

## MEXICAN TOURISM BOARD

Affinity Marketing has had the pleasure of working on many integrated marketing campaigns that we think showcases our full-service capabilities:

### Experience Colima

**Client:** The Mexican Tourism Board (CPTM) and the State of Colima in Mexico.

**Goal:** Manzanillo was a popular tourist destination in the early 80's after the film *1776* with Dudley Moore and Bo Derek was filmed on its beaches. The client asked us to encourage tourism to Manzanillo through an integrated marketing campaign with a strong sponsor drive.

**Specifics:** The marketing campaign – called *Experience Colima* – was held at the Mall of America in Minnesota on September 16-25. Campaign specifics included:

**Management:** *Affinity Marketing* came up with the concept, pitched it to the Mexican Tourism Board and the State of Colima, and secured all the event sponsors. We managed the \$1 million budget and negotiated the contract with the Mall of America. We oversaw transportation logistics (visas, airlines, buses, accommodations, meals, etc.), as well as the direction of the 100 person support staff.

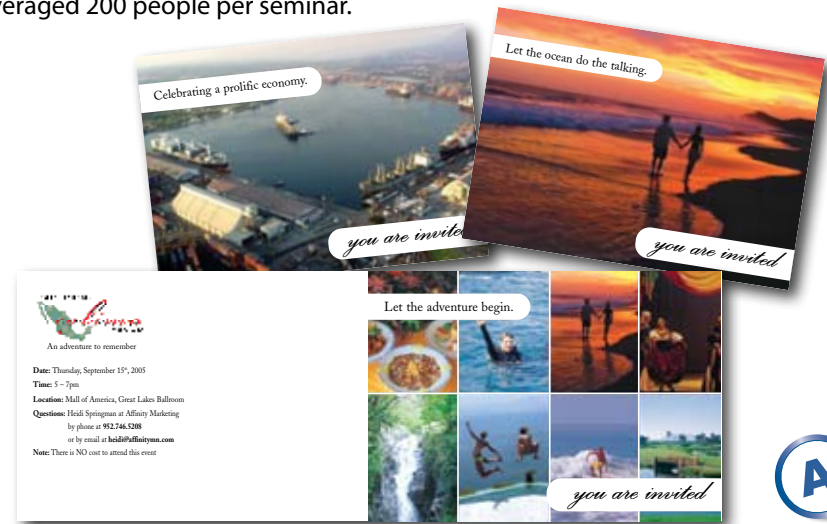
**Creative Development:** We developed all of the creative, including the television commercials (3), radio spots (3), direct mail campaign (3 postcards), newspaper ads (3), highway billboards (3), event signage (20 banners), website, brochure, press kit, and the event booth environments.



**Booth Construction:** We rented four court areas and the main atrium at the Mall of America for ten days and had over 100 Mexican Delegates working the five booth areas. Approximately \$175,000 was spent constructing the booth environments built as replicas of important historical sites in Colima.

**Media Exposure:** We managed a \$250,000 30-day media campaign that included 51 television commercials, 96 radio spots, 20 highway billboards, 11 newspaper ads, and an extensive public relations campaign. We negotiated all the rates, placed and tracked the media.

**Seminars:** We planned and executed four different seminars that highlighted the important aspects of Mexico – economic development, tourism, education and culture. We mailed out 100,000 postcards to drive attendance that averaged 200 people per seminar.



**Closing Ceremony:** The world-renowned Colima Ballet performed at the historic Northrup Auditorium in Minnesota where almost 3,000 people watched a 2-hour folkloric presentation. We negotiated the space rental with the University of Minnesota, managed the campaign to sell tickets for the event, and oversaw the day-of logistics for the event

**Fundraising:** *Affinity Marketing* raised \$500,000 for this event after the \$500,000 contribution from the Mexican Tourism Board and the State of Colima. To raise such a substantial amount of money we implemented a unique fundraising strategy that relied heavily on “trade sponsorships.” This approach resulted in donations from the Mall of America and the University of Minnesota Northrup Auditorium, for the use of their facilities for the ten-day event, discounted air fair from Sun Country and Northwest Airlines, as well as discounted hotel accommodations at the Fairfield Inn and Marriot. We secured free bus transportation and worked closely with numerous cultural associations to donate the food for the staff of over 100. After securing an estimated \$250,000 in “trade sponsorship” within 45 days we secured an additional \$250,000 in traditional corporate sponsorships to pay for the media campaign.

**Results:** With a \$1 million budget, this ten-day event was the most successful destination marketing event the Mall of America’s history, and the greatest single marketing campaign for the Mexican Tourism Board in the US. The campaign resulted in:

- Two and a half million visitors attended the ten-day event.
- Over 15 million media impressions were secured.
- Hotel occupancy rates in Manzanillo were sold out for the season.
- Airlift increased from one charter flight to five charter flights.
- The Mexican Tourism Board tripled the marketing budget it provides Manzanillo.
- Two years later, Manzanillo is still experiencing tremendous growth in its tourism revenue.



*Experience Colima Closing Celebration*  
 Friday, September 23, 2005

*Admission Ticket*

Please be our guest at a performance of the  
*University of Colima Ballet Folklorico*  
 At the Northrop Auditorium • University of Minnesota • 7-9pm

Ticket required for entrance. Parking is not included with admission.  
 More information on directions and parking can be found at [www.northop.umn.edu](http://www.northop.umn.edu) or call 612-624-2345

The value of this ticket is proudly sponsored by Fredrikson & Byron, P.A.

