



Destination Augusta

# 2024 Co-Op Marketing



SEPTEMBER 2023

# 2024 High Level Planning / Goals and Objectives

This plan is designed to support Augusta as a top Georgia tourism destination through an integrated media campaign promoting select Authentic Augusta Experience partners as well as two additional marketing partners to prospective drive market visitors and locals. Our ultimate goal is to effectively increase interest in and visits to Augusta and its partners.

01

## Grow Awareness

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



02

## Drive Engagement

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



03

## Increase Experiences

Encourage experience bookings and welcome these prospective visitors as guests into our hotels, storefronts, museums, events and more!

# Authentic Augusta Experiences



# 2024 Authentic Augusta Experiences / Co-op Budget Summary

An estimated \$72,000 budget will be distributed to support marketing initiatives for eight non-profit AAE partners. This budget is to include paid media placements as well as design and production of specified collateral.

Total Budget	Explore Georgia	Digital Media	Digital Audio	Digital OOH	Collateral (Digital Ad Design)
\$72,000	\$18,975	\$29,973	\$6,000	\$11,552	\$5,500

*Note: Budget allocations are subject to change based on the final budget available for the 2024 Co-op Marketing initiatives and the availability of tactics once final budgets are allotted and confirmed. All tactics are subject to availability and are not guaranteed.*

# 2024 Authentic Augusta Experiences / Individual Partner Budget

An estimated eight (8) non-profit partners will be selected to participate in the paid media campaign component of the 2024 Authentic Augusta Experiences. The campaign value available to each of the eight non-profit partners is documented below:

Total Budget	Explore Georgia	Digital Media	Digital Audio	Digital OOH	Collateral (Digital Ad Design)
\$9,000	\$2,372	\$3,747	\$750	\$1,444	\$687

*Note: Budget allocations are subject to change based on final budget available for the 2024 Co-op Marketing initiatives and the availability of tactics once final budgets are allotted and confirmed. All tactics are subject to availability and are not guaranteed.*



# 2024 Authentic Augusta Experiences / Tactic Selections

## Explore Georgia Print Ad

The 2024 Explore Georgia Official State Travel Guide will encourage travel to all corners of the state — from beloved mainstays to hidden gems. Visitor needs are at the forefront of this publication, with all content driven by traveler sentiment and visitor data. In conjunction with the printed piece highlighting co-op partner experiences, a digital version of the travel guide will be available on Explore GA's website offering readers the opportunity to directly engage with partner ads.

- Circulation: 750,000

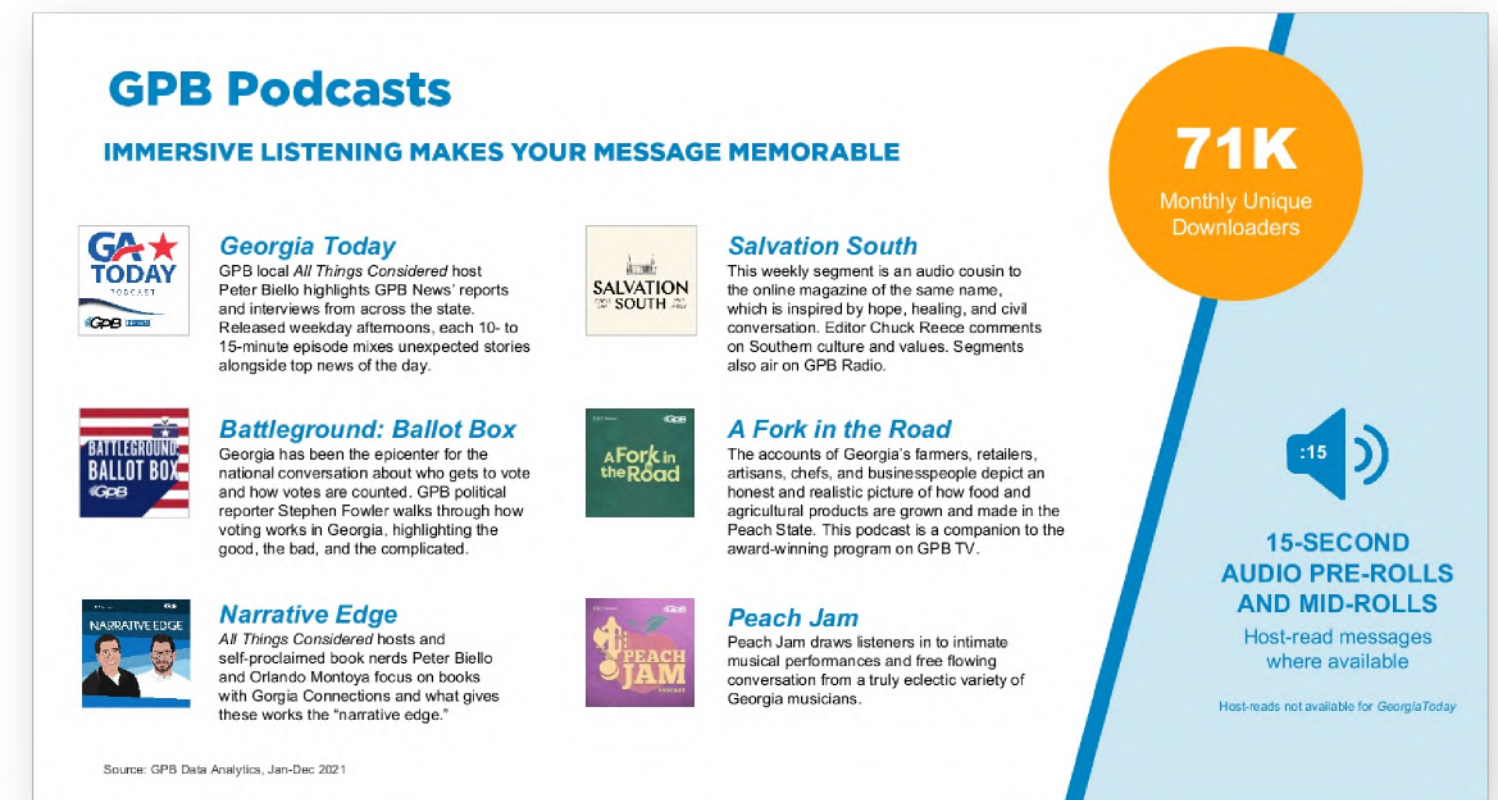


# 2024 Authentic Augusta Experiences / Tactic Selections

## GA Public Broadcasting Digital Audio Ads

Georgia Public Broadcasting podcasts garner audiences that are well-educated, have leisure time and are likely to engage in topics such as history and art, making Authentic Augusta Experiences an attractive offer for this audience. Additionally, the ad format within podcasts is more inviting and engaging than a social or display ad, which compels the listener to really focus on the content. Partners will be featured in a rotation of audio ads that highlight each of the 8 experiences within the context of Authentic Augusta Experiences as a whole.

- Reach: ~250,000 – 350,000 impressions overall
- Flight: 3 months total, rotation of experience highlights





# 2024 Authentic Augusta Experience / *Tactic Selections*

## Out of Home / Billboards

Each partner will be featured on a digital billboard in a high traffic area going to or from key drive market cities such as Atlanta, Columbia or Savannah, yielding an estimated 200,000 impressions each week for each partner. Budget estimates are based on current inventory. Board selections and final budget allocations will be secured based on availability once the final co-op budget is awarded.

- Reach: ~230,000 impressions per spot per week
- Flight: Approximately 4 weeks per partner





# 2024 Authentic Augusta Experience / Digital Media Tactic Selections

## Paid Social Media Ads

Social media advertisements on Facebook/Instagram will allow us to effectively reach all of our target audiences with highly relevant targeting parameters. Each partner will be supported by 1 Link ad and 1 Story Ad.

- Flight: 8 weeks per partner

## Content Activation Ads

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 the specific experience landing pages. Each partner will be supported with 2 ads.

- Flight: 8 weeks per partner

# Additional Co-Op Partners



# 2024 Additional Partners / Co-op Budget Summary

Two additional marketing partners will be selected to participate in the paid media campaign component of the 2024 Co-Op Plan. The total campaign value available to these two partners is documented below:

Total Budget	Augusta Experience Guide	Digital Media	Digital Audio	Digital OOH	Collateral (Digital Ad Design)
\$24,000	\$5,000	\$8,926	\$1,500	\$7,200	\$1,374

*Note: Budget allocations are subject to change based on the final budget available for the 2024 Co-op Marketing initiatives and the availability of tactics once final budgets are allotted and confirmed. All tactics are subject to availability and are not guaranteed.*

# 2024 Additional Partners / Per Partner Budget

An estimated \$12,000 budget will be distributed to marketing initiatives for each of the two additional co-op marketing partners (non-AAE). This budget is to include paid media placements as well as design and production of specified collateral.

Total Budget	Augusta Experience Guide	Digital Media	Digital Audio	Digital OOH	Collateral (Digital Ad Design)
\$12,000	\$2,500	\$4,463	\$750	\$3,600	\$687

*Note: Budget allocations are subject to change based on the final budget available for the 2024 Co-op Marketing initiatives and the availability of tactics once final budgets are allotted and confirmed. All tactics are subject to availability and are not guaranteed.*



# 2024 Additional Co-Op Partners / *Tactic Selections*

## Experience Guide Print Ad

The Augusta Experience Guide is the official city guide for Augusta. The 2024 edition will feature refreshed editorial and design elements.

- Circulation: 50,000
- 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.
- Flight: 12 months



# Additional Co-Op Partners / Tactic Selections

## Paid Social Media

Social media advertisements on Facebook/Instagram will allow us to effectively reach all of our target audiences with highly relevant targeting parameters. Each partner will be supported by 1 Link ad and 1 Story Ad.

- Flight: 8 weeks per partner

## Content Activation

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 the specific experience landing pages. Each partner will be supported with 2 ads.

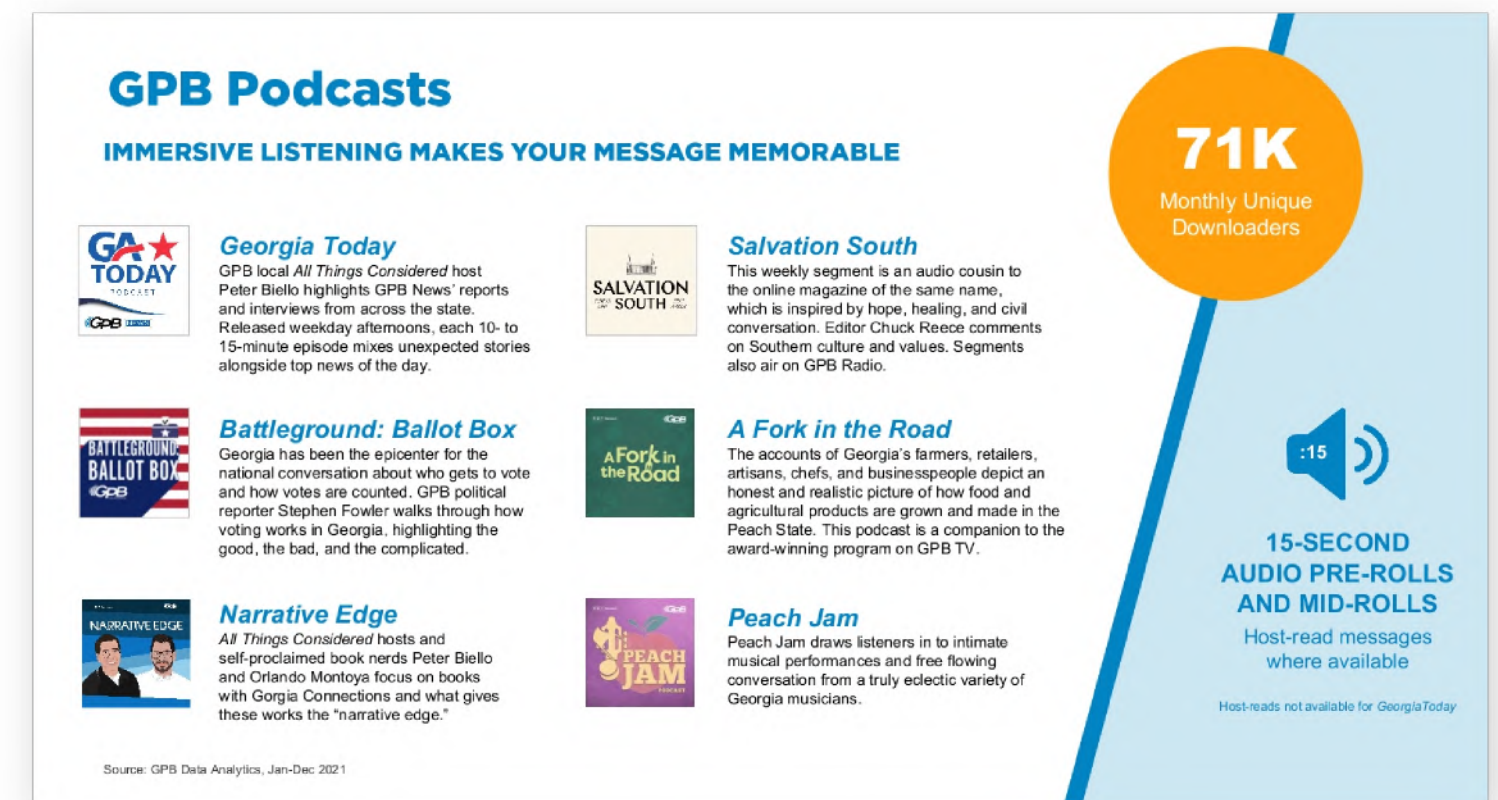
- Flight: 8 weeks per partner

# Additional Co-Op Partners / Tactic Selections

## GA Public Broadcasting Digital Audio Ads

Georgia Public Broadcasting podcasts garner audiences that are well-educated, have leisure time and are likely to engage in cultural events and attractions. Additionally, the ad format within podcasts is more inviting and engaging than a social or display ad, which compels the listener to really focus on the content.

- Reach: ~60,000 impressions overall
- Flight: 2 months total, with one of the two partners being featured in an audio ad each month





# Additional Co-Op Partners / **Tactic Selections**

## **Out of Home / Billboards**

Each partner will be featured on a digital billboard in a high traffic area going to or from key drive market cities such as Atlanta, Columbia or Savannah, yielding an estimated 200,000 impressions each week for each partner. Budget estimates are based on current inventory. Board selections and final budget allocations will be secured based on availability once the final co-op budget is awarded.

- Reach: ~230,000 impressions per spot per week
- Flight: 8 weeks per partner





# Thank You.

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