

## Brand Marketing Plan (BMP) Outline

The Brand Marketing Plan shall describe marketing strategies and implementation actions aimed at fulfilling HTA Objectives, Key Performance Indicators (KPIs), and Performance Measures. The BMP shall consist of two sections, one covering 2022 July through December and the other covering 2023 January through December. The BMP should be clear and concise in communicating strategies, actions and project outcomes.

The BMP shall include the following components:

### NARRATIVE

- A. **Overview/Market Analysis.** A clear and concise overview of the current market conditions, competition, economic indicators, consumer as well as travel industry trends that are occurring in your market. As a result of all these variables, a summation of how you view the market potential specific to Hawai'i. Include research-driven insight into consumer destination travel shopping and buying behaviors that inform your plans.
- B. **Assumptions.** Describe any market conditions that would affect visitation to Hawai'i and your ability to implement the plan for your market. Identify market specific distribution channel assumptions based upon known consumer practices.
- C. **Target Audience.** Identify specific target regions and segments focused on lifetime value, positive-impact, mindful travelers in your market that will have the greatest return on marketing objectives and why. Identify the number of potential visitors in your target market including household income, age group, likelihood to travel overseas for leisure within the next twelve months.
- D. **Strategies.** Identify and describe your marketing strategies in the following categories:
  1. **Consumer**
    - Align with the target audience through direct consumer promotions, consumer events, public relations, and paid media to build brand awareness for the destination and educate consumers about responsible travel/Mālama Hawai'i.
    - Cooperative partnership strategy to include joint promotions with other consumer brands that align with the Hawaiian Islands brand.
  2. **Travel Trade**
    - Identify key travel trade targets, trade media, and rationale.
    - Educational strategy to educate and train tour operators and retail agents about Hawai'i, each individual island's unique brand, the Hawaiian culture, and responsible travel/Mālama Hawai'i.
    - Airline strategy to develop airline relationships with the goal of monitoring and improving load factors and to support direct routes as directed.
    - Cooperative program strategy to include joint promotions with key industry partners. (Cooperative programs to be submitted to the HTA for approval.)
    - Leisure group strategy to target high-value groups that are aligned with responsible and regenerative tourism efforts.

- Assist HTA's Global MCI contractor in securing MCI group business with special focus on the state-owned Hawai'i Convention Center (HCC) and citywide convention growth.
3. Public Relations
    - Identify potential story angles against market niches and target media channels and other partners that align with the targeted segments for the MMA.
  4. Island Distribution
    - Drive multi-island visitation by developing initiatives and activities that are unique to each island and reinforce each island's brand position.
  5. Industry Collaboration
    - Define a strategy to connect with both Hawai'i and in-market industry partners to ensure the development of a collaborative marketing plan.
  6. Research
    - The HTA and DBEDT will perform primary and overall strategic research activities. The contractor will be able to draw on existing research (<https://www.hawaiitourismauthority.org/research/>) and participate in planning for future research projects. The contractor may only be compensated for contractor-initiated research if it is not redundant of existing research and after prior approval of HTA. Identify all forms of research used and future needs to inform the development of initiatives as well as to measure BMP strategies and programs.
  7. Gohawaii Digital Platforms
    - Gohawaii.com serves as the central website for Hawai'i travel inspiration and information for the consumer audience. It is made up of a main English language site and additional sites in German, Spanish, French, Japanese, Korean and Simplified Chinese. Additionally, gohawaii destination mobile application and digital kiosks are available for pre- and post-arrival visitor education. HTA's contractor for gohawaii.com and the destination mobile application and digital kiosks is responsible for the development, maintenance, analysis and optimization of the platforms. Please describe strategies for using these mediums to influence travel decisions specific to your market's user habits and culture and to drive traffic to the platforms.
  8. Social Marketing
    - Currently, HTA supports channels on Facebook, Instagram, and more. HTA uses a centralized content management system for social (scheduling, publishing, social interaction management, usage-rights management, etc.) and all marketing contractors are required to utilize this system. Hawai'i content such as photography, videos, stories, etc. are made available for all markets and usage of these assets in development of their social media content is left up to the discretion of the individual market. In addition to the core Hawai'i content that HTA provides, please describe strategies specific to your market to include (but not limited to) social media content development, paid social media, and influencer marketing.

(Note: Contractor shall not develop a duplicative social media profile and will work with HTA in maintaining branded communications through social media channels.)

9. Creative Content

- The HTA seeks to globally align the Hawai'i brand positioning by centralizing its creative assets. For specific creative needs that are not available in the Knowledge Bank, please describe your strategy to work with HTA for the development of these assets.

E. Major Campaigns and Programs. Describe key campaigns and programs to include target audience, objectives, timeline, program components, budget, and projected outcomes.

F. Performance Measures Methodology. Describe the measurement methodology used to develop the targets.