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LEGENDARY

Odney gets L&C marketing contract

Odney Advertising of Bismarck has been awarded the North Dakota Department of Commerce Tourism Division Lewis and Clark Bicentennial marketing contract for the 2003-2005 biennium.

Odney and GL Ness Agency of Fargo were finalists for the \$2 million marketing plan that includes \$500,000 in 2003 and 2005 and \$1 million in 2004.

Odney's integrated multi-media strategy rated best among six entities responding to the RFP. All those responding were considered and rated on their capabilities and experience, in addition to their creative strategy for the Lewis and Clark campaign. Formal evaluations by Tourism Division Director Sara Otte Coleman and Communications Director Rachel Retterath narrowed the field to two finalists.

"All of the proposals were excellent and used a variety of out-of-the-box strategies," Otte Coleman said. "But in the final analysis, the Odney proposal's integrated strategy was viewed as the best approach to drive results and increase visitation."

Forty-six percent of visitors to North Dakota say they came to the state because of exposure to print and television advertising. Twenty-five percent were swayed by print ads alone, and 24 percent by ads on television. "Our research shows that a combined TV and print campaign would nearly double the likelihood of travel to North Dakota," Otte Coleman said. "The Odney proposal also targeted other niches and markets that we feel have great potential for North Dakota Lewis and Clark

Paddle power



Jacob Van Splunter, front, and Doug Yunker paddle a canoe on the Missouri River. Van Splunter recently toured much of North Dakota for upcoming articles in "America" magazine, which is published in the Netherlands. For more on Van Plunter's visit, see Page 2.

promotions."

Otte Coleman asked independent strategy consultant Scott Hanson, president and chief operating officer of Longwoods International, to participate in the evaluation process to assure that it was consistent with Tourism's branding and marketing. Hanson recommended Odney.

"Odney's thorough approach, coupled with their recognition of the importance of sustainability and the value of integration demonstrated a clear understanding of their ability to leverage the insights contained in the 2002 accountability research in an

effort to drive ever-increasing dividends to the state in terms of campaign return on investment," he said.

The seasonal marketing campaign will target audiences in the larger metropolitan areas of Minnesota, Nebraska, Iowa, South Dakota, North Dakota, Manitoba and Saskatchewan.

The first ads will begin running in mid July with the intent to lure the many travelers who have not yet made their summer travel plans. ●

Retterath takes new post

Rachel Retterath, who has worked as Tourism Division's Lewis and Clark coordinator for the past three years, has taken a new position within the division.



Retterath.

Retterath will now serve as communications director, overseeing the flow of information from the division and director Sara Otte Coleman.

"It will be hard to turn over the North Dakota Lewis and Clark duties to the new coordinator, as it has been very

fun, rewarding, hard work," Retterath said. "The Lewis and Clark partners in North Dakota, and along the trail, are wonderful to work with."

Nevertheless, Retterath is looking forward to new challenges. "I am very excited to move into the communications director position for the Tourism Division," she said. "The bicentennial is North Dakota's opportunity to shine in the national spotlight and capture the attention of many new travelers for years to come. I do look forward to continuing to work with our Lewis and Clark programs and marketing efforts as the communications director."

Otte Coleman hopes to have a new Lewis and Clark coordinator on staff soon. ●

Contacts made at outdoor writers meeting

A contingent led by Terry Harzinski at Bismarck-Mandan

'World's Largest' Tour a success

Jacob Van Splunter, a photojournalist from the Netherlands, was intrigued by the many "world's largest" attractions in North Dakota.

In between trips up the Enchanted Highway and stops in Jamestown and Devils Lake, Van Splunter also biked the Maah Daah Hey Trail, canoed the Missouri River to experience the Lewis & Clark Trail, rode on a riverboat and stayed at four different ranches.

All that, he hopes, will lead to five stories in his home country's quarterly travel magazine "America" and more visits to the state.

"He was very, very excited by the Enchanted Highway and the other 'world's largest' items," said Tourism International Travel Marketing Director Fred Walker.

Van Splunter spent eight days in North Dakota, coming into the state from South Dakota and traveling up the Enchanted Highway from Regent. He left more than a week later from Devils Lake via Amtrak after stops throughout the state. ●

CVB and OWAA incoming president Ted Upgren of North Dakota Game and Fish, and including Tourism Director Sara Otte Coleman and Outdoor Promotions Coordinator Mark Zimmerman, wowed the membership of the Outdoor Writers Association of America at the recent national convention in Columbia, Mo.

Their efforts in landing the 2006 national event came up a little short, and the bid went to Lake Charles, La. But Coleman and Zimmerman left the meeting upbeat about the many contacts they made with writers from other states. "We heard a lot of positive comments from the membership and the board," Coleman said. "They asked if we were coming back next year."

The event typically draws close to 850 writers.