



HOFFMAN YORK



The Outer Banks of North Carolina Marketing Summit

FY20/21 Planning Strategies and Co-op Opportunities

June 9th, 2020

Today's Topics

- I. FY20/21 Planning Strategies
- II. FY20/21 Co-op Opportunities

In Recent Months . . .

March 17th: Visitor access restricted to Dare County. Paused all media effective immediately.

May 11th:
Relaunched branded paid search efforts.

May 25th:
Relaunched all TV and digital efforts with “Open” creative.

Pre-COVID-19:
FY20 OBVB meals and occupancy tax was pacing ahead, trending ahead of scheduled goals

April 29th:
New creative launched. Media limited to remarketing ads to provide ongoing communication to those visiting outerbanks.org website.

Memorial Day weekend
brought visitors to the OBX as bookings start to rebound. PSAs encourage responsible traveler safety behaviors.

→ **Ongoing:** social community management (virtual sharing OBX inspiration) →



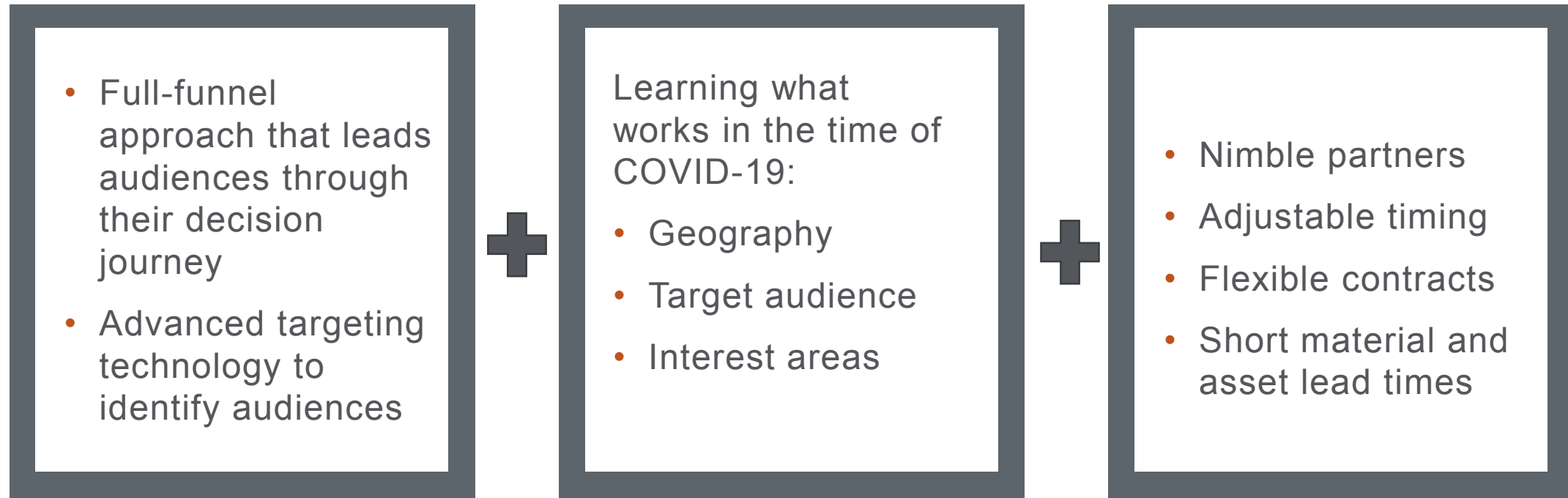
How have realities of COVID-19 and today's evolving traveler mindset reshaped FY20/21 planning?

FY20/21 Planning Strategies

FY20/21 Planning Approach



FY20/21 Planning Approach



Fundamental Strategies

A diverse, full-funnel program that moves targeted audiences through their decision journey

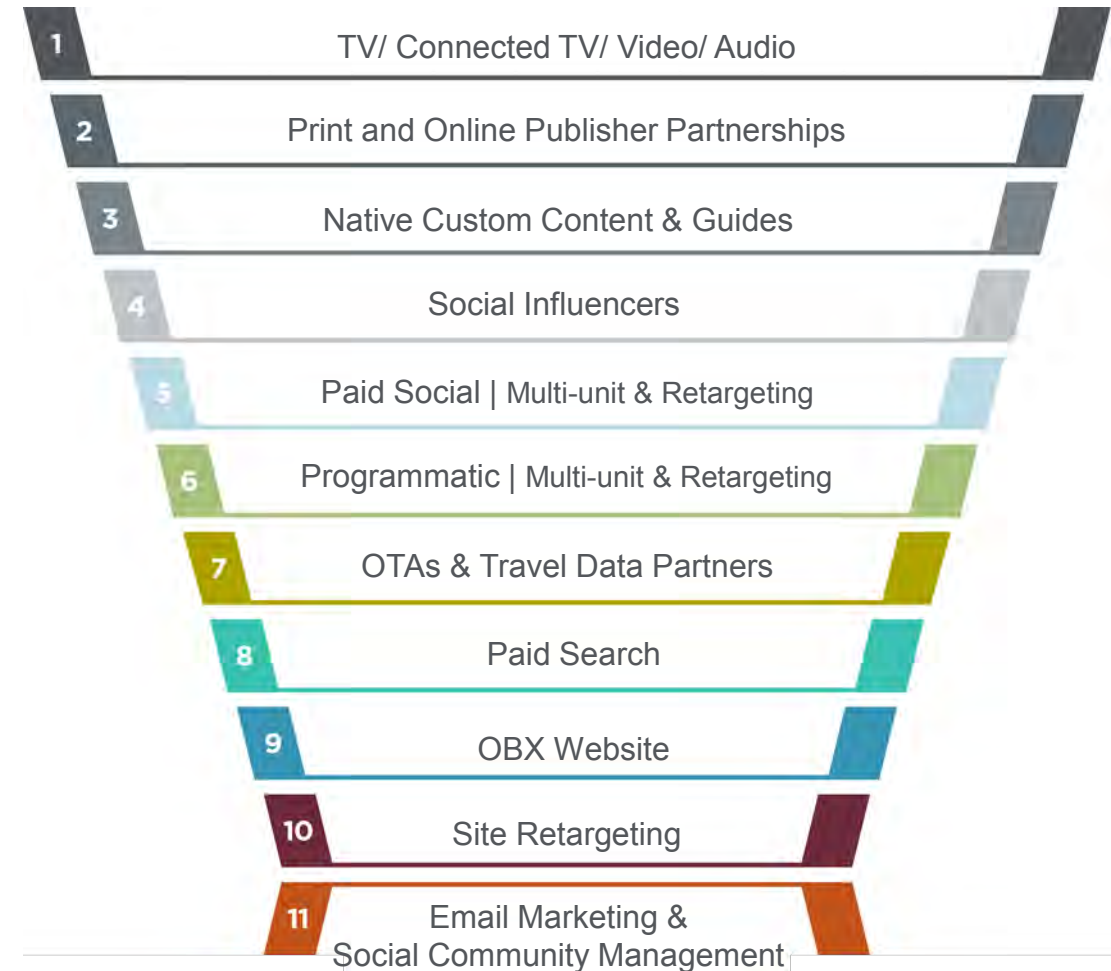
Brand building and top-of-mind inspiration



Information and familiarity



Nurture advocacy and community interest



Fundamental Strategies

Advanced Targeting Technology

Access to 100+ data partners to identify Empty Nesters and Affluent Families, location habits, interest areas, etc.



Cross-Device and HH Targeting

Engaging all decision makers in the household with cross-device targeting.



Timely Insights

Research shows that U.S. travelers are most likely to consider road trips and to stay closer to home



Timely Insights

While the road tripping trend aligns well with our typical OBX visitor, OBX's previous source markets may not perform the same for FY20/21 due to many factors affected by COVID-19

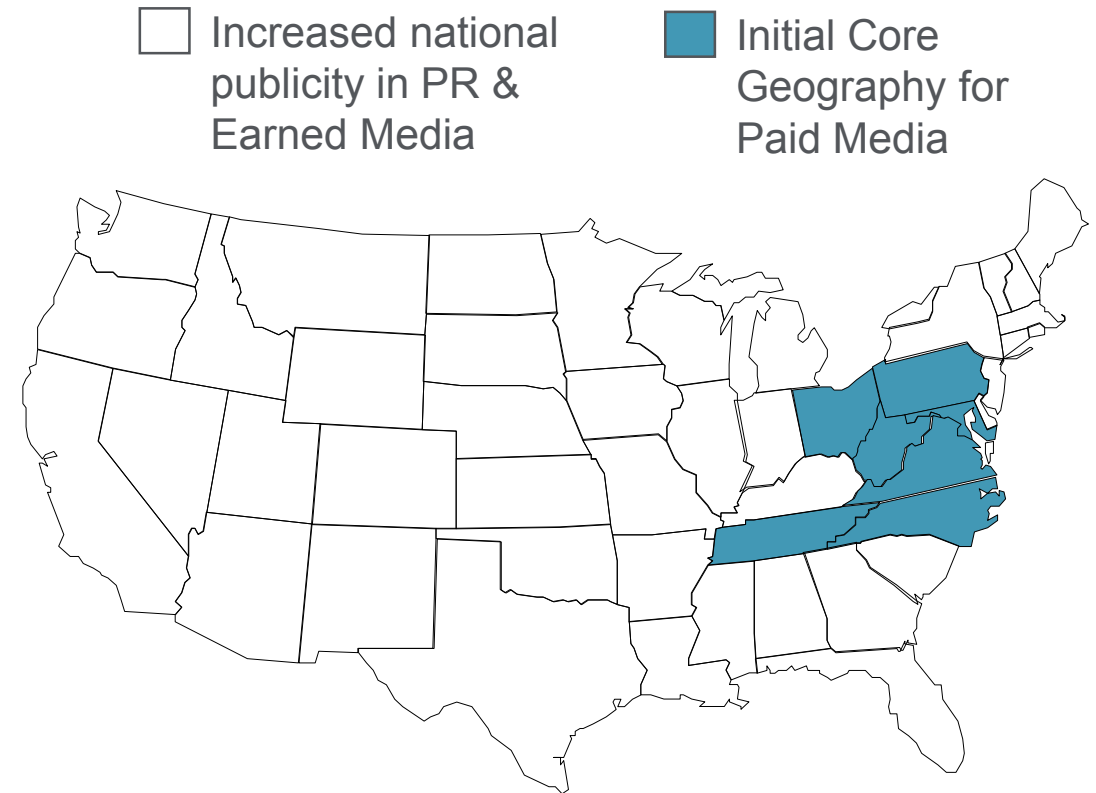
- Travelers who once preferred to fly to other destinations will now be looking for drive options
- Traveler mindsets may vary by state based on how COVID-19 impacted that state in cases and economically
- OBX recently featured nationally in many PR/earned media articles because OBX has what travelers want right now (open beaches)



Timely Insights

Expect to adjust seasonally based on most recent performance by geographies and audiences:

- Media metrics
- Google Analytics site metrics
- Arrivalist data
- COVID-19 cases (second wave)



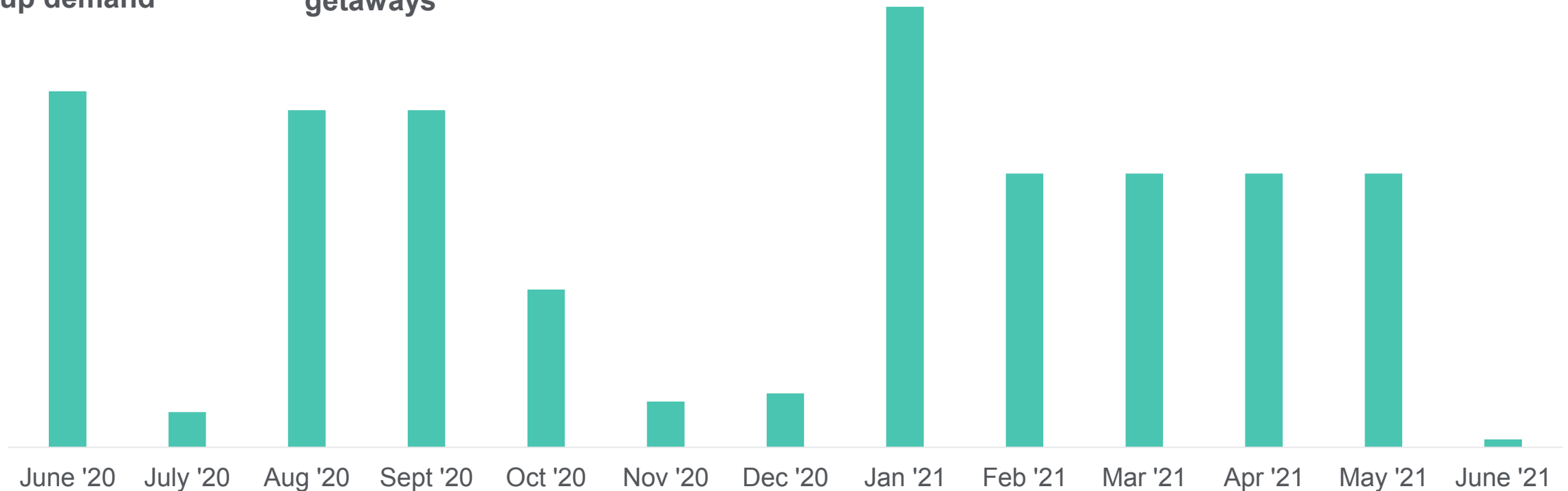
Nimble Flexibility on a Monthly Basis

Higher spend in June to capture immediate pent up demand

National research shows travelers are considering fall getaways

2020's January media push helped OBX get off to a great start for spring/summer

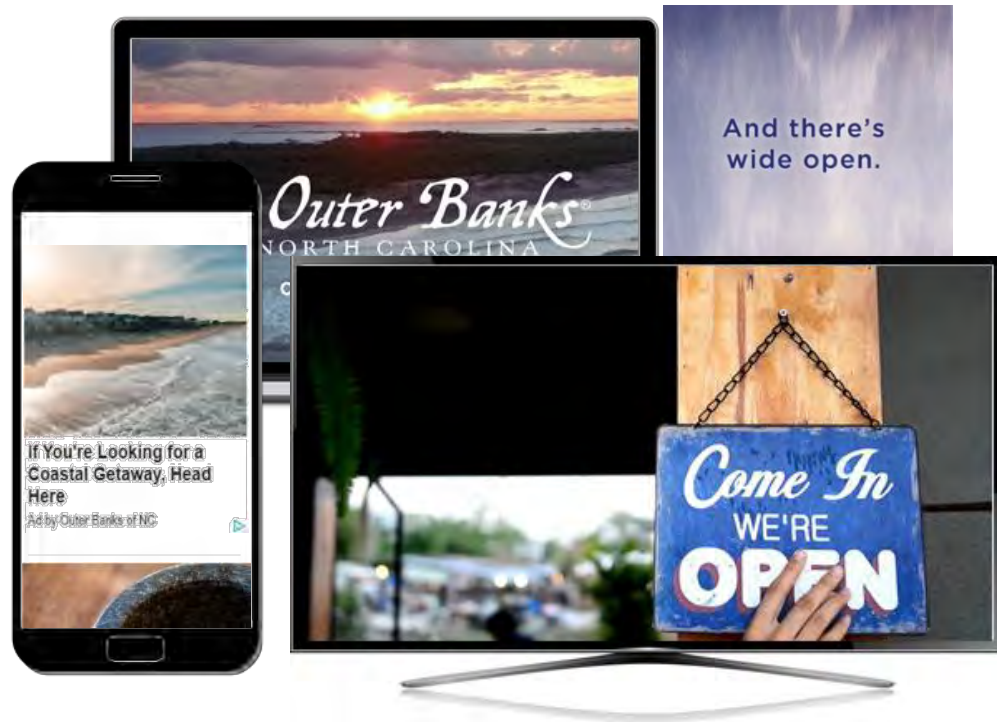
All monthly allocations are fluid and subject to change with a moment's notice



Nimble Flexibility

Creative Assets

Ongoing messaging adaptations due to the coronavirus pandemic



Making the most of increased site traffic due to the popular hit series, Outer Banks



TV, CTV & Video: “Today’s Word” (:30 and :15)



Today's word is... open



Open road.



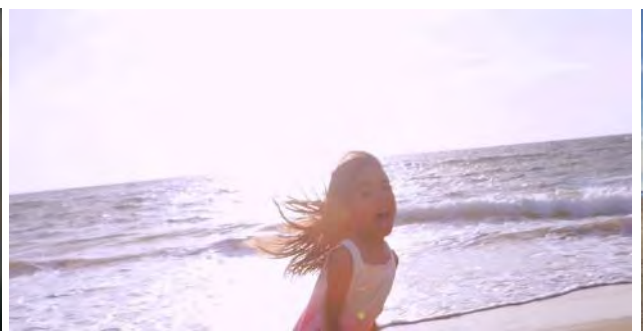
Open toed.



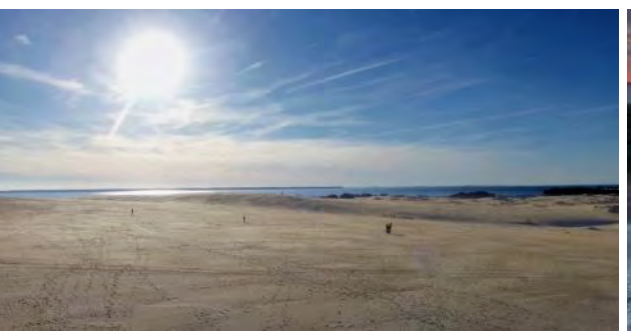
Open minded.



Open wide.



Let's celebrate open.

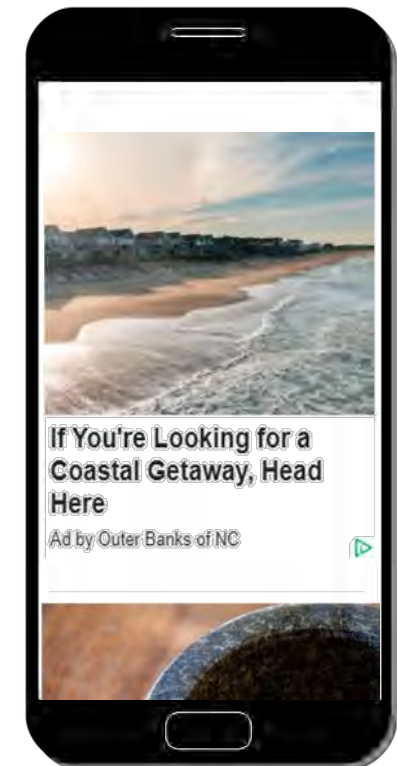
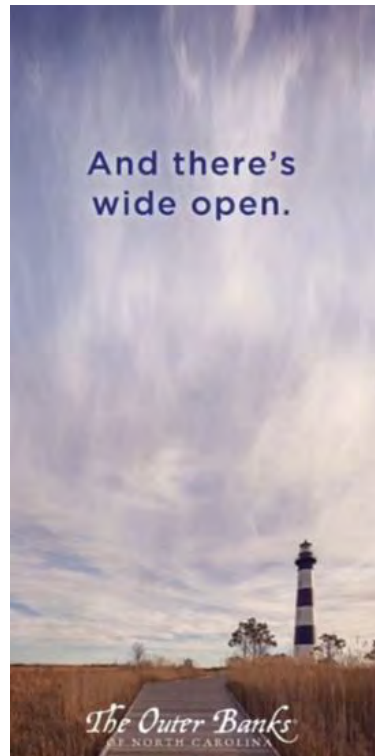


Let's be safe. Smart. And have fun.



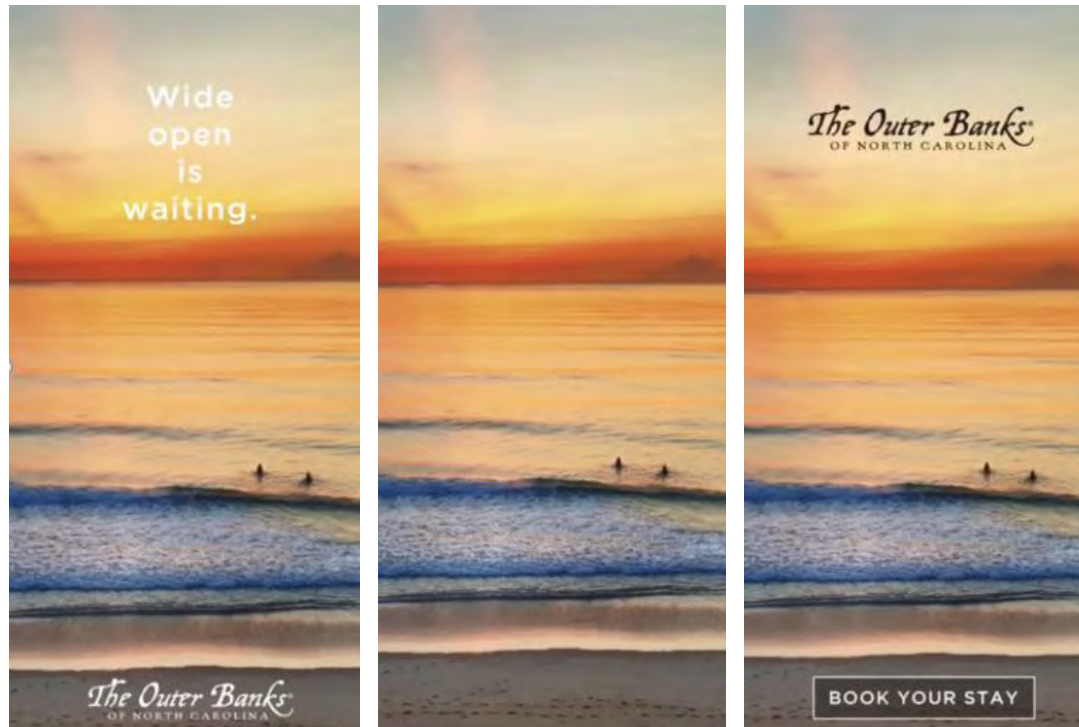
At the place that's not just open. But wide open. Outer Banks.

Digital Banners & Native: First Touch

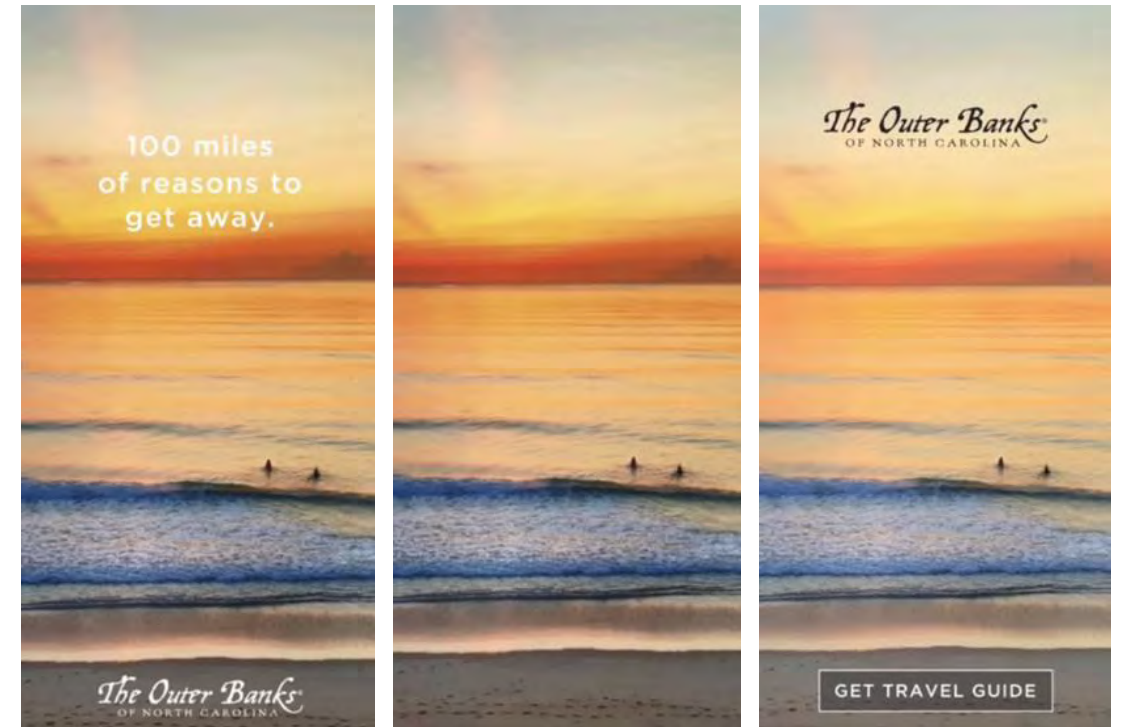


Digital Banners: Remarketing

Where to Stay



Travel Guide



Monthly Emails to OBVB Email Subscribers

- Ongoing monthly emails:
 - (1x) Themed email with long-term content
 - (1x) Promotional email with short-term content
- Testing different content by audience segmentation
 - Family pool has sufficient numbers
 - Other activity-based segments continue to grow
- Incorporating FY20/21 campaign elements
- Aligning email creative with new website look



FY20/21 Co-op Opportunities

FY20/21 Co-op Opportunities

The Outer Banks Visitors Bureau is excited to create new FY20/21 opt-in cooperative opportunities in support of our OBX community partners.



FY20/21 Co-op Opportunities

Emails



Monthly OBVB
Themed Island
Emails

Articles



Articles that OBVB is
writing to feature
various aspects of OBX

Inspiration Guide



OBVB Travel Guide
produced by Meredith
Publishing and poly-bagged
as an insert in a 2021
Southern Living issue TBD

Themed Emails

Themed Emails

to OBVB email subscriber list

- Based on a similar structure as the monthly informational emails: Simple and practical content for planning a trip to the OBX
- Addresses some of the hardest questions visitors are faced with:
 - Which island do we make our home base?
 - What's the difference between the islands?
 - Where are the activities that we're drawn to, and where's the most convenient place to stay?
- Three email themes (in no priority order):
 - Hatteras Island
 - Roanoke + Dare Mainland
 - Northern Beaches
- Each will be sent to a total of 213,000 email recipients from July 29th – August 26th

Sample Email

[View in browser](#)

The Outer Banks[®]
OF NORTH CAROLINA



At the heart of the Cape Hatteras National Seashore, first time visitors and veterans alike are amazed at just how much undeveloped beach wilderness exists between the island's seven village communities. Imagine endless stretches of natural beaches, sand dunes and sea oats, with the Atlantic Ocean gently roaring to the east, and the vast shallow bay of the Pamlico Sound to your west.

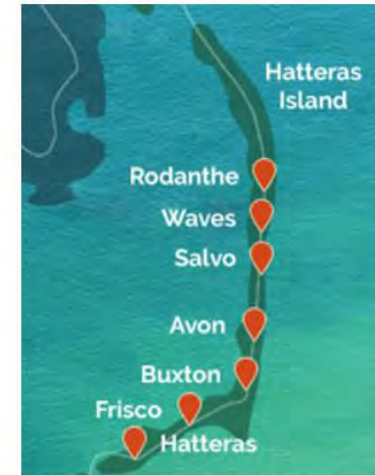
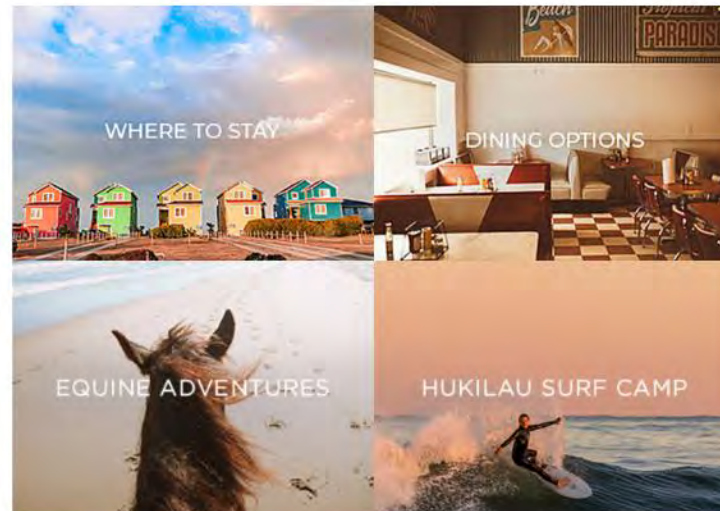
- FEATURED PARTNER -

Breakwater Inn
Dock. Dine. Unwind.



Don't Miss This Breakwater Inn Offer!

- START PLANNING -



Hatteras Island

The southern-most island of the Outer Banks, consisting of these villages:

- Rodanthe
- Waves
- Salvo
- Avon
- Buxton
- Frisco
- Hatteras

[More about Hatteras Island](#)



The OBX Themed Emails

FY20/21 Co-op Advertising Rates

Production: OBVB/Hoffman York

Asset Spec Requirements:

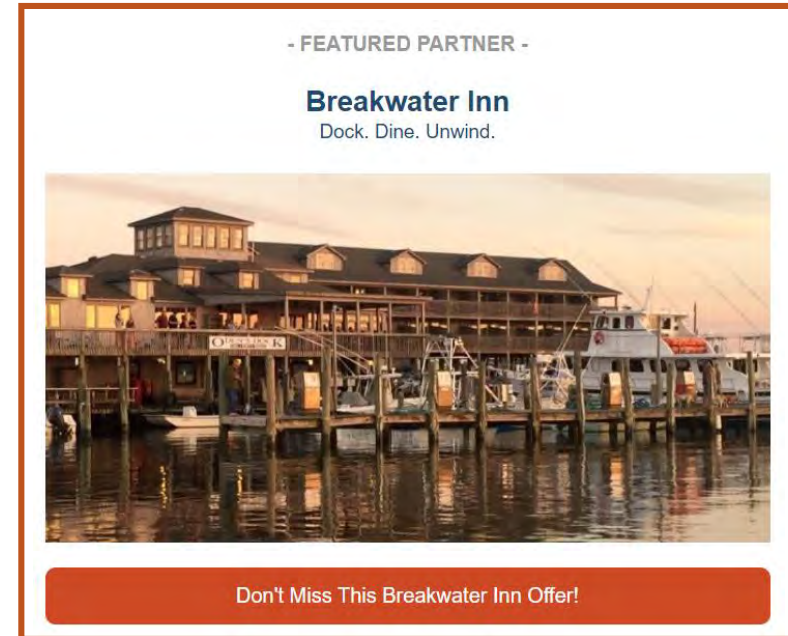
- All partners to provide image and name
- Featured partner to also provide tagline, copy line and offer promo link (optional)

Three Themed Emails (in no priority order):

- Hatteras Island
- Roanoke + Dare Mainland
- Northern Beaches

Total Distribution per Theme: 213,000

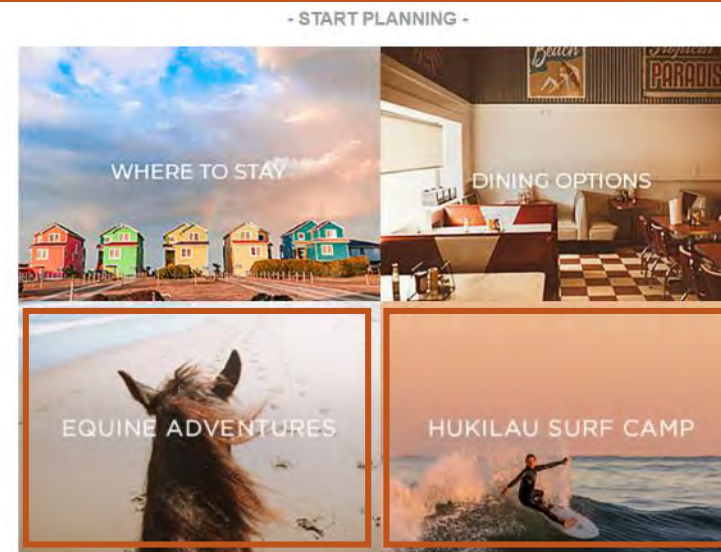
Deadline: Friday June 26th, 2020



Featured Position

Rate: \$750 per email

Avails: 3x (1x per email)



Planning Partner Position

Rate: \$350 per email

Avails: 6x (2x per email)

Themed Email Timeline

Email Recipients by Last Name	Week 1 (July 29)	Week 2 (August 12)	Week 3 (August 26)
A - I	Hatteras Island	Northern Beaches	Roanoke + Dare Mainland
J - Q	Roanoke + Dare Mainland	Hatteras Island	Northern Beaches
R - Z	Northern Beaches	Roanoke + Dare Mainland	Hatteras Island

Overall Email Strategy Timeline (July – Sept)

- **July:**
 - 7/15: July Mid-Month Newsletter: Family-Specific and Non-Family Emails
 - 7/29: Co-op Email #1 (All three themes)
- **August:**
 - 8/12: Co-op Email #2 (All three themes; swapped rotation by address)
 - 8/26: Co-op Email #3 (All three themes; swapped rotation by address)
 - *Skip* Mid-Month Newsletter in August
- **September:**
 - 9/16: September Mid-Month Newsletter: Geographic Segmentation

Themed Articles

Themed Articles

written and hosted by OBVB

- OBVB will be writing articles with the goal of featuring multiple partners in the article under a common theme
- Topics will be inspirational; themes TBD pending which partners choose to participate
- Each article is guaranteed to receive a minimum of 500 article views on the Outer Banks website
- Benefit of articles is that they don't feel like an ad and appear organic to the site
- To ensure guaranteed viewership, OBVB will be buying digital ads to drive traffic to the articles

OBX Themed Articles

FY20/21 Co-op Advertising Rates

Production:	OBVB/Hoffman York
Article Guaranteed Views:	min. 500 per article
Advertising Rate:	\$750 per article
Number of Articles:	TBD pending interest
Number of Partners per Article:	5*
Early Interest Deadline:	Friday June 26 th , 2020
Final Commitment:	Friday July 10 th (OBVB to provide themes, asset requirements and more details in advance of commitment deadline)
“Go Live” Month:	August



OBX Inspiration Travel Guide

The OBX Inspiration Travel Guide

with Meredith Publishing

- Multi-paged insert dedicated to OBX inspirational planning ideas
- Custom created by Meredith Publishing, home of several of the top published magazine and digital titles in the U.S.
- This piece will be distributed as a stand-alone insert that is polybagged with a 2021 spring issue of Southern Living magazine (612,000 regional circulation)
- Similar length/width dimension as Southern Living magazine
- Optional to also print overrun copies in advance for extra use

The OBX Inspiration Travel Guide

FY20/21 Co-op Opportunities

Quarter Page Integrated Ad



Company Name Bolded Mention



The OBX Inspiration Travel Guide

FY20/21 Co-op Advertising Rates

Quarter Page Integrated Ad

Production: All ads to be created by Meredith Publishing to look and feel part of the guide

Specs: Partner to provide image and highest priority copy points

Polybagged Circulation: 612,000

Advertising Rate: \$5,000 each

Slots Available: 8

Deadline: Friday June 26th, 2020

SPECIAL PARTNER SECTION

ELKHART LAKE
THE PLACE TO PLAY
On land or in the water, Elkhart Lake offers a plethora of recreation options for your favorite season. Crystal clear and 120 feet deep, the blue-green water of spring-fed Elkhart Lake is ideal for swimming, paddling, fishing and pontoon cruises. Take in the season's colors on nearby hiking and biking trails, get the adrenaline pumping with motorsports racing at Road America, or unwind with 27 holes of golf at Quilt Qui Qu Golf Course.
ELKHARTLAKE.COM 877/355-4278

MAKE YOUR CALENDAR Visit the Farmers and Artisans Market on Saturday mornings through mid-October for fresh eats and creative local art.

LAKE LIFE With multiple Lake Michigan access points, the Manitowoc-Two Rivers region is home to some of the best paddling in the state.

MANITOWOC MAGIC
Cool breezes off Lake Michigan do something magical to trees along the coast, creating the perfect mix of brilliant reds, oranges and yellows. Explore by car, by bike or on foot. Visit Manitowoc and coast for a while.
COASTTOWHILE.COM 800/627-4896

GET OUT AND EXPLORE
WASHINGTON COUNTY
Relax and discover the great outdoors in Washington County. Located 30 minutes northwest of Milwaukee, the area features inland lakes and woodlands that complement a wide variety of recreational activities, including hiking, hunting, boating, fishing and golfing.
VISITWASHINGTONCOUNTY.COM 888/574-6667

WORTH THE VIEW The view from historic Holy Hill features gently rolling landscapes created by glaciers to form the Kettle Moraine region.

SPECIAL PARTNER SECTION

A FRESH KENOSHA ADVENTURE VISITKENOSHA.COM 800/954-7209

Kenosha HarborMarket
Discover whimsical pumpkin farms, hayrides and corn mazes to delight the kids. Experience the spirit of an Oktoberfest celebration or an authentic outdoor bürgerfest, whatever your interests lie, you're graced when you visit the Kenosha area.

Oktoberfest
Kenosha is filled with local treasures and hidden gems to explore this fall. Enjoy a sprawling lakefront farmers market offering seasonal foods, flowers and unique art. Shop an array of one-of-a-kind galleries and boutiques for gifts that warm the heart.

SHOPS AMT Explore Lake Michigan aboard the window Tarp Shop Peddler. Crates run through early October.

REJUVENATE AT HEIDEL HOUSE
Tucked away on the gorgeous shores of Green Lake, Heidi House Resort and Spa is a Midwest destination that's sure to please. Memorable experiences await: luxurious dining, cruises along the lake and plenty of pampering at Evensong Spa.
HEIDELHOUSE.COM 888/444-2812

BELOIT'S FALL RUSH
Attend a music festival, shop the Beloit Farmers' Market, indulge in apple cider donuts at an orchard, take a tour of an 1868 grist mill, or simply view fall colors with a hike, bike or paddle along the Rock River.
VISITBELOIT.COM 608/365-4838

QUILT LODGE Beckman Mill County Park features a gift shop, creamery, garden and nature trail to add to its star attraction.

SCENIC DRIVES Take a swing at 96 golf holes on four courses situated within minutes of Heidi House Resort and Spa.

The OBX Inspiration Travel Guide

FY20/21 Co-op Advertising Rates

Company Name Bolded Mention

Production: Company name (bolded) and call out to be included in themed listicle

Specs: Partner to provide name and call out

Themes: TBD pending those who sign up (e.g. fish tacos, sunset views, outdoor fun, etc.)

Polybagged Circulation: 612,000

Advertising Rate: \$1,500 each

Slots Available: 12

Deadline: Friday June 26th, 2020



Stay Tuned for More Co-op Details, Reminders and
Sign Up Forms Coming via Email Next Week!

Thank You.



HOFFMAN YORK
