



Wickenburg, AZ – FY26 Digital Media Campaign

8/16/2025

Overview

1. Alignment of media spend with major tourism-driving events
2. Focus on maximizing reach in the 60-mile drive market
3. Multi-channel mix tailored per event



Media Strategy

Strategy

- **Authentic Storytelling**
Creative highlights Wickenburg's western heritage, small-town charm, and family-friendly experiences to differentiate from larger Arizona destinations.
- **Event-Centered Approach**
Campaigns aligned with Wickenburg's signature events to maximize seasonal visitation and overnight stays.
- **Out of State and Drive-Market Focus**
Target in-state audiences within a 60-mile radius (Phoenix, Glendale, Prescott, Scottsdale, Tempe, etc.) to capture short-trip travelers.
 - Target out of state western audiences to capture multi-night travelers.
- **Multi-Channel Mix**
Meta, Google Search, Programmatic Display, CTV, YouTube, and Streaming Audio working together to deliver awareness, engagement, and conversions.
- **Measurement & Optimization**
Transparent reporting with live dashboards, event-based attribution, and quarterly optimizations tied to visitation and sales tax lift.

Audience Targeting

- **Out of Market:**
 - a. Utah, Nevada, Colorado and New Mexico
- **In Market:**
 - b. 60-mile drive market:
 - a. **Phoenix, AZ** – 52 miles
 - b. **Glendale, AZ** – 43 miles
 - c. **Peoria, AZ** – 39 miles
 - d. **Surprise, AZ** – 33 miles
 - e. **Avondale, AZ** – 43 miles
 - f. **Goodyear, AZ** – 42 miles
 - g. **Prescott, AZ** – 42 miles
 - h. **Prescott Valley, AZ** – 49 miles
 - i. **Scottsdale, AZ** – 57 miles
 - j. **Tempe, AZ** – 59 miles



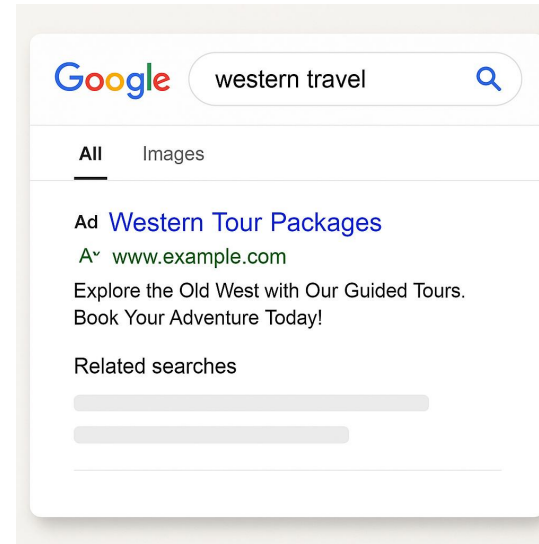
Media Channels

Recommended Channels:

- **Meta (Facebook/Instagram)**
 - a. Build event awareness and excitement with engaging visuals.
 - b. Drive in-state attendance through targeted ads to Phoenix/drive markets.
- **Programmatic Display**
 - c. Extend reach for overnight stays and event promotions to regional audiences.
 - d. Support always-on visibility between peak events.
- **Google Search (PPC)**
 - e. Capture high-intent searches tied to “Arizona events” and tourism queries.
 - f. Drive clicks to event landing pages and tourism site.
- **Video**
 - g. **Connected TV (CTV):**
 - a. Position Wickenburg events as must-see, family-friendly destinations.
 - b. Reach households in Phoenix and regional markets with high completion rates.
 - h. **YouTube:**
 - a. Deliver scalable awareness through music, cultural, and seasonal tie-ins.
 - b. Retarget engaged audiences who searched for event/tourism content.
- **Audio:**
 - i. **Streaming Audio and Podcasts:**
 - a. Reinforce event messaging during drive times and daily routines.
 - b. Build frequency among family and cultural event audiences.



Media Channel Examples



Budget

Estimated Budget Allocation:

Category	Amount	Notes
Paid Media (Google, Facebook, Streaming)	\$28,175	Ads shown to out of state and targeted cities within 60 miles
Planning, Management & Reporting	\$5,045	Strategy, setup, KPI reviews, Live dashboard
Public Relations	\$2,000	Press & influencer outreach

Measurement

Strategy

- **Interactions:** Platform level engagements such as clicks, cost-per-click, Click-Thru Rate as well as website analytics when possible.
- **Brand Awareness & Lift Studies:** When appropriate, we recommend using pre/post-campaign brand lift studies or survey-based tools (offered by platforms like Meta or Google) to gauge recall, awareness, and perception changes from in-state audiences.
- **Sales Tax & Visitation Tie-Back:** While not every media effort offers perfect attribution, we work closely with towns to align media flight dates with local events, hotel activity, and sales tax revenue reports—offering insight into how awareness efforts correlate with economic lift.
- **Event-Based Attribution:** For campaigns promoting signature events (e.g., rodeos or cultural festivals), we can build custom tracking tags or use analytics dashboards to measure upticks in web traffic, directions requests, and booking-related behavior tied to paid media.

Campaign Theme

Given Wickenburg's western heritage, small-town authenticity, and focus on drawing out-of-state/in-state visitors for unique events and experiences.

- **Goal:**
 - a. Emphasizes authentic Western culture and events
 - b. Works year-round but adapts easily for seasonal/event-specific creative

- **Potential Options:**
 - c. **"Wickenburg: Where the West Comes Alive"**
 - a. Flexible for year-round tourism and event tie-ins.
 - b. Evokes energy and authenticity.
 - d. **"Your Western Getaway Awaits"**
 - a. Speaks directly to in-state travelers planning short trips.
 - b. Easily adapted to "Your Western Holiday Awaits" or "Your Western Adventure Awaits."
 - e. **"Experience the West, Just an Hour Away"**
 - a. Highlights proximity to Phoenix metro, perfect for a 60-mile market focus.

