



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
1-800-528-7337 (1-800-52 TREES)

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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 and book your weekend in heaven.

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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
TOTAL Value of Coverage			\$35,522.00	\$177,610.00

Online Mentions

Dallas Morning News - Ray Sasser
FOX 25 TV Online

See the Countryside
Find everything you need for a nature-oriented outing along this scenic drive.

Hidden Gem Paradise
Hidden this area stands to prove that good things do come in small packages. The scenic views, the peaceful atmosphere, and the friendly people make this a perfect spot for a getaway.

Setting the scene
The area is a beautiful mix of natural beauty and modern amenities. The scenic views, the peaceful atmosphere, and the friendly people make this a perfect spot for a getaway.

Great Girlfriend Getaways
By Stephanie K. Brown

When you're looking for a great getaway, you want to find a place that's not just beautiful, but also offers a unique experience. The Great Girlfriend Getaways are just what you need.

WILLIAMSON BOVINE
BIRTH RECORDS...
CYNTHIA ELLIOTT
BIOETHICS, INC.

McKinney Woman Article

Dallas Morning News Article

McCurtain County Tourism Authority

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

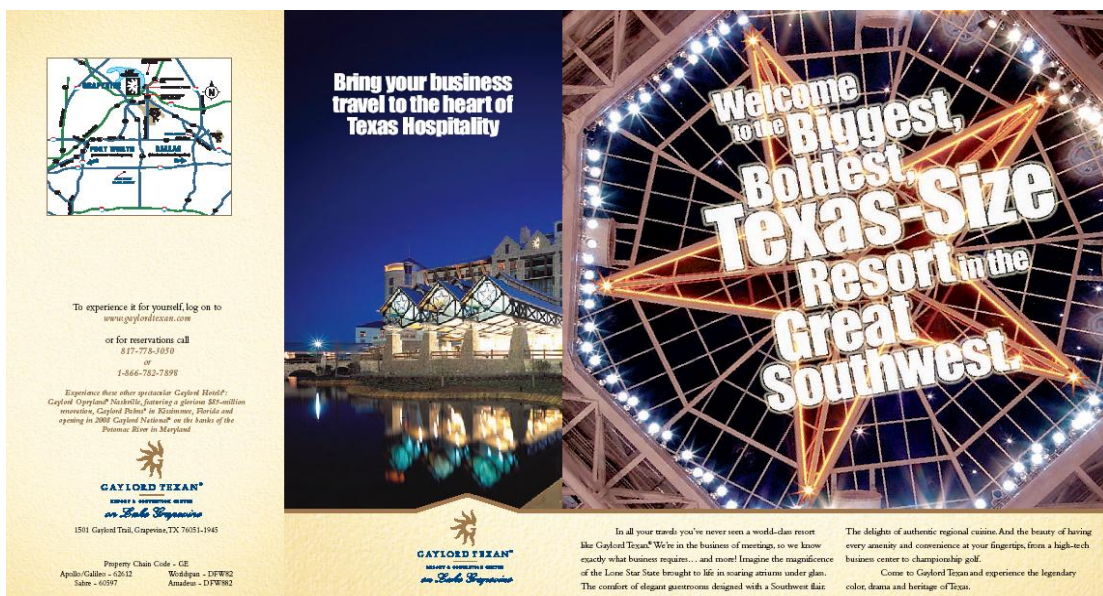
32 cabins



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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

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Walden - DFRG2
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on Lake Grapevine

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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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