

**HALIFAX AREA ADVERTISING AUTHORITY**  
**Regular Meeting**  
**International Speedway Corporation, One Daytona Blvd., Daytona Beach, FL 32114**  
**May 20, 2019 at 2:00 p.m.**

**SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering.

**Board Members Present:**

Libby Gallant, Androse Bell, Blaine Lansberry, John Phillips, Linda Bowers, Lisa Shavatt, Samir Naran, Steve Farley, Jim Berkley, John Betros and Josh Harris

**Board Members Absent:**

None

**Guests:**

Andy Kovan, Christie DeAntonio, Shelby Selner, Bob Davis, Charles Hargrove, Elizabeth Murphy, Brian Rothwell, Carl Brigandi, Norm Patel, John Nicholson, Levi Leduc and Jim Abbott

**Staff Present:**

Lori Campbell Baker, Christy Zimmerman, Kay Galloway, Linda McMahon, Kate Holcomb, Chuck Grimes, Hope Sarzier, Jennifer Sims and Donna Morgan

**CALL TO ORDER**

Libby Gallant called the meeting to order at 2:00 p.m. and attendance was taken by Christy Zimmerman.

Gallant asked the board for approval to move public participation to the beginning of the meeting and hearing no objections, introduced a member of the audience who requested a chance to speak.

Big John, Holly Hill, stated that he made a public records request to Volusia County for all correspondence between the County's Legal department and AirBnb. He said he thought the HAAA Board, as well as the two other tourism boards, would want to work closely with the County on the issue of collecting all applicable bed taxes from AirBnb and other peer-to-peer short term accommodations. He stated that he plans continue to work on this issue.

Lori Campbell Baker introduced two new CVB staff members: Chuck Grimes, Director of Finance, and Hope Sarzier, Marketing Specialist.

**1. Board Elections**

Lori Campbell Baker explained that the elections on the agenda will include nominating and voting for HAAA Board Chair, Vice Chair, and Secretary/Treasurer.

**a) Chair**

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JOHN BETROS NOMINATED LINDA BOWERS FOR HAAA BOARD CHAIR. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0

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**b) Vice Chair**

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LINDA BOWERS NOMINATED JIM BERKLEY FOR HAAA BOARD VICE CHAIR. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.

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**c) Secretary/Treasure**

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JIM BERKLEY NOMINATED ANDROSE BELL FOR HAAA BOARD SECRETARY/TREASURER. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0

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Prior to addressing the Consent Agenda, Gallant made a clarification to the November 13, 2018 minutes: All employees have been paid on time through AUE. It has been determined that AUE is properly charging the Halifax Area Advertising Authority.

**2. Consent Agenda**

No items on the Consent Agenda were pulled for discussion.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Consent Agenda.

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**JOHN BETROS MADE A MOTION TO APPROVE THE CONSENT AGENDA. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

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**3. The Brandon Agency**

**a) 2018-19 Media Plan Update**

Andy Kovan presented the campaign update as presented in the attached document.

**b) 2019-20 Campaign Media Strategy**

Shelby Selner presented the campaign media strategy as presented in the attached document.

Selner presented new marketing tactics for 2019-2020 including SkyNav, a virtual reality platform offering 360-degree views of the destination and its key assets. Androse Bell asked if there is an opportunity to add tourism partners, perhaps as a co-op program to help offset costs. Selner and Kay Galloway replied that they would look into this and discuss with SkyNav.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a vote of confidence to move forward with the campaign media strategy as presented.

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**LINDA BOWERS MOTIONED A VOTE OF CONFIDENCE TO MOVE FORWARD WITH THE 2019-20 CAMPAIGN MEDIA STRATEGY AS PRESENTED. STEVE FARLEY SECONDED THE MOTION. MOTION PASSED 11-0.**

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**4. Website Refresh**

**a) Simpleview – Findings report**

Cindy Neighbors and Constantino Nuzzo presented the Simpleview Findings report, as presented in the attached document.

Galloway added that the presentation was made to the Advertising Committee and they were pleased with the process. A workshop will be scheduled during which Simpleview will preview the home page and several interior page samples of the refreshed website design. All advisory committee and HAAA Board members, as well as the public, will be invited to attend.

**5. Annual Tourism Event Update**

**a) » Friends of the Bandshell 2019**

Galloway reminded the Board that the \$15,000 of event marketing support The Friends of The Bandshell (FOB) will receive has already been approved as part of the annual budget.

Dino Paspalakis, FOB, stated that the successful Summer Concert Series will continue to showcase a great lineup. Galloway added that the concert series webpage consistently appears in the top five pages viewed on DaytonaBeach.com. Paspalakis stated that FOB is partnering with the City of Daytona Beach for its Friday night concerts which also have a great lineup. Both Friday and Saturday concerts are free of charge and fireworks follow the concerts on Saturday night.

Carl Brigandi, Spectrum, added that the out-of-market TV campaign starts this weekend, and digital starts June 1. The marketing campaign focuses on families outside of Volusia County within a 50-mile radius of Orlando, looking for travel. The concerts are popular with residents as well as out-of-towners who may become repeat visitors.

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Bell asked Brigandi if he can provide a return on investment (ROI) on the people who stay and correlate it to the 50-mile radius. Brigandi replied that Paspalakakis has done attendee surveys. Galloway said the CVB could pull analytics and geographical reports to show where people who visit the destination are coming from.

**6. »Finance \***

**a) Introduction of Chuck Grimes as new Finance Director**

**b) March 2019 Board Financial Packet \***

Chuck Grimes reported on the March 2019 financials provided in the packet.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the March Financials.

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STEVE FARLEY MOTIONED TO APPROVE THE MARCH 2019 BOARD FINANCIALS. JIM BERKLEY SECONDED THE MOTION. MOTION PASSED 11-0.

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**i. Ocean Center Promotional Fund (2017-18 invoice has been paid)**

**ii. » Authorization to pay Oct-Dec 2018 invoice and quarterly going forward \***

Campbell Baker reported that the 2017-18 invoices have been paid and that, going forward, the County will be invoicing the CVB quarterly. Campbell Baker asked the Board to authorize the CVB to pay the October-December 2018 invoice, and pay future invoices quarterly, adding that CVB always requests and receives back-up documentation with each invoice.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the payment of the October-December 2018 invoice for \$32,308.31, plus any additional amounts up to the \$400K to cover quarterly invoices received in the remainder of this fiscal year - and to pay quarterly going forward.

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BLAINE LANSBERRY MOTIONED TO APPROVE THE AUTHORIZATION TO PAY OCTOBER-DECEMBER 2018 INVOICE FOR \$32,308.31 PLUS THE ADDITIONAL BALANCE UP TO THE \$400K IN THE FISCAL YEAR BECAUSE IT WASN'T BUDGETED, AND TO INVOICE QUARTERLY GOING FORWARD. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.

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**c) AUE Update \***

Grimes stated that he had a productive and informative meeting with AUE Staffing. Campbell Baker added that Chuck Grimes will be the CVB's liaison with AUE going forward.

**d) Operations Job Description from AUE Staffing \***

Campbell Baker reported that at the request of several Board members, the CVB is considering adding an Operations Position to the staff. She stated the purpose of the position would be add capacity and focus on operational areas such as contracts, policies and procedures to help ensure the highest levels of efficiency and implementation are achieved. AUE provided a job description for an Administrative Operations Position for discussion with the Board to see if this is something the Board would like to approve.

The Board asked if the position could be funded within this fiscal year's budget and Campbell Baker confirmed that it could. The Board suggested that the job description that AUE provided does not seem to fit what is needed, and asked if a job description that better meets the needs of the position could be developed. Blaine Lansberry suggested looking at a previous CVB position that was similar to see if could be used as a guide.

Lansberry said she thought the job description should be more of a director-level position than an administrative one, which is what is needed to allow Campbell Baker more capacity to focus on executive-level roles and responsibilities.

Samir Naran suggested that the job description include human resources experience.

Linda Bowers added, while the HR piece is important, we should not lose focus on the CVB mission and how important sales is to that mission. Bowers said she thinks there needs to be more discussion on the job description to ensure the position meets the needs of organization.

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Campbell Baker said that the CVB will work with AUE to revise the job description.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve an operations position.

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**BLAINE LANSBERRY MOTIONED TO APPROVE AN OPERATIONS POSITION. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

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**7. Partner Updates**

**a) Ocean Center**

Tim Buckley reported on several upcoming up events at the Ocean Center: 11 local graduations over four days; Florida Trucking Association with 11,000 participants; and Passion Camp Annual Christian Youth Group with 6,000 attendees for a week. Fitness Cross Fit Competition and Showbiz National Talent Dance Competition are both back and expecting high attendance. Buckley said anyone looking for excitement should check out the CEO Gaming event. This year they are partnering with All Elite Wrestling (AEW). Last year's attendance was 7,500 and this year they are expecting 10,000.

The Ocean Center recently secured North Point Ministries for July 2020 and 2021 and with 4,000 attendees expected. They won the bid for the Men's USA Gymnastics coming back in May 2020 and are expecting 3,000 attendees. Other projects the Ocean Center has been working on include the completion of the construction of the large marquee sign on AIA at end of July, and the installation of new scoreboards by the end of the year which will be a benefit to volleyball, basketball and other sports events.

**b) Daytona Beach International Airport – No report**

**8. Unfinished Business**

**a) Mid-Florida Marketing Research**

**i. Focus Group Results from Nashville and Houston**

Evelyn Fine provided the Board with background on the methodology used during the focus groups. She explained that participants are recruited so that they roughly mirror the people who come to the Daytona Beach area: middle to upper-income levels, visited Florida on vacation (not business) at least twice in last four years, and stayed in paid accommodations (not with friends and family). People are excluded who made trips to Florida only for the theme parks. They traveled by auto or air. They were also screened to be sure they had never participated in a focus group before.

Fine stated that most participants start planning 90 days before their trip. They are inclined to plan a trip using recommendations from friends and family as well as social media. They prefer to do their own online research and then book directly with the hotels vs. booking through online travel sites such as Trip Advisor.

For these focus groups, Mid-Florida worked with The Brandon Agency to create a faux travel magazine that included travel ads from various competing destinations. The ads were edited to be anonymous. The groups were asked which ads appealed to them the most and the least.

The focus groups didn't have any negative feedback on Daytona Beach. Their comments indicate that while there is still some level of misconception that the destination only caters to college spring breakers and races fans, we are making strides to successfully attract a wider, more diverse audience that is looking for family-friendly beach vacations.

**ii. OCC/ADR March Report**

**b) » 2019-20 research strategy and needs**

Campbell Baker asked the board for a vote of confidence for the Mid-Florida Marketing & Research contract renewal for 2019-20 and for the proposed additional 2019-20 research.



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Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion to approve the Mid-Florida Marketing & Research contract renewal for 2019-2020 and for the proposed additions to the 2019-20 research strategy.

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**JIM BERKLEY MOTIONED TO APPROVE THE MID-FLORIDA MARKETING & RESEARCH CONTRACT RENEWAL FOR 2019-2020 AND THE PROPOSED ADDITIONS TO THE 2019-20 RESEARCH STRATEGY. JOHN BETROS SECONDED THE MOTION. MOTION PASSED 11-0.**

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**c) » Renewal of The Brandon Agency Contact \***

Campbell Baker reported that in order to facilitate the market plan and budget process for the next fiscal year, we are looking for a vote of confidence from the Board on continuing with The Brandon Agency. Campbell Baker said that all indicators are that the relationship and with, and the performance of, The Brandon Agency is going extremely well.

Naran asked if there were any changes or increases to the contract. Galloway replied that we are currently under a two-year contract and it is renewable, but we felt that in the third year of the contract we wanted to clarify some of the things in Exhibit A, to reflect that some of their fees will be decreasing. Galloway asked the Board for a vote of confidence to continue with The Brandon Agency. The CVB will then work out the details of the contract with Charles Hargrove, County Legal, and bring the contract back to the Board for review and a vote at the July board meeting.

Gallant asked if the Board or the public had any comments or questions. Hearing none, she entertained a motion of a vote of confidence to continue with The Brandon Agency.

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**JOHN BETROS MOTIONED OF A VOTE OF CONFIDENCE TO CONTINUE WITH THE BRANDON AGENCY CONTRACT. LISA SHAVATT SECONDED THE MOTION. MOTION PASSED 11-0.**

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**9. New Business**

**10. Public Participation**

Gallant took a moment say thank you to all of the Board and committee members for the time they provide to this organization. Their service is appreciated.

Campbell Baker thanked Libby Gallant, Blaine Lansberry and Steve Farley for their service as board officers for the last year.

Gallant and Campbell Baker welcomed new Board Member Josh Harris, with Daytona International Speedway.

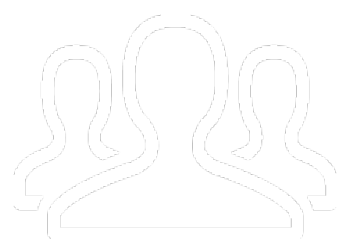
Gallant asked if there was any further public participation. Hearing none, she adjourned the meeting at 4:02 p.m.

Respectfully submitted,  
Christy Zimmerman, Executive Assistant

# **2019-20 HAAA Daytona Beach Area CVB Media Strategy**

May 20, 2019

# MARKET PERFORMANCE BY PLATFORM



## WEBSITE VISITORS:

ORLANDO  
ATLANTA  
NEW YORK  
MIAMI  
TAMPA  
CHARLOTTE  
CHICAGO  
LONDON  
HOUSTON  
JACKSONVILLE

## FACEBOOK FANS:

ORLANDO  
NEW YORK  
JACKSONVILLE  
ATLANTA  
GAINESVILLE  
TAMPA  
MIAMI  
LOUISVILLE  
HOUSTON  
CHICAGO



## ARRIVALIST 2+ NIGHTS:

ORLANDO  
ATLANTA  
MIAMI  
TAMPA  
JACKSONVILLE  
CHARLOTTE  
CHICAGO  
NEW YORK  
GAINESVILLE  
PHILADELPHIA

## DAYTONA BEACH AREA CVB'S CORE U.S. MARKETS:

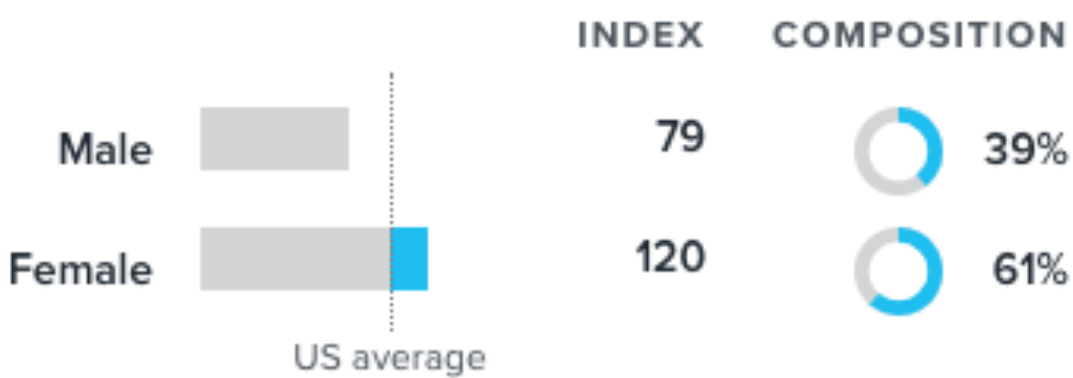
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NEW YORK  
HOUSTON



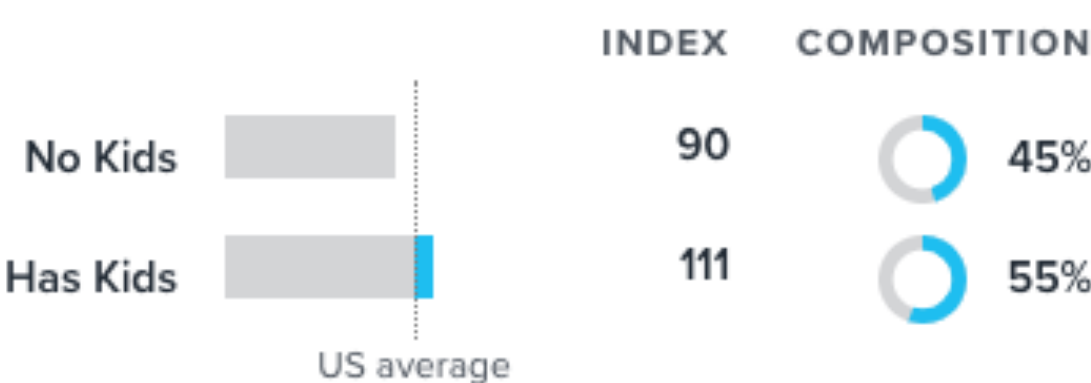
# DAYTONABEACH.COM DEMOGRAPHICS



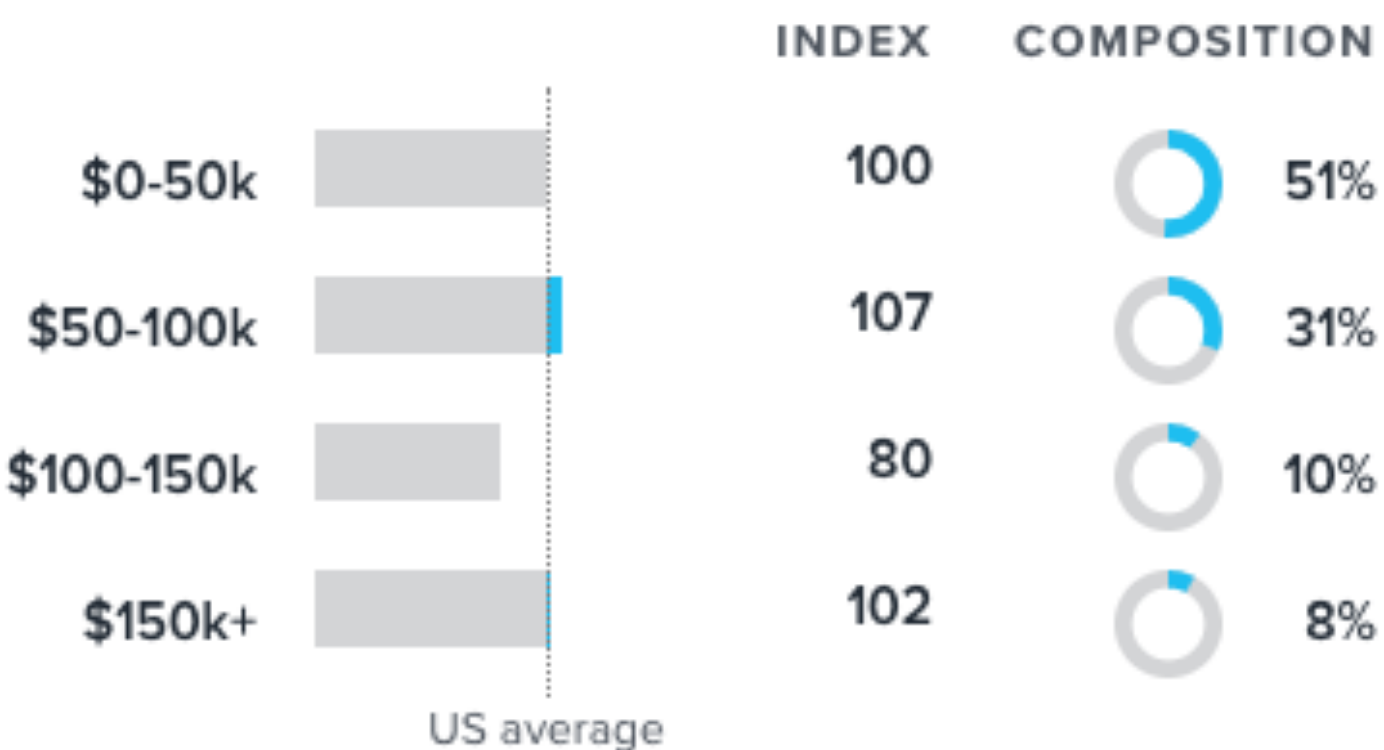
## Gender



## Children

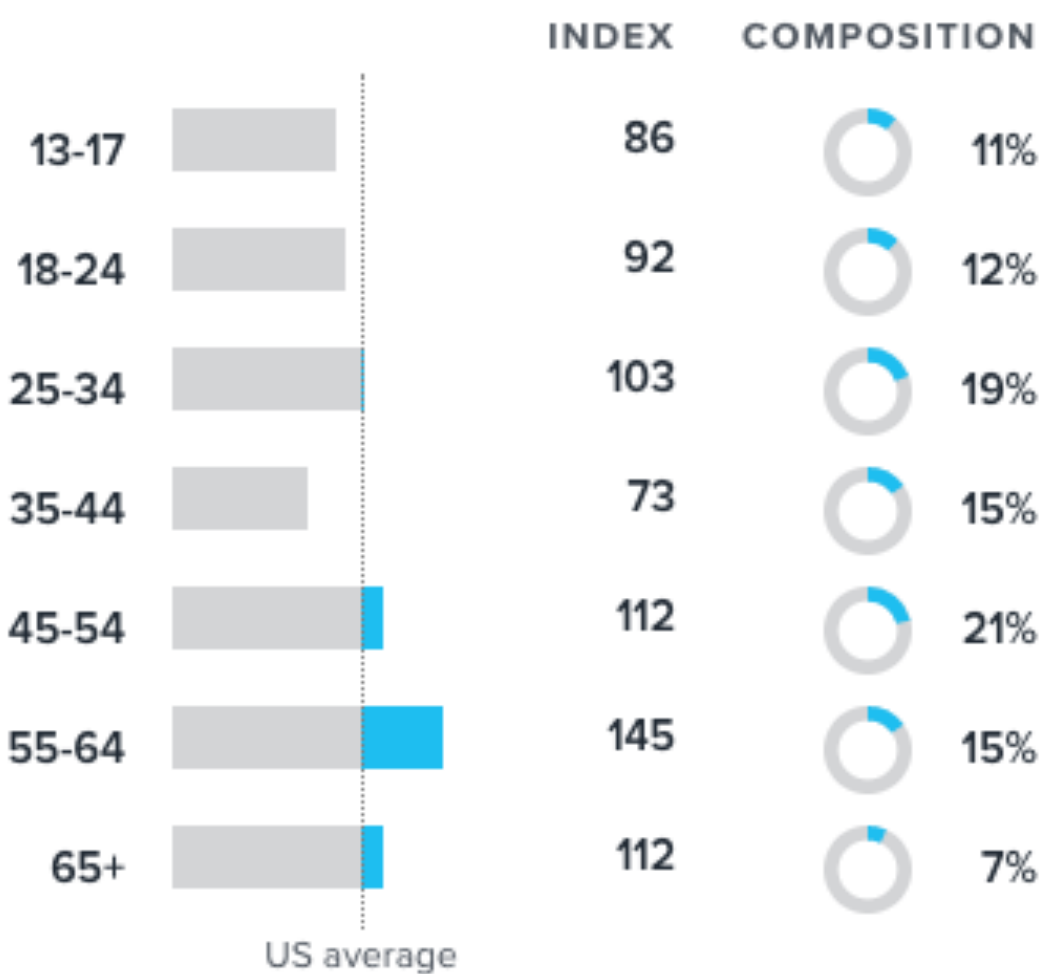


## Household Income

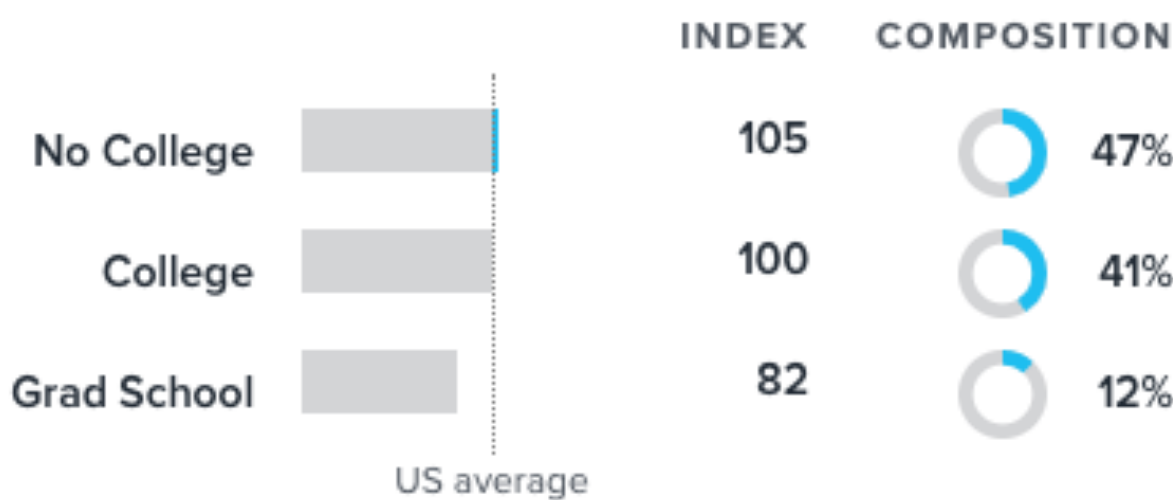


## Age

All Genders



## Education



# DAYTONABEACH.COM DEMOGRAPHICS

## Travel / High Spenders

|   | NAME ↕                  | INDEX ↕ | COMPOSITION ▼ |
|---|-------------------------|---------|---------------|
| 1 | Domestic Travel         | 124     | 40 . 39% ⓘ    |
| 2 | Destination Theme Parks | 441     | 22 . 27% ⓘ    |
| 3 | Air Travel              | 79      | 20 . 07% ⓘ    |
| 4 | Budget Travel           | 72      | 11 . 78% ⓘ    |
| 5 | Car Rental              | 62      | 7 . 88% ⓘ     |
| 6 | Luxury Travelers        | 47      | 2 . 51% ⓘ     |
| 7 | Online Travel Agencies  | 15      | 1 . 88% ⓘ     |

## Entertainment / Entertainment Spending

|   | NAME ↕  | INDEX ↕ | COMPOSITION ▼ |
|---|---|---------|---------------|
| 1 | Theme Parks - Top Tier Spender                  | 116     | 57 . 66% ⓘ    |
| 2 | Concert & Theatre Tickets - Frequent Transactor | 84      | 52 . 78% ⓘ    |
| 3 | Movies - Top Tier Spender                       | 65      | 39 . 48% ⓘ    |
| 4 | Professional Sports - Top Tier Spender          | 117     | 31 . 83% ⓘ    |

## Financial / Travel ConsumerSpend

|   | NAME ↕          | INDEX ↕ | COMPOSITION ▼ |
|---|-----------------|---------|---------------|
| 1 | \$2,000-\$4,999 | 99      | 28 . 47% ⓘ    |
| 2 | \$1-\$499       | 108     | 22 . 24% ⓘ    |
| 3 | \$5,000-\$9,999 | 98      | 11 . 58% ⓘ    |
| 4 | \$10,000+       | 93      | 8 . 77% ⓘ     |



# DAYTONABEACH.COM DEMOGRAPHICS

## Streaming Media / Streaming Type

Data Source:



|   | NAME ↕       | INDEX ↕ | COMPOSITION ▼ |
|---|--------------|---------|---------------|
| 1 | Video        | 123     | 90.05% ⓘ      |
| 2 | Music        | 141     | 87.21% ⓘ      |
| 3 | Online Radio | 255     | 69.81% ⓘ      |

## TV / Shows

Data Source:



|    | NAME ↕                                     | INDEX ↕ | COMPOSITION ▼ |
|----|--|---------|---------------|
| 1  | The Today Show (NBC)                       | 167     | 62.49% ⓘ      |
| 2  | The Good Doctor (ABC)                      | 207     | 53.74% ⓘ      |
| 3  | This is Us (NBC)                           | 139     | 52.31% ⓘ      |
| 4  | America's Funniest Home Videos (ABC)       | 193     | 51.42% ⓘ      |
| 5  | Today Show (NBC)                           | 120     | 45.02% ⓘ      |
| 6  | The Simpsons (FOX)                         | 157     | 42.56% ⓘ      |
| 7  | The Voice (NBC)                            | 107     | 42.01% ⓘ      |
| 8  | Grey's Anatomy (ABC)                       | 135     | 39.50% ⓘ      |
| 9  | Young Sheldon (CBS)                        | 126     | 39.41% ⓘ      |
| 10 | The Late Late Show With James Corden (CBS) | 175     | 38.64% ⓘ      |





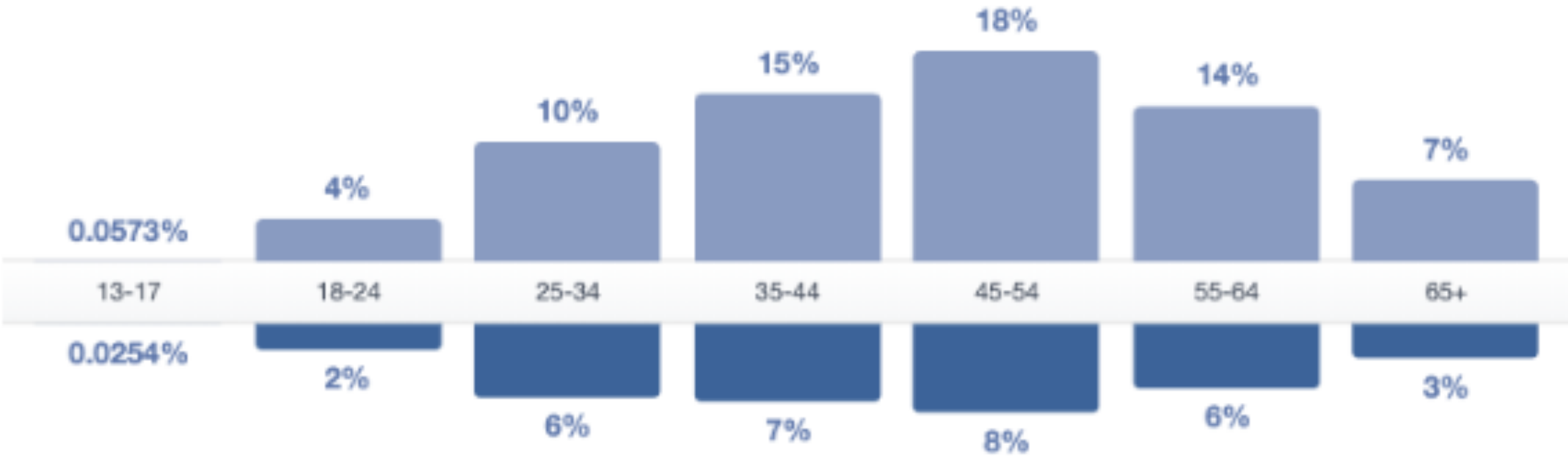
# FACEBOOK FANS DEMOGRAPHICS

## Women

68%  
Your Fans

## Men

32%  
Your Fans

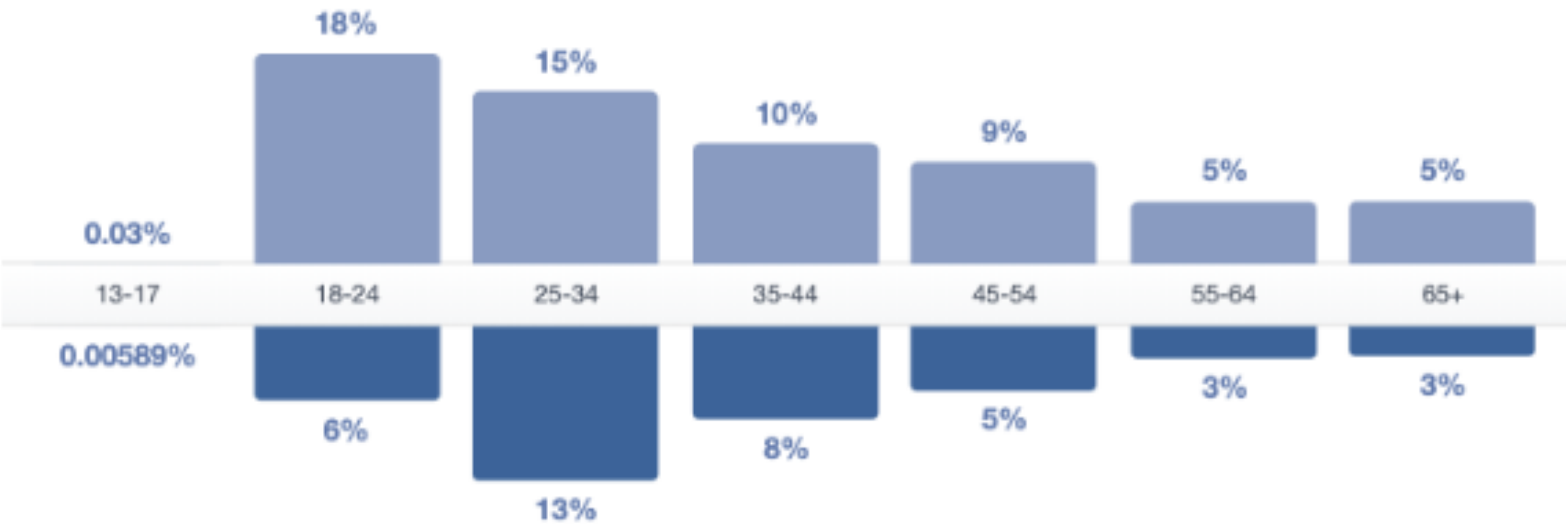


## Women

62%  
People Reached

## Men

38%  
People Reached



While Daytona Beach Area CVB's Fans follow more of a bell curve in age, we are still able to reach and engage the younger adults through paid social advertising.



# GENERATIONAL TRAVEL

## generational cheat sheet



**generation Z**  
(1996–earlier)



**millennials**  
(1977–1995)



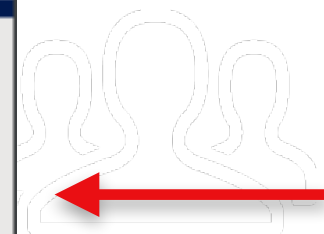
**generation X**  
(1965–1976)



**baby boomers**  
(1946–1964)



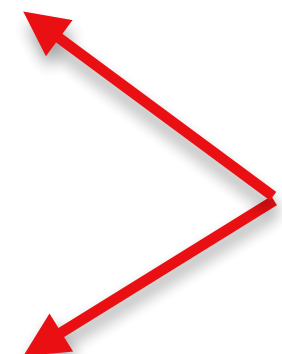
**traditionalists**  
(1945–before)



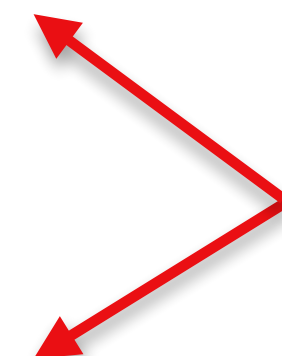
Value adventure experiences such as exploring and trying new things, make the most of long weekends (3-5 days), book less than 30 days out, often within a week or two of travel



42% of Millennials travel alone



Desire relaxation, such as beach or spa time, more than anything else



See traditional travel experiences such as sightseeing or touring as most important, more likely to travel for a week or even longer



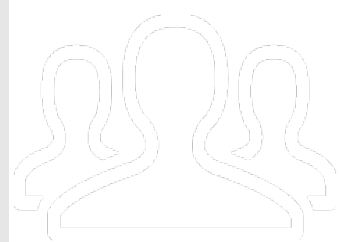
# GENERATIONAL TRAVEL



**27%**  
**of Millennials**  
have posted a potential trip  
on social media to canvas  
opinions before booking!



**36%**  
**of Gen Z**  
have chosen a destination  
specifically because they  
saw postings about the  
destination on social media.



Gen Z is willing to go the extra mile for the chance to travel, with



**71%** of Gen Z  
respondents

stating they would get a part-time job  
to save money to go on a trip.



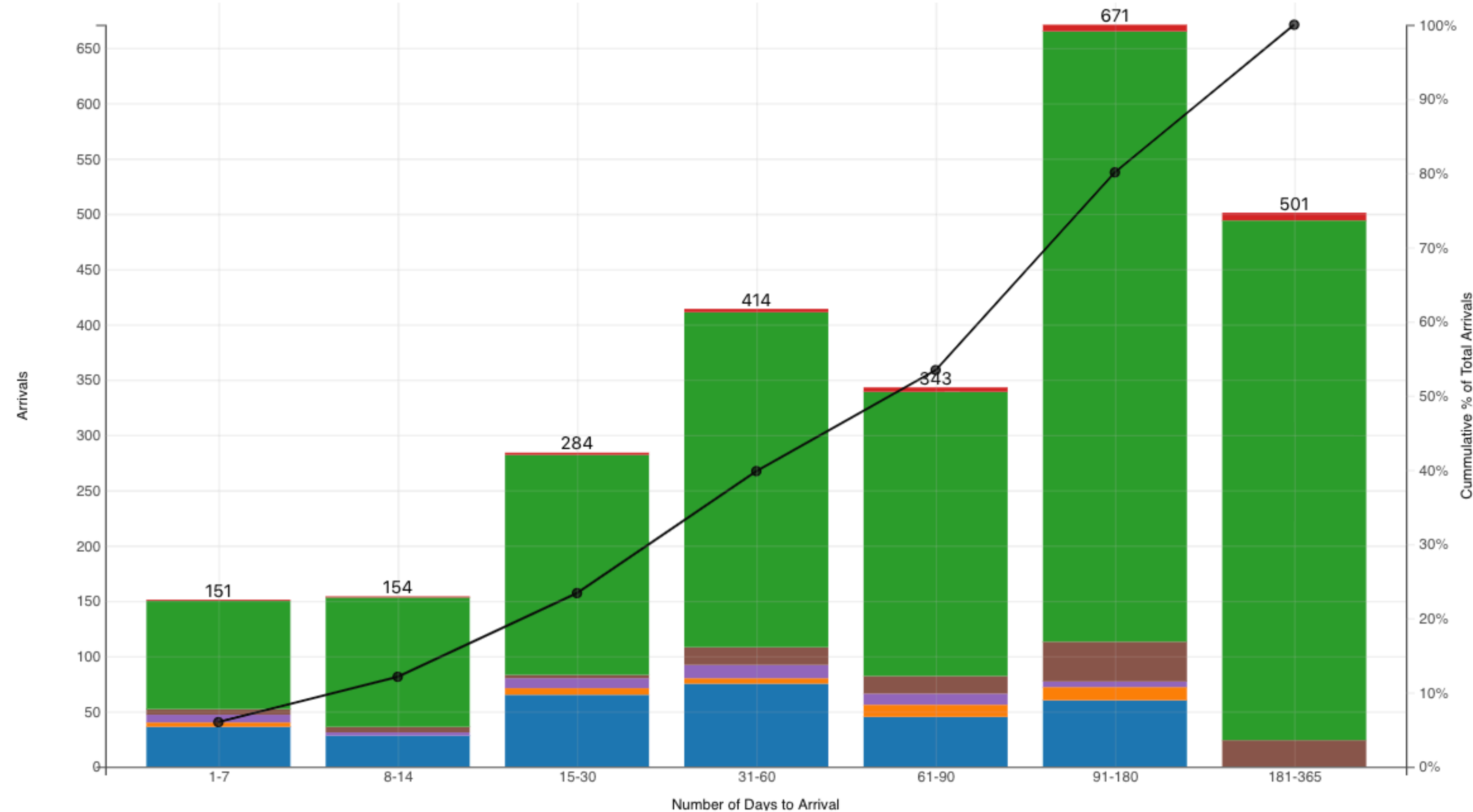
**49%** of both Gen Z  
and Millennials

would sell some of their clothes or furniture  
to save money to go on a trip.



# DAYS TO ARRIVAL FROM 10/29/17-3/16/19

Arrivalist data shows the majority of visitors to the Daytona Beach Area arrive 91+ days after seeing the advertising campaign.



# PLANNING PARAMETERS



## TARGET AUDIENCE

**PRIMARY TARGET AUDIENCE:**  
W25-54 W/  
CHILDREN and HHI  
\$40-90K

**TESTING/NICHE AUDIENCES:**  
SENIORS/BOOMERS  
MILLENNIALS  
GEN Z



## GEOGRAPHY

**FLORIDA**  
ORLANDO, MIAMI,  
TAMPA,  
JACKSONVILLE

**U.S. & CANADA**  
ATLANTA,  
CHARLOTTE,  
CHICAGO, NEW  
YORK, HOUSTON,  
TORONTO

**INTERNATIONAL**  
UNITED KINGDOM



## BUDGET & TIMING

**BUDGET:**  
\$3.5 MILLION

**FLIGHT**  
OCTOBER 1, 2019-  
SEPTEMBER 30, 2020





# FLIGHTING PER TARGET

| Daytona Beach 2019-20 Planning Windows | FOURTH QUARTER 2019 |     |     | FIRST QUARTER 2020 |     |     | SECOND QUARTER 2020 |     |     | THIRD QUARTER 2020 |     |     |
|--|---------------------|-----|-----|--------------------|-----|-----|---------------------|-----|-----|--------------------|-----|-----|
|  | OCT                 | NOV | DEC | JAN                | FEB | MAR | APR                 | MAY | JUN | JUL                | AUG | SEP |
| W 25-54, HHI \$40k-\$90k, Children     |                     |     |     |                    |     |     |                     |     |     |                    |     |     |
| Seniors/Boomers (55+)                  |                     |     |     |                    |     |     |                     |     |     |                    |     |     |
| Millenials/Gen Z                       |                     |     |     |                    |     |     |                     |     |     |                    |     |     |
| International                          |                     |     |     |                    |     |     |                     |     |     |                    |     |     |





# MEDIA STRATEGY

- Continue with a multi-layered approach to assist in brand awareness tactics and generate new leads through site visits and Visitors Guide downloads.
- Expand targeted paid social media to include testing Pinterest and Snapchat based on target audience.
- Engage potential visitors through new channels/content opportunities.



# MEDIA STRATEGY

- Increase spending in the United Kingdom and Toronto.
- Revise existing media partnerships in new ways in order to make the media work harder for Daytona Beach including expanding the mobile advertising.
- Target additional audiences who have more flexibility with travel throughout the year.



# MEDIA KEY PERFORMANCE INDICATORS 19-20 FISCAL YEAR

- Increase lead generation
- Increase time on site
- Increase page views
- Increase Social Media followers on all platforms
- Increase the number of new users to the site
- Lower bounce rate

These indicators will support the overall goal to increase RevPar by 10%.



# NEW TACTICS FOR 2019-20

- Virtual Reality - 360 Degree View
- SkyNav - on site and SEO
- Conversant
- USA TODAY



**51%** of adults found it appealing to use VR for travel - from exploring the technology all the way to booking

360 degree photos perform **45%** better than conventional pictures

**29%** more people viewed a 360 degree video than the same video in traditional format





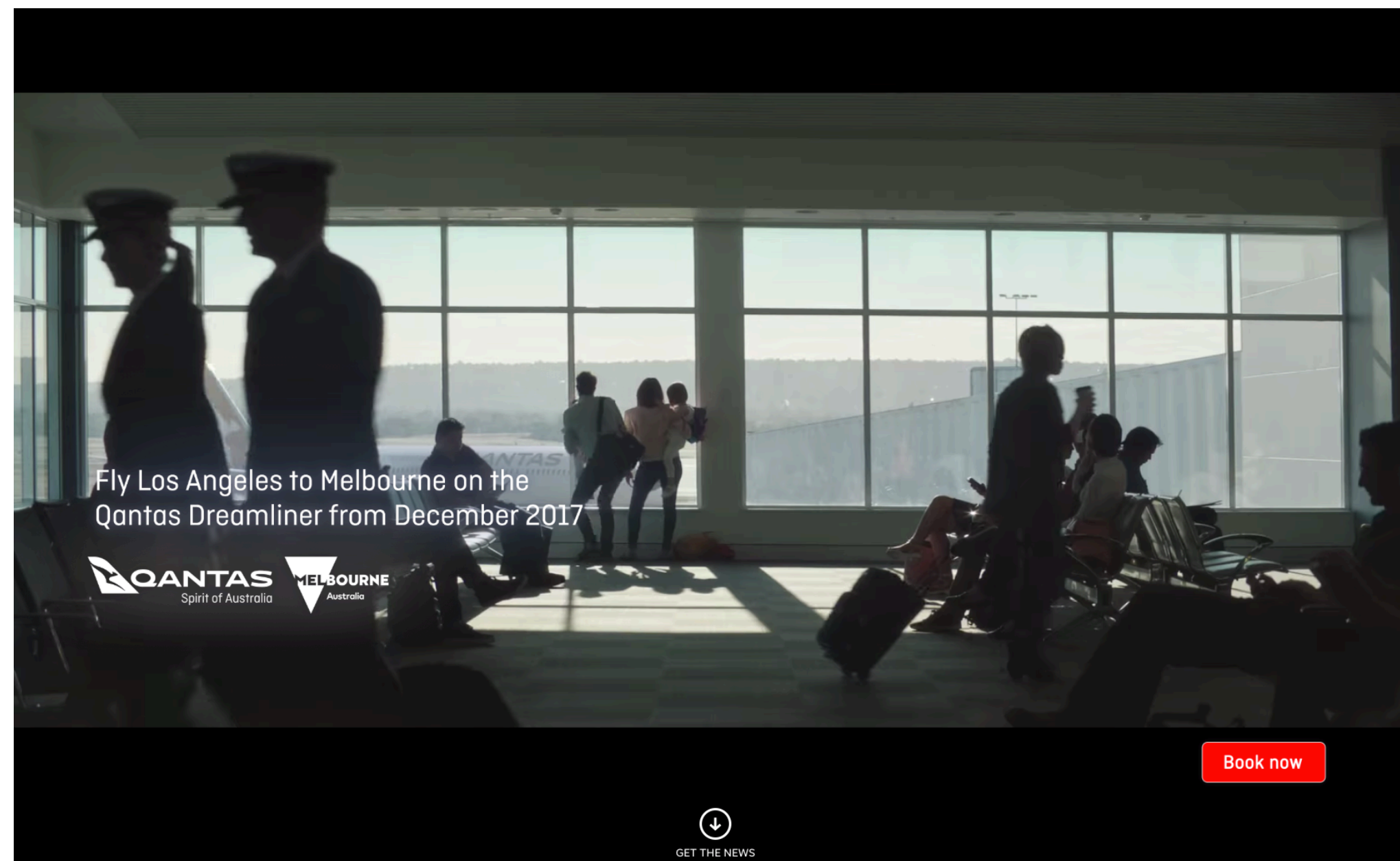
# NEW TACTICS FOR 2019-20

- Weather Triggered Ads
  - Campaign is activated based on weather conditions in predetermined markets both digital and traditional media
  - Use in colder weather/snowy months in northern climates to inspire viewers to plan an escape from winter to the warmth of Daytona Beach's sunshine



# NEW TACTICS FOR 2019-20

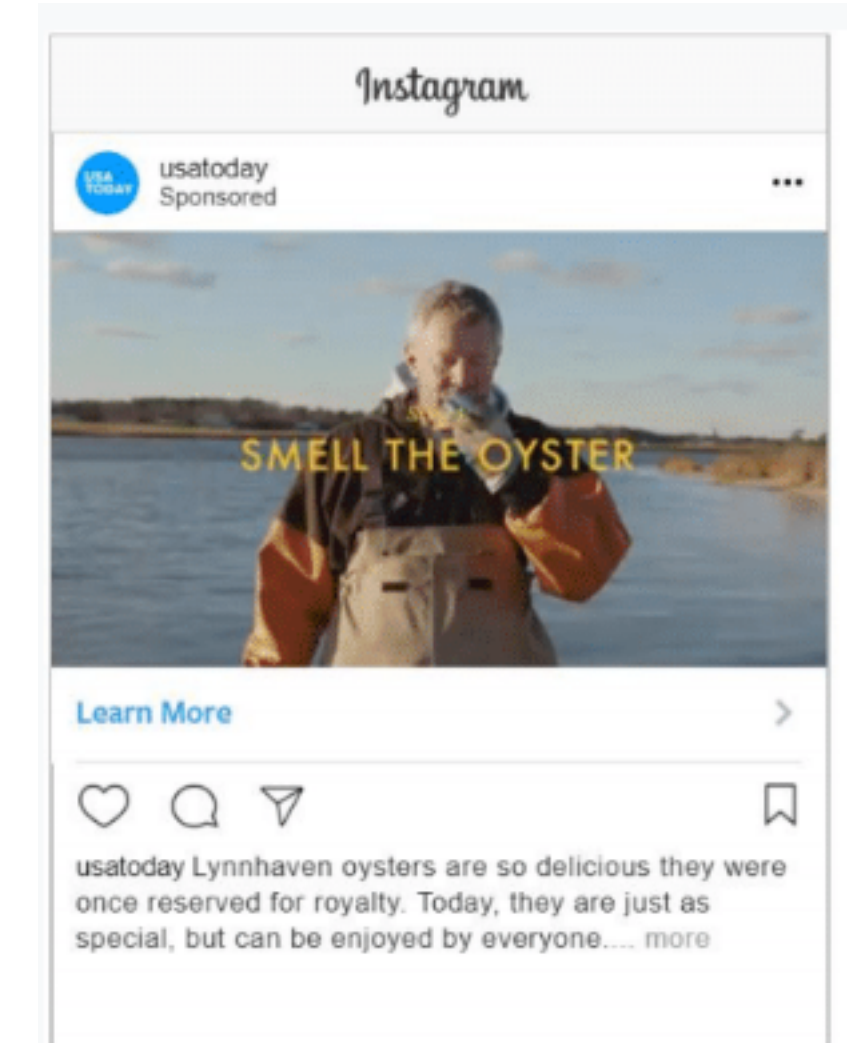
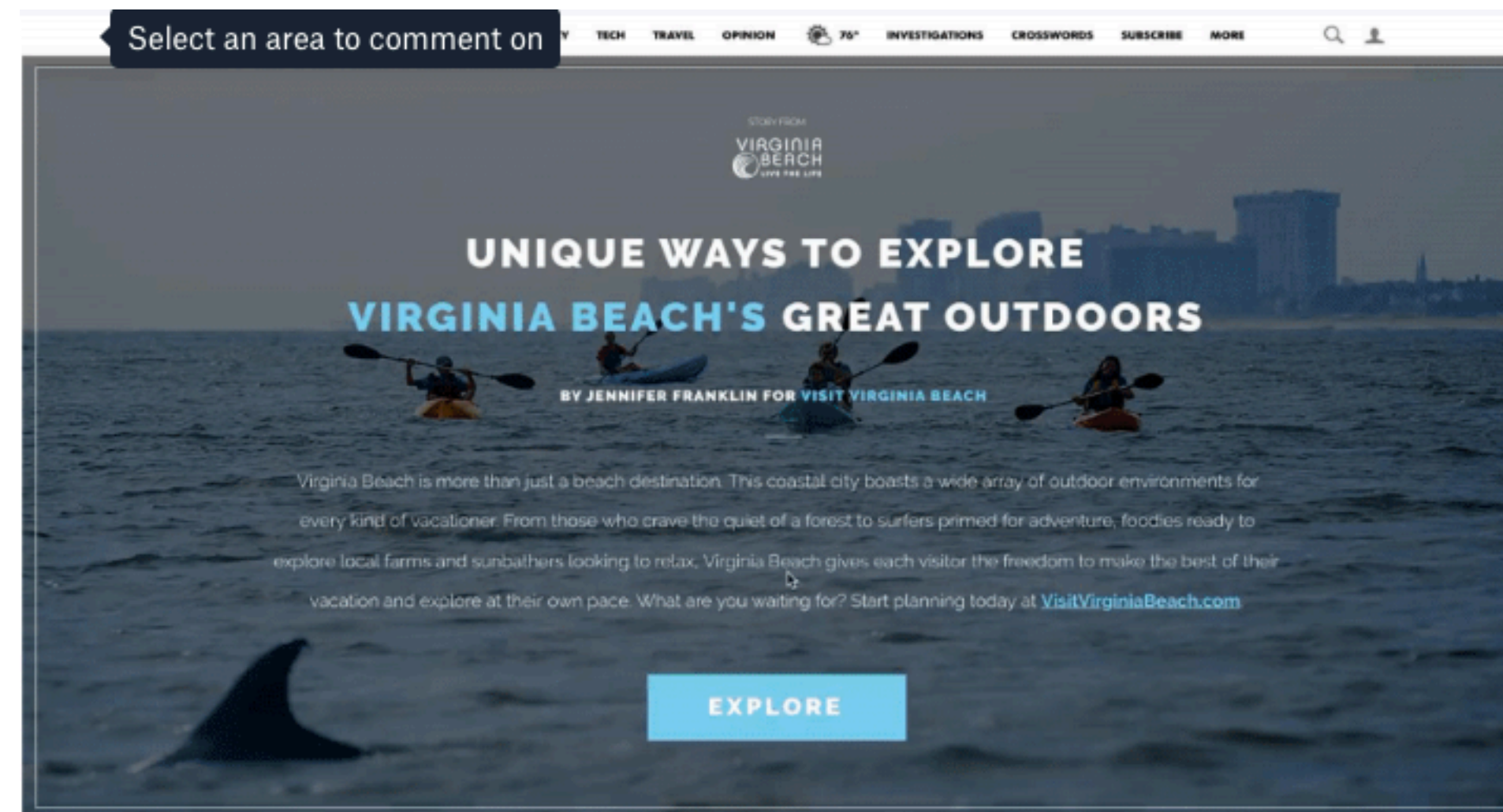
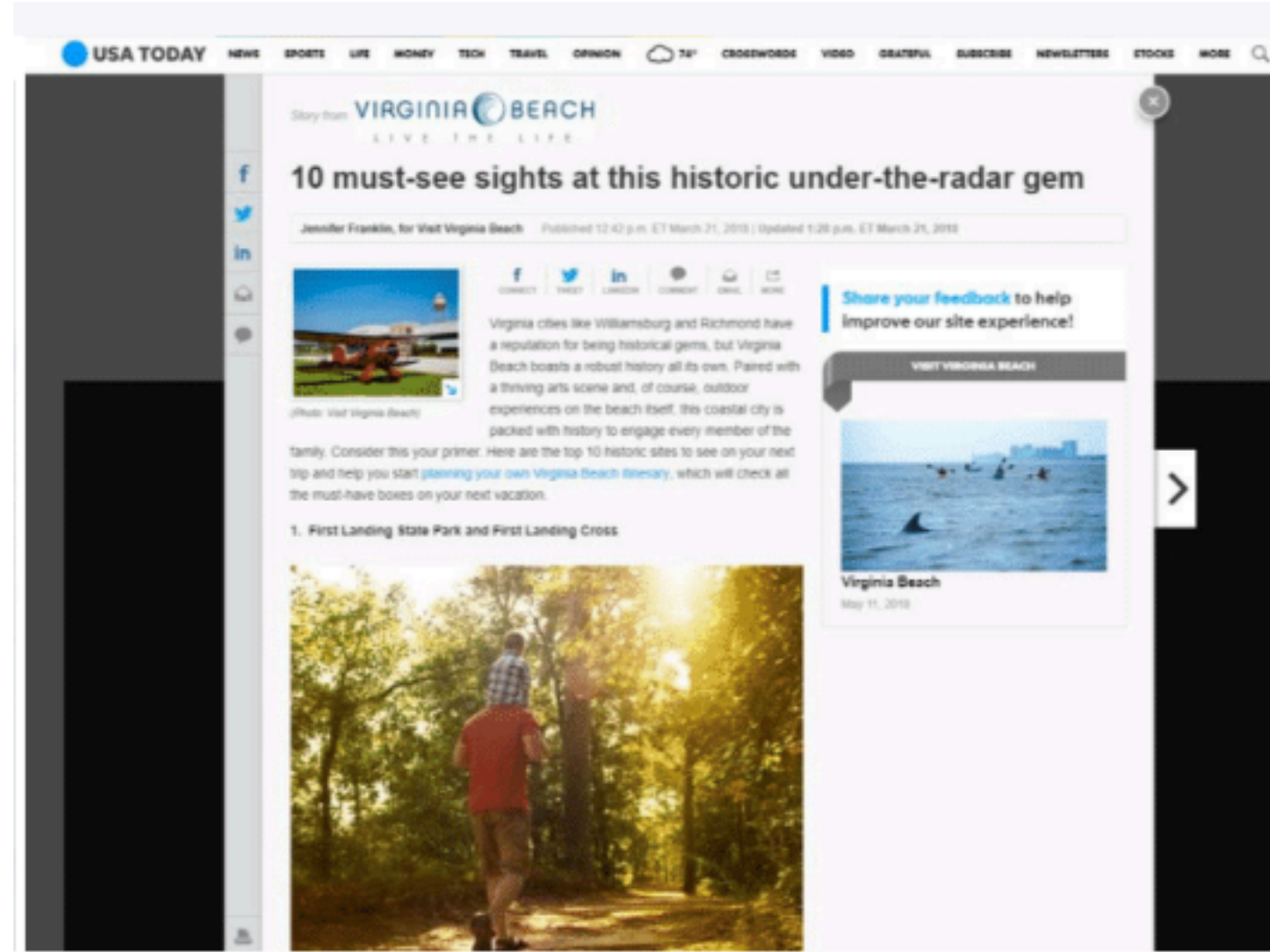
- Expand placements to include:
  - In-image Video ads
  - High Impact Gravity Placements





# NEW TACTICS FOR 2019-20

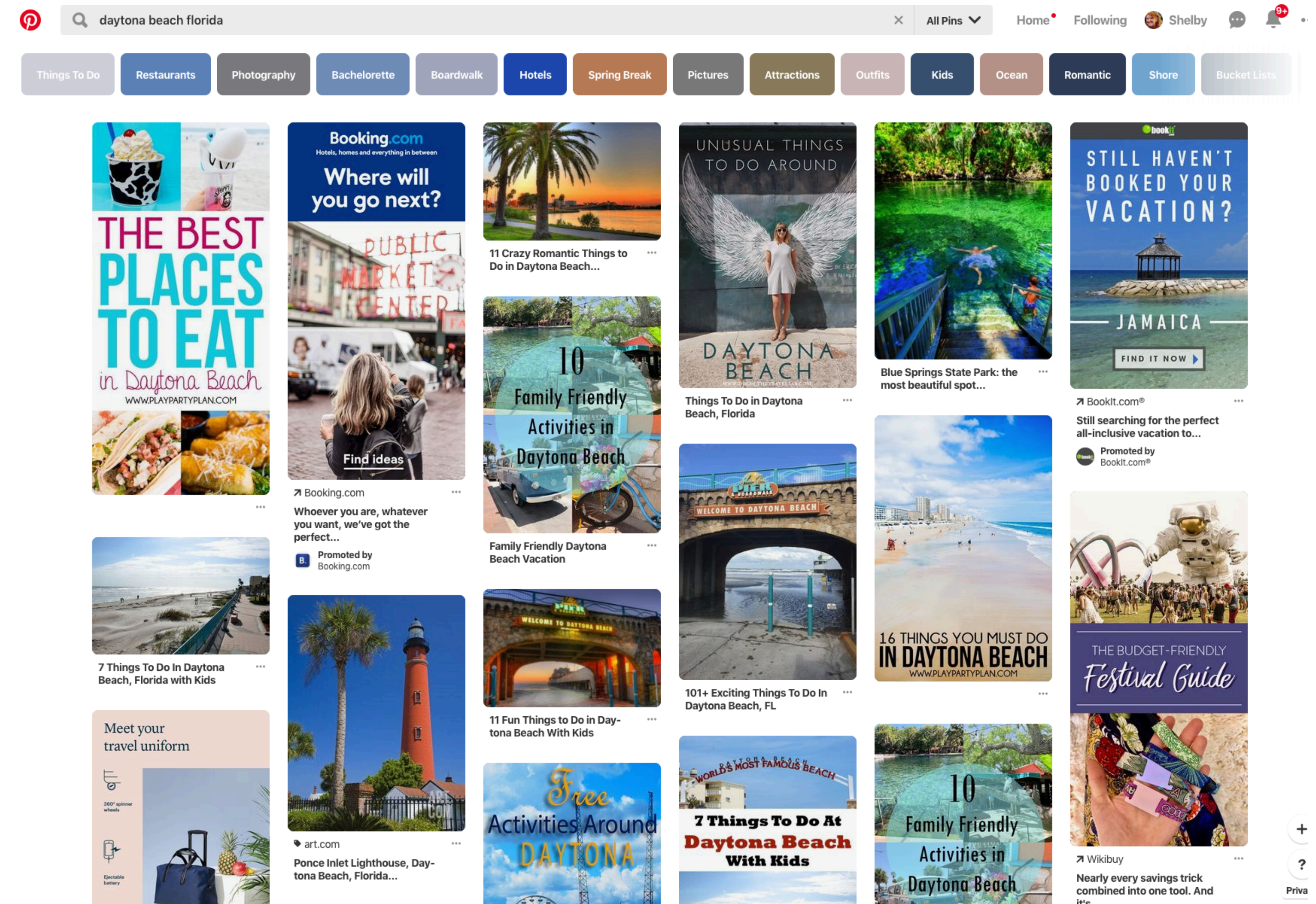
- Expand Native Advertising
  - Add additional layers to increase the impact to include:
    - eNewsletters
    - Paid social campaigns promoted by native partners





# NEW TACTICS FOR 2019-20

- Instagram & Pinterest
- SM Influencers
- Enhanced Stories
- Promoted Pins & Videos





**THANK YOU!**

