

Start Something Here



THE STARTUP STATE INITIATIVE

APRIL - MAY 2024



The Startup State Initiative, introduced by Gov. Spencer J. Cox, aimed to unify and promote Utah's rich entrepreneurial ecosystem. Our task was to create a brand identity that builds awareness of Utah's existing resources to an audience of budding entrepreneurs and established business owners alike. The Governor's Office of Economic Opportunity aimed to highlight these resources cohesively through a new brand, creative media campaign, and website.

CAMPAIGN



Hired via the state advertising pool cooperative agreement, Penna Powers has captured the spark of entrepreneurship in the Startup State brand, encouraging Utahns to **"Start Something Here."** We rolled out a strategic, statewide media campaign to push traffic to the new website.



The campaign leveraged Nielsen and Scarborough data to identify channels to best reach our audience. Through a combination of traditional media (outdoor, transit, movie theater trailers) and digital (social media, search, connected TV), this campaign connected with audiences, sharing that *now* is the time to start something bold, unique, and groundbreaking in Utah.



Startup.utah.gov is the crown jewel of the Startup State Initiative. Visitors to the site can find a step-by-step business journey, custom business plan generator, resource filter, and relevant events/news.



The spring 2024 campaign is just the beginning of the bold and unique offerings from the Startup State Initiative.

TARGET AUDIENCE

Being a business owner can be a lonely endeavor. A lot of time is spent figuring things out and developing one's network. The Startup State Initiative's goal is to assure individuals who are considering starting a business or those who have a business operating know that the Startup State team is *their* team.

“My Utah government is making it easier for me to start my business and to help me succeed.”

Primary audiences



Utah business owners and entrepreneurs (ages 18 to 65)



Utahns who are likely to start a business, based on their interests and demographics.

Our team found that entrepreneurs tend to travel often, use social media frequently, and enjoy going to the movies more than others.

The campaign employed a diverse media mix, leveraging both digital and non-digital platforms to maximize reach and engagement.



TOTAL CAMPAIGN RESULTS

Non-Digital



BUS/TRAX PANELS

10,151,289 estimated impressions
(8 TRAX full side, 42 Super King panels)



DIGITAL BILLBOARDS

45,813,466 estimated impressions
(21 locations)



VINYL BILLBOARDS

2,193,476 estimated impressions
(4 locations near downtown Salt Lake City)



AIRPORT DISPLAY

4,216,032 estimated impressions
(46 panels)



PRINT AD

561,000 estimated impressions



RADIO

393,000 estimated impressions
(includes no-charge bonus spots)



DOWNTOWN BANNERS

59,700 estimated impressions



CINEMA

550,077 estimated impressions

Digital

Please note, each time someone clicks through to startup.utah.gov from an ad, that's considered a "conversion."



DISPLAY BANNER ADS

1,876 conversions



PAID SOCIAL

5,404 conversions
(paid social was the top driver of conversions in the campaign)





ONLINE VIDEO

1,354 conversions

80% video completion rate



STREAMING AUDIO

278 conversions

99% audio completion rate



CONNECTED TV (CTV)

232 conversions

99% video completion rate



PAID SEARCH

1,536 conversions

2,035 clicks

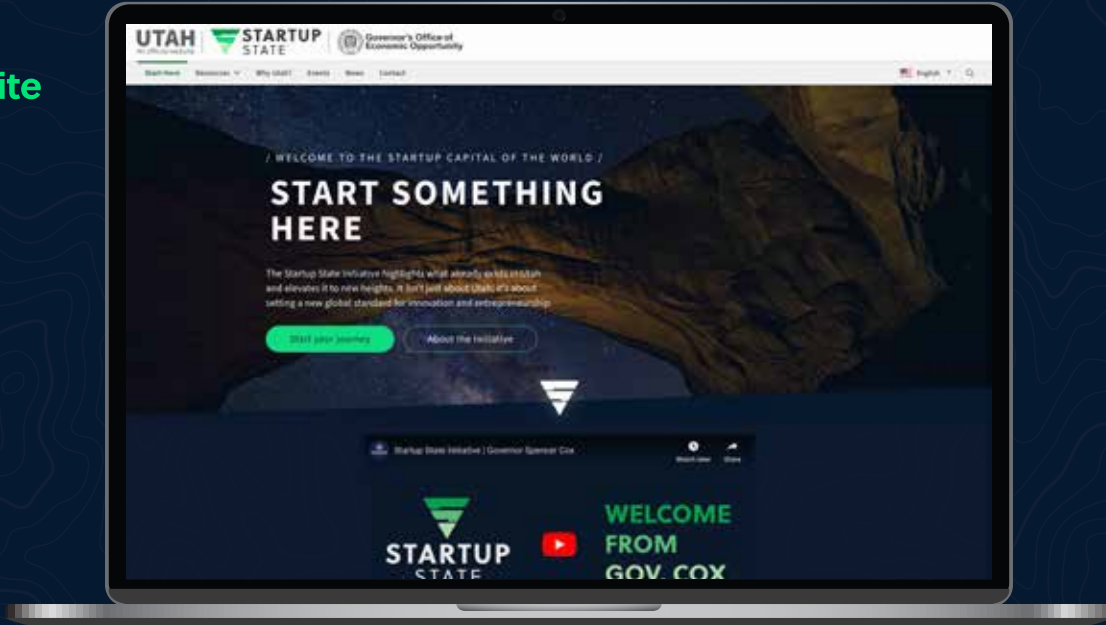


LOCAL PUBLISHERS

1,121 conversions

6,573 clicks

Website



TOP TAKEAWAYS



TOTAL PAGE VIEWS

70K

Most popular pages: homepage/journey and resources.



TOTAL UNIQUE VISITORS

38K



TOTAL UNIQUE ENGAGEMENTS

209K

Average of 5.5 actions per visitor which includes clicks around the website, navigating between steps, using resource filter/business plan generator, etc.

OTHER INSIGHTS



SPANISH LANGUAGE USERS VISITS

~550



MOBILE USERS VISITS

71%

Confirms our audience is on the move and skews younger.



BUSINESS PLAN GENERATOR VISITS

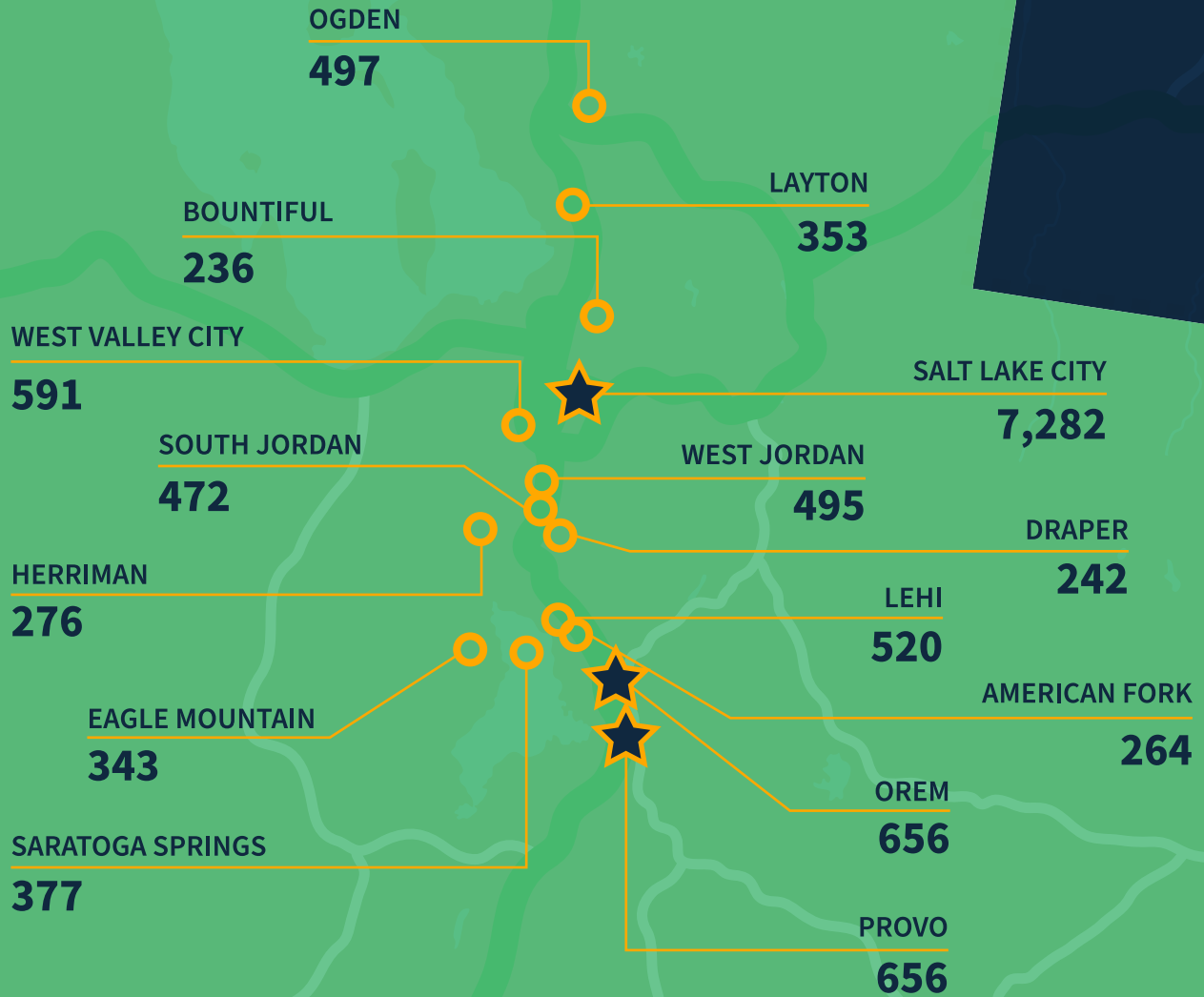
489

Average of 5% engagement rate on this page, which is above industry standard. As users gain familiarity with the site, they will return to generate a business plan.

- > 24 people stayed on this page longer than 5 minutes and generated a report.
- > 2 visits (on average) per user signifying that people visited the page and returned to explore further.

LOCATION OF VISITORS/HIGHEST USER COUNT: WASATCH FRONT

The outdoor media buy was centered in Salt Lake City



PUBLIC RELATIONS

Public relations efforts for the spring 2024 Startup State Initiative campaign included media availability, in-studio interviews, radio and podcast interviews, editorial articles, and participation in university events.



Gov. Cox at the 2024 spring One Utah Summit in Salt Lake City



Ryan Starks on Studio 5



Brad and Megan Bonham on KUTV

To launch the initiative, Gov. Cox and Ryan Starks (GOEO executive director) spoke to reporters during a media availability at the One Utah Summit on April 12. They discussed the new Startup State Initiative website, resources, and the declaration of Utah as the **“startup capital of the world.”**

Ryan Starks, Katelin Roberts (GOEO board member and Induction Bio co-founder), Brad Bonham (Utah's appointed entrepreneur-in-residence), and his wife Megan Bonham were interviewed on ABC4, KSL, KUTV, and Fox 13 morning lifestyle shows. They spoke about the **Startup State Initiative**, the **startup.utah.gov** website and resources, and **their personal experiences** as business owners or and small business advocates. The Initiative attempted to book appearances for GOEO Board Chair Carine Clark, but schedules conflicted during the spring campaign.

Brad Bonham spoke to the hosts on KUTV's *Fresh Off the Set* podcast, and Katelin Roberts was interviewed on the *City Cast Salt Lake* podcast. Ryan Starks wrote an article for *Utah Business*, and the Startup State Initiative contributed written content for *Utah Valley Business* Q's summer issue. Finally, Startup State representatives attended the UVU VentureCon, UVU ZinnStarter Pitch Competition, and Lassonde Institute Demo Day.

LESSONS LEARNED

Main Takeaway

Our campaign reached millions of Utahns (our assets, digital and non-digital, have over 65 million impressions) and brand awareness is rapidly growing within the business ecosystem. Converting impressions to engagements will be a constant hurdle as we think strategically about how to get casual viewers to use the tools and resources available. There remains a substantial opportunity for public outreach and education about the Startup State Initiative among Utah's population. National (outside of Utah) and international audiences have yet to receive our attention and advertising dollars.



Paid social offered us the greatest return on our media investment.

Our audience uses social media frequently; future campaigns may be most effective using more social media.



Incorporating CTAs that point to specific resources (e.g., resource filter and business plan generator) will be important for future campaigns.



Keeping Utah imagery at the forefront of creative assets is important to help the audience understand that our state is the startup capital of the world.

The Startup State Initiative has successfully launched a dynamic, engaging campaign and website that resonates deeply within Utah's entrepreneurial community. It's well-positioned to speak for Utah's entrepreneurial ecosystem nationally and internationally.

We aim to continue building brand awareness and the utilization of the resources available on startup.utah.gov. We want Utahns to understand that the state created the initiative to help support their entrepreneurial dreams in the best state in America to start a business. The Startup State Initiative is a brand and a promise.

Through a strategic blend of traditional and digital media focused on the Wasatch Front, we reached millions of Utahns, showcasing the state's commitment to business growth and innovation. The impressive engagement metrics and conversions, especially from paid social media, highlight the effectiveness of our approach and Utahns' eagerness to utilize the resources provided.

As we progress, continued emphasis on social media, targeted CTAs, and enhancing public education and outreach is crucial to maintaining momentum and driving future economic and startup success for the state and Utah's entrepreneurs. Additionally, positioning Utah worldwide as the premier location for entrepreneurs is a prime opportunity.

The journey has just begun, and the Startup State Initiative is ready to propel Utah's entrepreneurial spirit to new global heights.



For more information on the Startup State Initiative, contact us at startup@utah.gov or visit our startup.utah.gov.