



JEM (Joint Effort Marketing) Eligible Co-op Marketing Program

The Wisconsin Department of Tourism is excited to offer industry partners a one-time, turnkey opportunity to apply JEM grant funding to an exclusive co-op marketing program - because in these unprecedented times, **our priority is helping you achieve your goals.**

For this program, we have developed a tiered media offering that allows you to purchase marketing programs at two different price levels designed to meet funding levels afforded by the JEM Grant program. Purchasing either of the options included in this program allows you to leverage the refreshed Travel Wisconsin brand campaign in order to promote your destination. Included with both offerings is the development of advertising assets by Hiebing, our advertising agency partner, to carry the look, voice and tone of the Travel Wisconsin summer brand campaign while simultaneously promoting your destination.

Once you select a tier and a market option, Hiebing will buy media for your campaign that may include any combination of the listed tactics. The tactics implemented will be determined based on media inventory availability and pricing to make the most of your grant dollars and provide the most impact for your organization. A report of purchased tactics, units and impression levels will be provided to you before your campaign runs and a final report of results will be provided upon the completion of your campaign.

Tier Options and Pricing

<u>Tier</u>	<u>Partner Investment*</u>	<u>Estimated Impressions</u>	<u>Potential Tactics</u>	<u>DMA Market Options (select one)</u>
1	\$35,000	2.1MM	1. Pandora/Spotify & Other Streaming Audio 2. Banner Ads 3. Social In-Feed & Stories	1. Minneapolis, Milwaukee & Madison 2. Chicago
2	\$16,500	1MM	1. Banner Ads 2. Social In-Feed & Stories	1. Minneapolis 2. Milwaukee & Madison

* If awarded, a portion of the partner investment will be funded by JEM, as according to the JEM rules. Pricing includes media costs and creative development.

Who can participate in the JEM-eligible Co-op Program?

This program is available for Destination Marketing Organizations and their partners. *Destination Marketing JEM Projects must create a partnership of at least 3 municipalities that work together to promote the area.* A Destination Marketing Organization must be the primary organization purchasing the program and entering into the co-op contract agreement with Hiebing on behalf of Wisconsin Department of Tourism.

When will our campaign run?

The anticipated campaign launch date for your campaign is the week of July 13, however the timing of all co-op marketing campaigns will be at the discretion of the Department of Tourism.

What kind of creative do we need to provide and when?

As a participant in this program, you'll leverage Travel Wisconsin branding in order to promote your destination within the context of the Travel Wisconsin brand campaign. Advertising assets will be developed by Hiebing and will carry the look, voice and tone of the Travel Wisconsin brand campaign while incorporating photography assets, as appropriate, from you in order to promote your destination.

You'll submit high res photography/video options by **June 5, 2020**.

What is the refreshed Travel Wisconsin brand?

Travel Wisconsin's newest commercial, Perfect Summer, is part of the refreshed brand campaign and can be viewed [here](#). To learn more about the recently revitalized brand strategy for Travel Wisconsin, visit [here](#).

I'm interested! How do I sign up?

First, you'll need to submit a JEM grant application by 11:59 p.m. on **May 1, 2020**.

If your JEM grant application is approved, you'll receive confirmation of award by **May 12, 2020**.

Then, you'll submit your JEM co-op marketing reservation via the link provided by Travel Wisconsin no later than **May 22, 2020**.

Questions?

Visit the [JEM grant page](#) of the Wisconsin Tourism industry site.

For further questions, contact grant coordinator, Heidi Schultz, hschultz@travelwisconsin.com.