

MEDIA MATTERS WORLDWIDE 2018/19 MARKETING CAMPAIGN RESULT SYNOPSIS

In fall 2018, TheorySF introduced the VMC Marketing Team to the media purchasing company, Media Matters WorldWide with the intent of using MMWW's expertise to purchase programmatic and social media advertising across a variety of channels in order to raise awareness of the Visit Mendocino brand. At the outset, MMWW established a set of baseline metrics regarding website visitation, digital engagement, video completion, and more against which to measure the success of the digital campaigns. In addition to the campaign, at the outset, MMWW instigated a Nielsen Brand study, also implemented to measure results. A brief summary of the report follows. The full report may be downloaded at:

https://www.dropbox.com/s/c9qs37wpgihqwb3/MMWW Wrap Up Report.pdf?dl=0.

Campaign Goals:

- Awareness: The primary campaign goal is to drive awareness of Mendocino County as a tourist destination and increase positive perception to encourage the target audience to visit. Awareness lift was measured via a Nielsen Digital Brand Effect study.
- **Traffic:** The campaign was also tasked to drive qualified traffic and site engagements. Traffic quality was measured by web analytics and was a key indicator of success.
- Campaign Parameters:
- Geography: SF Bay Area and Sacramento; excludes Mendocino County
- Target: Millennials/Gen-Y, Gen-X
- Timing: December 10, 2018 to June 30, 2019
- **Budget:** \$300,000

Campaign Setup:

 Focus on raising awareness of the county as a tourist destination while driving SF Bay Area and Sacramento traffic to VisitMendocino.com. Campaign supported both brand messaging as well as specific county events leveraging paid social media, Spotify, and programmatic display media.

2019 CAMPAIGN TIMELINE

OPTIMIZATIONS & NEW CREATIVES + TACTICS 2/6 - Whales Breach and Whales Tail event creative ADDITIONAL OPTIMIZATIONS ALONG launched; Pandora PMP launched WITH MEDIA + CREATIVE LAUNCHES FINAL CAMPAIGN 2/11 - Optimized out of AXM beer enthusiast and green **CAMPAIGN LAUNCH** 4/3 - FB paused Dog Lover, Environmental segments **ADJUSTMENTS** living 12/10 - Campaign launched 12/21 - Spotify launched and Pet ad 6/6 - Paused Buzzvil PMP on AXM 2/20 - AXM added in SublimeSkinz 4/8 - Paused Spotify on Wednesdays 4/16: New 6/14 - Paused Spotify 12/27 - Mendocino county 2/21 - Skunk Train Static ad and Pet Friendly-Stitch Ad mobile high impact PMP launched 6/14 - On FB, added 15s versions of zip exclusions implemented 12/28 - Facebook crab launched on FB/IG 4/30 - Launched pinot ads on FB; Cut some audience Skunk and Train videos 2/25 - Bikerails video ad launched on FB/IG strategies on AXM. creative launched 2/26 - Paused Static Kayak and Horse on FB/IG JUN JAN FEB MAR APR MAY LAUNCHED NEW TACTICS **CREATIVE + MEDIA OPTIMIZATIONS** CAMPAIGN CHANGES 1/4 - FB/IG environmental/green audience 3/5 - AXM added Tripsavvv PMP: FB Paused Tree Hugger 5/16 - Paused Pinot ads on FB and Horse videos 5/17 - Added in new Video ads on FB: 1/13 - Paused Pet-Friendly target on FB/IG 3/12 - AXM paused Pandora and added a Groundtruth PMP; due to poor performance and will paused Wine segment due to poor FB added new "Dog Lovers" segment replacing Pet Friendly re-launch once we get pet creative performance 3/18 - FB shut off Whale ads 1/15 - PMPs deactivated (Meredith, SF 5/22 - Added in new Video on AXM; 3/20 - FB Taste of Mendo ads launched Activated viewability layers 1/17 - Added Green/Environmental 3/31 - AXM applied day parting (6am-12am) optimization

Overall Results & Key Findings:

segment along with Beer segment to AXM

- The campaign succeeded in enticing 2X more awareness, 2X more visit intent, and 149% more site traffic than goals for the same time YOY.
- Fresh destination and event-focused creative drove the strongest response: best response with destination and event-focused content
- High impact media lifted visit intent: audiences responded favorably to images and videos
- Social presence is **key** with 42% of site traffic originating from paid Facebook/Instagram ads
- Relevancy changes response: traffic is higher when visitors are planning trips
- Brand studies helped piece together impact on visits to the county: both the Nielsen and
 Facebook studies showed an increase in visit intent indicating that digital media is influencing
 people to visit and thus raise tourism revenue. These studies are essential where lack of data
 (ADR/occupancy/RevPar) is unavailable to VMC.

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CAMPAIGN ENTICED USERS TO VISIT MENDOCINO

VisitMendocino grew awareness and visit intent for Mendocino by engaging audiences across platforms



- Site Visitation: Campaign helped create a 149% larger user base for VisitMendocino.com vs the same time last year with 207k total users during the full flight. Organic search traffic increased 12% from April, driven by momentum from media efforts during travel season.
- Perceptions: Programmatic media achieved a 2X higher lift vs Travel norm in "Definitely will Visit" Mendocino county in the Nielsen brand study. Paid Facebook drove 2X the Travel norm in brand awareness and visit intent per the Facebook brand awareness study.



Engagement: Engagement improved throughout the campaign with **Activity Rates growing by 39% from December to June** thanks to various optimizations across programmatic, social and audio media.

Sources: DCM, Facebook, Nielsen 12/10/2018 - 6/30/2019

*Spend includes brand study fees

Campaign Performance:

- Site visits doubled each month YOY
- Per the brand studies, the campaign improved Mendocino County awareness and visit intent

Channel Performance:

Core channels AXM and Paid Facebook/Instagram drove content views most efficiently, while Spotify broke through the clutter.

	M	f 🗿	Spotify	pondora
♦□ #₽	\$117k	\$76k	\$70k	\$4k
€3€+3⊞€	19.8M	13.1M	1.6M	90k
	2.8M (14%)	1.8M (14%)	1.6M (100%)	81k (89%)
	62k (\$1.90)	174k (\$0.44)	10k (\$7.32)	73 (\$59.86)

- across various digital properties Drove an almost 2X CPCV
- improvement since December
 On Prospecting, high impact PMP
 strategy drove a 3X CTR increase
 from Dec to June
- 30% of budget went to
 Retargeting, where return users
 had 3X the VCR and 5X the
 Activity Rate vs Prospects
- Facebook/IG drove the O□◆
- Delivered 71% of Content Views driven by media with 28% of media spend On Prospecting, Competing Destinations and Travel Vacation strategies achieved scale and efficiency 18% of spend went to Retargeting, with comparable

performance to Prospecting

Spotify gave the VM videos

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to limited inventory

- Optimizing to weekends improved CPCV, aligning with when users are more in the mindset for travel planning
 30 sec videos could not scale due
- Pandora struggled to drive content views efficiently despite having a higher CTR than Spotify. This at least in part was driven by tracking issues
- Budget was shifted to Spotify for stronger overall performance



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Creative Recommendations for FY 2019/20:

- **Destination and Event:** Focus on destination and event content over activities.
- **High Impact:** Leverage high impact content to catch the attention of users and inspire action
- **Credibility:** Use influencers to drive credibility
- Align Copy to Imagery: Tailor copy to align with images; use hashtags and emojis
- Video Length: Develop short, impactful videos to drive completion rates
- **Site Speed:** Work on raising site speed score (currently 48/100 per Google)