



2019 Media Plan Presentation

11.27.18



MEDIA MATTERS
WORLDWIDE



AGENDA

PARAMETERS, OBJECTIVE & STRATEGY

MEDIA RECOMMENDATION & FLOWCHART

MEASUREMENT & LEARNING PLAN

NEXT STEPS

APPENDIX

CAMPAIGN PARAMETERS

GEOGRAPHY San Francisco Bay Area + Sacramento DMAs - optimize to best performing geos

TARGET Millennials/Gen-Y, and Gen-X audiences

- Tighten the target audience for this campaign if we find a “sweet spot” age range with higher engagement rate

TIMING December 10th, 2018 - June 30th, 2019

BUDGET \$300,000 Gross





CAMPAIGN GOALS



TRAFFIC

To ensure campaign success, the campaign will drive **qualified traffic and site engagements**. Traffic quality will be measured by web analytics and will be the leading indicator of success of this campaign.



AWARENESS

The primary campaign goal is **raise awareness** of Mendocino as a tourist destination and increase positive perception to encourage our target to Visit Mendocino County. We will be measuring awareness lift via a Nielsen Digital Brand Effect study.

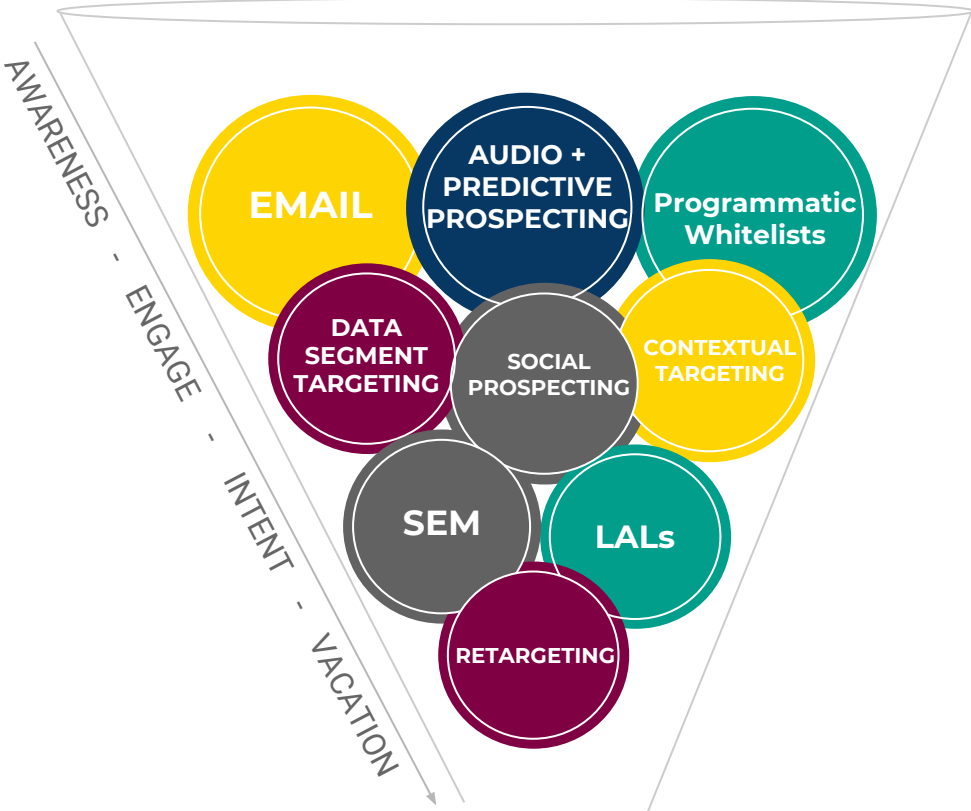
FULL FUNNEL

Long term growth requires commitment to a full funnel approach in order to grow your customer base.

Strategies that nurture new and repeat visitors are important as well as strategies to continuously prospect for incremental tourists.

The cost of doing business is higher on upper-funnel tactics, but these tactics are needed to grow the audience.

Note: Some channels (ex. e-mail) will be managed by Mendocino Tourism Council directly





MEDIA STRATEGY

In this campaign, we'll prospect for new qualified Bay Area + Sacramento vacationers and reach those users identified as having intent. This will build momentum and drive positive awareness and engagement on the VisitMendocino site. We'll align and heavy up with key events, starting with a launch in December to help promote January's Winter Fest.





MEDIA PLAN DETAILS





CHANNELS & PARTNERS

SOCIAL

Facebook & Instagram have the largest scale of any social platform with cross-platform audience learnings and optimizations. Engagement metrics, specific to Paid Social, can be used to inform more brand focused campaigns in the future.

PROGRAMMATIC

Utilize programmatic DSP, Spotify PMP, and overlay data partners to refine advanced audience segmentation, to increase awareness and Mendocino travel intent to future vacationers.

Programmatic Display tactics will be used to raise awareness as demonstrated by the campaign brand study and via driving efficient site engagements.



BEST PRACTICES

ALIGN CAMPAIGN OBJECTIVES

For Visit Mendocino, campaigns are set to optimize for engagements on the VisitMendocino.com site, and we implement a brand study to help measure campaign success

SEGMENT AND CONQUER

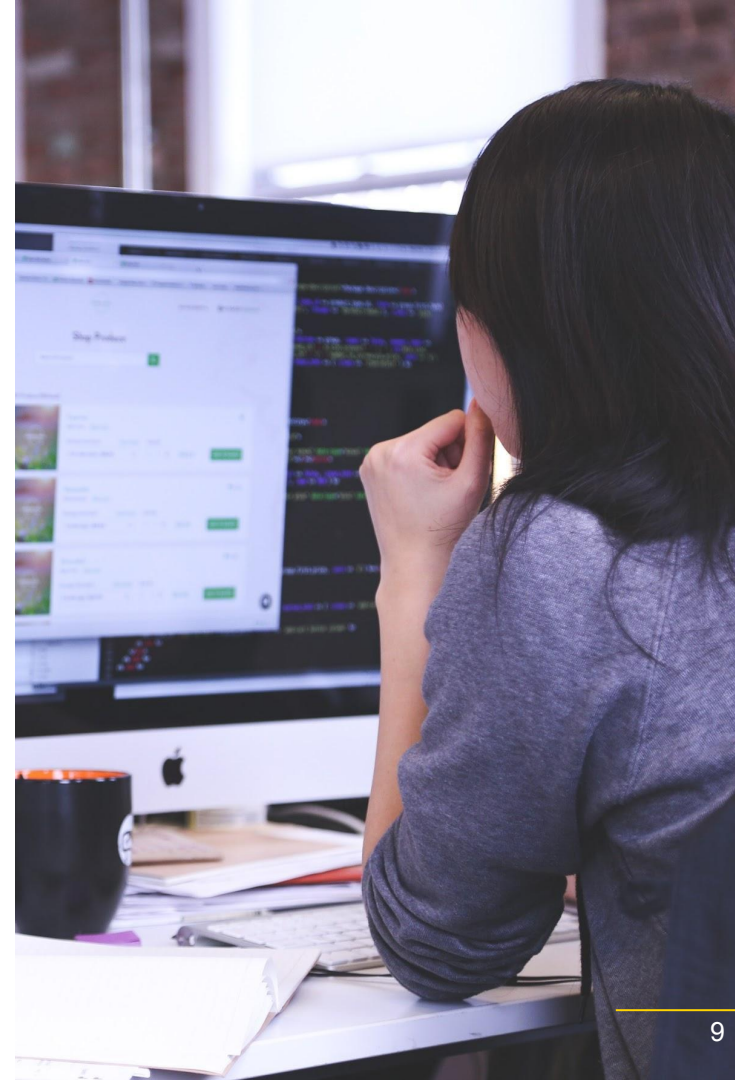
Audiences use contextual and interest targeting reach users when they are in a vacation frame of mind

CONVINCE, CALL TO ACTION, AND CONVERT

Visit Mendocino needs strong, clear creative that drives awareness and user site engagement. Structured creative testing can be applied as campaign progresses where budget allows

TEST AND LEARN

Experiment with additional ad formats as the campaign continues (Carousel ads, high impact, :15s Video, :30 Video) and placements (Audience Network, Whitelists)





SOCIAL MEDIA





PAID SOCIAL TACTICS



AFFINITY

Utilize Facebook's native interest and behavior segments to hone in on the target audience. Test/refine as the campaign progresses



COMPETITOR

Conquest users from competing destinations in California such as Visit California, Sonoma, Napa, Southern California



LOOKALIKE TARGETING

Reach new prospects based on site visitors, CRM, and/or organic social engagement (i.e. current followers, users who have completed videos)



RETARGETING

Maximize retargeting as pool increases to drive new and repeat visitors to the site

Align to example targeting on following slides



PAID SOCIAL TACTICS



AD FORMATS

Test multiple ad formats (video, carousel and static ads) to elevate the brand, drive deeper engagement with the brand at scale whenever and wherever our target may be

Consider Dynamic Product ads for Events, pending catalog/feed available



PLATFORM/PLACEMENT

Launch with proven performing placements and platforms: Facebook and Instagram Feeds, Messenger, and Instagram Stories



AUDIENCE TARGETING EXAMPLES

Camping/Outdoor: Outdoors, Outdoor recreation, Outdoor enthusiast, Backpacker (magazine), Backpacking (wilderness), backpacking, Camping, Camping World, Campsite, Campfire, Outdoor Life or Backpacking (travel)



Wine Enthusiast: Wine clubs, Wine and food matching, Wine, Food & Wine, food wine magazine, Farm-to-table, Local food, Winery, Wine Enthusiast Magazine, Wine tasting, Wine & Food Travel, Foodie or Wine & Spirits

Travel/Vacation: Vacations, Travel + Leisure, Expedia (website), Travel website, Vacation rental, Family Vacation, Family Vacations, Airbnb, Travel Adventures, Tourism, TripAdvisor, Hotels.com, Travel or Booking.com, Behaviors: Frequent Travelers



Outdoor Recreation: Surfing, Outdoor recreation, hiking trails, Kayaking, Windsurfing, Paddle boarding, Kayak, Canoeing or Stand-up paddleboarding

Beer Enthusiast: Beer, Brewery, Oktoberfest, Beer festival, Beer garden or Microbrewery



Home/Living Publishers: Good Housekeeping, Sunset (magazine), Sunset magazine, Martha Stewart Living, House & Garden (magazine), House Beautiful or Better Homes and Gardens (magazine)

Beach/Coastal: Coastal Living Magazine, Ocean, Coast, Beaches, California Beaches or Beach Travellers



Competing Destinations: Visit California, Wine Country (California), Sonoma County, California, Southern California, Napa County, California or California

AD FORMATS

STATIC

Great for:

- Hero images
- A/B testing
- Quick deployment

[See it Live](#)

The Napa Valley
Sponsored · 🌐

As temps dip outside, time to get comfy & cozy inside. Come visit for Cabernet Season.

VISITNAPAVALLEY.COM
Cabernet Season is Cozy Season
You'll never run out of options with over 400 distinct an... [Learn More](#)

The Napa Valley
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With a gentle breeze outside, time to get comfy & cozy inside. Come visit for Cabernet Season.

VISITNAPAVALLEY.COM
Cabernet Season is Cozy Season
From mid fall to early spring in Napa Valley we have wh... [Learn More](#)



AD FORMATS

CAROUSELS

Great for:

- Featuring multiple related products
- Encouraging browsing and engagement

[See it Live](#)

The Napa Valley
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With a gentle breeze outside, time to get comfy & cozy inside. Come visit for Cabernet Season.

Cabernet Season Special Events and Offers [Learn More](#)

72 Amazing Hours, One Unforgettable Time

👍 Like 💬 Comment ➦ Share

The Napa Valley
Sponsored · 🌐

With any form of relaxation imaginable, nothing compares to the Napa Valley's spas.

Wellness & Wow: Spas with Amazing Views [Learn More](#)

Mud, Oils & Herbs: Unique Spa Treatments

👍 Like 💬 Comment ➦ Share



AD FORMATS

VIDEO

Great for:

- More complex storytelling
- Driving deeper brand connection

[See it Live](#)

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LEGENDARY NAPA VALLEY

SWIPE UP TO LEARN MORE

VISITNAPAVALLEY.COM
Annual Events in Napa Valley | Festivals & Event Details [Learn More](#)

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Sponsored · 🌐

LEGENDARY NAPA VALLEY

Natural mud bathing, rare geyser watching, tank refueling & gondola riding. CabCab finds the Napa Valley's unknown awesomeness.

VISITNAPAVALLEY.COM
CabCab: Adventure awaits.
Discover Napa Valley [Watch More](#)





PROGRAMMATIC





PROGRAMMATIC TACTICS



PREDICTIVE

Drive awareness by allowing the technology to identify and “predict” which users will be served the ad

The algorithm improves over time with increased campaign learnings



CONTEXTUAL

Build custom segments based on keywords that will run within relevant web content

Whitelisting - Jetsetter.com, Kayak.com, Orbitz.com, YoungAdventures.com, TravelChannel.com, TravelandLeisure.com



LOOKALIKE TARGETING

Reach new prospects by creating lookalike audiences based on site visitors or converting users

This will be done with both site pixels and a CRM file (if provided)



3RD PARTY AUDIENCE

Utilize pre-existing and custom 3rd party hyper-targeted data segments

Interest in Travel, Beer & Wine, Food & Dining and Music Enthusiasts

In market for Vacations, Music Festival Tickets and Sightseeing Tours



PROGRAMMATIC TACTICS



PRIVATE MARKETPLACE DEALS

Access premium publishers reaching Millennials, Gen X and Gen Y with higher HHI

SFGate & SF Eater

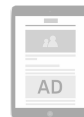
Meredith - Travel+Leisure, Food & Wine, Coastal Living, Better Homes and Gardens, Real Simple



RETARGETING

Retarget users based on past site activity

Adjust bids based on recency (higher bids for users that have visited in 24 hours or less) or relevance (higher bids for people who have a product in their cart)



HIGH IMPACT DISPLAY

High impact digital ad units are similar to site takeovers and are highly effective in building brand awareness



SPOTIFY AUDIO & VIDEO

Spotify is a premium listening environment that engages with the user and allows for demo and genre targeting

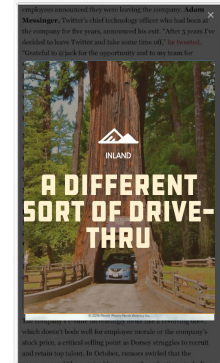
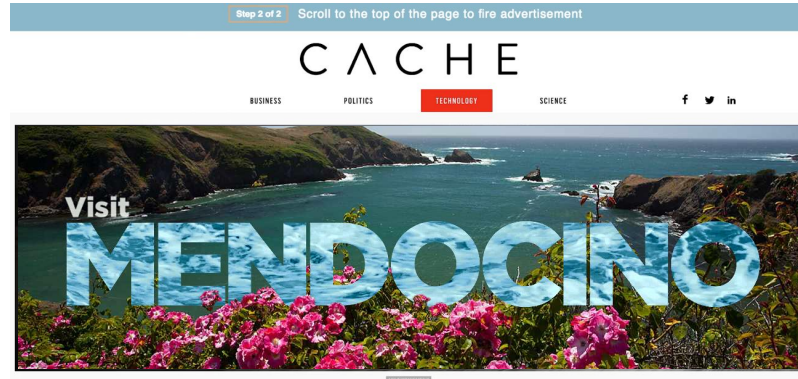
100% share of screen for an immersive experience



HIGH IMPACT

HIGH IMPACT DESKTOP & MOBILE EXAMPLES

Strategy to increase traffic to the Mendocino Tourism site with eye catching units





SPOTIFY

Mobile Audio | Companion Banners

- Display ads are served in conjunction with the audio ad
- Up to :30s audio spots in-between songs

Mobile Video | Sponsored Sessions

- :15s & :30s video unit takes over the screen
- User opts to watch video in exchange for 30 min of ad-free listening



300x250 'Audio Break'
Companion Banner



Mobile In-app Video

INCREMENTAL/OPTIMIZATION OPPORTUNITIES: PROGRAMMATIC NATIVE

Great for matching people with the right content at the right time on sites such as Forbes, Coastal Living and Food and Wine Magazine .

Copy and image takes look and feel of website, making ads look like content

Mendocino County Tourism

Explore Mendocino
More than just a daytrip. Find Your Happy!

WWW.VISITMENDOCINO.COM

Visit Now

2019 MEDIA PLAN FLOWCHART

FLIGHT	12/10 - 12/31	1/1-1/31	2/1-2/28	3/1-3/31	4/1-4/30	5/1-5/31	6/1-6/30	Net Budget
AXM	\$15,000	\$17,000	\$15,000	\$17,000	\$17,000	\$15,000	\$14,424	\$110,424
Spotify PMP	\$11,000	\$12,500	\$11,000	\$12,500	\$12,301	\$11,000	\$11,000	\$81,301
Facebook/IG	\$10,000	\$11,500	\$10,000	\$11,500	\$11,500	\$10,000	\$10,000	\$74,500
TOTAL NET MEDIA	\$36,000	\$41,000	\$36,000	\$41,000	\$40,801	\$36,000	\$35,424	\$266,224
Tracking Fees (Includes Brand Study)	\$11,022	\$1,159	\$1,022	\$1,159	\$1,151	\$1,022	\$999	\$17,534
MMWW Commission	\$3,710	\$2,234	\$1,945	\$2,234	\$2,233	\$1,945	\$1,941	\$16,241
TOTAL GROSS BUDGET	\$50,731	\$44,393	\$38,967	\$44,393	\$44,185	\$38,967	\$38,364	\$300,000





REPORTING/DATA





REPORTING OVERVIEW



REPORTING CALENDAR

Prior to campaign launch, MMWW will send over a reporting cadence calendar to ensure alignment of reporting related deliverables as well as the reporting format in which you'll receive each deliverable.



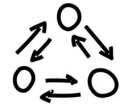
MONTHLY DEEP DIVE

MMWW will provide monthly reports. Monthly reporting is posted in the dynamic, 24/7 accessible dashboard and will be reviewed based on cadence calendar.



24/7 DATA ACCESS

Mendocino will receive a dashboard login and a custom, dynamic reporting view which will be accessible with updated data every day.



TEST & LEARN APPLICATION

Ongoing learnings will be considered and applied to campaigns to continuously test and learn. If MMWW is unsure about application, MMWW will reach out to client team with a thorough recommendation for approval.

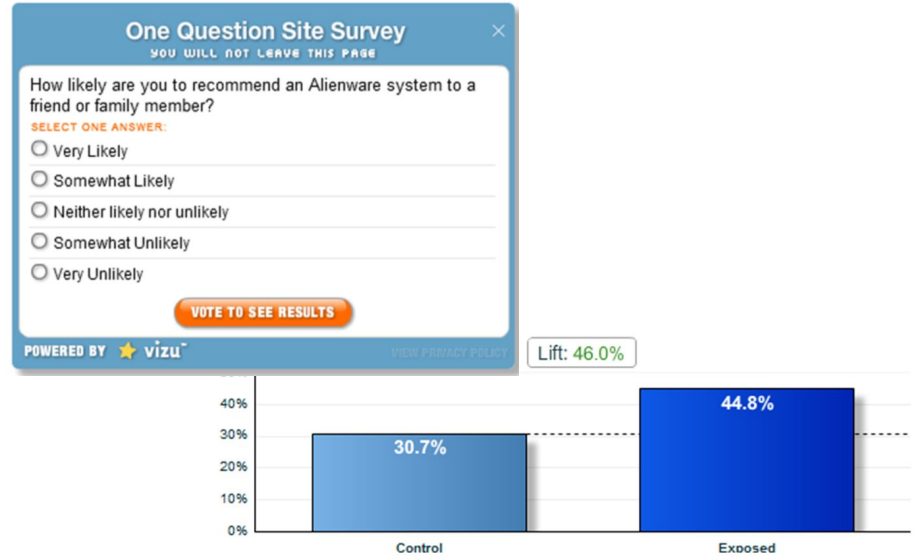
AWARENESS MEASUREMENT

MMWW will be measuring the effects of the Display Desktop creatives to gauge an increase in awareness of Mendocino as a tourist destination.

A brand study will help us **better understand how various elements of the campaign are moving the awareness needle.**

Nielsen Brand Effects uses a test / control methodology where two separate but similar groups of individuals are asked the same question pertaining to the advertising campaign.

The difference between these two groups is the brand lift.



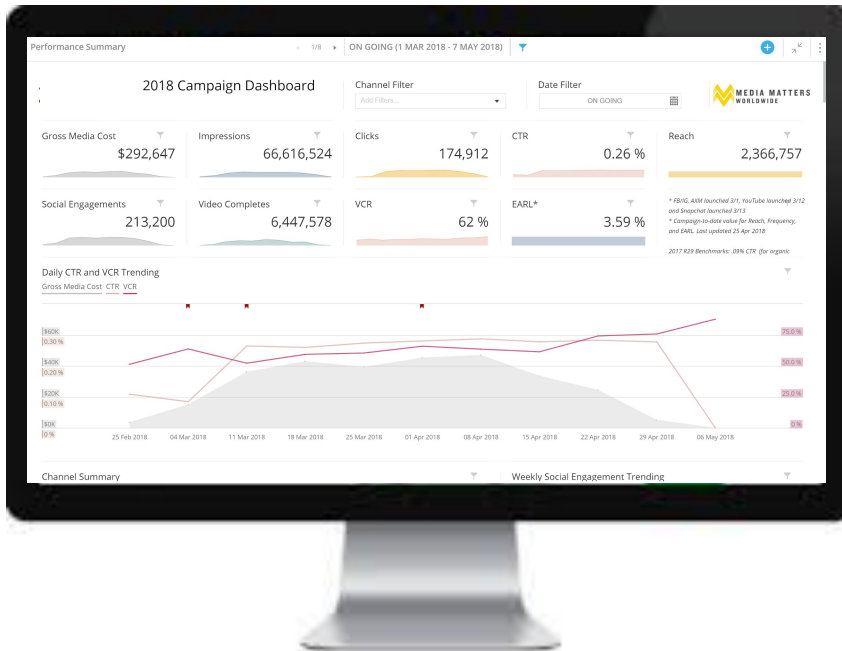


MENDOCINO ANALYTICS

MMWW will create and provide a custom dashboard for Mendocino. We recommend pulling the following performance data in to start. The dashboards continuously evolve, therefore we can always adjust as we move forward.

PERFORMANCE SOURCES

- Campaign Analytics
- Social Media (Owned + Paid)
- Programmatic
- Web Analytics -Google Analytics
- Mendocino Backend Revenue Data
- Email Marketing



NEXT STEPS



NEXT STEPS

Deliverable	Owner	Due Date
Media Plan Presentation	MMWW	11/27
Media Plan Feedback*	Mendocino Tourism	11/28
Final Media Plan Presentation Delivered	MMWW	11/29
Media Plan Approval & Signed MAF*	Mendocino Tourism	11/29
Invoice (Payment due on receipt)	MMWW	11/30
Pixel/Tag Map Sent to MTC for Implementation	MMWW	11/30
Creative Due*	Mendocino Tourism/TheorySF	11/30
Pixels Placed*	Mendocino Tourism/TheorySF	w/o 12/3 (no later than 12/6)
Campaign Payment Wired*	Mendocino Tourism	12/3
QA Creative	MMWW	12/3
QA Pixels	MMWW	12/7
Launch	MMWW	12/10
1 Week Launch Report	MMWW	12/17

* Delay in these items will cause a delay in campaign launch





THANK YOU



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APPENDIX

SENHA





CURRENT AUDIENCE INSIGHTS



GENDER & AGE

Audience skews
FEMALE (71%)
25-65+
15% 25-34
23% 35-44
24% 45-54
20% 55-64
15% 65+



EDUCATION LEVEL

Audience is 11%
more likely to have
College SCHOOL
level education and
10% more likely to
have **Grad School**



JOB TITLE

Audience skews towards
Administrative (34%),
Management (27%) and
Sales (27%) positions



CATEGORIES

Top categories include:
**Train Station, Hotel
Resort, Sports & Rec,
Farmers Market, Live
Music Venue**