

2008 Plan Strategy

The current campaign is continuing to generate positive results and shows no signs of having hit its peak in terms of effectiveness. Therefore it was determined that the campaign concept would remain the same, with some minor adjustments to keep the artwork fresh and seasonally timed.

There were however, a number of important strategic changes that we expect will have a positive impact on the upcoming year's results. The highlights of those changes include:

- A reduction in the print aspect of our campaign
- A substantial increase in the on-line effort
- A shift in flighting to extend our advertising reach into key summer months
- The addition of a meaningful effort in Canada
- The addition of two feeder markets (Washington DC and Baltimore)
- Greater use of targeted commuter media
- Enhanced coordination of disciplines, including advertising, public relations and web site development
- Increased product development
- Expanded presence at consumer travel shows in key feeder markets

In general, the markets that we are focusing on have and continue to show positive results. Our market decisions are based on a number of factors, which include budget restrictions, market potential, current standing and advertising momentum in each market, space availability and negotiability, and the Office's ability to provide appropriate support within each market, among others.

In 2008, we are maintaining our presence on television but reducing our emphasis on print advertising. Each year

more and more of our potential visitors shop for their Maine vacation on-line and therefore we are increasing our web presence. We believe this is a better use of the budget than continued print support in markets where we are already well established. We will continue to use print to reach certain key demographics, e.g., AARP Magazine, AAA Magazines, etc.

The on-line effort in 2008 will include more varied creative styles and advanced use of internet advertising technology to make our web-based ads more exciting and noticeable. In addition, we are significantly increasing our web effort with seven (7) months of seasonally appropriate advertising in our target markets. We are maintaining our key-word effort throughout the year. Expanding our reliance on the internet also provides the Office with a greater ability to respond to changes in weather, travel habits, and other variables that the lead-time required for print advertising would not allow.

Another significant shift is in the flighting of our effort, which now has the core campaign starting a little later in the year, but extends it well into the summer months. This is a direct response to the continued shortening of the planning time for most vacationers. It allows the MOT to be in the marketplace with their message when the travel decisions are being made. In concert with the extended advertising season, we have also increased our use of commuter advertising, targeting our audience where they are captive for a significant portion of each day, twice a day, by putting our message inside commuter trains, on rail platforms and on billboards. This media proved successful in Boston over the past two summers and warrants extension into other key markets.

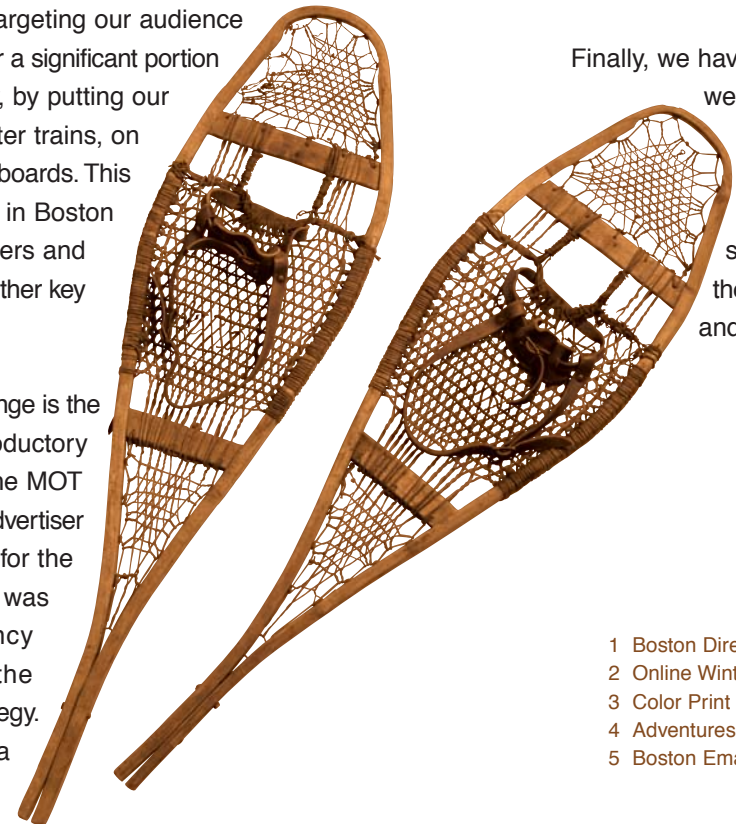
One more significant change is the addition of a robust introductory campaign in Canada. The MOT has not been an active advertiser in the Canadian market for the past several years. That was primarily due to currency exchange issues and the domestic marketing strategy. In 2007, we shifted to a

share-focused marketing strategy which yielded very positive results and is being continued. The result is a more confined marketing area which allows us to stretch the budget even further. Adding the strengthening Canadian dollar to the equation made it appropriate to expand our efforts north at this time. We will be advertising in both French and English and hitting markets in Toronto, Quebec, Montreal as well as Nova Scotia and New Brunswick, utilizing both print and on-line media.

New to the 2008 plan are the addition of two feeder markets, Washington DC and Baltimore. These were added based in part on the operation of a low cost air carrier now serving Maine from BWI Airport. These markets have been exposed to Maine's advertising for several years through our regional magazine print effort. The current plans will now try to turn that awareness into visitors.

In 2008 we are increasing our effort to bring Maine to the masses through our expanded presence at key market trade shows. These include Adventures in Travel in New York, the LA Times Travel Show, The Boston Globe Travel Show, The NY Times Travel Show and Adventures in Travel in Washington DC and Chicago. Other shows will be added to the schedule as appropriate. Additionally, our presence at these shows is being promoted with paid and earned media through local print and online efforts.

Finally, we have made a number of advancements to our web site and we continue to add important content on a regular basis. We have added improved tracking techniques and market intelligence gathering which will make our site more effective as both a planning tool for the Office of Tourism and as a communications and planning tool for our travel prospects.



- 1 Boston Direct Mail Winter
- 2 Online Winter Campaign
- 3 Color Print Ads
- 4 Adventures in Travel Tradeshow-NYT.com banners
- 5 Boston Email Blast

