New Hampshire

LIVE FREE

2024 Spring/Summer Advertising Effectiveness Wave 1 Research

August 2024

SMARInsights

Background & Objectives

- The New Hampshire Division of Travel and Tourism Development (DTTD) ran updated advertising in core, opportunity, road trip, and Canadian markets. The updated ads no longer use the “Discover Your New” tagline.
- DTTD has partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct primary research among target consumers to assess the effectiveness of this 2024 spring/summer advertising.
- The specific objectives of this research include:
  - Gauging advertising awareness at peak levels (near the end of the media flight);
  - Measuring the efficiency of the media investment;
  - Gathering consumer reaction to the creative;
  - Assessing advertising impact by comparing the perceptions and behaviors of those aware of the ads to the same measures among those not aware of the ads;
  - Comparing research results across market groups; and
  - Providing insights to guide marketing decision-making.

Methodology

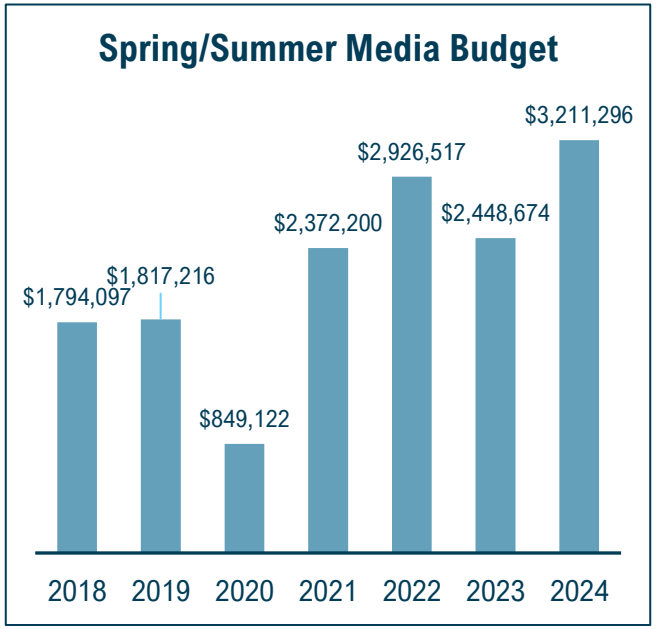
- As with previous New Hampshire ad effectiveness research, an online survey was used so that respondents could view the actual advertising. This method provides a representative measure of aided ad awareness and allows respondents to provide their reaction to the creative.
- National sample vendors with representative panels are used so that the results can be projected to the population.
- In order to qualify for the survey, respondents must be household travel decision-makers who regularly take overnight leisure trips of at least 50 miles from home. Respondents must also be between the ages of 18 and 65.
- The 2024 spring/summer advertising was aimed at existing northeastern core markets, opportunity markets, the road trip market, and Canadian markets. This study also included sample from spill markets, which are markets near the core and opportunity groups that are likely being exposed to the ads.
- A total of 2,314 surveys were completed in June and July 2024. Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.
- The following report summarizes the ad effectiveness research results.

Market		Frequency
Core	Boston	384
	Portland/Auburn	115
	Providence/New Bedford	172
Opportunity	Hartford/New Haven	155
	Fairfield County	47
	Duchess County	45
	Orange County	44
	Ulster County	36
	Westchester County	60
	Rockland County	39
	Sullivan County	16
Road Trip	Philadelphia	301
Spill Markets	Remaining ME, NY, NJ, and Eastern PA	500
Canada	Montreal	200
	Quebec City	200
Total		2,314

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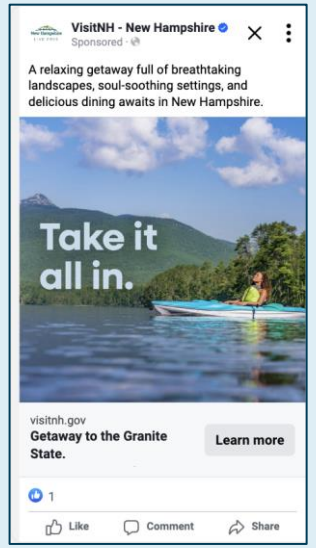
Campaign Overview

Market	Print	OOH	Video	Digital	Streaming Audio	Rich Media	SEM	Social Media	TOTAL
Core	$32,466	$190,485	$380,905	$27,470	$90,018	$23,403	$59,400	$100,500	$904,647
Opportunity	$15,460	$66,228	$422,989	$291,690	$139,780	$7,187	$83,600	$142,500	$1,169,434
Road Trip	$3,608	$116,150	$148,004	$75,200	$59,778	$10,825	$33,000	$62,500	$509,065
Canada	$0	$59,321	$190,300	$214,100	$38,424	$3,504	$44,000	$78,500	$628,149
TOTAL	**$51,534**	**$432,184**	**$1,142,198**	**$608,460**	**$328,000**	**$44,919**	**$220,000**	**$384,000**	**$3,211,296**



- The 2024 spring/summer advertising tested in this research included print, out of home, video, digital display, streaming audio, rich media, SEM, and social media advertising. The entire collection of ads tested can be found in the questionnaire in the Appendix.
- The ads feature New Hampshire's outdoor, small town, road trip, and family-friendly activities and attractions.
- The campaign investment is higher than each previous year of measurement through 2018.

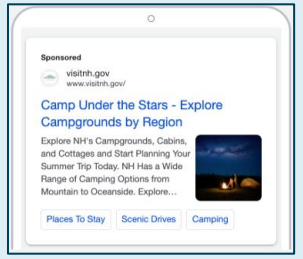






Samples of Creative





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Insights

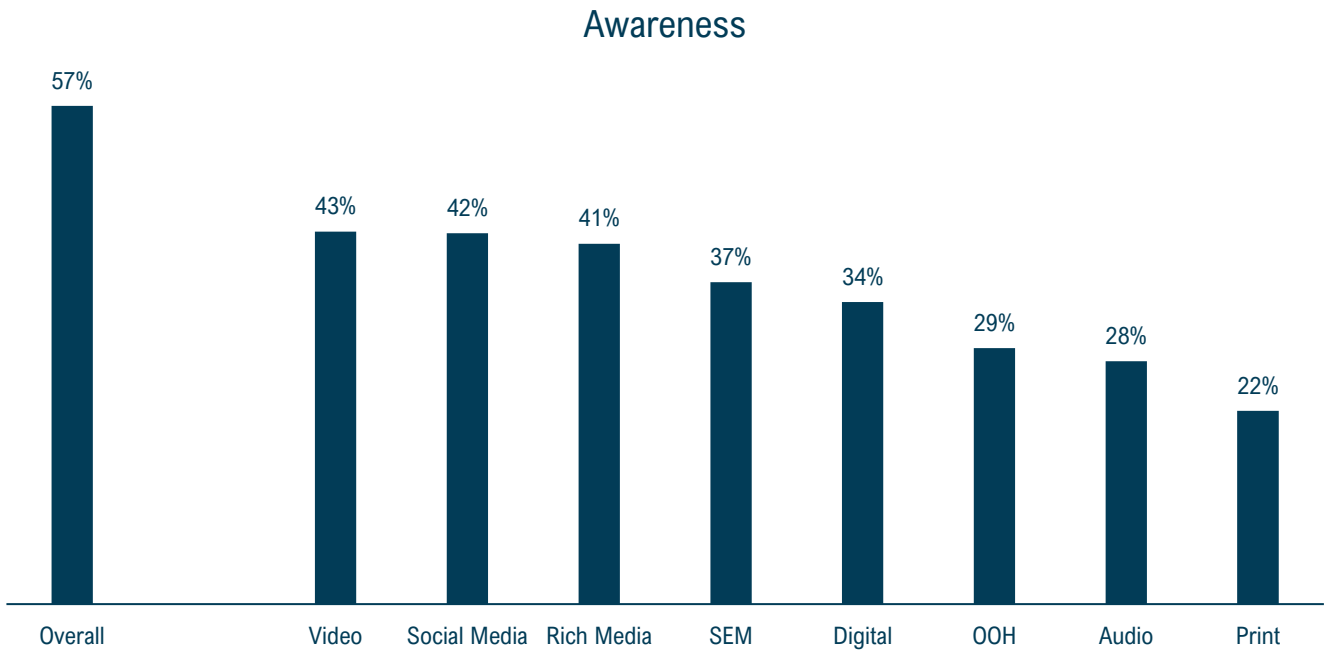
- The 2024 spring/summer advertising generated 57% awareness across all markets. This translates to 9.9 million aware households and an efficient cost per aware household of $0.32 (the industry average for similar campaigns is $0.51).
- The 2024 campaign ran on a budget of $3.2 million, up roughly $800,000 from 2023. The campaign grew less efficient compared to 2023, which had a $0.28 CPAH. This is to be expected however, as increases in media budget generally result in decreases in overall efficiency. The increased spend helped the 2024 campaign reach more households, with over 1 million more aware households than the 2023 campaign.
- Awareness improved year-over-year for video (+5%), social media (+12%), digital (+7%), and out-of-home (+2%) ads. The increased awareness of these media also lead to increased overlap of media formats recalled.
- Reactions to the campaign remain positive and above the average benchmark, with the Family video receiving the highest level of positive reaction. The SEM and digital ads elicited many positive reactions as well.
- As with the 2023 ratings, many of the advertising ratings are good or excellent. This year, an additional set of advertising ratings were included in the study to determine how the campaign makes the viewer feel, and all but one of these attributes performed well above the excellent benchmark.
- Updated creative yielded stronger ratings for making consumers want to learn more about and visit the state.
- The ads had a positive impact on top-of-mind, familiarity, and destination preference.
- These stronger impact ratings, more media overlap, and positive impact on top-of-mind and preference foreshadow strong impact on travel, which will be evaluated in the next research wave.

Advertising Awareness



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2024 Ad Awareness Overall and by Medium

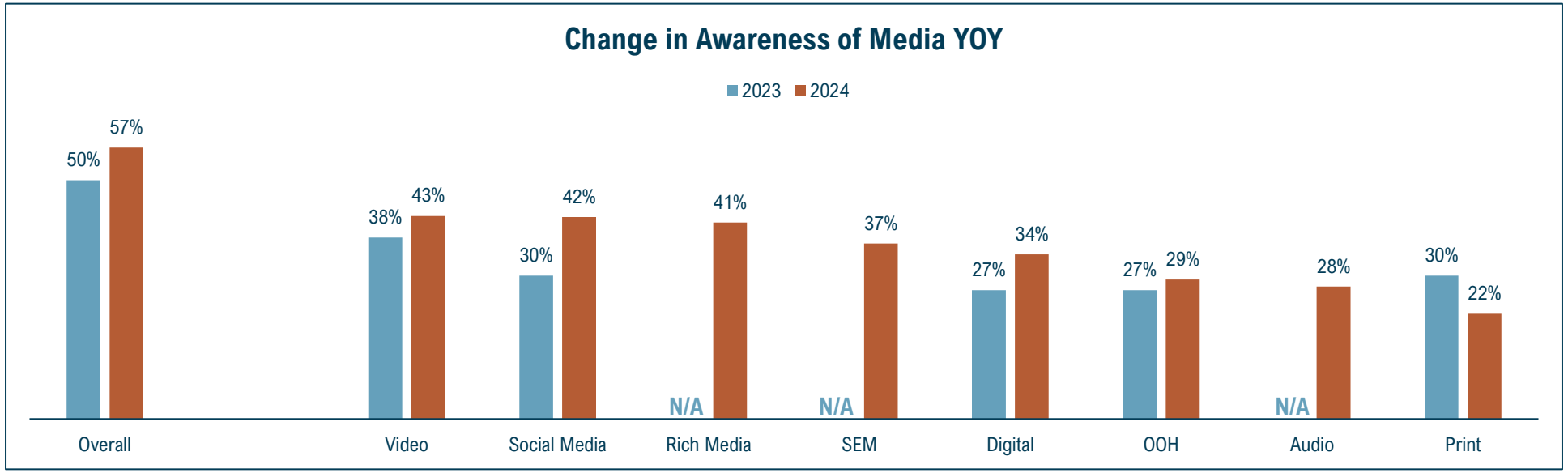


Target HHs	17,442,671
Ad Awareness	57%
Ad-Aware HHs	9,918,867
Media Investment	$3,211,296
Cost per Aware HH	$0.32

SMARInsights' spot market benchmark: $0.51 per Aware Household

- The 2024 spring/summer campaign generated 57% awareness, reaching roughly 9.9 million households. A media investment of $3.2 million translates to $0.32 cost per aware household, which is below the SMARInsights' average of $0.51 for similar campaigns.
- The video creative contributed the most to the overall reach with 43% awareness, followed by social media and rich media.

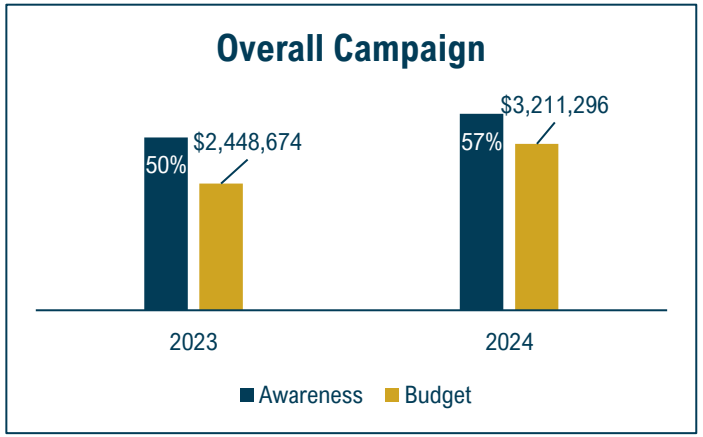
Campaign Awareness of Media YOY

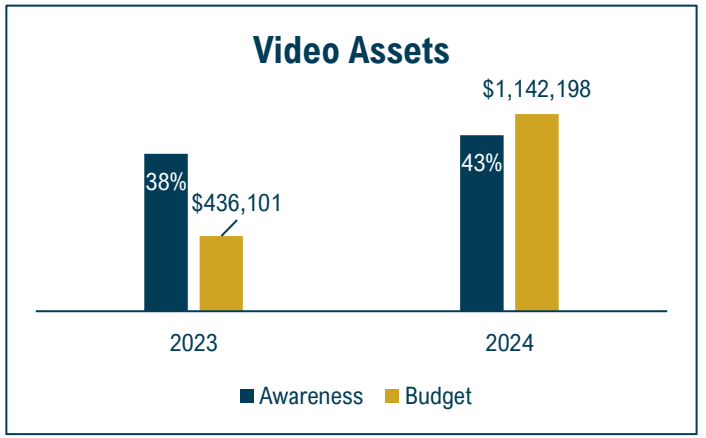


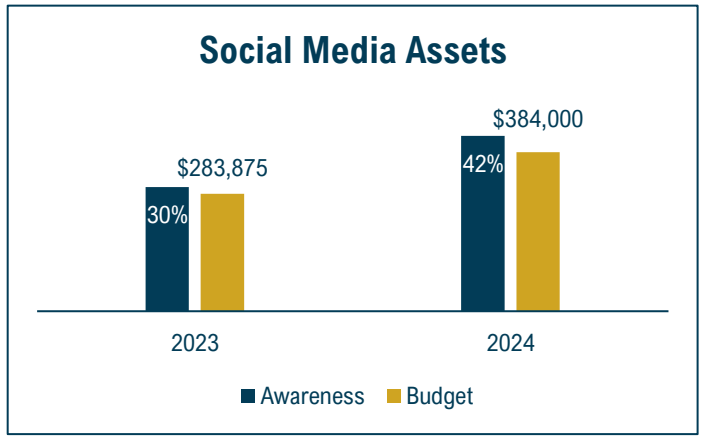
- The increased media investment led to increased awareness for each ad type aside from print, which saw an 8-point drop in awareness. However, it should be noted that only one print ad was tested this year while five were tested last year.
- This year was the first year for rich media and SEM. Streaming audio returned to the media mix after being left out in 2023.
- The media budget saw an overall increase year-over-year, so additional analysis by medium and spend follows on the next slide.

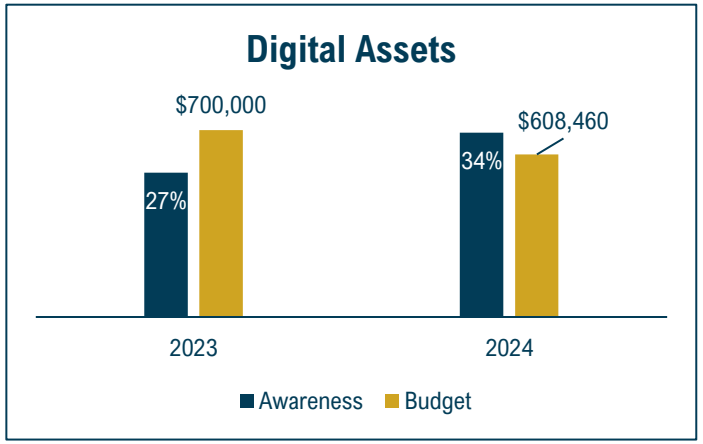
Awareness and Budget of Returning Media YOY

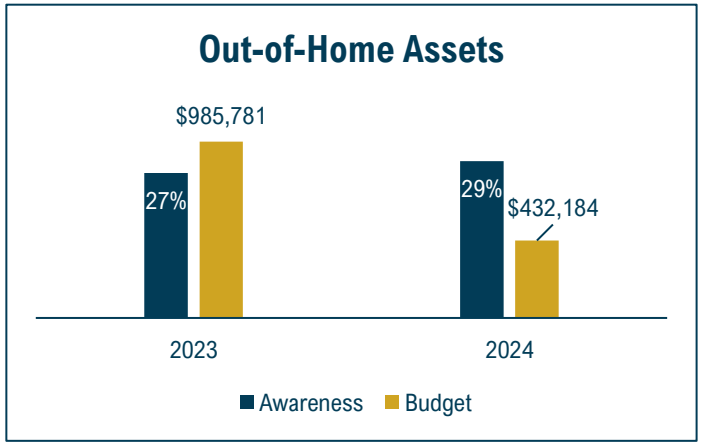
- Overall, the campaign saw awareness increase by 7 points on a budget increase of $800,000.
- Video and social media ads both saw higher awareness than in 2023 on larger budgets.
- Digital and OOH advertising saw increases in awareness on reduced budgets compared to 2023.
- The print assets saw a decrease in awareness despite a slightly larger budget. Again, this is likely a result of showing only one print ad in 2024 compared to five in 2023.

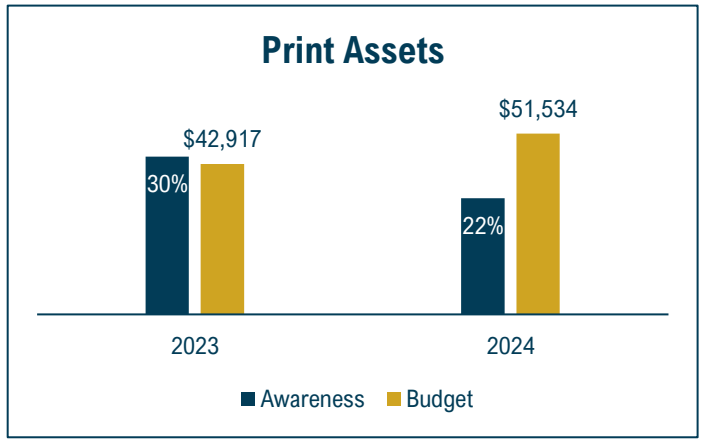






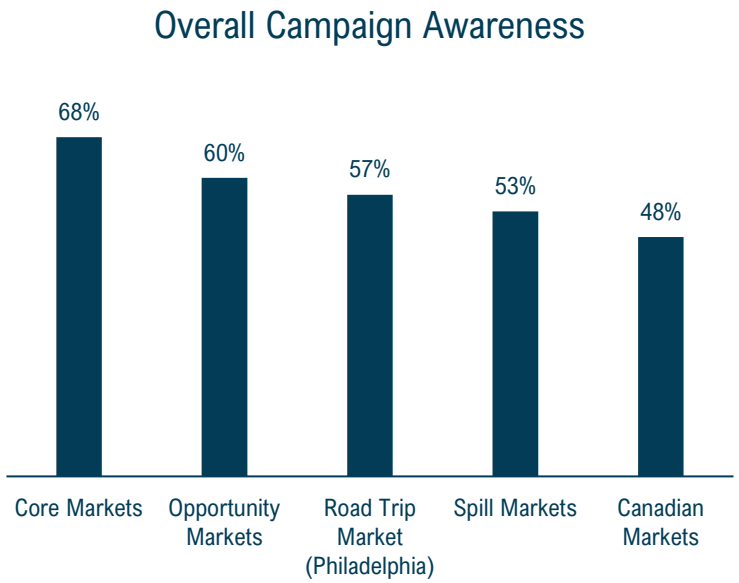






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2024 Overall Awareness by Market Group



	Core Markets	Opportunity Markets	Road Trip Market	Canadian Markets	Total without Spill	Spill Markets	Total with Spill
Traveling HHs	2,951,376	1,854,939	2,487,168	951,374	8,244,857	9,197,815	17,442,671
Awareness	68%	60%	57%	48%	61%	53%	57%
Aware HHs	2,006,936	1,112,963	1,417,686	456,660	4,994,245	4,874,842	9,918,867
Media Investment	$904,647	$1,169,434	$509,065	$628,149	$3,211,296	---	$3,211,296
Cost per Aware HH	**$0.53**	**$1.09**	**$0.41**	**$1.42**	**$0.70**	**---**	**$0.32**

- The core markets (68%) proved influential in the overall level of awareness (57%), while the media strategy for the road trip market (Philadelphia) resulted in the most efficient ($0.41 cost per aware household) reach.
- The efficiency of the campaign was greatly boosted by the inclusion of the spill markets. Despite a 4-point drop in overall awareness when spill markets are included, the number of aware households nearly doubles. This leads CPAH to improve from $0.70 among only target markets to $0.32 when spill markets are included.

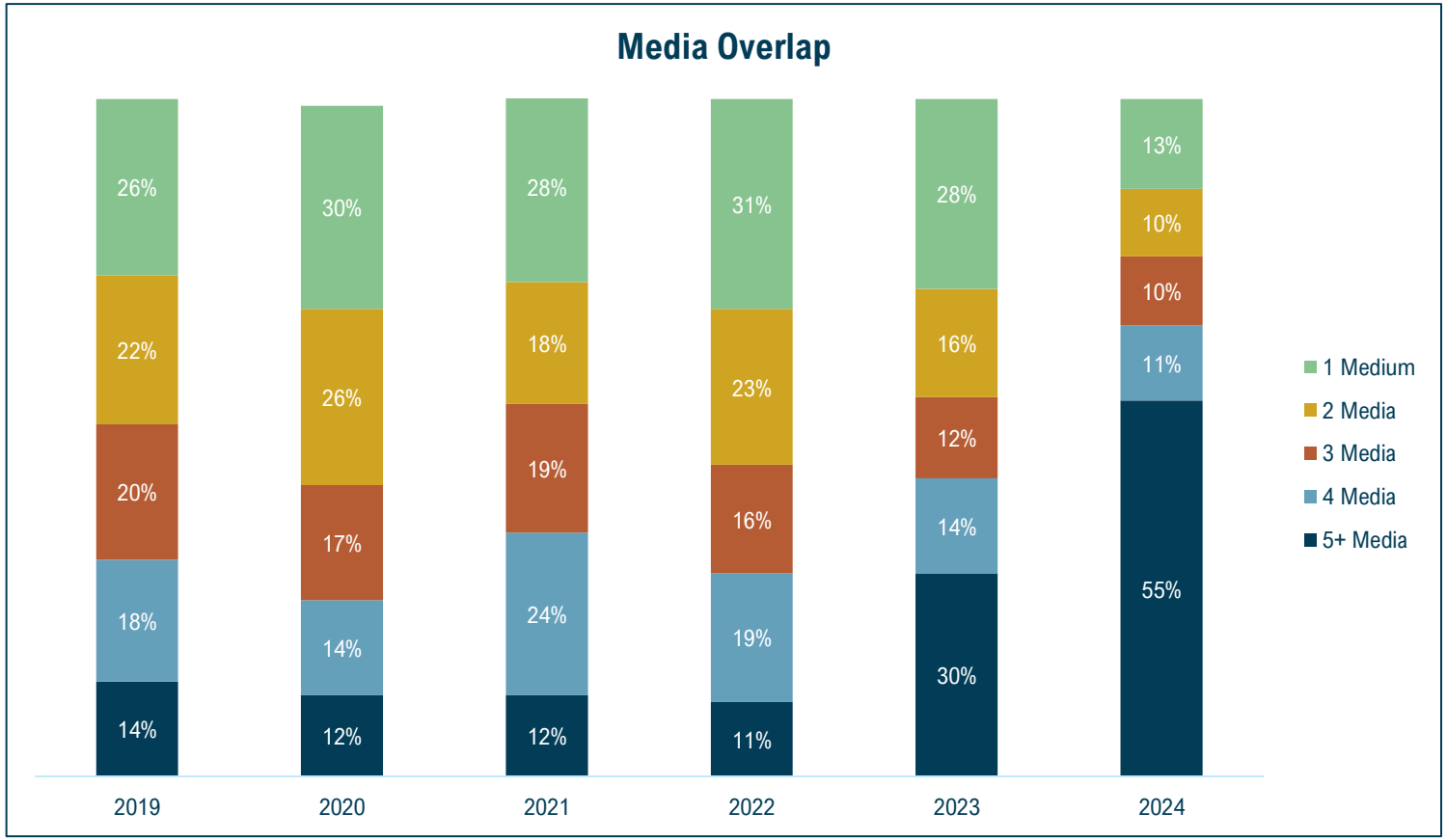
Cost per Aware Household by Medium

	Video	Social Media	Rich Media	SEM	Digital	OOH	Radio	Print
Ad Awareness	43%	42%	41%	37%	34%	29%	28%	22%
Ad-Aware HHs	7,500,349	7,325,922	7,151,495	6,453,788	5,930,508	5,093,754	4,883,948	3,848,241
Media Investment	$1,142,198	$384,000	$44,919	$220,000	$608,460	$432,184	$328,000	$51,534
Cost per Aware HH	$0.21	$0.05	$0.01	$0.03	$0.10	$0.08	$0.07	$0.01

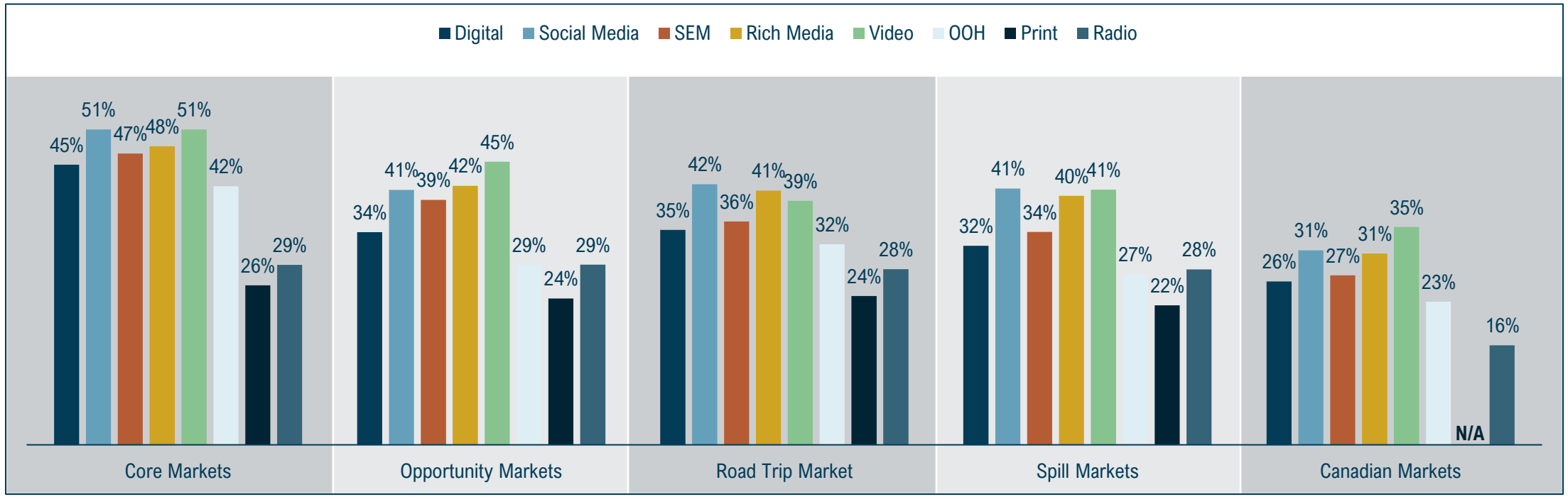
- Print, rich media, and SEM were the most efficient forms of media used.
- Video was the least efficient with $0.21 cost per aware household. But all of the media were efficient, and all contributed to media overlap, which is reviewed on the following page.

Media Overlap

- Of those aware of any 2024 ads, 66% were aware of 4 or more ad media – the highest in past 5 years.
- This increased overlap is most likely attributable to the increased media spend creating more opportunities for exposure to the creative.
- Reaching consumers with multiple forms of advertising tends to correspond with strong incremental travel.



Awareness by Medium by Market Group



- Of the advertising media, the video creative reached the most consumers in the core, opportunity, and Canadian markets.
- Social media advertising was recalled at the highest rates in the road trip market and tied with video for the highest recall rate in the spill markets.

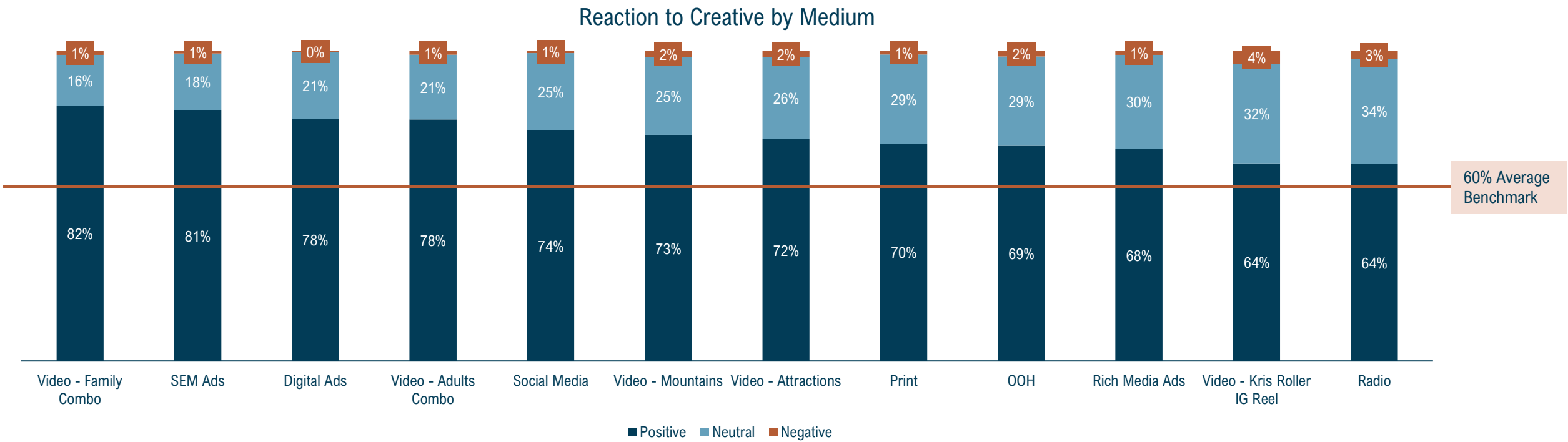
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Creative Ratings



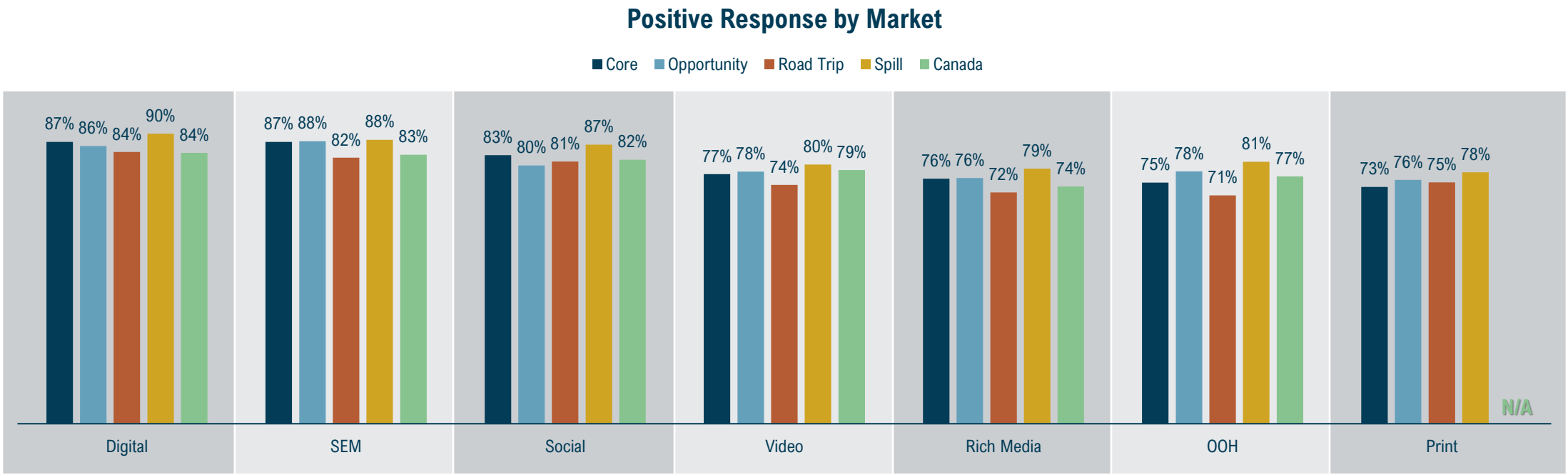
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Overall Reaction



- All of the ads received positive reactions above the SMARInsights' benchmark of 60%. Consumers tend to be the most positive toward video, which is the case for this campaign. The SEM and digital ads also performed well.

Overall Reaction – Market Level

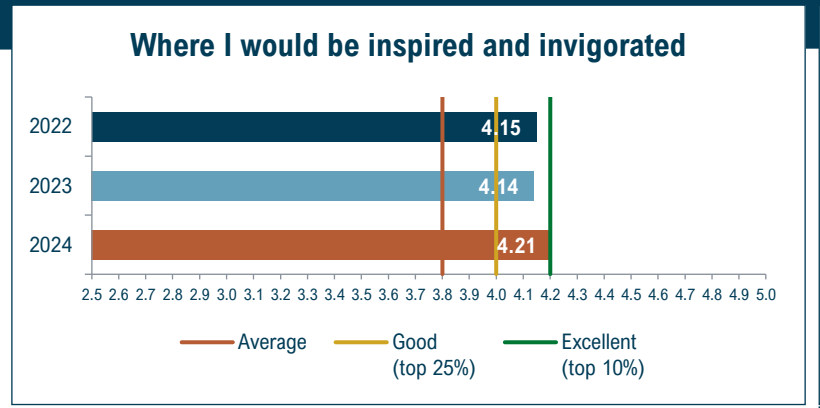


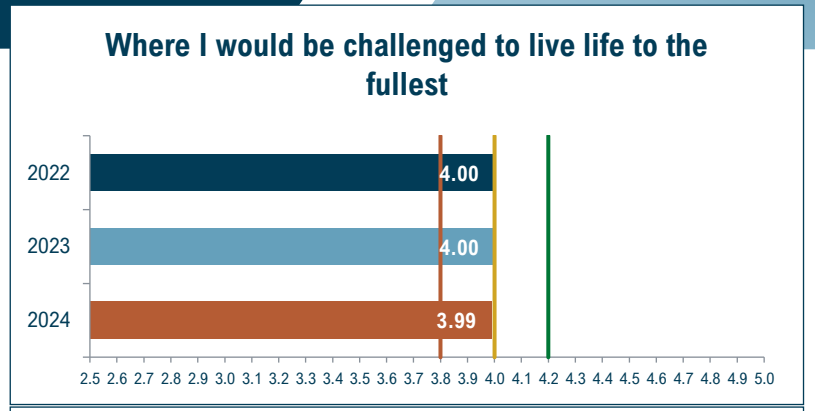
- There was a positive response to the creative across all the market groups.
- The spill markets are the most positive about each ad medium, further hinting at the potential that lies in these markets.
- The value reported for “Video” is the average response for each of the five video assets tested in this study.

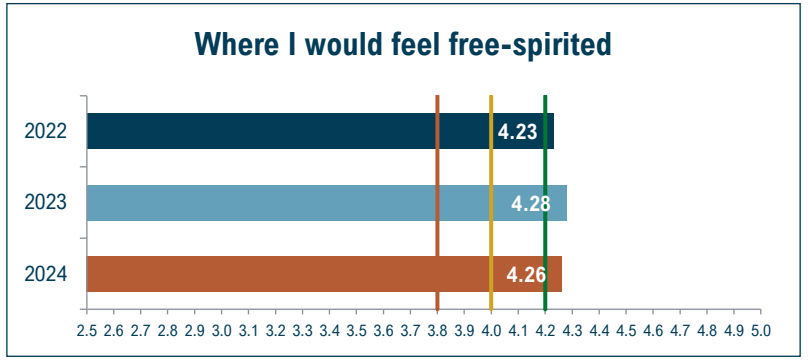
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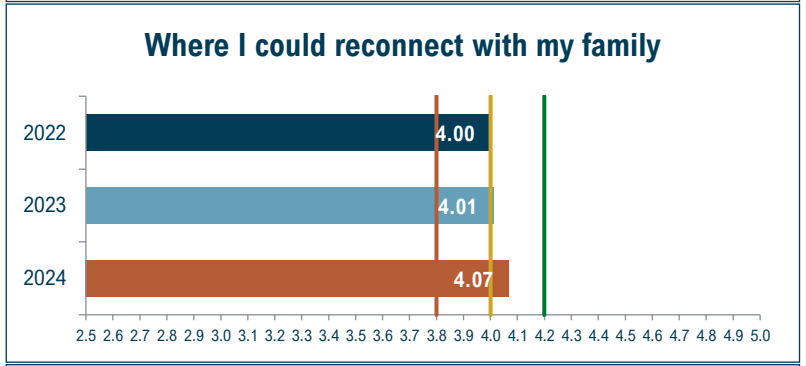
Communication Attributes

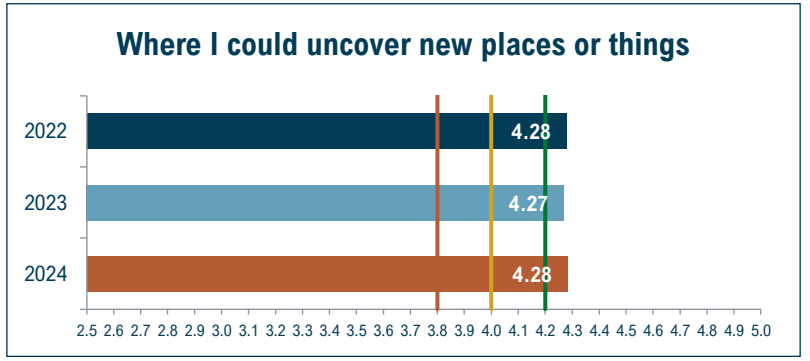
- This year, the campaign performed in the top 10% benchmark for showing a place where travelers will feel *inspired, free-spirited,* and able to *uncover new things.* This is the first year that *inspired* reached the top 10% benchmark.
- The new attribute measured this year, *exciting,* fell just outside of the top 10% benchmark it the first year of measurement.

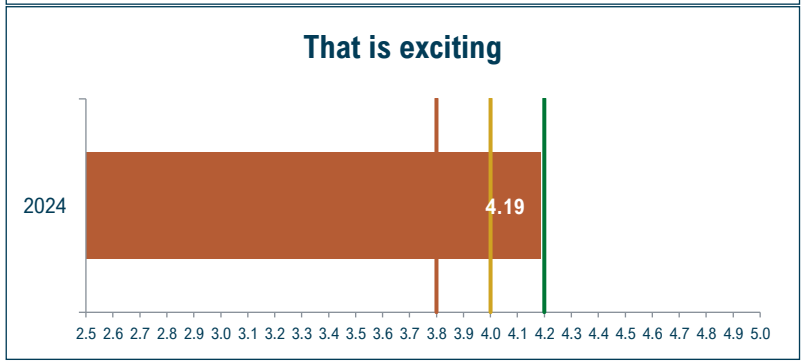








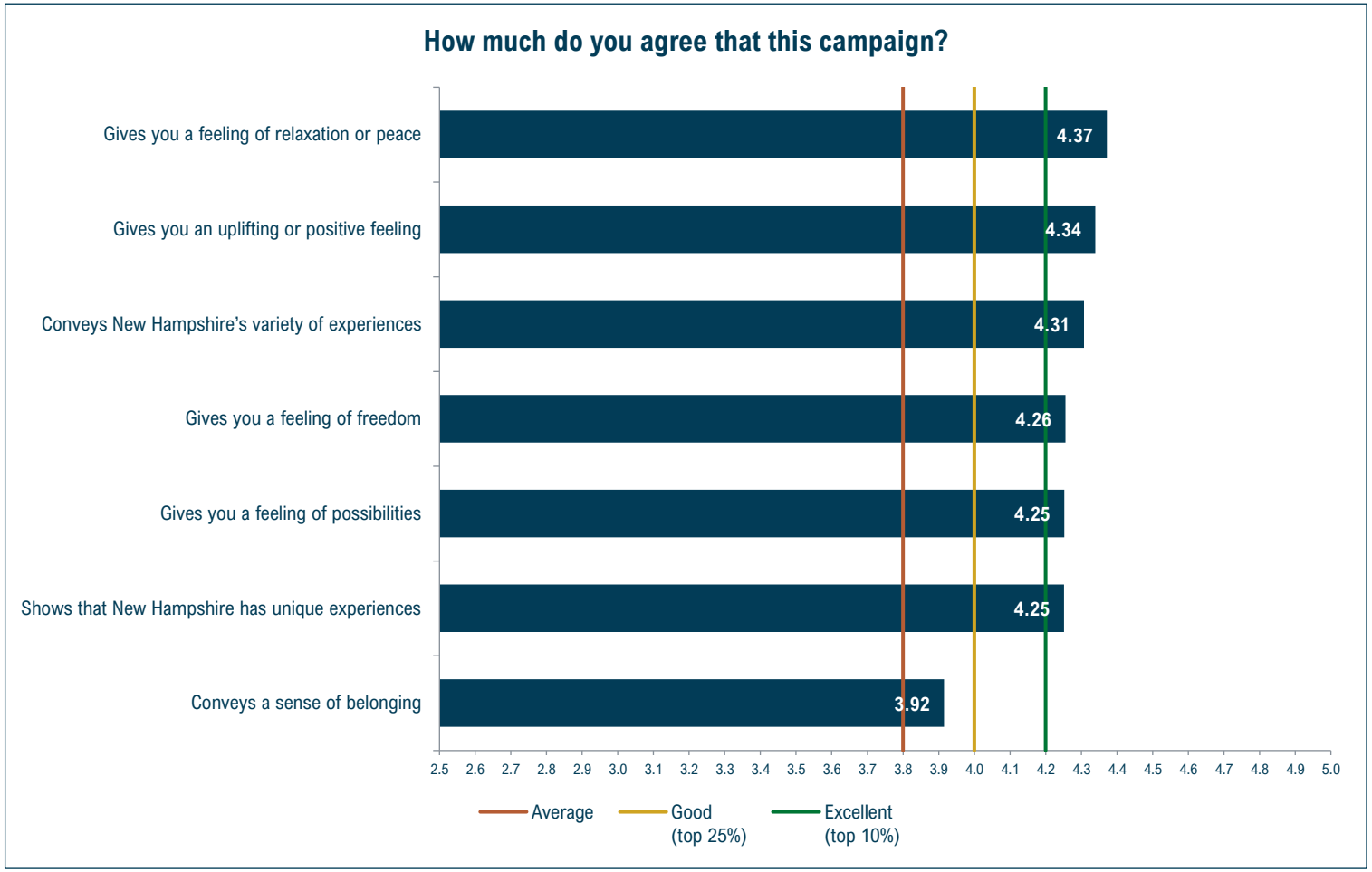




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Evaluation of Campaign

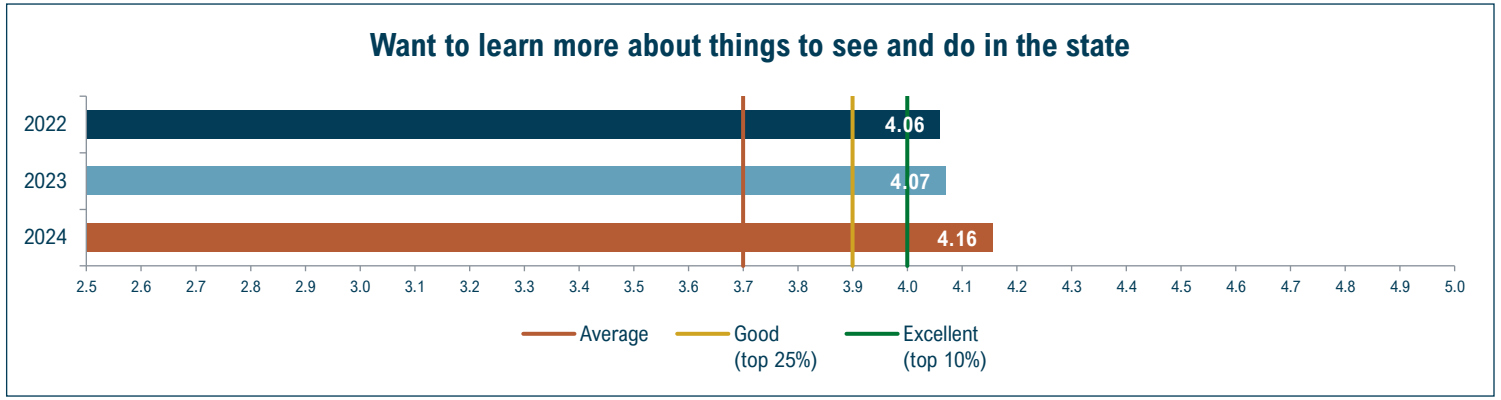
- This year, a new set of attributes were developed to further evaluate the campaign. These attributes are designed to help understand how the ads make viewers feel.
- The campaign performed well above the top 10% benchmark for every attribute aside from *conveys a sense of belonging* which landed the average performance range.

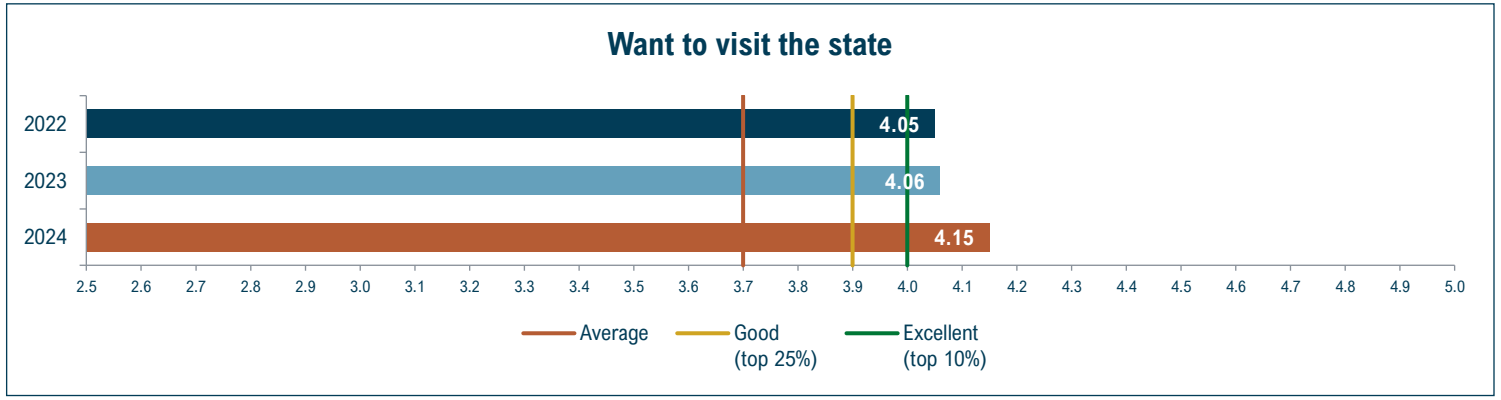


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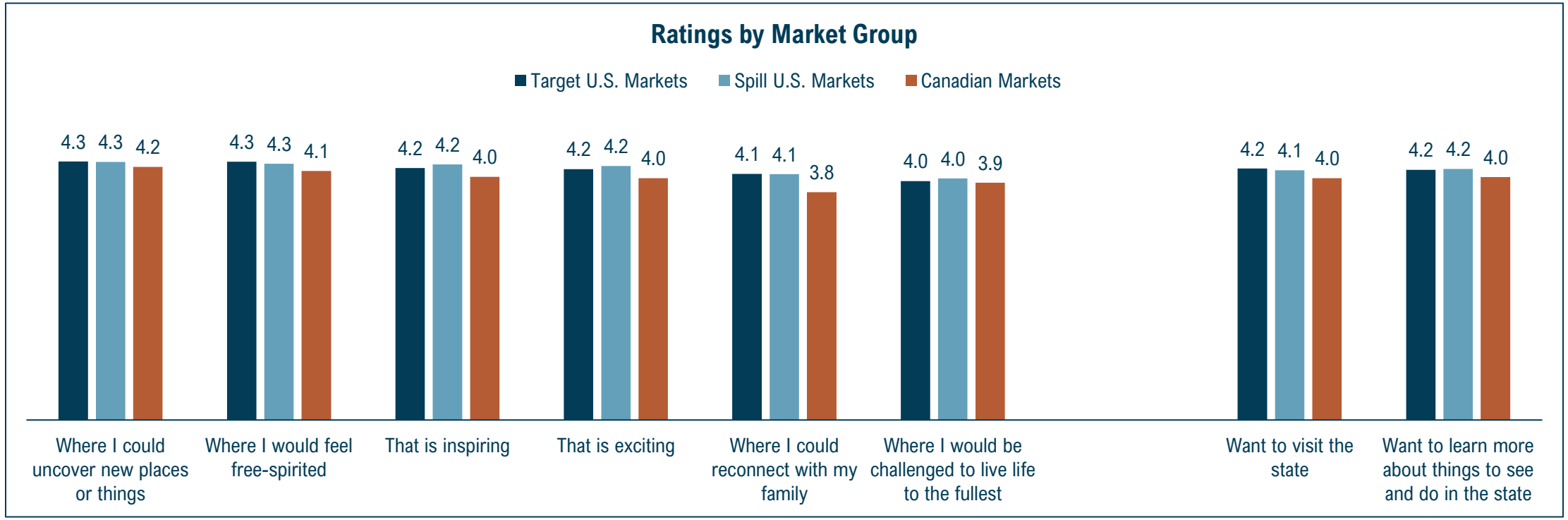
Impact Attributes

- The campaign continues to be in the top 10% of all campaigns at both encouraging consumers to learn more and want to visit New Hampshire, both of which reached historic high ratings this year.
- The new 2024 creative is stronger from this standpoint.
- Given this campaign's stable and strong impact ratings and improved ad reach, we should expect strong incremental travel in the following wave of research.





Ad Ratings by Market Group



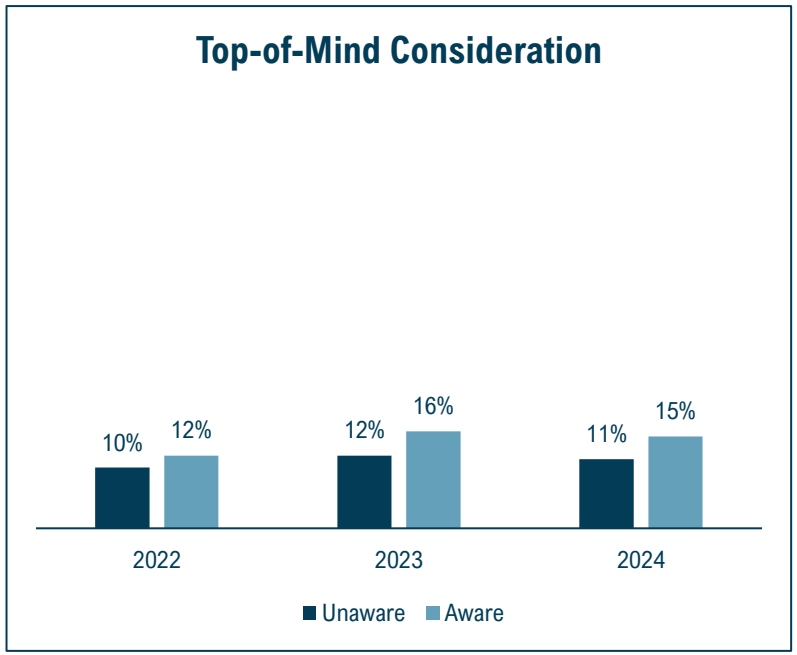
- The advertising performance in terms of these evaluative ratings is stronger among consumers in the core and spill markets than in Canada.

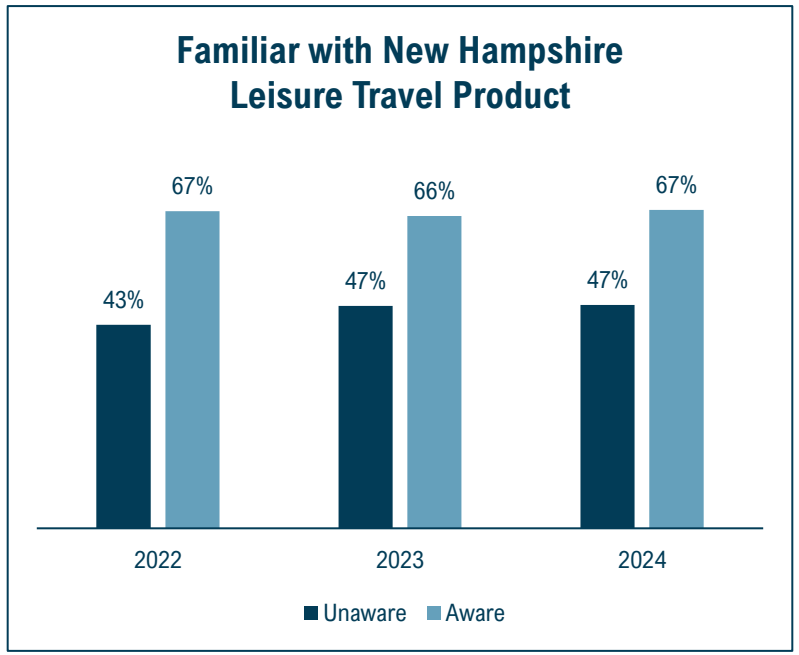
Advertising Impact

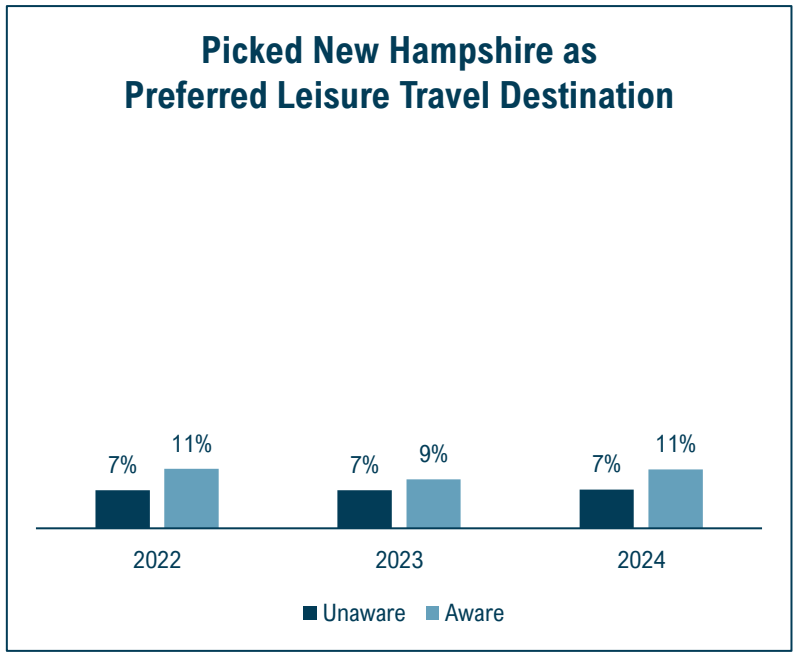


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Ad Impact on Top of Mind, Familiarity and Preference

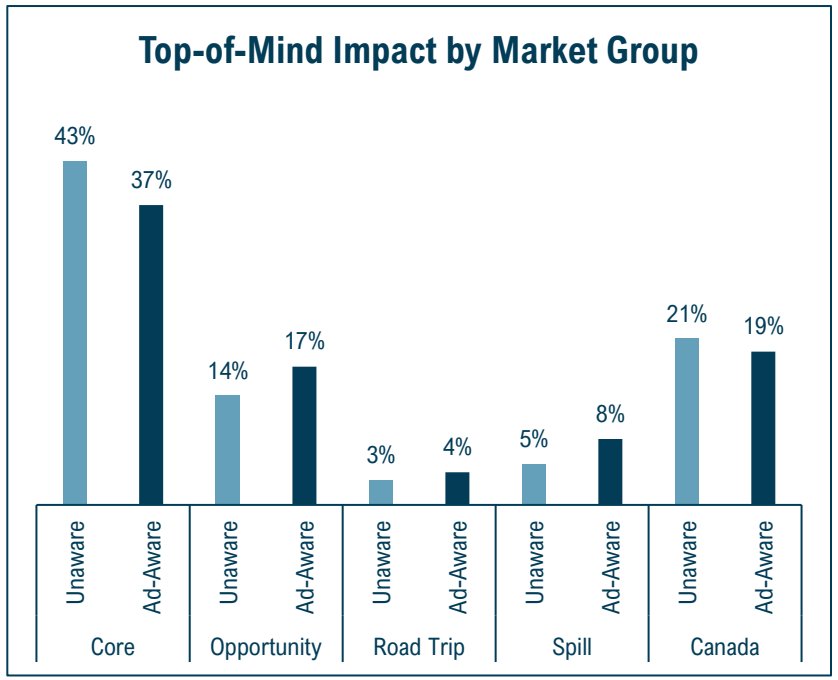


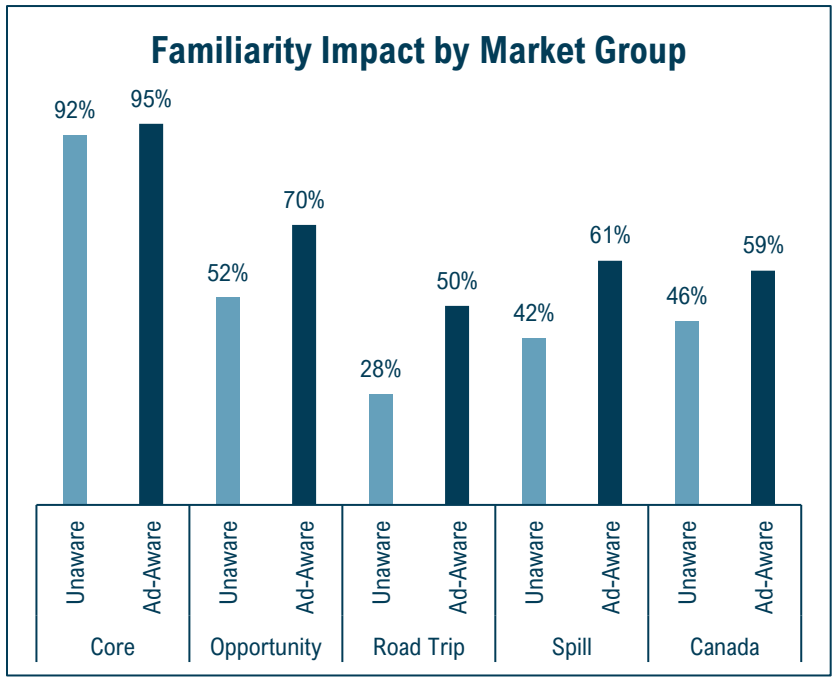


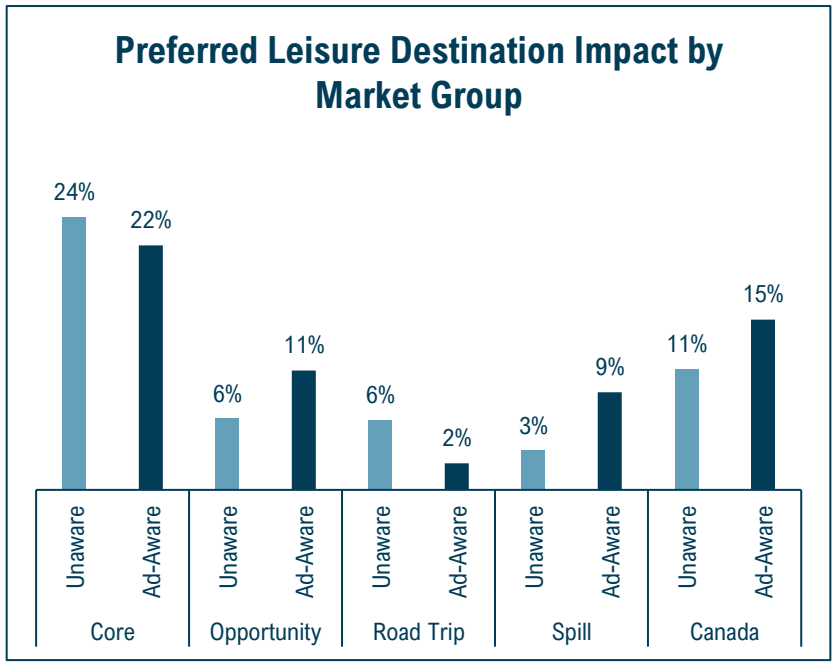


- The advertising continues to have a positive impact on top-of-mind consideration, familiarity with New Hampshire, and preference.

Ad Impact on Top of Mind, Familiarity and Preference by Market Group





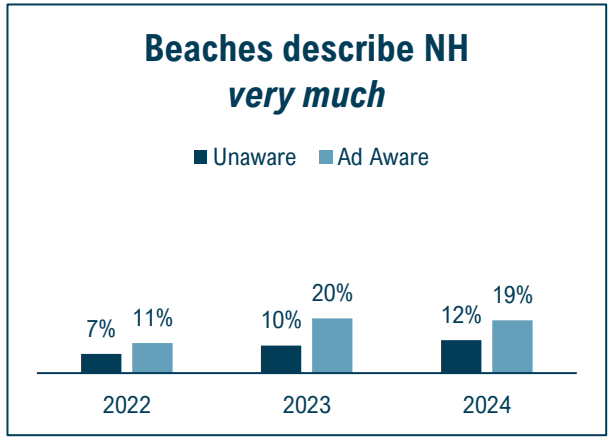


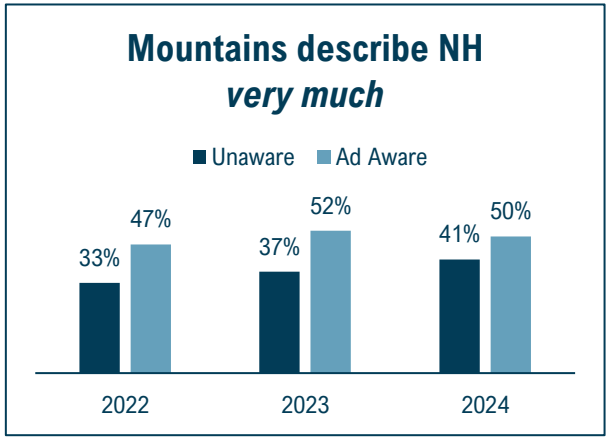
- The ads struggle to generate lift in the core markets, which is likely a result of the extremely high base level of familiarity with New Hampshire in the market. Keep in mind that preference and top-of-mind hardly change over time and are difficult to impact.
- The ads are most effective at generating lift in the opportunity and spill markets.

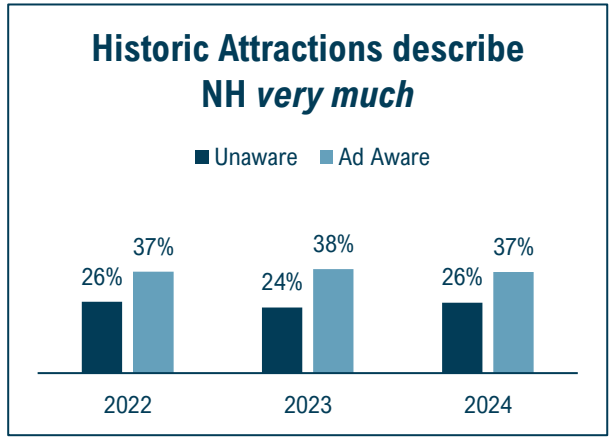
Ad Impact on Perceptions

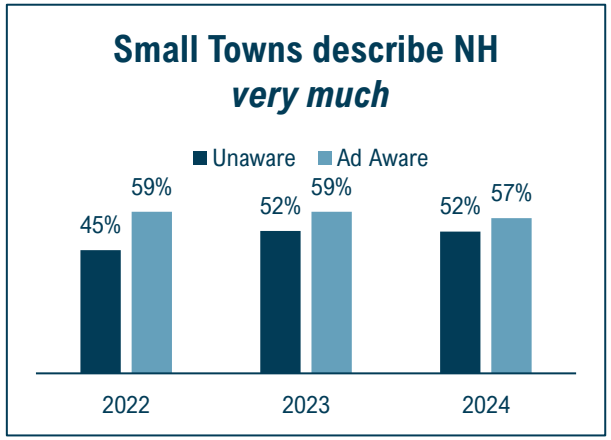
- The advertising tends to lift perceptions of New Hampshire in all regards.

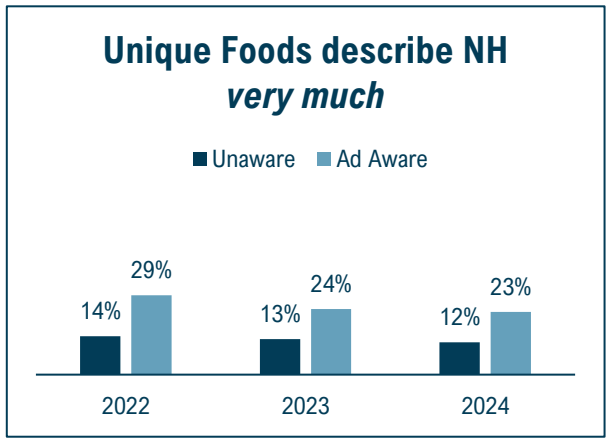


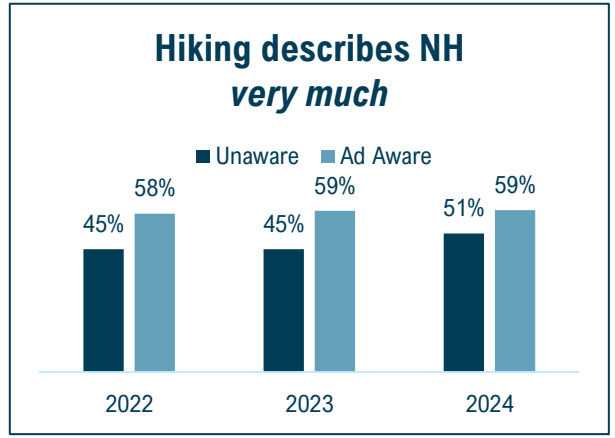












SMARInsights

Ad Impact on Perceptions

- Aware consumers give stronger ratings for all image attributes than their unaware counterparts. Rather than large lifts in specific attributes, the campaign improves the overall perception of New Hampshire slightly in each category.

Destination Attribute Ratings for Core Markets (5-pt Scale)	Unaware	Aware	Lift
Exciting	3.5	3.9	0.4
A good value for my money	3.7	4.0	0.3
A good place to reconnect with family and friends	3.7	4.0	0.3
Always has something new to discover	3.6	3.9	0.3
A good place for water activities	3.5	3.8	0.3
A good place to go to the beach	3.2	3.5	0.3
Is a kid-friendly vacation destination	3.7	4.0	0.3
Affordable	3.6	3.9	0.3
Romantic	3.5	3.8	0.3
A good place for fairs and festivals	3.7	4.0	0.3
A good place for craft beverages – breweries, wineries, cideries, distilleries	3.7	3.9	0.3
Relaxing	4.0	4.3	0.3
A good place for agritourism such as U-pick farms and farm tours	3.6	3.9	0.3
Fun	3.8	4.1	0.3
A good place for me to stroll around	3.9	4.2	0.3
A wide variety of activities	3.7	4.0	0.3
Friendly people and welcoming atmosphere	3.9	4.1	0.3
Has interesting historical sites and museums	3.6	3.9	0.3
A good place for culinary activities	3.4	3.7	0.3
Is unique because of the variety of destinations and activities it offers	3.7	3.9	0.2
Has a variety of landscapes	3.9	4.2	0.2
Rich in culture and the arts	3.4	3.7	0.2
A good place to vacation when traveling without children	3.9	4.1	0.2
A good place to explore	4.0	4.2	0.2
Is easy to get to	3.9	4.2	0.2
Offers a clean and healthy environment	4.0	4.2	0.2
A good place for a road trip	4.0	4.2	0.2
A place to pursue health and wellness activities	3.8	4.0	0.2
Charming	3.9	4.1	0.2
A peaceful place	4.1	4.3	0.2
Excellent restaurants	3.6	3.8	0.2
Beautiful	4.1	4.3	0.2
Good hiking	4.0	4.2	0.2
A great place for winter sports such as skiing and snowmobiling	4.0	4.2	0.2
Safe	4.0	4.2	0.2
A good place for shopping	3.5	3.7	0.2
Has great parks	3.8	4.0	0.2
Offers lots of outdoor recreation	4.1	4.3	0.2
A good place to view fall foliage	4.2	4.4	0.2
Natural beauty and scenic landscapes	4.2	4.4	0.2
Mountain scenery	4.1	4.2	0.2

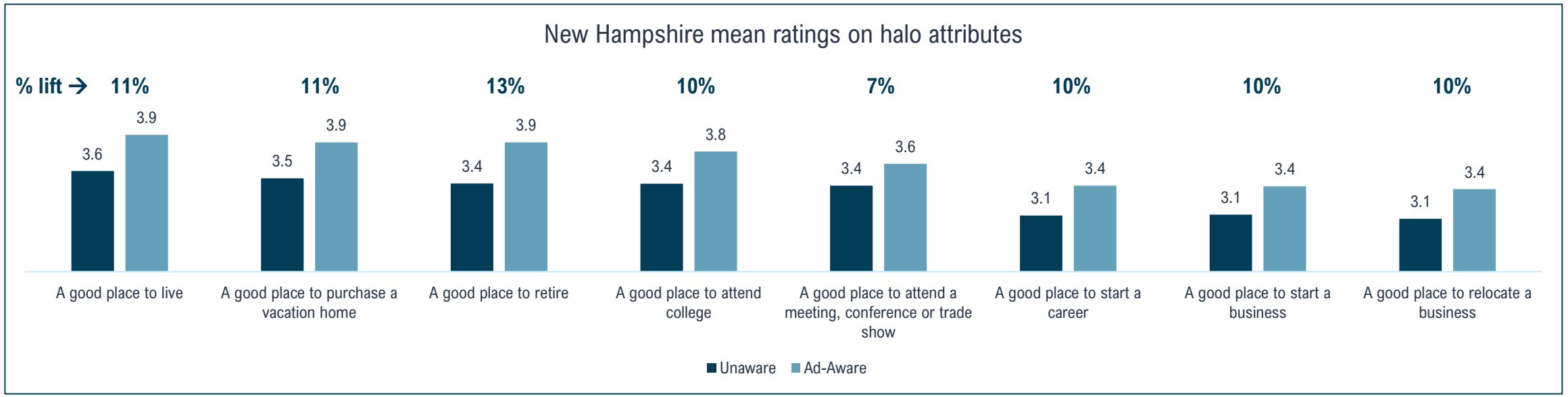
Halo Attributes

Above average across competitive set
Average across competitive set
Below average across competitive set

	NH	CT	NY	ME	MA	RI	VT
A good place to live	3.78	3.67	3.06	3.79	3.49	3.53	3.74
A good place to purchase a vacation home	3.70	3.30	2.85	3.78	3.30	3.48	3.71
A good place to retire	3.68	3.26	2.61	3.64	3.27	3.43	3.56
A good place to attend college	3.62	3.66	3.73	3.49	3.78	3.51	3.51
A good place to attend a meeting, conference or trade show	3.54	3.54	3.82	3.45	3.69	3.48	3.48
A good place to start a career	3.28	3.38	3.69	3.19	3.57	3.19	3.22
A good place to start a business	3.27	3.30	3.32	3.17	3.39	3.17	3.18
A good place to relocate a business	3.24	3.30	3.28	3.16	3.35	3.16	3.17

- In addition to the destination attributes, New Hampshire and the competitive set were evaluated on a set of “halo” attributes that relate to the states’ image as a place to live and work.
- New Hampshire, Maine, and Vermont have the strongest images of the competitive set as places to live, have a vacation home, and retire.
- New York and Massachusetts are perceived as the best states for business and education.
- Next, consider the impact of the advertising on these perceptions of New Hampshire.

Ad Impact on Halo Attributes



- While the tourism advertising is not specifically designed to build these halo perceptions, it can – and does - have a positive impact on them.
- Those aware of the 2024 spring/summer advertising have a more positive opinion than those not aware of the ads on all these attributes. The impact in terms of percentage lift is similar across attributes, but the strongest impact is on *a good place to retire* which makes sense given the ads are promoting the state's leisure product.

Appendix: Questionnaire



Questionnaire

New Hampshire Tourism
Spring/Summer Ad Effectiveness & Image Wave 1
June 2023

SCREENER MODULE

S1. What is your postal/ZIP code? _____

S2. Please indicate if each of the following describe you.

ROTATE	Yes	No
I regularly use social media like Facebook, Twitter or Instagram		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home (IF =0 and Planning = 0, TERMINATE AFTER SCREENING QUESTIONS)		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		
I use video streaming services like Hulu or Netflix		
I like to travel during the fall to view the changing leaves		
I engage in skiing, snowboarding, and/or other winter activities		
I am currently planning or have already planned an upcoming leisure trip (IF =0 and Normally = 0, TERMINATE AFTER SCREENING QUESTIONS)		
I listen to Pandora Radio		

S3. Who in your household is responsible for making decisions concerning travel destinations?
1. Me
2. Me and my spouse/partner
3. My spouse/partner → TERMINATE

S4. What is your age? _____ [TERMINATE under 18 - over 65]

S5. Which of the following social networking sites do you use?
Select all that apply.
Pinterest
Snapchat
Instagram
YouTube
Twitter
Facebook
Travel review sites such as TripAdvisor
TikTok
Other, please specify
None of these

PERCEPTIONS MODULE

P1. Thinking about places to go for domestic leisure trips, what U.S. STATES come to mind as good places to go? (USE DROP DOWN LISTS)
STATE #1 _____
STATE #2_____
STATE #3_____
STATE #4_____
STATE #5_____

P1a. How appealing is each of the following when you are traveling for leisure?

ROTATE	1 Not at all appealing	2 Not very appealing	3 Somewhat appealing	4 Very appealing
Beaches				
Mountains				
Historic attractions				
Small towns				
Unique food				
Fall foliage				
Hiking				

P2. How familiar are you with each of the following states, in terms of what it has to offer as a place for a leisure trip or vacation?

[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
New Hampshire				
Connecticut				
New York				
Maine				
Massachusetts				
Rhode Island				
Vermont				

P3. How likely are you to take a leisure trip to any of the following states in the next year?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
New Hampshire					
Connecticut					
New York					
Maine					
Massachusetts					
Rhode Island					
Vermont					

P4. Which of the following states would you most prefer to visit for a leisure trip within the next year? Please select only one. [ROTATE]

New Hampshire	
Connecticut	
New York	
Maine	
Massachusetts	
Rhode Island	
Vermont	

ASK FOR EACH ATTRACTION TYPE THAT IS AT LEAST SOMEWHAT APPEALING FROM P1a:

P4a. How well does ATTRACTION TYPE FROM P1a describe each of these states?

INCLUDE THOSE THEY ARE AT LEAST NOT VERY FAMILIAR WITH. ROTATE	1 Not at all	2 Not very much	3 Somewhat	4 Very much
New Hampshire				
Connecticut				
New York				
Maine				
Massachusetts				
Rhode Island				
Vermont				

P5. Please consider the following descriptions that could be used to describe travel destinations, and indicate how much you agree each statement describes STATE.

HAVE THEM RATE NEW HAMPSHIRE IF AT LEAST SOMEWHAT FAMILIAR AT Q2 AND ONE COMPETITOR OF SIMILAR FAMILIARITY. IF NOT FAMILIAR WITH NEW HAMPSHIRE THEN RATE TWO OTHER STATES THAT THEY ARE AT LEAST SOMEWHAT FAMILIAR WITH.

ROTATE	Strongly disagree	2	3	4	Strongly agree
Fun					
Exciting					
Always has something new to discover					
Beautiful					
Rich in culture and the arts					
A good place for culinary activities					
A good place for agritourism such as U-pick farms, farm tours					
Has great parks					
Offers lots of outdoor recreation					
Safe					
Is a kid-friendly vacation destination					
Is easy to get to					
Is unique because of the variety of destinations and activities it offers					
Has interesting historical sites and museums					
A great place for winter sports such as skiing and snowmobiling					

Questionnaire

ROTATE	Strongly disagree	2	3	4	Strongly agree
A good place for shopping					
A good place to vacation when traveling without children					
Affordable					
A good place for fairs and festivals					
A good place to go to the beach					
A good place for water activities					
Relaxing					
Romantic					
Excellent restaurants					
Natural beauty and scenic landscapes					
Offers a clean and healthy environment					
Charming					
Friendly people and welcoming atmosphere					
A good place for me to stroll around					
A good value for my money					
A good place for a road trip					
Has a variety of landscapes					
A good place to view fall foliage					
A good place to reconnect with family and friends					
A place that is open for business now					
A peaceful place					
A good place to explore					
Mountain scenery					
Good hiking					
A place to pursue health and wellness activities					
A good place for craft beverages – breweries, wineries, cideries, distilleries					
A wide variety of activities					

P6. In the course of planning for any recent or upcoming trips to New Hampshire, have you gathered information in any of the following ways?

1. Requested a New Hampshire Visitor's Guide
2. Visited the New Hampshire Tourism site, www.visitnh.gov
3. Visited the Visit New Hampshire Facebook page
4. Followed Visit New Hampshire on Twitter
5. Followed Visit New Hampshire on Instagram
6. Received e-newsletter
7. Visited the New Hampshire Pinterest page
8. Requested information about a New Hampshire trip in another way
9. None of these

IF P6_2=1, ASK Q7

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Website



Visit NH Homepage Summer 2023

Q7. Is this the New Hampshire website you visited?

1. Yes
0. No

IF P6_3=1, ASK Q7A

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Social Ads



Q7a. Is this the New Hampshire Facebook page you accessed?

1. Yes
0. No

AD AWARENESS MODULE

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

DIGITAL:

MONTREAL AND QUEBEC CITY ONLY

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Display Ads\Canada_Greater Montreal, Quebec City

- VisitSummerFY23_Canada Adventure French_160x600
- VisitSummerFY23_Canada Family French_300x250
- VisitSummerFY23_Canada Relaxing French_300x600
- VisitSummerFY23_Retargeting French_300x250

MA, RI, CT, ME, NH AND NY ONLY

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Display Ads\Core_MA_RI_CT_ME_NH_NY State

- VisitSummerFY23_Core Adventure_300x250
- VisitSummerFY23_Core Family_160x600
- VisitSummerFY23_Core Relaxing_300x250
- VisitSummerFY23_Retargeting All Markets_300x250

EASTERN PA AND NJ ONLY

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Display Ads\Long-Drive_Eastern PA, NJ

- VisitSummerFY23_Retargeting All Markets_300x250
- VisitSummerFY23_Road Trip Adventure_300x250
- VisitSummerFY23_Road Trip Family_300x600
- VisitSummerFY23_Road Trip Relaxing_300x250

Have you seen this or a similar online ad before now?

Yes, I have seen this ad before
No, I have not seen this ad before

What is your reaction to these ads?

1. Positive
2. Neutral
3. Negative

Questionnaire

TV/Pre-Roll:

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\TV_Pre-Roll Videos\Pre-Roll Display Videos 15s_All Markets copy

NH TOURISM 15 - ATTRACTIONS.mp4	NH TOURISM 15 - MOUNTAINS (SR).mp4
	
https://vimeo.com/833440296?share=copy	https://vimeo.com/833441421?share=copy

I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\TV_Pre-Roll Videos\TV Spot 30_All Markets copy

NH TOURISM SUMMER 30_original.mp4	NH Tourism_Summer 30_NEW Downtown Version.mov
	
https://vimeo.com/833442803?share=copy	https://vimeo.com/833645160?share=copy

SummerTV. Have you seen this or a similar ad before now?
- Yes
- No

SummerTVB. What is your reaction to this ad?
1. Positive
2. Neutral
3. Negative

SHOW ON THE SAME SCREEN AS SUMMERTVB:
SummerTVB2. How much you do agree with each statement about this ad?

ROTATE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It shows a place with fun activities					
It shows a place with a variety of activities					
It makes me want to visit the state					
The music is exciting					
I like the music					

SOCIAL ADS:

ASK IF S5 > 0

MONTREAL AND QUEBEC CITY ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Social Ads\Canada_Greater Montreal, Quebec City


Epic Summer_French


Laid Back Summer_French


Road Trip_English


Road Trip_French


Visitor's Guide

MA, RI, CT, ME, NH AND NY ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Social Ads\Core_MA_RI_CT_ME_NH_NY State


Epic Summer


Laid Back Summer


Road Trip


Visitor's Guide

EASTERN PA AND NJ ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Social Ads\Long-Drive_Eastern PA, NJ


Epic Summer


Laid Back Summer


Road Trip


Visitor's Guide

Have you seen this or a similar social media ad before now?
- Yes, I have seen this ad before
- No, I have not seen this ad before

What is your reaction to these ads?
1. Positive
2. Neutral
3. Negative

Questionnaire

OOH:

MONTREAL ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Billboards\Canada\Montreal\Use



QUEBEC CITY ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Billboards\Canada\Quebec City\Use



MA, NJ, CT, NY, PA and RI ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Billboards\MA, NJ, CT, NY, PA, RI\Use





NEW HAMPSHIRE ONLY
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Billboards\New Hampshire\Use



Have you seen this or a similar outdoor ad before now?
Yes
No

ASK AFTER ALL ADS
What is your reaction to these ads?
1. Positive
2. Neutral
3. Negative

PRINT:
I:\Ads Master\New Hampshire\2023\Summer 2023\Summer 2023 SMARI Assets\Print Ad_New England





Have you seen this or a similar print ad before now?
Yes
No

ASK AFTER ALL ADS
What is your reaction to these ads?
1. Positive
2. Neutral
3. Negative

AD RATINGS MODULE

R1. Given all of these ads together, how much do you agree that this campaign shows a place…? ROTATE

ROTATE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Where I would be inspired and invigorated	1	2	3	4	5
Where I could reconnect with my family	1	2	3	4	5
Where I would feel free-spirited	1	2	3	4	5
Where I would be challenged to live life to the fullest	1	2	3	4	5
Where I could uncover new places or things	1	2	3	4	5
Where I could go on an adventure					

R2. How much do you agree that these ads make you…?.

ROTATE	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Want to learn more about things to see and do in the state	1	2	3	4	5
Want to go to the state website or request a brochure from the state	1	2	3	4	5
Want to visit the state	1	2	3	4	5

DEMO MODULE

The following questions are for classification purposes only so that your responses may be grouped with those of others.

D1. Are you currently …?
Married/living as married
Divorced/Separated
Widowed
Single/Never married

D2. Including you, how many people live in your household? _____ [IF 1, SKIP TO D4]

D3. How many children under the age of 18 live in your household? _____

D4. Which of the following categories represents the last grade of school you completed?
High school or less
Some college/technical school
College graduate
Post-graduate degree

Questionnaire

D5. Which of the following categories best represents your total annual household income before taxes?

Less than $35,000
$35,000 but less than $50,000
$50,000 but less than $75,000
$75,000 but less than $100,000
$100,000 but less than $150,000
$150,000 but less than $200,000
$200,000 or more

D6. Which of the following best describes your ethnic heritage? Are you...? (ALLOW MULTI)

- Caucasian/White
- African American/Black
- Latino/Hispanic
- Asian
- American Indian
- Native Hawaiian or Other Pacific Islander
- Other (Specify _____)

D7a. Do you identify as Hispanic or Latino?

Yes
No

D7. What is your preferred gender identity?

Male
Female
Other
Prefer not to answer

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