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Chapel Hill Local Media Plan

07.15.2020

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What are we going to accomplish?

- Raise awareness of Orange County, NC as a travel destination in your own backyard in order to convince area residents to explore and rediscover what Orange County has to offer



Who are we going to reach?

- Triangle, NC (Raleigh, Durham, Chapel Hill)
 - Generate intent to drive engagement in their local community
- Charlotte, NC
 - Already displays high interest in Chapel Hill and high alumni percentage



What are we planning to do?

- Programmatic Whitelisting Display – We will focus on local news outlets all within a reasonable driving distance of Chapel Hill
 - This allows the dollars to be spent with specific media sources while providing the most cost-efficient spend method
 - Whitelisting allows you diversify reach across local media only where you want to be. Advertisers who buy advertising programmatically will only buy from a whitelist or against a blacklist. A Whitelist is a list of website domains that the advertiser is willing to serve its ads on
 - Use geo-targeting so our ads appearing on these sites are not outside of the intended area – eliminating waste while landing in front of the correct audience



What are we planning to do?

- Direct collaboration with local media vendors in the creation of content within:
 - WRAL Sponsored Content
 - Daily TarHeel Sponsored Content
 - Indy Week Newsletter eBlast
- Walter Magazine September Issue - Full Page, 4C



Media Plan

**LOCAL CAMPAIGN****Direct Media Buys**

WRAL Spotlight Silver Sponsored Content
 INDY Week Newsletter Blast (2)
 Daily Tarheel Sponsored Content (2)
 Walter Magazine Full Page Color

Display

Whitelist Local Site Targeting

2020-2021 MEDIA FLOWCHART

July	August	September	October	November	December	January	February	March	April	May	June	TOTAL BUDGET
	\$4,600	\$7,206										\$11,806
	\$5,900											
	\$850	\$850										
	\$800	\$800										
		\$2,606										
\$3,194	\$5,000	\$5,000										\$13,194
\$3,194 13%	\$9,600 38%	\$12,206 49%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$0 0%	\$25,000



Sample Creative Examples

Explore your town: Franklin Street

CHapel Hill
HILLSBOROUGH & CARRBORO

Take a road trip

CHapel Hill
HILLSBOROUGH & CARRBORO

that's just down the street.

CHapel Hill
HILLSBOROUGH & CARRBORO

Franklin Street

CHapel Hill
HILLSBOROUGH & CARRBORO

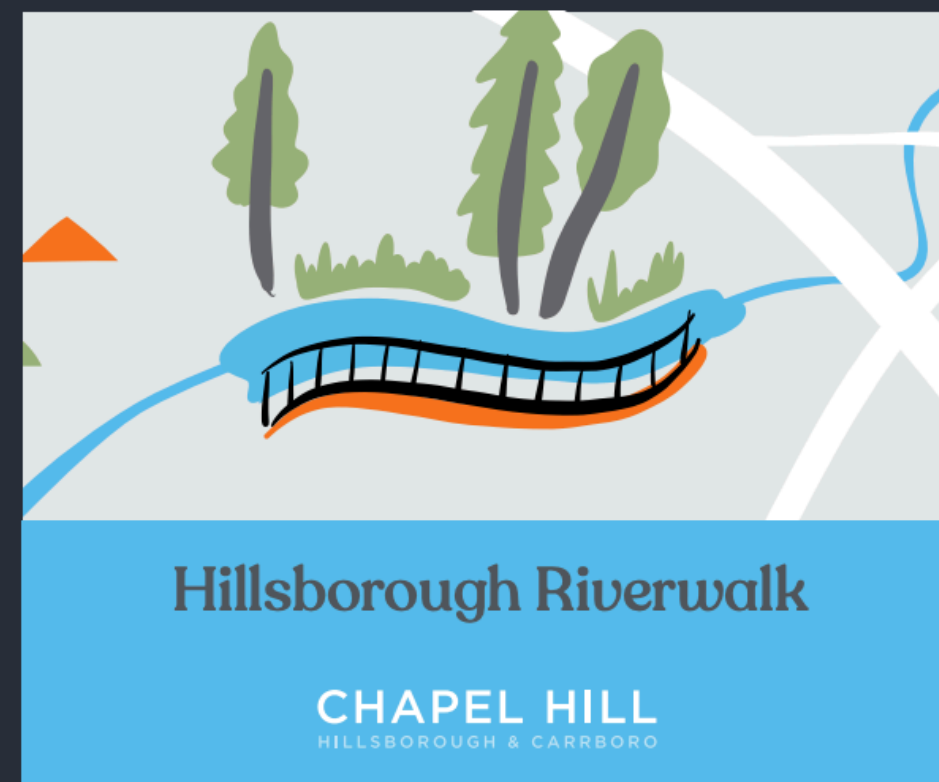
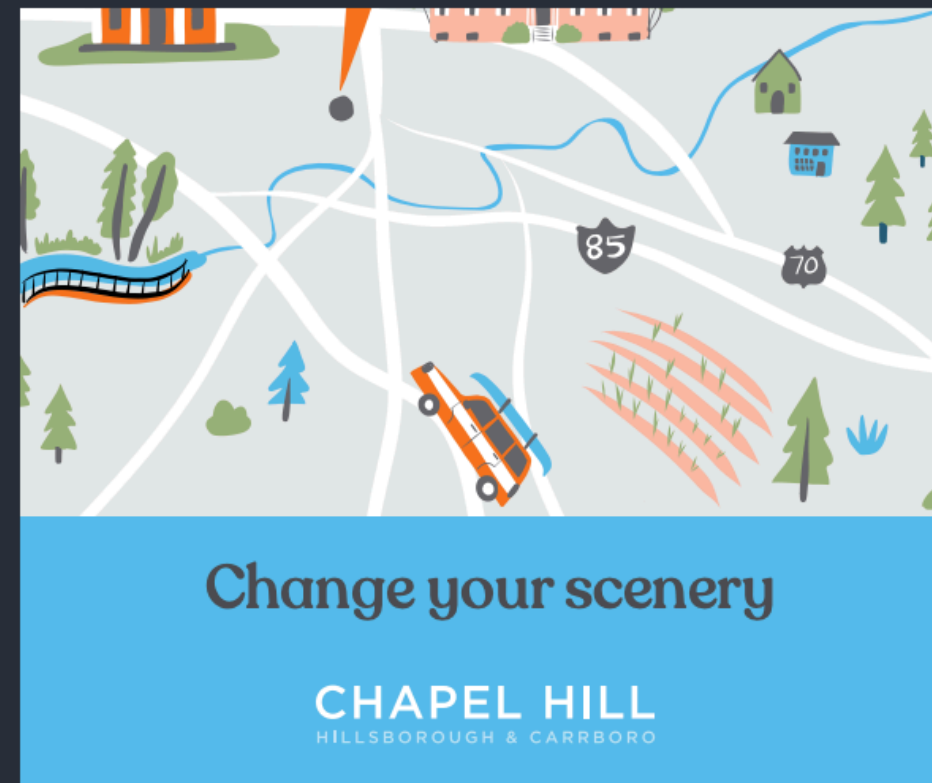
**Explore your town
and support
local business.**

PLAN YOUR DAY »

CHapel Hill
HILLSBOROUGH & CARRBORO

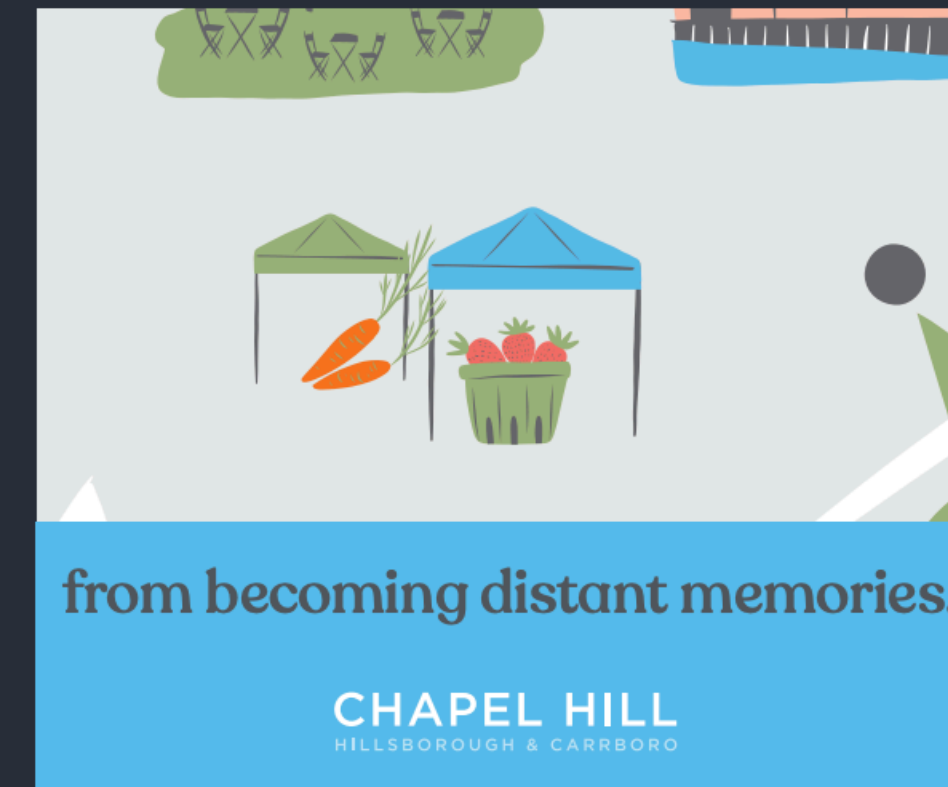


Explore your town: Riverwalk





Explore your town: Farmers' Market



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Thank you!