



Case Study

# McCurtain County Tourism Authority

Southeast Oklahoma's Little Piece of Paradise

# McCurtain County Tourism Authority

## Case Study – The Basics

### **What are we advertising?**

The county of McCurtain, Oklahoma, as a travel destination location.

### **Why are we advertising?**

Featuring the towns of Broken Bow and Idabel, OK, Beavers Bend State Park and the Kiamichi National Forest, the area draws visitors during the spring and summer months. The challenge was to draw visitors during the off-season months of October through February. Developing a new audience and compelling reason to visit during this time was pivotal to our success.

### **Who are we speaking to?**

Active families living in the affluent suburbs.

### **What does the target audience currently think?**

McCurtain County is for men who like to “camp-out,” fish and enjoy the outdoors.

### **What do we want them to think?**

McCurtain County offers an escape for the entire family and a break from the routine big-city entertainment options. McCurtain County is a unique, outdoor vacation area featuring new, luxurious cabins and outdoor and indoor fun for every family member.

### **Are there any creative restrictions or requirements?**

Must use the traditional McCurtain County logo. Must promote the entire county.

### **Our solution:**

- Creative Options developed a new branding position more appealing to women and families.
- Creative Options shifted media dollars away from a heavy print presence to more of a broadcast (radio, TV) and public relations presence.
- Creative Options shifted the media placement from rural East Texas to the greater Dallas / Fort Worth, Texas area.
- Messaging featured: a family vacation, a place for women and a hidden paradise close to home.

### **The results:**

- After one season of marketing, the tax revenues for McCurtain County grew over 30% in the offseason months. Two month examples:
- October '06-07 \$8,778 to October '07-08 \$19,679
- December '06-07 \$13,544 to December '07-08 \$18,909

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## Case Study – Print Ad



IT'S  
**EVERYTHING**  
SIX FLAGS ISN'T

If you want roller coaster rides  
and waiting in long lines, you  
know where to go.

If you want your kids to experience unspoiled nature at  
its majestic best, McCurtain County is the place to go.

Experience cozy, comfortable cabins nestled in the  
towering deep pines. Skip rocks across deep mountain lakes.  
Trek a wonderland of hiking trails. Watch bald eagles  
and wildlife of every kind. Listen to a scenic river  
or canoe its rapids for a splash of excitement.  
In McCurtain County, there's something for the  
entire family.

Southeast Oklahoma's McCurtain County is home to  
*Beavers Bend State Park, Broken Bow Lake, Mountain  
Park River, Glassy River and Pine Creek Lake.*  
It's everything Six Flags isn't.



**DISCOVER MCCURTAIN COUNTY**  
*SE Oklahoma's little piece of paradise.*

[www.mccurtaincountyparkways.com](http://www.mccurtaincountyparkways.com)  
1-800-528-7337 (1-800-52 TREES)

# McCurtain County Tourism Authority

## Case Study – Print Ad

*Heaven is located  
below the clouds.*

*It's with a glass  
of wine, a cozy cabin  
and a roaring fire.*

Experience cozy, comfortable cabins nestled in the towering pines. Skip rocks across deep mountain lakes. Trek a wonderland of hiking trails. Watch bald eagles and wildlife of every kind. Listen to a scenic river or canoe its rapids for a jolt of excitement.

Heaven is McCurtain County,  
home to Broken Bow  
and Beavers Bend Resort Park.

*Discover*

**McCURTAIN  
COUNTY**

*Southeast Oklahoma's Little  
Piece of Heaven.*

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Call 800-528-7337 today or visit online at [mccurtaincountygetaways.com](http://mccurtaincountygetaways.com) and book your weekend in heaven.

# McCurtain County Tourism Authority

## Case Study – Public Relations

From July 2007 to December 2007 PR, Creative Options generated over \$177,000 in media coverage

Publication	Mentions	Date	Ad Value of Space	PR Value
Dallas Morning News	1(2 column inch)	Jul-07	\$1,572.00	\$7,860.00
OKC Business Journal	1 (1/4)	Jul-07	\$700.00	\$3,500.00
McKinney Woman Magazine	1 (1/4)	Jun-07	\$600.00	\$3,000.00
Toy Wishes	1 (1/4)	Dec-07	\$7,200.00	\$36,000.00
Dallas Observer	1 (1/6)	Oct-07	\$950.00	\$4,750.00
Women's Day.com	1 online	7/1/2007	\$12,000.00	\$60,000.00
OK City, FOX 25 TV - (\$2,500 per segment)	Brent Weber 5 segments	Oct-07	\$12,500.00	\$62,500.00
<b>TOTAL Value of Coverage</b>			<b>\$35,522.00</b>	<b>\$177,610.00</b>

### Online Mentions

Dallas Morning News - Ray Sasser  
FOX 25 TV Online



**See the Countryside**  
Finding everything you need for a nature-oriented outing during this warm drive.

**McKinney's Paradise**  
Whether you are seeking a peaceful spot for a picnic, a scenic view, or a quiet place to read, McKinney's countryside has it all. The scenic views are just one of the many reasons why McKinney is a great place to visit. The scenic views are just one of the many reasons why McKinney is a great place to visit. The scenic views are just one of the many reasons why McKinney is a great place to visit.



**Great Girlfriend Getaways**  
By Stephanie K. Brown

It's a great idea to plan a getaway with your girlfriends. Whether you're looking for a relaxing weekend or a more adventurous trip, there are plenty of options. The scenic views are just one of the many reasons why McKinney is a great place to visit. The scenic views are just one of the many reasons why McKinney is a great place to visit.

McKinney Woman Article

Dallas Morning News Article

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## Case Study – Testimonials

“ We selected Creative Options because of their tourism experience. They came in, did their market research, then created a marketing plan and advertising campaign that has been successful beyond our expectations.”

*Charity O'Donnell*

*Director of Marketing, McCurtain County Tourism Authority*

“Creative Options strategy on media gave us tremendous value for our budget.”

*Dave Smulyan*

*McCurtain County Tourism Authority Board Member*

“With the help of Creative Options, our occupancy rate went up the highest its ever been. We love what they're doing. We feel its effects where it counts, in our pockets.”

*Dian Jordan*

*Pine Meadows Cabin Owner*

*32 cabins*



# McCurtain County Tourism Authority

## Case Study – Team Experience

- McCurtain County, OK – Tourism Authority
- City of San Antonio, TX – Convention & Visitors Bureau
- Rural Enterprises of Oklahoma, Inc.
- Gaylord Texan Resort & Convention Center – Grapevine, Texas
- City of Brownsville, TX – Convention & Visitors Bureau
- City of Lewisville, TX – Convention & Visitors Bureau
- Town of Red River, New Mexico
- Hyatt Hotel, Acapulco, Mexico
- Cline’s Landing, Port Aransas, TX

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**GAYLORD TEXAN®**  
RESORT & CONVENTION CENTER  
*on Lake Grapevine*

1501 Gaylord Trail, Grapevine, TX 76051-1945

Property Chain Code - GE  
Apollo/Galileo - G2/G2  
Sales - 65997

Waldemar - DFWK2  
Atlanta - DFWK2

**GAYLORD TEXAN®**  
RESORT & CONVENTION CENTER  
*on Lake Grapevine*

In all your travels you've never seen a world-class resort like Gaylord Texan®. We're in the business of meetings, so we know exactly what business requires... and more! Imagine the magnificence of the Lone Star State brought to life in soaring atrium under glass. The comfort of elegant guestrooms designed with a Southwest flair.

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Come to Gaylord Texan and experience the legendary color, drama and heritage of Texas.

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## Case Study – Agency Overview

Creative Options was founded in 1992. Since then, we've been helping clients grow their businesses through strategic media planning and advertising.

Creative Options has successfully launched and managed local, regional and national advertising and marketing campaigns for clients in a wide range of industries including: health and wellness, spa/resort, aerospace and defense, biotech, convention and tourism authorities, home builders, land developers, a variety of food & beverage manufacturers, oil & gas companies, medical professionals, B2B companies and other retail-oriented businesses.

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