - Enjoy a winter wonderland with an 80's Ski themed block party with lots of food and drink vendors.

Camp Moscowanna - Following a camping like theme there is live music and lots of outdoor activities. Local Vendors serve beer, wine, and food.

Moscowberfest - a take on the traditional Oktoberfest where patrons can stroll idyllic main street will enjoying local brews and cuisine



Competitive positioning

No community in the Pacific Northwest offers anything quite like Moscow. Providing special signature events that are easier to plan for, travel to and more affordable than competing city festival destinations. Cultivating a unique experience is simple with the number of activities available through its festivals and the town.

Mission Statement

Where commerce and community come together. The Moscow Chamber of Commerce's mission is to strengthen, promote, and lead the business and economic community and support the free enterprise system while preserving and enhancing the quality of life.



Communication plan



Main goal

Raise awareness of Moscow's signature festivals Camp Moscowanna, Winterfest and Moscowberfest specifically towards the Seattle and Boise areas.

Objectives

- 1 Increase followers on Instagram by 50% (+1000 followers) by December 2023.
- 2 Increase earned social media and engagement on our Instagram by 25% by December 2023.
- 3 Increase ticket sales by 15% for the MCOC's 3 signature events in 2023.

Strategies

Research

- Develop and distribute a survey to learn more about the target audience's motivations and travel behaviors.
- Collect current social media analytics to find out who our followers are, which gender they are, how old they are, and what time of day they are online.

Social media

- Create more consistent content for the Instagram page.
- Use Influencer strategy to promote signature events.
- Hire student photographers for main events to generate pictures for future content.
- Encourage user-generated content by making people tag us and use our hashtags.

Earned media

- Build relationships with travel writers to increase earned media coverage of the Moscow Chamber of Commerce's signature events.
- Submit event information to relevant event calendars in target areas.

Paid media

- Secure advertising placement in Seattle Met and Northwest Travel and Life Magazine in May and September.
- Develop digital content to be featured in a one-month online advertising campaign in Seattle Magazine.
- Develop social media content for paid advertising.



Media, influencers, & strategic partnerships

Paid media will grow the awareness of the Fest City more quickly than earned media where a quick turn around is desired. Controlling the messages and timing of release will bring more effective awareness to our campaign. List ranked by level of priority.

Paid media in magazines

Seattle Met

- A magazine in Seattle that covers various topics like art, outdoors, and travel destinations.
- The readers are the median age who graduated from college who plan to take 3+ trips annually.
- Costs for basic 4-week online package: \$2,500

Northwest Travel and Life Magazine

- A popular publication that highlights fun events and locations to travel to throughout the year and is the #1 Purchased Regional Travel Magazine.
- Readers are educated, financially comfortable, active
- Costs for 1/9 Page travel planner: \$850

Home & Harvest magazine

- A magazine that is very welcome and open to local business advertisements, even offering free graphic design use for business if needed.
- Published in Moscow, Pullman, Lewiston, and Clarkston.
- Areas are not relevant for our campaign but we will keep the magazine for future campaigns.
- Cost for full page per issue: \$975

Influencers

@gooutlocal

- 25k followers
- Content - highlight primarily Boise Idaho businesses.
- Actively use reels and they have tik tok
- Recommendations - reach out for collaboration
- Offer complimentary event tickets to one of the featured events

@thatidaholife_

- 50k followers
- Content - scenic locations on their account like trails, water, mountains, and hikes but they often work with other organizations as a collaboration.
- Recommendations - reach out for collaboration

@visitseattle

- 150k followers
- Content - businesses in the Seattle area
- Recommendations - reach out for collaboration

@skokomishtourism

- 1600 followers
- Content - areas to visit
- Recommendations - reach out for collaboration

@buy_idaho

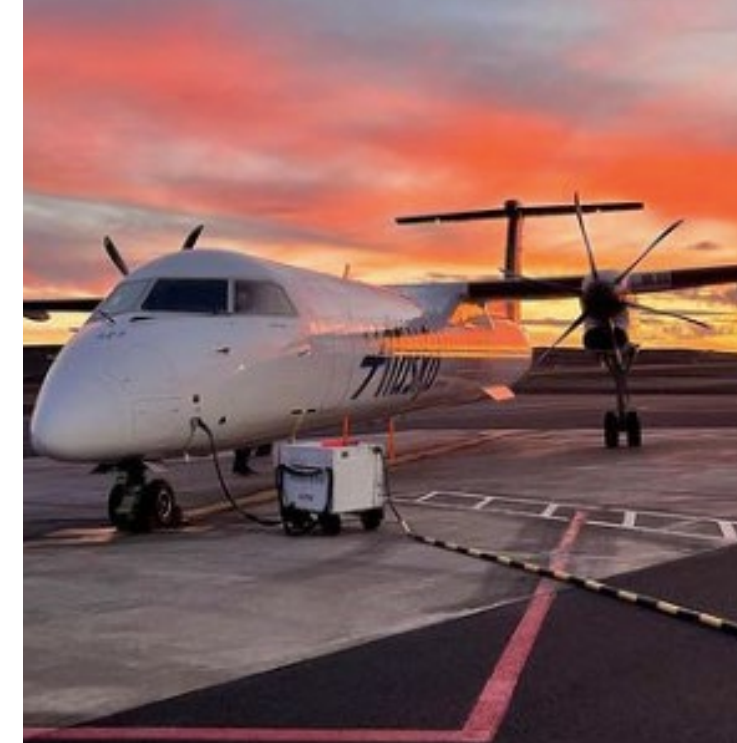
- 3000 followers
- Content - promoting businesses in Idaho.
- Recommendations - reach out for collaboration
- Offer complimentary event tickets to one of the featured events

@visitnorthcentralidaho

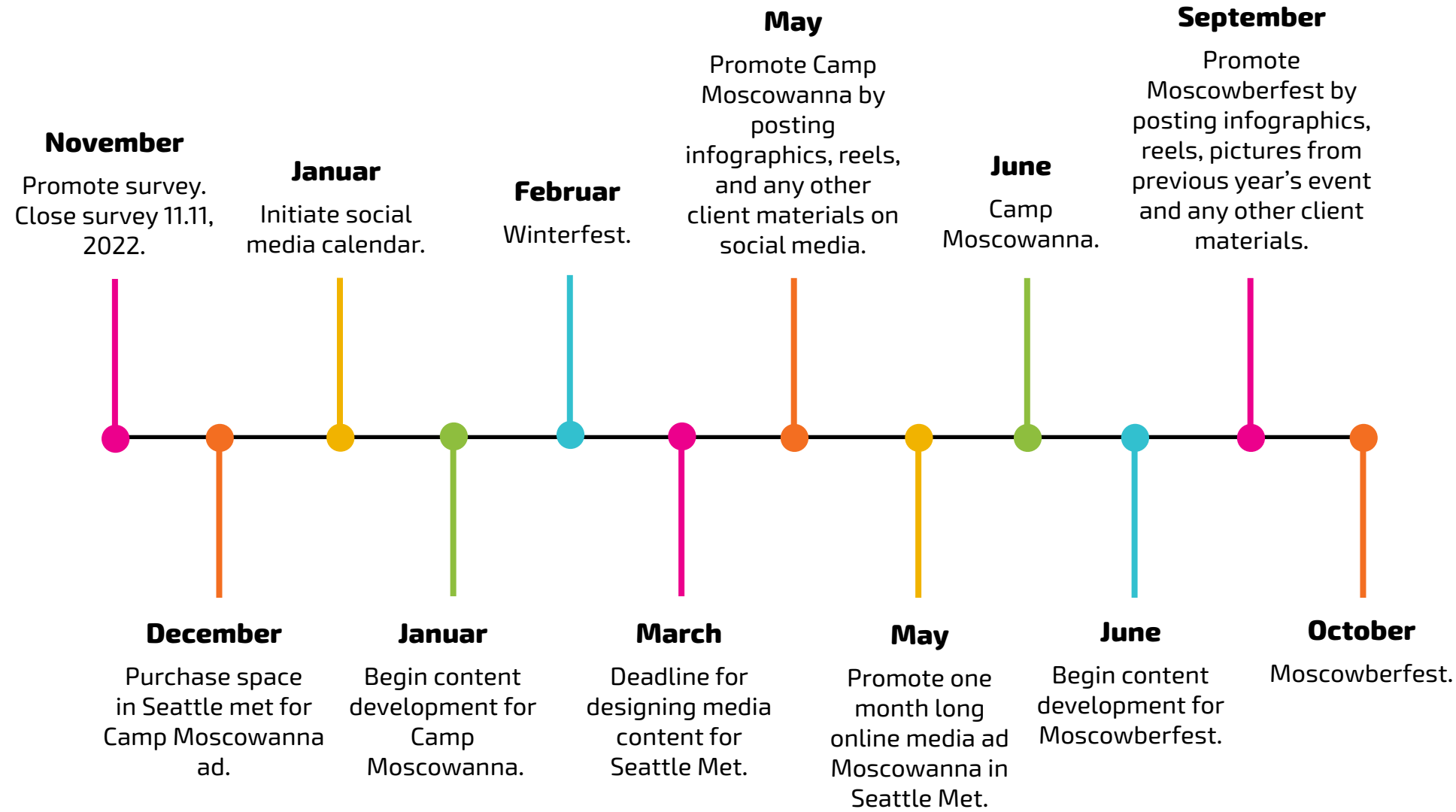
- 1044 followers
- Content - they highlight events often.
- Recommendations - reach out for collaboration

@visitidaho-

- 100k followers.
- Content - They post various festivals and events across the state and their reels and likes numbers are very high.
- Recommendations - reach out for collaboration



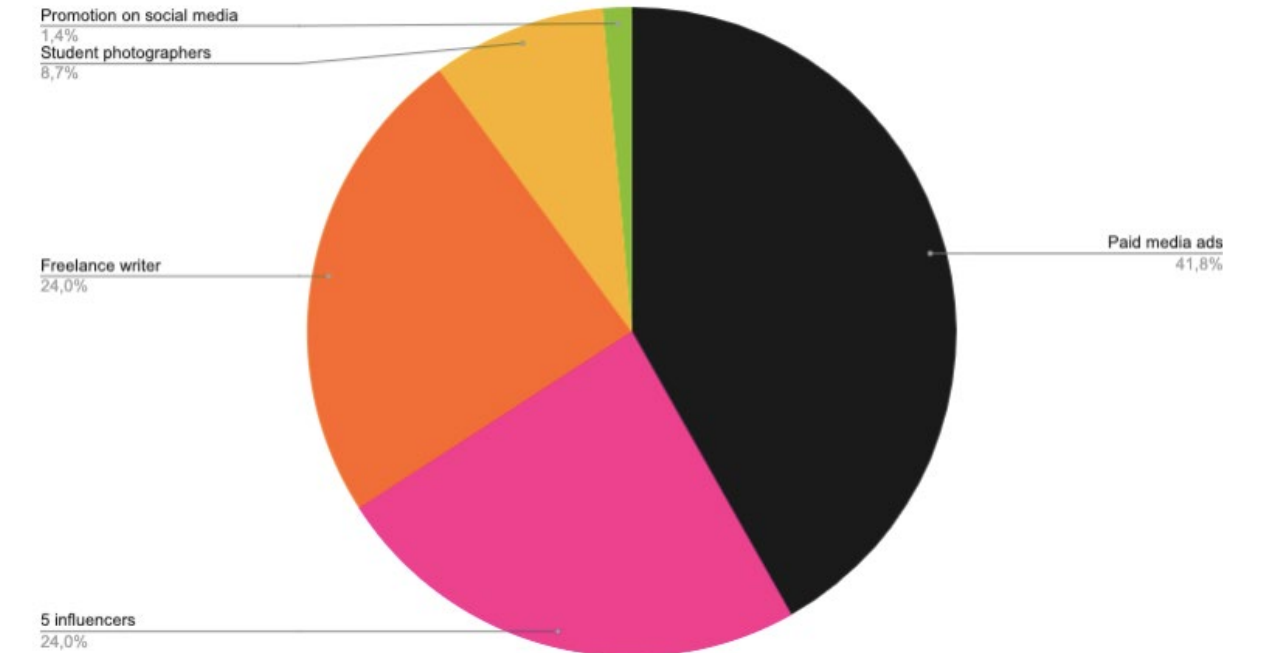
Timeline



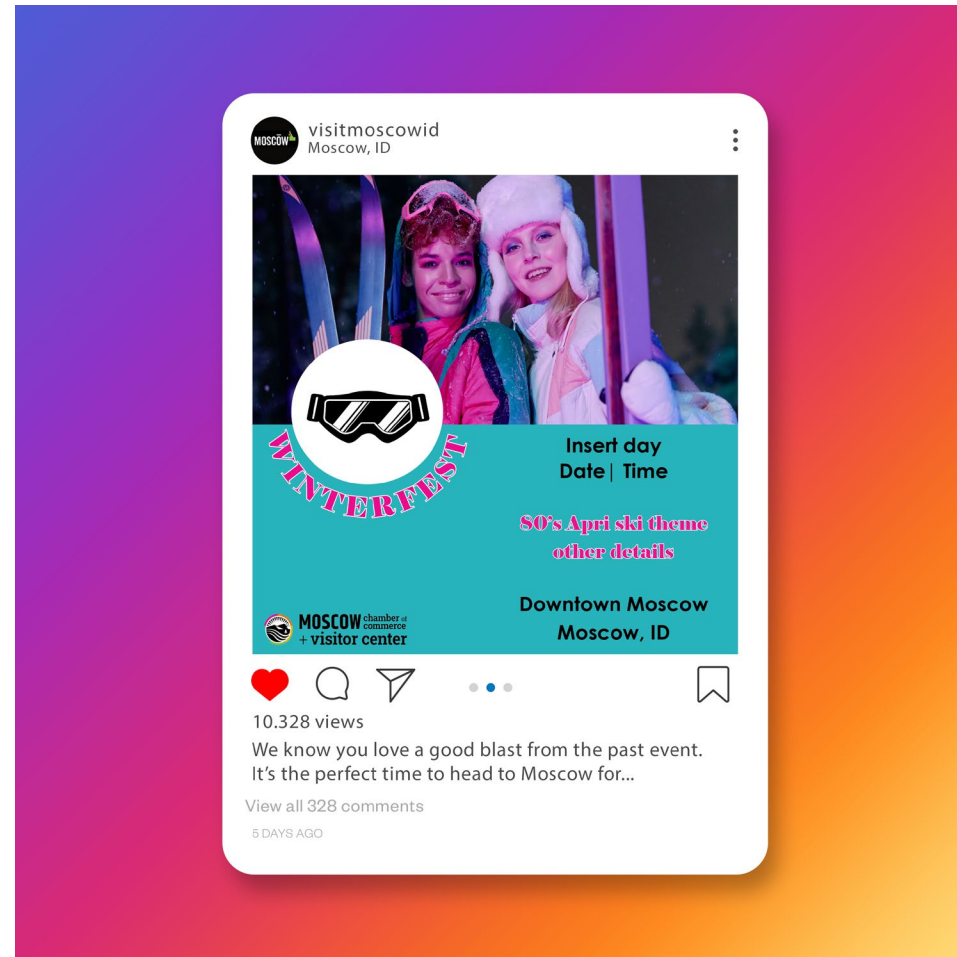
Budget

The budget for the Fest City Campaign is divided into categories in percentage.

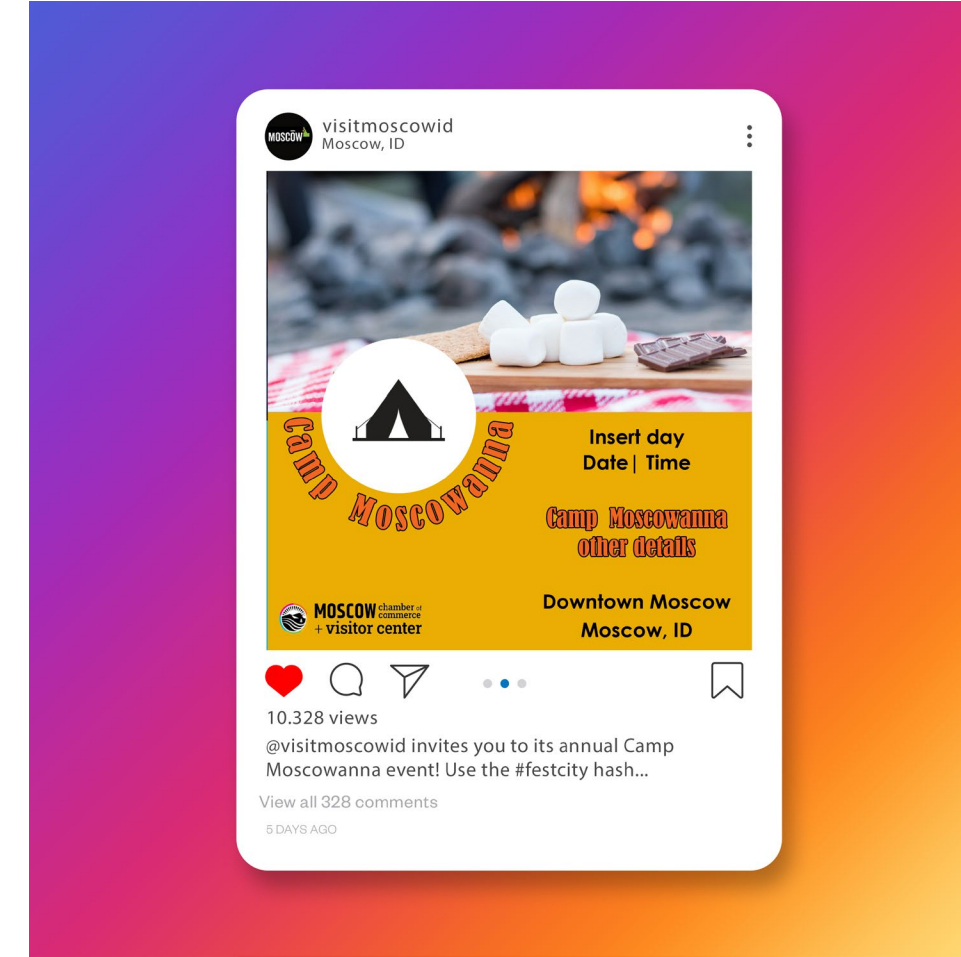
- Seattle Met** \$2500
- Northwest Travel and Life Magazine** \$850
- Home & Harvest** \$1000
- Promotion of content on Instagram** \$150
- 5 influencers at 2 nights at Best Western** \$2500
- Photographers** \$600-900
- Freelance writer** \$1000-2000 (\$1 pr. word)



Client ready materials



Client ready materials





Created in collaboration with Early Bird Team



Content Creator
Keely Burnes

is a senior at the University of Idaho and is graduating in May of 2023 with a B.S. in Advertising. Her responsibility was having primary contact with the client and developing the social media materials and social media plan for the implementation of the campaign.



**Media & Partnership
Coordinator**
Leo Tamba

is a senior and student athlete at the University of Idaho. He graduated with a degree in Broadcast Journalism in the fall of 2021 and will be graduating with a degree in Advertising this December. His objectives were reporting possible social media partners or news outlet contributors.



Creative Director
Freja Kall

is an exchange student from Denmark and graduates in June 2023 with a degree in Business Communication. Her responsibility was secondary research, development of audience profiles, and budget. She also focused on graphic design and the visuals for the campaign book.



Research Coordinator
Syvanna Hart

is a senior at the University of Idaho and is graduating in December 2022 with a degree in Public Relations and a minor in Communications. She focused on the creation of the primary research tool and its implementation in the rest of the campaign.