

# IEDA Market Research and Plan Overview

## Situation Analysis:

When people from other states see Iowa on TV or online, they want to visit. When they visit, they are more likely to stay. This is why IEDA's visitor and talent attraction strategies fit hand in glove through its This is Iowa initiative.

IEDA's marketing is helping Iowa address one of its major challenges: population. Slow population growth has not kept pace with a wave of retiring Baby Boomers. The state must attract more people – visitors and residents – from other states.

This is Iowa was built on a significant research study, with two key findings:

1. Most people simply don't know enough about the state to form an accurate opinion.
2. Tourism is critical: two-thirds of U.S. adults say they have seriously considered moving somewhere after visiting.

In the last two years, IEDA has leveraged federal COVID-19 recovery funds to take its marketing to places it had never been, including:

- Introducing Iowa to the nation for the first time through a national television ad that gave viewers a glimpse of Iowa's beauty and lifestyle.
- Soul of Iowa - A tourism campaign that showcases the state from an entirely fresh perspective – that of a drone camera – and sets Iowa's tourism efforts apart from others.
- Investing in more everyday marketing tools that Iowa needs to stay competitive, including a refreshed digital presence and an inventory of photography and video that brings Iowa to life for prospective visitors.

*Results show the investment is paying off:* About one-quarter of U.S. travelers and one-third of U.S. job seekers saw Iowa advertising in the first half of 2022, according to a survey. Of those, 80% of travelers and 83% of job seekers said the advertising made them more likely to consider Iowa.

## Target Audiences:

- **Primary Target:** Adults in Illinois, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.
- **Secondary Target:** Adults in Colorado, Indiana, Michigan, Ohio, Texas with ties to Iowa.
- **Tertiary target:** Adults living in-state.

Research shows that people within different age groups have different priorities and different media consumption preferences. Consideration of these priorities and consumption preferences has been proven to increase marketing success.

Sub-Segment	Description	Media Consumption
<b>Young adults</b> (Gen Z and Millennials ages 22 to 29)	<ul style="list-style-type: none"><li>• Looking to start and/or grow their career and to experience new things</li></ul>	<ul style="list-style-type: none"><li>• Tech innate, use multiple screens, communicate with text and images</li></ul>

<b>Young families</b> (Millennials and Gen X ages 30 to 39)	<ul style="list-style-type: none"> <li>• Want to make family memories and find work/life balance</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoys traditional media accessed differently (e.g., podcasts, Hulu)</li> </ul>
<b>Middle aged adults</b> (Gen X and Boomers ages 40 to 55)	<ul style="list-style-type: none"> <li>• Have disposable income and may recommend Iowa to younger generations</li> </ul>	<ul style="list-style-type: none"> <li>• Most likely to use Facebook is go-to social media outlet</li> </ul>

**Strategic Framework:**

<b>INSIGHT FROM OUR TARGET AUDIENCE</b>	My perception is my reality (and my perceptions are out of date)
<b>WHAT WE WANT THEM TO BELIEVE</b>	Iowa is more than meets the eye
<b>IMAGINE IF WE COULD</b>	Reveal the REAL Iowa
<b>MAGNETIC IDEA / STRATEGY</b>	Change the vantage point for our target audience so they can see Iowa “beyond the crop”

**Messages:**

Research reveals that Iowa’s tourism attractions and business-friendly attributes both equally increased favorability toward Iowa. They also increase interest in visiting Iowa and consideration for Iowa as a place to live. This reinforced Iowa’s plan to roll-out one integrated marketing campaign with consistent messaging about Iowa’s benefits.

IEDA/Iowa Tourism Office Messaging focus on topics best received by target audience travelers, as identified through the research.

- Affordability of travel and cost of living/doing business
- Economic viability of communities and careers
- Natural beauty for visiting and quality of life
- Culture and lifestyle from art to festivals, breweries and restaurants