

LEGENDARY
NAPA
VALLEY

COVID-19 RECOVERY PLAN

Marketing - July 27, 2020



PHASE 3: RECOVERY COMMENCEMENT

Visit Napa Valley Recovery Marketing Framework

	PHASE 1 PANDEMIC OUTBREAK	PHASE 2 IMPROVING SITUATION		PHASE 3 RECOVERY COMMENCEMENT	PHASE 4 NEXT NORMAL OF TRAVEL
ANTICIPATED TIMING	March - May 2020	May - August 2020		September '20 - June '21	Mid-year 2021
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	Traveling at a "next" normal cadence
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	Adopting and proactively seeking escape; getting back to normal travel plans
BRAND ROLE	Acknowledgement of circumstances (national); rallying around community (local)	Encouraging safety and connection		Connecting consumers with reasons to travel again	Encouraging consumers to travel regularly
AUDIENCE	B2C (local residents and loyalists) & B2B	B2C (local residents)	B2C (drive markets) & B2B	B2C & 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	Standard awareness, 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	Introduce the new brand campaign inviting consumers and groups to share, savor, discover
CREATIVE CAMPAIGN	Wine From Home	Napa Valley Spirit (Nurture)	Better With Time	Raise A Glass	Cheers, The Good Life
MARKETING CHANNELS	Owned, Earned	Napa Valley Vintners, Owned, Earned, Paid (OOH, direct, social)	Paid (Social Only), Owned, Earned	Paid, 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	Booking travel more regularly

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

Raise A Glass

Drive Market

- 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.

Objectives & Strategies

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

Planning Parameters



Target Audience

Aspirational/Value Traveler

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

Luxury Traveler

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



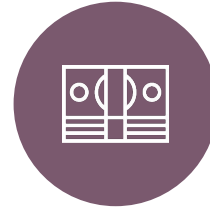
Geography

Primary (Drive Markets)

- San Francisco DMA
- Sacramento DMA

Secondary

- Los Angeles DMA



Timing & Budget

Flight Dates

- September-December 2020

Budget

- \$225,000
 - 60% Aspirational
 - 40% Luxury



Campaign Measurement

Engagement

- CTR, Sessions, TOS
- Partner Referrals

Visitation

- Lift in visitation (STR)

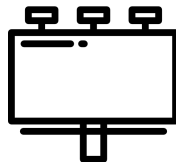
Media Overview

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



Audio Streaming

- Timing: 6-weeks
- Target: Luxury + Aspirational/value
- Markets: San Francisco + Sacramento DMAs
- 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: 25,537,500 | Budget: \$225,000

Est. Reach: 1.4 million | Est. Frequency: 17x

Raise A Glass DIGITAL



We open on a group of friends cheering.

VO/SUPER: **Let's raise a glass...**

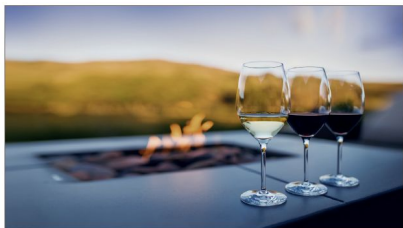


We see a couple hiking,



then cut to couple on patio with Napa Valley in the background.

vo: **To pairing winding trails with weekdays spent unwinding.**



We see an outdoor wine tasting being set

vo: **...And world-class wines with brand new experiences.**



vo: **So, come raise a glass with us and start planning your favorite pairings at VisitNapaValley.com**

TITLE: **Raise a Glass - Napa Valley Logo**

Raise A Glass PANDORA

RAISE A GLASS :15

We hear various sounds of nature/hiking.

vo: **Let's raise a glass to pairing winding trails...**

We hear ambiance of a restaurant and wine pouring, followed by the clinking of glasses.

vo: **With weekdays spent unwinding.**

vo: **So, come raise a glass with us.
Start planning your favorite pairings at
VisitNapaValley.com**

RAISE A GLASS :30

We hear the clink of some wine glasses and then laughing.

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

We hear the sounds of someone diving into a pool.

vo: **...to pairing afternoons spent poolside...**

We hear sounds of a wine tasting.

vo: **...with evenings spent diving right in.**

We hear the sounds of people gathering, exclamations of "this is beautiful"

vo: **And wide-open vistas with close-knit friends.**

We hear the clink of glasses again.

vo: **So, come raise a glass with us.
Start planning your favorite pairings at
VisitNapaValley.com**

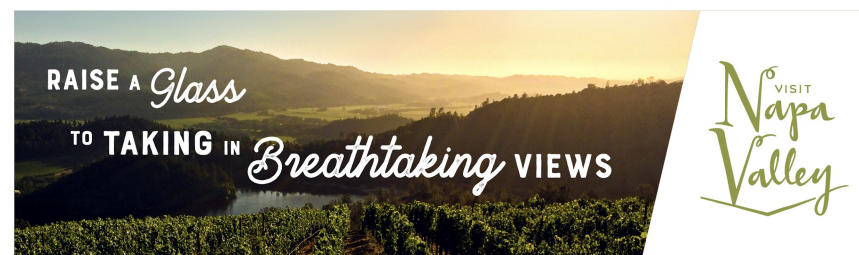
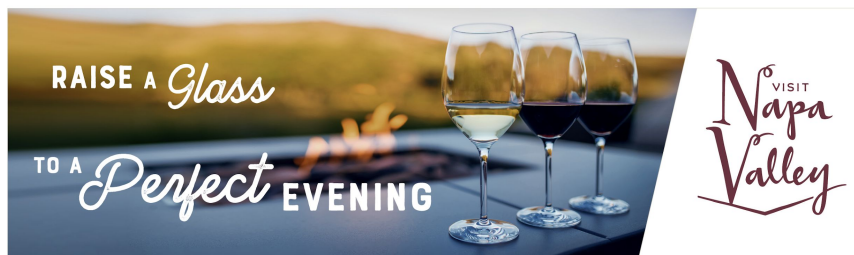
PANDORA 500X500



300X250



Raise A Glass OUT OF HOME (SACRAMENTO)



Raise A Glass FACEBOOK/INSTAGRAM

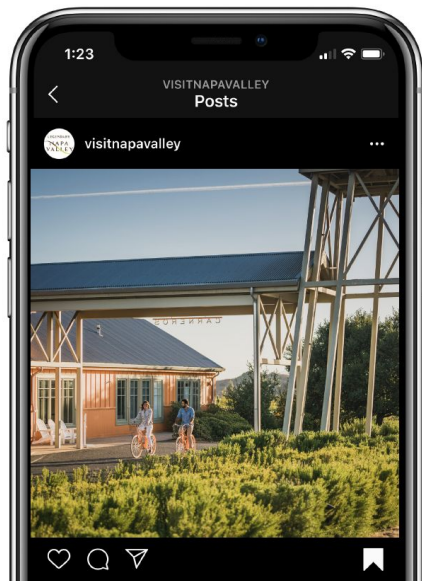
RESORT BOOK TRIP

Post Text (120):

Raise a glass to pairing checking in to one of our beautiful hotels with checking out everything the Napa Valley has to offer

Headline (25):

Your trip starts here



WINERIES

Post Text (120):

Raise a glass to pairing family-owned wineries with the feeling of being at home in the Napa Valley.

Headline (25):

Fill up your glass



5 Total Messages Covering:

- General Sell
- Towns
- Lodging
- Wineries
- F&B

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	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	11,333,334	\$23,363											6/9-6/30								8/1-8/31																	
YOUTUBE	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	1,275,000	\$23,824															6/9-8/31																					
GOOGLE DISPLAY NETWORK	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	2,300,000	\$10,824															7/1-8/31																					
GOOGLE SEARCH	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	42,667	\$7,529															7/1-8/31																					
PHASE 2 TOTALS			14,951,001	\$65,540																																				
PHASE 3																																								
AUDIO STREAMING																																								
	PANDORA	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	7,300,316	\$100,000															3-WEEKS				3-WEEKS																
OUT-OF-HOME																																								
	LED BULLETINS		OOH	7,558,020	\$22,353															8-WEEKS																				
	MOBILE DIGITAL RETARGETING	SACRAMENTO METRO	DIGITAL	1,400,000	\$11,765															8-WEEKS																				
DIGITAL 'ALWAYS ON'																																								
	YOUTUBE	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	500,000	\$14,118																			9/1-12/31																
	FACEBOOK / INSTAGRAM	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	3,500,000	\$35,294																			9/1-12/31																
	GOOGLE DISPLAY NETWORK	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	5,300,000	\$23,000																			9/1-12/31																
	GOOGLE SEARCH	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	37,500	\$17,620																			9/1-12/31																
Ad Serving			--	\$850																																				
PHASE 3 TOTALS			25,595,836	\$225,000																																				