

Nevada tourism agency scores with Google technology

Google has chosen the Nevada Commission on Tourism's online winter ski commercial as a success-story case study after it attracted 8 million viewers in seven targeted markets.

JoLyn Laney, NCOT's deputy director for marketing and advertising, will participate in an advertisers' panel discussion of in-stream video at the Destination Marketing Association International Convention in Ft. Lauderdale July 21-23.

NCOT was among the first tourism entities in the country to use Google's new technology, in-stream video, which places video ads into online video programs, including television segments, in a commercial break format as on regular television. Viewers who were exposed to the ad in markets where it appeared were 33 percent more likely to consider Nevada as a vacation destination than were those who saw other NCOT online ads that did not use Google's technology, NCOT's research showed.

Tracking technology showed 45 percent of the viewers watched the entire 30-second commercial that appeared on in-stream video. The lively ad showed skiers on snowy Sierra Nevada mountain slopes overlooking blue Lake Tahoe.

Google used a process called geo-targeting to show the NCOT ad in designated marketing areas that offer convenient travel to Nevada and are home to skiers and snowboarders aged 25 to 54 with high-level household income: Los Angeles, Las Vegas, San Francisco Bay Area, Dallas, Seattle, Chicago and Phoenix.

NCOT's research company, TNS Custom Research, and its Digital Marketing Effectiveness Study enables the tourism agency to track the effectiveness of its advertising campaigns and

measure the return on investment, which last winter, when the ads ran, was \$22 for each \$1 invested. NCOT is funded by hotel room tax revenue that visitors pay, not by the state general fund.