



Tactic 9 – Multimedia

Made in Iowa Video Series

ZLRIGNITION submission for PRSA PRIME Awards

Created in collaboration with agency client, the Iowa Tourism Office

Section 1: Background

Recognizing a need for additional video content to improve SEO on the website and increase engagement on social media, the Iowa Tourism Office requested ZLRIGNITION create a series of videos that would appeal to the target audience of “social moms” age 24-55 and inspire travel to Iowa destinations.

Section 2: Strategy

In collaboration with the Iowa Tourism Office, ZLRIGNITION proposed a video series that centered on passionate artisans and craftspeople in the state of Iowa. Given the growing interest in “shopping small” and evolving “DIY” culture, the series rested on the idea that social moms would enjoy seeing unique, hand-crafted items and meet the talented, but relatable Iowans who create such items.

To encourage travel, we chose to feature individuals with storefronts and workshops that were open to the public.

The series was titled “Made in Iowa” and housed on a micro site at traveliowa.com/MadeInIowa

Section 3: Implementation

Six artisans were identified and asked to participate. The diversity of product, geography, age and gender were considered when identifying subjects in an effort to create content that reflects the diversity of Iowa, as well as appeals to the widest set of audience interests.

In early fall of 2016, ZLRIGNITION conducted informal phone interviews with the selected artisans to gather background info, prepare video interview questions and outline a general story arch for each video.

From November, 2016 – June, 2017 six videos were shot and edited. The long production window enabled ZLR and its production company partner, Canoe There, to shoot video inside workshops and businesses in the winter months, but also capture seasonally appropriate images when the weather turned sunny and warm.

At the start of FY18, a formal plan to launch the videos was crafted with the promotional window of September-November, 2017. The full plan to promote the videos included:

- Local Partner Involvement
 - Distribute press releases to media in communities where our craftspeople are based
 - Provide a tool kit for craftspeople featured in both video and web content to leverage in promoting their own business, classes, events, etc.
 - Provide toolkit for local CVB directors, regions
- Media Relations
 - Skype pitch meeting with travel writers
 - Showcase to Meredith Publication editors
 - Morning news show interview circuit
 - Des Moines, Cedar Rapids, Quad Cities, Council Bluffs/Omaha stations
 - Targeted media sharing, request to re-share

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- Digital/Social Media:
 - Distribute five marketing emails to list, featuring each of the videos and two or three other content pieces
 - Draft and schedule social media posts to promote the content – aiming for two to three per week.
- Paid advertising driving traffic to traveliowa.com/madeiniowa

Section 4: Evaluation

Each of the outlined efforts to promote the video series and its supporting content was executed in accordance with the plan.

Our measurable results indicate meaningful engagement with content:

	Organic	Paid	Total
User Sessions	183	10,773	10,956
Time on site	01:41	01:46	01:42
Pages Visited	1.58	1.99	1.70

	Paid Social Media	Midwest Living E-Newsletter	Search Engine Marketing	Native Advertising	Travel Iowa E-Newsletter
Total Sessions	4,105	874	1,147	3,803	844
Time on Site	0:47	2:48	2:20	0:13	2:41
Pages Visited	1.45	2.51	2.71	1.09	2.19
Click Through Rate	0.82%	9.11%	2.95%	0.87%	29%

Additionally, we received anecdotal evidence that travel had increased to the destinations featured:

“Your video has definitely impacted our store in a positive way. This week alone 3 different customers have driven over an hour and half to come visit our operation because they viewed your video. All of them also spent a lot more than the average customer.”

– Mike Bandstra, Frisian Farms Cheese House, Leighton

Though the lengthy production timeline allowed ZLR and the Iowa Tourism Office time to capture seasonally appropriate video, craft supplemental content and launch a comprehensive campaign, it did present one problem. Though six videos were shot and edited for the series, one feature story had to be cut from the campaign when we discovered the artisan had closed his business in the intervening months. Thus, the series was shortened to five videos.



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