



# Mendocino Tourism



## MEDIA PLAN

Prepared by Media Matters Worldwide

August 7th, 2019

# AGENDA

MEDIA GOALS AND STRATEGIES

CAMPAIGN PARAMETERS

CHANNEL + PARTNER ALLOCATION

FLOWCHART

MEDIA PLAN DETAILS

REPORTING/DATA

NEXT STEPS

APPENDIX



# MEDIA GOALS AND STRATEGIES

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## CAMPAIGN GOALS

Raise awareness of Mendocino County as a tourist destination

- o Increase visits to Mendocino county as indicated by VisitMendocino.com site traffic
- o Increase Mendocino County brand awareness and positive perception

## CAMPAIGN STRATEGIES

1

Drive positive awareness and engagement momentum on the VisitMendocino website by prospecting for new qualified Bay Area + Sacramento vacationers as well as reaching users identified as having intent.

2

Drive visitor interest and website engagement by leveraging historical learnings and supporting key events:

- o November 1 - November 10 - [Mushroom Feast](#)
- o January - Winter/Crab Feast (last 2 weeks of January)
- o March - Whale Festival (1st three weekends in March)



# CAMPAIGN PARAMETERS

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## TIMING

- 9/9/19 - 3/31/20

## GEOGRAPHY:

- San Francisco Bay Area DMA (excluding Mendocino County)
- Sacramento DMA

## BUDGET:

- \$300,000

## TARGET AUDIENCE:

- Age: Millennials, Gen-Y, and Gen-X
- HHI: \$100k+

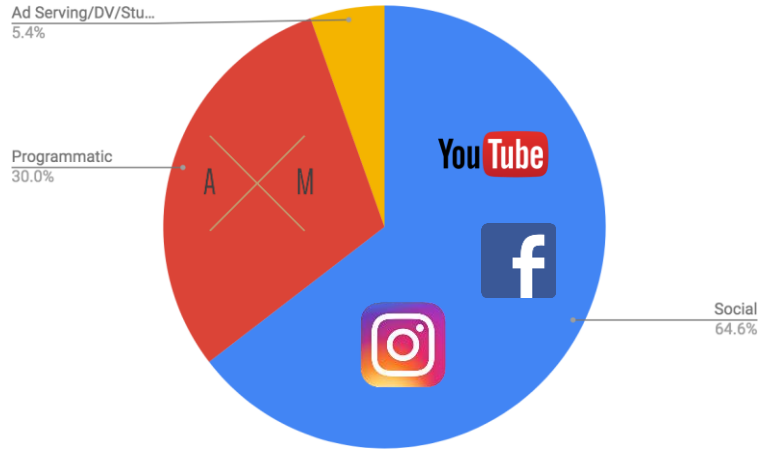
## LANDING PAGE:

- <http://www.visitmendocino.com>



# CHANNEL ALLOCATION

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Each channel plays a vital role in the success of the campaign.

**Social (65%),** complements owned social efforts with efficiency across Facebook, Instagram and YouTube.

**Programmatic (30%),** delivers efficiency and a bouquet of diverse tactics to amplify VisitMendocino.com messaging while being able to be easily and effectively optimize.

**Tracking + Measurement Fees (5%)**

# FLOWCHART

PAID MEDIA CHANNELS	September	October	November	December	January	February	March	Total
Programmatic (AXM)	\$12,857.14	\$12,857.14	\$12,857.14	\$12,857.14	\$12,857.14	\$12,857.14	\$12,857.14	\$90,000.00
Social	\$23,520.71	\$23,520.73	\$23,520.72	\$23,520.72	\$23,520.72	\$23,520.70	\$23,520.70	\$164,645.00
Facebook/Instagram	\$12,956.43	\$12,956.44	\$12,956.43	\$12,956.43	\$12,956.43	\$12,956.42	\$12,956.42	\$90,695.00
YouTube	\$10,564.28	\$10,564.29	\$10,564.29	\$10,564.29	\$10,564.29	\$10,564.28	\$10,564.28	\$73,950.00
Brand Study	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00
Ad Serving	\$328.57	\$328.58	\$328.57	\$328.57	\$328.57	\$328.57	\$328.57	\$2,300.00
Double Verify	\$222.14	\$222.15	\$222.15	\$222.14	\$222.14	\$222.14	\$222.14	\$1,555.00
MMWW Commission	\$6,012.60	\$4,247.90	\$4,247.90	\$4,247.90	\$4,247.90	\$4,247.90	\$4,247.90	\$31,500.00
<b>TOTAL GROSS PLANNED</b>	<b>\$52,941.17</b>	<b>\$41,176.51</b>	<b>\$41,176.48</b>	<b>\$41,176.47</b>	<b>\$41,176.47</b>	<b>\$41,176.45</b>	<b>\$41,176.45</b>	<b>\$300,000.00</b>



A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a green top and a white sweater. The laptop is silver and open. In the foreground, there are some papers and a smartphone. The background is blurred, showing other people in a meeting room. A white rectangular box with a yellow border is overlaid on the image, containing the text "MEDIA PLAN DETAILS".

## **MEDIA PLAN DETAILS**

# MEDIA CHANNELS & FORMATS

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1

## VIDEO (DESKTOP, MOBILE & TABLET)

Used to drive deeper engagement delivering an emotive brand connection at scale across Facebook/Instagram, Programmatic, while testing newer platform YouTube.

2

## DISPLAY + HIGH IMPACT PROGRAMMATIC MEDIA

Programmatic tactics will include Display banners, including splashy High Impact ad units, and Video to disrupt and capture the attention and awareness of our audience. Programmatic will utilize a combination of approaches, both Retargeting off the VisitMendocino.com site and Prospecting new users including using relevant Social Media influencer contextual and audience targeting segments.

3

## SOCIAL MEDIA

Build awareness of Mendocino County as a tourist destination across key Millennial, Gen-X and Gen-Y social platforms: Facebook, Instagram and YouTube. Amplify VMC's social influencers impact by running their "branded content" posts as standard ads within Facebook.







**PROGRAMMATIC**

# PROGRAMMATIC STRATEGY

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1

## LEVERAGE LEARNINGS FROM 2019

Utilize top performing strategies in 2019 while continually testing new and innovative tactics. Top performing tactics in 2019 were high impact units, contextual targeting brand and competitor keywords, lookalike audiences, and travel app custom audiences.

2

## CREATIVE MIX

Utilize a mix of creative such as high impact, video, native and display to maximize creative strategy. Native is a top performer on branding campaigns especially when imagery used are visually captivating.

3

## MIX OF PROSPECTING AND RETARGETING

Prospecting will consistently bring in new users, while our retargeting efforts will keep travel to Mendocino top of mind to those who have previously shown interest by past site visitation.



# PROGRAMMATIC TACTICS

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## CONTEXTUAL

Continually run top performing contextual segments: brand & competitor keywords, whitelisting on travel sites SF specific sites. We will also test influencer keywords.

Example Whitelisting -  
foodandwine.com, sf.eater.com,  
sfweekly.com, forbes.com/travel,  
lonelyplanet.com



## LOOKALIKE TARGETING

Continue to run LAL audiences off of the global site tag.



## 3RD PARTY AUDIENCE

Continue to run top performing audiences: interest in travel apps, custom audience around interest in tourism, and in-market for travel.

Test Influencer audiences as well as custom interest and in-market for competitor travel.

# PROGRAMMATIC TACTICS

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## 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).



## HIGH IMPACT DISPLAY

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



## NATIVE

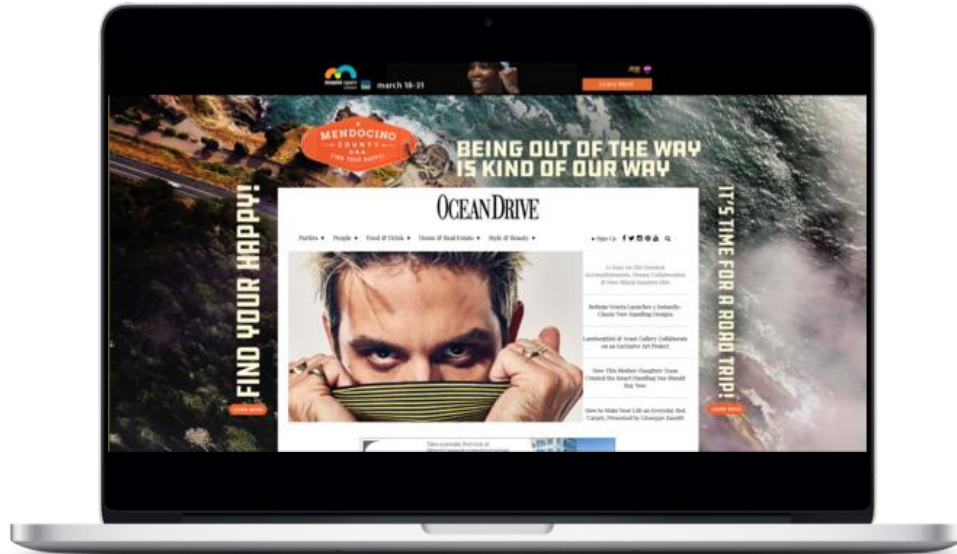
High impact digital ad units are similar to site takeovers and are highly effective in building brand awareness.

# HIGH IMPACT

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



## HIGH IMPACT DESKTOP & MOBILE EXAMPLES




# PROGRAMMATIC NATIVE

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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**



**Find Yourself Happy!**  
More than just a day trip, visit Mendocino County and find yourself happy.

[visitmendocino.com](http://visitmendocino.com) [Visit Now](#)



# PAID SOCIAL

# PAID SOCIAL STRATEGY

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1

## LEVERAGE LEARNINGS FROM 2019

Utilize top performing platforms from 2019, including Facebook/Instagram. Continue using the most effective targeting tactics including utilizing Retargeting, Lookalikes, Travel/Vacations, Competing Destinations, Outdoor Enthusiasts.

2

## NEW TESTS

Test new target segments including PR Publication Alignment, Video Viewer Lookalikes, and Event Calendar targeting. Test influencer's branded content posts as standard ads if available. Continue testing Learn More vs Book Now CTA's.

3

## AMPLIFY SUCCESS OF VIDEO CONTENT

Extend reach and scale of video content across YouTube videos and channels.

4

## MIX OF PROSPECTING AND RETARGETING

Continue to use a mix to reach current/prior site visitors, video viewers, social page engagers as well as net new prospects.





# PAID SOCIAL TACTICS

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## AFFINITY

Utilize platform'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

# PAID SOCIAL TACTICS

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## 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



## PLATFORM/PLACEMENT

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

Test new platform for this campaign: YouTube

# AD FORMATS

## STATIC

Great for:

- Hero images
- A/B testing
- Quick deployment



 **Visit Mendocino County** Sponsored ·  ...

All aboard the Skunk Train! Journey on this historic 130-year-old rail line amongst towering old-growth redwood trees, over wooden trestle bridges, and through majestic stone tunnels.





VISITMENDOCINO.COM [BOOK NOW](#)


**Skunk Train yourself happy**

    1.1K 106 Comments 213 Shares

 Like  Comment  Share


 **Visit Mendocino County** Sponsored ·  ...




Crab Feast Mendocino. January 18 - 27. Get your tickets now!



VISITMENDOCINO.COM [BOOK NOW](#)

**Find Your Happy**

 32 5 Comments 23 Shares

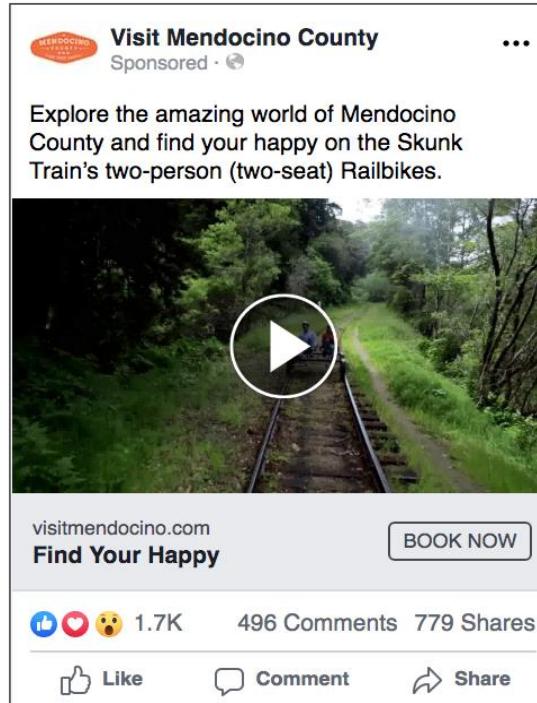
 Like  Comment  Share

# AD FORMATS

## VIDEO

Great for:

- More complex storytelling
- Driving deeper brand connection



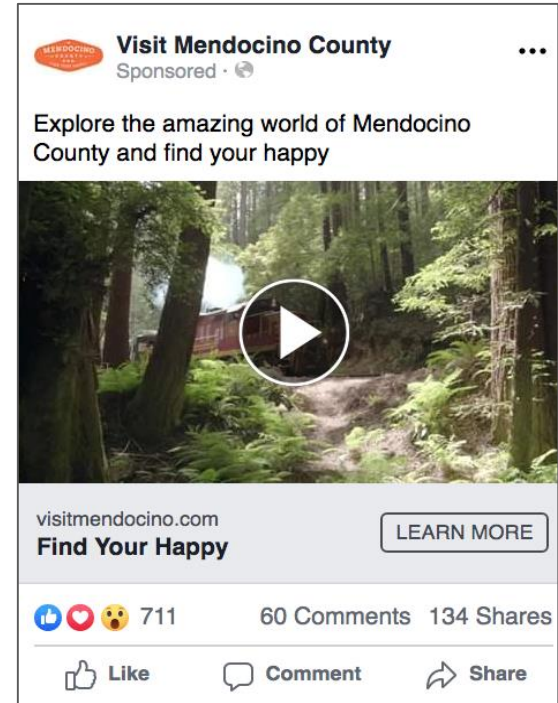
**Visit Mendocino County** Sponsored · 🌐

Explore the amazing world of Mendocino County and find your happy on the Skunk Train's two-person (two-seat) Railbikes.

visitmendocino.com  
**Find Your Happy** [BOOK NOW](#)

👍❤️😬 1.7K 496 Comments 779 Shares

👍 Like 💬 Comment ➦ Share



**Visit Mendocino County** Sponsored · 🌐

Explore the amazing world of Mendocino County and find your happy

visitmendocino.com  
**Find Your Happy** [LEARN MORE](#)

👍❤️😬 711 60 Comments 134 Shares

👍 Like 💬 Comment ➦ Share

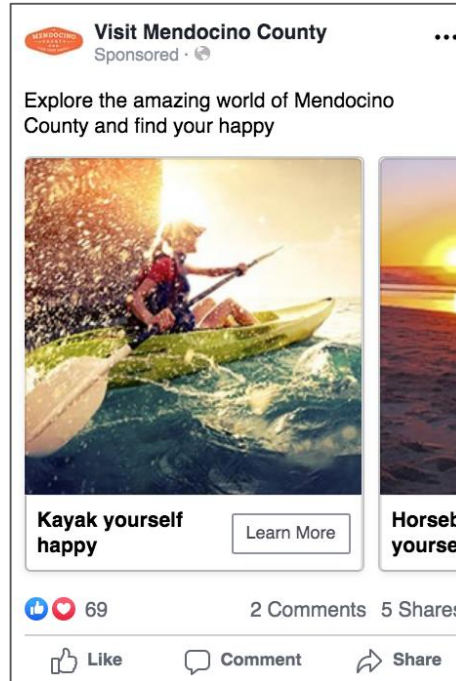


# AD FORMATS

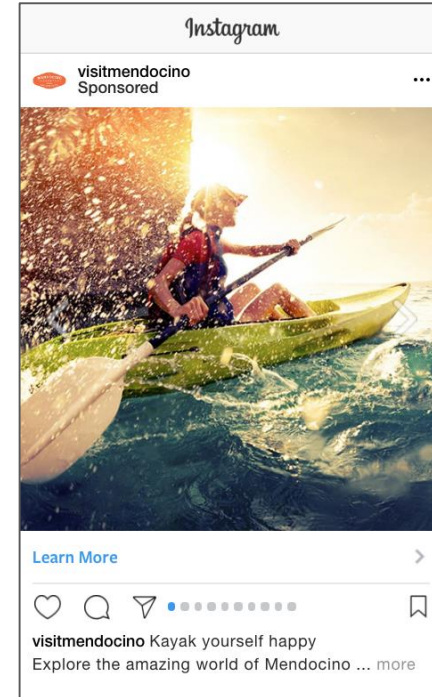
## CAROUSELS

Great for:

- Featuring multiple related products
- Encouraging browsing and engagement



A Facebook carousel advertisement for Visit Mendocino County. The ad features a header with the Visit Mendocino County logo and the text "Visit Mendocino County Sponsored". Below the header is a main text block: "Explore the amazing world of Mendocino County and find your happy". The carousel consists of two images: a person kayaking in a green kayak on blue water, and a sunset over the ocean. Below the first image is the text "Kayak yourself happy" and a "Learn More" button. Below the second image is the text "Horseback yourself". At the bottom of the ad, there are engagement metrics: "69" likes, "2 Comments", and "5 Shares". Below the metrics are icons for "Like", "Comment", and "Share".



An Instagram carousel advertisement for Visit Mendocino County. The ad features a header with the text "Instagram" and the Visit Mendocino County logo. Below the header is the text "visitmendocino Sponsored". The carousel consists of two images: a person kayaking in a green kayak on blue water, and a sunset over the ocean. Below the first image is the text "Kayak yourself happy" and a "Learn More" button. Below the second image is the text "Horseback yourself". At the bottom of the ad, there are engagement metrics: "69" likes, "2 Comments", and "5 Shares". Below the metrics are icons for "Like", "Comment", and "Share".

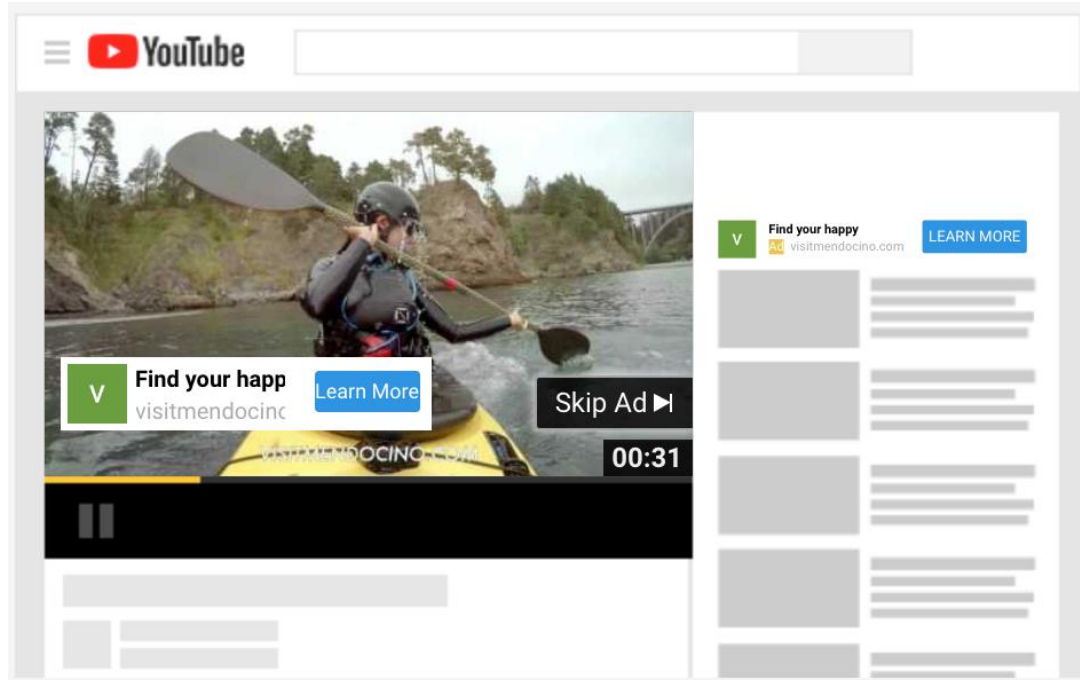


# AD FORMATS

## YOUTUBE VIDEO

Great for:

- Reach and Scale of video content
- More complex storytelling
- Driving deeper brand connection



A person is seen from the side, working on a silver laptop. The laptop screen displays a data dashboard with a line graph and various charts. The dashboard includes a date range selector set to 'Nov 15, 2015 - Dec 15, 2015'. On the desk in front of the laptop, there is a white cup of dark coffee and a white napkin with several cookies, including star-shaped ones. The background is a bright, out-of-focus office or home workspace.

## REPORTING/DATA

# SUCCESS METRICS

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## **PRIMARY - ENGAGEMENT**

CONTENT VIEWS/CPCV/ACTIVITY RATE

Increase visits to Mendocino County as indicated by VisitMendocino.com site engagement.

## **SECONDARY - PERCEPTIONS**

AWARENESS & VISIT INTENT LIFT

Increase awareness of and visit intent for Mendocino County as a travel destination.





# MEASURING ATTITUDINAL IMPACT

MMWW recommends **both a Facebook and third party brand study** to measure the campaign's impact on Mendocino County awareness and visit intent as a travel destination.

In addition to the Facebook brand study (added value), We are considering two vendors for research: **Survata** and **Nielsen**, making the selection by 8/7.

Both Survata Ad Measurement and Nielsen Brand Effects use a test / control methodology where two separate but similar groups of individuals are asked the same question(s) about awareness and visit intent for Mendocino County and nearby competing destinations (eg Big Sur, Napa, Tahoe, etc.).

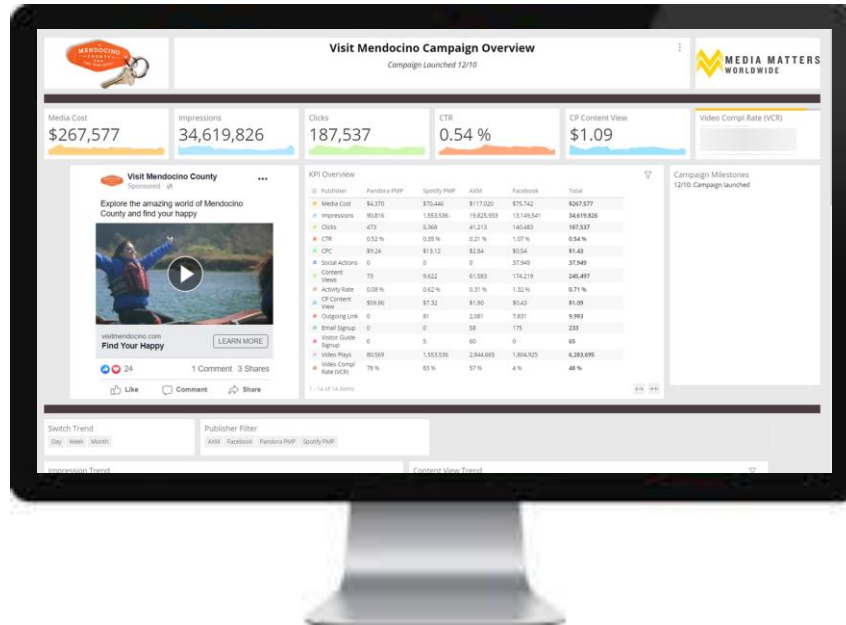
The difference between these two groups is **brand lift**.

SURVATA	NIELSEN
Served on premium publisher sites to unlock content	Served across publisher sites as a banner ad with question
Measures AXM & YT both Mobile & Desktop	Measures AXM & YT Desktop only
Can build audiences based on survey responses	Has historical results from first flight 2018/2019
<i>Estimated Cost - \$10,000</i>	<i>Estimated Cost - \$10,000</i>



# MENDOCINO ANALYTICS

**PERFORMANCE SOURCES**  
Campaign Analytics  
Paid Social  
Programmatic  
YouTube  
Web Analytics -Google Analytics



**NEXT STEPS**



# NEXT STEPS

DELIVERABLE	OWNER	DUE DATE
Media Plan Presentation	MMWW	Wed, 8/7
Media Plan approved + MAF signed	Mendocino	Fri, 8/9
MMWW Invoices VMC (Due upon receipt)	MMWW	Mon, 8/12
Additional pixels sent to be placed (if needed)	MMWW	Thu, 8/22
Creative Due Date	Mendocino	Fri, 8/23
QA + Traffic Creative	MMWW	Mon, 8/26
Campaign Live	MMWW	Mon, 9/9
Launch Report	MMWW	Mon, 9/16



# CONTACT

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7044

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4164



# APPENDIX

SENHA



# 2019 CHANNEL RECOMMENDATIONS

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## ALL

- Consider spikes in budget around the support for key events

## AXM

- Implement Native as this has been a proven successful tactic on other client branding campaigns
- Create custom intent audiences around competitors (i.e. people searching trip planning information on Napa) given strong performance seen on Facebook
- Maintain high impact ad units strategy to create awareness and interest

## FACEBOOK

- Lean into efficient tactics: Retargeting, Lookalikes, Travel/Vacations, Competing Destinations, Outdoor Enthusiasts
- Test new targeting segments including: Publications to align to PR plan, Lookalike off of video viewers

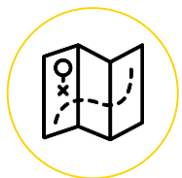
## AUDIO

- Pause audio and shift budget to more visually sharable channels such as YouTube



# 2019 CREATIVE RECOMMENDATIONS

Prioritize easy to consume, high impact destination and event creative.



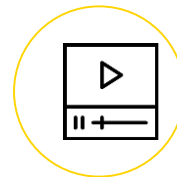
## DESTINATION & EVENT

Prioritize destination and event content over activity content to align with natural travel planning behavior and highlight the unique reasons to visit.



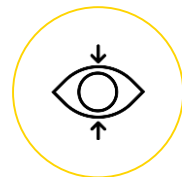
## CREDIBILITY

Use influencers in ads, test branded content ads with influencers on social and pull in review/ranking statements into ads to drive credibility.



## VIDEO LENGTH

Focus on shorter length videos to drive stronger completion rates and retain user attention.



## HIGH IMPACT

Leverage high impact creative to disrupt the user, capture attention and inspire action while building awareness.



## ALIGN COPY TO IMAGERY

Tailor copy to align with images and video thumbnails. Utilize hashtags and emojis to help appeal to younger demographic.



## SITE SPEED

Site speed score of 48 (out of 100) per Google indicates that VM.com can better retain users by optimizing site structure and content (see slide 21).





**MEDIA MATTERS**  
**WORLDWIDE**

