

showcase the progress of the campaign. In your review, it's important to identify any evidence that your results are working toward client objectives. In this case, successes in the first phase of the pitching process made Nicaragua's ample travel opportunities come to light. This resulted in American Airlines scheduling a total of 3 daily flights from Miami to Managua, Nicaragua. A surge in flight frequencies implied that an interest was sparked in Nicaragua as a travel destination among American Airlines customers, thus progressively approaching client objectives.

Consumer Outreach: Activity-And Leisure-Focused

At this point, initial awareness of the client has been elevated, and the next phase requires building upon the foundational successes. In the case of Nicaragua, Murphy O'Brien leveraged lessons from "Survivor-Nicaragua's" broadcast successes to pitch and place the country on Anthony Bourdain's "No Reservations." As a result, Nicaragua was showcased on a program popular among culinary enthusiasts and/or those in search of authentic dining and cultural experiences.

To build off this successful momentum, continue to identify aspects or qualities of the client that appeal to the specialized interests of readers and potential consumers. With Nicaragua's warm climate and sea-facing landscape, the country presented plenty of opportunities

for sports and outdoor-enthusiasts. From July 2011 to September 2012, Murphy O'Brien organized press trips for fishing writers and invited surf enthusiasts to Nicaragua's national sponsorship of the International Surfing Association's Masters Competition, in addition to hosting several fishing TV shows to extend broadcast exposure.

Through extensive outreach, the team managed to position the country in front of a diverse spectrum of active readers, securing coverage in *Salt Water Fisherman*, *Outdoor Life*, ESPN.com and *Surfing Magazine*, among others. Again, household income plays an important role in the campaign, serving as an indicator of whether the reader can be converted into a tourist/consumer. Murphy O'Brien's target sports trades profiled a reader who was an older Gen Xer (aged 46) with a median household income of \$82,837. Although by this time North America was emerging from the financial downturn that took place three years before, it was still important to ensure the reader's income bracket was above the national average.

