

AGENCY SERVICES PROPOSAL

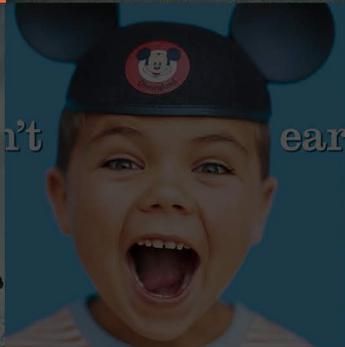
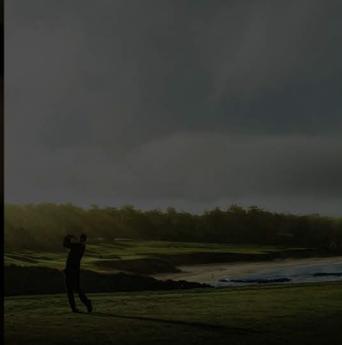
MAY 16, 2016

Visit Mendocino County

Mering Carson

MeringCarson is an advertising agency focused on brands, companies and organizations who are in the business of **experiences**: destinations, products, entertainment and social movements.

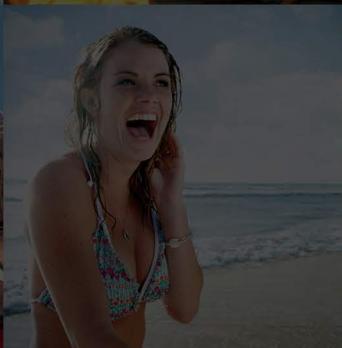
TO THINK,
DREAM
AND LUST



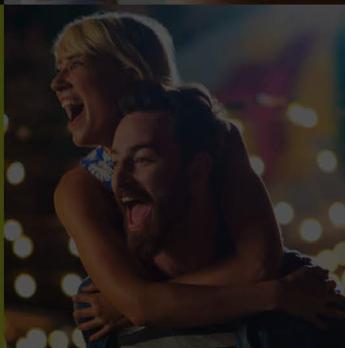
TO BUY,
GO AND
EXPERIENCE



We Move People.



SUNS
OUT
GUNS
OUT

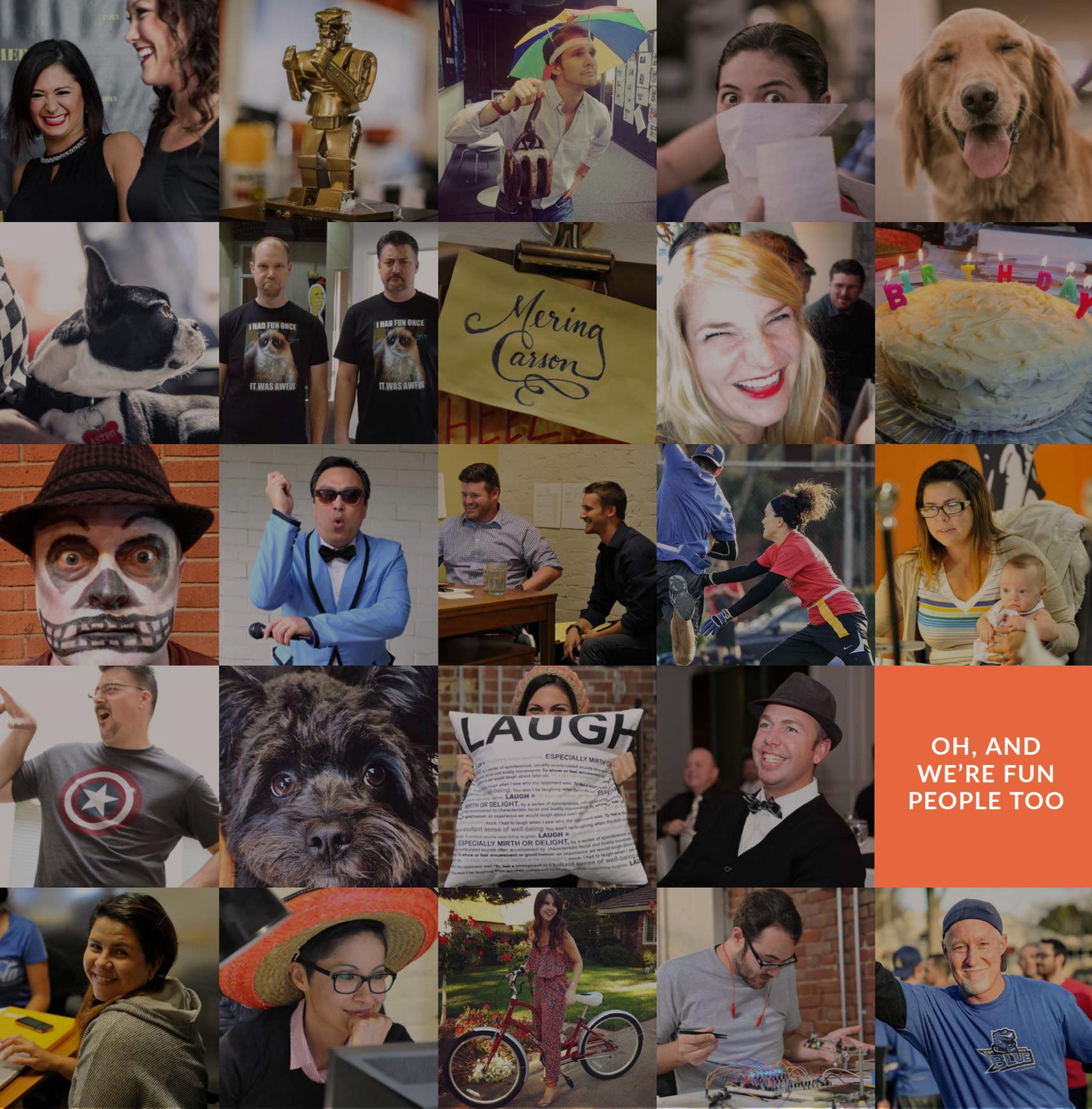


rao
(916) 445-0600
MANGO
yogurt KIBANA
COCONUT



TO CALL,
TEXT AND
SHARE





A Little About Us

Founded in 1985

70+ Employees

\$90MM+ Billings

Based in California

Part of Worldwide Partners Inc. Network

OH, AND
WE'RE FUN
PEOPLE TOO



Fully-integrated. Comprehensive.

Insert other flashy industry buzzword here that means *we do it all*.

Through our full suite of in-house capabilities and our best-in-class partners, we provide our clients with exactly what they need, when they need it. And as those needs evolve, we remain the perfect partner to carry out the vision of your brand.



**RESEARCH, INSIGHTS
& BRAND STRATEGY**



**CONNECTIONS
& MEDIA**



**CREATIVE
IDEATION**



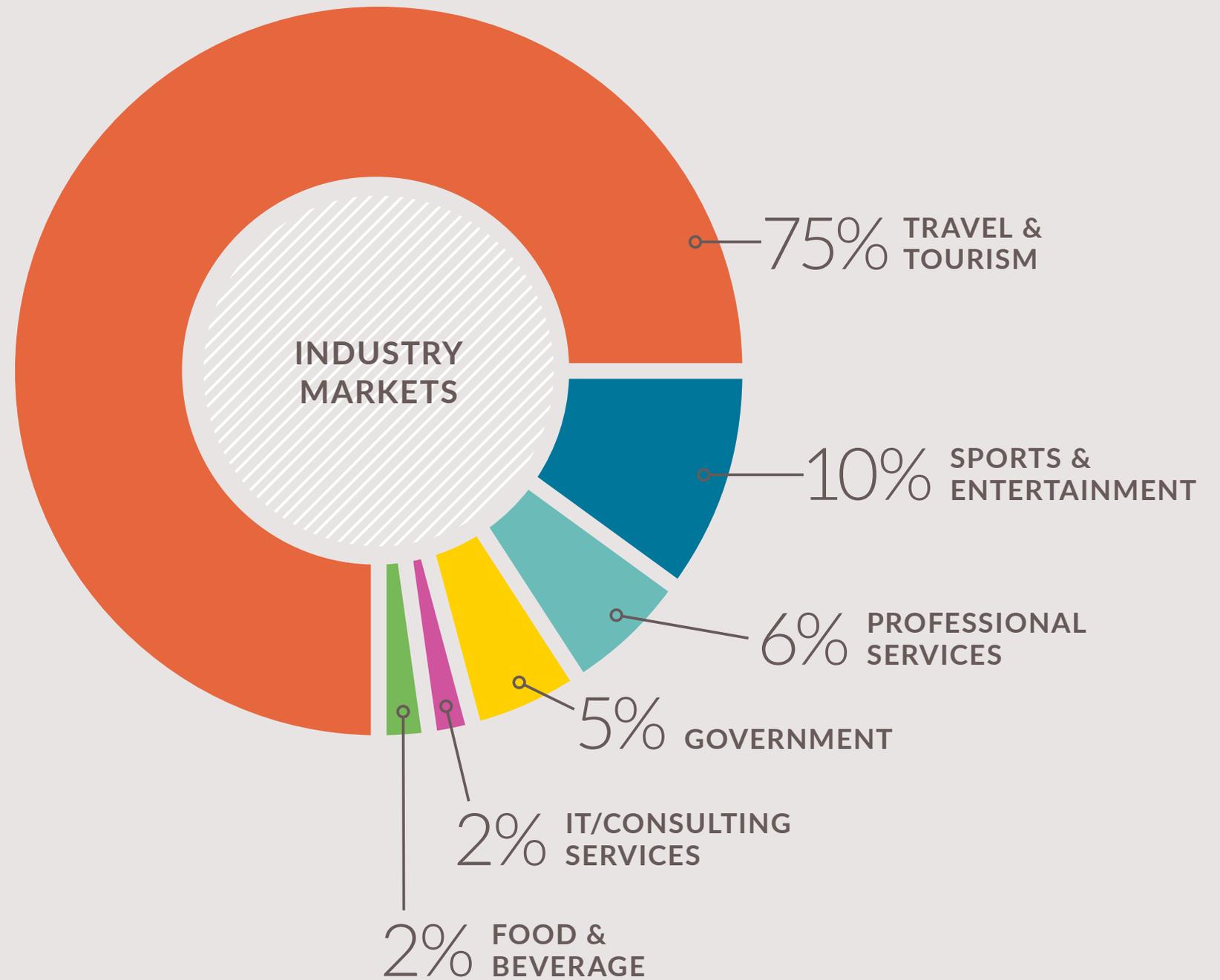
**EMCEE
DESIGN**



**GLOBAL
PARTNERSHIPS**

Our agency is active in the following markets:

Local, Regional, National and Global



Our Experience





The background of the slide is a photograph of an office interior, including a desk, a chair, and a filing cabinet, all overlaid with a semi-transparent teal color. The text 'Agency Services Proposal' is centered in white.

Agency Services Proposal

THE ASK

Development of content designed to attract/drive new visitation from consumers who are familiar with the destination but have never visited.

KEY TARGET AUDIENCE

Millennials with money — particularly residents of the San Francisco Bay Area.

1

Hosted Digital Video Series

This direction focuses on the development of a series of quick (roughly 30-second) videos that allow a user to get quickly into the various facets of the destination.

This audience segment considers peer reviews to be the most compelling form of recommendation or advice, so the goal is to craft these videos in the tone of a friend sharing a great vacation experience.

Potentially narrated by a young, target-friendly host, or group of friends, the videos can feature the breadth of the region, including nature, food, unique activities, etc. There is an implied “trust” that comes from the host – “Trust us, you just have to get up there.”

The goal would be to create 10-15 short videos to build out a robust series of content. This may or may not be possible in the given budget, but we can create a plan for subsequent rounds of development and build that library over time. The idea would be to make the format easy to replicate both in structure and the style of the production.

Additionally, we could explore User-Generated Content, encouraging users or influencers to create their own videos to add to the series.



Influencer FAM Tour

The second idea focuses on Instagram with a photography focus (although it would be ideal to also capture some video).

The concept would be to invite 5-10 Instagram influencers to the region for a group FAM event, or scheduled throughout the year. (Multiple, smaller influencers with good-quality, authentic content and an engaged following is a better route than 1-2 influencers with a huge following.)

Ideally, we would develop a well-rounded set of influencers with segmented reach/influence. For example: fashion, food, lifestyle, and the outdoors are all experience sets that are valuable and relevant when reaching a Millennial with money, providing they regularly share or post travel-related content as well. We could create opportunities for day trips, a weekend getaway and longer vacations.

It would be great to negotiate real-time and follow-up posts from each Influencer, as well as a set number of images for the influencer to deliver as part of the package. Mendocino County would have content to use over a long-term social calendar, tagging the relevant influencer in each post as the images are shared.

Depending on the success of the program, it would be ideal to maintain relationships with these influencers, inviting them back for further adventures or build on their contacts to bring new groups to the destination.

COST PROPOSAL

| | Agency Fees | Hard Costs |
|----------------------------|----------------|----------------|
| Concept Development | \$25K | |
| Production/Oversight | \$25K | |
| Other Costs | | \$92.5K* |
| Account/Project Management | \$7.5K | |
| Subtotal | \$57.5K | \$92.5K |
| Project Total | \$150K | |

*Costs available for influencer engagement, new assets (photographic or video), editing, etc.



Connect with
our team.

NORCAL

1700 I STREET 2ND FLOOR SACRAMENTO, CA 95811

P 1 916 441.0571 **F** 1 916 441.1370

SOCAL

624 BROADWAY #502 SAN DIEGO, CA 92101

P 1 760.635.2100 **F** 1 760.635.2106

MERINGCARSON.COM

EMCEEDSIGN.COM

For more information, contact
Lori Bartle at lbartle@meringcarson.com