

TOURISM DAY SUMMIT



Breakout Session 1B

Maximizing Destination Visibility:

Crafting an Effective Media Mix for the Pocono Mountains

Presented by

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Maximizing Destination Visibility: Crafting an Effective Media Mix for the Pocono Mountains

Sarah Akrami, May 22, 2024, NBC Local

NBC LOCAL PHILADELPHIA 2024



Agenda

- Importance of a Multi-Platform Adv Strategy
- Leverage the Power of Multi-Platform
- Relevant Platforms for Effective Campaigns
- Consistent Messaging Cross platforms
- Successful Campaigns
- Q&A





Importance of a Multi-Platform Advertising Strategy



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Why Multi-Platform Advertising?

Definition/Strategy - A multiplatform advertising strategy involves utilizing multiple channels or platforms to promote a product, service, or brand. Instead of focusing on a single advertising channel, such as television or social media, a multiplatform approach leverages various platforms simultaneously to reach a broader audience and increase the effectiveness of the advertising campaign.

Benefits-

- Cohesive/ Consistent Message
- Broader Reach and Increased Engagement
- Targeted advertising and better ROI

Goal-

- Increase overall visitors to Pocono Mountains
- Attract diverse demographic groups
- Boost off-season tourism “Bliesure”



Leverage the Power of Multi-Platform



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WHO WE ARE

We are one innovative powerhouse: NBCU Local is the combined strength of NBC10, NBC Sports Philadelphia, Telemundo 62, and NBC Spot On featuring Peacock.

We have the unmatched ability to reach the local English and Spanish language news audiences and the loyal, passionate sports fans. Your consumers!

We embrace diversity and inclusion by using our full portfolio of assets, reaching the broadest possible audience, with the ability to target our customers specific needs.

We are driving transformation, producing more live daily content that connect with more viewers through our portfolio of 23 different advanced media platforms that extend deep into our communities that we proudly serve.

The Power of One Team:



The Power of One Team: NBCU Local Philadelphia



TELEMUNDO 62:

- ✓ ONLY LOCAL HISPANIC NEWS STATION
- ✓ GROWING HISPANIC AUDIENCE
- ✓ TOP RATED SPORTS/ENTERTAINMENT:
- ✓ PREMIER SOCCER LEAGUES
- ✓ PARIS OLYMPICS
- ✓ MISS UNIVERSE
- ✓ LATIN MUSIC AWARDS
- ✓ LOCAL INTEGRATION INTO
- ✓ "ACCESO TOTAL" LIFESTYLE SHOW

NBC10:

- ✓ MOST HONORED LOCAL NEWS PRODUCT
- ✓ PREMIER SPORTS and SPECIALS
- ✓ EAGLES BROADCAST PARTNER
- ✓ INNOVATIVE DIGITAL AND SOCIAL CONTENT
- ✓ UNIQUE/CUSTOM CONTENT INTEGRATIONS
- ✓ "PHILLY LIVE":
- ✓ ONLY DAILY MULTIPLATFORM LIFESTYLE SHOW
- ✓ COMMUNITY EVENTS & ACTIVATIONS



NBC SPORTS PHILADELPHIA:

- ✓ #1 RATED SPORTS PROGRAM
- ✓ PRE & POST GAME EAGLES SHOWS
- ✓ HOME TO PHILLIES, FLYERS AND SIXERS
- ✓ LARGE & LOYAL PODCAST AUDIENCE
- ✓ SIGNIFICANT LIVE STREAM AUDIENCE
- ✓ CUSTOM SPORTS INTEGRATIONS
- ✓ UNIQUE FAN ACTIVATIONS

DIGITAL SOLUTIONS:

- ✓ OTT:
- ✓ PEACOCK
- ✓ SPOT ON
- ✓ SOCIAL MEDIA
- ✓ OUT OF HOME SOLUTIONS:
- ✓ TAXI TV/TAXI TOPS
- ✓ QUEST DIAGNOSTICS

NEWS

SPORTS

ENTERTAINMENT

DIGITAL

NEW MEDIA

HISPANIC CONTENT

COMMUNITY

OUR PATH TO PARTNERSHIP

The journey begins and ends with your brand, your consumer,
And the connection we will forge between them



TARGET

We'll explore the data: what are your consumers watching? Where and how are they watching?

What do they value, and what drives them to act?



CREATE

Powered by this data and your brand's mission, our collective of creatives will work with you to build content that

- Connects you to their fandom
- Aligns you with their culture and causes
- Tells your story on our stage



DISTRIBUTE

Together, we'll seek the platforms and the programming that give your content the greatest chance to thrive and deliver.



MEASURE

Let us show you, with new and ever-growing tools and resources, how far your content traveled and how deeply you connected with the consumers who drive your brand's growth



Relevant Platforms for Effective Advertising Campaigns



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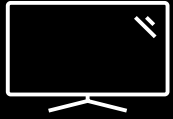
Your Custom Content Lives on the Best Platforms to Reach Your Target



We optimize your creative for each platform and distribute across all screens, reaching your target consumer, delivering on your KPIs and inspiring action.

Multi-Platform Benefits

How they work together



Linear Video



- Mass Audience
- Established Viewer Base
- Appointment Viewing
- Brand Credibility
- Effective Storytelling
- Measurement ratings
- Live Events
- Sponsorship



Digital Video

OTT / CTV, Livestream, FEP



- Precision Targeting
- Mass Audience
- Detailed Analytics
- Cost Effective
- Interactive
- Higher Engagement Rates
- Diverse Formats
- Anytime viewing
- Innovative Ads
- Fraud Safe



Native & Display



- Seamless Integration
- Increased Engagement
- Higher CTR
- Improved Ad Recall
- Enhanced Targeting
- Broad Reach
- Awareness Building
- Rich Media
- Cost Effective

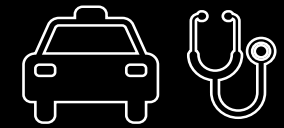


Social

Native Amplification, Influencer Marketing, NIL



- Viral Potential
- Extended Network
- Brand Credibility
- Higher Engagement Rates
- Community Building
- Increase traffic
- Cost- Effective
- Performance Metrics
- Consistent Visibility
- Loyal Audience
- Influencer Reach



Digital Out-of-Home



- Mass Audience Reach
- Continuous Exposure
- Localized Targeting
- Event Specific Placement
- Scalable
- Interactive Features
- Sponsorship



Successful Campaign Details



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Pocono Mountains Visitors Bureau Partnership Recap Summary



NBCUNIVERSAL LOCAL

In partnership with the Pocono Mountains, NBCU Philadelphia engaged audiences with compelling content and drove ticket sales through season-long multiplatform promotion and coverage in English and Spanish, raising strong awareness throughout the marketplace.

Multi-Platform Partnership Highlights Include:

- Custom, collaborative content utilizing local lifestyle shows across platforms across NBC10's *Philly Live*, NBC4's *New York Live*, and WVIT's *CT Live*
- Cross-station Social Promotion with PVB social handshake
- Annual NBC10 7pm 10-Day Weather Presenting Sponsorship
- Robust media schedules including Olympics
- Olympic Live Stream on Peacock
- High Impact Digital Campaign including Homepage/Social Takeovers

**PHILLY
LIVE**



Digital & Native

Display and native content featuring custom linear content

Digital Video

Targeted SPOTON featuring Peacock campaign,
Web, FAST Longform Content Amplification
Cutdown Creative Extensions, PEACOCK



Social

Paid Social Promotion, Collaborative Content Share, Social
Exclusives



Linear

Brand Campaign, Monthly Franchise, Custom Content,
High Quality Dual Language Production, Multi-Market
Content Share



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MOUNTAINS
ANNUAL
PARTNERSHIP

Tentpole Events

2024 Paris Olympic Sponsorship, Phillies, Weather
Sponsorship



Pocono Mountains Visitors Bureau Partnership Recap Summary

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Better Together. Combined Power of NBCU Local



2,593,226

Impressions



1,069,724

Reach

7,597

Reactions

23,619

Link Clicks

Unmatched Reach

NBCUniversal Local delivers unprecedented reach when combining linear broadcast and streaming with **MINIMAL** duplication.

Cross-Platform Drives Greater ROI

Leveraging multiple platforms inherently increases reach and connects with audiences across multiple touchpoints

Data-Driven Solution

Streaming offers advanced targeting to reach exact audiences; attribution measurement tools help understand ad impact and maximize campaign effectiveness through data-driven campaign optimization



Q&A

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THANK YOU!

Sarah Akrami, May 22, 2024, NBC Local

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