



Monterey County CVB Recovery Campaign Working Deck

March 2021

MONTEREY
CALIFORNIA
GRAB LIFE BY THE MOMENTS®



**Everychannel
Media Buying**

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Leisure

Grab Your Moment

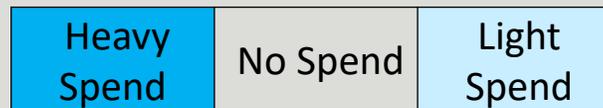
Monterey County is home to iconic destinations that were sorely missed by America's travelers and wander lusters last year. In 2021, we will position Monterey as the premier west coast destination for travelers looking to leave 2020 in the past and Grab the Moment.

We will do this by putting impactful messaging in front of travel-starved consumers in the places where they spend their time.

Through a multi-faceted media buy, we will communicate the attractions, weather, and atmosphere that make Monterey County a unique get-a-way.

FLIGHTING + MARKET BUDGETS

Total																					
	February			March				April				May				June				Total Dollars	
Drive Markets	Light	Light	Light	Light	Light	Light	Light	Heavy	\$193,000												
Short Haul	No	No	No	No	No	No	No	No	No	Heavy	\$257,000										
National	No	No	No	No	No	No	No	Light	Light	Light	Heavy	Heavy	Heavy	Heavy	Heavy	Light	Light	Light	Light	\$800,000	
TOTAL																				1,250,000	



*Each box represents one media week, starting on a Monday

Q4 MEDIA PLAN OUTLINE

BUDGET	\$1.25MM
FLIGHT	4/30/21 – 6/30/21
GEO	Drive, Short Haul, National
KPIs	Awareness + Engagement

Flowchart

		April	May	June	Total
Drive	Display	\$5,000	\$27,500	\$27,500	\$60,000
	Native	\$3,000	\$21,000	\$21,000	\$45,000
	Social Static	\$3,000	\$20,000	\$20,000	\$43,000
	Social Video	\$2,000	\$10,000	\$10,000	\$22,000
	Hearst	-	\$10,000	\$10,000	\$20,000
	SF Travel	-	\$3,000	-	\$3,000
Short Haul	Display	\$3,000	\$17,000	\$20,000	\$40,000
	Native	-	\$17,500	\$17,500	\$35,000
	Social Static	\$3,000	\$20,000	\$20,000	\$43,000
	Social Video	\$2,000	\$7,500	\$7,500	\$17,000
	Trip Advisor	-	\$30,000	\$30,000	\$60,000
	CTV	\$7,000	\$27,500	\$27,500	\$62,000
National	Cadent - Cable	-	\$250,000	\$250,000	\$500,000
	Cadent - CTV	-	\$100,000	\$100,000	\$200,000
	Search	\$12,000	\$48,000	\$40,000	\$100,000
		\$40,000	\$609,000	\$601,000	\$1,250,000

Overview: CABLE TV & CTV

Description

- Impactful Television and CTV placements
- Will serve on pages relevant to target audience interest

Rationale

- Massive reach in new markets to signal Monterey County's return
- Efficient GRPs available on networks that index well with our target audience
- \$200k CTV plan will be highly targeted to travel intenders

Budget

Cable TV: \$500,000
CTV: \$200,000

Targeting

National

Creative Requirements

:15s & :30s

KPIs

GRPs

CABLE TV & CTV: Campaign Parameters

Objective: Drive targeted and concentrated reach against the Monterey County Convention & Visitation Bureau strategic target to drive increased awareness and intent to travel to Monterey County.

Strategic Approach: Achieve concentrated reach with a high-indexing set of networks as an efficient and effective means for connecting with Monterey County Convention & Visitation Bureau strategic target. Extend reach into OTT/CTV environments to reach this audience in premium environments who are cord cutters/shavers.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$100K+ who are travel intenders
- **Flight:** 4/26-5/30 (5 weeks on air)
- **Scale:** National
- **Total Investment (Gross):** \$500,000 Linear + \$200K OTT
- **Reporting and Measurement:**
 - **Weekly:** Demo Impression Delivery
 - **Post Campaign (linear):** Web attribution against the linear schedule
 - **Post Campaign (OTT):** Impression delivery, VCR

Strategic Approach | Indexed Linear TV

Network ↑	Daytime	Early AM	Early Fringe	Early News	Late Fringe	Late News	Overnight	Prime Access	Prime Time
DISC	121% 1855 TVs	121% 488 TVs	121% 623 TVs	120% 374 TVs	113% 987 TVs	117% 345 TVs	114% 475 TVs	124% 484 TVs	126% 2164 TVs
DISN	87% 1705 TVs	83% 756 TVs	82% 502 TVs	80% 276 TVs	79% 620 TVs	77% 123 TVs	78% 597 TVs	81% 266 TVs	79% 682 TVs
DIY	129% 749 TVs	123% 97 TVs	128% 241 TVs	127% 122 TVs	118% 257 TVs	119% 97 TVs	114% 117 TVs	114% 492 TVs	128% 446 TVs
DLIF	113% 74 TVs	83% 25 TVs			123% 34 TVs				111% 45 TVs
DXD	85% 294 TVs	81% 152 TVs	82% 75 TVs	85% 41 TVs	76% 108 TVs		74% 102 TVs	85% 38 TVs	82% 114 TVs
ENT	121% 1774 TVs	113% 531 TVs	119% 630 TVs	118% 330 TVs	111% 588 TVs	115% 198 TVs	108% 398 TVs	120% 361 TVs	119% 1044 TVs
ESPD-H	83% 203 TVs		70% 56 TVs	81% 45 TVs	59% 50 TVs			86% 42 TVs	84% 225 TVs

For illustrative purposes only

Network/Dayport
OVERINDEXES against
target audiences and is
recommend to be
included in pain

Network/Dayport
UNDERINDEXES against
target audiences and is
NOT included in plan,
reducing waste

- Leverage TV viewership data from more than 10MM+ pay TV households + distinct audience attributes from more than 120MM+ households
- Match HH viewing data to 3rd party attributes to identify target segment (**AD25-54 w/ HHI \$100K+ & Travel Intender via MRI**)
- More than 90+ cable networks and dayparts are then ranked to identify the best placements to more effectively reach the desired target – determining the optimal environments
- Schedule created based on ranker and will then run across Cadent's full national footprint
- Measure campaign effectivity against target audience performance and business outcome (i.e. Web Visitation, Brand Health, etc.)

Indexed TV Proposal 2021

- **Flight:** 4/26/21-5/30/21 (5-weeks)
- **HH Universe:** 80MM (Cadent UE)
- **Target Segment:** A25-54 with HHI \$100K+ who are travel intenders (Data Source: MRI)
- **Gross HH CPM:** \$8.04
- **HH Total Imps (000):** 62,213
- **Gross A25-54 CPM:** \$15.40
- **A25-54 Total Imps (000):** 32,472
- **Estimated Units:** 434
- **Creative:** :30s
- **Gross Budget:** \$500,000
- **Reporting & Measurement:**
- **Weekly**
 - demo impression delivery
- **Post campaign:**
 - Web attribution via TVS

7% (EM)		20% (Day)		20% (EF)		20% (Prime)		33% (WKND)	
M-F 6a - 9a		M-F 9a - 4p		M-F 4p - 6p		M-Su 6p - 12a		Sa-Su 6a - 6p	
122		127		127		127		127	
BRVO	130	VICE	159	VICE	159	VICE	159	VICE	159
FS1	129	ESNU	137	ESNU	137	ESNU	137	ESNU	137
ESPN	124	BRVO	130	BRVO	130	BRVO	130	BRVO	130
HGTV	122	FS1	129	FS1	129	FS1	129	FS1	129
ESP2	122	CMDY	128	CMDY	128	CMDY	128	CMDY	128
E!	122	ESPN	124	ESPN	124	ESPN	124	ESPN	124
FRFM	116	HGTV	122	HGTV	122	HGTV	122	HGTV	122
IFC	112	ESP2	122	ESP2	122	ESP2	122	ESP2	122
		E!	122	E!	122	E!	122	E!	122
		FRFM	116	FRFM	116	FRFM	116	FRFM	116
		IFC	112	IFC	112	IFC	112	IFC	112

Closed Loop Measurement: Web Traffic Analysis w/ TVSquared

Validating engagement and action on the Monterey County Convention & Visitation Bureau's site



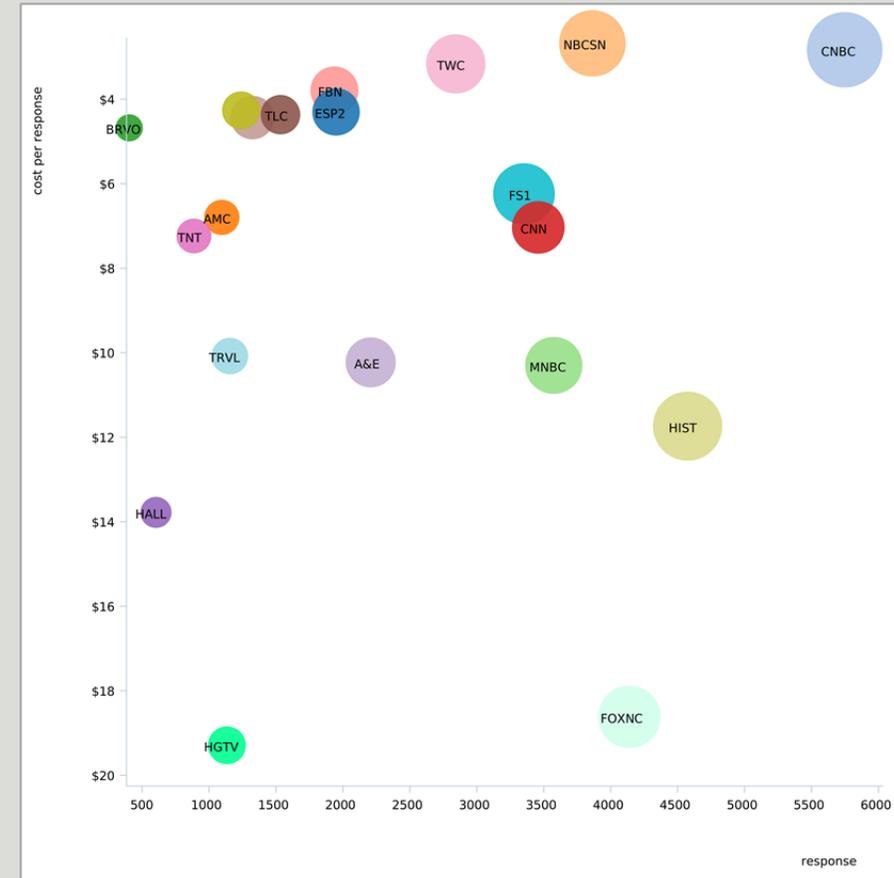
Web Traffic Analysis Details

Overview: Through a pixel placed on the Monterey County Convention & Visitation Bureau's web-pages, analyze site traffic and conversions of those exposed to the television campaign

Key metrics included:

- Lift in total visits
- Network effectiveness
- Creative effectiveness
- Daypart effectiveness

Measurement partner: TVSquared





Cadent Advanced TV Proposal | CTV

Flight:

May - June

Inventory:

Network/Publisher Apps and Genre Inventory

Reporting:

Pacing, post-campaign media delivery

Total Investment (gross): \$200K

Data Source: Experian

Strategic Audience: A25-54 with a HHI \$100K+ who are travel intenders

OTT Content & Device Breakout:

70% TV Inventory across the various nets as an extension of the linear proposal: Viceland, ESPNU, Bravo, Fox Sports 1, Comedy Central, ESPN, E!, ESPN2, HGTV, MLB Network, Food Network, Fox Sports 2, Travel Channel, NBC Sports Network, FOOD, CNN

30% Sports, Travel, & Entertainment Genre Inventory

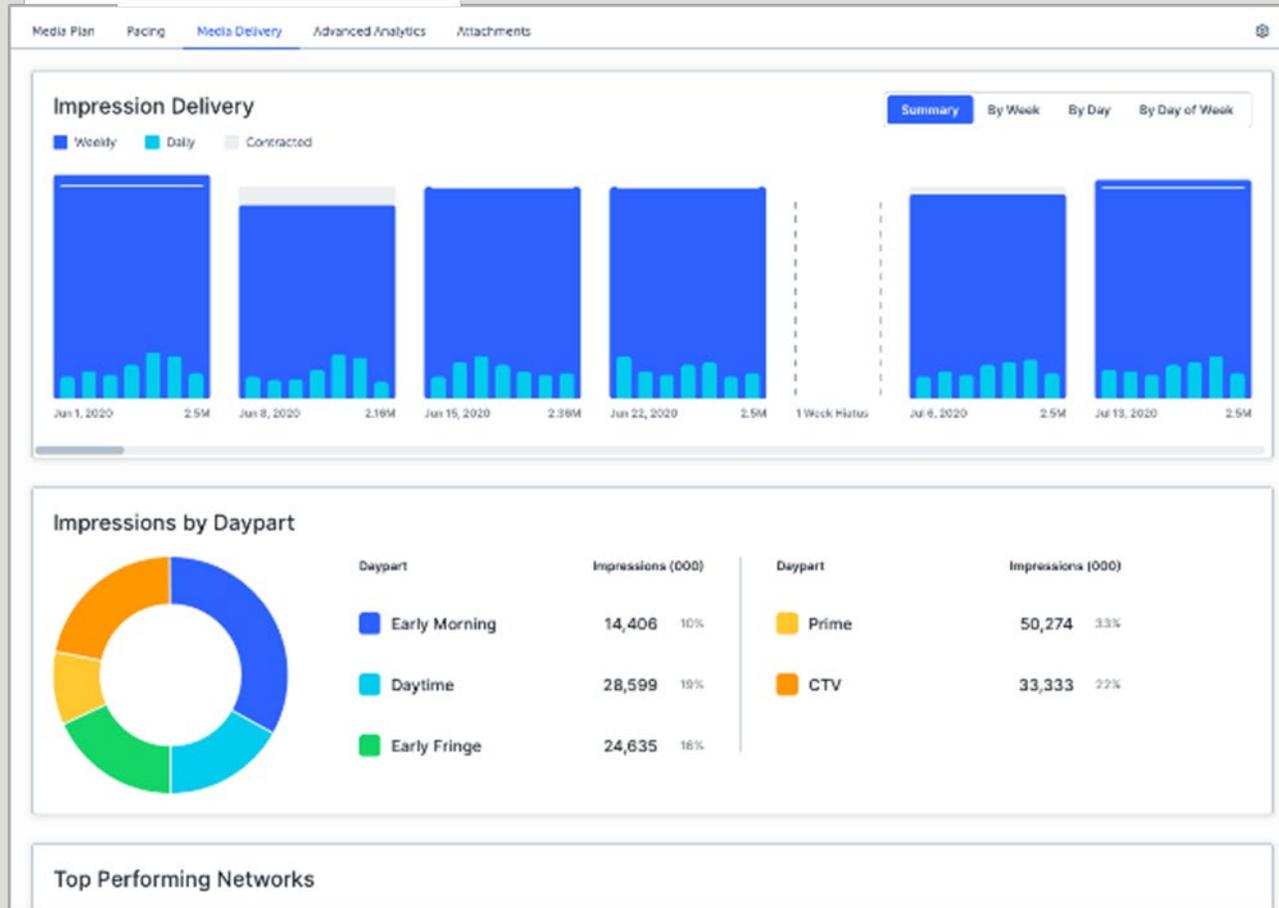
Devices: Connected TV, Mobile, Tablet, Desktop

Q2'21						
Placement	Target	Flight	IMPs (000)	Gross Spend	Inventory (Screens)	Ad Unit
CTV/OTT	A25-54 & HHI \$100k+ & Travel Intender	4/26-6/13 (7 weeks)	6,112	\$200,000	OTT (CTV, Mobile, Tablet & Desktop)	:30s & :15s

Notes: Guarantee is based on total campaign impression delivery across all devices and placements.



OTT Campaign Reporting Pacing and Delivery



OTT/CTV Reporting Summary

Weekly:

- Overall Impression delivery
- Video Completes

Post campaign:

- Impression delivery by network app, time of day, DMA, weekly, overall
- Video Completes/CPCV

for illustrative purposes

Creative Requirements

- Go to order by March 15
- Creative is due April 12 for April 26 launch
- Pixel Monterey home page – April 12

Overview: Social

Description

- Social Ads on Facebook, Instagram, and Pinterest
- Targetable by audience segments, CRM lists, website pixels, demographics
- Creates potential for earned media through likes, comments and shares

Rationale

- Able to be as broad or as granular with targeting as we would like
- Effective in previous campaigns in generating engagement
- Helps create conversation about Monterey

Budget
\$125,000

Targeting
Webpage pixels, Available audience segments

Creative Requirements
Standard Social Placements (images, copy)
15s Video Assets

KPIs
Cost per Site Session, Time on Site

Social Media: Campaign Parameters

Objective: Drive Social Engagements and high quality web traffic to the SeeMonterey site in order to promote inspiration to travel

Strategic Approach: Utilize most efficient Social Media channels available with historical targeting strategies and introduction of new methods. Target based off those most likely to engage as well as those most likely to interact with web pixels on the Grab Your Moment Landing page. Optimize in real time and make ongoing budget allocations to find the most efficient tactics and audiences.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$100K+ who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Drive & Short Haul
- **Total Investment (Gross):** \$125,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic
 - **Post Campaign:** Web attribution against the linear schedule

Facebook

- **Historical Performance:** Social Media has historically driven the strongest web visitation, both in terms of total sessions and time on site
- Has accounted for 50% of total MBuy web sessions and driven an average Time on Site of 36 Seconds
- **Budget considerations:** Budget increase due to introduction of Short Haul Markets to the campaign
- **Estimated Facebook Reach:** 10MM
- **Creative Considerations**
 - Static and Video creative due 3-4 days ahead of launch
 - Static Posts: Flighting 3 – 5 images at a time and testing performance between creatives will allow us to hone in on the most successful themes
 - Videos: Repurposing CTV and TV assets will allow us to tell Monterey's visual story on Facebook and improve our potential reach

Instagram

- **Creative Considerations**
 - Static and Video creatives due 3-4 days ahead of launch
 - High quality, colorful images fit Instagram's aesthetic better than text based ads
 - Assets drive stronger results when delivered in the correct aspect ratio
 - Square(Instagram Feeds) - 1:1
 - Vertical(Instagram Stories) - 4:5

Highlights: The Pinterest platform is built for inspiration, with highly visual formats meant to be saved and shared. With multiple ad formats, Pinterest reaches the audience at every touch point in their discovery and booking journey leveraging video, static pins, carousel, collection pins, and story pins. Can be targeted by interests, Keywords, Demo, Look a likes, etc.

Ad types:

Static Pins- Standard pins Native to the Pinterest platform

Video Pins- extends across users entire mobile feed min 4 seconds max 15 seconds

Carousel Pins- Feature multiple images for users to swipe through 2-5 images per ad

Collection Pins- One Main image above three smaller images 1 hero creative 3 secondary images

Story Pins- appear as a set of multiple videos, images, lists and custom text in a single Pin

Mbuy Suggestion

Test Pinterest with 8% of Suggested Static Social budget in Drive Markets

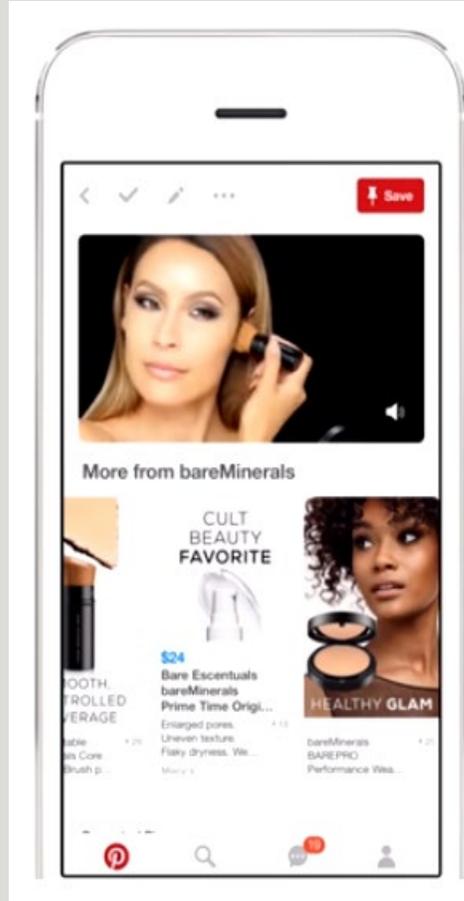
KPIs and Measurement- Engagement and Website traffic

*Sample ad formats on next slide

Static Pin



Video Pin



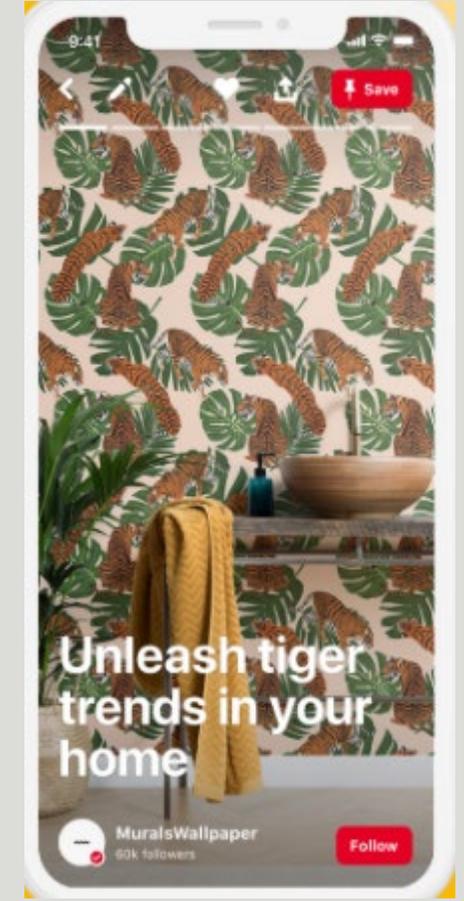
Collection Pin



Carousel Pin



Story Pin



Description

- Leverage Expanded Text Ad units to serve relevant creative to high-intent users who are actively seeking out information across related keywords and topics on Google Search
- Leverage a multitude of touchpoints to immediately pair users with content relevant to their search intent to them or provides answers to the questions they are asking
- Garner first page ad prominence on Google for query auctions where See Monterey may not already be ranking on the first page of organic results

Rationale

- Leveraged as an evergreen pull tactic, Paid Search helps to drive awareness, influence consideration, and drive website engagement
- "Pull in" low-funnel searches that are created from high-funnel awareness tactics
- Establish See Monterey as a travel planning resource with prospective travelers, facilitate site visitation and ultimately drive travel to Monterey County
- Employ a combination of automated and manual bidding techniques in order to enhance Monterey's click share and heighten brand discoverability across nonbrand, category auctions

Budget
\$100,000

Targeting
Keywords, In-Market & Affinity Audience Segments

Creative Requirements
Expanded Text Ads (top performing plus new iterations)

KPIs
Cost per Site Session, Time on Site, CTR%

Objective: Serve relevant text ad creative to qualified users who are actively seeking out information across related keywords and topics in order to establish See Monterey as a travel planning resource with prospective travelers, facilitate site visitation and ultimately drive travel to Monterey County.

Strategic Approach: Employ a combination of automated and manual bidding techniques in order to enhance Monterey's click share and heighten brand discoverability across brand and nonbrand, category auctions. Overlay all relevant in-market, affinity audience, and demographic targeting segments in order to optimize towards the highest quality sessions.

Campaign Parameters:

- **Strategic Target:** Users searching for our keywords within targeted geos
- **Flight:** 4/1-6/30
- **Scale:** National (suppress Monterey County)
- **Total Investment (Gross):** \$100,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Keywords, Web Traffic
 - **Post Campaign:** In Depth Targeting breakdown

Budget Increase Justification

Historical Performance: What has our historical time on site and cost per session been compared to campaign average?

National Scale: What is our potential spend vs what we plan to invest?

- The incremental budget allocation to SEM is based on missed opportunity calculated from the impression share missed due to budget in Google Ads
- In January and February, SEM campaigns registered 3.07% search impression share while recording 227,683 impressions. Nearly 75% of impression share was missed due to budget. Extrapolating this, at current bid levels the account is capable of spending nearly \$220K which translates to roughly 315,000 incremental monthly clicks.
 - This shows that we will be driving very high quality Clicks and Sessions even at a \$100k budget level.

Campaign Efficiency: How will this campaign remain efficient at an largely increased budget level?

- The incremental spend will effectively capture impressions previously missed due to budget; in other words, we will not need to be more aggressive from a bidding standpoint in order to scale click traffic, allowing SEM to perform at similar efficiency levels despite the significant scale in spend

Overview: Programmatic Display

Description

- Banner ads that serve programmatically across the internet
- Flexible targeting, typically based off pre-existing segments or website pixels

Rationale

- Close comparison to native, but not as likely to drive as much engagement
- Banner ads can be more effectively served through partners with more robust targeting capabilities

Budget
\$100,000

Targeting
Drive & Short Haul

Creative Requirements
Standard Display Banners

KPIs
Click Through Rate, Time on Site

Objective: Efficiently serve impressions to a highly targeted audience using premium vendors with the goal of reaching new audiences who can visit the Monterey website.

Strategic Approach: Partner with vendors able which are able to access high quality 1st and 3rd party data segments that will allow SeeMonterey to efficiently serve impressions to consumers who are interested in travel and leisure, ultimately driving web sessions and inspiration to travel. Focus majority of budget on Drive markets in order to target users who are already familiar with Monterey as a leisure destination.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$80K+ who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Drive & Short Haul
- **Total Investment (Gross):** \$100,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic
 - **Post Campaign:** NEI, App Targeting.

Sabio Display: Mobile Display Vendor which targets users based on the apps installed on their phones. Creates Custom audience segments which allow this vendor to efficiently find groups of similar people.

Highlights: Historical and current performance of this vendor suggests they are able to generate significantly stronger Time on Site than other Display Vendors. Sabio is also able to create high impact interstitial units as seen [here](#)

Reporting: Able to create report which generates insights into the audience segments reached and how they interacted with paid media.

Epsilon/Conversant Display: Display Vendor which targets users based on data derived from Spend transactions. Highly applicable to tourism audiences.

Highlights: This vendor has generated strong results for SeeMonterey campaigns so far this year as measured by Smari Surveys.

Reporting: Ability to tie actual spend data back to ads seen by consumers in a Net Economic Impact Report. Unique display vendor which can tie banner ad performance back to Tourism spend.

Overview: Native

Description

- Ads that fit the form and function of web pages
- Enticing headlines and body copy designed to increase interest
- Will serve on pages relevant to target audience interest

Rationale

- Proven effective in previous campaigns in driving clicks
- Works well to drive site engagement
- Can serve with efficient CPM, increasing campaign impressions

Budget

\$80,000

Targeting

Pixels placed on Landing Pages

Creative Requirements

1200x628 image, 55 Character Headline, 120 Character Body Copy, Brand Logo

KPIs

CTR%, Cost per Site Session, Time on Site

Native: Campaign Parameters

Objective: Reach audiences who are interested in learning about travel and leisure opportunities outside of social media.

Strategic Approach: Native Ads generate a desire in users to educate themselves further about something. We have found significant success in past campaign with native efforts, and with a focus on engagement in the upcoming campaign, we feel it is a must have. With StackAdapt, we get access to significant inventory across the web. We are also able to leverage their targeting capabilities to ensure that as the Campaign progresses, our targeting refines to ensure we continue to reach the users who are most likely to click through the ads and engage with the site.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$100K+ who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Drive & Short Haul
- **Total Investment (Gross):** \$80,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic

Overview: TripAdvisor Display/Native/Video

Description

- Video, Display, Native ads that serve on the TripAdvisor Network
- TripAdvisor likely partner to move forward with
- Run of site buy that would give us inventory across entire site with defined targeting

Rationale

- High value audience spends time on these sites
- TripAdvisor has driven effective site traffic in past
- Pair with trusted name in travel

Budget

\$60,000

Targeting

Those actively looking to travel

Creative Requirements

:15 second Video Asset, Standard Native Assets,
Standard Display Assets

KPIs

CTR%, Cost per Site Session, Time on Site

Objective: Partner with a highly trusted name in travel to reach new audiences in our Short Haul markets who have had less exposure to SeeMonterey Ads in the recent past

Strategic Approach: Users who visit the TripAdvisor platform are less likely to make bookings and more likely to seek out inspiration and information on the destinations they are interested in. We will drive these highly travel interested audiences off of the TripAdvisor platform to learn more about Monterey on the SeeMonterey website.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$100K+ who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Short Haul
- **Total Investment (Gross):** \$62,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic
 - **Post Campaign:** Access to TripAdvisor proprietary Information and Reporting

Description

- OTT video that targets users who watch travel, outdoor, and Monterey programming
- Target consumers who tuned into Outdoor activities and channels that index well with Monterey

Rationale

- Awareness play that capitalizes on continued growth of OTT
- Effective way to reach cord cutters with advanced targeting

Budget

\$62,000

Targeting

A25-54, Conscious Travelers in selected DMAs

Creative Requirements

:15 Video Asset

KPIs

Reach, Video Views

CTV/OTT: Campaign Parameters

Objective: Reach users on OTT devices with impactful video content that will not be reached by our CTV and TV campaigns.

Strategic Approach: Partner with VideoAmp to develop a customized OTT campaign that targets segments that index highly with Monterey County. Leverage 1st and 3rd party data to ensure highest quality consumers reached. Access Inventory across all top providers including Hulu and Sling. This is an awareness play designed to showcase the Grab Your Moment message to as many qualified people as possible.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$80K+ who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Drive & Short Haul
- **Total Investment (Gross):** \$62,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Video Completion Rate

Luxury

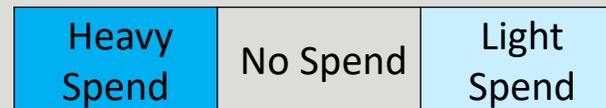
Luxury Travelers

Monterey County is home to some of the most premier Hotels and attractions in California. Luxury audiences are of particular importance to these properties and the community.

We will utilize premium vendors and data segments to find Higher Earning Individuals and Families who are seeking their next vacation. Reaching them with targeted Travel messaging that highlights Monterey as a Luxury destination of choice.

FLIGHTING + MARKET BUDGETS

Total																					
	February			March				April				May				June			Total Dollars		
Drive Markets	Light	Light	Light	Light	Light	Light	Light	Light	No Spend	No Spend	No Spend	No Spend	Heavy	Heavy	Heavy	Heavy	Heavy	Light	Light	Light	\$60,000
TOTAL																					\$60,000



*Each box represents one media week, starting on a Monday

Q4 MEDIA PLAN OUTLINE

BUDGET	\$60k
FLIGHT	4/30/21 – 6/30/21
GEO	Drive, Short Haul
KPIs	Awareness + Engagement

Flowchart

	April	May	June	Total
Modern Luxury	\$0	\$30,000	\$0	\$30,000
Social Static	\$3,000	\$5,500	\$5,500	\$14,000
TripAdvisor	\$2,500	\$5,000	\$2,500	\$10,000
Display - Partner Pending	\$0	\$3,000	\$3,000	\$6,000
	\$5,500	\$43,500	\$11,000	\$60,000

MODERN LUXURY: Overview

Description

- The nation's largest digital network and publication that caters to the Luxury Audience
- Very High Household Income Audience \$250K+
- Strong footprint in our most valuable feeder markets.

Rationale

- Reach audience that we know is highly affluent
- Utilizing unique ad formats and Monterey's landscape
- Pairing with household media names will build the Monterey brand among Luxury audiences

Budget

\$30,000

Targeting

Luxury Audiences

Creative Requirements

Creative requirements listed in following slides

KPIs

CTR%, Cost per Site Session, Time on Site

Objective: Partner with a well known publication to reach users who are interested in Travel.

Strategic Approach: Through a multi faceted media buy with Modern Luxury that focuses on San Francisco Magazine we will generate website visitation, social engagement, and education of Monterey's offerings among our most valuable target audiences. Details on the aspects of the media buy in following slides.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI \$250K+ who are travel intenders
- **Flight:** 5/1-6/30
- **Scale:** Drive
- **Total Investment (Gross):** \$30,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic

<h2>WHO WE REACH</h2> <p>CONNECT TO OUR EXCLUSIVE COMMUNITY</p> <p>THE BASICS Male/Female..... 49%/51% Average Age..... 43</p> <p>AUDIENCE LIFESTYLE</p> <ul style="list-style-type: none">• 4X as likely to have a HHI of \$500,000+• 4.5X as likely to have a net worth of \$2 million+• 78% more likely to be a Chief Executive or Upper Management• Nearly 3X as likely to have a professional school degree and 2.5X as likely to have a doctorate• 76% of audience traveled abroad within the past year• 2.5X as likely to have flown 10+ times in the past year for business and/or personal reasons• 2X more likely to own a second home <p>AFFLUENCE</p> <table><tr><td>HOUSEHOLD INCOME \$200,000+..... 99%</td><td>LIQUID ASSETS \$750,000+..... 99%</td></tr><tr><td>HOME VALUE \$1 MILLION+..... 99%*</td><td>Modern Luxury's 2021 audience will reflect the attributes noted.</td></tr></table>	HOUSEHOLD INCOME \$200,000+..... 99%	LIQUID ASSETS \$750,000+..... 99%	HOME VALUE \$1 MILLION+..... 99%*	Modern Luxury's 2021 audience will reflect the attributes noted.	       
HOUSEHOLD INCOME \$200,000+..... 99%	LIQUID ASSETS \$750,000+..... 99%				
HOME VALUE \$1 MILLION+..... 99%*	Modern Luxury's 2021 audience will reflect the attributes noted.				

Modern Luxury Buy Details

Digital Product	Tactic	Impression / Reach	Targeting	Notes
Branded Content	Monterey Moments Branded content series	100,000	San Francisco Magazine & Silicon Valley Magazine	<ul style="list-style-type: none"> • 2x Branded Content • Articles to be syndicated across San Francisco & Silicon Valley Magazine
Email Marketing	Newsletter	37,398	San Francisco Magazine & Silicon Valley Magazine	<ul style="list-style-type: none"> • 4x per title Newsletters total, 2 per title • Newsletter to promote branded content series
Social Media	Instagram + Facebook w/ boosting	500,000	San Francisco Magazine & Silicon Valley Magazine	<ul style="list-style-type: none"> • Ongoing boosted campaign for two months including up to two creative swaps throughout the campaigns.
Display Media	High Impact	750,000	San Francisco Magazine & Silicon Valley Magazine	<ul style="list-style-type: none"> • 750,000 total impressions throughout campaign.
Email Marketing	Luxury Travel	120,000	San Francisco Magazine & Silicon Valley Magazine	<ul style="list-style-type: none"> • 3x campaign @ 10,000 intenders per deployment

LUXURY DIGITAL: Campaign Parameters

Objective: Reach Luxury audiences in their regular browsing environments in order to drive inspiration to travel.

Strategic Approach: Target Luxury audiences in the Upper and Middle funnel with curated messaging that will generate consideration for Monterey Travel. Using a mix of media tactics will enable this aspect of the campaign to have broad reach and specific targeting capabilities.

Display: Able to deliver large impression volume to targeted audiences – driving website traffic where users can educate themselves on the luxury properties and amenities Monterey county has to offer.

Social Media: Utilize Facebook's walled garden data segments to reach luxury audiences while they browse their Social Media.

TripAdvisor: Find luxury audiences within the TripAdvisor platform who are highly interested in upscale properties and hotels.

Campaign Parameters:

- **Strategic Target:** A25-54 with HHI of \$250k who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Drive, Short Haul
- **Total Investment (Gross):** \$30,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic

Portland

Flowchart

	April	May	June	Total
Expedia	\$0	\$6,000	\$6,000	\$12,000
Social Static	\$2,000	\$4,000	\$2,000	\$14,000
	\$2,000	\$10,500	\$8,000	\$20,000

PDX FLIGHT SUPPORT: Overview

Description

- Market new Direct flights from Portland to Monterey in the Upper and Lower Funnel through Media
- Drive and track Gross bookings by partnering with Expedia

Rationale

- Reach Audiences who are interested in Travel and likely to Fly
- Drive flight bookings in a new market

Budget

\$20,000

Targeting

Travel Intenders

Creative Requirements

Creative requirements listed in following slides

KPIs

CTR%, Cost per Site Session, Time on Site

PDX FLIGHTS: Campaign Parameters

Objective: Create interest and drive bookings for direct flights from Portland(PDX) to Monterey.

Strategic Approach: Create awareness for PDX flights through Social media and then drive bookings through Expedia.

Expedia: Drive and Track gross bookings for the airport

Social media: Able to drive website engagement and educate new users on opportunities to travel

Campaign Parameters:

- **Strategic Target:** A25-54 who are travel intenders
- **Flight:** 4/1-6/30
- **Scale:** Portland
- **Total Investment (Gross):** \$20,000
- **Reporting and Measurement:**
 - **Monthly:** Media Metrics, Top Creatives, Web Traffic
 - **Post Campaign:** Bookings

NEXT STEPS

- Receive Approval from SeeMonterey
- Send Final Spec sheet to SeeMonterey and 62Above

Thank You!