

Wells, Maine



"The friendliest Town in Maine"

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**Integrated Marketing Report
University of New Hampshire
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Executive Summary

At the beginning of the semester Underdog Branding met with representatives from the town of Wells, Maine in class. These representatives presented the team with objectives for a marketing plan to promote the ecotourism and other aspects of the town. The objectives the representatives discussed were as follows:

1. Increase the interest in ecotourism within the town
2. Investigate the interest from citizens and tourists for a potential foot bridge to deter traffic near the harbor during the summer season
3. Devise a marketing campaign to increase tourism during the shoulder seasons
4. Increase the awareness of public transportation including the Amtrak Downeaster

After this first meeting with the Wells representatives, Underdog Branding met as a group to discuss potential ideas and brainstorm for the marketing campaign. Shortly after, several of the group members traveled to Wells, Maine to meet again with the representatives at the Town Hall. This meeting allowed the members to refine the branding group's ideas and really get an understanding for exactly what the client expected and thought of these initial ideas.

The research team within Underdog Branding began the primary research for the project. Underdog Branding sought to find out how many people had traveled to Wells, Maine and if these people would consider returning to Wells. It was also crucial to find out how tourists traveled to Wells, Maine and what seasons they visited in. This research was the basis of the team's marketing strategy.

With this primary research, secondary research (examining coastal towns similar to Wells), and continued communications with the client the team was able to devise a marketing campaign. This campaign focused on the creation of print advertisements, brochures promoting field trips for local schools to investigate the ecotourism the town has to offer, promotional videos (including a potential advertisement storyboard), advertisements promoting the use of public transportation and biking, and a potential internship program with University of New Hampshire students and the town of Wells. The group also promoted Wells, Maine through an on-campus event sponsored by Target on April 19, 2012 called "Spring Recess". This event was attended by approximately 500 people and the booth for Wells, Maine included promotional materials, interactive games, and free giveaways promoting the town.

This report will go into detail regarding all aspects of the marketing campaign and project as whole including research results and recommendations for the client. The Underdog Branding team is confident that they have developed a successful marketing campaign to increase the ecotourism and tourism in general to Wells, Maine.

Introduction

Located in York County, Wells is situated between Kennebunk and Ogunquit on the Southern Coast of Maine. Wells is a popular tourist destination in the summer months for its beautiful beaches and outdoor recreation. Many visitors are drawn to Wells for its boating, kayaking, biking, and other outdoor activities. There are various locations along the harbor where kayakers can easily put in their kayaks and explore the coastline. The town of Wells is accessible by the Amtrak Downeaster and offers a public trolley system for visitors during the busy summer season. The town is also very accommodating to cyclists and offers many trails and routes to travel by bicycle.

Other than beaches, Wells, Maine is home to the Rachel Carson National Wildlife Refuge. The Rachel Carson National Wildlife Refuge is located along 50 miles of coastline and is headquartered in Wells. This popular destination is a feature of the town and a truly beautiful location to explore. Wells, Maine offers many opportunities to indulge in the outdoors through ecotourism and offers something for almost every personality.

In February representatives from the town of Wells, Maine met with the group to discuss the desire to increase the use of public transportation, bicycling, and ecotourism. The town also sought to increase tourism in the shoulder months to make Wells, Maine a tourist destination year-round. Underdog Branding performed research to investigate possible solutions to this challenge and devised a marketing campaign to address the needs of the town. Through research, surveys, advertisements, a campus-wide event, and other promotions the group was able to develop a campaign for Wells and increase interest in the town.

SWOT Analysis

Strengths:

After visiting Wells on numerous occasions, it was gathered that the town has more strengths than weaknesses and the potential to eliminate some of the major problems. For one, the train station stops right in town. Neither Ogunquit nor Kennebunkport has a train station to gather guests from. The Amtrak is bike friendly, and more specifically the Wells train station. There is a special platform to load and unload bikes. The trolley system also services the train station directly. These two modes of transportation combined make it very easy for travelers to visit Wells. Along Route 1, there are ample lodging accommodations, as well as places to eat and things to do. In addition, the Wells Reserve and the Rachel Carson Center are just a short ways down the road.

Weaknesses:

One deterrent from visiting and remaining in Wells is the poor traffic circulation and lack of parking. This causes the loss of tourists to the neighboring towns including Ogunquit and Kennebunkport. Regarding transportation, the trolley system isn't always on key, often running late for scheduled pick-up times and getting held up in the traffic. It also doesn't also meet the train arrival on time either, missing the opportunity to transport guests. Even though the train station is a larger strength for the town, it is a short distance away from the beach with can cause some hesitation when traveling on the Amtrak. One of the biggest weaknesses is the shortened peak season due to the decrease in public transportation. The trolley only operates from June 20th through Labor Day.

Opportunities:

Operating the trolley for a longer period of time throughout the summer would attract more tourists to the area. There has also been an increase in the number of seasonal residents throughout the years, keeping the town livelier for the longer part of the summer. The footbridge would connect both sides of the town, giving residents and visitors a reason to stay and making it easy for them to travel. The bridge itself could become a tourist attraction, if built in a way that brings a sense of community to the town. With more advertising for the Amtrak, the town has the potential to bring more tourists from the Boston area, since the Amtrak stops right in Boston.

Threats:

One of the possible threats of the footbridge is that it may not alleviate traffic as much as is anticipated. People may not want to visit just to see or use a footbridge. For the current visitors and residents, it would simply be an amenity to the town. However, residents are resistant to change. Also, the maintenance the bridge would require each year is an issue on many people's minds. Harbor Park is also not very well known among tourists, so the footbridge may not get as much attention as anticipated either. Regarding biking around town, the traffic poses a lot of problems for bikers, being that the town itself is not bike-friendly yet.

Budget & Financials

For this project, Underdog Branding was given a budget of \$1,500. The team committed to utilizing this budget in the best and most effective way possible for the town. This being said, most of the budget provided was used for trips the group made to Wells for reasons such as research, surveys, focus groups, filming & photography, etc.

The team felt the visits were a very important part of the project. It was the only way to gain first hand knowledge of the town and its opportunities. Another large expense was for the “Spring Recess” event where the team ordered 150 koozies and other small prizes to be raffled off to visitors. A detailed report of all the expenses is provided at the end of the report (see **Appendix J**). The team feels the budget was used wisely and will provide a large amount of payback in the upcoming future.

Research

Primary Research & Objectives:

After conducting the secondary research, which included researching and investigating resort destination towns similar to Wells, it was time to begin focusing on Wells itself. The representatives from Wells asked the team to focus on a few key issues over the course of the semester. The first issue to be considered was the feasibility of a footbridge connecting the harbor side of Wells, where Lords Restaurant is located, to the beach area. The next task for our team was to explore avenues in which to promote the “shoulder-months” for tourism and eco-tourism in Wells. The town of Wells has much to offer, however several tourists are unaware that these attractions even exist. Things such as; kayaking, antique shopping, renowned nature reservation areas, and exceptional dining. Finally, Wells is home to one of the train stops along the Amtrak Downeaster line which runs 5 daily trips between Boston and Portland, Maine. The convenient train stop has potential to allow visitors to travel to Wells for a short day trip. A final issue for Underdog Branding to explore was the fact that not many people know that the train stop

in Wells even exists. The team developed surveys and conducted a focus group to try to gain knowledge regarding each of these three issues.

The primary purpose and reason behind the footbridge is to eliminate some of the summer traffic that is a result of only one main road heading into the beach areas. The footbridge would be instrumental in greatly reducing the amount of traffic flow from Route 1 onto Mile Road heading to the beach. Many tourists can be turned off by traffic congestion. If these tourists traveled to Wells once and had a negative experience due to spending more time crawling in traffic to get to the beach rather than actually enjoying the beach, they would not be likely to go back in the future for a visit. The proposed footbridge would without a doubt reduce the volume of cars using Mile Road. With the new footbridge, people could park at the harbor side area and walk over to the beach. Another aspect of the footbridge is that it would bring residents and visitors alike to the outdoor gazebo and park on the harbor side. During the summer months, there are often concerts and events held at this gazebo. The footbridge would attract residents to stroll over the bridge for an evening of music and socializing.

Shoulder months are defined as the spring and fall months. The town would like to see the summer period start earlier in the year and also end later. One way to do this is to promote and advertise the variety of activities that Wells has to offer. It does not have to be July or August to explore the many nature trails and wildlife reserves in Wells. In fact, spring and fall can be the best and most enjoyable times in the area.

The final major task at hand was to research what could be done to utilize the train that stops in Wells, which runs from Boston to Portland. There is a trolley service available that picks passengers up from the train station and shuttles them to the main

attractions of the town. Ideally, this too would largely reduce the amount of cars in the area during the peak tourist months.

The first step in answering all of these questions was to compile a survey to be distributed to local residents, business owners, and tourists alike. The full survey can be found in the attached **Appendix A**. We start the survey by asking if the respondent has ever been to Wells, if the respondent answered ‘Yes’ the next question asked which seasons they have visited the town. The survey was distributed in a variety of ways. First, The Wells Chamber of Commerce sent out an online link to local businesses who filled out the survey online. Secondly, members from our team also took a day soliciting people in Wells to fill out the survey. Respondents were surveyed outside of the train station, on the beach, near shopping and dining areas, etc.

Focus Group:

Our next research method was to conduct a focus group. The focus group was comprised of mostly Wells residents who volunteered their time to help in our research. As part of the primary research, a focus group was held at the Town Hall in Wells on March 2, 2012. The group was comprised of 6 business professionals from the area and was meant to discuss issues surrounding the footbridge, the town, and the current tourism. Questions were asked spurring over an hour of discussion among the group, and imperative underlying issues were brought to the attention of everyone. The group was comprised of 4 males and 2 females. On behalf of Underdog Branding, coffee and doughnuts from Congdon’s Doughnuts in town were served.

One of the main concerns for the entire town is the traffic problem the roads incur, especially in the peak season of the year. Route 1 was described as a parking lot

during the summer. It was agreed that the weekends are worse than the weekdays. Due to the economic recession, tourism has decreased and it was also agreed that past years have incurred heavier traffic than recent years. The Amtrak has much to do with that as well, tending to gain customers as the years go on and bring in more travelers on the train.

Another concern regarding the footbridge was people's reactions to this change. Would the footbridge bring in more tourists? Would it really help to alleviate the traffic problems? Mainers do not tend to deal well with change and people that were going to be directly affected were on the side of opposition. Among the traffic concerns and the footbridge, some other topics discussed included current and potential travelers, maintenance of the footbridge, the trolley transportation system and the effect the footbridge would have on ecotourism.

Secondary Research:

Underdog Branding felt that the most effective way to start the research for the Town of Wells would be to perform secondary research. The team began this research by investigating other tourist "hot spots" in the New England area. Members studied the town in general, their utilization of a webpage, social media presence if applicable, and how the comparable towns have looked to solve their own traffic congestion issues. The towns that were studied included Lake Sunapee and North Conway in the state of New Hampshire, Kennebunkport and Kittery in the state of Maine, and Hyannis located on Cape Cod in Massachusetts.

The first town, Lake Sunapee, is described as a year round vacation spot for tourists with their main attractions revolving around the lake and the mountain. Underdog Branding first evaluated to town's website and concluded that they did a good job of

outlining events on the first page. The events are right in the center of the screen so visitor's attention would easily be drawn to that text. The front screen also includes links to lodging options, recreation and attractions, and other things to do around the area. The Lake Sunapee website also had a large button on the homepage that lead visitors to their Facebook page, indicating a social media presence. When the team looked at the town as a whole, it was discovered that they incorporated the residents into the foundations. Lake Sunapee utilized donations from the town in return for an engraved brick on the sidewalk or path. Underdog Branding felt that this not only made the walkways an attraction themselves, but also helped the people feel a closer connection to their community.

The team researched another tourist spot in New Hampshire, North Conway. When the website was evaluated, the team determined that this town also did a good job noting activities both the summer and winter seasons, lodging options for tourists, and the wide variety of dining that the area has to offer. Like Wells, North Conway encounters heavy traffic congestion issues during their busy summer and winter months. The town dealt with this issue in two different ways: new road construction and utilization of a roundabout. First, there was a new road constructed that ran parallel to Route 16 and at the base of the popular mountain in the area, Cranmore. This road gave tourists and residents another way to access the downtown as well as the mountain. Secondly, the town constructed a roundabout on the new road to alleviate traffic even further. This roundabout was strategically placed right by the outlets and the Wal-Mart in order to keep traffic flowing smoothly.

The first town in Maine, Kennebunkport that was examined is very close to Wells as well as very similar in a lot of aspects. This town's website is another example of a

website that does a good job displaying activities, accommodations, and dining options for those visiting the area. The website also shows images of the town and people during each season of the year, demonstrating that Kennebunkport is more than just a summer vacation spot. The town has also given themselves the tagline of “The best place to be all year”, which is displayed on their webpage. This slogan reiterates the idea that the town has something to offer tourists year round. Lastly, Kennebunkport was featured on HGTV for their annual Christmas event, which has given the area nationwide publicity.

Another very similar town to Wells, which is just over the border from New Hampshire, is Kittery, Maine. This area is mainly famous for their extensive shopping outlets as well as the coastline. The Kittery website was also laid out well with a link exclusively for visitors that had all the information one could possibly need to plan a trip to the area. This town, like Wells, falls right on Route 1 where traffic is extremely congested during the busy summer months. One way that Kittery dealt with this issue was to make some of the side streets one-way in order to redirect traffic. Underdog Branding also discovered some video marketing that the town utilized. The team came across a short video that went over some of the key attractions in Kittery, including the coastline, the dining, and the shopping outlets. This type of media is much more refreshing to tourists and offers an entertaining way to learn about what the town has to offer.

The last New England town that was researched was Hyannis, Massachusetts. This is the largest town on Cape Cod and attracts hundreds of tourists every summer. When the website was examined, it was noted that there was two links, “Plan Your Visit” and “Things to Do” that jumped right off the home screen. This makes it very easy for

potential tourists to get information and go about planning their next vacation to the area. The website also has upcoming events right on the home page, which helps to get potential visitors excited about activities in the area as well as promote those events. Lastly, the town has their Facebook page right on the homepage of the website making it easy for people to navigate to their social media. The town itself is home to the Kennedy Compound, which is promoted heavily and helps to draw large numbers of people.

Integrated Marketing Campaign

There are multiple ways the group strategized to develop a marketing campaign focused on ecotourism. The goal of building both awareness and interest in the town of Wells and its attractions will be the most effective when all tactics used are integrated; that is, they all retain a consistent message. That message will communicate that there is a wealth of both natural landscapes and enjoyable activities abound in Wells, all waiting to be discovered. There are print ads that will be effective within a New England travel magazine, or even a more general localized magazine. They could also be used on Amtrak trains and in the corresponding brochures. These advertisements portray the natural beauty of the Wells area and Rachel Carson Reserve, as well as point out the outdoor activities such as kayaking, biking and hiking that visitors could enjoy. In addition, they point to the Amtrak Downeaster as an available means of traveling to Wells.

There is also a finished video that displays the town's attractions in a fun and pleasant way, and could easily be uploaded onto the Wells website, YouTube, or New England travel websites. Additionally, included is a storyboard that is intended to be a

sketch of a potential television advertisement- using story and humor as a way of raising interest in viewers. A brochure is also included that is aimed at positioning the Rachel Carson Reserve in Wells as a fun and educational field trip for schoolchildren (one that both the children and supervisors will be happy with).

The underlying theme of the advertisements that is consistently present is the theme of *discovery*; allowing travelers to become excited about all the activities that they could find in Wells, enticing them to find out more about the possibilities there for fun on their vacation. In showing that Wells is unique, pristine, and full of adventures to be had, these advertisements raise the emotions of anticipation in the potential visitor, making them eager to act. The line “You never know what you’ll find in Wells” is repeated on the print ads and the storyboard, consistently bringing to mind the wealth of opportunities for enjoyment to be found in Wells. It brings attention to the Rachel Carson National Wildlife Refuge where there is untouched nature. This, along with the images of pristine nature in the ads, furthers the case for Wells as being an ecotourism destination.

Print Ads:

Two different print ads have been developed that portray the various attractive aspects found in the town of Wells. Each print ad was put together to target particular segments of the tourist market that are trying to be reached. In the first ad, Print Ad A (see **Appendix D**), the chosen photos are geared toward the natural wildlife, ecotourism, and outdoor adventures offered in Wells through its beaches, landscapes, and the Rachel Carson National Wildlife Refuge. This ad would appeal to an older generation of potential tourists that are looking to immerse themselves into the serene environment and diverse, unspoiled ecosystem. To express to the

target market that a full experience of the natural environment of Wells is indeed a reality, the Print Ad A portrays a shot of several individuals on a kayak adventure getting a closer look at the ecosystem along the water. It also shows two individuals walking along the Wells beach during the sunrise and exploring the beautiful landscape at low tide.

Print Ad B (see **Appendix D**) is targeted toward a slightly younger generation, as well as towards families with children that are looking for a more activity filled vacation as opposed to a nature getaway. This print ad focuses on the various group activities that can be enjoyed in Wells and incorporates the use of more individuals within the ad to emphasize the community-like interactions and popularity of the attractions in Wells. Whether it be a relaxing day at the beach, a hike through one of the many nature trails, or a trip along the coastline and pristine rivers, Print Ad B was designed to give the active target market a taste of a few of the most favored experiences offered to them in Wells.

During the Spring Recess event, a survey was conducted to determine which of the two given print ads appealed most to individuals as a vacation destination. Out of 137 completed surveys, results showed that Ad B was more effective in drawing tourists to the notion of visiting Wells, Maine, with a favored 61% of the population. Ad A was only chosen by 39% of the surveyed population. These results made clear that the incorporation of individuals actually partaking in the various tourist attractions and activities more strongly appealed to our population than just photographs of the landscapes and ecosystems. Individuals who chose Ad B as the

most influential tended to show great interest in both the beach scene and the tourists on the bike trail portrayed in the ad.

Brochure:

Regarding the eco-tourism aspect, an idea was sought to bring children to Wells for education. Being that Wells has much to knowledge offer nature enthusiasts, the idea of bringing children to the area to learn seemed feasible. The idea to develop a structured field trip program to be offered to schools up and down the coast was displayed in an informational brochure. This brochure (shown in **Appendix I**) was written for the purpose of informing schools of the possibilities available to them in Wells.

The program would provide a series of different itineraries to choose from, as well as transportation options, including the Amtrak. These brochures would be given to schools spanning the coastline in hopes that they would utilize ease of these trips planned in advance. The program would make it easy for teachers to work interactive learning into their curriculum and get kids out of the classroom and into the wild. The trips would include visits to the beaches, the Wells Reserve and the Rachel Carson center.

Frequently, children tend to have an influence on their parents. This field trip program would not only be great for students, but their parents as well, in hopes that after taking a trip to Wells for school, children will convince their mom and dad to visit again. Instilling eco-friendliness at a young age is not only important, but it gains the attention of elders. These field trips would be great learning experiences for all ages and promote the importance of ecotourism.

Video:

Over the course of the semester, a few team members traveled to Wells to shoot video footage for a potential promotional video. The team then came together and finalized a one and a half minute video that will be provided to the client. This video will be a great addition to the array of promotional materials for the town. The team feels if the video is published to social media sites such as YouTube and Facebook, along with the current Wells' website, it will provide a lot of positive publicity and feedback for the town. The team encourages the town to use this video wherever an opportunity presents itself.

Storyboard:

The simple story of this potential commercial will immediately catch the attention of viewers and keep people interested throughout. The humor will serve to make the advertisement memorable and the pun on "wells" will further build the association between humor, fun, and discovery with the town of Wells. After the audience has become engaged with the ad there is a call to action telling the viewer to visit Wells by travelling there or going online to discover more about the town and what it has to offer. The advertisement is created with live actors (the drawings here are for example's not to say that the ad be drawn or animated) and will involve clips of visitors enjoying the beaches at Wells, kayaking, and other fun activities. An upbeat audio track will play behind these clips and there is also a voice-over.

The advertisement would be as follows (see **Appendix L**). A man sits in his living room, watching television with his wife. They look very bored and their children look bored playing cards lazily on a table in the next room. It appears to be humid and

unpleasant in the room. A hand is shown pouring a pitcher of water that sits on the table into a glass but very little water comes out; the pitcher is empty. Husband and wife share a glance acknowledging that one has to go out back to get more water. Then, the video cuts to the backyard where the man is seen walking up a gentle hill. The house is behind him and atop the hill sits a well. He pulls up the bucket of the well, but to his surprise, the bucket comes up filled with sand and an umbrella sticking out of the sand. There is a shot of him looking confused. The screen shows him pulling up the bucket again, confident there will be water, but this time the bucket contains a wild bird that could be seen in the reserve. A pause, as he is even more confused. Once more, he is shown pulling up the bucket, and he might look a little excited this time. We see the end of a kayak extend from inside the well, and he grabs the kayak and pulls it out. More excited than confused now, his face is seen looking into the well from a shot that appears to be inside the well. He is trying to see what else is down in the well. Cut to actual video of Wells; families enjoying the beach, people kayaking, biking and hiking. Panning shots of the Rachel Carson area and wildlife found there. Upbeat but subtle music plays in the background when these images start, but this section will only take a short time, 2 to 2.5 seconds per clip. A voice-over during these clips corresponds to the video images saying: “Miles of beautiful beaches, bike trails, and pristine natural landscapes. The Rachel Carson National Wildlife Refuge and endless adventures waiting to be discovered.” The screen cuts back to the man, who is now a silhouette against the setting sun, walking down the hill towards his house from the well. His two small children help him carry the kayak on one end. Above their silhouettes, the text (also spoken by the voice-over): “You never know what you’ll find in Wells” with the word “Wells” slightly larger than the others.

The word “Maine” appears next to the town name. Other text on the screen says, “Visit us” and has the Wells website, along with the Amtrak logo, Facebook and any other relevant social media logos.

Press Release:

Underdog Branding wrote a press release that was distributed to local publications, including the York County Coast Star, in order to create press for the Spring Recess event that was held at the University of New Hampshire on April 19, 2012 (see **Appendix G**). This release was distributed in order to inform residents and tourists of Wells, Maine that there would be information, games, and a raffle for those who attended. Underdog Branding is estimating that through the local newspaper distribution that roughly 25,000 impressions were made on the general public, giving both the university and the town good publicity.

Spring Recess Event

To gauge the level of knowledge held by the University and community, the five Marketing Workshop groups came together to plan an outdoor event and display the work that was being done with each client. Each group designated at least two members to be representatives on the “Event Taskforce.” The taskforce held three weekly meetings leading up to the event to decide the location, date, time, name of event and roles that each group would carry out. The event was sponsored by Target, of which had the largest number of students in their group. Therefore, the Target group came up with the event title “Spring Recess.” Since there was no clear common tie between the five clients—Target, Town of Wells, Noyce Scholarship Program, Climate Counts and Our House for

Girls—this title was created to entice students who wanted a break from studying and homework to enjoy the weather. After that point, the taskforce was broken down into smaller teams: Building & Grounds, Food & Beverage, Public Relations and Entertainment. The event was set to occur on Thursday, April 19, 2012 from 11:00 AM to 2:00 PM on Scott Hall Lawn at UNH.

The Building & Grounds members took care of booking the space for use and securing the use of tables and chairs from the University. Additionally, they contacted both the UNH and Durham Police to go over rules pertaining to noise levels and filled out permits through the Town of Durham to be able to officially hold the event.

Food & Beverage task force members found multiple businesses to donate snacks and beverages including Red Bull, Honest Tea and Pirate's Booty. Pizza was purchased and delivered in one-hour time increments from the local vendor Village Pizza. Moe's mini subs were also purchased along with cases of water to round out the food and beverage offerings. These members also purchased ice and coolers as well as found tents to shade the food and beverage area.

The Public Relations team was in charge of contacting the UNH newspaper, *The New Hampshire* as well as various newspapers around the seacoast and any publications related to each specific client such as *The York County Star* and *The Weekly Sentinel* for Town of Wells, ME. Fortunately, the Town of Wells, ME group had a press release printed in two newspapers (See Appendix for copies of the printed press releases).

Students working with the Entertainment group hired a DJ to keep the event upbeat—the DJ was a student at the University. The official UNH mascot “Gnarlz” was also hired to make an appearance and welcome visitors. Entertainment teamed up with

some of the Public Relations group to focus on marketing the event to students. A Facebook event was created and 1,339 students were invited; 262 of which confirmed that they would attend. The event page advertised the time and location of the event, the clients that were being showcased at the event, as well as the added bonus of raffles including Target's Red Sox tickets prize. A color printed flier was distributed around campus and downtown to notify students of the event. A group of students also traveled around campus on the day of the event to write messages in chalk on the sidewalks reminding attendees of the occurrence.

On the morning of the event, members of the task force roped off an area of Scott Hall lawn to create an entrance and exit to the area. At the entrance, attendees would receive a punch card that would allow them to have complimentary lunch upon getting at least 4 punches from visiting the various tables. The Town of Wells table was located nearest to the entrance under a large tree. The Wells Chamber of Commerce lent their official town banner to the students and it was hung up high behind the table using two metal poles. Colorful balloons were also attached to the banner and a student donned swimming pool "floaties" to draw attention to the Wells table. On the table, an informational poster was displayed to inform attendees of the benefits of traveling to Wells-including the unique wildlife, beaches and dining opportunities. A second poster displayed two print advertisement options wherein students were asked to vote upon which one they preferred over the other. After learning a little bit about Wells, attendees then were invited to partake in a classic "duck pond" game. Eight toy boats were floating in a small pool and participants were invited to reach in and pull one out. The shape drawn on the bottom of their selected boat corresponded to one of three available prizes.

The three prizes included a Wells pencil, a fresh donut from Congdon's, or a drink "koozie" with the wells slogan printed across it. This activity really engaged the students and brought an extra hint of fun to the table.

Lastly, table visitors had the option to enter a raffle to win donated prizes including gift certificates to local restaurants or a set of Amtrak tickets. While filling out the raffle tickets, the student was asked:

1. Have you ever been to Wells, ME?
2. Would you ever visit Wells, ME?

As for the first question, 49 attendees answered "yes," they have been to Wells, while 73 answered "no," they have not been to Wells. For the second question, 120 attendees answered "yes," they would visit Wells and only 2 answered "no," they would not visit Wells. This was a useful way to gain knowledge of students' awareness of Wells and their willingness to visit, and according to the results, both factors are quite positive.

After the event, it was calculated that roughly 500 students, faculty and members of the Durham community attended the "Spring Recess" event on April 19th. This was determined by counting the number of tickets turned in to receive complimentary lunch, plus the raffle entries each group received as well as amassing the numerous people who did not have time for lunch and simply stopped by to enjoy the portions of the event that time allowed. Overall, the event was a success in both creating awareness of the work being done by the spring 2012 Marketing Workshop teams as well as creating more awareness about the Town of Wells, ME. (Please see **Appendix F** for corresponding pictures).

Undergraduate Research Conference

Underdog Branding presented the research that was performed for the town of Wells at the 13th Annual Undergraduate Research Conference held at the University of New Hampshire April 25, 2012. Over 1,000 undergraduate students presented at this conference, making it one of the largest of its kind in the country. Hundreds of students, professors, and Durham residents attended the event, giving Wells, Maine a large number of impressions.

The team explained both the primary and secondary research that was performed in order to construct a successful eco-tourism marketing plan. This presentation included information on the survey that was distributed, the focus group, the research that was done on other New England tourist spots, and webpage comparisons. Underdog Branding also went into some detail about the outdoor event that was held, Spring Recess, and other advertising efforts that are being made in order to increase tourism in Wells, Maine.

Recommendations

Short-Term Strategies:

Underdog Branding's short-term strategy is to implement the recommendations in order to help increase tourism to the Town of Wells. Starting next year, the Chamber of Commerce should begin the plan to increase ecotourism by advertising on the Amtrak Downeaster and also at local schools to promote field trips. These field trips will bring more students to the Wells Reserve and the Rachel Carson National Wildlife Refuge thus increasing awareness to these locations. The team created a mock brochure for field trips

that the Chamber of Commerce will be able to send to schools. This will help the schools quickly learn about what Wells has to offer their students. Also, by posting advertisements in the booklets on the Amtrak Downeaster, it will increase awareness to current train riders and promote the use of the Amtrak for day and weekend trips to Wells. In addition, we have provided the town of Wells with mock train advertisements in which they can use or build their advertisements on as they see fit.

Another goal of Underdog Branding's short-term strategy is for Wells to hire a Social Media Intern to help advertise and promote Wells' events and build awareness on the Internet. This opportunity could be discussed more in-depth and possibly implemented during the Fall 2012 semester. A job description should be posted on the UNH career center page in hopes that a student will respond to the job description. This social media intern would tweet frequently, post events on Facebook, and blog about past/future events in Wells. In addition, the intern could create a network of local businesses and residents in Maine, New Hampshire and Massachusetts that may be interested in traveling to Wells. This would help reach many young adults and teenagers that use social media to network and will help increase tourism to Wells by maintaining awareness. In addition, the Chamber of Commerce should post a tourism video to the Wells website similar to the one that Underdog Branding created. If an intern is hired, he or she can help circulate the video around social media networks and bring even more awareness about what Wells has to offer. If it is possible, by next year an intern could produce an additional video during the 2012 summer season and have it posted to increase tourism during the summer of 2013. This could lead to an annual Wells summer video and further promote what Wells can provide for the average vacationer.

Lastly, it would be in the best interest for the Wells community to work with the Shoreline Explorer to run the existing trolley system during Memorial Day weekend. The team has spoken with Connie Garber, the head of the Shoreline Explorer, about a possible expansion of trolley services during Memorial Day weekend to take advantage of this popular travel weekend and hopefully increase Amtrak Downeaster passengers. This would be a good way to test the popularity of the Shoreline Explorer and give the Town of Wells an idea if it would be useful to have a future expansion of the trolley schedule. In the past, the Shoreline Explorer has not begun its services until June 23. By running the trolley during Memorial Day weekend and increasing advertisements on the train, the team hopes that people will stop at Wells and take advantage of the convenient trolley system. The trolley can be used to get to the beach and other popular destinations rather than taking a taxi or driving a personal vehicle to Wells. Underdog Branding hopes that by coordinating with local businesses, advertisements could be placed on the Shoreline Explorer in order to help cover the operational costs of the trolley and continue its services.

Long-Term Plans:

Looking towards the future growth of Wells, the team saw the opportunity for action in regards to a few long-term plans. First, Underdog Branding believes working towards the expansion of the trolley season will be a great benefit for visitors. Expanding into the latter months of the tourist season will likely attract more visitors and will also make traveling by personal vehicles less frequent. This may also bring down traffic within the town.

Another recommendation is in regards to the potential footbridge. Several years into the future, the opportunity for a large kick-off event for this bridge is definitely feasible. This event would attract many locals as well as visitors in support of the new monument. In addition, the event could turn into a yearly event bringing back these individuals each year. It would also be beneficial to include the town and community as much as possible. This could be done by incorporating the names of community members that have donated to the bridge in some way. Imprinting these members' names into the planks used to build the bridge or bricks leading to the bridge is just one idea. This way recognition will be given to these individuals and will likely visit their "names" more often.

Lastly, and most importantly, continuing promotion and advertising of the town will be the best way for lasting improvement. The provided plans and recommendations may only be the start. It will be a great benefit to Wells to always seek out ways of improving your marketing plans and efforts. Year after year, the team feels there will always be room to grow and become a more popular tourist destination.

Trolley Expansion Recommendations:

The trolley service in Wells, ME currently runs from June 23rd through Labor Day Weekend in early September/late August. The funding for this trolley comes from a few different places. Half of the money comes from federal transit fund dollars. The other half comes from a combination of money raised through advertisements (ad booking is done in the fall prior to the summer in which the trolley runs) as well as rider fairs. To clarify, ads shown on each trolley come from local businesses in the area. Currently, the Chamber of commerce gives no money towards the running of the trolley system in Wells.

A short-term plan to begin baby steps toward the possibility of expanding the trolley would be to lengthen the currently short window of a season in which they run. Opening the trolley for just Memorial Day Weekend (a typically heavy tourist weekend in New England) would be a nice test to see if there is interest in it outside of the June 23rd – Labor Day Weekend window. Funding for this one weekend could come from multiple sources- the first being from money given through the Commerce in Wells, ME. The second source of money to fund this Memorial Day service is from advertisements through local businesses in Wells, ME. Potential ad money could come from popular restaurants, & larger antique businesses in the area.

A long-term approach to the trolley service expansion is based on the performance of the Memorial Day Weekend opening. If the test during Memorial Day weekend goes well (with a high demand for the trolley at this point in the season), the team would recommend the YCCAC & the town of Wells look into more weekends between Memorial Day Weekend & June 23rd to open. Underdog Branding feels confident that the demand from Memorial Day Weekend will be seen and many tourists would begin to request a full trolley service from Memorial Day through Labor Day. Many view this time period as the entire duration of summer. Most do not think of summer only being from June 23rd to Labor Day. With that being said, many things need to fall into place to make a full summer service feasible: funding, time, planning & support.

To conclude, the team feels the support for this would come from the town of Wells itself. In a focus group we conducted earlier in the year, one resident said, “The trolley service runs from June 23rd through Labor Day... It almost seems like too short of

a timeframe”. This past year, the Downeaster won an award for the fastest growing rail service in the country, which is great news for trolley expansion. Because so many people take the Downeaster, the team feels that an initial demand would already be there for a trolley service for an additional month and a half.

Conclusion

After completing the necessary research and communicating with the client, Underdog Branding extensively discussed how to implement an effective marketing campaign. Many marketing tools were used including print advertisements, brochures promoting education field trips, promotional videos, public events, and word-of-mouth promotion.

Over the Spring 2012 semester, these ideas for marketing tools and campaign tactics were designed, created, and implemented into the campaign. Potential ideas for future use were also recommended to the client including the hiring of a student intern for public relations, an event for the opening of the proposed footbridge, and increased social media and website presence.

After the promotional materials and events were performed, Underdog Branding sought to provide short-term and long-term recommendations to the client. In order to successfully continue the marketing campaign and ultimately increase awareness for the town of Wells, Maine the team recommends following the proposed marketing campaign.

References

Town of Wells, Maine Website: www.wellstown.org

Wells, Maine Chamber of Commerce Website: www.wellschamber.org

Appendix A: Survey

Survey Questionnaire – Town of Wells

This is a survey being conducted by UNH students as a Marketing Workshop class on behalf of the Town of Wells, Maine. Your participation is voluntary and will be aggregated with an anticipated 50 other survey responses. Your responses will be reported in aggregate and will be kept confidential to the extent possible when communicating via the Internet. The study will be used to study the area's ecotourism awareness within the town of Wells, ME. This survey should take approximately 5 minutes to complete. If you have questions about this survey please contact Max Stewart at mmm374@wildcats.unh.edu, or Julie Simpson at the UNH Office of Research Integrity Services (Julie.Simpson@unh.edu).

1. Do you live in Wells, ME?

- Yes
- No
- Seasonal Resident

2. If you answered "No" to the above question, have you ever visited Wells?

- Yes
- No

3. If "Yes", which seasons have you visited Wells? (Check all that apply)

- Spring
- Summer
- Fall
- Winter

4. What modes of transportation are you most likely to use when traveling to Wells?
(Please rank from '1' to '3' with '1' being most likely and '3' being least likely)

- Personal vehicle
- Amtrak Downeaster Train
- Bus Line

5. When it comes to choosing a vacation destination in the New England area, please rank the following attributes based on their importance to you. (Check the box for each attribute that best describes your preferences)

Appendix B: IRB Application

Institutional Review Board for the Protection of Human Subjects in Research

1. Description of Project

- Jonathan Carter, the Town Manager of the town of Wells, Maine, proposed this study to Professor Peter Masucci's Marketing Workshop class.
- The nature of our study is to investigate issues regarding tourism in the Town of Wells, Maine.
- This will be done using quantitative and qualitative research including use of the Qualtrics system.

2. SPECIFIC AIMS

- To investigate ways to increase tourism in Wells, Maine, specifically during "off-season" months. Also, to understand the local communities opinions on a new pedestrian footbridge over the harbor.
- By surveying and interviewing residents, local business owners, and tourists, the hopeful outcome is to find ways to increase tourism in the town of Wells.

3. RESEARCH PROTOCOL

a. Setting:

- The study will be conducted in public locations (such as local businesses for surveys), the Town Hall of Wells (for focus groups and/or interviews), online (by using Qualtrics for surveys), or through emails (for any follow up questions or invites to focus groups)
- Participants will not be compensated. Focus group participants will be provided with complimentary refreshments and snacks.

b. Protocols:

- The subjects will engage in surveys that enquire about their current satisfaction regarding transportation issues within the town and also be asked about their opinions regarding transportation options to and from the town. (Train, Highway, etc.) Questions pertaining to how the respondents spend their time while in Wells, and their knowledge of the eco-tourism in the area will be asked. The Wells Chamber of Commerce has agreed to provide assistance with an email distribution list to recruit respondents for the survey.
- The subjects (Local Business Owners) will engage in open-ended interviews and focus groups to gain information about their opinions on how to increase tourism, especially during the "shoulder months," which are defined as March-April, and September-October. These focus groups and interviews will be both audio recorded and video recorded. The

subjects will be recruited by working with the Wells Chamber of Commerce.

c. Consent:

- There will be no children involved in study research
- Adult participants will remain anonymous and all answers will be kept confidential in both the interview and the survey, yet their anonymity can only remain partially in the focus groups as other focus group members will be aware of who participated.
- All of the participants will sign the attached consent form stating that they understand the purpose of the research and that they will let us use their feedback in our findings.

d. Study Personnel:

- Brandon Amico
- Taylor Barnes
- Lauren Fopiano
- Mike Germaske
- Steve Mountzouris
- Matt McLaughlin
- Erin Shea
- Kaycee Smith
- Max Stewart
- Jamie Sullivan

4. DATA

- Survey data will be organized through the Qualtrics system, so that practical charts and comparisons can be created through the web program. This information will be quantitative.
- The focus groups and interviews will be qualitative as they will have to be analyzed by group members for the participants overall feelings and attitudes as well as the concrete information that is collected.
- Focus groups will be recorded and all information will be aggregated for the final presentation. Specific suggestions or quotes from some participants will also be presented to the client. At the end of the study audio/video recordings may be used in advertising and promotion
- Data will be stored through the Qualtrics system as well as in a file that can be viewed by only the research group members, the client (The Town of Wells) as well as Professor Masucci.

- The client will be left with a presentation and written report of the group's findings.

5. RISKS

- his survey does not in anyway endanger our participants. There are no foreseeable risks associated in participating in any of our research activities. For the focus group, we also do not associate any risks with our study. In no way will our focus group put participants in danger.

6. BENEFITS

- This study has the potential to benefit both tourists and local businesses of Wells. Attracting more tourists to the area will result in increased revenue for local businesses.
- It is hopeful that tourists and local businesses alike see the benefits of our research and findings.

Questionnaires:

Survey Questionnaire – Town of Wells

This is a survey being conducted by UNH students as a Marketing Workshop class on behalf of the Town of Wells, Maine. Your participation is voluntary and will be aggregated with an anticipated 50 other survey responses. Your responses will be reported in aggregate and will be kept confidential to the extent possible when communicating via the Internet. The study will be used to study the area's ecotourism awareness within the town of Wells, ME. This survey should take approximately 5 minutes to complete. If you have questions about this survey please contact Max Stewart at mmm374@wildcats.unh.edu, or Julie Simpson at the UNH Office of Research Integrity Services (Julie.Simpson@unh.edu).

1. Do you live in Wells, ME?

- Yes
- No
- Seasonal Resident

2. If you answered "No" to the above question, have you ever visited Wells?

- Yes
- No

3. If "Yes", which seasons have you visited Wells? (Check all that apply)

- Spring
- Summer
- Fall
- Winter

11. What is your annual household income?

- Less than \$25,000
- \$25,000-\$49,999
- \$50,000-\$99,999
- \$100,000-\$125,000
- Greater than \$125,000

12. Do you consider yourself and/or your family frequent tourists or “vacationers”?

- Yes
- No

Focus Group Questions –Town of Wells

What are your opinions regarding the current traffic situation during the summer months in Wells, Maine?

In your opinion, would a footbridge help reduce the traffic congestion during the summer months?

What are the activities that you partake in while in Wells?

What modes of transportation do you typically use when travelling to and from Wells?

In your opinion what type of attractions are lacking in the town of Wells?

Appendix C: Survey Results

Initial Report

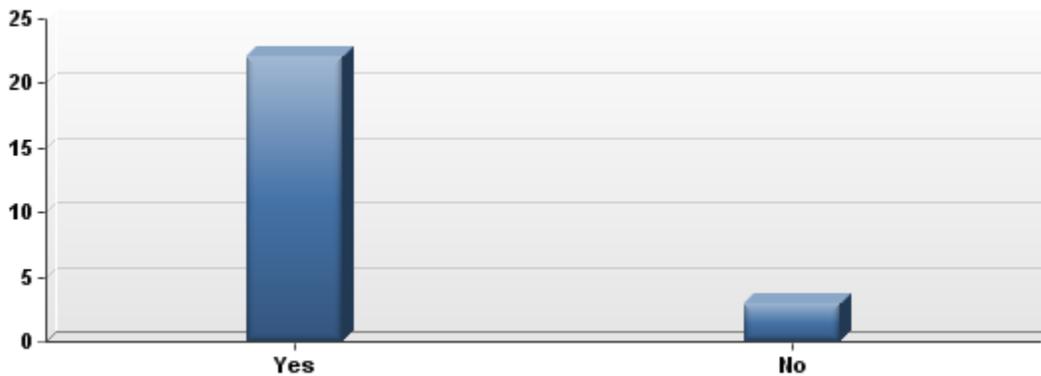
Last Modified: 03/19/2012

1. Do you live in Wells, ME?

#	Answer	Response	%
1	Yes	54	51%
2	No	25	24%
3	Seasonal resident	26	25%
	Total	105	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.73
Variance	0.70
Standard Deviation	0.84
Total Responses	105

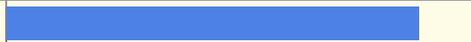
2. Have you ever visited Wells?



#	Answer		Response	%
1	Yes		22	88%
2	No		3	12%
	Total		25	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.12
Variance	0.11
Standard Deviation	0.33
Total Responses	25

3. Which seasons have you visited or vacationed in Wells? (Check all that apply)

#	Answer		Response	%
1	Spring		40	87%
2	Summer		43	93%
3	Fall		41	89%
4	Winter		33	72%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	46

4. What modes of transportation are you most likely to use when traveling to Wells? (Please rank from '1' to '3' with '1' being most likely and '3' being least likely)

#	Answer	1	2	3	Responses
1	Personal Vehicle	91	2	1	94
2	Amtrak Downeaster Train	2	80	12	94
3	Bus	1	12	81	94
	Total	94	94	94	-

Statistic	Personal Vehicle	Amtrak Downeaster Train	Bus
Min Value	1	1	1
Max Value	3	3	3
Mean	1.04	2.11	2.85
Variance	0.06	0.14	0.15
Standard Deviation	0.25	0.37	0.39
Total Responses	94	94	94

5. When it comes to choosing a vacation destination in the New England area, please rank the following attributes based on their importance to you. (Check the box for each attribute that best describes your preferences)

#	Question	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Important	Responses	Mean
1	Biking	20	10	20	28	12	90	3.02
2	Kayaking	20	8	24	20	18	90	3.09
3	Dining	2	4	8	27	49	90	4.30
4	Night Life	17	10	23	25	15	90	3.12
5	Shopping	10	7	20	35	18	90	3.49
6	Beach	1	0	2	15	72	90	4.74
7	Conservation / Wildlife	6	4	17	29	34	90	3.90

Statistic	Biking	Kayaking	Dining	Night Life	Shopping	Beach	Conservation / Wildlife
Min Value	1	1	1	1	1	1	1
Max Value	5	5	5	5	5	5	5
Mean	3.02	3.09	4.30	3.12	3.49	4.74	3.90
Variance	1.86	2.01	0.93	1.82	1.49	0.37	1.35
Standard Deviation	1.37	1.42	0.97	1.35	1.22	0.61	1.16
Total Responses	90	90	90	90	90	90	90

6. The Town of Wells has received a grant to conduct a feasibility study on building a pedestrian footbridge that will connect the harbor side of town with the stretch of beaches on the other. This will cut out lots of automobile traffic in the area. How useful do you see this footbridge? (Choose One)

#	Answer		Response	%
1	Very Useful		49	55%
2	Useful		15	17%
3	Somewhat Useful		12	13%
4	Somewhat Useless		1	1%
5	Useless		1	1%
6	Very Useless		11	12%
	Total		89	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	2.13
Variance	2.82
Standard Deviation	1.68
Total Responses	89

7. While spending time in Wells, has the vehicle traffic ever affected your plans for the day?

#	Answer		Response	%
1	Yes		65	73%
2	No		22	25%
3	Never been		2	2%
	Total		89	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.29
Variance	0.25
Standard Deviation	0.50
Total Responses	89

8. How many children currently live within your household?

#	Answer	Response	%
1	0	63	71%
2	1	14	16%
3	2	8	9%
4	3+	4	4%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.47
Variance	0.71
Standard Deviation	0.84
Total Responses	89

9. Gender

#	Answer	Response	%
1	Male	44	49%
2	Female	37	42%
3	Rather Not Answer	8	9%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.60
Variance	0.43
Standard Deviation	0.65
Total Responses	89

10. What is your annual household income?

#	Answer	Response	%
1	Less Than \$25,000	3	4%
2	\$25,000 - \$49,999	13	16%
3	\$50,000 - \$74,999	19	23%
4	\$75,000 - \$99,999	22	27%
5	\$100,000 - \$124,999	10	12%
6	Greater Than \$125,000	16	19%
	Total	83	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.86
Variance	2.08
Standard Deviation	1.44
Total Responses	83

11. Do you consider yourself and/or your family frequent tourists or “vacationers”?

#	Answer		Response	%
1	Yes		44	53%
2	No		39	47%
	Total		83	100%

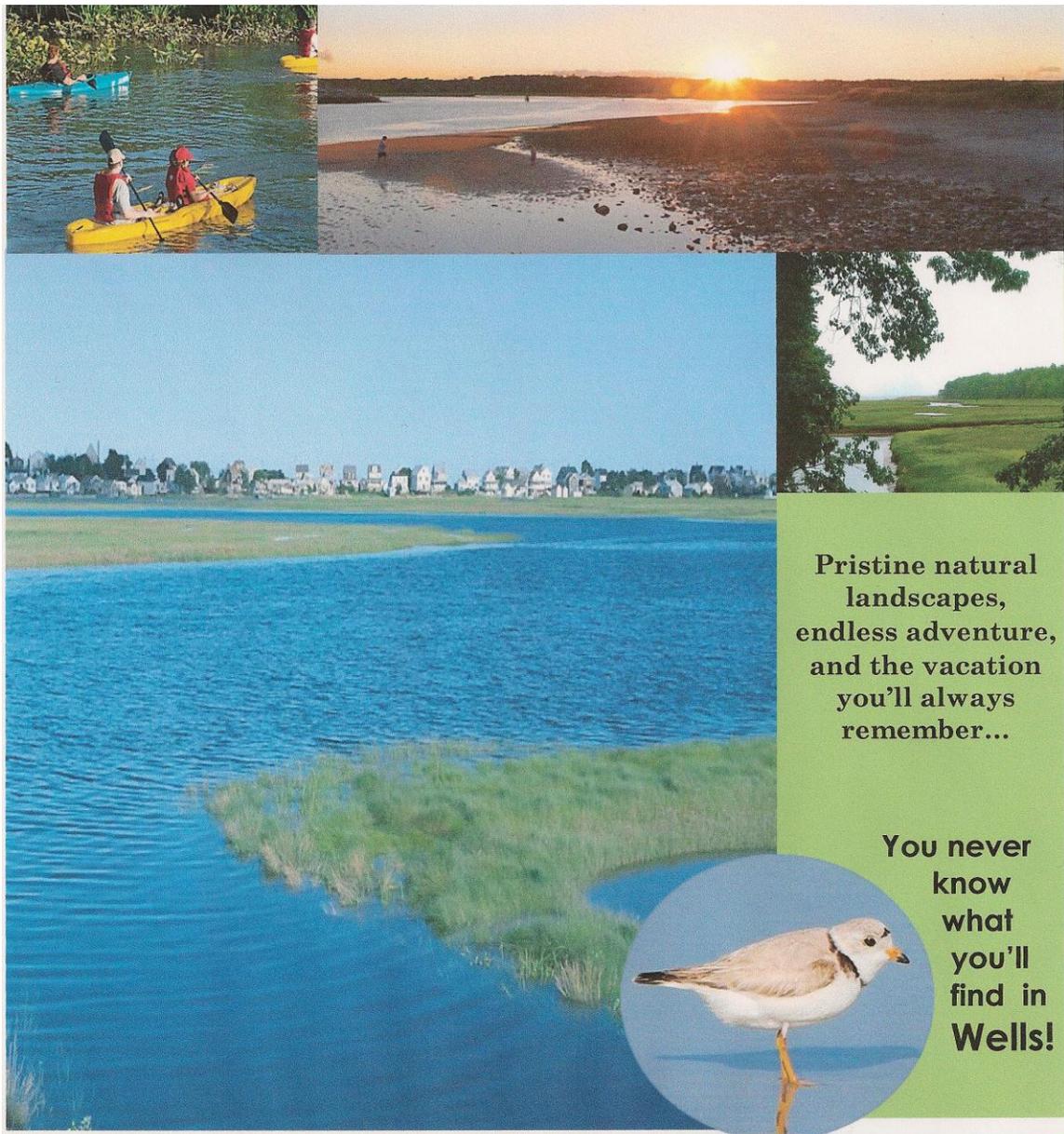
Statistic	Value
Min Value	1
Max Value	2
Mean	1.47
Variance	0.25
Standard Deviation	0.50
Total Responses	83

Cross Tabs

		Which seasons have you visited or vacationed in Wells?				Total
		Spring	Summer	Fall	Winter	
Do you live in Wells, ME?	Yes	0	0	0	0	0
	No	15	18	15	12	20
	Seasonal resident	25	25	26	21	26
	Total	40	43	41	33	46

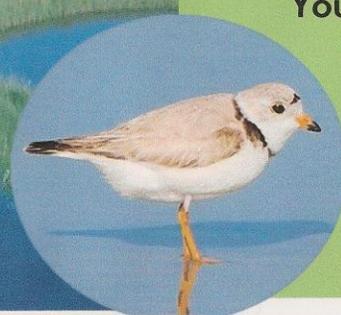
		Footbridge Feasibility					Total	
		Very Useful	Useful	Somewhat Useful	Somewhat Useless	Useless		Very Useless
Do you live in Wells, ME?	Yes	26	5	5	1	0	8	45
	No	12	3	3	0	1	0	19
	Seasonal resident	11	7	4	0	0	3	25
	Total	49	15	12	1	1	11	89

Appendix D: Print Advertisements



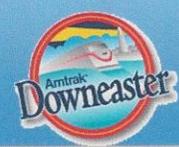
Pristine natural landscapes, endless adventure, and the vacation you'll always remember...

You never know what you'll find in Wells!



Visit Wells, ME

www.wellstown.org





Miles of beautiful coastline, bike trails, and wildlife habitats to discover...

You never know what you'll find in Wells!



Visit Wells, ME



www.wellstown.org



Appendix E: Final Presentation



Market Campaign for the Town of Wells, ME

PRESENTED BY:

BRANDON AMICO	TAYLOR BARNES
MIKE GERMASKE	LAUREN FOPIANO
MATT MCLAUGHLIN	STEVEN MOUNTZOURIS
MAX STEWART	ERIN SHEA
	KAYCEE SMITH
	JAMIE SULLIVAN

Statement of Work

2

- Research interest in footbridge
 - Compare interest between residents, non-residents, and seasonal residents
- Create an eco-tourism marketing plan
 - Generate awareness of activities during shoulder months
 - Promote Amtrak usage
 - ✦ Communicate ease of use
 - Market the town to travelers



Research Plan

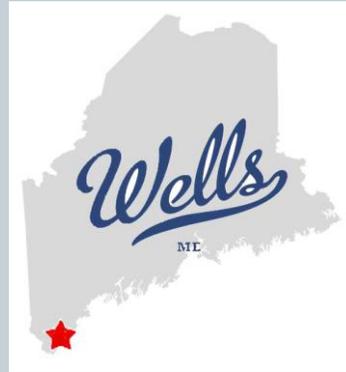
3

□ Secondary Research

- Comparisons to similar tourist towns

□ Primary Research

- Focus group
 - × 6 individuals
 - Government employees
 - Business persons
- Surveys – Conducted in Wells
 - × Intercepts/Online Distribution
 - Residents
 - Business persons
 - Tourists
 - Student awareness



4

Secondary Research

New England Tourist Spots

5

North Conway, NH:

- Website notes activities, lodging, restaurants, etc.
- Utilized roundabouts
- Road parallel to Rt. 16

Lake Sunapee, NH:

- Website detailing events & activities
- Engraved bricks

Hyannis, MA:

- Links for “Plan Your Visit” and “Things to Do”

Kennebunkport, ME:

- Activities, travel accommodations, food noted on websites
- “The best place to be all year”
- HGTV - publicity

Kittery, ME:

- Website link for Visitors
- Side streets marked one-way near Shipyard
- Video

Webpage Comparison

6

Town slogan

Links to Kittery/

Links “pop out”

Slideshow of images

Upcoming events on homepage

Pictures of the town and people during each season

Wells Chamber of Commerce

WELCOME TO WELLS

Beautiful and historic Wells continues to be one of the finest family vacation spots anywhere, offering seven miles of coastline, the nationally recognized Wells Estuarine Research Reserve at Lehigh and the Rachel Carson National Wildlife Preserve.

Recreational activities include kayaking, canoeing, fishing, sailing and surfing. Miles of paths are available for hiking, biking and strolling and numerous golf courses are located in the area. Local events and craft fairs are held at various times of the year and are open to the public.

Lodging choices abound from cozy B&B's to fine hotels and resorts as well as campgrounds with options of simple tenting sites to full service for recreational vehicles. Dining selections include lobster and clam shacks, family-friendly restaurants and fine dining establishments. The area offers historic sites, lighthouses, antique shops, selective bookstores, music stores and general retail stores for every taste and budget.

The Wells Transportation Center is home to the Down East Amtrak which runs from Boston's North Station to Portland and an in-season trolley service. Parking is free!

We sincerely welcome you to our community where hospitality. We want to help make your visit in Wells so

Kennebunkport, Maine - The Place to be all Year™

Presented by Kennebunkport Business Association

Lower Wells, Duck Square & Ocean Avenue

Historic Lower Wells is Kennebunkport's back square and located along the coast and estuarine river. Settled in the 1600s and a long time ago looking pretty nice, the river, fishing pier, recreational shops and fishermen making their way down the river on their way to the sea. One option had the mountains, many of which are preserved today and they are well worth the wait. Over 200 years ago, the port of the Maine Coast had become a major destination - today it's the place to be all year!

Local events

KBA Member Login

Upcoming Events

Spring

- Historic Gift Shops
- Free Dining & Lodging
- Boring Cove and Spouting Rock
- Summer Home of Pres. George W. Bush

Summer

“The Duck Side of Kennebunkport”

Four miles east of Kennebunkport's Duck Square is the fishing village of Cape Porpoise.

- Great dining opportunities
- Watercolorists working at the Pier
- Festive Restaurants and Fine Dining
- Charming Shops & Galleries

Autumn

- 3 Miles of pristine coastline
- Fun for everyone!
- Fun for everyone!

Winter

Community Website

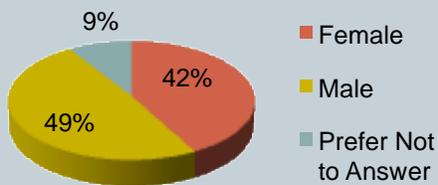
Community Website is owned and operated by the Kennebunkport Business Association (KBA). The site is made up of many fine area lodging, restaurant and shop owners and we welcome you to visit our website and our town as often as possible.

If you have Questions about visiting Kennebunkport we are here to help. Just call us at 603-883-2222 and we will reply as soon as possible.

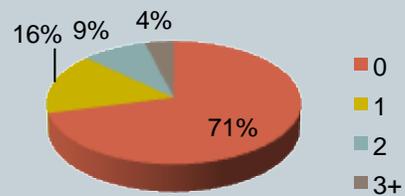
Primary Research

Survey Demographics

Gender



Number of Children

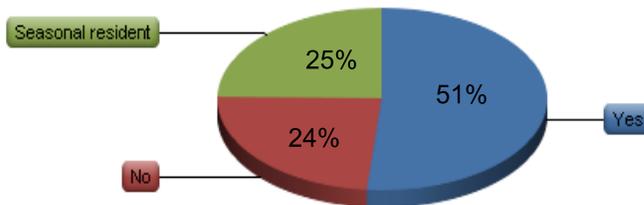


N=105

Primary Research Findings

9

- Do you live in Wells, Maine?



Primary Research Findings

10

- The market for tourism is achievable for shoulder months

		Which seasons have you visited or vacationed in Wells?				Total
		Spring	Summer	Fall	Winter	
Do you live in Wells, ME?	Yes	0	0	0	0	0
	No	15	18	15	12	20
	Seasonal resident	25	25	26	21	26
	Total	40	43	41	33	46

Primary Research Findings

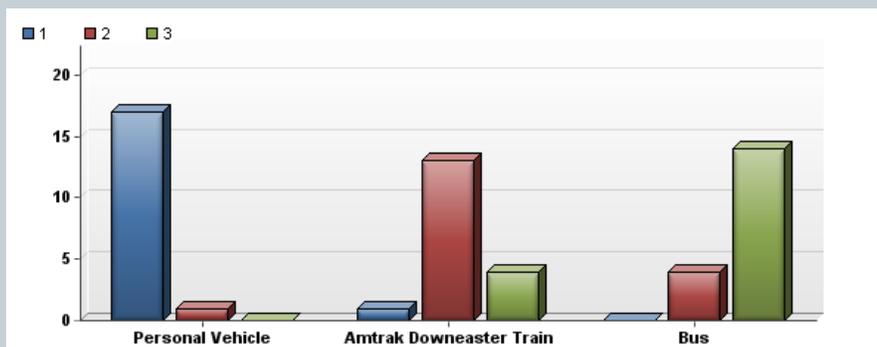
11

- Most important attractions
 - Beach
 - Dining
 - Wildlife
 - Nightlife
- Somewhat important attractions
 - Shopping
 - Biking
 - Kayaking

Primary Research Findings

12

- What modes of transportation are you most likely to use when traveling to Wells?



Most likely

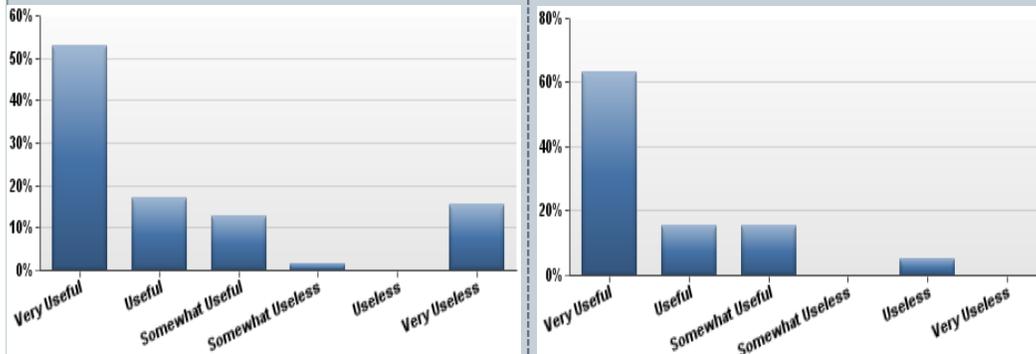
Least likely

Footbridge Research Findings

13

Residents/Seasonal

Visitors



"(The Footbridge) would be big with tourists."

Focus Group

14

- Bridge supported
 - Get locals involved
- Problem with Harbor Road Residents
- Eco-Tourism (Bicyclists)
- In-Town Trolley Awareness
 - Accommodate Eco-Tourism, Cottages, Inn's
 - Help Alleviate Traffic Issues

Conclusions from Survey Research

15

- We can market shoulder months
- Most popular attractions
 - Beach, Dining, Wildlife, Nightlife
- Visitors use personal vehicles is a main mode of transportation
- Support footbridge from both
 - Residents and Visitors



“Spring Recess” Event

16

- Event to promote tourism in Wells
 - Survey: student awareness of Wells, Maine
 - Raffle off prizes from local businesses
 - Ad research

April 19



Event Survey

17

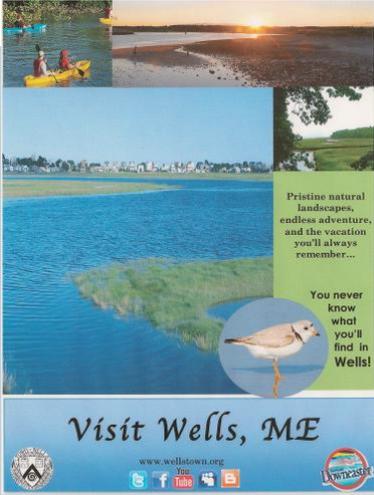
- 122 Respondents
- Have you been?
 - No, but I would go (58%)
 - No but I would not go (2%)
 - Have been, would go again (40%)

	S	W	O	T
S	<p>Strengths</p> <ul style="list-style-type: none"> • Train station in town • Train has bicycle service • People visit for the beaches • Easy traveling via the trolley service • Great hiking trails and up and down the coast • Tourist friendly; fantastic location • Wells Reserve and Audholm promote eco-tourism • Plenty of lodging accommodations 			
W			<p>Weaknesses</p> <ul style="list-style-type: none"> • Poor traffic circulation • Loss of tourists to neighboring towns • Trolley schedule does not line up; doesn't always meet trains • Train station is distance away from the beach • Short summer season due to decreased public transportation 	
O	<p>Opportunities</p> <ul style="list-style-type: none"> • Running the trolley for a longer period of time • More seasonal residents now than years past • Bridge could be a tourist attraction itself • Bridge to connect beach areas on both sides • Potential to bring more tourists from Boston to escape the city 			
T			<p>Threats</p> <ul style="list-style-type: none"> • Footbridge may not alleviate traffic as much as anticipated • Residents resistant to change • Not a bike friendly town yet • Maintenance concerns of the footbridge • Harbor Park, the footbridge location, is not well known by tourists 	

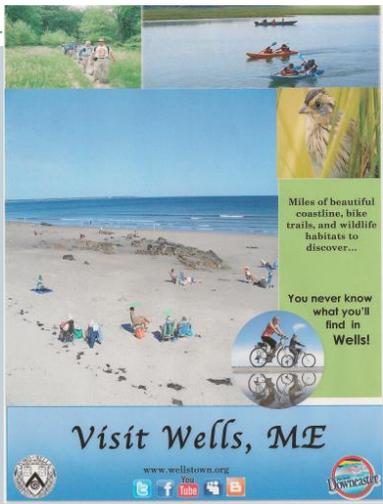
Continued Efforts & Recommendations



Print Advertisements



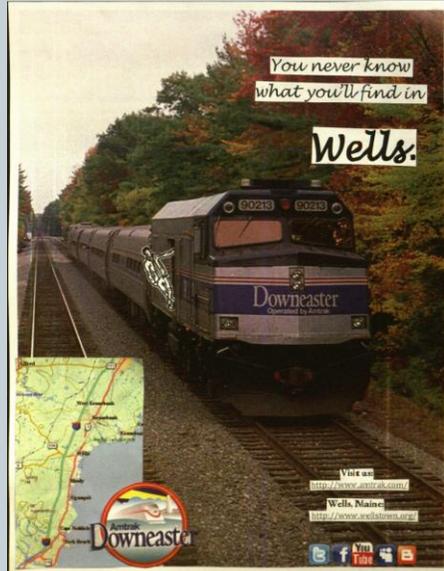
Ad A
54 votes 39%



Ad B
83 votes 61%

Print Advertisements (Cont.)

21



Video Advertisement

22



Field Trip Brochure

23

Amtrak Ease

Traveling with kids has never been easier!

The Amtrak is not only a cheap and easy alternative to traveling in large groups, it's fast and avoids all traffic! It's the perfect solution to stress-free traveling. The use of the Amtrak eliminates the need for travel arrangements. The Amtrak provides a safe and organized means of transportation, giving parents and teachers peace of mind. Tickets can be purchased at any Downeaster station, as well as on www.amtrakdowneaster.com.





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Wildlife Learning

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Great group trips for all ages!

Wells, ME
Visit Us!

www.wellstown.org



Field Trip Brochure

24

Field trips with a plan.

Ever wonder what schools could do differently about class field trips? A trip to Wells, Maine is the perfect answer. While in Wells, students will be exposed to a variety of wildlife and natural features, giving them the opportunity to have fun while learning. These field trips are designed to offer a structured schedule that allows teachers to easily incorporate interactive learning that provides well-developed educational value.





Alternative Education Possibilities

Rachel Carson National Wildlife Refuge
The Rachel Carson National Wildlife Refuge protects and preserves ten important estuaries in Wells, Maine. The Refuge offers hiking, hunting and fishing activities for visitors year round. This site offers plenty of learning opportunities for children, as well as wildlife and nature enthusiasts.

Wells Reserve at Loudholm
Perfect for research and education! The Wells Reserve at Loudholm offers knowledge in salt marsh habitats and water quality for wildlife, as well as educational programs for kids in grades K-12. These programs are great for scientific

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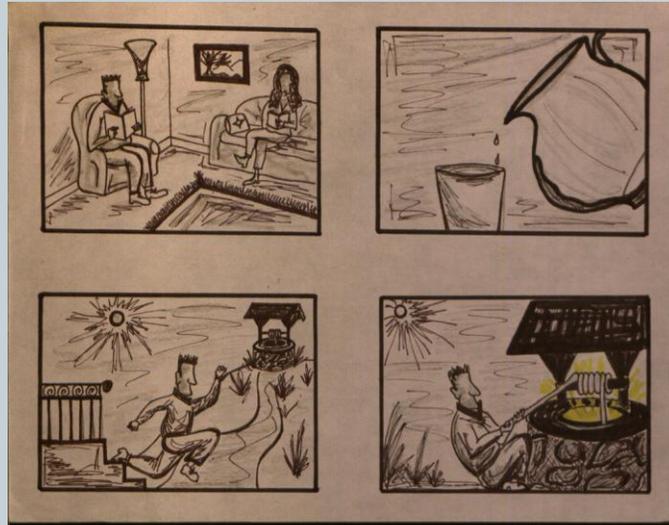
Wells' Beautiful Beaches
In addition to fantastic wildlife excursions, Wells, Maine has over 7 miles of coastline featuring some of Maine's most gorgeous beaches. Great for recess or discovery, water exploration and fun life research, or just a good walk in the sand.

Eco-friendly has never been so fun!
Visit Wells, Maine!



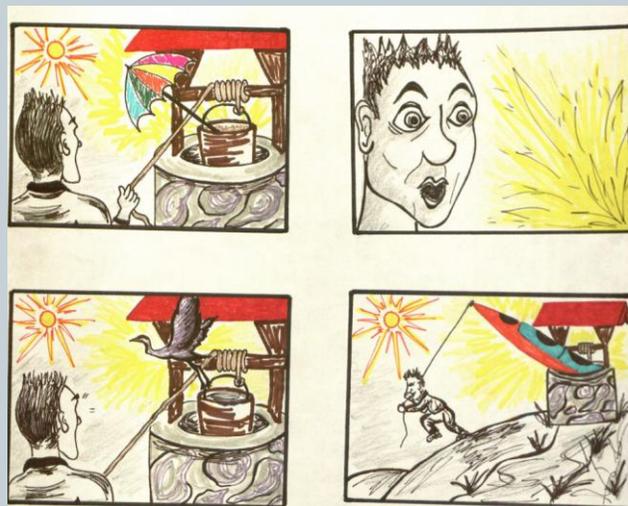
Commercial Storyboard

25



Commercial Storyboard

26



Commercial Storyboard

27



Trolley Service Expansion

28

Background:

- **Funding:**
 - 50% Federal Transit Funding
 - 50% Rider Fairs & Local Advertisements
- **Currently Runs from June 23rd through Labor Day Weekend**
- **Tried to Expand Years Ago**
 - Not profitable
 - No Amtrak Rail

Trolley Service Expansion

29

How is this Feasible?

- **Memorial Day Weekend**
 - Proper Planning
 - Chamber & YCCA Working Together
- **Downeaster Award: Record Growth 2011**
- **Town Support:**
 - “The trolley runs from late June until labor day... it’s too short of a time period.”

Continued Efforts

30

- **Transportation**
 - Co-Op’s with inn’s, hotels and motels
 - ✦ Run shuttles to and from train station
 - Lengthen the trolley run dates through shoulder seasons
 - Have different trolley lines that connect

Recommendations (Short-Term)

31

- **Ecotourism Advertisements**
 - Amtrak Downeaster
 - School field trips
- **Hire Summer Social Media Intern**
- **Post Wells Promotional Video on Website**
 - Possibly updated video each year
- **Expand Trolley System to run on Memorial Day**
 - Coordinate advertisements with local businesses

Recommendations (Long-Term)

32

- **Expansion of Trolley Season**
 - Memorial Day Onward
- **Footbridge Opening**
 - Event
 - Inclusion of Town
 - ✕ Bricks
 - ✕ Planks
- **Opening & Closing Event for each Season**
 - Control to the Town: Example- Themed Concerts
- **Continued Promotion & Improvement of Town Eco-Tourism Advertising**

Impressions/AIDA Model

33

- 500 Event
- 25,000 for Press Release- News Papers
- 150 Surveys



Thank You!

34

QUESTIONS?

COMMENTS?

Appendix F: Pictures







Spring Recess Event



Wells, ME Booth

Appendix G: Press Release

Contacts:

UNH Student Team

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603-630-4562

Wells Maine Chamber of Commerce

Eleanor Vadenais

Eleanor@wellschamber.org

207-646-2451

UNH Students Working to Promote Wells, Maine, Eco-Tourism

Spring Recess 2012 Outdoor Event to Showcase Student Marketing Efforts

Durham, NH, and Wells, ME – April 10, 2012 – The Town of Wells, Maine, with over seven miles of coastline and sandy beaches, is one of the most popular vacation and tourism sites in Maine. This spring the town is partnering with students in the Marketing Workshop class at the Whittemore School of Business and Economics at UNH to promote eco-tourism opportunities. Students in the Marketing Workshop class have been working as a team for the entire semester for the town, and have developed a marketing campaign for use by the town. “This is the first time the Town of Wells has worked closely with students at UNH,” said Wells Town Manager, Jonathan Carter, “and we are excited about the partnership. We are confident that the marketing and promotional concepts that the students have designed and developed will help boost eco-tourism in Wells.”

The team’s marketing campaign components will be displayed at the “Spring Recess 2012” outdoor event, sponsored by Target Corporation, to be held from 11:00 am to 2:00 pm, on the Scott Hall lawn on the UNH campus, on Thursday, April 19th. The event will also include marketing displays by students from other workshop classes for several other local-area companies and organizations.

This annual marketing workshop class event draws in excess of 500 students, as well as local Durham, NH, area residents. Spring Recess 2012 will provide Wells the opportunity to promote the town and eco-tourism, as well as concept designs for a possible footbridge connecting Wells harbor to Wells Beach, to students, faculty and staff, as well as area residents.

“The Marketing Workshop class affords students the opportunity to work on real-world marketing problems, as a team, for an entire term,” said UNH Adjunct Professor of Marketing, and Wells resident, Peter Masucci. “We are grateful to the Town of Wells for selecting UNH students to help with this important project.”

The Wells, Maine team will have a booth set up that will be showing a student-produced promotional video, as well as posters and advertising concepts depicting all the town has to offer. Spring Recess 2012 will also feature food, games, prizes, and entertainment by a live DJ, and chance to win Amtrak Downeaster train tickets and gift certificates to Mike’s Clam Shack, a popular Wells eatery.

Appendix H: Newspaper Articles



Patriots' Day
April 16, 2012

The Weekly
Sentinel

Your Community Newspaper Serving: YORK, YORK HARBOR, CAPE NEDDICK, KITTERY, KITTERY POINT, ELIOT, SO. BERWICK, BERWICK, NO. BERWICK, LEBANON, OGUNQUIT, WELLS, MOODY, KENNEBUNK, KENNEBUNKPORT & ARUNDEL

ECRWSS
PRSRST STD
U.S. Postage
PAID
Seacoast Media Group
Portsmouth, NH
POSTAL CUSTOMER

Volume 8 • Issue No. 15

6 The Weekly Sentinel

WS

~ News ~

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YORK COUNTY COAST STAR THURSDAY, APRIL 12, 2012 A9

UNH STUDENTS WORKING TO PROMOTE WELLS

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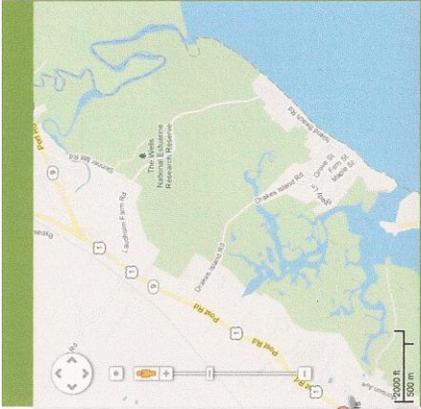
Appendix I: Brochure

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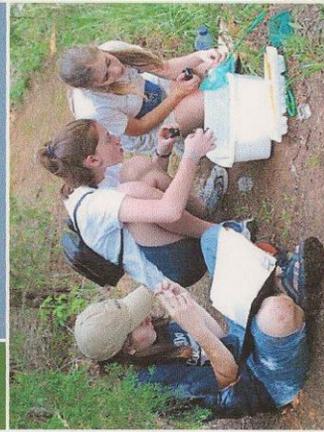
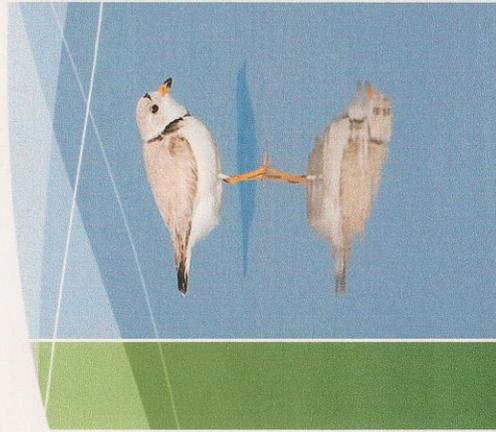
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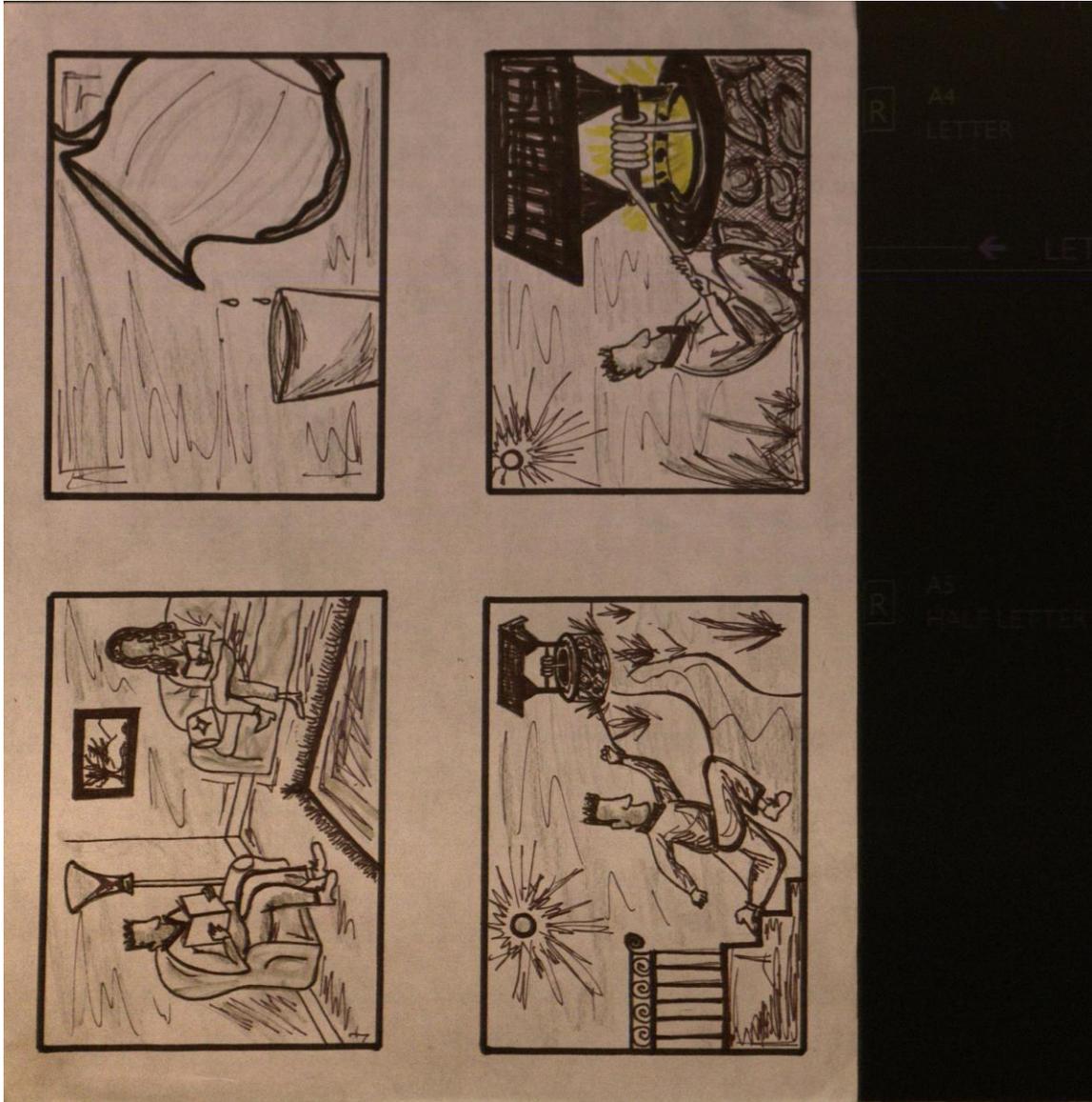
Visit Wells, Maine!

Appendix J: Budget & Financial

Underdog Branding Financials

<u>Date</u>	<u>Reason</u>	<u>Spent</u>
2/10/12	Wells Visit - 2 cars	\$90.00
2/16/12	Wells Visit - 2 cars	\$90.00
3/2/12	<i>Focus Group</i>	
	Wells Visit - 1 car	\$45.00
	Coffee & Donuts	\$25.00
3/6/12	Wells Visit - 2 cars	\$90.00
4/14/12	Wells Visit - 1 car	\$45.00
4/19/12	<i>"Spring Recess" Event</i>	
	Travel Expenses	\$10.00
	Koozie Order - 150 Units	\$304.00
	Event Supplies	\$50.00
5/8/12	Final Reports	\$300.00 est.
	Total Spent -->	\$1,049.00

Appendix L: Storyboard







The End

