



# COVID-19 RECOVERY PLAN

LAST UPDATE: JULY 23, 2020

# Situational Analysis

The tourism industry is facing unprecedented times.

In the wake of uncertainty caused by the COVID-19 pandemic, **Visit Napa Valley is prepared to support recovery efforts, in collaboration with our partners.**

A phased approach will ensure we're responsible with our messaging & targeting in order to help our community bounce back as quickly as possible.

The background is a blurred photograph of a bar or restaurant interior. Warm, out-of-focus lights create a bokeh effect. In the lower-left foreground, a person's hand is visible, holding a glass. The overall atmosphere is sophisticated and social.

# **MARKETING OVERVIEW**

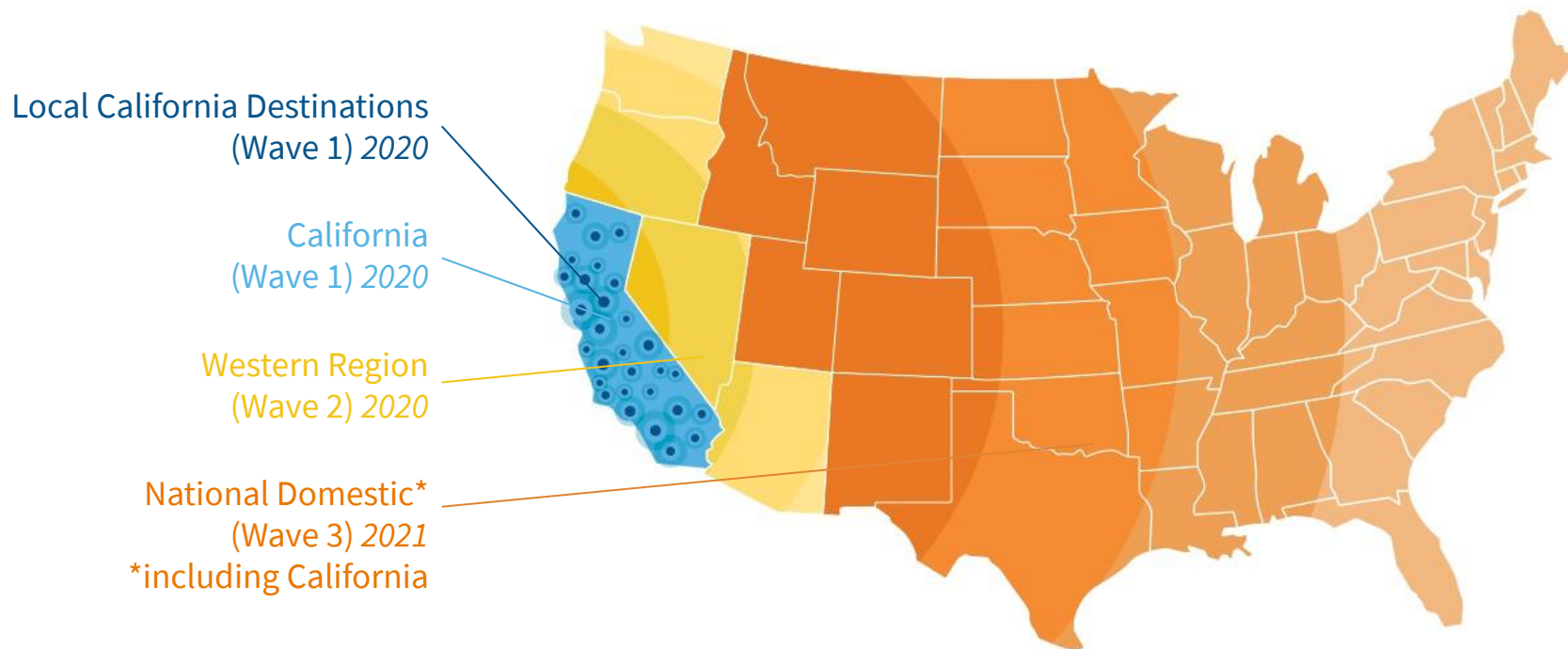
# Visit California Recovery Marketing Framework

	RESPONSE		RECOVERY		
	(Phase 1)	(Phase 2)	(Wave 1)	(Wave 2)	(Wave 3)
<b>Creative</b>	1. Dream With Us Video 2. Thank You For Dreaming Video	Keep Dreaming Video	Calling All Californians In-State Recovery	California Is Calling Western Region Recovery	California Dream Big National Recovery
<b>Messaging Strategy</b>	Provide a message of optimism and unity in a period of uncertainty	Infuse more of the California experience into that message of optimism	Encourage Californians to help jump start the local economy by taking a California vacation	Inspire nearby Western Region travelers to take a road trip to California	Inspire National travelers with California brand messaging and an open invitation to Dream Big
<b>Emotional Continuum</b>	-5, -3	0	3, 5	3, 5	5

# Visit California Recovery Messaging Strategy



# Visit California Recovery Phased Targeting



# Collaborative Messaging Strategy

## STATE

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



## COUNTY

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



## TOWNS

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



## TOURISM BUSINESSES & EVENTS

- 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	PHASE 4 NEXT NORMAL OF TRAVEL
ANTICIPATED TIMING	March - May 2020	May - August 2020		August '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

# Earned Channels

	PHASE 1 WINE FROM HOME	PHASE 2 BETTER WITH TIME	PHASE 3 RAISE A GLASS
NATIONAL LEISURE	<p>Story Angles</p> <ol style="list-style-type: none"> <li>1. #WFH: Virtual Experiences: wine tastings, cooking classes</li> <li>2. Community / Give-back initiatives</li> <li>3. Hotel Gift cards</li> <li>4. Personality driven quote opportunities: Chefs, Spa directors, General Managers</li> <li>5. Food and cocktail recipes; pursuing Instagram takeover opportunities with community engagement editors at top publication</li> <li>6. Literary-focused ideas: novels to read before you go, book recommendations from trailblazing women in Napa Valley</li> </ol>	<p>Story Angles</p> <ol style="list-style-type: none"> <li>1. Future of travel pieces / emphasis on domestic travel</li> <li>2. What does COVID mean for the wine industry. Inspired by <a href="#">this story</a>.</li> <li>3. Celebration and family travel: reconnecting with loved ones</li> <li>4. Small towns, rural getaway</li> </ol> <p>Media Materials</p> <ol style="list-style-type: none"> <li>1. News from the Vines - Q2. Shared widely with national and regional travel and lifestyle media.</li> </ol> <p>Partnerships:</p> <ol style="list-style-type: none"> <li>1. Luxury Car Brands, pegged to drive-in market travel: Land Rover, BMW, Tesla</li> <li>2. Revisit digital only opportunities with Serena &amp; Lily.</li> </ol>	<p>Story Angles</p> <ol style="list-style-type: none"> <li>1. The Best Way to Experience Fall in Napa Valley, pegged to Harvest</li> <li>2. Cabernet Season: Why Go Now</li> <li>3. Hike the Vines: Beyond the Wine: Napa Valley's Great Outdoors / Robert Louis' Stevenson's Calistoga</li> <li>4. Biking Napa Valley's wineries</li> <li>5. On the Water: A New Way to See Napa Valley</li> </ol> <p>Media Materials</p> <ol style="list-style-type: none"> <li>1. News from the Vines - Q3. Shared widely with national and regional travel and lifestyle media</li> </ol> <p>Press Visits</p> <ol style="list-style-type: none"> <li>1. Pitch story ideas + warm media up for press visits in exchange for feature coverage</li> </ol> <p>Partnerships:</p> <ol style="list-style-type: none"> <li>1. Outdoor focused brands, like REI. They <a href="#">launched custom trips</a> for travelers under 35 (Millennials)</li> </ol>
REGIONAL LEISURE	In addition to communicating the above angles to CA-based outlets, continue to pursue broadcast for Bay Area and Sacramento.	<p>Story Angles</p> <ol style="list-style-type: none"> <li>1. The Perfect Three Day Weekend</li> <li>2. Driving California's Wine Country</li> <li>3. Where do Napa Valley Chefs Eat in their Hometown?</li> </ol> <p>Partnerships:</p> <ol style="list-style-type: none"> <li>1. Revisit collaboration with J.McLaughlin at smaller scale. Hosting one Bay area-based influencer vs. group trip</li> </ol>	<p>Press Visits:</p> <ol style="list-style-type: none"> <li>1. Pitch story ideas + warm media up for press visits in exchange for feature coverage</li> <li>2. Proactively invite Bay Area / LA-Based Influencer in exchange for digital assets</li> </ol>
LOCAL / BUSINESS	<p>Story Angles</p> <ol style="list-style-type: none"> <li>1. Gift cards -- Experience Your Own Backyard</li> <li>2. Why Tourism Matters - NTTW - #SpiritoTravel (May)</li> <li>3. Giving Back</li> </ol>	<p>Story Angles: #NapaValleySpirit</p> <ol style="list-style-type: none"> <li>1. The Napa Valley Staycation Guide</li> <li>2. NVWC as community center</li> </ol>	
B2B	Weekly communication with key trade outlets: Luxury Travel Advisor, Travel Weekly, TravelAge West, Skift, Hotels		

# Owned Channels

	PHASE 1 WINE FROM HOME	PHASE 2 - LOCAL NAPA VALLEY SPIRIT	PHASE 2 - CONSUMER BETTER WITH TIME	PHASE 3 RAISE A GLASS
VNV.COM	Home page content focused on #WinefromHome - bringing a taste of Napa Valley into homes. Virtual activities added to events, additional filtering options for takeout and delivery options for restaurants and wineries.	Locals Only - landing page (possible home pag) with expanded Napa Neighbors offers - winery, restaurants, hotels - rolling as businesses open. Enter to win a Staycation.	Home page content focused on Road Trips to entice local Drive Market. Small town rural escape. Enter to win Hotel Gift Card. Landing pages on starting to plan, inspirational itineraries, reconnecting with friends and family.	Home page content focused on invitation to return, open for business. Promote overnight stays including consumer promotion to win complete vacation package(s).
VNV Blog	Content focused on #WinefromHome- bringing a taste of Napa Valley into homes. Blogs include virtual wine tastings, virtual culinary classes and recipes, moments of distraction, Napa Valley Zoom backgrounds. Secondary focus on locals supporting businesses with restaurant takeout and ordering wine online.	Promote local visitation, exploring your own backyard to boost the local economy. A local's itinerary blog will inspire with off-the-beaten path locations to discover. Silverado Trail and other scenic drives will be highlighted in a mini-road trip roundup.	Content will cater to drive market, encouraging road trips to re-discover your local area. Blogs to include topics such as hiking outdoors, places to picnic, grab and go delis, vine growing cycle (building excitement for harvest) etc. Silverado Trail and other scenic drives will be highlighted in a mini-road trip roundup.	Content continuing to cater to drive market visitors, promoting harvest season, outdoor activities, wide open spaces, small towns, etc. Letting visitors know Napa Valley is a safe and welcoming place and celebrating a return to the good life. Blogs could include harvest topics, hotels with stand-alone residences, wineries with intimate tasting experiences, patio dining, etc.
SOCIAL	Content featuring a mix of moments of zen (spring vineyards, wildlife, and beautiful landscapes), #WineFromHome encouraging fans to recreate the Napa Valley experience at home, and fun distractions like Napa Valley bingo and IG Story challenges. IGTV video content including Hidden Gems of Napa Valley and Makers of Napa Valley to entertain and distract while subtly inspiring future trips.	Introduce more local-facing content to rally residents to experience the Napa Valley and boost the economy. Seeding ideas of staycations. Continuing promotion of local initiatives like Takeout Tuesday and Napa Neighbor offers. Possible 'Staycation Giveaway' for locals.	Continue WFH content/ moment of zen for global fans, with more emphasis on starting to plan a future trip. Integrating 'Better with Time' content such as time-lapse videos of grapes growing, vine growing cycle (building excitement for harvest), etc.	Harvest season content to tie in with celebrating the end of quarantine. Raising a glass to being together instead of six feet apart. Continuing to cater to drive market (CA) visitors. Content featuring wide open spaces, outdoor activities, picnics, scenic drives, harvest processes, etc. drive market visitors, and begin 'Raise a Glass' influencer outreach/visits.
EMAIL	Streamlined bi-weekly consumer emails to promote #WinefromHome content and maintain a touchpoint with fans. Sentiment is focused on 'we're all in this together.'	N/A	Streamlined bi-weekly consumer email sentiment will shift from #WinefromHome content to "light at the end of the tunnel" messaging as people start to consider future travel. Weaving in Better with Time messaging and letting consumers know that Napa Valley will be ready to welcome them when the time is right.	Bi-weekly emails will return to dishing up promotional content (itineraries, special offers for staycations) in addition to inspiring/entertaining content. Celebrating harvest season, raising a glass to the return of travel, promoting drive market visitation, road trips, outdoors, etc.

# Direct Channels

	PHASE 1 WINE FROM HOME	PHASE 2 BETTER WITH TIME	PHASE 3 RAISE A GLASS
EMAIL	Newsletter to Meeting Planner and Travel Trade database - every other week with content to keep Napa Valley top of mind.	Transition Newsletter to future planning, news and offers. Enter to win hotel gift cards Planner, Agent - in tandem with consumer promotion.	Newsletter with Group and Consumer offers. Enter to Win package sweepstakes. Planner, Agent - in tandem with consumer promotion.
1:1 OUTREACH	<p>Strengthening Relationships</p> <p>GROUP/TRAVEL TRADE</p> <ul style="list-style-type: none"> <li>Maintain communication with Travel Agents and Meeting Planners that we have built trusted relationships</li> <li>Outreach to all open leads and planners that have sourced leads over the last 2 years to maintain awareness</li> </ul>	<p>Wanting to Book</p> <p>GROUP</p> <ul style="list-style-type: none"> <li>Seek to understand where clients are with event plans</li> <li>Maintain partnerships with 3rd party Companies - HelmsBriscoe, ConferenceDirect, Experient, Amex</li> <li>Maintain visibility with industry partners and trade organizations – HelmsBriscoe, ConferenceDirect, Global Cynergies, as well as VC, SFTA, MPI, PCMA, SITE, CalSAE</li> <li>Maintain current customer base Meeting Planners, with focus in Texas, mid-west, New York and Southern California</li> </ul> <p>TRAVEL TRADE</p> <ul style="list-style-type: none"> <li>Seek to understand where agents and their clients are at with travel plans</li> <li>Maintain current customer base with Travel Agencies with focus in Texas, New York and Southern California</li> <li>Utilize tools like webinars, Zoom meetings, etc.</li> </ul>	<p>Booking Business</p> <p>GROUP</p> <ul style="list-style-type: none"> <li>Continue conversation on status of travel and event plans</li> <li>Target Industries that were less impacted and within drive market - 100-mile radius in medical, biotech, tech, financial and healthcare segments for small meetings leads – Like Gilead, Kaiser, Autodesk, Sutter Health</li> <li>Penetrate executive admins in the same vertical drive market to grow awareness of Napa Valley offerings</li> <li>Penetrate incentive meetings companies with focus on biotech, medical and financial meetings in Minnesota, Ohio and Chicago to become domestic meetings option (One10Marketing, BI Worldwide, MotivAction)</li> </ul> <p>TRAVEL TRADE</p> <ul style="list-style-type: none"> <li>Shift focus from international to domestic</li> <li>Connect with top 25 domestic travel agencies that book Napa Valley to inspire and grow awareness of Napa Valley offerings</li> </ul>
PARTNERS	<ul style="list-style-type: none"> <li>Continue wellbeing outreach with partners to be a resource Pause partner dues to show support</li> <li>Coronavirus Toolkit updates</li> </ul>	<ul style="list-style-type: none"> <li>Engage sub-committee to develop streamlined partnership package</li> <li>Stay in close communication with our partners to lend support and resources</li> <li>Revamp partner communication strategy, email plan</li> </ul>	<ul style="list-style-type: none"> <li>Q4 roll out new Partnership program for 2021</li> <li>Continue outreach through calls, email, committee, plan future event or academy</li> </ul>



# **PHASE 1: PANDEMIC OUTBREAK**

## Attitudes Towards Advertising

- According to Kantar's COVID-19 Barometer, only 8% of people believe companies should stop advertising.
- "In a constant news cycle about Coronavirus, advertising provides a sense of normality, or even distraction and escape."
- **Implications for marketers:**
  - **In most cases, brands can and should continue to advertise.**
  - **Ads provide mental escape and point to brands/products providing comfort and support.**
  - **Content doesn't have to be new. Old footage still works. Does not appear to be a sensitivity to scenes showing banned behavior.**

# Trends in Consumer Sentiment

## Short-Term

- Inversion of city tourism
- Regionalism and roadtripping
- Small tourism - quality v. quantity
- Health and wellness
- Luxury audience

## Long-Term

- Deglobalization
- Digitization of meetings & events
- Business travel
- Remote living



- Moments of joy and inspiration during this hard period.
- Stories of humanity and ones that support local business.

# #WFH

(Wine From Home)

- Maintain top-of-mind awareness.
- Utilize visual and interactive platforms and tactics to bring the Napa Valley into your home. Provide moments of inspiration and escape.
- Engage users at home through social media channels and articles, as usage has increased considerably during the crisis.

# Objectives & Strategies

# Content Programming



## #WFH (WINE FROM HOME)

Bringing a taste of Napa Valley to you

You're doing your part by staying home, so we're doing our best to bring a taste of Napa Valley to you.

Whether it's through a virtual wine tasting with your favorite winemaker, a pizza-making class with a Michelin-star chef, or a virtual hike on IGTV, we're serving up a wine country escape to the comfort of your living room.

When you enjoy virtually visiting Napa Valley, and when it's time to pack your bags and experience our world-class wine country firsthand, Napa Valley will be ready (and better than ever).



Virtual Wine Tastings and Shipping Offers: Napa Valley Comes to You  
See the details here about where to offer virtual experiences and special shipping offers. Check back often for updates and new experiences.



Support Napa Valley Restaurants: Takeout and Delivery  
Find details here about Napa Valley restaurants where you can grab a meal for carryout, order up delivery, or purchase a gift card to use in the future.

## UPCOMING VIRTUAL EVENTS

View all virtual events



Instagram Live  
Winemaker Wednesdays  
WEDNESDAY UNTIL  
APRIL 15, 2020  
#Quarantine



SIP Up! Virtual Tastings  
WEDNESDAY-FRIDAY  
UNTIL APRIL 17, 2020  
#FallWines



The Wine Stream  
WEDNESDAY UNTIL  
APRIL 15, 2020  
#PalmsWine



Virtual Cooking with  
Calaveras Culinary  
Director Brian Sorensen  
WEDNESDAY UNTIL  
APRIL 21, 2020  
#CalaverasCooks

#WFH  
**NAPA VALLEY**  
Wine From Home

Follow us on social media @visitnapavalley for daily moments of escape, delivered straight to your feed



We're in this together. We at Visit Napa Valley understand now is not the best time to talk about travel as it is so important we practice social distancing. For now, we will continue to serve up a moment of joy in the Napa Valley to lift your spirits during these trying times, and we want you to know that, when normalcy returns and when you're ready, Napa Valley will be there to welcome you.

Napa Valley Comes To You

A Beautiful Distraction

Visit our social media channels for more on events:



Dear Lisa,

We are meeting out during this unprecedented time, in partnership with you.

In our second history video, we share our cultural roots, and how we meet and embrace our wine country. We have a portion of community and community that we are proud to share with you.

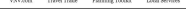
When you are in the time to talk about food, it is time to share relationships. If there is anything we can do to help you, please reach out.

And we want you to know that, when normalcy returns and when you're ready, Napa Valley will be there to welcome you.

Sincerely,  
Brenda  
Director, Travel Team



Visit our social media channels for more on events:



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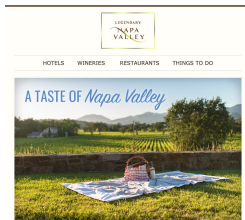
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## A TASTE OF Napa Valley

Staying in place can be tough. We can't wait for the days when we'll drink our glasses at a wine-tasting party and get together with friends for a meal at our favorite restaurant. At the same time, you're probably already doing a lot of things to stay in place. That's why we're inviting you to up your quarantine game and bring a taste of Napa Valley into your home. Whether it's through a virtual wine tasting with a winemaker, a pizza-making class with a Michelin-star chef, or a live-streamed history hour, we're serving up a wine country escape to the comfort of your living room.

VIEW MORE IDEAS



VIRTUAL WINE TASTING & SPECIAL SHIPPING OFFERS  
Napa Valley wineries are bringing the best to you with virtual wine tasting and special shipping offers.

VIEW MORE IDEAS



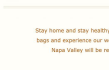
NAPA VALLEY IN THE KITCHEN: VIRTUAL CULINARY EXPERIENCES  
Push up your cooking skills and bring the flavors of wine country into your kitchen with virtual culinary experiences.

VIEW MORE IDEAS



UPCOMING VIRTUAL EVENTS  
There's a way to #WFH (Wine From Home) every day. Plan your daily dose of Napa Valley.

VIEW MORE IDEAS



Stay home and stay healthy, and when it's time to pack your bags and experience our world-class wine country firsthand, Napa Valley will be ready (and better than ever).

VIEW MORE IDEAS

BLOG | EVENT CALENDAR | VISITOR MAGAZINE | WINERY MAP  
(855) 847-4272 | info@visitnapavalley.com | 400 Main Street, Napa, CA 94550

Visit our social media channels for more on events:



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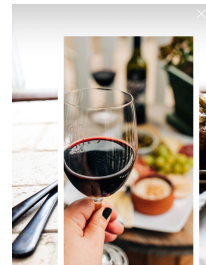
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W = WINE FROM HOME

YOU'RE DOING YOUR PART BY STAYING HOME. SO WE'RE DOING OUR BEST TO BRING A TASTE OF NAPA VALLEY TO YOU.



## Napa Valley Challenge

For your chance to win a trip to Napa Valley, follow these steps:

1. Follow us on Instagram, Facebook, Twitter, and YouTube.

2. Tag a friend you want to visit Napa Valley with.

3. Post a photo of you and your friend in Napa Valley.

4. Post a video of you and your friend in Napa Valley.

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29. Post a photo of you and your friend in Napa Valley.

30. Post a video of you and your friend in Napa Valley.

## Los Angeles Times

## I did a Napa wine tasting. At home. Here's how it went



Connect with California's wine country from the comfort of home with virtual tastings. (Barbara Pansare / Getty Images)

LATEST TRAVEL >

TRAVEL

My love travel places are closed. I'm still (virtually) visiting  
March 24, 2020

TRAVEL

Can you get an airline ticket refund due to postponed Olympics or coronavirus crisis?

visitnapavalley



View Insights

4,852 views

Liked by lopp3300 and anja\_riee  
visitnapavalley Hidden Gems of Napa Valley: Linda Falls - High in the hills of Angwin, on the western flank of Howell Mountain, you'll find one of the most spectacular cascades this side of Yosemite.

Key water from the Conn Creek tumbles over granite steps, splashing into pools below. Along the exposed rockface, moss grows in abundance. West of the falls, giant boulders divert the water into winding patterns as it heads downstream.

Linda Falls is a short hike (less than 15 minutes, even if you're super-slow) from the trailhead and delivers almost unbelievable sights. During rainy season, water comes rushing over the falls and drops 50 feet. During dry season, the volume slows to a trickle, still beautiful, just in an



## **PHASE 2: IMPROVING SITUATION**

The Spirit of the Napa Valley is defined by its local community. People who are passionate for who they are, what they do and where they live.

And while this quarantine has kept us from fully celebrating this spirit, when the time is right, we'll gather once again and show our spirit by exploring our backyard.

Dine, Shop, Sip and Stay to support our community and help our neighbors get back to business as usual.

# Napa Valley Spirit

Local Market

- Drive consideration and intent to support and staycation locally.
- Provide sense of pride to jump start the economy; promote local destination exploration.
- Engage users through social media channels, OOH, direct.
- Utilize highly visual platforms and tactics to appeal to inspire thoughts of future visitation.

# Objectives & Strategies

# Planning Parameters



## Target Audience

### Napa Valley Stakeholders

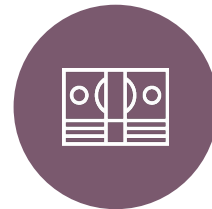
- Front-line workers
- Business owners / Makers
- County, Towns, etc.



## Geography

### Primary (Napa County)

- Live in Napa County
- Work in Napa County



## Timing & Budget

### Flight Dates

- mid-May - July (TBD)

### Budget

- Primarily Owned & Earned
- Paid - OOH, Direct, Local Print, Social
- TBD - will depending on timing



## Campaign Measurement

### Engagement

- Stakeholder buy-in
- Community sentiment

## Napa Valley Spirit CAMPAIGN



### Partner Offers - Locals

- June 1 - July 30
- at least 20% value
- rolling as biz opens
- Grand Prize Staycation

### Partner Toolkit

- #NVSpirit
- Video
- Icon Bug
- Headline Graphics
- General Copy
- Image Samples
- NVV/VNV Landing Page

### Promotions

- Two Waves - Launch & Spirit Week in July
- Stickers, T-Shirts, etc.
- Pennants/Signage for businesses and towns
- Owned/Earned

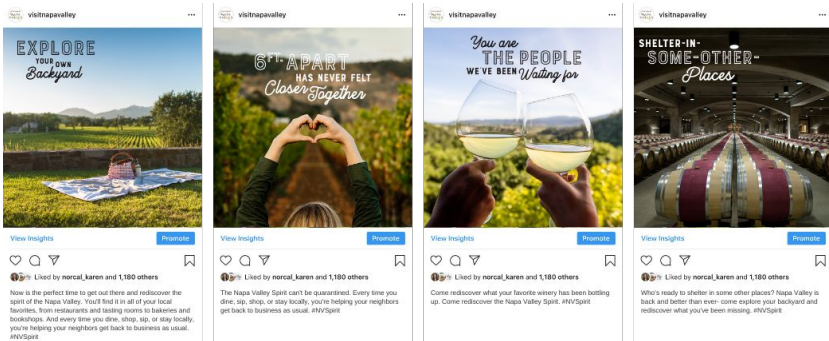
### Paid Advertising

- Billboard
- NV Register
- Marketplace
- Radio
- Paid Social

# Napa Valley Spirit

## CREATIVE MESSAGING

### HWY 29 Billboard



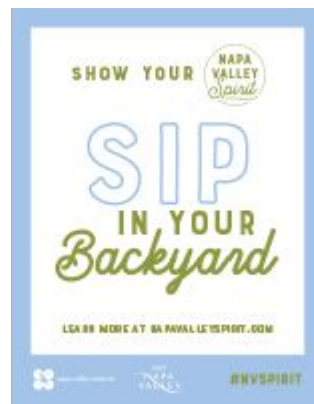
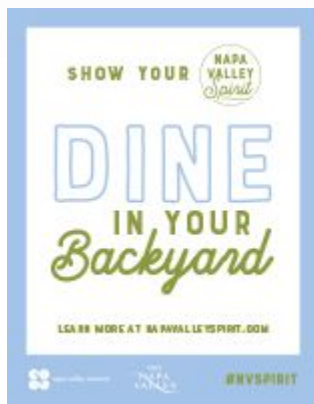
Napa Life

Social

## Napa Valley Spirit



Signage



# Napa Valley Spirit

## WIP CREATIVE MESSAGING

### HEADLINES

Explore your own backyard. Beyond your own backyard. (general)

Who's ready for a homecooked meal cooked outside of your home? (dining)

You can stay at home without staying in your house. (hotel)

Your neighborhood isn't simply the street you live on. (general)

Come rediscover what your favorite chef has been up to.

Come rediscover the Napa Valley Spirit. (dining)

Come rediscover what your favorite winery has been bottling up.

Come rediscover the Napa Valley Spirit. (wine tasting)

Come rediscover what your favorite restaurant is serving up.

Come rediscover the Napa Valley Spirit. (Dining)

Come rediscover your personal wellness.

Come rediscover the Napa Valley Spirit. (Spa)



## Napa Valley Spirit

### WIP CREATIVE MESSAGING

#### SOCIAL POST (GENERAL SUPPORT)

##### HEADLINE

Explore your own backyard. Beyond your own backyard.

##### POST COPY:

Now is the perfect time to get out there and rediscover the Spirit of the Napa Valley. You'll find it in all of your local favorites, from restaurants and tasting rooms to bakeries and spas. And every time you dine, shop, sip or stay locally, you're helping your neighbors get back to business as usual.



## Napa Valley Spirit

### WIP CREATIVE MESSAGING

#### NAPA VALLEY SPIRIT WEEK

When colleges celebrate Spirit Week on local campuses, they typically do so by designating different themes to celebrate some aspect of the institution in raucous ways. When we host our first Napa Valley Spirit Week, we'll also designate a different theme for each day, which local residents can celebrate at a number of businesses throughout the Napa Valley. Of course, they'll also be helping to stimulate their local economy – which is quite the rage, these days. So, let's uncork some bottles, and get (mildly) crazy as we celebrate all that the Valley has to offer.



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

- Drive awareness and consideration for future visitation.
- 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.
- Engage users through social media channels, as usage has increased considerably during the crisis.
- Utilize highly visual platforms and tactics to appeal to inspire thoughts of future visitation.

# Objectives & Strategies

## Planning Parameters



### Target Audience

#### Luxury Traveler

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

#### Aspirational/Value Traveler

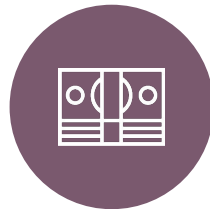
- HHI \$100K-\$200K
- Age: 25-44



### Geography

#### Primary (Drive Markets)

- San Francisco DMA
- Sacramento DMA



### Timing & Budget

#### Flight Dates

- June 8 - August 31, 2020

#### Budget TBD

- \$75,000



### Campaign Measurement

#### Engagement

- CTR
- Sessions
- Time spent (with content and on site)
- Pageviews

## Drive Market Focus

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



### Facebook/Instagram

- Focus on Facebook and Instagram
- Video and single image 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

- Leverage video to show Napa Valley is Better with Time
- Target YouTube Affinity audiences and VNV target
- :30 Video
- Retarget viewers with subseq

**Est. Impressions:** 6.6 million | **Budget:** \$75,000

Est. Reach: 736K | Est. Frequency: 9x

# Better With Time

## CREATIVE MESSAGING

BETTER  
WITH  
*Time*



### 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

### CREATIVE MESSAGING

#### COPY

##### ON-IMAGE TEXT

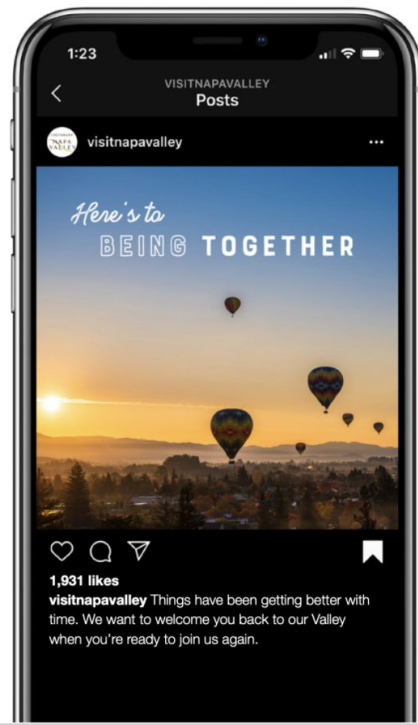
Here's to being together

##### POST COPY:

Instead of 6ft apart. Until then, we're working to ensure you can enjoy all the Napa Valley has to offer, safely—from tasting rooms to restaurants, shops to hotel rooms—and when you're ready to return to the Napa Valley, just know that good things in life are worth waiting for.

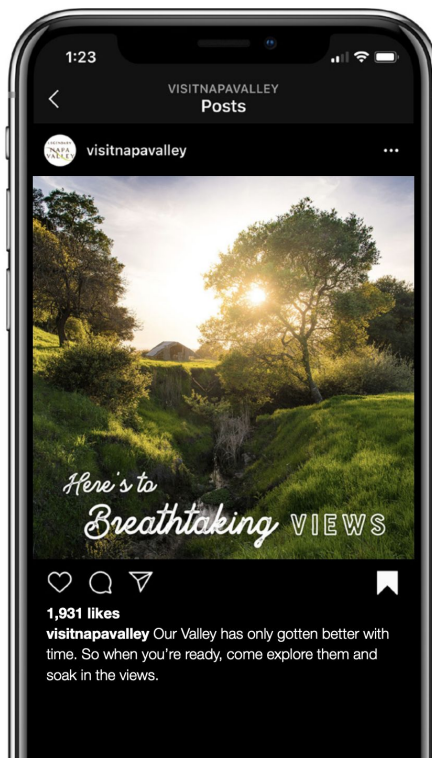
##### HEADLINE

Better With Time



## Better With Time

### CREATIVE MESSAGING





## **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

- 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+



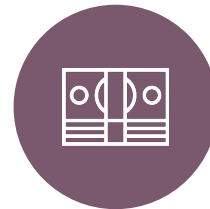
## Geography

### 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)

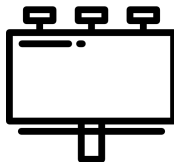
## Media Overview

**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

## Television / OTT

Linear/Broadcast TV provides opportunity to drive awareness and inspire audiences, efficiently reaching both target segments.

96%

Watch linear/broadcast TV,  
with average daily viewing  
time of **3:49\***

69%

Subscribe to Cable/Satellite

73%

Use online TV / Streaming

Online video/streaming will be utilized in conjunction with Broadcast TV to extend campaign exposure.

## YouTube (Online TV)

**Strategy:** Inspire visitors to visit the Valley by targeting Visit Napa Valley's luxury traveler, while also seeding retargeting pools for additional messaging

**Units:** Video :15

**Targeting:**

- Luxury & Aspirational Traveler: Top 30% of HHI, interested in travel and wine
- Retarget video viewers from Phases 1 and 2

**Timing:** August-December

**Budget:** \$14,118



KPI	Benchmarks
Impressions	500,000
Views	175,000
View Rate	40%

## Audio Streaming

Increased audio stream listening provides an opportunity to reach prospective travelers to generate interest in the Napa Valley, while driving website traffic.

# 22%

**Increase in listening  
hours YOY, largely due  
to COVID**

Platform	Target Index	Luxury Coverage	Aspirational Index	Aspirational Coverage	Avg. CPM	Avg. Click to Session*
Spotify	117	21%	159	28%	\$18.43	75%
Pandora	117	20%	101	17%	\$13.87	87%
iHeartRadio	108	3%	207	6%	\$12	N/A

Spotify offers strong reach of both target segments with Pandora following closely behind. Pandora is more efficient and elicits more direct response.

# Pandora

**Strategy:** Connect with prospective travelers through the power of theater of the mind, using streaming audio across devices to inspire travelers to visit the Napa Valley website to learn more

## Units:

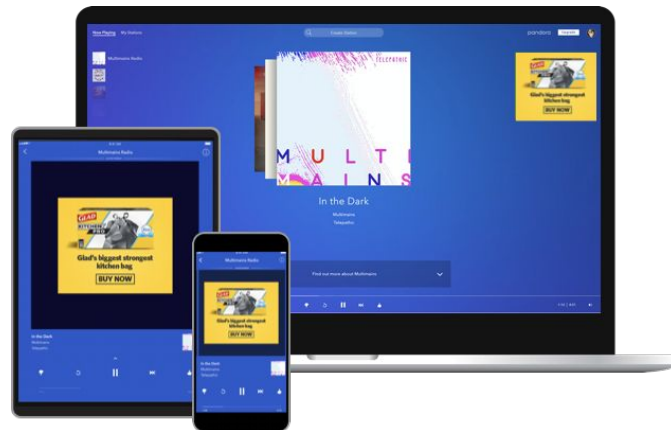
- Video :15 & Companion Banners
- Audio Spots & Companion Banners

## Targeting:

- Geotargeted to San Francisco DMA and Sacramento DMA
- Luxury Traveler: HHI \$200K+, interested in wine
- Aspirational traveler: HHI \$100-\$200K, interested in wine

**Timing:** August-September, 6-weeks flighted

**Budget:** \$100,000



KPI	Benchmarks
Impressions	7,300,316
CTR	0.25%
Sessions	12,000
TOS	0:30

# Out-of-Home

## Approach:

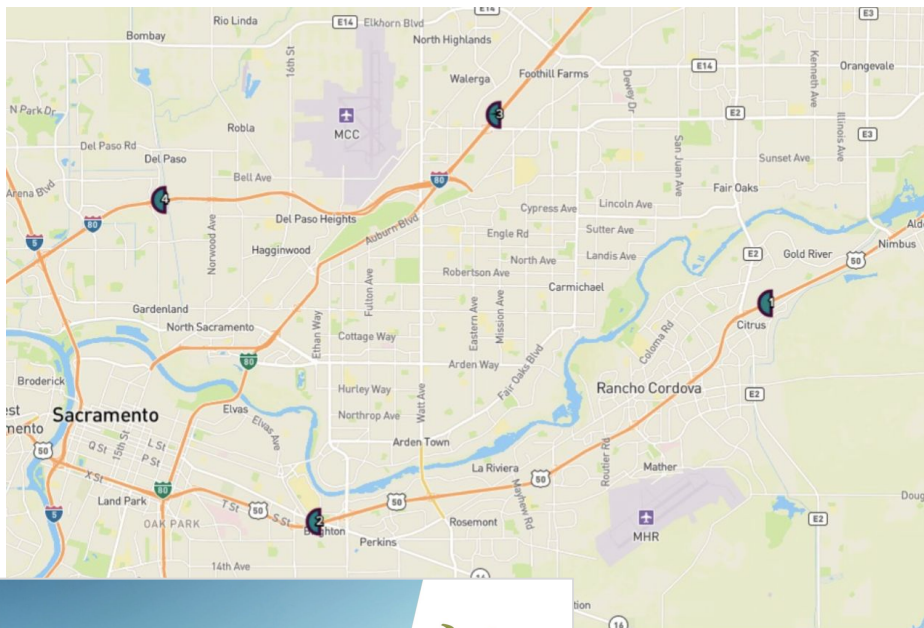
- Focus on greater Sacramento Area
- 2x LED Bulletins per period, 12-weeks total
  - Units will rotate between 4-high profile freeway units
- Rotate multiple creative executions to inspire prospective visitors
- Incorporate mobile digital retargeting of those exposed to LED units
  - Geofenced OOH units
  - VNV segment targeting
  - Drive traffic to VNV site for deeper connection

**Timing:** August-October, 8-weeks

**Budget:** \$34,118

## Goals:

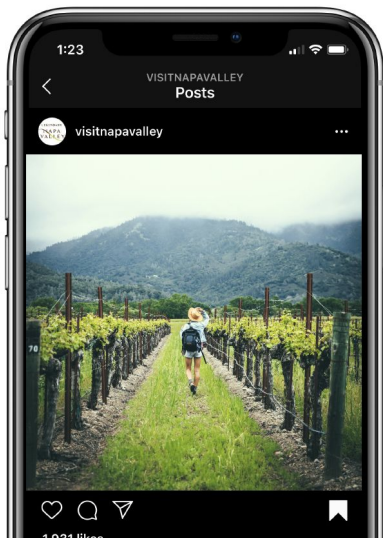
- OOH Impressions: 7.5 million
- Digital impressions: 1.4 million
  - Sessions: 700



## Social Media

Utilize social media platforms to engage audiences and drive traffic to Visit Napa Valley's website for deeper exploration.

**Lean into Facebook and Instagram, leaders in the social space and proven performers for Visit Napa Valley.**



Platform	Luxury Reach	Aspirational Reach
Facebook	83%	79%
Instagram	64%	57%
Pinterest	45%	40%
Twitter	61%	54%
Snapchat	48%	36%
TikTok	33%	16%

## Facebook/Instagram

**Strategy:** Welcome visitors back to the Valley by leveraging Visit Napa Valley's luxury traveler and lookalike audiences to reach the most opportunistic travelers, while seeding retargeting pools for subsequent messaging specific to other Valley destinations

**Units:** Video :15 & Single Image Units

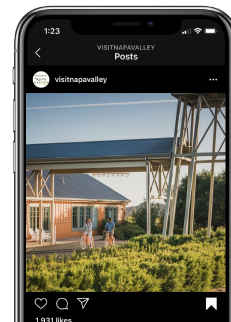
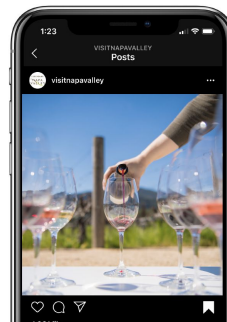
**Targeting:**

- Luxury & Aspirational Traveler: Top 30% of HHI, interested in travel and wine
- Lookalike audience of site visitors
- Retarget video viewers and site visitors from Phases 1 and 2 to drive consideration

**Timing:** August-December

**Budget:** \$35,294

KPI	Benchmarks
Impressions	3,500,000
CTR	0.4%
Sessions	12,000
TOS	0:20
ThruPlay Views	140,000
View Rate	25%



## Programmatic

Leverage data and efficiency through Google Display Network to drive qualified website traffic volume.

Access to

**90%**

Of Internet Users

Highly efficient with a

**\$0.62**

FY20 avg. cost per session

# Google Display Network

**Strategy:** Drive highly efficient reach and traffic among Visit Napa Valley's target audience by utilizing Google's vast network, incorporating retargeting to move prospects to explore partner properties

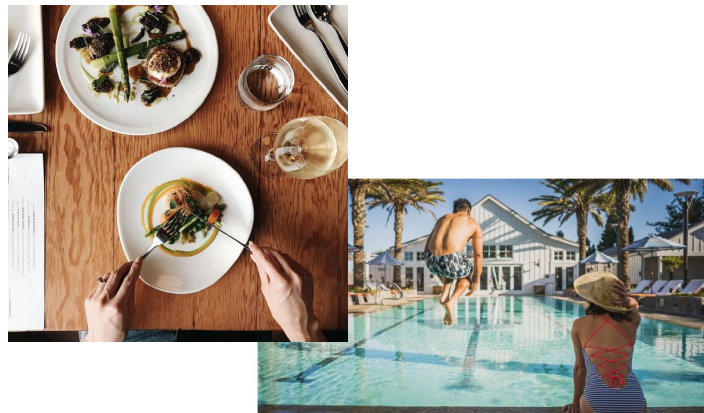
**Units:** Responsive Display

## Targeting:

- Luxury & Aspirational Traveler: Top 30% of HHI, interested in travel and wine
- Retarget video viewers and site visitors from Phases 1 and 2 to push traffic to towns sites

**Timing:** August-December

**Budget:** \$23,000



KPI	Est. Weekly Benchmarks
Impressions	5,300,000
CTR	0.7%
Sessions	20,000
TOS	0:20

## Search

**Strategy:** Drive highly engaging site traffic from Visit Napa Valley's target audience by capitalizing on users actively searching travel destinations

**Units:** Sponsored Text Ad

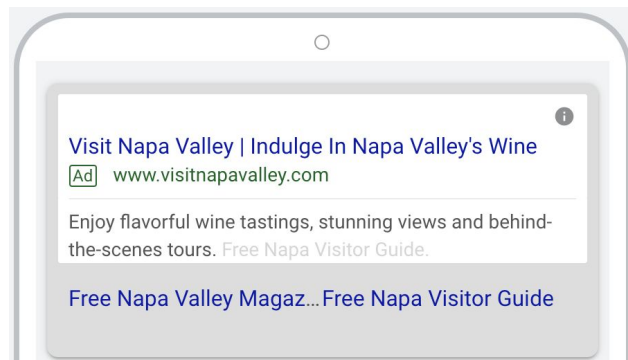
**Targeting:**

- Top 30% HHI (Luxury & Aspirational targets)
- Audit Napa Valley's current keyword lists to streamline and capture users with a strong intent to travel

**Timing:** August-December

**Budget:** \$17,620

KPI	Est. Weekly Benchmarks
Impressions	37,500
CTR	8%
Sessions	3,000
TOS	0:45



# Measurement Framework

## Measurement Overview

- Custom dashboard for each campaign for aggregated reporting, in near real-time (updated with reporting cadence)
- KPIs and benchmarks established to define program success to monitor progress and performance
- YoY comparisons to be applied as appropriate
- Performance measures largely driven by post-click data, will incorporate post-view data where applicable
- Monthly reporting check-ins to review performance
  - Real-time concerns to be addressed during Weekly Status

## Deliverables

- Reporting calendar
- Campaign insights and analysis via companion doc (Word)
- Optimizations and considerations based on campaign performance
- Final campaign wrap report (PPT)
- Appropriate tracking pixels from Mering, to be implemented by web developer

Awareness	
<b>Impressions: 25 million</b>	<b>Audience reach: 1.4M Avg. frequency: 17x</b>
<b>Video Views: 519K</b>	<b>Video Views: 28%</b>
Engagement	
<b>CTR: 0.47%</b>	<b>Sessions: 48K</b>
<b>TOS: 0:22</b>	

# Raise A Glass

## VIDEO - Digital



We open on a group of friends cheering.

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

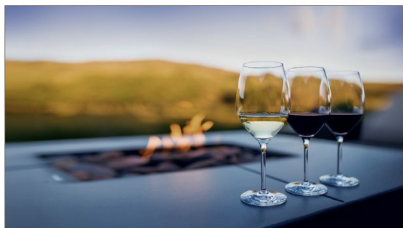


We see a couple hiking,



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](http://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**

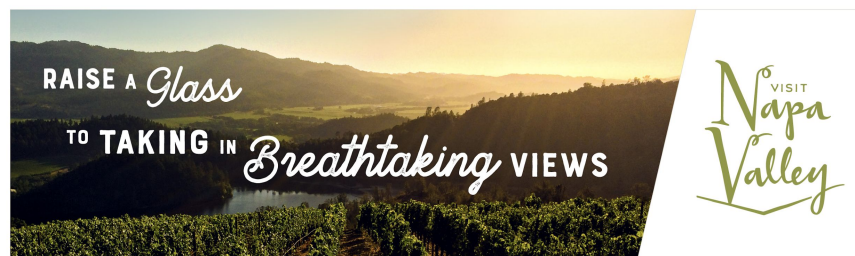
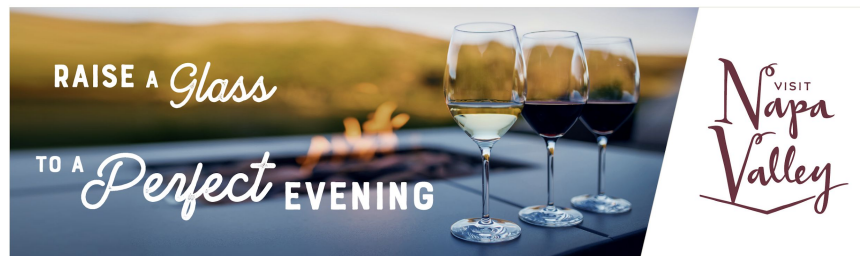
### PANDORA 500X500



### 300X250



## Raise A Glass OUT OF HOME (SACRAMENTO)



# Raise A Glass

## FACEBOOK/INSTAGRAM

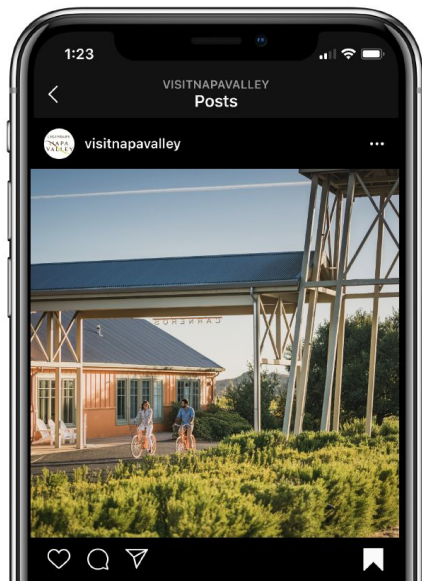
### RESORT BOOK TRIP

#### 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

# Raise A Glass

## GOOGLE DISPLAY NETWORK



### RESORT 2

#### Short Headline (25):

Book it to the valley

#### Long Headline (90):

Check in and then check out the Napa Valley's best-kept-secrets.

#### Description (90):

Raise a glass to pairing a wine-tasting getaway with your closest friends.

#### Business Name (25):

Visit Napa Valley



### WINERIES 1

#### Short Headline (25):

Raise a glass or two

#### Long Headline (90):

Raise a glass to pairing old vine wines with new friends at our selection of 400 wineries.

#### Description (90):

Raise a glass to old wines and new friends. Where our family-owned wineries feel like home.

#### Business Name (25):

Visit Napa Valley



### OUTDOOR/WELLNESS 1

#### Short Headline (25):

Fresh air & experiences

#### Long Headline (90):

Enjoy the great outdoors in the valley with scenic views and plenty of activities.

#### Description (90):

Peacefully unwind in nature or explore our winding hiking trails in the Napa Valley.

#### Business Name (25):

Visit Napa Valley

### 10 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																																									

**THANK YOU.**

