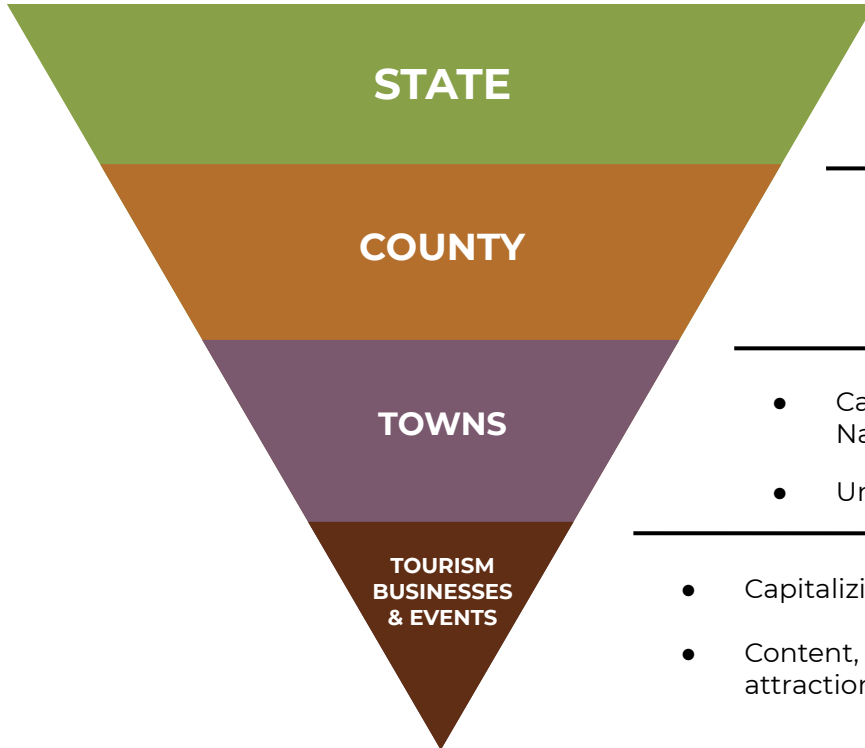


LEGENDARY
NAPA
VALLEY

COVID-19 RECOVERY PLAN

LAST UPDATE: May 14, 2020

Collaborative Messaging Strategy



- Focus on in-state and drive market travel.
- California road trips.



- Promoting the overarching destination to locals and core drive markets.
- A respite; to share, savor, discover.



- Capitalizing on overarching Napa Valley brand.
- Unique personalities & offerings.



- Capitalizing on overarching Napa Valley brand & towns.
- Content, offers & deals from resorts, wineries, restaurants, shops, attractions, events, etc.

Visit Napa Valley Recovery Marketing Framework

	PHASE 1 PANDEMIC OUTBREAK	PHASE 2 IMPROVING SITUATION		PHASE 3 RECOVERY COMMENCEMENT
ANTICIPATED TIMING	March - May	May - August		August - December
TRIGGER	Quarantine and social distancing	Flattening of the curve in sight; still social distancing with hope to travel again soon		Social distancing reduced/lifted and travel resumes
CONSUMER MOTIVATION	Creating a new daily normal way of living and seeking outlets for the now	Initial shock has subsided; seeking positive and encouraging messaging		Returning to normal daily routines and travel plans with renewed caution
BRAND ROLE	Acknowledgement of circumstances (national); rallying around community (local)	Encouraging safety and connection		Connecting consumers with reasons to travel again
AUDIENCE	B2C (local residents and loyalists) & B2B	B2C (local residents)	B2C (drive markets) & B2B	B2C & B2B
MARKETING PURPOSE	Maintain top-of-mind awareness	Drive consideration and intent to support and staycation locally	Drive awareness and consideration for future visitation	Drive awareness with increased consideration and intent efforts
MESSAGING STRATEGY	Moments of joy and inspiration during this hard period; stories of humanity and ones that support local business	Provide sense of pride to jump start the economy; promote local destination exploration	Let consumers and groups know we'll be ready to welcome them back when it's safe to do so; continue to provide moments of joy and inspiration	Welcome consumers and groups back to visit when they feel ready
CREATIVE CAMPAIGN	Wine From Home	Napa Valley Spirit	Better With Time	Raise A Glass
MARKETING CHANNELS	Owned, Earned	Napa Valley Vintners, Owned, Earned, Paid (OOH, direct, social) Welcome Center?	Paid (Social Only), Owned, Earned	Paid, Owned, Earned
CONSUMER ACTION	Staying connected	Positive connection between brand, community and traveler; planning		Getting excited to travel again; actively planning and booking travel



PHASE 2: IMPROVING SITUATION

Sometimes, the best things in life take time. Wine is all about delayed gratification and patience. And with harvest yet to come, we are embracing this concept.

When the time is right, we'll have the time of our lives in Napa Valley.

Better With Time

Drive Market

Media Channels

Utilize social media channels where Americans* are spending longer amounts of time due to quarantine.



Facebook/Instagram

- Focus on Facebook and Instagram
- Video, single image and stories ads will be explored
- Leverage current Napa Valley targets from FY20 'Always On' layer
 - Top 30% of HHI
 - Interested in travel, wine, food
 - Retarget site visitors with additional messages to re-engage



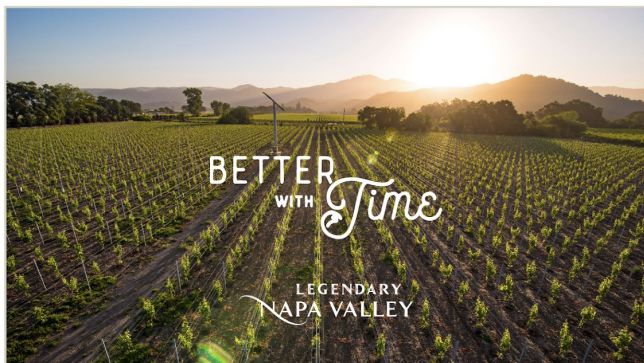
YouTube

- Explore opportunities with YouTube
- Videos to drive awareness and engagement
- YouTube targeting: Affinity audiences and VNV target

Est. Impressions: 4 million | **Budget:** \$50,000

Better With Time

WIP CREATIVE MESSAGING



BETTER WITH TIME "HERE'S TO" — :30

We open on a lightly misted grape on a vine. There's a few seconds of silence.

vo: **Here's to patience. Because good things come to those who wait.**

We see a beautiful night sky full of stars in someone's backyard then cut to a chef setting down an exquisite plate of food.

vo: **Here's to seeing the stars in the sky, before you see them again on your plate.**

We see several hot air balloons taking off into the sky.

vo: **Here's to letting your mind wander, until you can wander into the clouds.**

We see a person or a hand toasting towards the camera.

vo: **Here's to the next time we see each other. Because it's sooner than you think.**

We see a group of people toasting with wine with the grapes in the background.

vo: **So, when the time is right, we'll see you in Napa Valley again.**

LOGO: **Napa Valley Logo + Better with Time Tag**

Better With Time

WIP CREATIVE MESSAGING

SOCIAL POST (GENERAL SUPPORT)

HEADLINE

We miss you.

POST COPY:

We surely hope to see you wandering around the Napa Valley again in the near future. Until then, cheers to your patience and we'll see you soon.





PHASE 3: RECOVERY COMMENCEMENT

- Drive awareness with increased consideration and intent efforts.
- Welcome consumers and groups back to visit when they feel ready.

Raise A Glass

Drive Market, expand to Los Angeles

- Maintain a foundational layer, reaching prospects through channels where they spend the most time.
- Incorporate high reach vehicles to generate broad awareness and interest in the destination.
- Incentivize visitation through co-op programs that reach a variety of travel types.

Objectives & Strategies

Welcome visitors back to the Napa Valley, driving interested audiences to the website to explore more and book a visit.

Planning Parameters



Target Audience

Luxury Traveler

- HHI \$200K+
- Net Worth \$1M
- Age: 45+

Aspirational/Value Traveler

- HHI \$100K-\$200K
- Age: 25-44



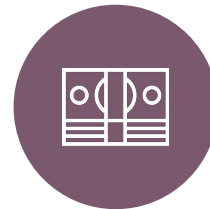
Geography

Primary (Drive Markets)

- San Francisco DMA
- Sacramento DMA

Secondary (Opportunity Mkt)

- Los Angeles DMA



Timing & Budget

Flight Dates

- August-December (TBD)

Budget

- \$300K Option
- \$500K Option
- \$750K Option



Campaign Measurement

Engagement

- CTR, Sessions, TOS
- Partner Referrals

Visitation

- Lift in visitation

Media Channels

Focus on a multimedia approach to connect core drive markets with multiple messaging touchpoints.



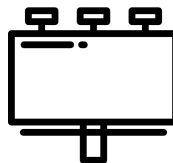
Television / CTV / OTT

- Timing: 6-weeks
- Target: A35+
- Markets: San Francisco DMA
- Balance of reach and frequency



Audio Streaming

- Timing: 6-weeks
- Target: Luxury + Aspirational/value
- Markets: San Francisco DMA
- Data targeting, cross-device reach



Out Of Home

- Timing: 8-weeks
- Target: Luxury + Aspirational/value
- Market: Sacramento area
- Units: 2x LEDs



Digital

- Timing: Aug-Dec
- Target: Luxury + Aspirational/value
- Market: San Francisco + Sacramento area
- 'Always On' activity

Est. Impressions: 32,248,976 | **Budget:** \$300,000
 Est. Reach: 2.5 million | Est. Frequency: 13x

Incremental Option A

An additional \$200K will provide greater time in market across traditional tactics, increasing reach and top of mind awareness.



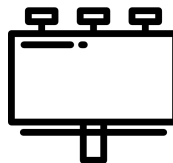
Television / CTV / OTT

- Timing: 10-weeks (2 wks/mo)
- Markets: San Francisco DMA
- Expand station coverage
- Balance of reach and frequency



Audio Streaming

- Timing: 10-weeks (2-wks/mo)
- Market: San Francisco + Sacramento area
- Co-op opportunities



Out Of Home

- Timing: 16-weeks
- Market: Sacramento area
- Units: 2x LEDs
- Include mobile retargeting to drive site sessions



Digital

- Timing: Aug-Dec
- Market: San Francisco + Sacramento area
- 'Always On' activity
- Co-op opportunities

Est. Impressions: 64,428,300 (+100%) | **Budget:** \$500,000
 Est. Reach: 3.9 million (+56%) | Est. Frequency: 16x

Incremental Option B

\$750K will fund a multimarket plan across all digital tactics and will expand television reach to include Sacramento.



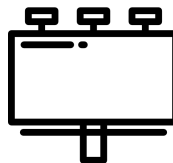
Television / CTV / OTT

- Timing: 10-weeks (2 wks/mo)
- Markets: San Francisco + Sacramento



Audio Streaming

- Timing: 10-weeks (2-wks/mo)
- Market: San Francisco, Sacramento, LA
- Co-op opportunities



Out Of Home

- Timing: 16-weeks
- Market: Sacramento area
- Units: 2x LEDs
- Include mobile retargeting to drive site sessions



Digital

- Timing: Aug-Dec
- Market: California Statewide
- 'Always On' activity
- Co-op opportunities

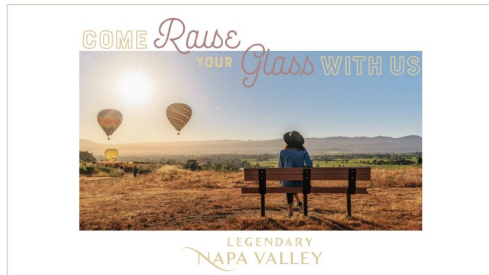
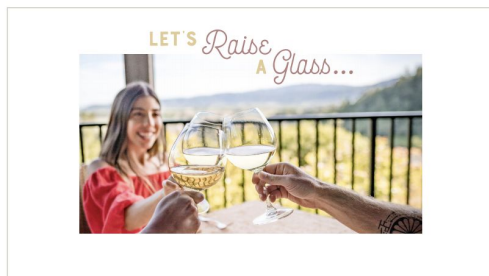
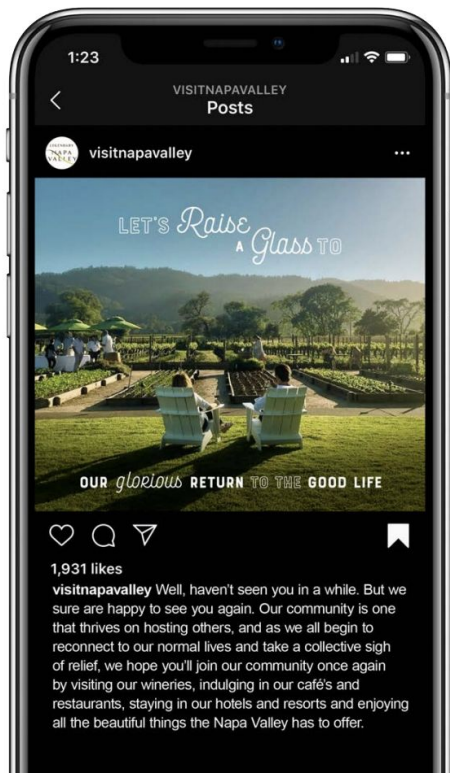
Est. Impressions: 92,015,628 (+43%) | **Budget:** \$750,000
 Est. Reach: 6.2 million (+58%) | Est. Frequency: 15x

Media Flowchart

					MAY				JUNE				JULY (Q3)				AUGUST				SEPTEMBER				OCTOBER (Q4)				NOVEMBER				DECEMBER						
					27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
MEDIA FLIGHTING																																							
PUBLISHER	MARKETS	MEDIUM	EST. IMPRESSIONS	COST																																			
FACEBOOK / INSTAGRAM / YOUTUBE	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	5,000,000	\$50,000	PHASE 2																																		
VNV MEDIA PLAN - OPTION 1																																							
TELEVISION (A35+)	SAN FRANCISCO DMA	TV	10,373,000	\$125,000	PHASE 3																																		
AUDIO STREAMING	SAN FRANCISCO DMA	DIGITAL	5,408,590	\$75,000	PHASE 3																																		
OUT-OF-HOME	SACRAMENTO METRO	OOH	7,558,020	\$25,000	PHASE 3																																		
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FACEBOOK / INSTAGRAM		DIGITAL	1,050,000	\$15,000	PHASE 3																																		
GOOGLE DISPLAY NETWORK		DIGITAL	1,700,000	\$10,000	PHASE 3																																		
CO-OP TOTALS			2,750,000	\$25,000																																			

Raise A Glass

WIP CREATIVE MESSAGING



LET'S RAISE OUR GLASS TO TOMORROW— :30

Open on a couple cheersing.

vo: **Let's raise a glass...**

Cut to yoga or wellness footage.

vo: **To days spent together, instead of 6ft apart.**

Cut to wine tasting image.

vo: **To pairing our favorite wines with our closest friends.**

Cut to group sharing dinner, then cut to friends laughing.

vo: **To enjoying a meal that is anything but 'homecooked'.**

Cut to series of shots of mustard plant, wine grapes, growers harvesting, etc

vo: **To rolling hills in favor of flattened curves.**

End on beautiful panoramic shot of the Napa Valley.

vo: **And to our glorious return to the good life in the Napa Valley.**

Cut to a woman watching sunset.

TITLE: **Come raise your glass with us.
Start planning your trip at [VisitNapaValley.com](https://www.visitnapavalley.com)**

LOGO: **Napa Valley Logo**

A top-down view of a person in a grey hoodie sampling wine from a barrel in a cellar. The person is using a wine thief to draw liquid from a barrel. The barrels are arranged in rows, and the floor is dark wood. A semi-transparent grey box with a yellow border is overlaid on the center of the image, containing the text 'CO-OP PROGRAM'.

CO-OP PROGRAM

Co-Op Program Overview

STRATEGY

- Work with our partners to extend reach to drive awareness and interest in the different towns and/or businesses within the Napa Valley

APPROACH

- Partner investments to be supported with VNV funds
- Drive prospects to VNV site to encourage exploration and seed re-targeting pools for additional communications
- Retarget VNV site visitors and/or platform audiences with specific towns/business messaging, connecting users to partner websites

TARGETING

- Leverage VNV's pre-established audiences and develop lookalike audiences to reach opportunistic prospects
- Prioritize San Francisco DMA, adding in Sacramento as budget permits.

TIMING

- Exact start time TBD; estimated to span Phase II (June & July) & Phase III (August)
- Minimum of 3-months at recommend investment

Opportunities Summary

At recommended investment levels, partners will receive anywhere from 700K to 1.7M impressions, depending on platform.

Specific plans will be provided by partner based on interests and total investment.

Channel	Publisher	Objective	Ad Units	Impressions	CTR	Sessions	Partner Investment (starting at)
Social Media	Facebook/Instagram	Prospecting/traffic driving, retargeting	Single Image	700,000	0.35%	2,000	\$10,000
Programmatic Digital	Google Display Network	Prospecting/ traffic driving, retargeting	Responsive Display, Native	1,700,000	0.25%	3,400	\$10,000

Co-Op Creative Messaging Strategy

THE NAPA VALLEY

- VNV Brand Awareness Creative, ie. Better With Time Video
 - Drives to VNV Better With Time Landing Page
-

EXPLORE OUR TOWNS

- VNV Overarching Towns Creative, ie. Explore Our Towns FB Single Image Ads & Carousels
 - Drives to VNV Towns Page
-

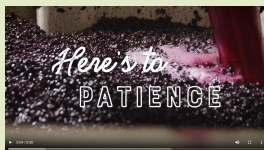
INDIVIDUAL TOWNS

- Town-Specific Creative
- Drives to Individual Town Websites

Example: Ad Creative Flow

AD UNIT OR WEBSITE

VNV VIDEO AD



Consumer is served a VNV video ad.

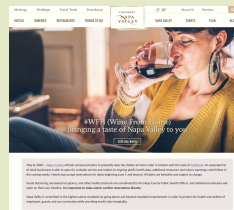
CONSUMER ACTION

VNV AD



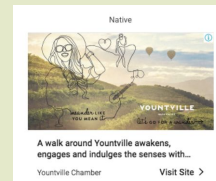
Consumers that watch the ad are served another piece of VNV ad content to qualify their interest in visiting the Napa Valley.

VNV WEBSITE



Some consumers will engage with the new ad content & decide to click through to the VNV website to explore more.

PARTNER AD



That means those consumers have shown deeper consideration & are served a partner ad with more specific information &/or travel deals.

PARTNER WEBSITE



This ensures the most qualified consumers are clicking through to partner websites to explore more or discover deals & book a trip.

Media Flowchart

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THANK YOU.