



Hawai'i Visitors and Convention Bureau February HTA E-Bulletin

The New York Times Features HVCB'S New "Living In The Moment" Campaign

HVCB's new, multi-media advertising campaign and West Coast Sales Blitz launched at the start of January with some national attention behind it. The New York Times advertising columnist Stuart Elliott penned a lengthy story titled "In Hawaii, a Bid to Sell Each Island as Unique" on page three of the business section on January 26. The piece detailed HVCB's new marketing direction to highlight the uniqueness of each of the six main Hawaiian Islands to better help potential visitors find the right island for their personality.

The "Living In The Moment" campaign also features fresh new creative in its print, television, and online ad placements, in addition to a new interactive landing page with engaging videos and suggestions on experiencing the destination. The story was pitched to Elliott by Jay Talwar, HVCB's senior vice president of marketing, during a face-to-face meeting in New York before the holidays. Elliott, who uses his column to keep a watchful eye on some of the biggest brands in advertising, was impressed with the progressive, strategic, and creative nature of HVCB's campaign and agreed to time the piece to run in conjunction with the blitz launch. From January 24 to February 3, HVCB is leading a team of 21 industry partners through the West Coast to meet with nearly 900 travel agents. *Click the following: <http://nyti.ms/wMM1rg> to view the story online.*

PCMA's San Diego Conference, January 7-11



PHOTO BY CHUCK FAZIO

HVCB attended PCMA with more than 3,000 meeting professionals who gathered in San Diego to learn the latest trends in the industry and to network with valued colleagues. As a strategic partner, Hawai'i sponsored the opening general session and was part of PCMA's Convening Leaders Conference, which is the must-experience showcase. Hawai'i industry partners also in attendance included: Starwood Hotels and Resorts Waikiki, Turtle Bay, Hyatt Waikiki, Marriott Hotels and Resorts of Hawaii, Hilton Waikoloa, Fairmont Orchid, Hilton Hawaiian Village, Hawai'i Convention Center, and Maui Visitors and Convention Bureau. In addition to the networking events and educational sessions, Hawai'i sponsored a client event with over 40 clients in attendance, including: IEEE,

American Public Transportation Association, American Association of Orthodontists, and American Society of Civil Engineers.

Business Day

The New York Times

THURSDAY, JANUARY 26, 2012

In Hawaii, a Bid to Sell Each Island as Unique

By STUART ELLIOTT
H OW "The Descendants," a film about life and love in Hawaii — based on the Academy Award nomination won by the Alpha Star, as evidenced by the headline on Honolulu Web site — "The Descendants' Gets 5 Oscar Nominations: Tiger Leads With 12." But potential visitors interested in learning more about Hawaii need not head to a movie theater or wait for "The Descendants" to turn up on DVD or pay-per-view. Instead, they can check out Hawaii through a campaign that is now being introduced by the Hawaii Visitors and Convention Bureau, which offers a look at the state, island by island. The ads all refer to Hawaii as "the Hawaiian Islands," and use that phrase as a theme.

The campaign sells each island — Hawaii, Kauai, Lanai, Maui, Molokai and Oahu — one by one, rather than as a package. That approach is consistent across all media: television, print, online, social media like Facebook and the bureau's Web site, gohawaii.com. The goal is "to develop the brand personality for each of the islands and communicate that in a way we haven't in the past," said Jay Talwar, senior vice president for marketing at the bureau in Honolulu.

The change is in response to "a bit of a mess we've made for ourselves," he added, in terms of confusing tourists trying to distinguish among Hawaii's attractions and choose which to visit. "Someone on an island gets a new wedding chapel and declares, 'We've

the romance island, or gets a new golf course and says, 'We're the golf island,'" Mr. Talwar said. "We need to create a sense of difference about each island and convey that each delivers a different experience," he added.

The media spending for the new campaign is estimated at around \$7 million, which is "significantly more than we've put behind a campaign for a bunch of years," Mr. Talwar said. "It's usually more in the \$4 million range."

The additional spending is being spent by an improving outlook for tourism after a downturn that began with the financial crisis in 2008. People who like to travel "were paralyzed by the waves," Mr. Talwar said, and "readily hunkered down, those with jobs were not taking vacations." So the bureau adopted a short-term tactic for 2009 and 2010 with a message he described this way: "Essentially, you're going to need to travel. Come to Hawaii to recharge, rejuvenate, retreat."

And the ad placements had "a heavy West tilt — to visit Hawaii for someone who lives in California than in Connecticut. Now, with metrics like the number of seats on aircraft flying to Hawaii approaching 2007 levels, the time has arrived for a longer-term perspective," Mr. Talwar said, and also to be "more national."

The ads offer shorthand descriptions for each island. For instance, Kauai is



A new ad campaign presents each Hawaiian island as a different experience. Above, Hanu, on Maui, is featured on gohawaii.com.

"Hawaii's island of discovery," Maui is "the magic island" and Oahu is "the heart of Hawaii." Vigettes of each island's attractions are presented under a common rubric: "Living in the moment on

tion setting an opportunity to recover from the spending cited by Mr. Talwar. Others that are stepping up their sales pitches include Mexico, which is seeking to change perceptions about conditions that tourists find there; the Bahamas, which is running commercials that declare, "Once you're in the Bahamas, the rest of the world falls away"; and the Florida Coast area of Florida, including Naples and Marco Island, which began a campaign last week that carries the theme "That's why they call it Paradise."

To stand out amid the clutter, "the challenge was to dive deeper and show something unexpected" about Hawaii to potential visitors, said Thomas U's, creative director at MVN in Honolulu, the agency — formerly known as M&V — in West Nyack, and part of the DDB Worldwide unit of the Omnicom Group — that is creating the campaign.

That was complicated by the fact that "everyone knows Hawaii, even if they haven't been here," she added, because they have seen it in movies like "The Descendants" and "Blue Hawaii," television series like "The Beaches," "Hawaii Five-O" (the original), "Hawaii Five-O" (the new version), "Hawaii Eye" and "Lone." Mr. Talwar conceded that "the HD footage" on the current version of "Hawaii Five-O" may help attract visitors, it is "actually pretty tasty," he said, "away from the crime scenes."

The commercials are running on cable networks like HGTV and Travel Channel. The print ads are appearing in magazines like Real Simple and Travel & Leisure.

Another Omnicom agency, the Los Angeles office of OMD, is handling the media services for the campaign. There is also a public relations component, under the aegis of Michael Wilentz Communications in Honolulu, part of the Anthony Marketing Group.