



2021 Co-Op Marketing

DESTINATION AUGUSTA
ROUND 2 MEDIA CAMPAIGN / *MAY 2021*



Table of Contents

1. 2021 Goals & Objectives
2. Round 2 Plan Overview
3. Round 2 Tactic Selections
4. Next Steps

2021 Co-Op Media Campaign

/Goals & Objectives

To support Augusta as a top Georgia tourism destination through an integrated media campaign featuring Augusta's new destination marketing campaign and the 2021 Round 2 co-op partners among prospective drive market visitors, and locals, effectively increasing interest in and foot traffic for Augusta and its partners.

1) Grow Awareness

Get Augusta and its partners in front of prospective visitors and local audiences.



2) Drive Engagement

Offer high quality content and experiences to keep Augusta top of mind.



3) Increase Foot Traffic

The long term goal, of course, is to welcome these “prospects” as guests into our hotels, storefronts, museums, events and more!



2021 Co-Op Media Campaign

/ Rd. 2 Plan Summary

A total of (4) partners will be selected to participate in the Round 2 media campaign component of the 2021 Co-Op Campaign. The value associated with the campaign available to EACH of the (4) partners is documented in the table below:

Total Budget	Paid Social	Display	Native	Foot Traffic	Print <i>Southern Living</i>	OOH Billboards	VisitAugusta.com
\$35,000	\$6,412	\$9,619	\$9,619	\$1,103	\$3,709	\$3,713	\$825/partner

Note: Budget allocations subject to change based on final budget available for 2021 Rd. 2 Co-Op. Some digital media spend will be used for overall brand awareness tactics that support individual partner campaigns.

2021 Co-Op Media Campaign

/ Rd. 2 Partner Tactic Selections

TRADITIONAL MEDIA

1. **Southern Living Magazine** Awareness

Flight: October 2021 Issue

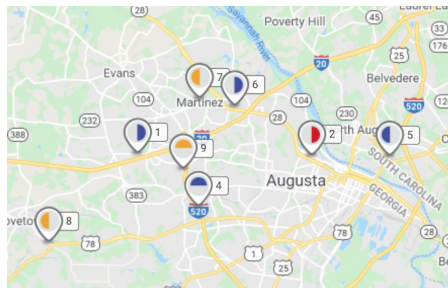
Each partner to be included in one of one full page print ad insertion within this premium publication.



2. **Out-of-Home: Billboards** Awareness

Flight: 12-Weeks, August-October 2021

Each partner to be featured in one of four billboards in select locations along I-20, near Ft. Gordon, and within Augusta. Board selections will be secured based on availability once the final co-op budget is awarded.



2021 Co-Op Media Campaign / Rd. 2 Partner Tactic Selections

DIGITAL MEDIA

Each partner will be highlighted in their own 8-week campaign that will be integrated seamlessly into the brand campaign, taking advantage of the larger prospect/retargeting pool as well as additional targeting as relevant to each partner.

1. **Paid Social Media** Awareness, Interest + Engagement

Social media will allow us to efficiently reach all of our target audiences with highly relevant targeting parameters. Each Partner will be supported with (2) Link Ads.

2. **Programmatic Native** Awareness + Interest

Native advertising will serve as a middle funnel tactic, helping to drive prospective visitors to itinerary-based landing pages. Each partner will be supported with (2) ads.

3. **Programmatic Display** + **Mobile Geofencing** Awareness + Conversion

Pairing display with mobile geofencing technology earns exposure and also allows us to measure foot traffic of users who saw an ad and then also physically came to visit local hotels, partner attractions, etc. Each partner will be supported with (1) set of standard display ads.

Sample Ads from the 2021 Rd. 1 Co-Op Campaign:

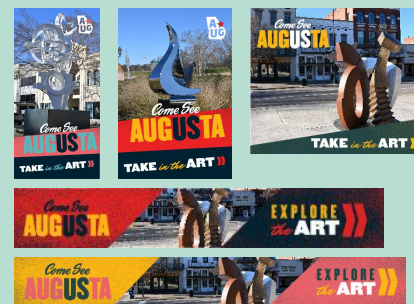
/ Social Media



/ Native



/ Display



2021 Co-Op Media Campaign

/ Rd. 2 Partner Tactic Selections

VisitAugusta.com Digital Advertising Awareness + Conversion

Through Destination Travel Network (DTN) online advertising for Tourism Grant participants includes:

- Rotation in the dedicated co-op position which runs at the bottom of primary navigation pages
- Featured listing in your top-level category
- \$150/month a 50% discount



SPONSORED

Take a Ride on the James Brown Family Historical Tour

Highlights include such sites as the elementary school that James Brown attended, the home where he lived as a child, businesses owned by James Brown, James Brown Statue, James Brown Arena and much more.

[READ MORE](#) ⓘ

2021 Co-Op Media Campaign

/ Next Steps

1. **Submit your 2021 Tourism Grant application by Friday, June 11th, 2021**
2. **Target date for partner selections and notifications is June 21st, 2021**
3. **Creative design and media campaign to launch in July-August, 2021**

Questions?

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Thank You.

ANY QUESTIONS?

A large, stylized logo consisting of the letters 'W' and 'S' separated by a diagonal slash, all in white. The logo is set against a large orange circle that is partially cut off by the right edge of the frame. The background of the slide is split diagonally from the top right to the bottom left, with a dark grey area on the left and an orange area on the right.

W/S