



## **2011 Macy's Thanksgiving Day Parade Efforts**

**Compiled by:** Wanda Goodman  
December 19, 2011

## Included in this report:

### Public Relations Outreach

- Press releases
- Social media

### NYC Street Team

- Mascots
- Report from Event Pro Strategies
- Vacation giveaway (components and results)
- Social media engagement

### Thanksgiving Day Parade

- Mount Rushmore's American Pride
- Neil Diamond performance
- Today Show segment
- Web traffic
- Social media
- Earned media



## Public Relations Outreach

### Press Releases

Nov. 10:  
Neil Diamond to Perform on Mount Rushmore's American Pride

Nov. 18:  
Mt. Rushmore Presidents Take Trip for 70<sup>th</sup> Birthday

### NYC Street Team

Nov. 20-21  
Four presidential mascots walked the streets of NYC to garner attention. More detail in the pages below.

### Social Media

- Consistent posting to SD Tourism's Twitter and Facebook accounts, both leading up to, during, and after the parade. A new update was posted every 1-2 hours on Nov. 20-21.
- Contracted with Tallgrass PR to assist with pushing out Tweets via their accounts, and post on NYC's social media influencers' accounts.
- Developed a video prior to the campaign to build excitement regarding the Presidents' trip to NYC. This was posted to SD Tourism's YouTube channel and featured on the homepage of TravelSD.com.

**This video was viewed 551 times on the TravelSD YouTube channel.**



To summarize the Department of Tourism's Macy's 2011 efforts, a video has been developed and posted at <http://youtu.be/8mAiBvKHsTg>.

## NYC Street Team

### Mascots

The Rapid City CVB graciously allowed the Department of Tourism the use of their four presidential mascots. So, in celebration of Mt. Rushmore's 70<sup>th</sup> birthday, we took the mascots to New York City Nov. 20-21 to promote Tourism's presence in the Macy's parade, as well as South Dakota as a whole.



The response to the mascots was phenomenal – everywhere they went, people wanted to stop to take photos. In a report compiled by Event Pro Strategies (hired to manage the street team efforts),

***“As soon as everyone noticed the Presidents,  
people just went crazy.  
Asking questions and wondering why the  
Presidents were in New York City.”***

### Where did the Presidents go?

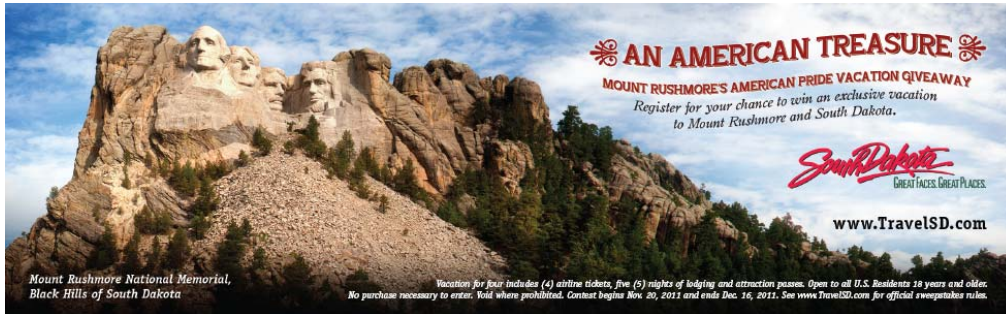
- Macy's at Herald Square
- Bryant Park
- Radio City Music Hall
- Rockefeller Center
- Times Square
- Little Italy
- FAO Schwartz



## NYC Street Team

### Vacation Giveaway

In an effort to generate excitement, and leads for our database, we worked with Black Hills Central Reservations to secure a prize package valued at roughly \$5,500. We used the collateral piece below to encourage registration at a special landing page for the Macy's efforts, [www.TravelSD.com/Macys](http://www.TravelSD.com/Macys).



### Package included

- 4 airline tickets to Rapid City, compliments of American Airlines
- 5 nights of lodging for four
- An exclusive tour to the arm of Crazy Horse Memorial
- Personal Buffalo Safari in Custer State Park
- Tour of the Minuteman Missile National Historic Site
- Gold panning in Historic Deadwood

### Sponsors

- American Airlines
- Black Hills Central Reservations
- Crazy Horse Memorial
- Custer State Park
- Deadwood Chamber/Visitors Bureau
- Minuteman Missile Nat'l Historic Site

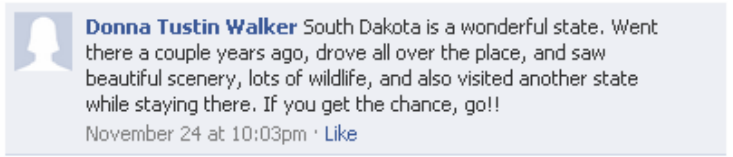
**Vacation Giveaway Entries**  
**10,362**

## NYC Street Team

### Social Media Engagement

In addition to sending potential visitors to TravelSD.com to register for the vacation giveaway, we encouraged those taking photos to post to their personal social media channels. This information was printed on the reverse side of the collateral material.

It's impossible to track every social media conversation that included the Presidents or the float. However, we know thousands of photos were taken and shared online with tens of thousands more.



### Tallgrass PR

The Department of Tourism hired Tallgrass PR to help with garnering earned media during our street team efforts. Utilizing their NYC media contacts, they went to work trying to get the mascots on a news, daytime or late-night comedy show.

We were unable to secure a show, but we did learn a lot about finicky show hosts in the process. For example, *The View* was happy to have us on their show, if we provided a free vacation for each of its 200+ audience members.

Tallgrass PR also helped amp up the excitement for our mascots prior to their arrival via Twitter, as mentioned above under “social media outreach.”



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# Thanksgiving Day Parade

## Mount Rushmore's American Pride

For the second year in a three-year contract, the Department of Tourism sponsored a float in the Macy's Thanksgiving Day Parade. The float, entitled "Mount Rushmore's American Pride," rolled down the streets of New York City on Thanksgiving Day, in front of roughly 3.5 million spectators streetside.

## Estimated Audience

Live spectators:	3.5 million
NBC viewers:	50 million
CBS viewers:	<u>10 million</u>
<b>TOTAL:</b>	<b>63.5 million</b>

## Neil Diamond

The Department of Tourism was extremely pleased to have Neil Diamond atop the Rushmore float in the 2011 parade. Not only did his singing of "America" resonate with the float and the general feel of South Dakota, but his fame and popularity elevated South Dakota's float throughout the media. (Earned media stats appear later in this report.)



**Neil Diamond FF** @neildiamondfans

29 Nov

@travelsd Neil Diamond quoted 2 zaptot riding ur float in Macy's parade was 1 of most fun things he has done! Hope he will do it.4 u again!

↳ Retweeted by South Dakota Tourism

← In reply to South Dakota Tourism

## Float Sponsors

- BHBL Tourism Association
- Black Hills Power
- Mount Rushmore Society
- Rapid City CVB
- Reptile Gardens
- Sioux Falls CVB
- Wall Drug



## Thanksgiving Day Parade

### NBC Exposure

The contract with Macy's includes 90 seconds of airtime on NBC when our float rolls through the cameras. As Neil Diamond sang, Matt and Ann read from a script that featured information about Mt. Rushmore and South Dakota.

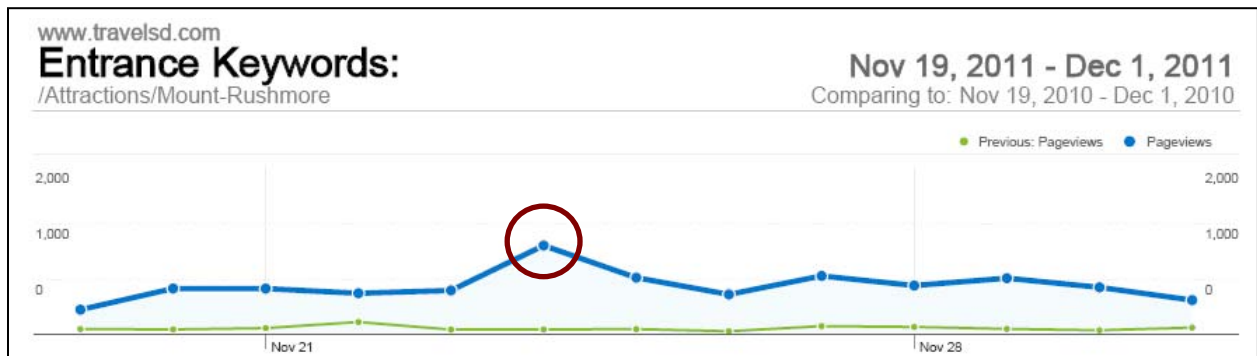
**“This slice of South Dakotan culture showcases one of the nation’s most iconic landmarks: Mount Rushmore.”**

What we didn't expect was a celebrity endorsement from Neil Diamond on the Today Show Thanksgiving morning. Neil was quoted as saying,

**“The Black Hills are my spiritual home...”**

### Web Traffic

As a result of the tremendous exposure the float garnered, the Department of Tourism noticed a spike in web traffic on Thanksgiving Day.



### Mount Rushmore page on TravelSD

- 7,641 page views between Nov. 19-Dec. 1
  - Up **656%** over 2010
- 6,525 unique page views between Nov. 19-Dec. 1
  - Up **695%** over 2010

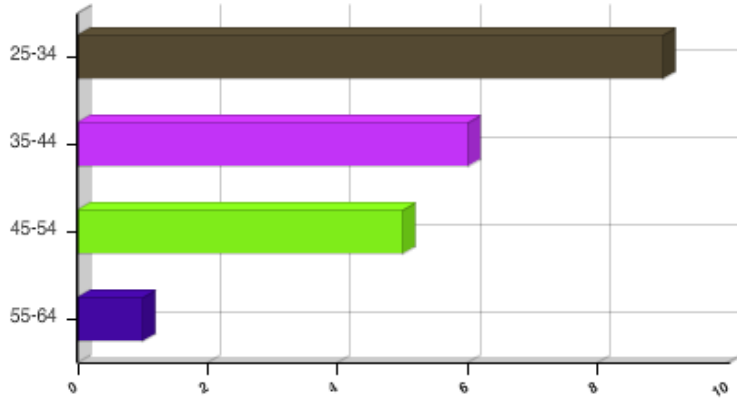
These large percentage increases are especially impressive, since parade efforts drove additional traffic to TravelSD.com in 2010 as well.



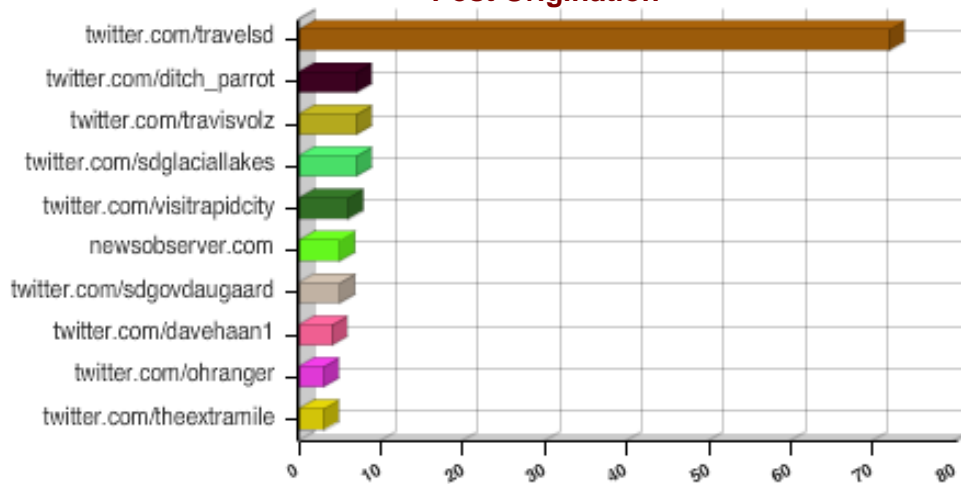
# Thanksgiving Day Parade

## Social Media – Radian 6

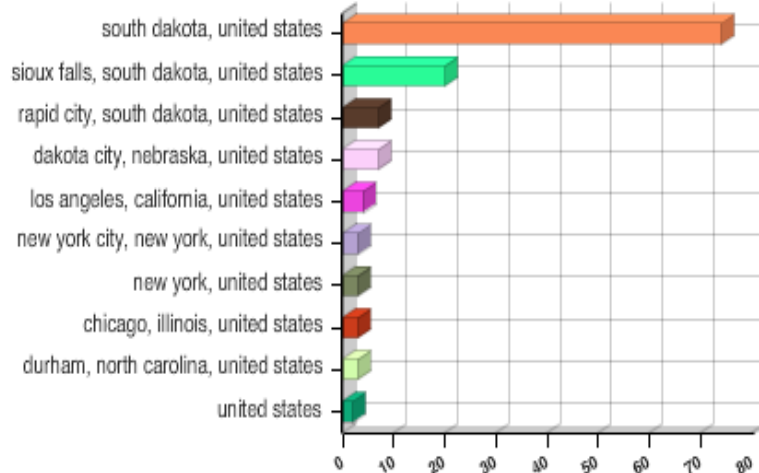
### Age Distribution



### Post Origination



### Volume Sites

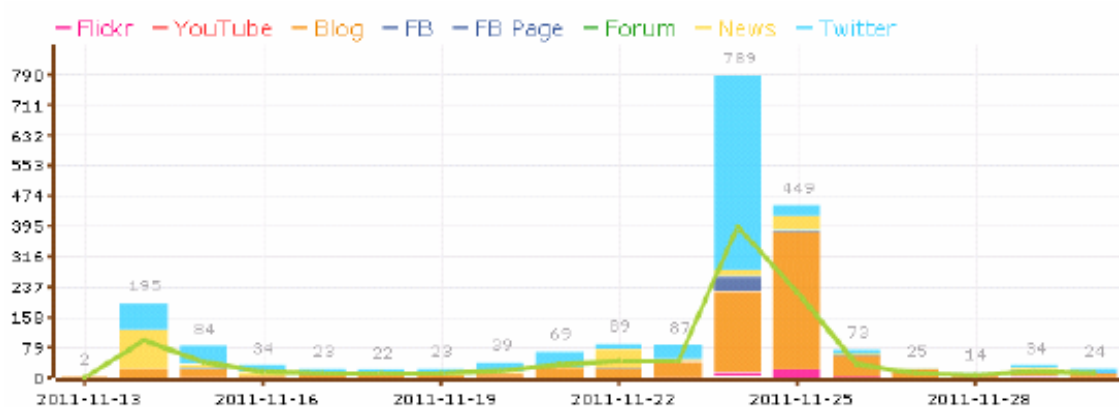


# Thanksgiving Day Parade

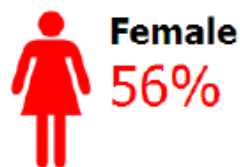
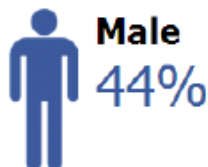
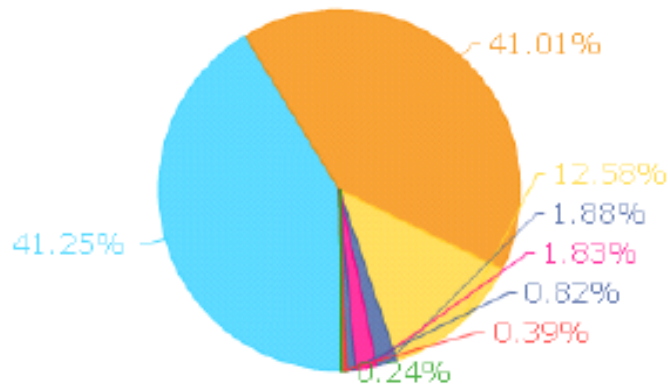
## Social Media – Tracx – 11/13-11/30

Because of Radian 6's complication with Facebook's API and privacy settings, a demo of Tracx was utilized during the promotion timeframe.

**2,075 total mentions**  
**229 conversations**



Twitter Blog News FB Flickr FB Page



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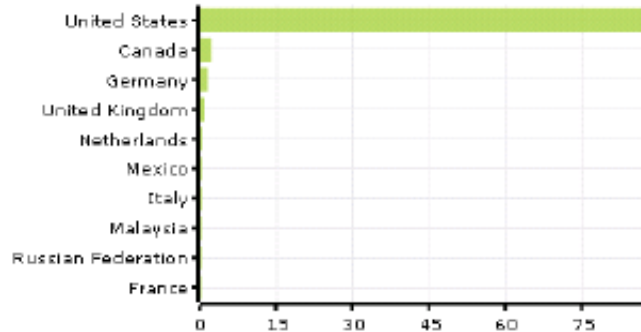
# Thanksgiving Day Parade

## Social Media - Track

### Top 10 Volume Sites

Site	Mentions
hottrendsbot.com/ (Blog)	10
South Dakota Tourism (FB Page)	8
buypokemonblack.info/ (Blog)	8
tarifree.com/ (Blog)	7
soceelgreen.com/frontpage (Blog)	7
southdakotaneews.info/ (Blog)	5
kamuelanews.com/ (Blog)	5
sotimbunton.com/frontpage (Blog)	4
F. DOUG AND THUNDER - F. Doug and Thunder (Blog)	4
the330.com (Blog)	4

### Top 10 Countries (%)



### Geography



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The Washington Post



Argus Leader



**Earned Media – Direct Only**  
 Total Clips – 207  
 Audience – 271,406,711  
 Publicity Value - \$862,435

**Earned Media – Direct & Indirect**  
 Total Clips – 638  
 Audience – 597,293,693  
 Publicity Value - \$1,396,618



The New York Times

The Bismarck Tribune

THE DENVER POST  
denverpost.com