



# 2024 Spring/Summer Ad Campaign Livability Halo Impact

**SMAR**insights

# Halo Effect – Ad Aware & Unaware Consumers

A pattern emerges when comparing consumers who are aware or unaware of Explore Minnesota's Spring/Summer 2024 tourism campaign.

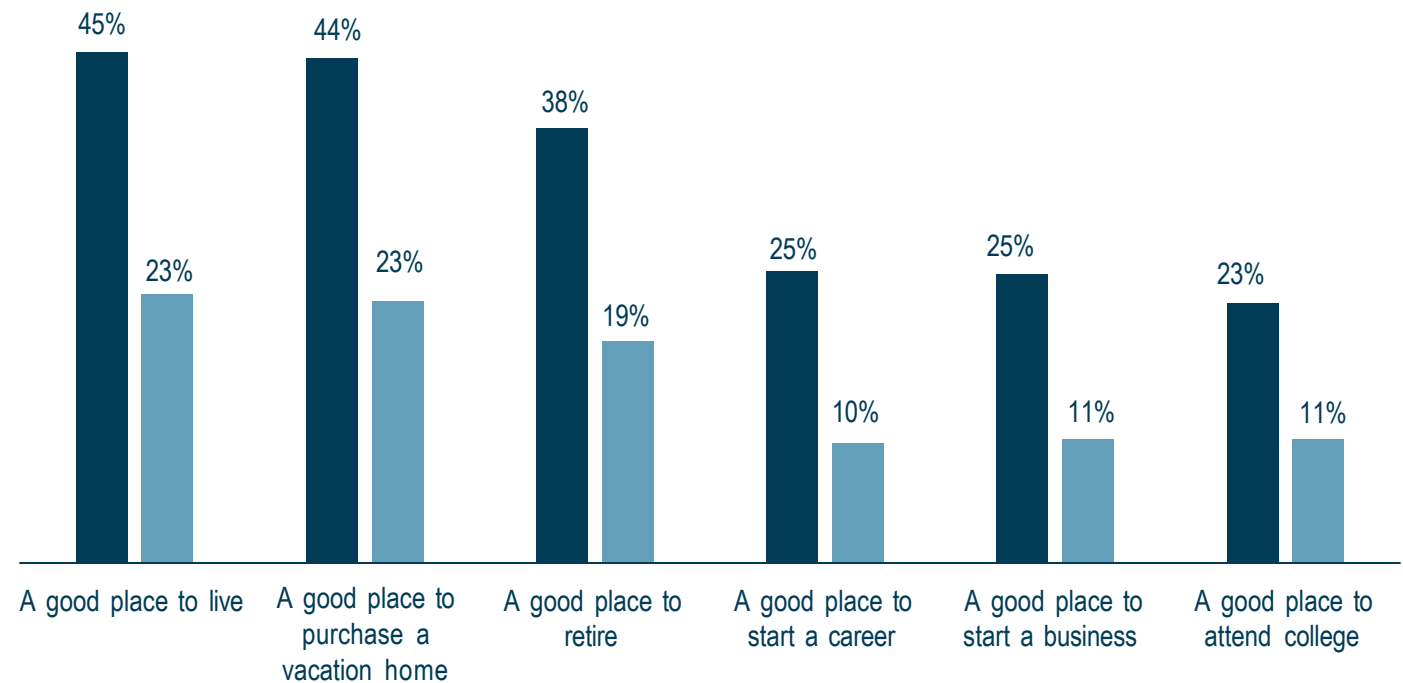
Ad aware travelers are about twice as likely to strongly agree that Minnesota is a good place for six livability attributes.

For example, 45% of ad aware survey respondents strongly agreed that Minnesota is a good place to live. However, only 23% of ad unaware respondents strongly agreed with this livability-related statement.

## Halo Effect by Awareness

Strongly Agree %

■ Aware ■ Unaware



# Halo Effect – Ad Aware Visitors & Unaware Non-Visitors

Combining ad awareness with Minnesota visitation leads to even stronger results.

Consumers who are aware of Explore Minnesota ads and have visited our state are more likely to strongly agree that Minnesota is a good place to live.

When asked if Minnesota is a good place to start a career, 36% of ad aware visitors strongly agreed. However, only 10% of ad unaware non-visitors strongly agreed with this statement.

## Halo Effect Comparison of Aware Visitors and Unaware Non-Visitors

