

coastal  
MISSISSIPPI  
*— The Secret Coast —*

# Media Plan FY20



# Contents

Framework

Media Strategy

Flighting, Tactical  
Sections

Summary and  
Next Steps

Appendix

# Framework

- Overall Goal
  - Continue to support the brand and elevate awareness of Coastal Mississippi within the Southeastern region as a top vacation destination, premier region to host events and a place to meet and do business.
  - Marketing specific leisure goals: Increase awareness and overnight visitation
- Key Objectives
  - Increase visitation of Experiential Travelers, including Boomers, Millennials and Family Traveler segments
  - Increase the demand for – and usage of – the Mississippi Coast Coliseum & Convention Center as well as other meeting and event venues for groups and special events thus increasing overnight stays.

# Framework

- Target Audience:
  - Experiential Travelers will continue to be our primary target
  - Family Travelers and Boomers will also be strategically targeted throughout the year, as with FY18-19, to help maximize overnight bookings



EXPERIENTIAL TRAVELERS		
ADAM & CHRISTINA   THE CLARKS		
AGE	OCCUPATION	FINANCES (\$)
32	HEALTHCARE MANAGEMENT + SALES	80K HOUSEHOLD INCOME
CORE VALUES		
<b>ACTIVE ENTHUSIASTS</b> Driven by excitement, always on the lookout for stimulating and unique experiences to share together		<b>CURIOSITY</b> <b>ADVENTURE + EXCITEMENT</b> <b>AUTHENTICITY + FREEDOM</b> <b>ENJOYING LIFE</b>
ACTIVITIES/HOBBIES	SHOPPING BRANDS	
Going to the beach Baking & BBQing Entertaining friends & family Indulging their foodie side Reading books	amazon TJ-maxx TARGET	
MOST TRUSTED MEDIA	TV CHANNELS	
	HBO CNN HGTV	



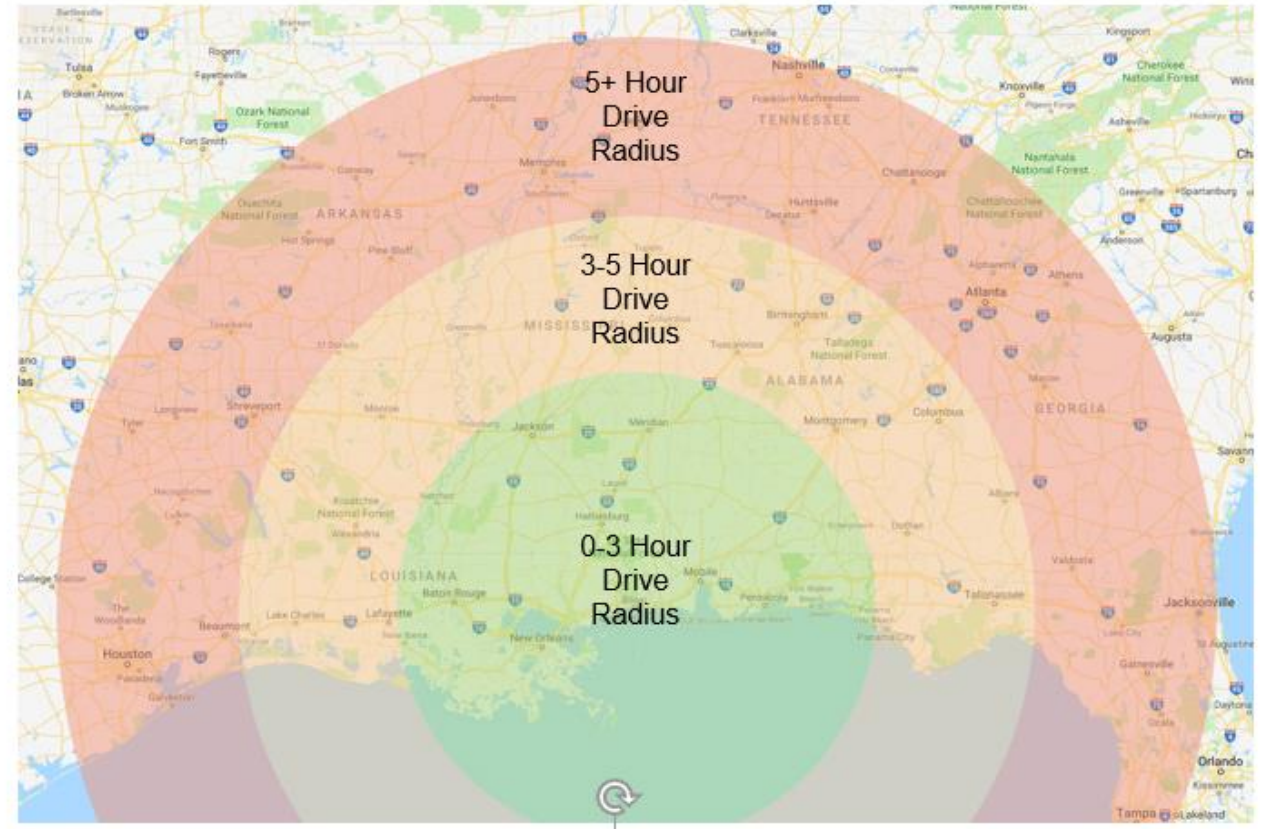
Family Travelers & Boomers

Source: MRI 2017 Doublebase Study



# Framework

- Target Markets:
  - **REGIONAL APPROACH** -Continue the strategy taken in FY18-19 and continue streamlining our focus to regional markets
  - **DIRECT FLIGHTS**
    - Atlanta
    - Houston
    - Dallas
    - Charlotte
    - Orlando
    - Seasonal Service
      - Ft. Myers, Austin, Minneapolis



# Media Flighting

- In addition to Occupancy and ADR trends, we also have considered booking timelines:
  - < 1 month for Coastal Mississippi, per Expedia
  - Research provided by Quantcast, a trusted programmatic partner of the agency's, indicating that various travel segments are planning travel well ahead of the Spring/Summer season
    - The following slides are highlights from Quantcast's study
    - This research was not specific to any one advertiser, so please consider it to be directional

## Late Season Travel Searches







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Search for activities like rafting, zip lining, shore excursions, and horseback riding.



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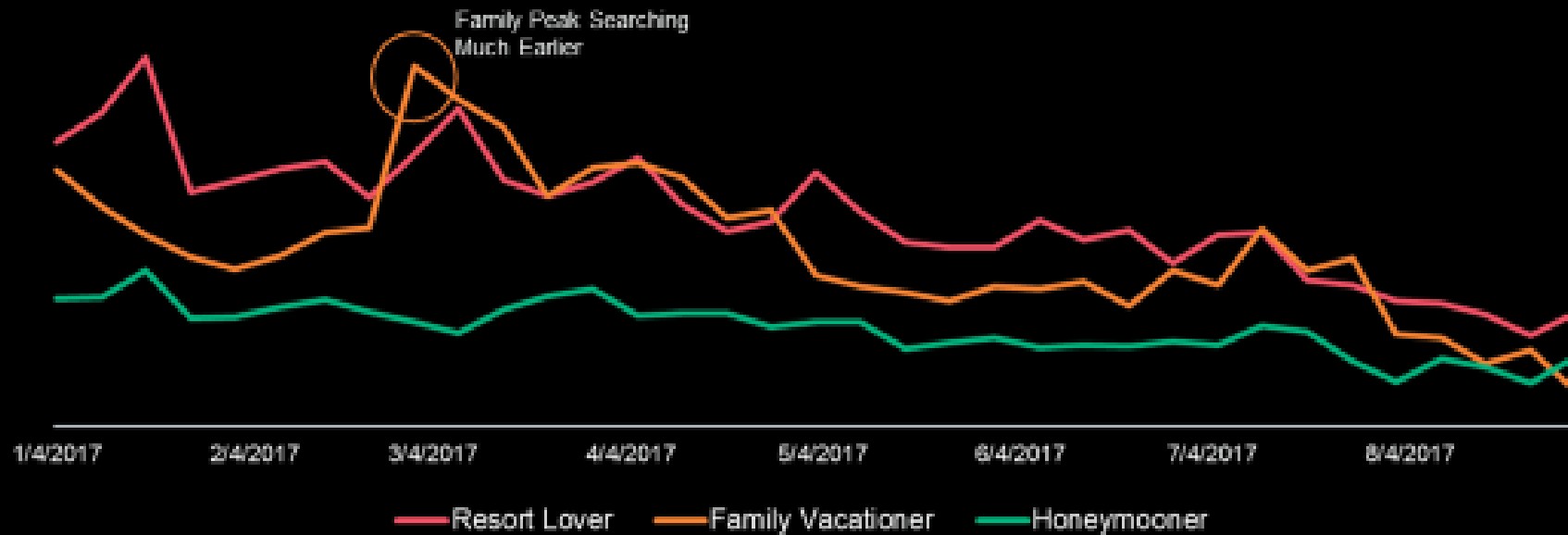


## CONCLUSIONS

Quantcast

## Segments Generally Research Earlier, with Different Peak Periods

Pre-booking Search Trend

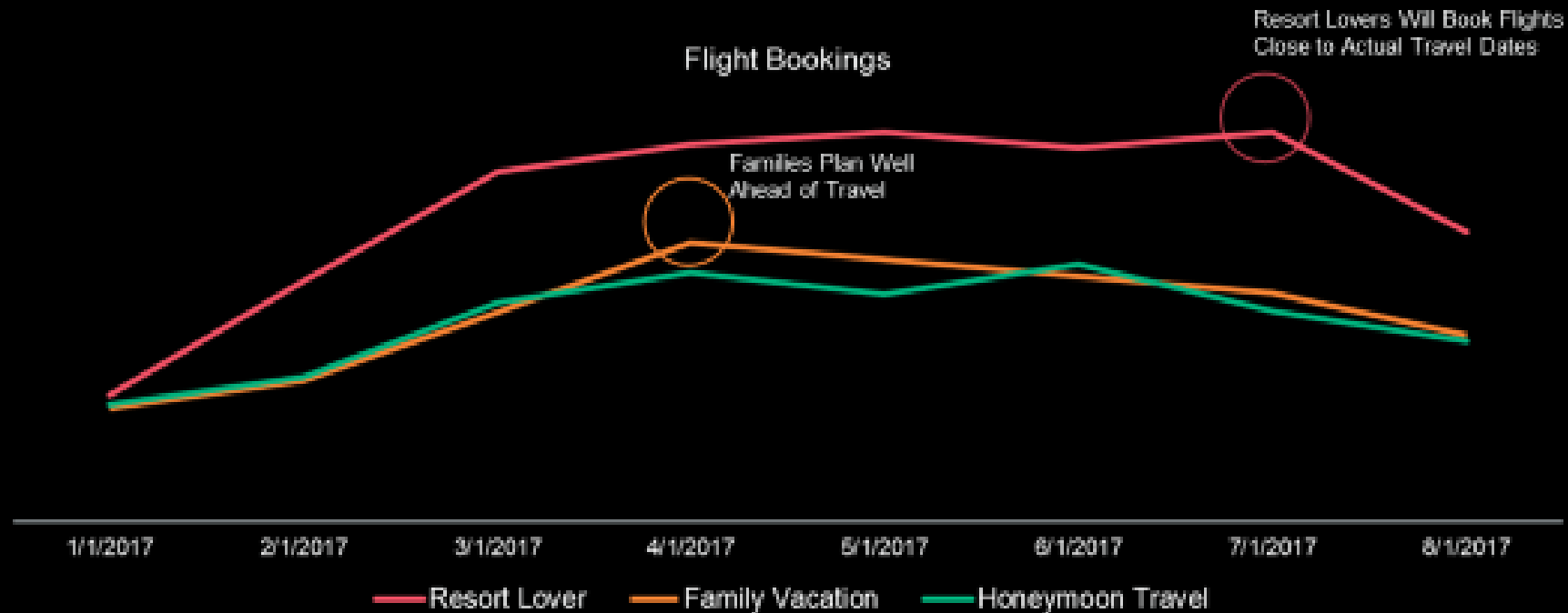


Methodology: Showing % of all US search  
Quantcast Tagged Data merged with search data from Measure & Advertise pixels.

© 2018 Quantcast. CONFIDENTIAL

Quantcast

## Flight Bookings Peak May – June With Some Interesting Nuances



Methodology: Showing % of all bookings.  
Quantcast Tagged Data merged with search data from Measure & Advertise pixels.

© 2018 Quantcast. CONFIDENTIAL

# Framework

- Occupancy
  - Even at the highest occupancy levels, there's room for growth
  - A deeper analysis of Occupancy and ADR trending as it relates to advertising timing starting on [slide 15](#)
- Airlift
  - Coastal Mississippi and Gulfport-Biloxi Airport Authority will continue to build relationships with airlines to increase airlift
- Additional Factors
  - Short travel planning window (<1 month, per Expedia)
  - Events play a significant role in driving visitation
  - Direct OTA partnerships
  - General seasonality and holidays (Mardi Gras, Easter/Spring Break)



# Media Strategy

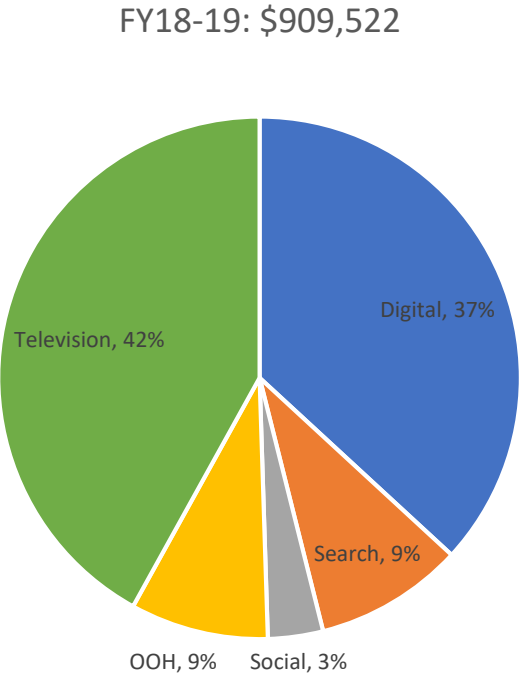
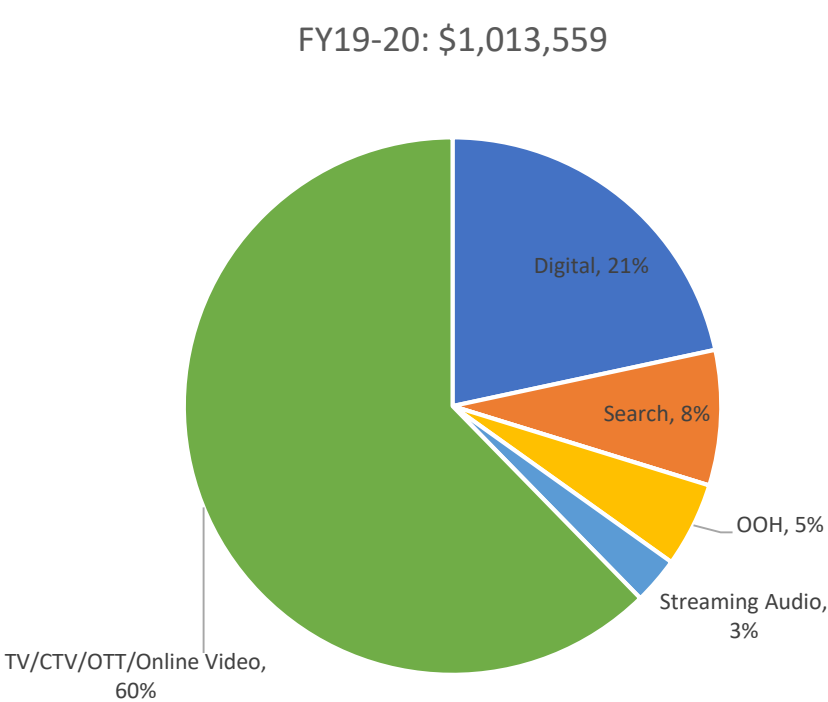
# Media Strategy

- Continue building off the momentum created by the FY18-19 plans, incorporating strategic adjustments that will allow us to drive occupancy lift throughout the year
- Media goals:
  - Continue to build top of mind awareness (TOMA) as a destination worth visiting
  - Drive online research and planning activities (onsite engagement)
  - Ultimately, increase overnight room bookings in the destination
- Market categories:
  - Drive Markets
    - New Orleans, Mobile-Pensacola, Jackson, Baton Rouge, Hattiesburg-Laurel, Lafayette, Columbus-Tupelo
  - Fly Markets
    - Atlanta, Houston, Dallas-Ft. Worth, Orlando, Charlotte
      - Seasonal Service to Austin & Fort Myers through December 16
      - Seasonal Service to Minneapolis through November
      - Support of additional Seasonal Service when new markets are added
  - Proposed Test Markets
    - Birmingham
    - Memphis

# Recommendation

- Invest heavily in TV, as well as Connected TV/OTT inventory in order to most effectively reach 25-64-year-old Experiential Travelers
- Incorporate Online Radio as an additional awareness builder in Drive Markets
- Allocate budget for a holiday/Winter seasonal digital plus-up to help boost overnight visitation

# Media Mix: YoY Comparison, Drive Markets



- Shift in weighting from traditional linear TV to incorporate ConnectedTV/OTT streaming
- Incorporation of Streaming Audio, based on user habits
- Digital and Search will serve as the foundation throughout the year

*\*Note Peter Mayer managed paid social in FY18-19 for 3 months and Sparkloft managed for the balance of the year. Sparkloft will continue managing in FY19-20. Social plan to be in separate document.*

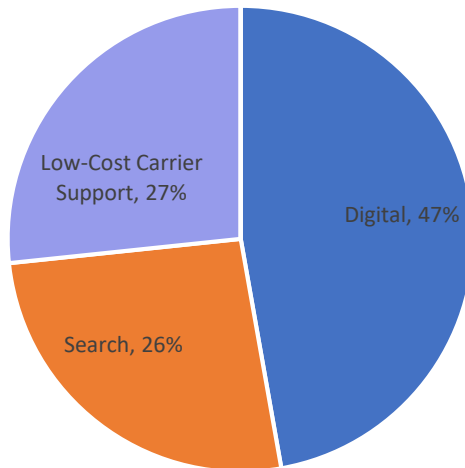
## Media Strategy: Drive Markets

- Drive Markets will continue to receive the bulk of spending and will have multiple media tactics
- Top overnight markets to receive additional TV weeks throughout the year; remaining Drive markets to have a shortened TV schedule
  - Use online video to reach younger (25-44) segments and increase efficiencies across all audiences
  - TV reaches 2,198,571 viewers across our Drive Markets
- Coordinate OOH during broadcast periods to raise market awareness
- Emphasis on lower-funnel digital tactics will allow us to reach the most relevant audiences and minimize waste
  - Dynamic creative to promote events throughout the year
  - Scaling paid search and TripAdvisor will ensure ongoing presence throughout the year

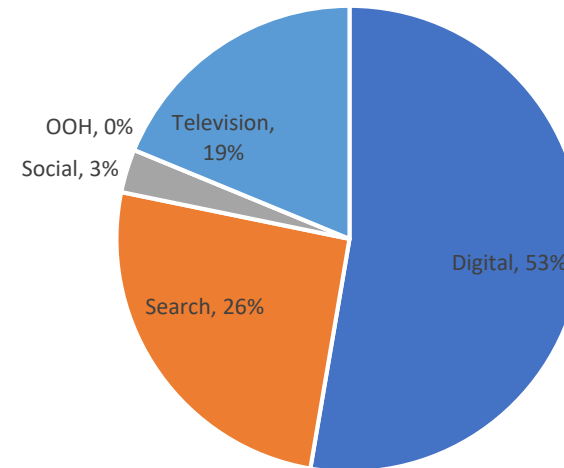


## Media Mix: YoY Comparison, Fly Markets

FY19-20: \$281,289



FY18-19: \$299,208



- Fly market Television in FY18-19 was a carryover from a September/October 2018 buy
- We recommend focusing Fly Market budget on audience and interest-targeted Digital and Search, in line with our Fly Market approach during FY18-19

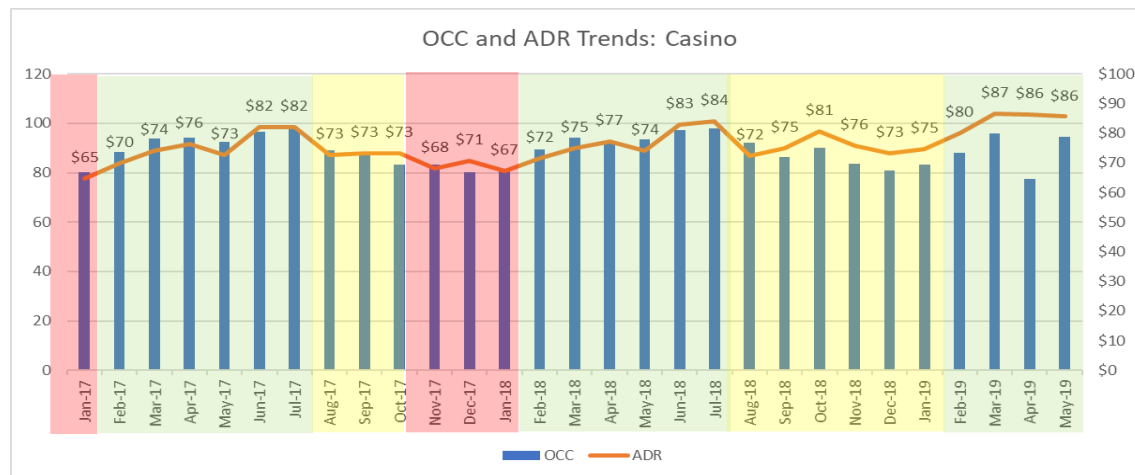
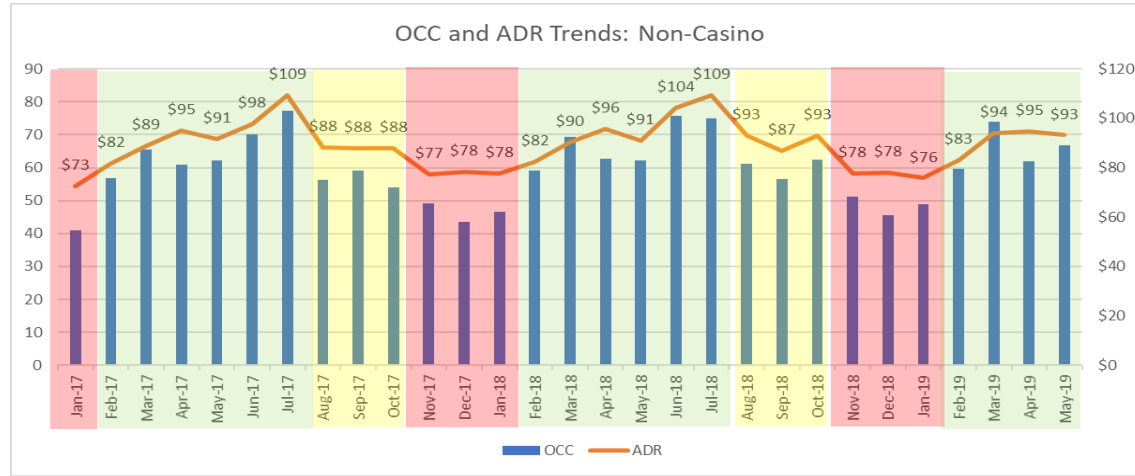
*\*Note Peter Mayer managed paid social in FY18-19 for 3 months and Sparkloft managed for the balance of the year. Sparkloft will continue managing in FY19-20. Social plan to be in separate document.*

## Media Strategy: Fly Markets

- Fly Markets will continue to receive more targeted media tactics to minimize waste
- Paid search and TripAdvisor to serve as ongoing, baseline support throughout the year
- Leverage Google Display in Fly markets to help drive additional site visits, in addition to search
- Scale TripAdvisor, testing their Native offering to educate Fly market travelers of reasons to visit
- Utilize direct response tactics through vendors that require payment on a pay-per-click model; this opportunity is particularly relevant for low-cost carrier support campaigns throughout the year
- Re-evaluate messaging and creative strategy specific to fly markets following additional research

# Flighting

# Media Flighting: Non-Casino Occupancy and ADR Trends Guide our Flighting Recommendations



- Red = Media plan to focus solely on hyper-targeted, lower-funnel media priced based on performance
  - Green = Media plan to focus budget on these months, including upper funnel tactics
  - Yellow = Media plan to start to streamline media investment
- 
- Occupancy and ADR trends (casino) fall into similar patterns as non-casino, albeit with less dramatic shifts throughout the year
  - Stronger ADR in late-2018, compared YoY, possibly due to sports betting
  - While our media recommendation is not directly structured around casino trends, it is a critical piece in overall market health and therefore important for us to keep in mind as we flight our media buys

# Media Flighting

- FY19-20 Campaign Flighting
  - Broadcast + OTT/CTV to play a significant role in driving awareness in Fall 2019 and again from January through early-Summer
    - Tactical online video in late-August/early-September 2020 will help boost travel closer to Labor Day
  - Spring/Summer campaign launches in January, moving from FY18-19's March start
  - OOH builds frequency and awareness throughout the course of the Spring/Summer campaign
  - Spring/Summer Native frontloaded, as it was for FY18-19, helping to build awareness and inspire
  - Low-funnel Display and Paid Search running throughout the year, with targeting shifting throughout the year
    - Experiential Travelers, Boomers and Families targeted throughout the Spring/Summer campaign
    - Experiential Traveler and Boomers targeted in off-peak months



# Media Flighting YoY

FY18-19	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Broadcast												
OOH												
Native												
Expedia												
Social												
Display												
Paid Search												

FY19-20	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Broadcast/ Online Video												
Online Radio												
OOH												
Native												
Expedia												
Social												
Display		Digital Plus Up										
Paid Search		Digital Plus Up										

# Summary

## Budget Allocation Summary: By Medium

	Grand Total	
	Drive	Fly
TV/OTT/Online Video	\$612,920	\$0
OOH	\$50,000	\$0
Digital	\$242,840	\$132,789
Online Audio	\$27,799	\$0
Paid Search	\$80,000	\$73,500
Seasonal Service	\$0	\$85,000
Total	<b>\$1,013,559</b>	<b>\$291,289</b>
	<b>\$1,304,848</b>	

- \$1,304,848 Leisure
- \$72,581 Groups
- \$29,502 MS Travel Guide
- \$54,729 TA PDP
- **\$1,461,660 Total Spend**

\*Final spend allocations, particularly across tactics, subject to change once campaign-level planning is fully underway

# Appendix

## Experiential Traveler Media Habits: Mix of Traditional and Digital Tactics Will Reach Widest Audience

Media Tactic	A25-34		A35-44		A45-64	
	Reach %	Index	Reach %	Index	Reach %	Index
Magazine Quintiles – Heavy	22%	108	25%	125	26%	128
Newspaper Quintiles – Heavy	9%	45	12%	60	23%	116
Radio Quintiles – Heavy	21%	104	22%	111	18%	89
TV Quintiles – Heavy	9%	46	10%	50	17%	85
Internet Quintiles – Heavy	30%	152	24%	120	18%	90
Outdoor Quintiles – Heavy	23%	117	24%	121	27%	133

- Traditional media, as expected, is more heavily consumed by the older segment of the Experiential Traveler audience
- Internet is the most popular medium for 25-34 Experiential Travelers

Source: 2018 MRI Doublebase



## Experiential Traveler Media Habits: Younger Segment More Inclined to View Video Content Online

Media Tactic	A25-34		A35-44		A45-64	
	Reach %	Index	Reach %	Index	Reach %	Index
Watched TV Program Online	40%	210	31%	167	17%	92
Watched Other Online Video Online	36%	162	34%	154	23%	103
Watched TV, Movie or Other Video on Mobile Device	49%	171	46%	161	22%	75
Subscribing to Online Video Service is Worth the \$	63%	158	54%	136	37%	93
Smart TV/Internet Connectable TV (in Household)	41%	135	46%	152	42%	139

- 25-44 segment is more inclined to consume video content, from movies to shorter video clips online, including via mobile
- Smart TVs/Connected TVs are increasingly popular across the various age groups, with 35-44 accounting for the strongest adoption

## Experiential Traveler Media Habits: Internet-only Radio Should Play a Role

Media Tactic	A25-34		A35-44		A45-64	
	Reach %	Index	Reach %	Index	Reach %	Index
Listened online to streaming AM/FM broadcast radio stations	17%	123	19%	142	18%	131
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	74%	153	70%	143	48%	99

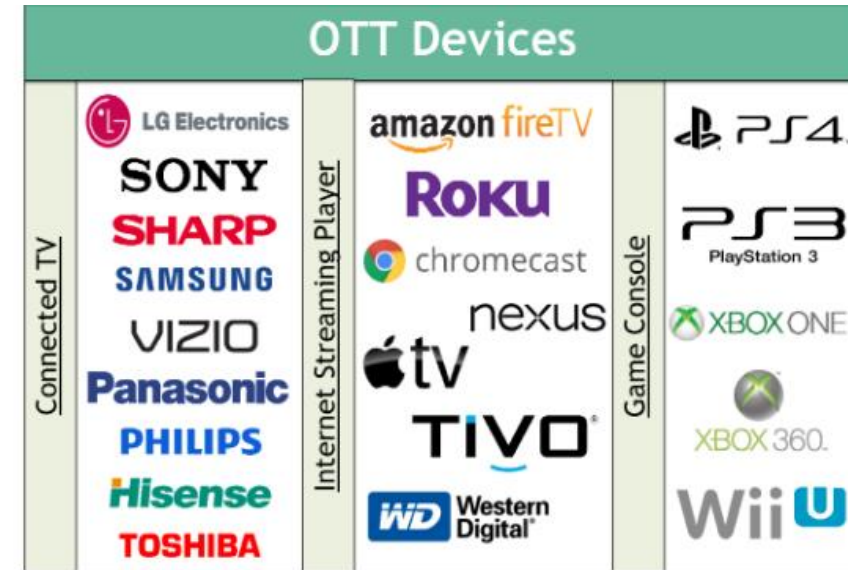
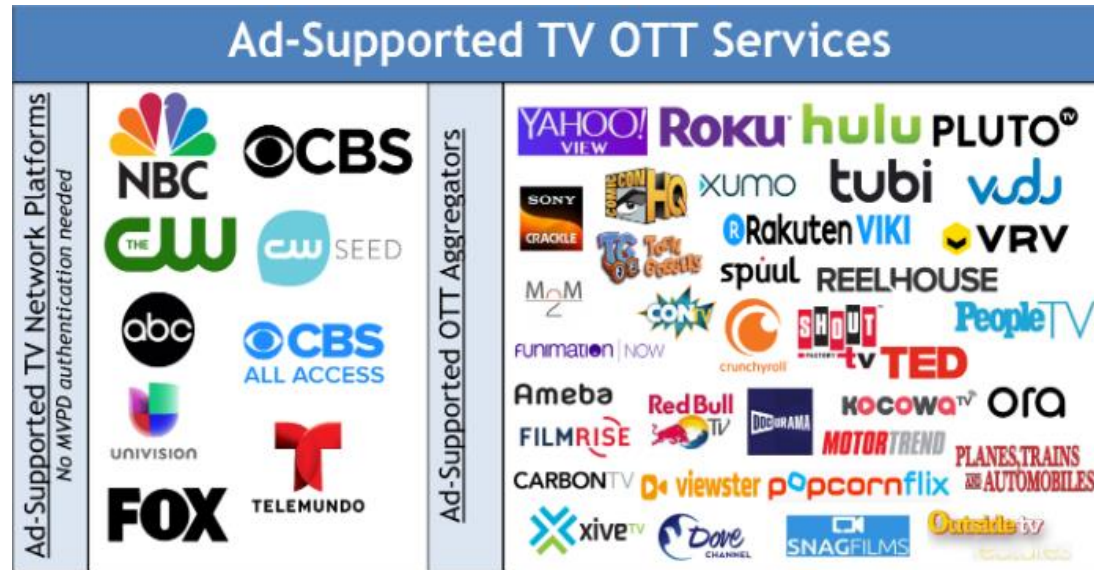
- Streaming AM/FM stations online is not particularly popular among any of the age segments
- Internet-only radio is by far more popular, particularly with 25-34 and to a slightly lesser degree, 35-44

## Experiential Traveler Media Habits

- Summary/takeaways:
  - Magazine and Newspaper are viable means of reaching older segments; however, we recommend focusing budget on OOH, which reaches a larger audience, is more cost efficient and allows for more frequent messaging changes (assuming digital boards are purchased)
  - Online radio should be further explored as a means for reaching the 25 – 44 segments
  - TV should continue to be targeted to older segment
  - OTT/Connected TV opportunities will allow us to reach younger age segments
    - If we pursue this tactic specifically to reach an audience possibly not reached with our traditional, linear TV buy, then we need to be prepared to allocate significant budget to reach this audience at levels on par with the traditional TV levels

# Connected TV/OTT Ecosystem

- Linear TV: Ad-supported cable or broadcast TV programming viewed live as it airs or time-shifted
- OTT (over-the-top): Premium long form video streamed over the internet though an app or device through a TV, PC, Tablet or Smartphone without requiring user to subscribe to wired cable, telco and/or satellite TV service
- Ad-Supported OTT: Services or devices featuring professionally produced video programming that can be accessed without a Multi Video Distribution Platform subscription



## OTT on the Rise

### Increased Access



**67%** of Households now have access to an internet-enabled TV-connected device<sup>1</sup>

An increase of **+10%** vs 2017

**38%** of Households own an enabled Smart TV<sup>2</sup>

An increase of **+27%** vs. 2017

### Increased Interest



**90%** of Adults 25-34 stream video<sup>3</sup>  
An increase of **+18%** vs. 2 years ago

Total time spent streaming OTT is up **28%** vs. YA<sup>5</sup>

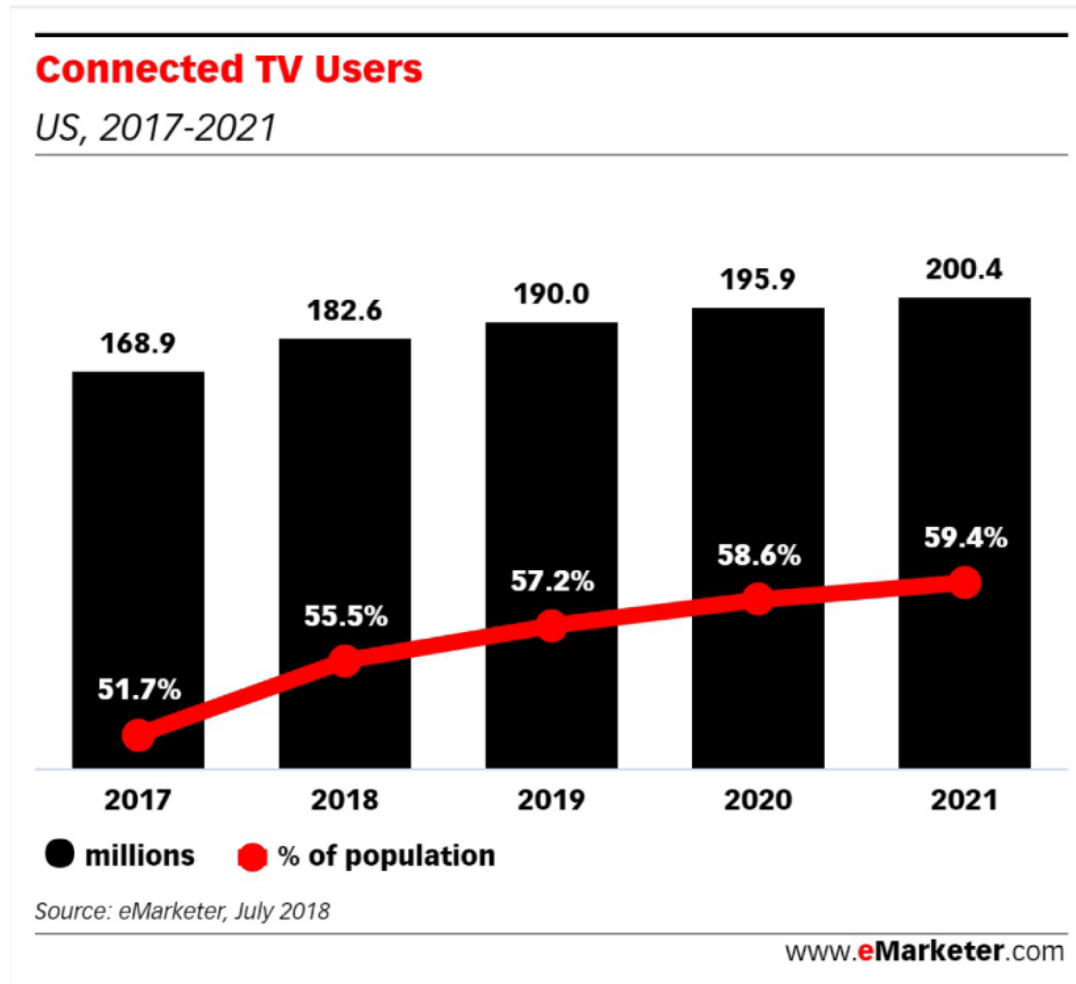
**78%** of Adults 35-49 stream video<sup>4</sup>  
An increase of **+20%** vs. 2 years ago

**73%** of adults who watch streaming video say they watch *ad-supported* OTT video<sup>6</sup>

Sources: 1 - Nielsen Total Audience Report, Q1 2018, Internet enabled TV-Connected Device = game console, internet connected devices and smart TVs, 2 - Nielsen Total Audience Report, Q1 2018, enabled Smart TV = TV that is capable and enabled to access the internet, 3 & 4- PwC Consumer Intelligence Services video survey, 2017 from "Consumer Intelligence Series: I stream, you stream" Report. 5- comScore State of OTT: 2018; 6 - Ad Receptivity and the Ad-Supported OTT Video Viewer, IAB / Maru Matchbox / Spot X, October 2018

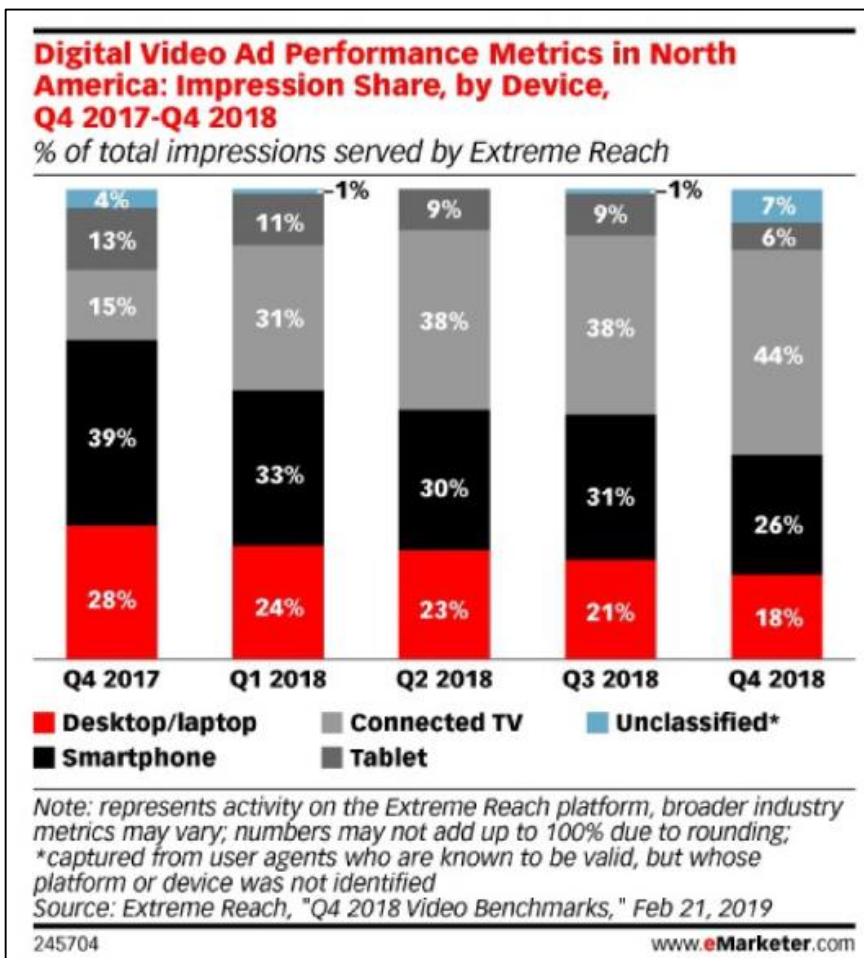
Source: Video Advertising Bureau 2018 Report

## Connected TV: User Base on the Rise

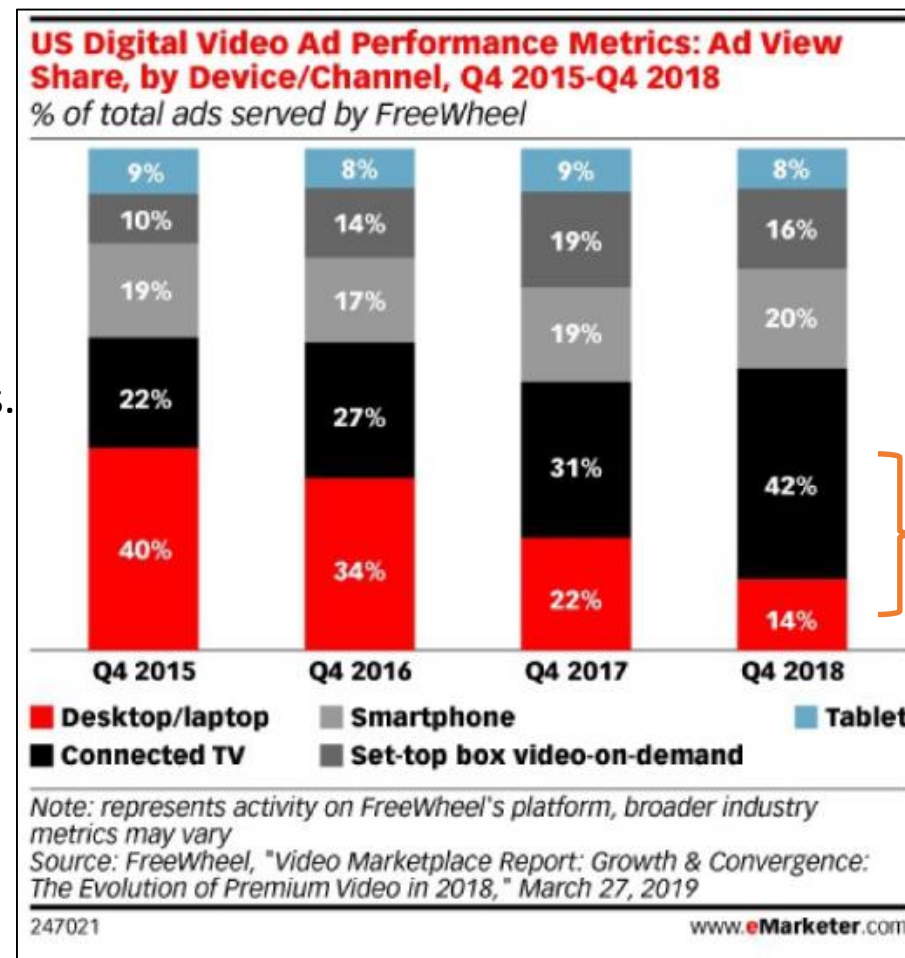




# Connected TV: Inventory Continues to Grow

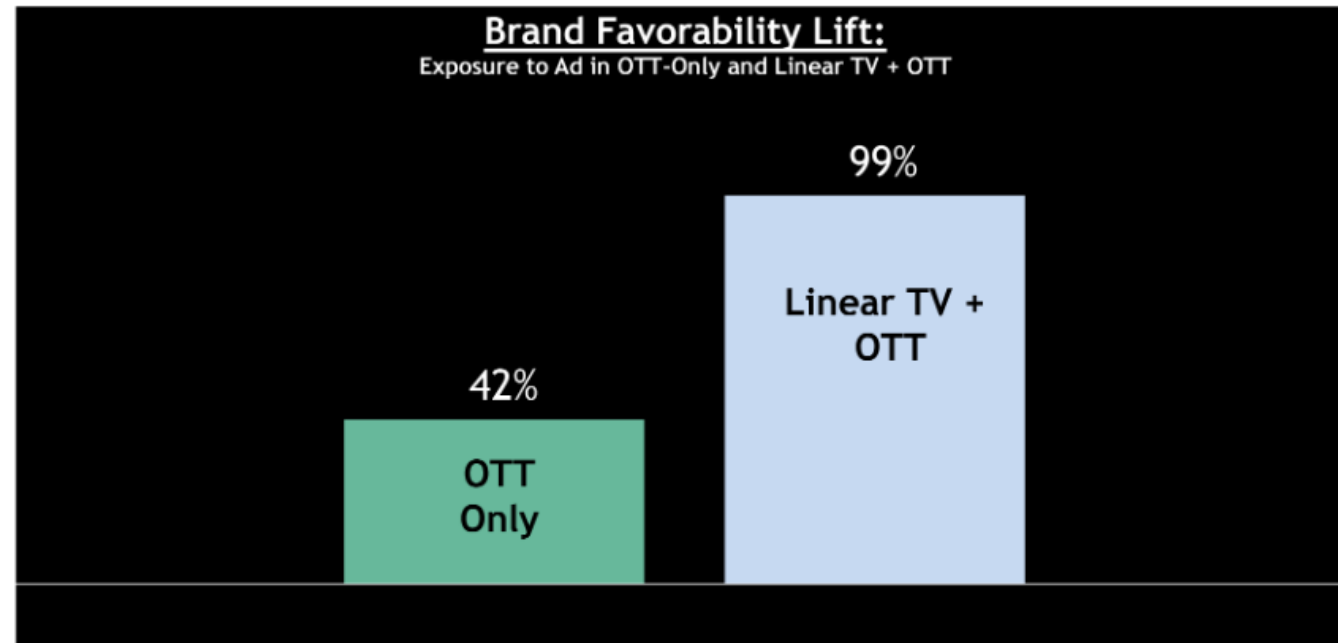


+6 pts. vs. Q3



+11 pts. vs. Q3

## Benefits of a Linear + OTT Approach



Viewing an ad on both platforms leads to more than **two-fold increase** in brand favorability lift

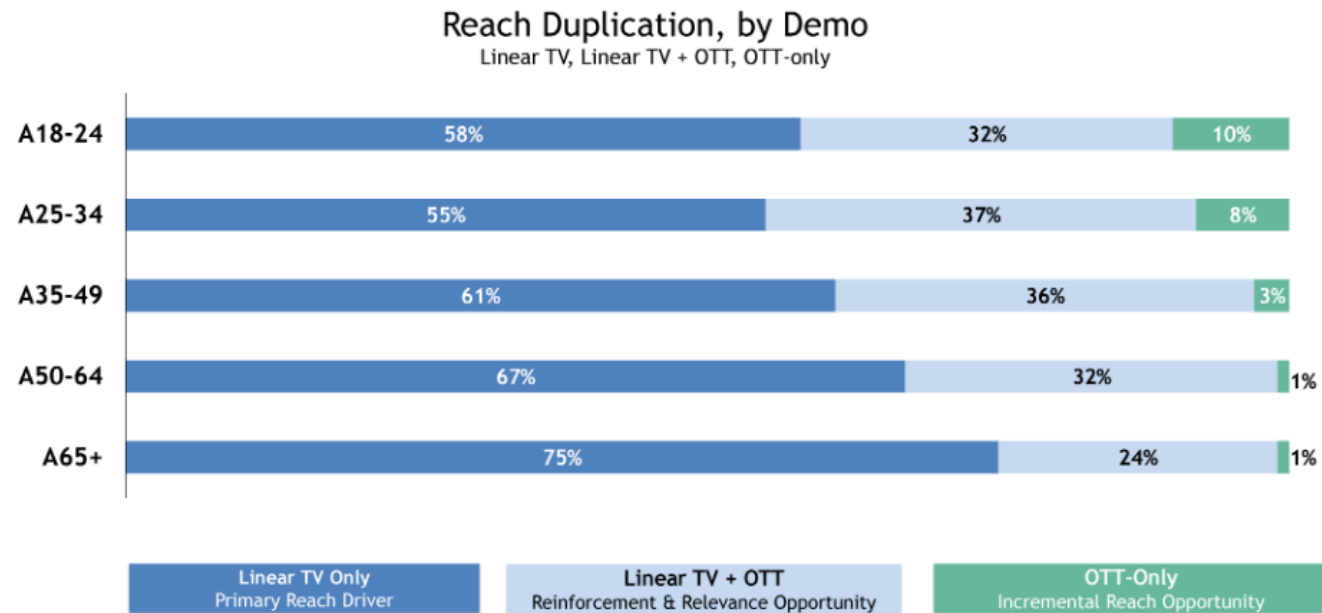
Source: Under The Hood of Over-The-Top Measurement, Roku / MAGNA / IPG Media Lab

Source: Video Advertising Bureau 2018 Report



# Benefits of a Linear + OTT Approach

While the vast majority of reach is achieved through Linear TV, OTT provides an opportunity to drive incremental reach, as well as message reinforcement cross-platform



Source: Nielsen Media Impact; A18+, 4/1-4/30/18, Linear TV = Include Cable and Broadcast TV Programs, Live viewing plus 7 days after the broadcast; OTT = Desktop and laptop video streaming, does not include the two major subscription (non-ad supported) video platforms, Netflix and Amazon; TV + OTT = those reached on OTT and Linear TV

Source: Video Advertising Bureau 2018 Report

# Market Testing

# Market Testing

## Casino Overnight Stays

Market	18+ Pop**	% of US Population	% of Casino Overnight Person-Trips	Visitor Index	Rank
<b>Drive Markets</b>					
Hattiesburg-Laurel	223,000	0.09%	4.3%	4,707	1
Biloxi-Gulfport *	272,000	0.11%	1.0%	897	8
Jackson	690,000	0.28%	5.9%	2,087	4
New Orleans	1,339,000	0.55%	13.4%	2,443	3
Mobile-Pensacola	1,116,000	0.46%	14.8%	3,237	2
Columbus-Tupelo-West Point	364,000	0.15%	1.5%	1,006	7
Lafayette	474,000	0.19%	2.8%	1,442	5
Baton Rouge	700,000	0.29%	3.9%	1,360	6
<b>Drive Market Totals</b>	<b>5,178,000</b>	<b>2.12%</b>	<b>47.6%</b>		<b>Top 8</b>
<b>Fly Markets</b>					
Atlanta	5,092,000	2.09%	3.8%	182	11
Charlotte	2,397,000	1.00%	0.2%	20	16
Dallas-Ft. Worth	5,642,000	2.31%	2.9%	125	14
Houston	5,063,000	2.07%	1.0%	48	15
Orlando	3,184,000	1.30%	1.9%	146	13
<b>Fly Market Totals</b>	<b>21,378,000</b>	<b>8.76%</b>	<b>7.7%</b>		<b>11-16</b>
<b>Additional Outer Markets</b>					
Tampa-St Petersburg	3,686,000	1.51%	5.0%	331	10
Birmingham	1,456,000	0.60%	3.7%	620	9
Memphis	1,351,000	0.55%	1.0%	181	12
<b>Listed Markets</b>	<b>33,049,000</b>	<b>13.54%</b>	<b>9.7%</b>		<b>1-16</b>
<b>Non Listed Markets</b>	<b>211,037,000</b>	<b>86.46%</b>			
<b>Total US</b>	<b>244,086,000</b>	<b>100%</b>			

Source: MRI MRI Longwoods Peter Mayer Peter Mayer

\*Media limited to in-market tactics aimed at in-market travelers and/or possible community engagement placements with a goal of promoting the app, but also to sell would-be day trippers on overnight stays with Things to Do and/or hotel discount messaging.

\*\*A21+ would be the preferred base audience population given age minimums for casino entry; however, MRI does not report on this age grouping  
Note: Markets may shift slightly based on client feedback, additional research and final media cost.

## Non-Casino Overnight Stays

Market	18+ Pop**	% of US Population	% of Non Casino Overnight Person-Trips	Visitor Index	Rank
<b>Drive Markets</b>					
Hattiesburg-Laurel	223,000	0.09%	4.3%	4,707	2
Biloxi-Gulfport *	272,000	0.11%	8.1%	7,269	1
Jackson	690,000	0.28%	11.2%	3,962	3
New Orleans	1,339,000	0.55%	14.0%	2,552	4
Mobile-Pensacola	1,116,000	0.46%	3.5%	766	9
Columbus-Tupelo-West Point	364,000	0.15%	3.5%	2,347	5
Lafayette	474,000	0.19%	3.5%	1,802	7
Baton Rouge	700,000	0.29%	5.8%	2,022	6
<b>Drive Market Totals</b>	<b>5,178,000</b>	<b>2.12%</b>	<b>53.9%</b>		<b>1-9</b>
<b>Fly Markets</b>					
Atlanta	5,092,000	2.09%	3.5%	168	11
Charlotte	2,397,000	1.00%	0.4%	40	14
Dallas-Ft. Worth	5,642,000	2.31%	3.5%	151	12
Houston	5,063,000	2.07%	4.7%	227	10
Orlando	3,184,000	1.30%	0.4%	31	15
<b>Fly Market Totals</b>	<b>21,378,000</b>	<b>8.76%</b>	<b>11.7%</b>		<b>10-16</b>
<b>Additional Outer Markets</b>					
Tampa-St Petersburg	3,686,000	1.51%	0.0%	-	16
Birmingham	1,456,000	0.60%	0.4%	67	13
Memphis	1,351,000	0.55%	4.3%	777	8
<b>Listed Markets</b>	<b>33,049,000</b>	<b>13.54%</b>	<b>4.7%</b>		<b>1-16</b>
<b>Non Listed Markets</b>	<b>211,037,000</b>	<b>86.46%</b>			
<b>Total US</b>	<b>244,086,000</b>	<b>100%</b>			

MRI MRI Longwoods Peter Mayer Peter Mayer

# Market Testing

- Arrivalist Data: March 11 – June 29, 2019

	Exposures	Arrivals	APM
Drive	15,769,564	2,236	0.14
Fly	14,872,098	433	0.03
<i>Memphis</i>	<i>169,098</i>	<i>137</i>	<i>0.81</i>
<i>Birmingham</i>	<i>262,384</i>	<i>82</i>	<i>0.31</i>

- Testing Approach:
  - Target both Memphis and Birmingham with low-funnel paid search and Google Display to see if we can move the needle with Arrivals

# Social Media

# Audience expansion.

## USE DATA TO SHIFT AUDIENCE FOCUS

Our audiences are well defined, and rooted in historical data. We are still segmenting the Drive and Fly markets and focusing on families, millennials and boomers, but we found there may be room for tweaks and for expansion. By determining what types of U.S. travelers travel to Coastal Mississippi, and how to reach them, we'll refine who we're talking to and how we're talking to them.

# Audience-driven creative.

## **PERSONALIZE, DON'T GENERALIZE**

It's more than visual representation, it's saying what resonates. Narrow in on specific audiences and invest in content that speaks directly to those groups, rather than the masses. We are planning to get lots of assets from the photo shoot in Coastal Mississippi so we can produce beautiful and effective social ads and target our audiences with messages that will inspire them to book travel to Coastal Mississippi.

## Balanced Content.

### **ALWAYS-ON PAIRS WITH QUARTERLY CAMPAIGNS**

Continue developing successful and integrated always-on monthly content, promoting these to a wide, general audience to help develop more brand advocates, while creating quarterly creative campaigns that speak directly to those more likely to convert and book travel to Coastal Mississippi.



# New focus on Meetings and Partnerships.

## **EXPANDING OUR PROGRAMS**

Continue developing our social strategy we will this year incorporate meetings in the program as well as co-op opportunities for our partners.

# THE PLAN

## SOCIAL CAMPAIGN

WORK TO CREATE A COHESIVE SOCIAL CAMPAIGN WITHIN THE NEW SCOPE OF WORK TO AMPLIFY MARKETING EFFORTS FOR SPECIFIC GOALS.

## MORE STORYTELLING

INCREASED STORIES ACROSS CHANNELS, LEANING ON OUR CREATIVE TEAM TO ASSIST WITH DEVELOPING MORE TEMPLATES FOR POLISHED STORYTELLING.

## ASSET GENERATION 2.0

IN AN EFFORT TO CONTINUALLY GROW OUR ASSET LIBRARY, WE HAVE PLANNED ANOTHER TRIP TO ENCOMPASS PHOTO + VIDEO COMPONENTS FOR MORE ROBUST STORY-FOCUSED CONTENT.

## STRONGER PARTNER RELATIONSHIPS

TO CONTINUE TO SUPPORT OUR DESTINATION PARTNERS, WE CAN FOSTER THESE RELATIONSHIPS FOR MORE COLLABORATION OPPORTUNITIES ON SOCIAL.



# OCT -DEC 2019 PRIORITIES

## 2020 SOCIAL STRATEGY

WE WILL FOCUS ON AN  
UPDATED VERSION OF THE  
PLAYBOOK IN OCTOBER +  
NOVEMBER TO BE PRESENTED  
IN PERSON

## VIDEO SHOOT

CONCEPTING, PRE-  
PRODUCTION, SHOOTING AND  
EDITING WILL BE OUR FOCUS  
FOR A JANUARY LAUNCH

## MEETINGS STRATEGY

WE WILL FOCUS ON THE  
MEETINGS STRATEGY FOR  
IMPLEMENTATION WITH NEW  
CREATIVE ASSETS FROM THE  
VIDEO SHOOT

# JAN - SEP 2020 PRIORITIES

## CREATIVE LAUNCH + OPTIMIZATION

WE WILL FOCUS ON  
DEVELOPING AND OPTIMIZING  
CREATIVE DELIVERABLES FROM  
OUR NOVEMBER VIDEO

SHOOT.

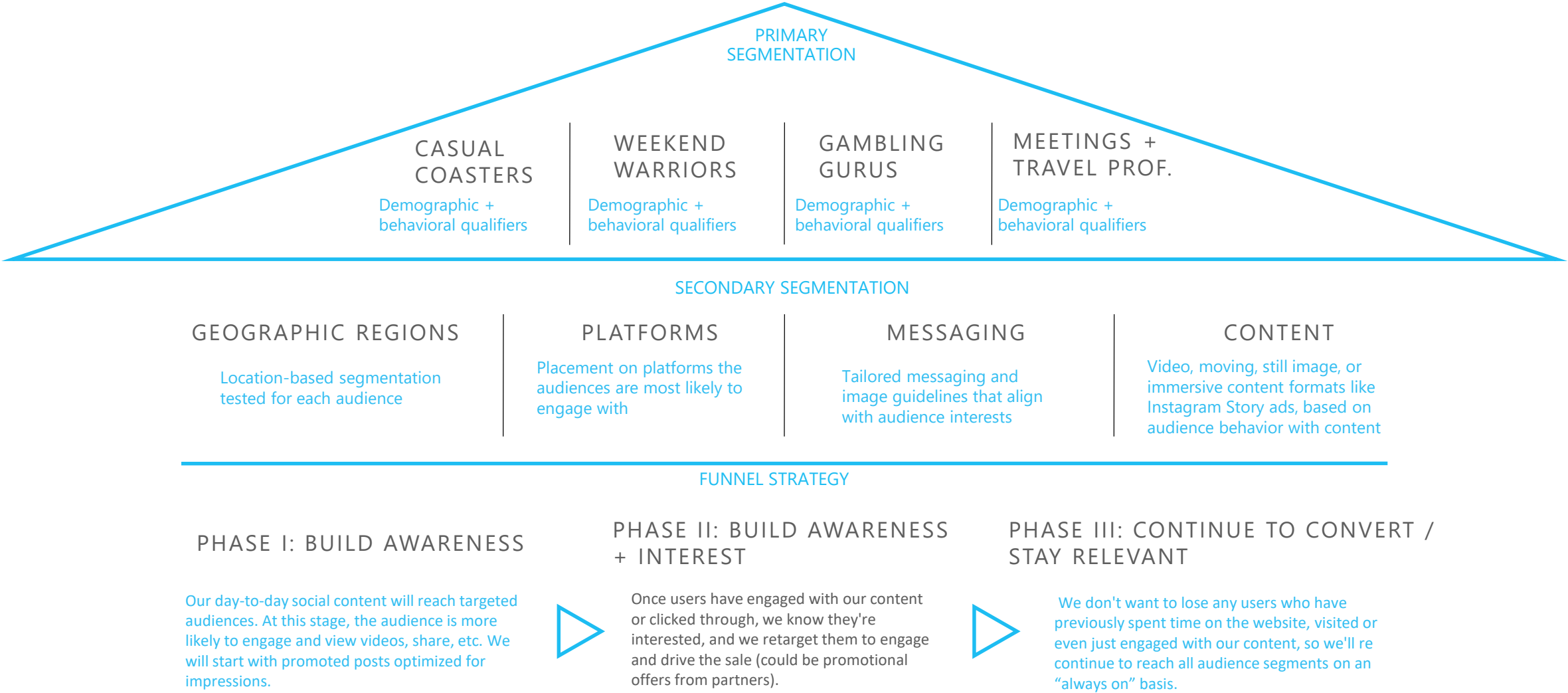
## MEETINGS LAUNCH

WITH NEW ASSETS, WE WILL  
INCORPORATE A MEETINGS  
ANGLE TO SHARE THIS  
DESTINATION STORY TO  
INDUSTRY MEMBERS +  
BUSINESS TRAVELERS

## ELEVATED ORGANIC

WITH ASSETS FROM VIDEO  
SHOOT AND CAMPAIGN  
DELIVERABLES, WE WILL LOOK  
FOR OPPORTUNITIES FOR  
CONTENT TEMPLATES.

# MEDIA FUNNEL

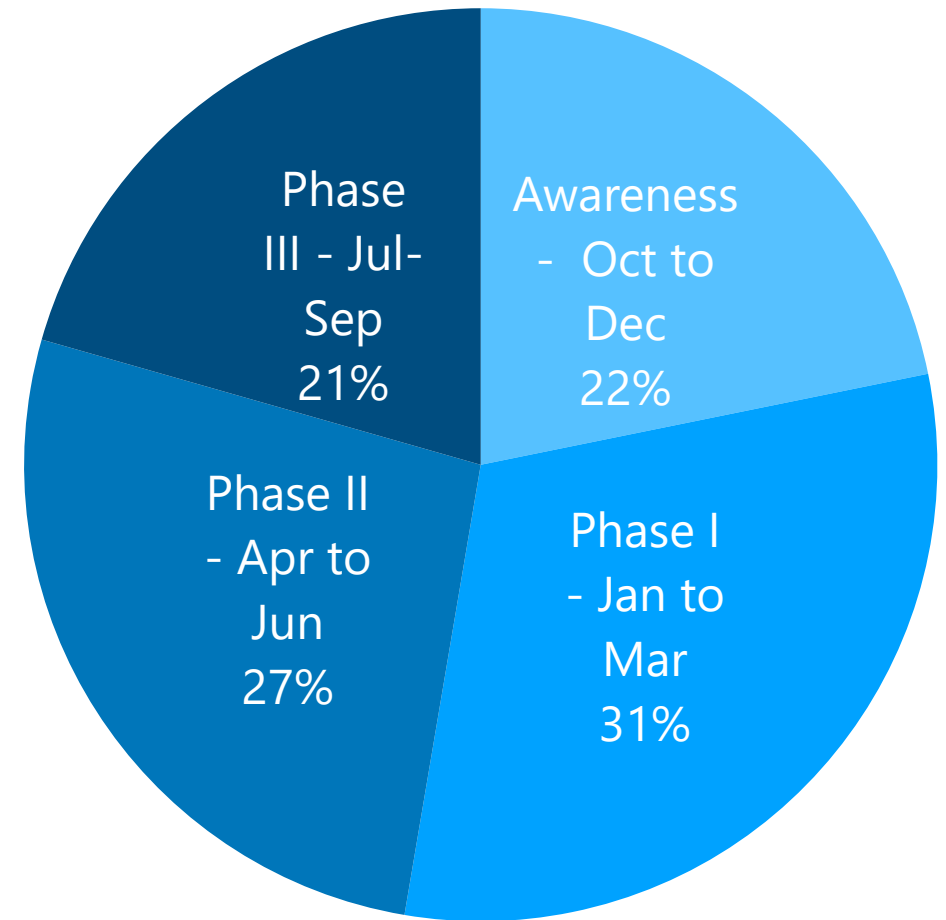


# MEDIA DISTRIBUTION

## MEDIA MIX

To deliver on and exceed marketing and sales goals, we recommend a diversified media mix that finds a balance between the platform content type and message that resonates with our audiences at the right time.

We will continue to grow Awareness of the destination in the last part of 2019 and then in Phase I, we'll launch the new campaign focusing on Awareness and Engagement messages designed to also drive interest, and will move to retargeting lead-generation and conversion-based media buys later in Phase II and Phase III.



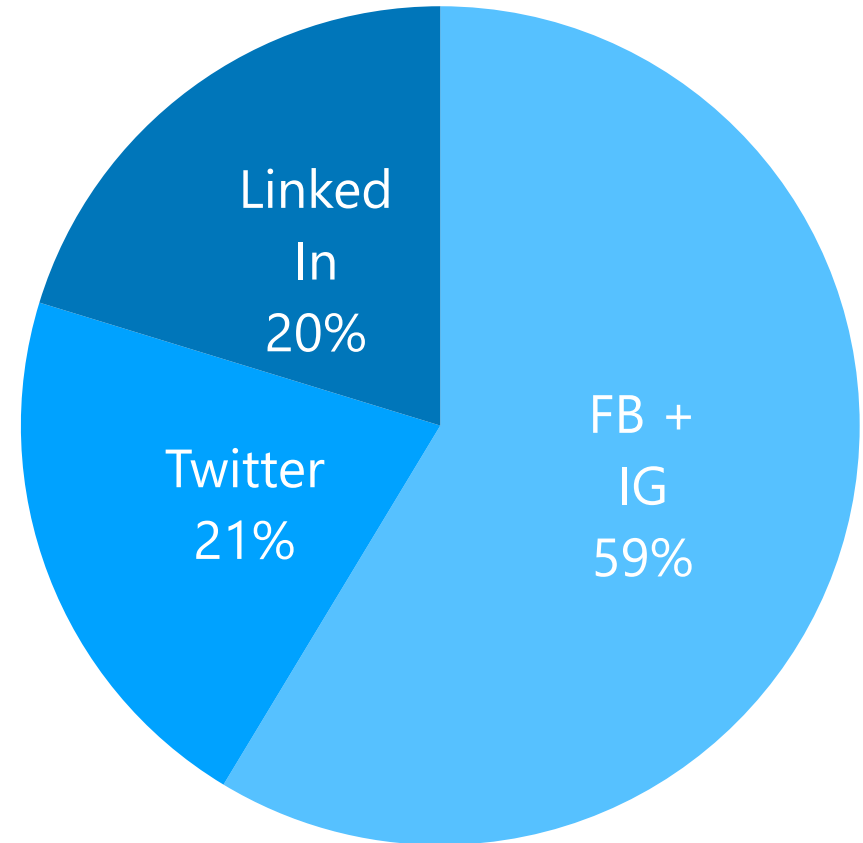


# CAMPAIGN OVERVIEW




CREATIVE CAMPAIGN	OBJECTIVE	AWARENESS			PHASE I AWARENESS, INTEREST			PHASE II AWARENESS, INTEREST, CONVERSION			PHASE III. INTEREST, CONVERSION			
	SPEND	\$21,193			\$30,000			\$26,000			\$20,000			\$97,193
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	
MONTHLY ALWAYS-ON CONTENT		MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	MONTHLY EVENTS + TRENDING TOPICS	
		Ongoing ads: Awareness												

## MEDIA SPEND BY PLATFORM

With organic social media reach at nearly zero on Facebook, and targeting capabilities second to none on Facebook and Instagram, we'll focus our media spends there. Secondary platforms like Twitter and LinkedIn will still be populated organically with industry or destination updates and events happening on the Mississippi Gulf Coast.





PLATFORM	BUDGET %	PHASE	TOTAL SPEND
	59%	Awareness	\$11,000
		Ph I	\$19,000
		Ph II	\$15,000
		Ph III	\$12,000
	21%	Awareness	\$5,500
		Ph I	\$5,500
		Ph II	\$5,500
		Ph III	\$4,000
	20%	Awareness	\$4,693
		Ph I	\$5,500
		Ph II	\$5,500
		Ph III	\$4,000
Total Investment			\$97,193.00

# Communications and Engagement Plan



# Table of Contents

1. Why Communications & Engagement?
2. Key Stakeholders
3. Communications Tactics
  - a. Public Relations
  - b. Digital Media
4. Engagement Tactics
5. Key Messages
6. Development Opportunities
7. Reporting
8. Awards
9. Index

## Why Communications + Engagement?

**Communications** will be charged with creating unique and compelling content with an emphasis on reflecting the brand standards of Coastal Mississippi. Tactics will run the gamut from traditional to digital, including (but not limited to):

- Press releases
- Media alerts
- Blogs
- Social media posts
- Email newsletters (CEO, sales markets, consumer, as needed)
- Industry updates
- Videos
- Podcasts
- Earned media coverage
- Paid editorial content, i.e. *Discover South Mississippi*, TripAdvisor premium accounts, etc.
- Internal and external deliverables (in tandem with Marketing Department)

## Why Communications + Engagement?

**Engagement** is how we use the content to foster stronger relationships with our stakeholders in the region and beyond. This will be accomplished through a variety of tactics.

By differentiating between the two actions within this department, it should be understood that content aimed to advance the mission of Coastal Mississippi will be developed and shared with key stakeholders through various engagement methods, with the ultimate goal of bolstering the credibility of the organization as a destination marketing thought leader within the region.

# Key Stakeholders

## Who needs to know about Coastal Mississippi?

1. Prospective visitors and sales clients
2. Returning visitors and sales clients
3. Coastal Mississippi residents
4. Coastal Mississippi businesses
5. Mississippi legislators
6. Regional partners
7. Industry partners

## How will we engage our stakeholders?

Through targeted and strategic communication efforts that engage our myriad of publics.

# Communications Tactics

## Public Relations

- Media relations
  - Media familiarization trips targeting writers in our target markets
    - Prioritizing drive-in markets for 2019-20
    - Awareness programs allow writers to experience Coastal Mississippi as a destination for leisure and business travel
  - Proactive media pitching to pique the interest of potential media visitors
  - Reactive media vetting
  - Press releases
  - Media alerts
  - Earned media coverage
- Crisis communications
  - Work with leadership team to develop response on behalf of Coastal Mississippi

# Communications Tactics

- Partner coordination
  - Continuously learning more about partner offerings and coordinating experiences for visiting media and journalists
  - Keeps a steady finger on the pulse of updates to the breadth of opportunities available in Coastal Mississippi
- Various content creation as needed
  - Including copy for publications and speaking engagements as well as internal and external deliverables in coordination with Marketing Department

## Digital Media

- Content curation and creation
  - Seeking user-generated content and creating original content for Coastal Mississippi social media platforms
    - Goal is to increase organic reach
- Monitoring and engaging with audiences
  - Both consumers and industry partners who are actively discussing Coastal Mississippi
- Identifying brand ambassadors or champions based on interaction with Coastal Mississippi platforms
  - Turn brand's most loyal audience into digital spokespeople for destination



## Communications Tactics

- Coastal Mississippi blog
  - Featuring unique aspects of the region on a frequent basis, helping visitors and clients plan their trips (or acting as a call to action)
- Travel podcast
  - Showcasing the “secret treasures” of Coastal Mississippi, including unique subcultures or experiential opportunities
- Secret to Happiness testimonial continuation
  - Engaging more residents to contribute in short vignettes for the website, blog and social channels
- Video series that is more consumer-focused
  - Inspiration: <https://www.travelpulse.com/news/destinations/aruba-showcases-locals-in-new-marketing-campaign.html>
- Reputation management
  - Across all consumer-facing resources, such as TripAdvisor, Oyster, Google, etc.
- Website management
  - Continuously updated website content and copy to accurately reflect destination offerings and experiences

# Engagement

- Attending community events to ensure consistent presence
- Meeting with leaders throughout region on a regular basis
  - Including lunch and learns with strategic stakeholder marketing and communications teams to elaborate on rebranding process and to encourage adoption of brand
- Outreach to coastal delegation as well as state legislators to present importance of tourism in Coastal Mississippi on a regular basis
  - This will also include Coastal Mississippi's impact on tourism throughout the State of Mississippi
- Pop ins to businesses throughout the region, in which team members explain the organization's purpose and create synergies
- Encourage and document brand adoption in real-time, i.e. Lazy Magnolia adding Coastal Mississippi: The Secret Coast to distribution trucks
- Local media mixer and frequent roundtable editorial discussions with media to ensure Coastal Mississippi efforts are top of mind

## Key Messages

To engage prospective champions of our mission, we will use effective key messaging to clearly communicate the impact of the tourism economy in Coastal Mississippi. These messages will outline the reality of Coastal Mississippi as a powerhouse in the hospitality economy for the State of Mississippi. They will also act to encourage the adoption of the brand and campaign.

Currently, key messages should be considered for high level conversations, with an overall goal of securing additional funds and revenue sources. However, additional key messages will be crafted as needed for consumer and trade audiences.

## Key Message:

Visitors spend more money in Coastal Mississippi than anywhere else in the State.

The facts:

- Coastal Mississippi's visitor expenditure share is almost 33 percent.
- In 2018, visitor expenditures in the region were more than \$2 billion.

*According to 2018 Tourism Economic Contribution Report by Visit Mississippi*

## Key Message:

If able to secure funds from additional sources, Coastal Mississippi would significantly increase visitation and visitor spend, positively impacting employment opportunities, economic development, and the quality of life for residents of Coastal Mississippi.

When given the opportunity, effective destination marketing of Coastal Mississippi will always deliver a strong ROI; for every \$1 spent in marketing the destination, \$43 is spent by visitors while in the region.

*(Longwoods International, 2017)*

## The facts:

- Coastal Mississippi is severely underfunded in comparison to competitive set.
  - Based on the analysis conducted by Tourism Economics, Coastal Mississippi would require an additional \$4.5 million in funding to become even with competitive set.
- If an additional \$1 million was added to the Coastal Mississippi budget:
  - Visitor spending would increase by \$36.55 million from 296,000 person trips, equating to:
    - \$54.11 million in total business sales;
    - \$14.73 million in total income;
    - 523 total jobs; and
    - \$3.32 million in state and local taxes.
- If an additional \$2 million was added to the Coastal Mississippi budget:
  - Visitor spending would increase by \$69.80 million from 565,000 person trips, equating to:
    - \$103.33 million in total business sales;
    - \$28.13 million in total income;
    - 998 total jobs; and
    - \$6.34 million in state and local taxes.

- If an additional \$4 million was added to the Coastal Mississippi budget:
  - Visitor spending would increase by \$114.80 million from 929,000 person trips, equating to:
    - \$169.94 million in total business sales;
    - \$46.26 million in total income;
    - 1,642 total jobs; and
    - \$10.43 million in state and local taxes.

*According to Tourism Economics Competitive Analysis of Destination Marketing: The Mississippi Gulf Coast (January 2019)*

How is the State of Mississippi affected when tourism declines in Coastal Mississippi?

- Mississippi had 91,700 direct tourism jobs in FY 2005; pre-Katrina; then, 75,200 direct tourism jobs in FY 2006, the FY Katrina hit.
  - **This was an 18 percent decline in direct tourism jobs (16,500 fewer direct tourism jobs).**
- Mississippi's visitor expenditures declined from \$6.35 BILLION in FY 2005, to \$5.2 BILLION in FY 2006
  - **This was an 18.1 percent decline in visitor expenditures (\$1.15 BILLION less in visitor expenditures).**

Provided by Mississippi Development Authority Tourism Economist & Data Analyst Tom Van Hying; more information can be found in index.

## Key Message:

Interest in the region is on the rise, with more than \$600 million in industry developments currently in the pipeline.

Currently, there are 30 projects in development in Coastal Mississippi directly related to tourism – attractions, lodging and restaurants. Eight projects are slated to open in 2019.

## Key Message:

Jobs directly related to tourism and hospitality make up the largest private employer in Coastal Mississippi.

This is an industry that generates \$2.041 billion for Coastal Mississippi and sustains more than 27,000 local jobs annually.

## Key Message:

Coastal Mississippi – The Secret Coast speaks to current travel trends and to the unique atmosphere of the region.

- Travel is changing. Visitors want variety, but they also want to wander off the beaten path to find it.
- Coastal Mississippi has lodging, culinary options and attractions that visitors want without the overexposure.
- Coastal Mississippi offers a distinct blend of relaxation (63 percent of travelers prefer in a destination) and excitement (53 percent of travelers prefer in a destination).
- Once someone comes to Coastal Mississippi, they are excited to find out that the region offers all the experiences they desire in a leisure opportunity.
- Coastal Mississippi: The Secret Coast speaks to the region as a hidden gem, a welcome break from the same old vacation, a secret they can share as the type of traveler who always has the inside track.
- The new brand and campaign was tested with focus groups, was established through data and insights, and was created by hiring award-winning marketing professionals to build the future of the destination.



# Development Opportunities

## **Coastal Mississippi Contributor Program**

A program will be developed with the central mission of securing additional funding and resources for Coastal Mississippi. The DMO is committed to developing mutually beneficial partnerships that will support our organization's strategic priorities and enable us to maximize the economic impact of travel and tourism to the region.

The Coastal Mississippi Contributors program is a multi-year strategic marketing alliance between the public and private sectors and Coastal Mississippi to support our marketing efforts and broaden our audience, thus increasing visitation to the region. Increased visitation has a direct economic impact on local communities, generating employment opportunities, lowering property taxes, and creating a sense of economic vitality to help businesses develop, grow and prosper.

# Development Opportunities

## **National Travel and Tourism Week**

Leveraging National Travel and Tourism Week for increased engagement and interest through:

### **Travel Talks**

Throughout the past five years, the Travel Talks campaign has hosted nearly 200 high-level discussions with legislators from coast to coast. In 2018 alone, the travel community conducted nearly 30 roundtable discussions and back-of-house tours with lawmakers from across the country, successfully growing our bench of travel champions in Congress.

### **Partner event**

Host partner event in tandem with National Travel and Tourism Week to celebrate the industry within the region that can be promoted on social media to help bolster engagement.

# Reporting

## Monthly Reports

To ensure stakeholders are aware of the efforts of the Communications and Engagement Department, comprehensive and robust reporting will be provided, to include:

- Communications - Public Relations:
  - Earned media coverage report incorporating Barcelona Principles
    - Barcelona Principles are a set of seven principles that provide the first overarching framework for effective public relations (PR) and communication measurement.
    - They are intended to not only demonstrate proof of performance, but how to foster continuous improvement. The Principles serve as a guide for practitioners to incorporate the ever-expanding media landscape into a transparent, reliable, and consistent framework.
    - They are considered foundational in that specific measurement programs with clearly stated goals can be developed from them.
    - Most importantly, The Barcelona Principles identify the importance of goal setting, the need for outcomes, instead of outputs-based measurement of PR campaigns, the exclusion of ad value equivalency metrics, the validity of quantitative and qualitative measurements, the value of social media, and a holistic approach to measurement and evaluation.

# Reporting

## Monthly Reports

- Comprehensive reporting regarding media trips (writers, reporters, journalists, contributors, freelance, bloggers, influencers, etc.)
- Documenting coverage on the Media page of [coastalmississippi.com](http://coastalmississippi.com)
- Communications – Digital Content
  - Comprehensive reporting outlining engagement levels on all digital media platforms, including extensive reporting from any media who participate in familiarization trips

# Reporting

## **Annual Report**

A comprehensive annual report will be created to clearly outline the achievements of the organization.

Each department will contribute major project updates and key performance indicator progress to ensure all stakeholders are aware of Coastal Mississippi accomplishments.

## **Awards**

The Communications and Engagement Department will apply for various awards available in the hospitality and tourism industries; other awards that advance the mission of Coastal Mississippi will also be considered.

# Index

## Additional stats

Travel and Tourism Expenditures by Visitors, for all three (3) counties, FY 2005 (pre-Katrina) to FY 2006 (Katrina disaster, August 29, 2005).

- FY 2005 Visitor expenditures (all three counties) = \$2 BILLION (\$2.001 billion)
- FY 2006 Visitor expenditures (all three counties) = \$1.026 BILLION, or 51.3 percent of \$2.001 BILLION.

DIRECT Tourism Employment, Coastal Mississippi, for all three (3) counties, FY 2005 (pre-Katrina) to FY 2006 (Katrina disaster).

- FY 2005 Direct Tourism Employment = 31,630
- FY 2006 Direct Tourism Employment = 15,000, or 47.4 percent of 31,630 Direct Tourism Employment.

Travel and Tourism Expenditures by Visitors, for all three (3) counties, FY 2009 (pre-BP Oil Spill) to FY 2010 (BP Oil Spill, April 20, 2010).

- FY 2009 Visitor expenditures (all three counties) = \$1.634 BILLION.
- FY 2010 Visitor expenditures (all three counties) = \$1.617 BILLION, or 99.0 percent of \$1.634 BILLION.

DIRECT Tourism Employment, Coastal Mississippi, for all three (3) counties, FY 2009 to FY 2010 (BP Oil Spill).

- FY 2009 Direct Tourism Employment = 23,600.
- FY 2010 Direct Tourism Employment = 23,565, or 99.9 percent of 23,600 Direct Tourism Employment.

## Meetings and Conventions Key Messages

When you visit Coastal Mississippi, you'll discover a unique, versatile region with the perfect combination of amenities and activities to suit all needs. The region's temperate climate, along with its 62 miles of scenic shoreline and astounding natural beauty, makes for the perfect year-round backdrop to any meeting. There is an incredible amount to do, see and experience across Coastal Mississippi: from outdoor activities, such as kayaking, boating, fishing and hiking, to a wide variety of attractions, museums, world-class gaming, headliner entertainment, and championship golf courses. When it comes to food, this is the place to be- from quaint Coastal to fine dining, we've got it all!

### **Meeting Space**

Coastal Mississippi has meeting venues to suit any event. The Mississippi Coast Coliseum and Convention Center offers over 400,000 sq. ft. of state-of-the-art meeting space and can comfortably house groups of up to 6,000 people. F&B provider, Levy, serves up delicious, local ingredients and inspiration, such as fresh Gulf shrimp and freshly picked blueberries. Many of our casino resorts offer up to 66,000 sq. ft. of meeting space, along with a variety of fine dining and top headliner entertainment. Coastal Mississippi also offers an array of options for smaller groups seeking less than 6,400 sq. ft. of meeting space. For more information about meeting facilities, visit [gulfcoast.org](http://gulfcoast.org).



# Meetings and Conventions Key Messages

## **Lodging Options**

With nearly 15,000 guest rooms, the region offers an array of accommodations, from luxury casino resorts and international hotel brands, to boutique hotels and Coastal bed-and-breakfast inns.

## **Special Services**

Take advantage of all that Visit Mississippi Gulf Coast offers to assist groups with their planning, promoting, and managing of meetings. Our staff prides itself in providing outstanding service, and we are eager to help. We also offer various hospitality services, a seamless hotel reservation system, on-site registration assistance, media assistance and more.

## **More Than a Meeting**

Spend your free time exploring the region and embarking on an adventure. Take a kayak tour of the area's stunning waterways, book a fishing charter for the afternoon, or take a group outing to one of the region's theaters or casinos for unique performances. Tour one of our many fascinating museums, or plan for hands-on experiences through cooking classes or art workshops. Cap your day of adventure with a bonfire on the beach or a boat cruise under one of our spectacular sunsets. With the help of Coastal Mississippi, opportunities for memorable experiences on The Secret Coast are truly endless!

# Leisure Plan



# Meetings & Conventions Plan





# Budget



**THANK YOU**

coastal  
MISSISSIPPI  
*The Secret Coast*