

Time Inc. **California**

CONTENT LED
STRATEGY FOR VISIT MENDOCINO

04.08.16

CONTENT-FIRST STRATEGY FOR VISIT MENDOCINO

THE GOAL

Create a content-led strategy for Visit Mendocino that

- Creates industry buzz
- Drives preference for Mendocino as a prime destination for upscale travelers
- Supplies Visit Mendocino with high quality content assets for its promotional and content purposes

THE TARGET

Affluent adults in the San Francisco Bay area and other 'short haul' locations surrounding Mendocino

THE STRATEGY

Time Inc. California will produce a content series for Visit Mendocino that captures the quirky, adventurous allure of Mendocino. Elements of the series will be housed a branded experience within VisitCalifornia.com and on TravelandLeisure.com. The series will be promoted across the Time Inc. digital network of sites as well as Visit California's and Time Inc.'s social media channels. Additionally, content will be distributed to the target audience across the Time Inc. network via high impact content modules

We are presenting two creative options for the content series and ask that you select one. The series are text and image based—video content can be added at a slightly higher spending tier.

CONCEPT #1: GO FURTHER

A content series targeting well-to-do (and largely Silicon Valley-based) millennials that prompts them to push through all-too-familiar Napa and Sonoma and experience the quirky, mysterious, off-the-beaten path allure of Mendocino County. It would highlight places to go, things to do, sights to see, with an emphasis on the authenticity of the region (as compared to the rather showy, scene-y vibe of Napa in particular). When you visit Winery [TK], for instance, the owner pours your wine—and nobody is wearing Prada.





CONCEPT #2: THE LOCAL FLAVOR

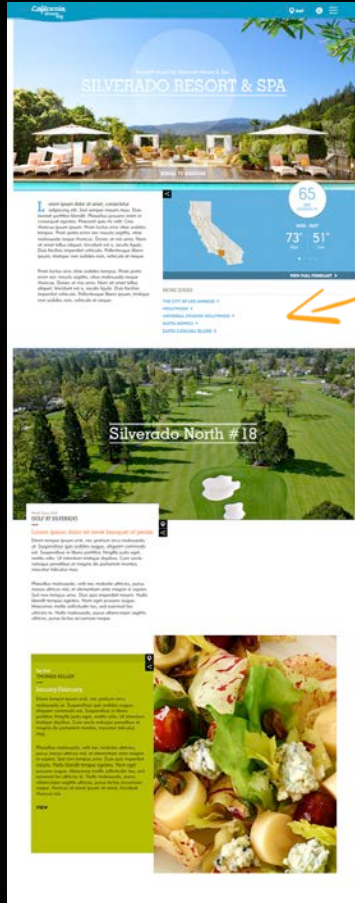
A content series that tells the story of compelling Mendocino County residents — people who embody different aspects of the region and will talk about what they do, why they chose to live in Mendocino, and where they take their friends when they visit. An artisan, a winemaker, a restaurateur, a park ranger, etc.

VISIT MENDOCINO: MEDIA PLAN DETAILS



DISTRIBUTION: NATIVE PAGE AND MEDIA ON VCA.COM

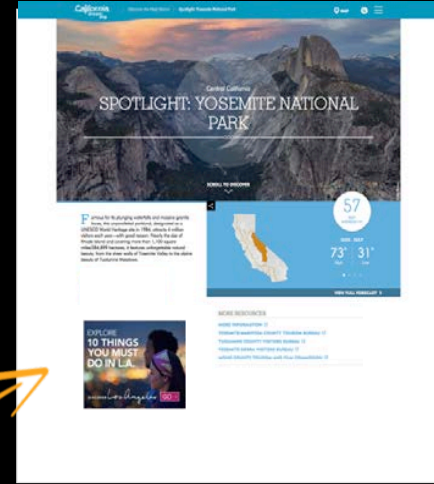
NATIVE ARTICLE PAGE



Native Article Page

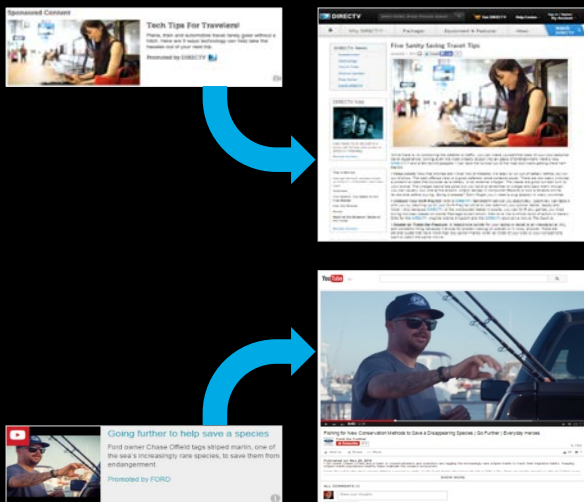
- Stunning, immersive experience presented by Visit Mendocino
- Gorgeous imagery and an array of customized content
- Content can be used for Visit Mendocino's own content purposes

ARTICLE PAGE



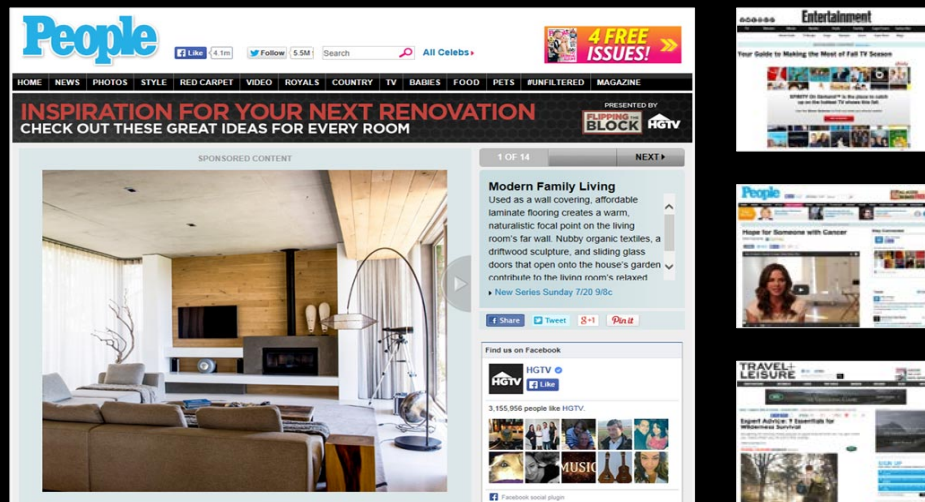
300x250 Units

DISTRIBUTION: NATIVE PAGE AND TOUTS (TIME INC.)



Native Promotional Touts

- ❖ In-feed or embedded within editorial wells
- ❖ Run across Time Inc.'s Digital Network
- ❖ Full targeting capabilities
- ❖ In-unit engagement or links to custom content, native pages, or a brand site
[Example Native Tout](#)



Native Content Pages

- ❖ Integrate your content seamlessly within premium environments
- ❖ Property-specific, end-to-end native solutions
- ❖ All content lives within organically designed native pages on contextually relevant Time Inc. sites
[Example Native Page](#)
- ❖ Promoted through touts, targeted traffic drivers and social posts

DISTRIBUTION: CINEMASCOPE UNIT (TIME INC.)



Premium Time Inc. unit that appears in the leaderboard position as a 970x250. On user click, it expands into 'light-box style' 1280x650 canvas to reveal a video or video series. Example: <http://direct2time.timeinc.com/online/prop/amex/custom.html>

DISTRIBUTION: SOCIAL AMPLIFY

DISTRIBUTE

150MM+

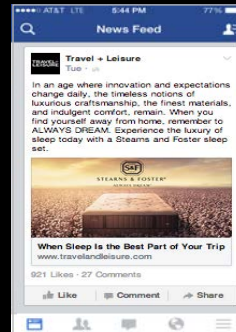
Deliver desired messaging to Time Inc.'s 146MM social audience and beyond to billions of target impressions



RE-TARGET

125MM+

Unduplicated Time Inc. audience targetable across platforms



ENGAGE

3-4X

Social actions Time Inc. advertiser messages drive compared with advertisers' own promoted social updates

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