



**A MEASUREMENT & ANALYTICS PROPOSAL
FOR THE MEXICO TOURISM BOARD**



LIVE IT TO BELIEVE IT

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KAA STRATEGIES



TABLE OF CONTENTS

Introduction	3
Situation	4
Goals and Objectives	5
Current Performance	6
Future Strategy and Tactics	8
Timeline and Budget	9
Overall Pitch	11
Appendix	12



INTRODUCTION

The Mexico Tourism Board is an organization dedicated to promoting Mexico, its culture and destinations to an international audience. Its mission is to work with various stakeholders in the tourism industry to position Mexico as the world's leading international travel destination. This report outlines the insights gathered from a media content analysis and social listening audit conducted to review, measure and evaluate its new "Live it to believe it" campaign from September 2014 to May 2016. The measurement and evaluation was done using media monitoring and social listening tools to evaluate the performance of the campaign based on clearly defined objectives. Our findings from the audit formed the basis of our recommendations on how the organization can improve on its performance in the future.



SITUATION

Tourism is the second most important source of revenue for Mexico only after repatriated income and even above its oil resources. Recently, there have been increased reports in the media about the security situation in the country. The Mexico Tourism Board became concerned about the exaggerated perception of the security issues and the negative effect on its mandate of attracting tourists to the country. In 2014, the Board launched its “Live it to believe it” campaign in traditional and social media with a renewed focus on promoting the unique cultural experiences offered by its popular destinations. A departure from its previous approach which focused on tourist sites, the new campaign aimed to change misunderstanding and misrepresentation of top destinations in the country. It focused on experiences of the beauty, culture, natural biodiversity and gastronomic delights that Mexican cities have to offer. It positioned travel to Mexico as an adventure to a modern and sophisticated destination. It further leveraged the campaign through sponsorship of iconic events such as Formula 1, Cirque du Soleil and Snow Graffiti, and by supporting the new James Bond movie “Spectre” which was shot in Mexico City.

The major aim of the campaign was to increase awareness and position Mexico as the top vacation destination for citizens of the United States. It was also intended to position Mexican cities not just as a collection of tourist attractions but as a safe destination that leads to not just sun and beaches but to memorable, personal stories. The campaign targeted young and adult consumers between the ages of 18 - 54 who are likely to consider Mexico as an ideal spring break or holiday destination.

In 2015, Mexico welcomed 32.1 million tourists who came to enjoy its diverse culture, special culinary offerings and mega-biodiversity. It also moved ahead of Russia to clinch the 9th position as a top global tourism destination in World Tourism Organization (UNWTO) rankings. After running the campaign for 2 years, the client is interested in finding out the performance of its communication campaign in achieving its goals among target audiences, especially in the Mid-West region of the United States. As a result, our analysis will focus on measuring or evaluating the performance of the “Live it to believe it” campaign on traditional and social platforms within this geographical region and within the specified time frame.



GOALS AND OBJECTIVES

Given the aforementioned background, our measurement and analytics toolkit will examine the current campaign outputs and outcomes with a focus on making recommendations based on the following overall goals and measurable objectives:

Goals

- Increase positive awareness for Mexico as a leading tourist destination
- Improve Mexico's reputation as a safe holiday destination
- Improve competitive market share for Mexico as an international travel destination

Objectives

- To increase awareness and engagement with Mexico among target consumers in the Midwest by 15 percent in the next 6 months.
- To increase positive sentiment about Mexico and its key tourist destinations among target consumers in the Midwest by 10 percent by December 2016.
- To increase consumer preference/market share for Mexico as a tourist destination by 10 percent by June 2017.



CURRENT PERFORMANCE

In order to analyze the current performance for the “Live it to Believe it” campaign across social media, we used Crimson Hexagon, which allowed us to view performance on Twitter, Facebook, Tumblr, Google Plus as well as blogs and forums. We configured two monitors to analyze the effectiveness of the “Live it to Believe it” campaign as well as to compare Mexico tourism mentions to its competitors. We also analyzed traditional media coverage of “Live it to Believe it” through a media audit using Google.

Monitor 1: This monitor was used to measure the effectiveness of “Live it to Believe it” when it comes to social media. We also ensured coverage only came from within the Midwest US region by specifying the states mentioned in “Monitor 2.” The monitor searched for mentions of “Live it to believe it,” and “#liveittobelieveit.”

Monitor 2: This monitor was used to compare Mexico tourism talk across social media to its competitors. The data we collected from Crimson Hexagon is an accumulation between September 1st, 2016 and June 6, 2016. The monitors were specifically set up to only include mentions within the Midwest US region. These states included Illinois, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Indiana, Ohio and Michigan. The competitors we included in the monitor were as follows: Mexico, Brazil, Puerto Rico, Dominican Republic, Panama, Cuba, Belize, Argentina, Guatemala, Honduras, Costa Rica, El Salvador, Nicaragua, Colombia, Venezuela, Ecuador, Chile, Peru, Bahamas, Virgin Islands and Saint Lucia. As you can see, we focused on destinations that we felt would typically be considered comparable to Mexico’s tourism offerings including beach environments, similar cultures, as well as geographic location.

Traditional Media: Lastly, we performed a traditional media audit by looking at overall “Live it to Believe it” mentions on Google between September 1st, 2014 and May 31st, 2016.

As you will find in Appendix_, Monitor 2 allowed us to compare mentions mentions of Mexico to its competitors using a topic wheel. The top 5 topics for Mexico included “Trip to Mexico,” “Beach in Mexico,” “Travel,” “Mexico Vacation,” and “Mexico for Spring.” These results shot that those traveling to Mexico are certainly excited about their trips and those who are not traveling, would love the opportunity to do so. It is important to also mentions of Mexico coming from the Midwest were significantly higher than all of the competitors we included. As you will see in Appendix_, Mexico claims 37% of total posts when comparing to Cuba, Bahamas, Panama, Costa Rica, Brazil, Puerto Rico and Argentina. It’s closest competitor according to the data, Cuba, holds 19% of total posts between the aforementioned competitors. Also, 91% of total posts mentioning Mexico were either positive or neutral. This compares to 94% of Cuba and Bahamas posts being positive or neutral. It’s important to mention that Mexico is getting plenty of social media coverage, beating out Cuba,



Bahamas, Panama, Costa Rica and even the upcoming Summer Olympics hosts in Brazil. It is also clear that the majority of coverage is also positive or neutral.

With that being said, it is important to compare this coverage to coverage including “Live it to Believe it.” Mexico tourism has significantly increased in the past few years, climbing above Russia. The question is, how successful has the “Live it to Believe it” campaign. We felt that Monitor 1 would give us a good idea of just how successful the campaign has been on social media. Of all social media posts since September 1st 2014, only 1,116 posts mentioned the “Live it to believe it,” or “#liveittobelieveit.” Compared to the 62,309 total posts out of the Midwest US that mentioned Mexico, this small percentage can be higher. If you look at Appendix_, you will see that when compared to total sentiment seen in Monitor 2 across Mexico coverage and its competitors, “Live it to Believe it” has a much more coverage positive in tone. This compares the campaign to its potential maximum reach. Although the Live it to Believe it campaign has aided in successfully increasing tourism in Mexico, its reach can be improved across social media.

When looking at the demographic graphs generated from Monitor 1, 54% of total posts came from a female account, and 46% came from Male accounts. In regards to age, 26% of total posts came from 18 to 24 year olds, the spring breakers. 55% of all posts came from those aged 35 and above. It’s clear that the majority of those traveling to Mexico are either young “spring breakers,” or families.

There was also positive coverage of “Live it to Believe it” across traditional media according to our findings. That being said, we only found 22 total articles from a general google search using “Live it to Believe it.” Of the 22 articles, all but one was either positive or neutral in tone. Although Mexico tourism is being covered throughout traditional media and social media, the tagline of the campaign fails to take advantage of the potential reach available.



FUTURE STRATEGY AND TACTICS

In order to effectively understand your current standing in the marketplace, a well-defined measurement and analytics platform must be put in place. Monitoring your own reputation and those of your competitors—through traditional media auditing and social media listening—is the first step. Going further, the data gathered through monitoring would then need to be analyzed to discover what drives effectiveness.

In the traditional media sphere, Google Alerts and Google Search are basic tools to gather coverage for later analysis. Key messages, tonality, volume, prominence and share of voice can be measured from the content collected with those tools.

Social media prominence and reach can be found using users' Klout scores or websites' Alexa page ranking, quantifying which messages are more important than others. Google Analytics can also give or determine a website's unique visitors, bounce rate and conversions, all crucial measures of success that show how interested users are in your content.

Beyond the simple free tools mentioned above, there are two paid tools that bring invaluable insights into the digital realm. SPSS Professional is a renowned statistics software program that determines correlation and causality among multiple factors and outcomes. Crimson Hexagon is a powerful social listening platform that can measure sentiment, share of voice, affinities, trends and demographics of any social media posts associated with your brand. While it does come with a hefty subscription fee, it has the ability to churn through millions of posts automatically and bring forth insights that may have never come to light without it.

The macro-strategy with all of these tools is to monitor yourself and your competitors to see what's working and what's not. If the Costa Rican tourism authority has brought an entirely new audience into the market, you will be able to capture and replicate their success. Alternatively, you could unlock a key segment of the market before your competitors by understanding your potential audience on a deeper level. For example, an insight could show you that college-aged spring breakers and young parents are connected in more ways than one would assume—through their shared interests in coupons and recipes (Appendix I). In sum, these platforms will help you better grasp the consumers that will be heading your way, therefore making you more capable of catering to their needs.



TIMELINE AND BUDGET

Measurement and evaluation should be a continuous and iterative process. Based on our recommendations on future strategy and tactics, the timeline for the implementation of the toolkit will cover the initial period of formative research to set benchmarks and determine strategy which will begin immediately in June 2016. The second stage will focus on continuous measurement and evaluation of traditional and social media outputs to assess the key performance indicators so as to further align the strategy. The third stage in December 2016 will focus on evaluation and research to find out the outcomes, the drivers or causal relationships and effect on business results. The insights from the third stage will then be used in an iterative fashion to determine future research and implementation strategies. For the best results, we recommend ongoing measurement and evaluation for a period of at least 12 months in order to set baselines or benchmark effectively against performance by the competition.

Stage 1: June – July, 2016

- Formative research
- Set benchmarks

Stage 2: July – December, 2016

- Continuous monitoring
- Assess/Monitor KPIs
- Align strategy

Stage 3: December – June, 2017

- Evaluative research
- Focus on outcomes, causal relationships
- ROI/Effect on business results
- Realign strategy

Stage 4: June 2017 - Full evaluation and final report

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Budget

S/N	TOOLKIT	COST (\$)
1.	Google Alerts	Free
2.	Google Search	Free
3.	Google Analytics	Free
4.	Twitter Analytics	Free
5.	Klout	Free
6.	Alexa	Free
7.	SPSS Professional	5,240 / year
8.	Crimson Hexagon	25,000 / year
9.	Professional fees/Retainer	300,000 / year
	Total	342,240



OVERALL PITCH

Taking advantage of the data that floats around us can be the missing link in a public relations campaign. By monitoring both traditional and social media, we were able to find the strengths and weaknesses of the 'Live it to believe it' campaign from August 2014 to the present. The traditional media coverage it received was overwhelmingly positive, and the social media coverage was more than any of its competitors. However, the volume of traditional media coverage was far less than expected, and the social media coverage didn't necessarily result from the campaign or did not mention the hashtag provided.

Moving forward, putting a measurement and analytics piece into the campaign is a must and will uncover valuable insights for further strengthening the 'Live it to believe it' campaign. The Crimson Hexagon platform was able to showcase the affinities of potential consumers (anyone in Monitor 2, defined previously) compared to the average social media user. In simple terms, it showed distinct characteristics of your customers that you can use to cater to them.

Appendix 1 shows some affinities that you would expect. Vacation, coupons and parenting are popular among the target audience while soccer, fashion and make up are not. Appendix 2 shows some less obvious affinities, with the target audience being more interested in celebrities, MSNBC, theology and R&B while not being interested in Justin Bieber, hip hop or Beyoncé (crazy right?). This newfound knowledge enhances the basic demographic data already collected and gives insight more into the way consumers think rather than make broad generalizations.

This shows the power of the tools we presented in this proposal. Combining traditional and social media analytics is a recipe for success.



APPENDIX

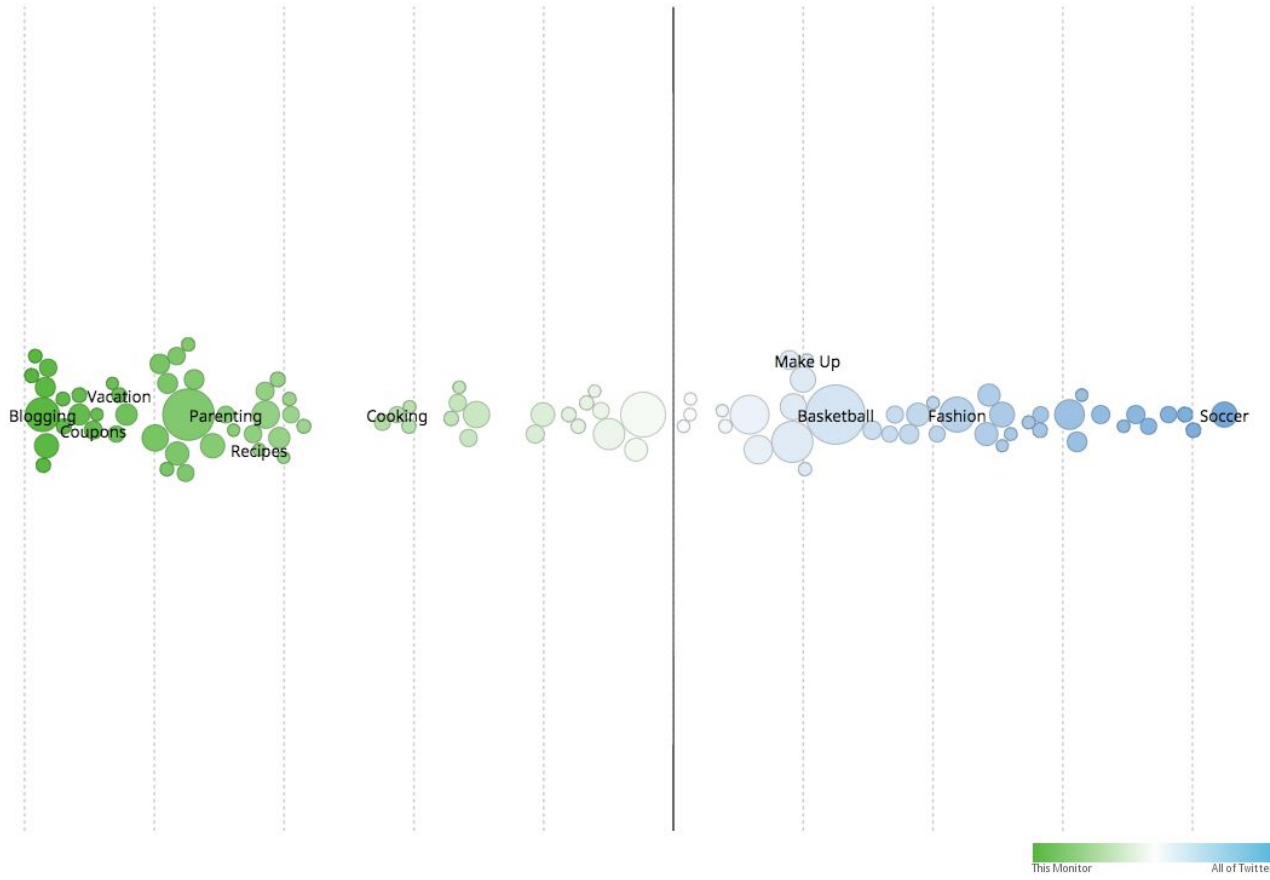
- A1. Affinities 1
- A2. Affinities 2
- A3. Topic Wheel 1
- A4. Topic Wheel 2
- A5. Media Audit
- A6. Volume of “Live it to believe it”
- A7. Sentiment of “Live it to believe it”
- A8. Comparative Sentiment
- A9. Comparing Mexico to its competitors



A1. Affinities 1

Mexico2-KAA (09/01/14 - 06/06/16)

All of Twitter



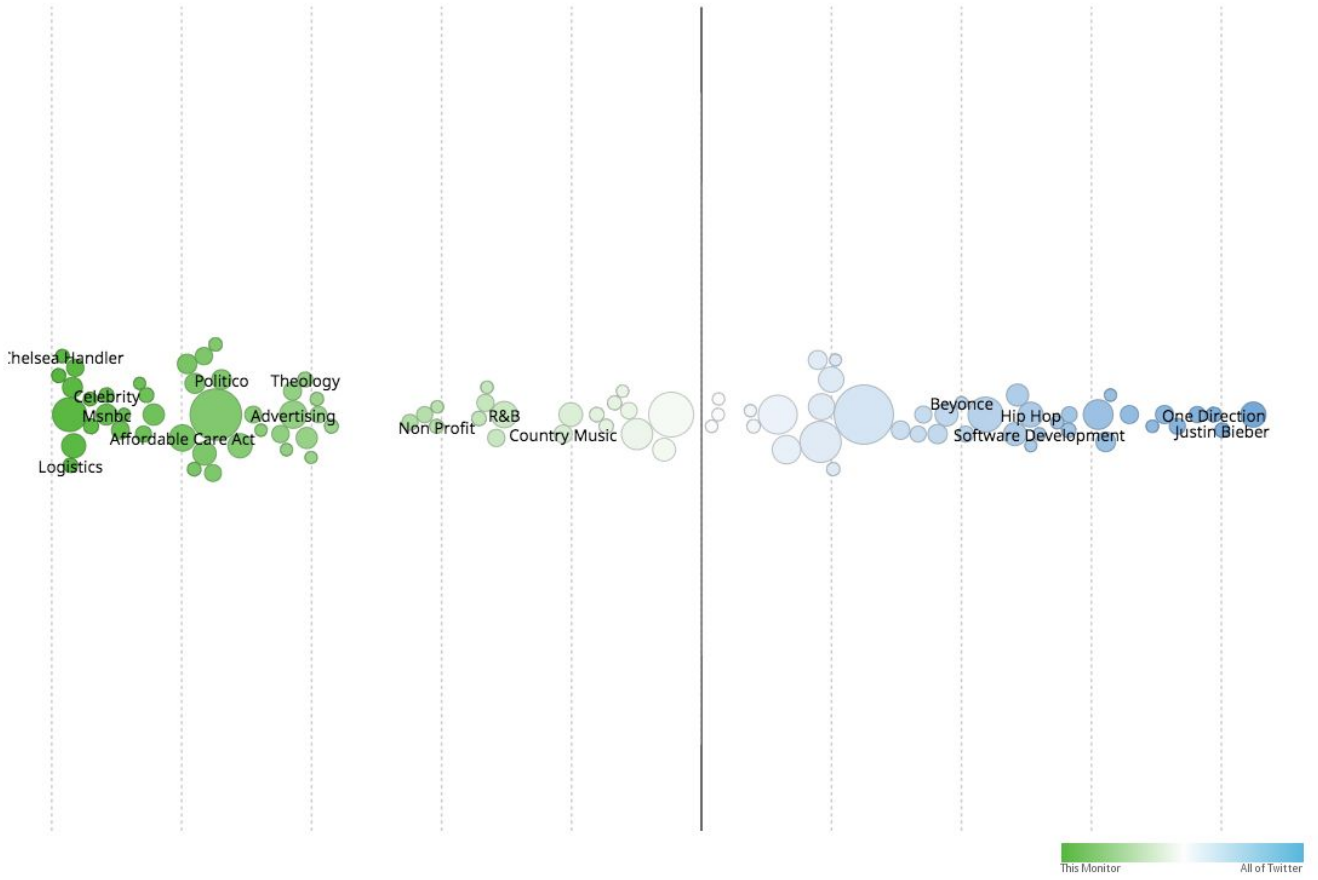
Mexico2-KAA (9/1/14 - 6/6/16) vs. All of Twitter — Affinities



A2. Affinities 2

Mexico2-KAA (09/01/14 - 06/06/16)

All of Twitter

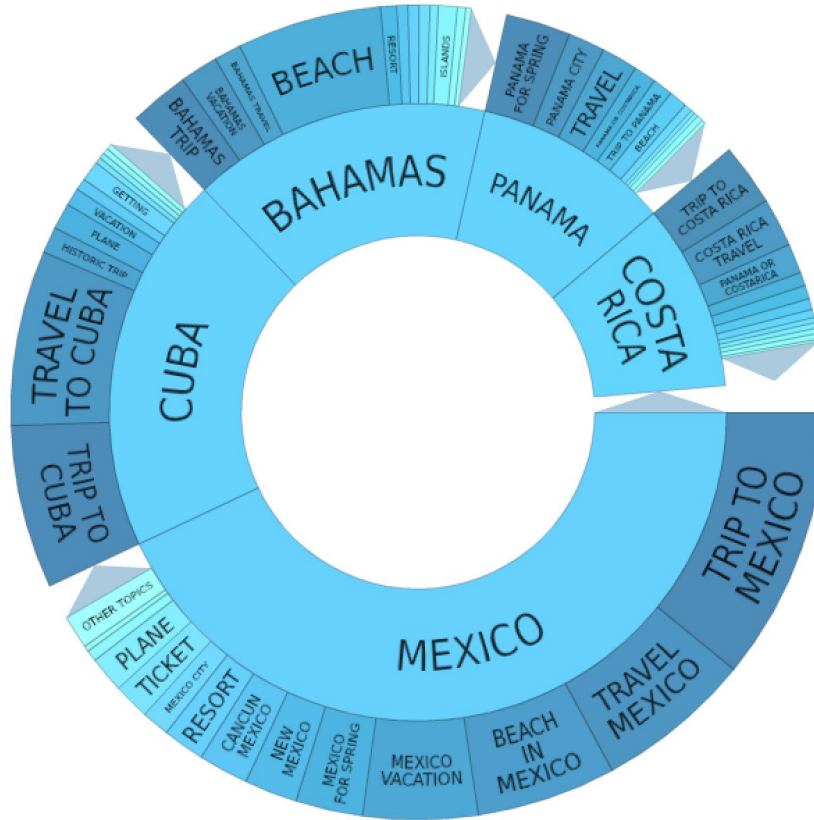


Mexico2-KAA (9/1/14 - 6/6/16) vs. All of Twitter — Affinities

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A3. Topic Wheel 1



Mexico2-KAA — Topics from 9/1/14 to 6/5/16



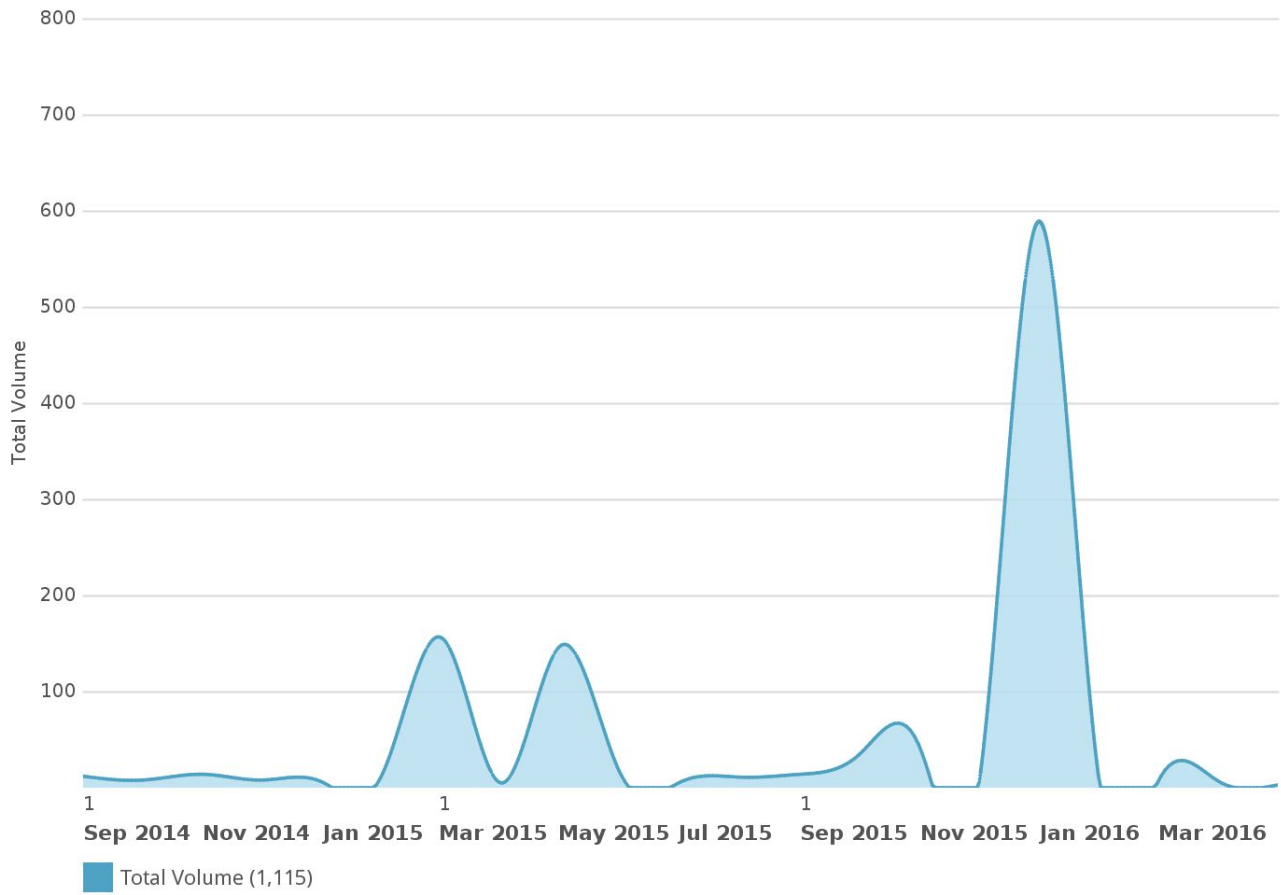
A5. Media Audit

"Live it to Believe it" - Traditional Media Audit

Story #	Date (Sept. 1st, 2014 - May 31, 2016)	Title with link	Media Type	Publication	By-Lined Journalists	Pub Klout score	Pub Alexa US rank	Journo Klout score	Key Messages	Tonality (-5 to 5 Ranking)	Competitors Mentioned	Share of Voice
1	9/2/2014	Summer Like No Other: Mexico Tourism Hits Record Levels	Web News	NBC News	Ioan Grillo	95	140	N/A	Mexico tourism hits record levels, 14 million foreign tourists, 20 percent more than 2013	5	None	High
2	11/8/2014	Mexico "Live it to Believe it," enters phase 2	Web	Yucatan Times	N/A	44	129,606	N/A	"Live it to Believe it" campaign to show Mexico as a "modern, sophisticated and authentic destination"	5	None	High
3	1/30/2015	To promote tourism, Mexico joins promotion of all American sport	Web News	Cronkite News	Emily Mahoney	N/A	347,121	N/A	"Live it to Believe it" at American Super Bowl	5	None	High
4	1/30/2015	To promote tourism, Mexico joins celebration of all-American sport	Web News	Cronkite News	Emily Mahoney	N/A	347,121	N/A	"Live it to believe" at Super Bowl	5	None	High
5	2/27/2015	LIVE IT TO BELIEVE IT in Puerto Vallarta – Riviera Nayarit	Blog	The Journey	N/A	N/A	N/A	N/A	Puerto Vallarta and Riviera Nayarit tourism	5	None	High
6	4/25/2015	Five sponsors of Mayweather vs. Pacquiao fight chip in a record \$13.m	Web News	ABC News	Dan Rafael	98	151	72	Mexico Tourism sponsors Mayweather vs. Pacquiao	0	None	Low
7	4/28/2015	Mexico will air Mayweather vs. Pacquiao for free	Web News	Sporting News	Travis Durkee	89	2,140	N/A	Mexico Tourism to play fight for free	5	None	Medium
8	5/5/2015	Playing Mexican national anthem at big fight was an insult	Web News	SFGate	Ruben Navarette Jr	86	230	13	Mexican Anthem sung at Mayweather Pacquiao fight	-2	None	Low
9	7/13/2015	Mex I Am: Live It Believe It Festival	Web News	El Reportero	N/A	N/A	N/A	N/A	Mex I Am Live it to believe it festival	5	None	High
10	7/16/2015	MEX I AM: LIVE IT TO BELIEVE IT to Showcase Mexico's Best Performing Arts, Fine Art, Culture, and Ideas From July 19-26 in Bay Area	Web News	Nasdaq Global Newswire	N/A	-	14,930	N/A	Mex I Am Live it to believe it festival	5	None	High
11	7/17/2015	Discover the Cultural Greatness of Mexico at Mex I Am Festival	Blog	DEPESHA	N/A	N/A	N/A	N/A	Mex I Am Live it to believe it festival	5	None	High
12	7/18/2015	Mex I Am' Exhibit Showcases Premiere Art, Culture and Ideas	Web News	NBC News	RAUL A. REYES	95	137	N/A	Mex I Am Live it to believe it festival	5	None	High
13	7/19/2015	Mex I Am' Exhibit Showcases Premiere Art, Culture and Ideas	Web News	NBC News	Paula A. Reyes	95	140	N/A	Mex I Am Live it to believe it festival	5	None	High
14	1/4/2016	HBO PPV Canelo Conference Call Transcript	Television	HBO PPV	N/A	N/A	153,717	N/A	Canelo conference call transcript	0	None	Low
15	1/12/2016	Visit Puerto Vallarta: Live it to believe it	Blog	Fantasy Aisle	Kelly Glynn	-	3,717,956	N/A	Visit Puerto Vallarta	5	None	High
16	4/16/2016	Custom Painjob, Diplomatic Plates: Mexican Ambassador's Unique Ride	Web News	NDTV	Sarah Jacob	N/A	965	N/A	Mexican Ambassador in Delhi, Melba Priya, live it to believe it car.	5	None	High
17	4/20/2016	Vallarta - Nayarit: Live It to Believe It	Web News	Travel Pulse	N/A	N/A	21,151	N/A	Vallarta-Nayarit campaign from Mexico Live it to believe it	5	None	High
18	5/1/2016	Mexico Surprises U.S. Workaholics With Versions of Themselves Who Actually Take a Holiday	Web News	ADWeek	David Kiefaber	93	1,586	N/A	Doppelganger Mexico video	5	None	High
19	5/13/2016	Destination Mexico Confirmed as Official Partner to the 2016 SSE Women's Invitational	Blog	SSE Women's International	N/A	N/A	N/A	N/A	Mexico partner of SSE Women's invitation	5	None	High
20	5/26/2016	Rodolfo Lopez Nagrete will be retiring	Web News	Travel Weekly	Amie Weissmann & Michelle Baran	63	19,623	43	Mexico Tourism Board CEO retiring	0	None	High
21	N/A	Flavours of Mexico	Web News	Travel2000	N/A	55	520,527	N/A	Mexico delicious food	5	None	High
22	N/A	Miguel Cotto & Canelo Alvarez Speak to Boxing Media about Mega Fight	Blog	Boxing Insider	N/A	64	136,231	N/A	Mexico Tourism to sponsor Cotto Alvarez fight.	0	None	Low



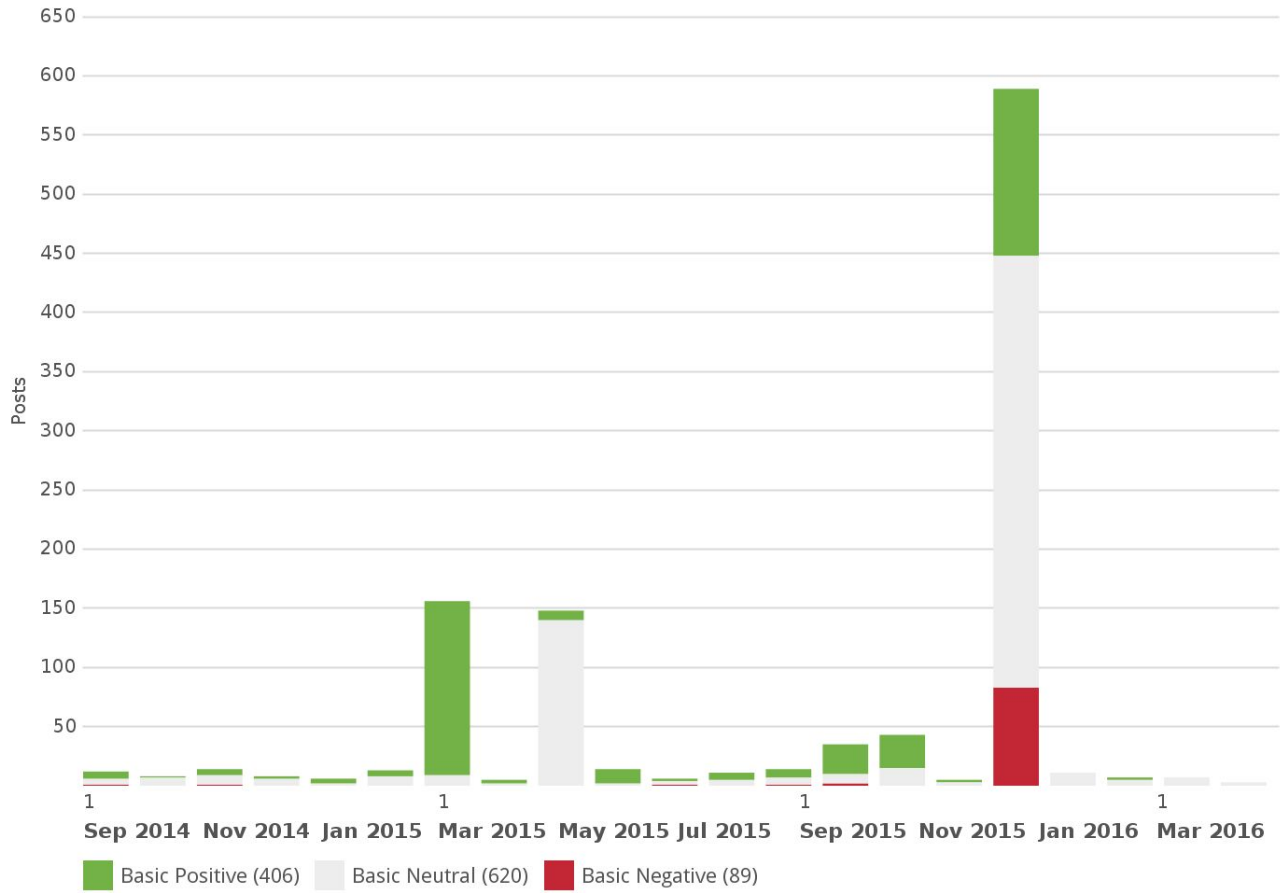
A6. Volume of “Live it to believe it”



Mexico- KAA — Volume from 9/1/14 to 6/7/16 



A7. Sentiment of “Live it to believe it”



Mexico- KAA — Volume of Posts (Basic Sentiment) from 9/1/14 to 6/7/16 



A8. Comparative Sentiment



Category Mix Comparison from 9/1/14 to 6/7/16



A9. Comparing Mexico to its competitors

	Mexico	Cuba	Bahamas	Panama	Costa Rica	Brazil	Puerto Rico	Argentina
Volume (total posts)	62,309	30,615	20,026	21,041	11,222	10,093	8,610	5,016
Sentiment: Positive (%)	25	12	27	22	26	21	32	13
Sentiment: Neutral (%)	66	82	67	70	69	72	61	83
Sentiment: Negative (%)	9	6	6	8	5	7	7	4
Gender: Female (%)	57	37	63	45	67	48	56	70
Gender: Male (%)	43	63	37	55	33	52	44	30
Age: 17 and below (%)	11	2	15	9	9	11	12	6
Age: 18-24 (%)	30	5	36	56	24	17	28	10
Age: 25-34 (%)	11	10	11	7	8	14	18	7
Age: 35 and above (%)	48	83	38	28	59	58	42	77