



Visit Corpus Christi Partner Program | FY23

An aerial photograph of a beach and ocean, showing waves breaking on the shore and a sandy beach with some people walking. The image is in grayscale and occupies the left half of the slide.

AGENDA



Co-Op Program Overview



Co-Op Media Recommendations



Investment Tier Levels



A La Carte Options



Next Steps/Q+A

CO-OP PARTNER PROGRAM OVERVIEW



PROGRAM OBJECTIVE:

Aggregate local resources to expand the reach of a unified tourism message to inspire travel and influence in-market spending in Corpus Christi.

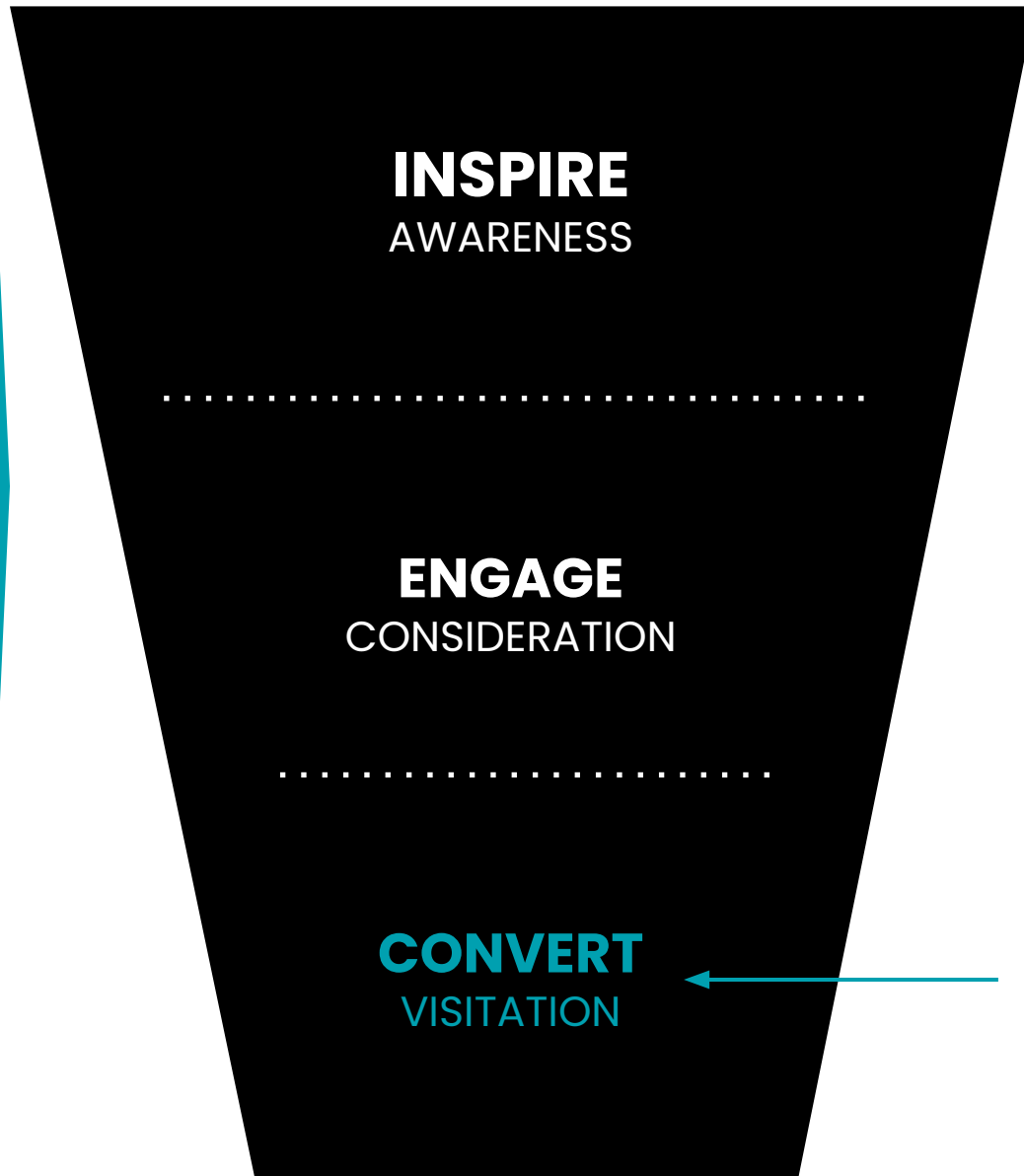
PROGRAM BENEFITS

Visit Corpus Christi partners will receive:

- 1** Inclusion in Visit Corpus Christi's annual paid media program with increased savings from multi-channel investment tiers
 - Experience amplified impact resulting from the efficiencies gained by Corpus Christi's & MMGY's large scale negotiating power
 - Receive highly valued agency creative services, travel industry research and reporting capabilities
- 2** Access to Visit Corpus Christi's exclusive marketing placements with affordable, customized opportunities
- 3** Enhanced brand recognition through association with Visit Corpus Christi and other partners
- 4** Impactful media value and impressions offered across all tiers to help partners expand budget impacts in 2023

FULL FUNNEL MARKETING APPROACH

Inspire travel and influence in-market spending for Corpus Christi through a multi-channel media plan.



- **Purpose:** See yourself in this place
- **Messaging:** ‘Gulf Coast Capital’ messages that encompass what we want consumers to associate with the brand
- **Media:** High impact, awareness & new customer prospecting
- **Purpose:** Connect with the experiences
- **Messaging:** Interest-based messages that create emotional connections to our audience and what the brand has to offer
- **Media:** In-market, behavioral and contextual
- **Purpose:** Showcase partners and products to close the deal
- **Messaging:** Functional messages that deliver against consumer needs to plan a trip to Corpus Christi
- **Media:** Co-Op – low-funnel, retargeting, intent

LEVERAGING CORPUS CHRISTI BRAND RECOGNITION AND AFFINITY

All paid media partner creative will be designed in the Gulf Coast Capital brand campaign look and feel and will follow Visit Corpus Christi brand standards – but will prioritize partner’s marketing message.

BRAND

VISIT
CORPUS
CHRISTI

CAMPAIGN

CORPUS
CHRISTI

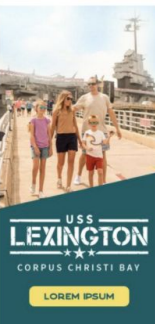
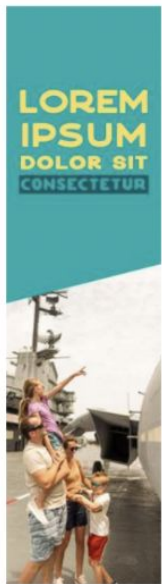
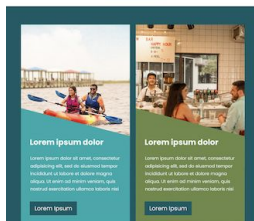
MESSAGING

BRAND CREATIVE +
PARTNER MESSAGING

EXAMPLE TEMPLATES FOR PAID MEDIA CO-OP



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CO-OP MEDIA OPPORTUNITIES

PAID MEDIA OVERVIEW

Co-op Program

Email, Display, Native, Travel Endemic

About/Approach: Partner with existing partners on the plan Sojern, Digilant, Expedia + eTarget to run a strategic co-op to not only benefit Visit Corpus Christi, but local businesses & POIs.

Rationale: Industry partner investment is matched by VCC dollars to promote their destination and Corpus Christi. Collaboration in this way drives further impact and greater efficiencies.

TARGET AUDIENCE	MESSAGING	MARKETS	TIMING	MATCHED FUNDS	EST. IMPRESSIONS
Based on partner preference – can also align with VCC strategy	Partner assets aligned with Gulf Coast Capital brand campaign creative	Texas + Opportunity Markets	2.1.23 – 9.30.23	\$75,000*	10,065,865

STRATEGY

Maximize Corpus Christi partner marketing dollars through group purchasing of media buys.



CONVERT

*Does not include partner investments

TARGETED EMAIL

Partner - eTarget

Email

About/Approach: Partners will be able to choose a dedicated email or shared email, depending on investment level, to reach travelers via custom publisher lists.

Rationale: eTarget's email open rate is between 10%-16%, but we've seen past clients achieve an open rate between 25%-27%, resulting in the purchase of a travel service.

Timing:

- Tier 1: 1 dedicated email (100% SOV)
- Tier 2: 1 shared email
- Tier 3: 1 shared email
- Tier 4: 1 shared email

STRATEGY

Reach travelers through a 1:1 communication by purchasing audience lists and custom publisher emails. Dedicated emails will be 100% partner content allowing partners to feature multiple attractions or itineraries for their destination/brand

PROGRAMMATIC DISPLAY

Partner – Sojern

Digital Display Banners

About/Approach: Utilize co-op branded creative to engage with consumers as they explore vacation destinations across the web and encourage them to visit the “Gulf Coast Capital.”

Rationale: 350MM individual profiles are accessible through exclusive partnerships across hotel, airline, cruise, transportation, and tourism industries. Had the most impressions, lowest CPI, and second highest Arrival Lift on VCC’s FY22 Leisure campaign.

Timing:

- Tier 1: 3 month flight
- Tier 2: 2 month flight
- Tier 3: 1 month flight
- Tier 4: 1 month flight

STRATEGY

Leverage partner data to target high-value consumers who haven’t booked their trip yet but are demonstrating intent and drive conversions to partner websites as they plan

PROGRAMMATIC NATIVE

Partner – Digilant

Native

About/Approach: Use a native partner that can create unique and customized units that feel natural and cohesive on publisher sites. This alignment drives relevancy and engagement through turnkey units.

Rationale: Native allows partners to create customized and visually engaging units that often drive higher CTRs than standard display.

Timing:

- Tier 1: 3 month flight
- Tier 2: 2 month flight
- Tier 3: 1 month flight

STRATEGY

Native seamlessly integrates ads into a user's browsing experience, proving higher engagement and greater efficiencies



TRAVEL ENDEMIC DISPLAY

Partner – Expedia

Digital Display Banners

About/Approach: Utilize co-op branded creative to engage with consumers as they explore vacation destinations on Expedia's website and encourage them to visit the "Gulf Coast Capital."

Rationale: #1 in trust for consumers searching for travel information throughout the pandemic ahead of other travel, media and social sites. Expedia has been a proven partner for VCC's FY22 Leisure campaign, generating one of the highest engagement rates of all partners on the plan.

Timing:

- Tier 1: 3 month flight
- Tier 2: 2 month flight

STRATEGY

With the ability to reach consumers in the midst of trip planning and influence consumers through each stage of the planning journey, online travel agencies can hyper-target with their proprietary data

SEQUENTIAL RETARGETING

Partner – Digilant

Digital Display Banners

About/Approach: Re-engage a qualified target audience who have already viewed a VCC-branded ad by serving them co-op messaging.

Rationale: Digilant will be running a robust campaign for FY23 and VCC's partners can capitalize on this by retargeting people who have seen a VCC ad with engaging content to drive them further down the funnel.

Timing:

- Tier 1: 3 month flight

STRATEGY

Increase awareness of Visit Corpus Christi / it's partners by delivering display banners to targeted audiences who have already seen VCC's ads.



INVESTMENT TIER LEVELS & INCLUSIONS

Tier 1: \$25,000

\$25,000 PARTNER INVESTMENT + \$25,000 MATCH

TOTAL TIER VALUE: \$76,653

Placement	Media Costs	Est. Value	Est. Impressions
eTarget Dedicated Email	\$5,000	\$7,500	1,000,000
Sojern Travel Programmatic Display	\$8,000	\$12,000	1,600,000
Digilant Native	\$10,000	\$12,632	1,052,632
Expedia OTA Digital Display	\$12,000	\$16,571	571,429
Digilant Sequential Retargeting	\$15,000	\$18,750	1,500,000
Creative Services	-	\$8,500	-
Wrap Report	-	\$700	-
TOTAL	\$50,000	\$76,653	5,724,060

Tier 2: \$10,000

\$10,000 PARTNER INVESTMENT + \$10,000 MATCH

TOTAL TIER VALUE: \$35,612

Placement	Media Costs	Est. Value	Est. Impressions
eTarget Shared Email	\$1,375	\$3,000	400,000
Sojern Travel Programmatic Display	\$5,225	\$7,838	1,045,000
Digilant Native	\$6,200	\$7,832	652,632
Expedia OTA Digital Display	\$7,200	\$9,943	342,857
Creative Services	-	\$6,300	-
Wrap Report	-	\$700	-
TOTAL	\$20,000	\$35,612	2,440,439

Tier 3: \$3,000

\$3,000 PARTNER INVESTMENT + \$3,000 MATCH

TOTAL TIER VALUE: \$13,516

Placement	Media Costs	Est. Value	Est. Impressions
eTarget Shared Email	\$1,375	\$3,000	400,000
Sojern Travel Programmatic Display	\$2,000	\$3,000	400,000
Digilant Native	\$2,625	\$3,316	276,316
Creative Services	-	\$3,500	-
Wrap Report	-	\$700	-
TOTAL	\$6,000	\$13,516	1,076,316

Tier 4: \$1,500

\$1,500 PARTNER INVESTMENT + \$2,000 MATCH

TOTAL TIER VALUE: \$8,388

Placement	Media Costs	Est. Value	Est. Impressions
eTarget Shared Email	\$1,375	\$3,000	400,000
Sojern Travel Programmatic Display	\$2,125	\$3,188	425,000
Creative Services	-	\$1,500	-
Wrap Report	-	\$700	-
TOTAL	\$3,500	\$8,388	825,000

Investment Summary

BENEFITS BY TIER

Media Tactic	TIER 1 – \$25,000	TIER 2 – \$10,000	TIER 3 – \$3,000	TIER 4 – \$1,500
Creative Services + Campaign Wrap Report	X	X	X	X
eTarget Email [Shared or Dedicated]	X	X	X	X
Sojern Travel Programmatic Display	X	X	X	X
Digilant Native	X	X	X	
Expedia OTA Digital Display	X	X		
Digilant Sequential Retargeting	X			
TOTAL VALUE	\$76,653	\$35,612	\$13,516	\$8,388

REPORTING

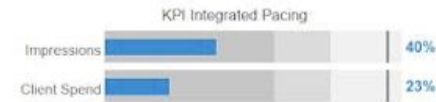
Measurement and Reporting

GOALS

- KPI: Engagements to drive partner referrals
- Awareness measured via impressions and consideration of partners year-round

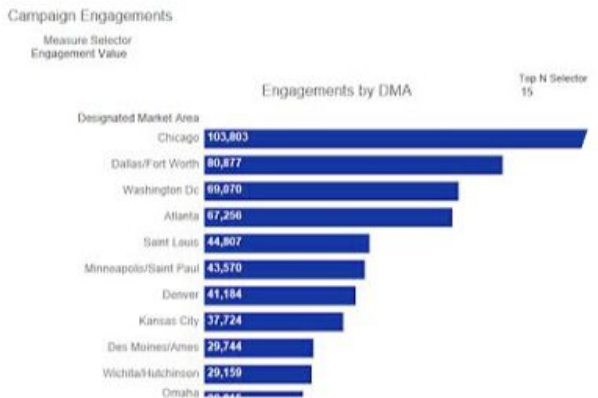
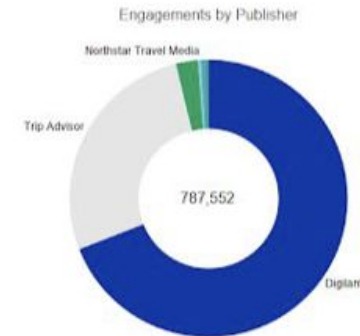
DELIVERABLE

- Campaign wrap-up report outlining success against key benchmarks for each partner will be delivered within 45 day lookback window after the campaign concludes



Leisure Budget Allocation

Budget	Total Spend	Impressions	Total Engagements	CPE	Engagement Value	EVPD	Avg. Eng Value
MOT	\$13,529.37	908,575	3,865	\$3.50	4,411	0.33	1.14
Unrestricted	\$44,668.16	7,358,002	118,197	\$0.38	337,123	7.55	2.85



A LA CARTE OPPORTUNITIES

A LA CARTE OPTIONS

- **Photography & Video**

- Receive professional videography and photography for your business through our talented agency.
- Options:
 - Professional Photography: **\$300**
 - Professional Videography (B-Roll Only): **\$450**
 - Edited 30sec Video Spot: **\$600**

- **Monthly Newsletter Placement**

- Our monthly newsletter to our active list of 55k+ Subscribers allows you to get your upcoming event or business feature to thousands of travel planners.
- Options:
 - Sponsored Section: **\$1,000**
 - Directly below main header of email
 - More Ideas Section: **\$885**
 - Middle section of email
 - "Featured Partner": **\$695**
 - Bottom section of email
 - Native placement section in email highlighting event or blog with button

ADDITIONAL OPPORTUNITIES

Website Advertisements with Destination Travel Network

- A proud partner of Visit Corpus Christi, DTN offers a variety of paid content opportunities across VisitCorpusChristi.com

Please visit the following website for more information:

<https://www.visitcorpuschristi.com/dtn-placements/?view=list&sort=qualityScore&bounds=false>

If interested, please call or send an email using the contact information below and a DTN Program Consultant will contact you with details about your paid content program options.

Email: Advertising@DTNads.com

Phone: 1-855-801-5905

APPLICATION PROCESS

HOW TO APPLY

Application opens **January 23rd and will be announced with the enrollment form via industry email.**

- **VCC matched funds are limited! First-come, first-served. You will be notified by VCC with confirmation of your application acceptance.**
- Application will collect contact information, tier selection and preferred markets + timing.
- VCC will send an email confirming submission of application, along with a creative asset collection form.
- VCC will contact you once submission is received to confirm preferences, submit invoicing and begin creative discussions.
- Reach out to **emily@visitcorpuschristi.com** with questions.

CREATIVE BEST PRACTICES

Imagery Guidelines:

- Provide a variety of diverse, authentic, high-res and permission-granted images*
- Images should feature actions, experiences, people or activities
- Images should not include added text or graphics

Messaging Guidelines:

- Relate to provided imagery in order to create a cohesive message
- Send logo files in multiple formats (jpg, png, eps, etc.) when possible

** Partners must be able to provide creative assets that adhere to VCC brand standards. VCC has the final discretion on all creative. If assets are not up to brand standards, enrollment in the program is not guaranteed.*

The background of the image is a dark, atmospheric photograph of a mountainous landscape. In the center, a group of people are walking away from the viewer along a path that leads into the distance. The scene is dimly lit, with the figures appearing as dark silhouettes against a slightly lighter, hazy background. The overall mood is contemplative and serene.

THANK YOU.
LET'S DISCUSS.