



DAVE LORENZ
VICE PRESIDENT
TRAVEL MICHIGAN



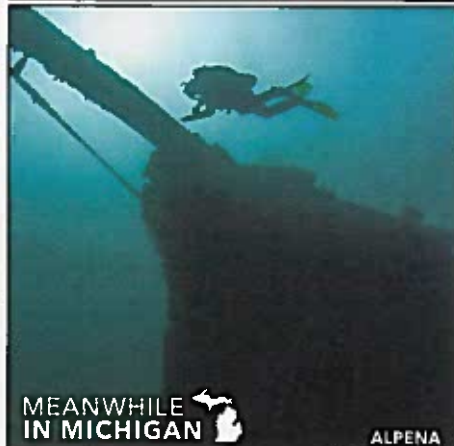
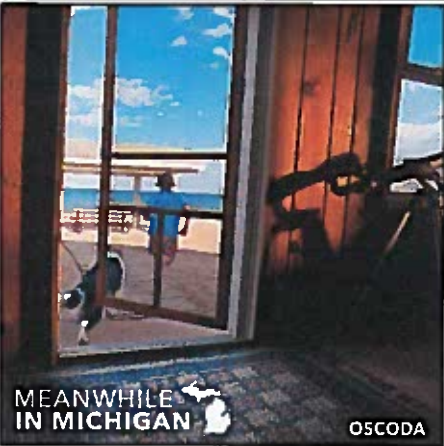
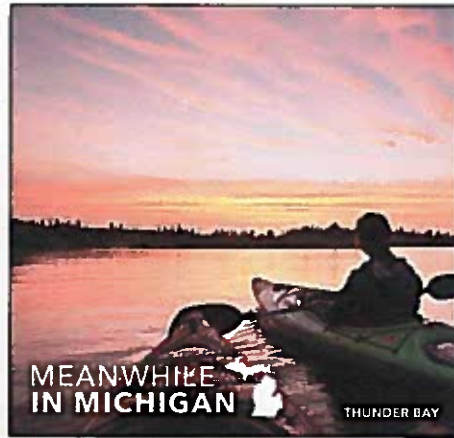
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

PURE MICHIGAN

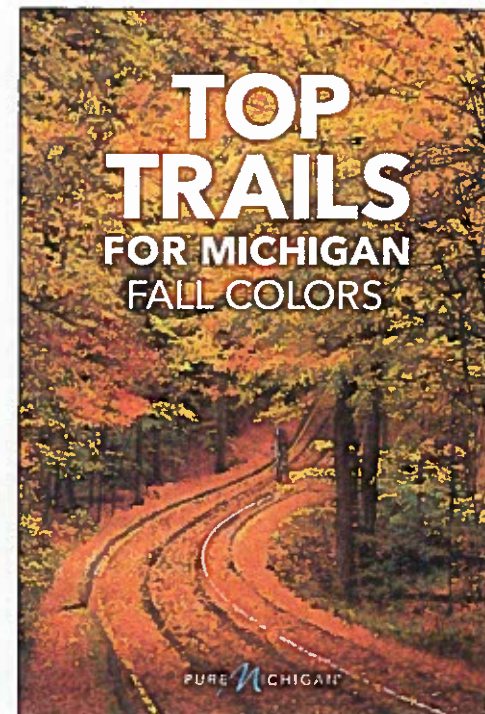
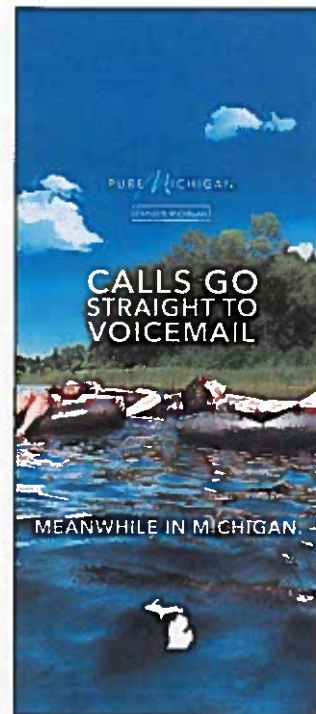
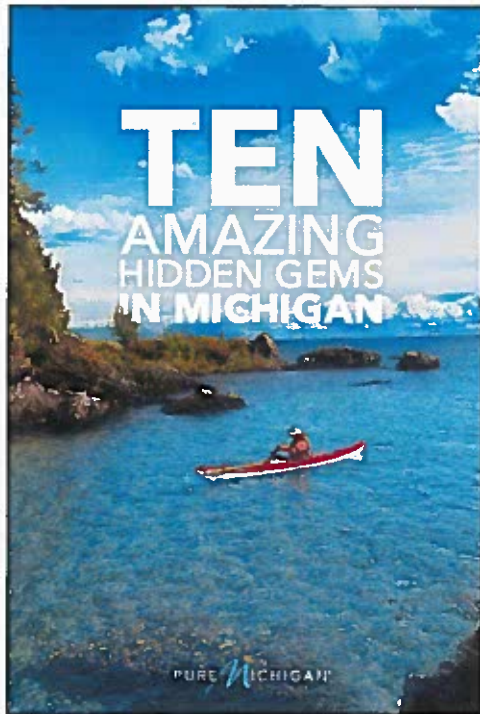
MEANWHILE IN MICHIGAN CAMPAIGN



HIGHLIGHTED HIDDEN GEMS THROUGHOUT THE STATE



DROVE TRAFFIC WITH PAID SOCIAL, DIGITAL BANNERS & NATIVE ADS



233,041,646 total campaign impressions

INSPIRING CREATIVE IN LESS INSPIRED LOCATIONS

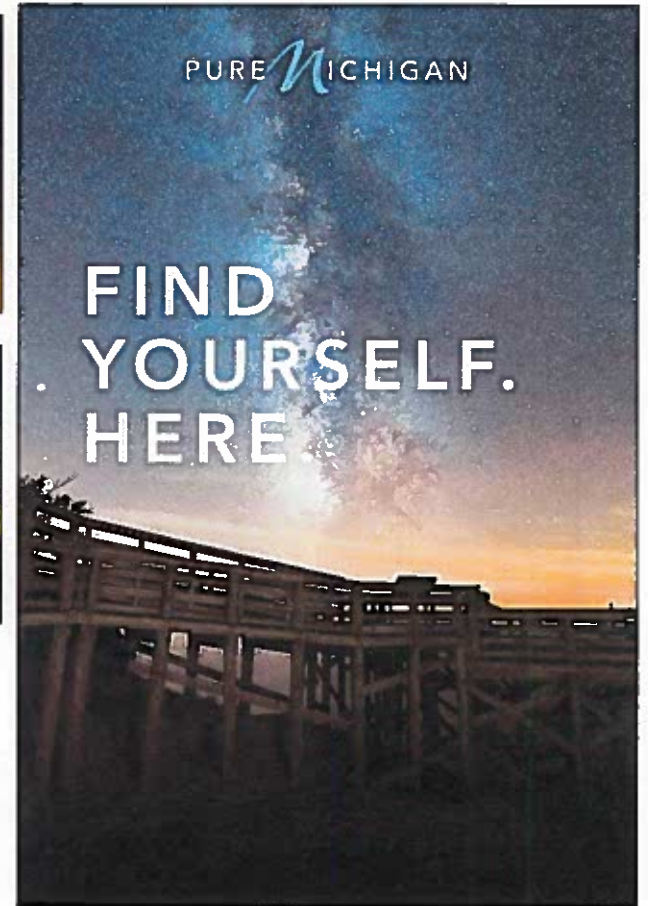
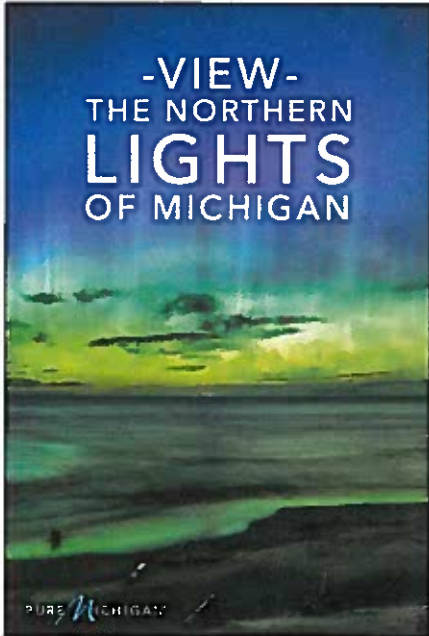


Radio spots for listeners stuck in traffic – one for each day of the week



DARK SKY CAMPAIGN

DROVE TRAFFIC WITH PAID SOCIAL AND DIGITAL BANNERS

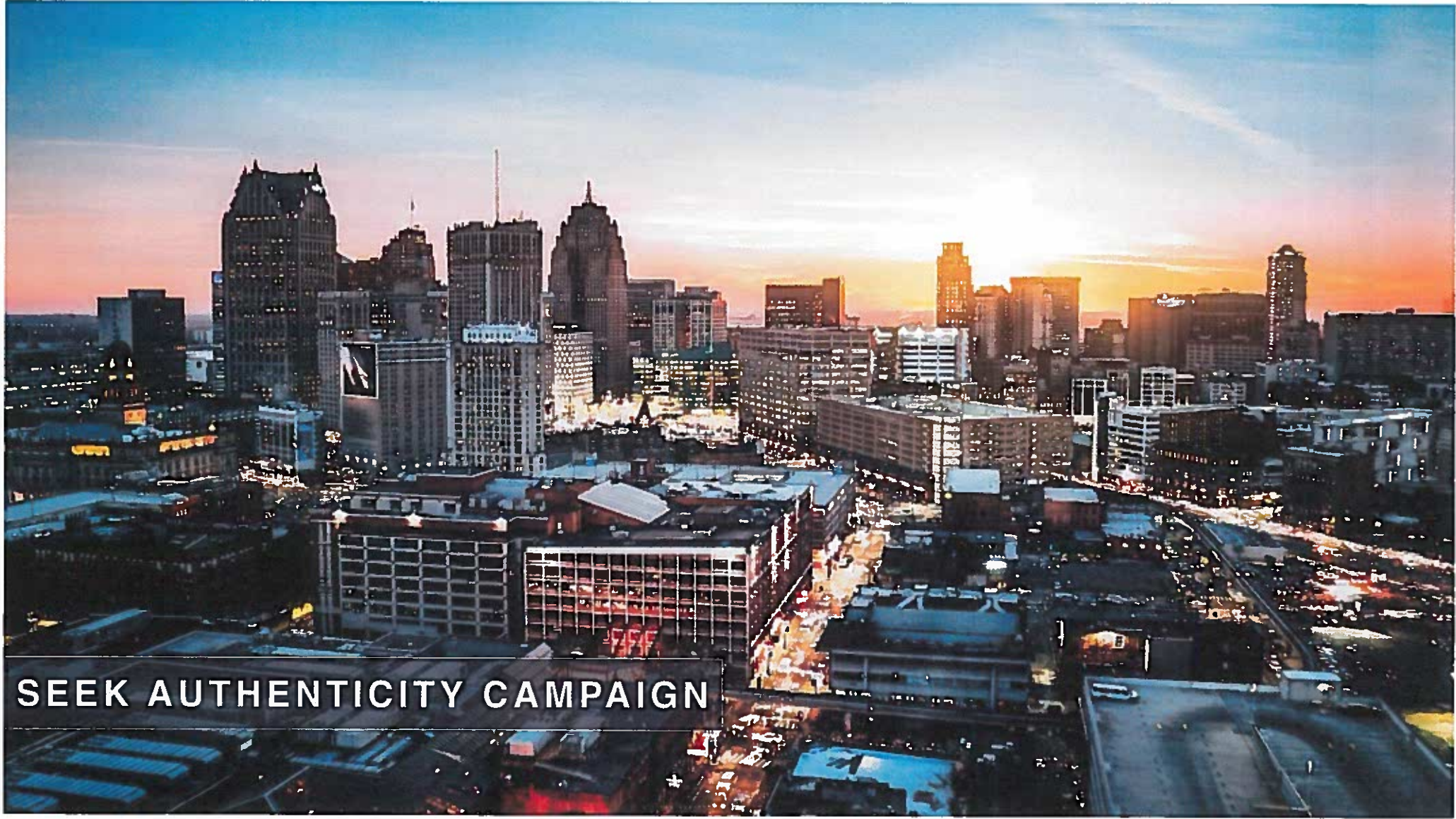


481,929,412 total campaign impressions

EXTENDED REACH IN 261 KEY MARKET MOVIE THEATERS

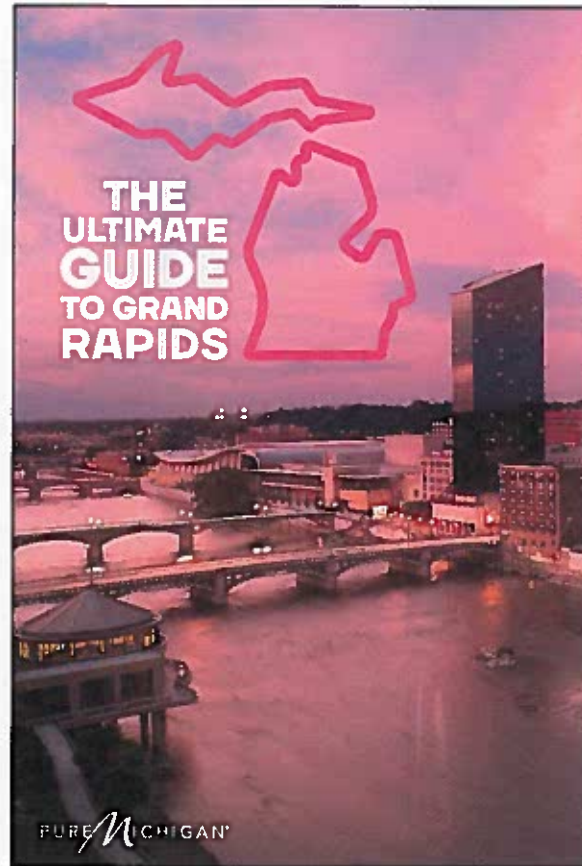
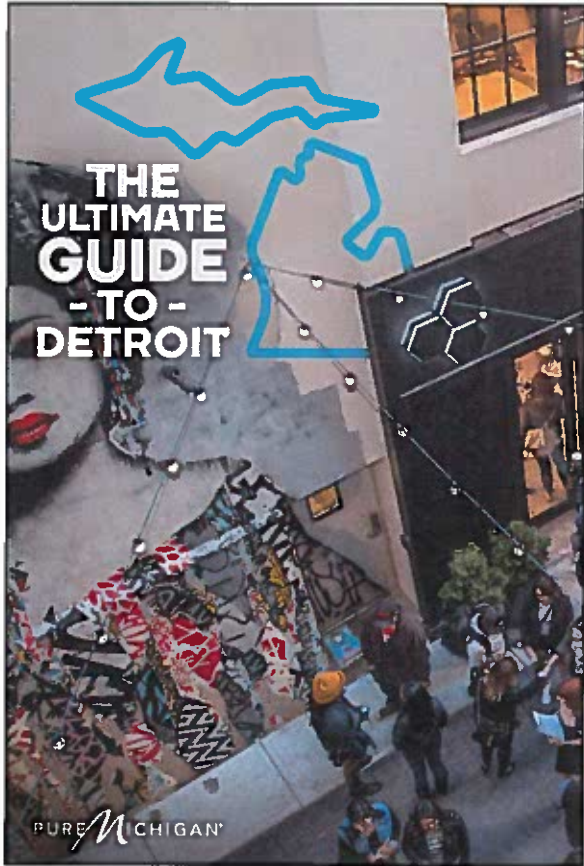


- 3.7M impressions to theater attendees in key drive states



SEEK AUTHENTICITY CAMPAIGN

DROVE TRAFFIC WITH PAID SOCIAL, ONLINE VIDEO & DIGITAL BANNERS



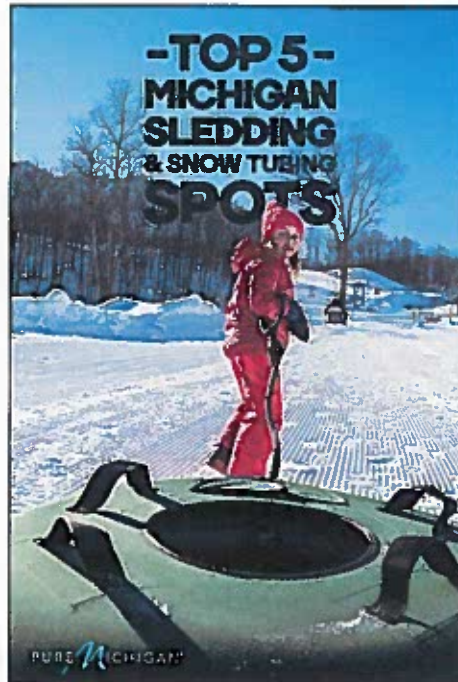
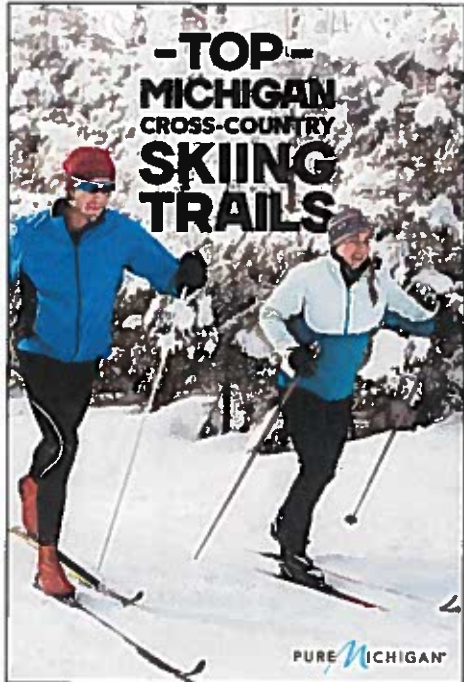
0.22% CTR
above industry
standard





LET'S WINTER CAMPAIGN

EXTENDED MESSAGE WITH PAID SOCIAL, ONLINE VIDEO & CONNECTED TV



105,690,168 total campaign impressions

AN OLYMPIAN SHARED HIS WHY MICHIGAN STORY WITH A 2% CTR



Sports Illustrated

HOME > SPONSORED

My Michigan

Elite snowboarder Nick Baumgartner competes all over the world, but nothing beats the mountains in his native Michigan. Here are some of his favorite winter destinations across the state.

SPORTS ILLUSTRATED • PURE MICHIGAN • DEC 19, 2019

The image shows a screenshot of a Sports Illustrated article. At the top, the Sports Illustrated logo is displayed in white on a dark background. Below the logo, a navigation bar contains links for NFL, NCAA, MLB, NBA, FANTASY, SOCCER, NHL, NCAA, and SUBSCRIBE, along with a search icon. The main content area features a large photograph of snowboarder Nick Baumgartner celebrating with his arms raised. He is wearing a red and white jacket, a black helmet, and yellow goggles. To his left, another person in a blue jacket is partially visible. The background shows a snowy mountain slope. A yellow 'SPONSORED STORY' tag is positioned above the article title 'My Michigan'. Below the title is a short paragraph of text, and at the bottom left of the image area, the text 'SPORTS ILLUSTRATED • PURE MICHIGAN • DEC 19, 2019' is visible.

ALWAYS ON PARTNER CAMPAIGN



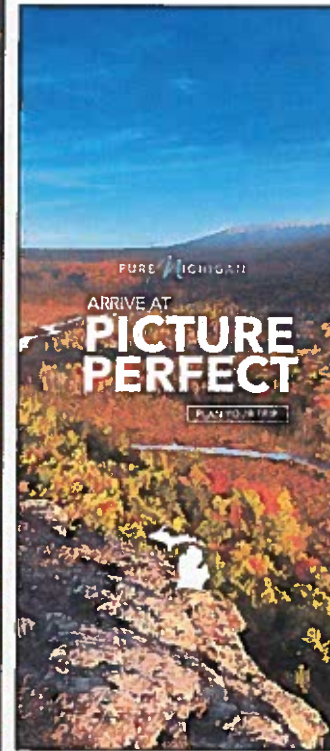
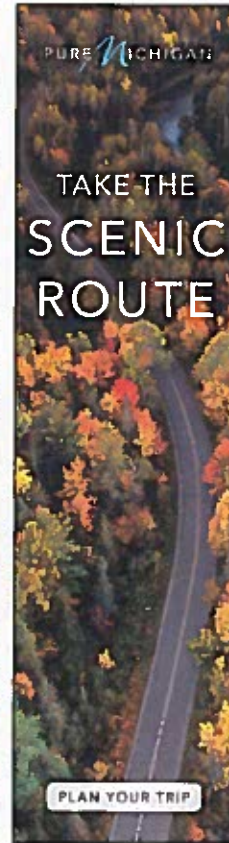
January - February

March - August

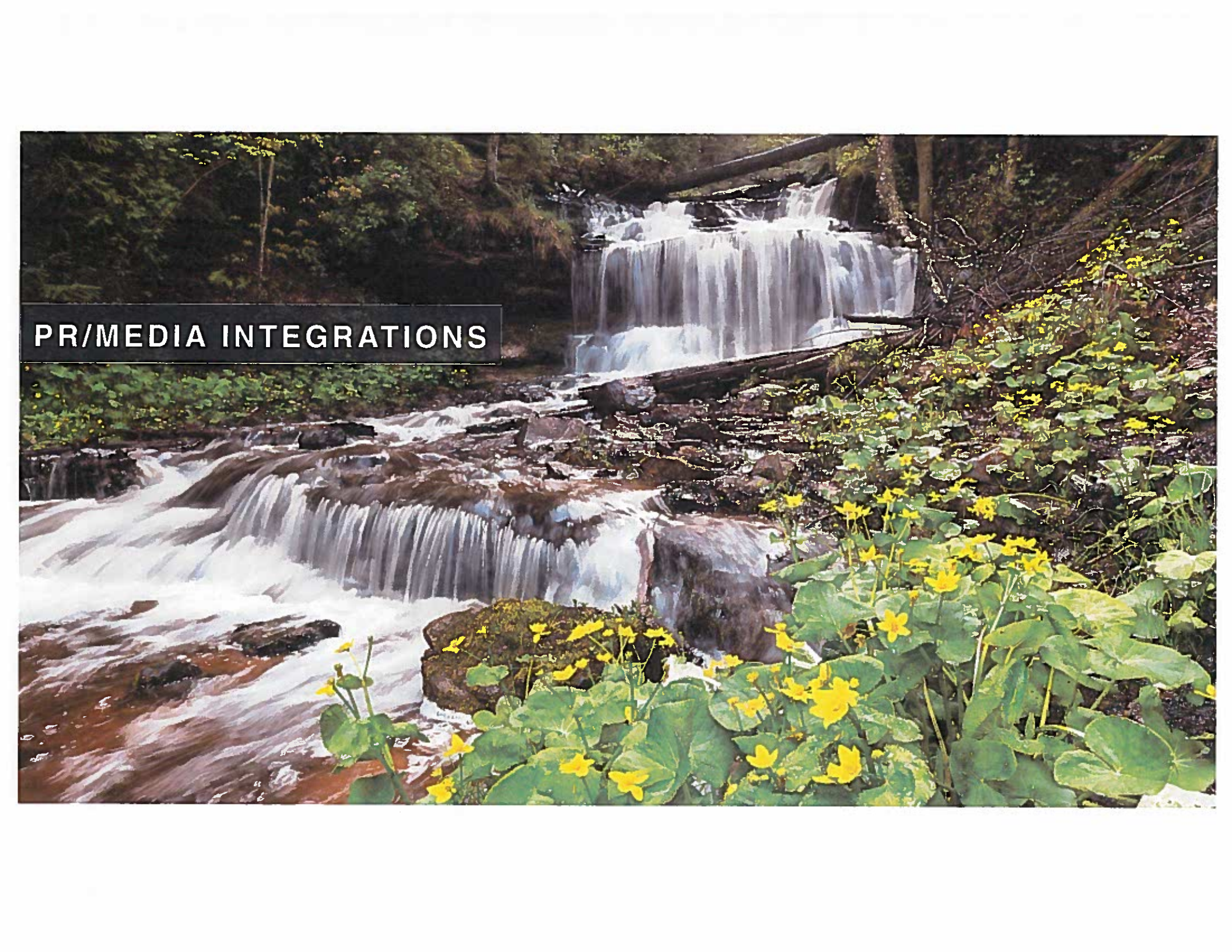
September - October

November - December

Always On, Digital Paid Media + Featured Destinations Landing Page



501,009,850
impressions



PR/MEDIA INTEGRATIONS

MADE AN ALBUM AND TOPPED THE CHARTS

14,000,000+
impressions

#9
on the Billboard New Age Chart

4 million
listens on Spotify/Pandora



AND EVEN BREWED OUR OWN BEER



EATER
DETROIT

CITIES ▾ MAPS OPENINGS MORE ▾



AM INTEL BEER DETROIT RESTAURANT OPENINGS

Short's Brewing Company Teams Up With the Tourism Bureau for a 'Pure Michigan' Beer

Detroit Free Press HOME NEWS SPORTS AUTO ENTERTAINMENT MORE ▾

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Short's Brewing, Pure Michigan team up on autumn IPA made with 100% Michigan ingredients



m
LIVE



News

Pure Michigan brew celebrates fall in the 'Great Beer State'



SMARInsights

ADVERTISING INFLUENCE

In 2019, Pure Michigan advertising influence Michigan trips...

53% said it made me want to visit

55% said it made me want to visit more places in MI

39% said it made me want to do more on my trip

85% were influenced overall



2020 PLANS

2020 TRAVEL TRENDS

NATIONAL GEOGRAPHIC

TRAVEL

Here are the most wheelchair-friendly beaches in the U.S.



Popular Latest

The Atlantic

EDUCATION

Why School Still Starts After Labor Day in Michigan

The calendar is designed to bolster the economy—but some worry it hurts kids.

EXPLORE **Parents.**

HOME - FUN - FAMILY VACATION - VACATION PLANNING

Multi-Generational Travel: How to Plan a Trip That Works for Your Whole Family

Multi-generational travel has its perks—like plenty of sitters and cousins for your kids to play with—but will it drive you nuts? Travel experts help you land on a vacation that suits everyone.



THANK YOU