

CBS360 & Where's Roberta

2018 Campaign Ideas

CBS360
A Division of CBS Television Stations

PARTNERSHIP MISSION

CREATE



Awareness and Demand for Mendocino County, CA. Highlighting the best places to eat, see and play!

DRIVE



Increase tourism during key times of the year to economically benefit the Mendocino County Region..

LEVERAGE



CBS programming and properties for contextually relevant content alignment.

CAMPAIGN OVERVIEW



CBS360 & Where's Roberta is excited to team up with Mendocino County to execute an integrated campaign that provides viewers with entertaining content and drives them to consider Mendocino County as their next destination.



Where's Roberta is a turn-key 4-part series that organically weaves Mendocino County Tourism against the backdrop of the best places to eat, see and play.

The series will highlight various activities that make up Mendocino County, as our influencer host, Roberta, explores and relates to travel enthusiasts.



Roberta Gonzales

Roberta Gonzales is a 7 time Emmy Award winner, San Francisco Bay Area local television personality, community influencer, tri-athlete; who is interested in travel.



4 K Followers



8.8 K Fans



3 K Followers

Where's Roberta CONTENT TOUCHPOINTS



Companion Editorial
in on local CBS
website showcasing
top local restaurants
and events.



High Impact Takeovers
(Huggable Skin with 970
x 250, 300x250 and
Mobile Ad)



Talent Social Media Posts
(Facebook + Twitter)



:15 second tune-ins
during various CBS
programs promoting
show followed by :15
second advertiser
message

CAMPAIGN DETAILS

4x 30 minute “Where’s Roberta” on CBS San Francisco Saturday 7p-7:30p

On-Air tune-in promos - :15 second tune-in followed by :15 advertiser message

- Local KPIX 5 Morning News 5a-7a
- CBS This Morning 7a-9a
- Local KPIX Noon News 12p-12:30p

Total: 20x :30 second spots per week (80x total campaign)

-Visit Mendocino County In-banner Videos (300x250, 300x600, 970x250)

- 600,000 Impressions (150,000 per show)

“Visit Mendocino County” Articles on CBSSF.com

We will create a custom landing page on CBSSF.com where the articles along with the 30 minute show will live for a total of 3 months.

2x articles highlighting the Best of Mendocino County



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APPENDIX

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San Francisco Market Profile



Total TV Households

Black/African American TV HHs	2,488,090
Asian TV HHs	7.5%
Hispanic TV HHs	22.3%
	17.2%

Wired Cable	61.4%
Interconnect	61.4%
ADS (Satellite*)	26.4%
Broadcast Only	12.1%

Population

Total Persons 2+	6,522,261
Total Persons 18+	5,274,053
Total Women 18+	2,699,098
Total Men 18+	2,574,955

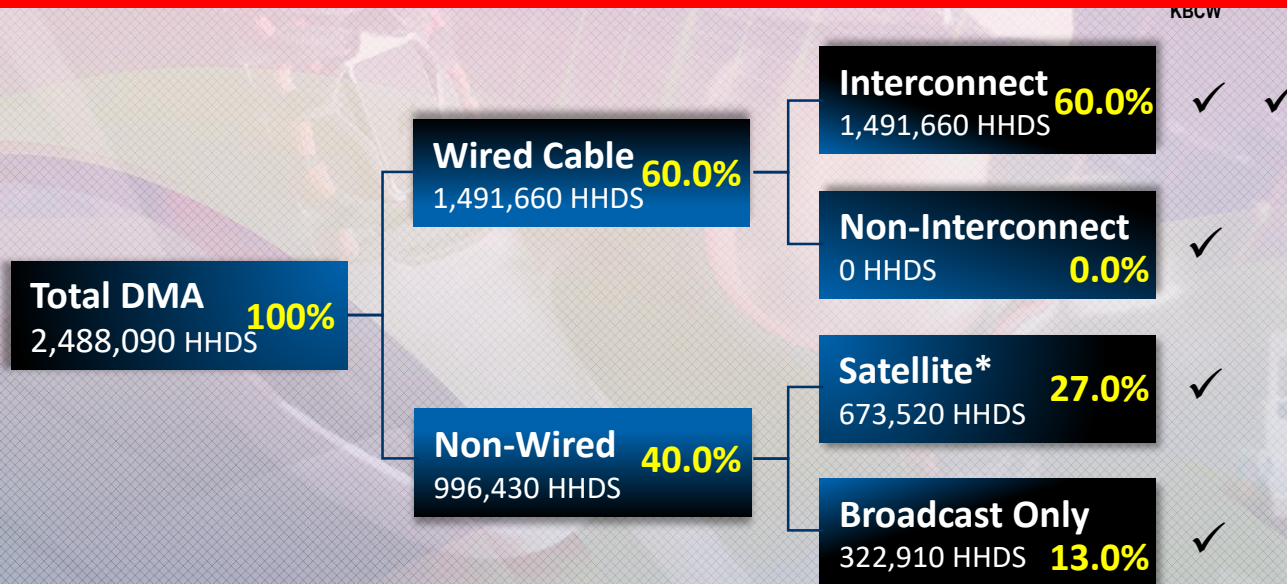
Key Demo Breakout

A18-34	1,350,473
A18-49	2,782,601
A25-54	2,785,014
W18-34	661,559
W18-49	1,378,404
W25-54	1,385,352
M18-34	688,914
M18-49	1,404,197
M25-54	1,399,662
A35+	3,923,580
A35-64	2,855,914



San Francisco Market Profile

How the Market Breaks Down



Source: Nielsen Media Research, Market Universe Estimates, February 2017, Interconnect Comcast Spotlight, *ADS non-cable homes.

Meet the KPIX 5 Average Audience

We are Many

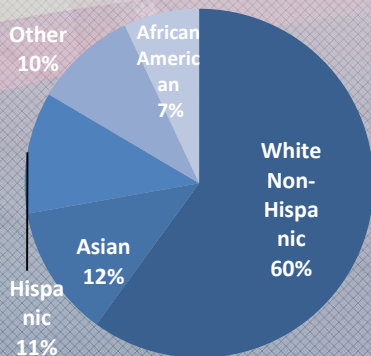
Weekly Reach: 3,241,263 People 18+

We are Men & Women

49% Men & 51% Women

We are Diverse

40%, almost half, are non-White



Vital Statistics

SF DMA

KPIX Viewers

Household Income

HHI: \$75k-\$99k	14.2%	15.4%
HHI: \$100k-149k	16.3%	17.0%
HHI: 150k+	20.6%	20.2%
Average HH Income	\$96,900	\$97,800

Level of education

Some college	29.6%	31.6%
College graduate (4 year college)	20.9%	19.8%
Any Post Graduate Work	18.6%	18.6%

Own Residence

Own Residence	52.2%	58.5%
Kids in Household		
Under 17 Years of Age	35.7%	29.1%

Employment status

Employed (Full/Part-time)	64.7%	59.2%
Management/Business/ Financial Operation/Professional	33.1%	29.9%
White Collar	46.8%	42.5%
Blue Collar	18.0%	16.7%

Source: Scarborough San Francisco, CA 2016 Release 2 Total (Aug'15-Jul'16), Base: SF DMA Adults 18+. KPIX Viewers based on Watched Past 7 Days.



KPIX Delivers an Upscale Audience!

Purchasing Power

A18+ KPIX Viewers

\$11.0 Billion

New Vehicles

\$5.3 Billion

Used Vehicles

\$3.9 Billion

Home Improvement

\$2.8 Billion

Internet Purchases

\$2.6 Billion

Furniture/Mattress/Electronics

Index among SF DMA A18+ who watched KPIX past 7 days

Market Value of Owned Home \$1,000,000+	115
Has 2 nd Home or Real Estate Property Investment	129
Lifestyle changes/events personally plan to do next 12 months Make last home mortgage payment	130
Items/services household currently has (HHLD) Second home	129
Investments household has (HHLD) Money market funds	128
Lifestyle changes/events personally plan to do next 12 months Retire or take early retirement	128
Lifestyle changes/events personally plan to do next 12 month Last child finish college	125
Investments household has (HHLD) Mutual funds	121
Lifestyle changes/events personally plan to do next 12 months Birth of a grandchild	121
Professional services used by HHLD past 12 months (HHLD) Financial planner	119

Source: Scarborough San Francisco, CA 2016 Release 2 Total (Aug 2015 - Aug 2016), Base: SF DMA A18+ Target : KPIX Viewers based on Watched Past 7 Days.
How To Read: A18+ KPIX viewers are 10% more likely to have a HH Income of \$150k+ than the A18+ market average (Index 100= market average). Purchasing Power based on : New & Used Vehicles based on plan to buy in next 12 months; Home Improvement, Internet Purchases, Furniture/Mattress/Consumer Electronics (Other electronics & television) based on bought past 12 months.

