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 to 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
# 2020-2021 Media Flowchart

## Local Campaign

<table>
<thead>
<tr>
<th>Media Type</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Media Buys</td>
<td>$4,600</td>
<td>$5,900</td>
<td>$7,206</td>
<td>$850</td>
<td>$800</td>
<td>$2,606</td>
<td>$3,194</td>
<td>$5,000</td>
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<td>$11,806</td>
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<tr>
<td>WRAL Spotlight Silver Sponsored Content</td>
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<td>INDY Week Newsletter Blast (2)</td>
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<td>Daily Tarheel Sponsored Content (2)</td>
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<td>Walter Magazine Full Page Color</td>
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<td>$13,194</td>
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<td>Whitelist Local Site Targeting</td>
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</tbody>
</table>

**Total Budget:** $25,000
Sample Creative Examples
Explore your town: Franklin Street

Take a road trip

that’s just down the street.

Explore your town and support local business.

Franklin Street
Explore your town: Riverwalk

Change your scenery without changing your ZIP code.

Explore your town and support local business.
Explore your town: Farmers' Market

Keep your nearby favorites from becoming distant memories.

Explore your town and support local business.

Carboro Farmers’ Market

Plan your day »
Thank you!