

2022 Co-op

Marketing

Opportunities

July – December 2022



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2022 Co-op Media Campaign Goals & Objectives

To support Augusta as a top Georgia tourism destination through an integrated media campaign featuring Augusta's destination marketing campaign "Come See AugUSta" and the 2022 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, attractions, events, and more!

2022 Co-op Media Campaign Summary

An estimated total of (8) partners will be selected to participate in the 2022 media campaign component of the 2022 Co-op Campaign. The value associated with the campaign available to each of the (8) partners is documented in the table below:

Total Budget	Paid Social	Content Activation	Foot Traffic	Print (GA Travel Guide)	OOH Billboards	VisitAugusta.com
\$11,743	\$1,706.25	\$3,981.25	\$812.50	\$2,587	\$2,206	\$450

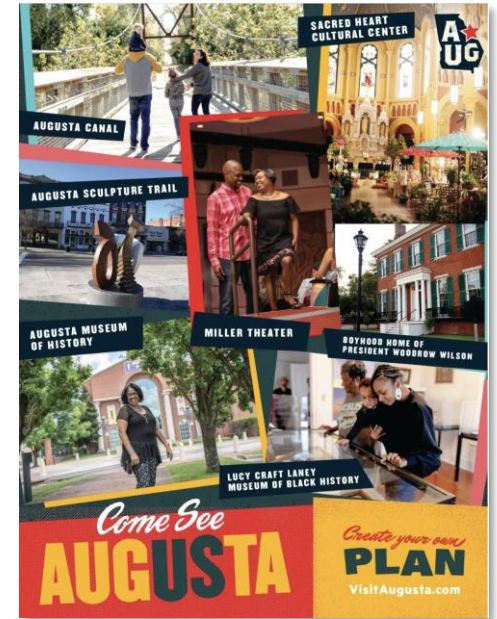
Note: Budget allocations subject to change based on final budget available for 2022 Co-op Marketing. Some digital media spend will be used for overall brand awareness tactics that support individual partner campaigns.

2022 Co-op Media Campaign Tactic Selections

TRADITIONAL MEDIA

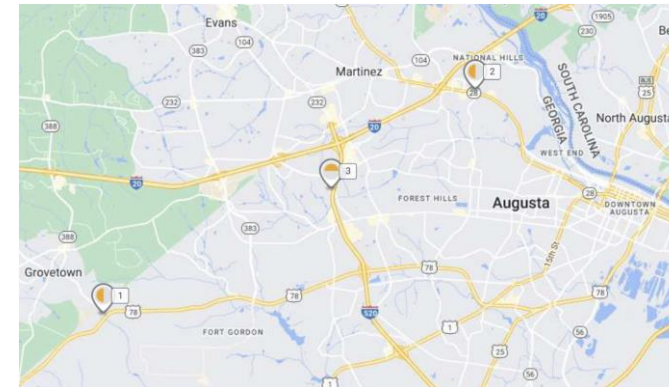
1) Explore Georgia Travel Guide: *Awareness*

- Flight: 2023
- Each partner will be featured as part of a full-page ad in the Explore Georgia Travel Guide, a publication with an estimated circulation of 650,000, which serves as a premier resource for tourism destinations in the state of Georgia.



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

- Flight: 4 weeks per partner, July – October
- Each partner will be featured across three billboards in set locations near Ft. Gordon, on Washington Rd. in Augusta, and along I-520 in Augusta yielding an estimated 250,000 impressions each week for each partner. This is estimated to accumulate to approximately 1 million impressions per partner over the course of each partner's four-week flight. Board selections are not guaranteed and will be secured based on availability once the final co-op budget is awarded.



2022 Co-op Media Campaign 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 (1) Link Ad and (1) Story Ad.

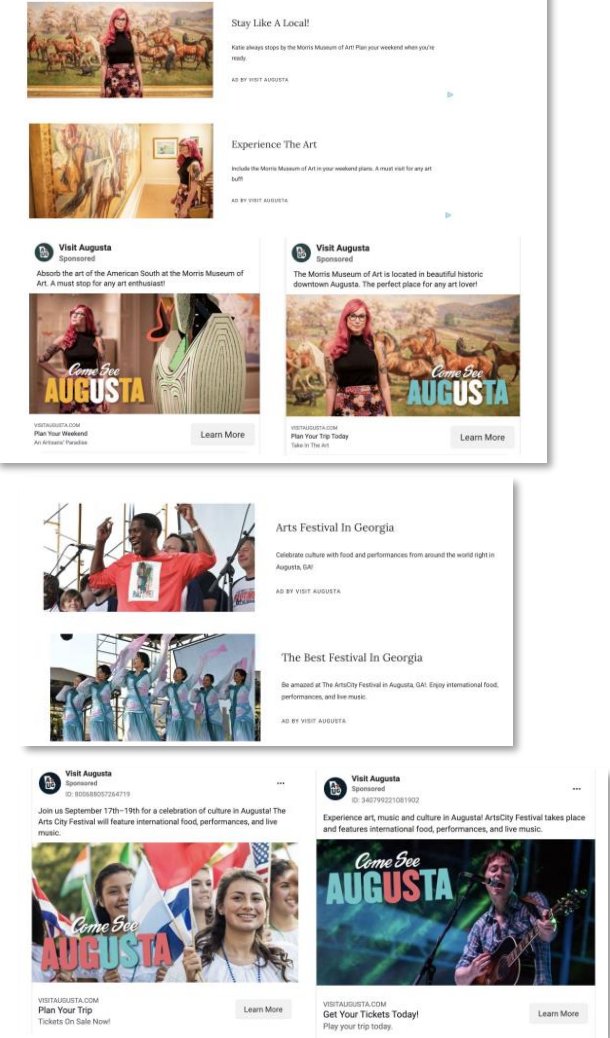
2) Content Activation: Awareness + Interest

- Content Activation uses native programmatic and retargeting to target audiences interested in the article's content. This tactic serves as a middle funnel, helping to drive prospective visitors to partner-focused landing pages. Each partner will be supported with (2) ads.

3) Foot Traffic Tracking: Conversion

- Pairing Content Activation with Foot Traffic Tracking technology allows us to measure the foot traffic of users who saw an ad and then also physically visited local hotels, partner attractions, etc.

Sample Ads from 2021 Co-op



2022 Co-op Media Campaign 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
- Flight: 3 months for each partner
- \$150/month a 50% discount



SPONSORED

The Augusta Canal

Get outside for some family-friendly fun on The Augusta Canal. Bike, hike, paddle, take a Petersburg Boat Tour, or visit the Discovery Center to learn about the Canal's history.

[LEARN MORE](#) ↻

2022 Augusta Experience Guide*

The *Augusta Experience Guide* is the official city guide for Augusta. The 2022 edition will feature refreshed editorial and design elements.

- Circulation: 30,000
- Distribution: State and regional Visitor Information Centers, requests for local information, area hotels, meeting and event attendee welcome packets, industry trade shows, area attractions, educational institutions, and economic development recruitment packages.
- Placements:
 - Full page – \$2,500
 - Half page – \$1,500

***NOTE: Only 2020 Experience Guide Tourism Grant recipients in good standing will receive funding to participate in the 2022 Augusta Experience Guide.**



STILL STANDING

Miller Theater is a testament to how much the arts matter to Augusta and to the power of entertainment to draw fans together.

The original downtown landmark, built in 1929, was celebrated as an Art Moderne masterpiece. Audiences came to watch movies and see musical acts of the day.

In 2018, the Miller Theater reopened as a state-of-the-art venue and home to the Augusta Symphony. The 1,300-seat theater hosts an array of concerts and theatrical performances featuring renowned pop, rock, jazz, and comedy performers.

In addition to hosting diverse programs and entertainment, the Miller Theater is also available for private and corporate rentals. Three unique event spaces under one roof — the Brian J. Marks Hall, Founders Room, and Knox Music Institute — make the theater a perfect venue for a variety of events. Historic charm and modern amenities make the Miller Theater a true gem in downtown Augusta.

Visit millertheateraugusta.com for upcoming shows, tickets, and membership information.

Box Office: 706.842.4080
● millertheater



GO WITH THE FLOW

Built in 1845 to harness the power of the Savannah River, the Augusta Canal helped make the city an important textile and manufacturing center in the South. Today, the Augusta Canal National Heritage Area plays a vital role as a recreational and educational resource for all. Stroll or bike miles of towpaths and trails, and marvel at the natural environment and urban wildlife. Get immersed in the waterway's rich history at the Canal Discovery Center, and set off on a guided boat cruise for a memorable exploration of this charming destination.

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Augusta Canal is the oldest continuously operating hydropower canal in the United States.

AUGUSTA CANAL
ESTABLISHED 1845

Authentic Augusta Experience Photo + Video*

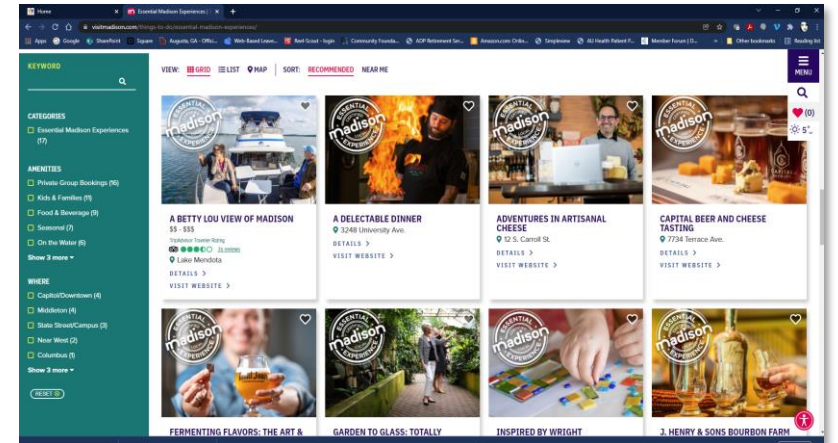
Authentic Augusta Inspiration

[Essential Madison Experiences](#)

Video and photography to be used for promotion of the Authentic Augusta Experience collection. Participants will also receive photo and video assets for their own use.

- **Cost:** \$4,000 (includes preproduction, photographer, and videographer)
- **Timing:** Fall 2022

***NOTE: Only available for 2023 Augusta Product Development Grant recipients**



Next Steps

- 1) Attend the Tourism Grant Overview Q&A session on **Wednesday, June 8, 2022**
- 2) Submit your 2022 Tourism Grant Marketing Application by **Wednesday, June 15, 2022**
- 3) Target date for award notifications **Thursday, June 23, 2022**

Questions?

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