

GYKANTLER



SUPPORT LOCAL: GO THE EXTRA MILE CAMPAIGN REPORT 5.24.21



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# Executive Summary

EXECUTIVE SUMMARY:  
CAMPAIGN OBJECTIVES

- Support the local New Hampshire economy by inspiring New Hampshire residents and visitors to support local/small businesses in the state
- Create a unifying campaign that can encompass a variety of activations and industry segments (retail, dining, lodging, attractions, etc.)
- Capitalize on the out-of-state visitation driven by the Visit NH Winter campaign by furthering our New Hampshire message with “support local” CTAs

Target audiences:

- Primary: New Hampshire residents
- Secondary: Out-of-state visitors

Guidelines:

- Flight Dates: January 4 through April 17
- Budget: \$400,000



- “Support Local: Go The Extra Mile” was a success on multiple fronts. It galvanized different industries across the state impacted by the pandemic and raised awareness for an important issue in our communities, to help support the businesses we know and love.
- Our media metrics will help further define success from a KPI perspective, but our collection of content was distributed across all channels helping to drive awareness and engagement with our target audiences.

EXECUTIVE SUMMARY:  
CAMPAIGN TAKEAWAYS

- The “Support Local: Go The Extra Mile” creative resonated well across paid media channels, garnering high video views and engagement rates
- The “supportlocal603.com” website was highly utilized as a method of browsing for local businesses over the campaign period — the site recorded 98,309 users over the campaign period, with 65,847 users coming from campaign media
- Paid social continued to generate high levels of awareness, recording over 2.2 million video views and driving the most web traffic
- Top audiences from a display perspective tended to be urban renter and socialites — these consumers are out and about often and spend heavily on status brands, dine out at quick-service restaurants, and love to travel
- Incorporating Support Local messaging into our organic content was hugely successful, and the Promoted Post campaign was the top performer on social; listicle messaging about food had the highest CTR, and Instagram followers loved the “Tip Extra Tuesday” Stories

- The target market was general, however, we optimized audience variations such as “NH Residents + Shopping,” “NH Residents + Dining,” and “Retargeting + Engagements” into social campaigns as time went on to improve CTR
- We shifted some budget from promoted posts to the top-performing static, video, and carousel Facebook campaigns due to fewer organic posts
- The strongest CTR display performance was on Friday afternoons and evenings; as such, AdTheorent heaved up on delivery during these hours to drive performance

# Web Performance

WEB SUMMARY:  
TAKEAWAYS

- Overall, social was the leading driver of traffic to supportlocal603.com, accounting for over 67% of total sessions made over the campaign period
  - Specifically, Facebook was the leading social channel, recording 59% of all sessions, followed by Snapchat (9.41%)
  - 82% of social sessions were driven from campaign-specific ads
- Display was another media source helping drive qualified traffic to the site, achieving an average session duration almost 3x of the overall site average (1:35 versus :38)
  - While display drove less traffic than social, the quality of the traffic was higher, as it saw the lower bounce rate, higher pages per session, and higher average session duration for display media
- Top referral sources included visitnh.gov, dictionary.com, maternityweek.com, and newengland.com
- Sessions were primarily generated from mobile devices (69%), followed by desktop (19%)
- The top-viewed page was the Homepage, as almost all in-market media drove to this destination (41,614 pageviews)
  - Other top-viewed pages on the site were Shopping (3,046 pageviews), Activities (2,810 pageviews), Food and Beverage (2,600), and Business Registration (2,290 pageviews)

# Paid Media Performance

MEDIA PLAN

BEA  
Go The Extra Mile 2021 Media Plan

Media Channel	December				January				February				March			April				Total Impressions						
Monday Calendar Dates	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5		12	19	26			
<b>TV</b>																										
WMUR						10	10	10	77	73	15	15	77	72	15	16	69	51					3,994,600			
<b>OOH</b>																										
Binnie - New Hampshire										1/11 - 2/6																3,900,000
Outfront - New Hampshire									1/11 - 2/6															1,828,880		
<b>DISPLAY</b>																										
AdTheorent														1/25/21 - 4/16/21										9,044,444		
<b>CUSTOM CONTENT</b>																										
Yankee										1/11/21 - 3/31/21																5,095,000
<b>SOCIAL</b>																										
Facebook														1/25/21 - 4/16/21										5,228,900		
Instagram														1/25/21 - 4/16/21										1,600,000		
Snapchat														1/25/21 - 4/16/21										2,000,000		
<b>TOTAL IMPRESSIONS</b>																							<b>32,691,824</b>			

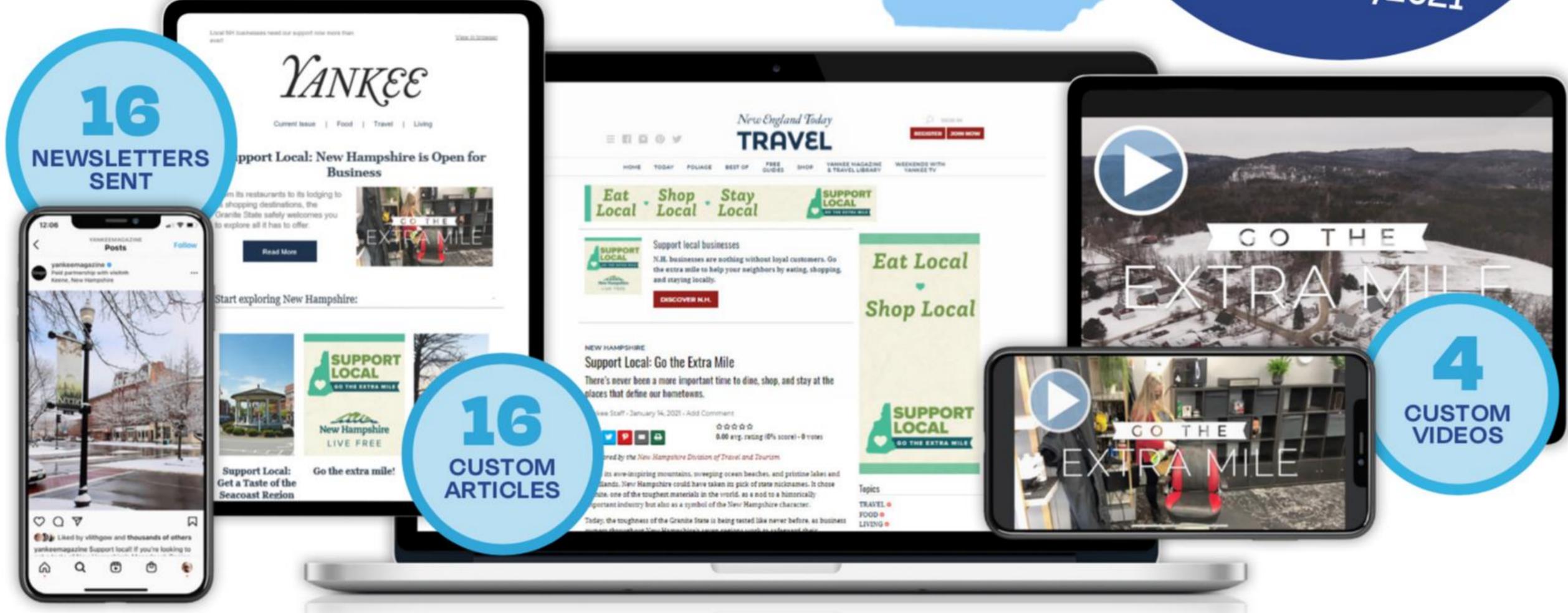
CAMPAIGN SUMMARY

Channel	Impressions	Clicks	CTR	Spend	CPC	Video Views	CPV	Engagement Rate
Social	12,041,780	105,005	0.87%	\$88,044.94	\$0.84	2,205,313	\$0.04	15.94%
Display	9,112,430	35,564	0.39%	\$75,000.00	\$2.11	1,974,422	\$0.04	N/A
Custom Content	6,600,000	18,832	0.29%	\$100,000.00	\$5.31	1,256	N/A	N/A
TV	235,759	N/A	N/A	\$107,928.75	N/A	N/A	N/A	N/A
OOH	5,728,880	N/A	N/A	\$27,215.00	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>33,718,849</b>	<b>159,401</b>	<b>0.47%</b>	<b>\$398,188.69</b>	<b>\$2.50</b>	<b>4,180,991</b>	<b>\$0.04</b>	<b>15.94%</b>

\*does not include Ad Serving

- Traditional impressions are comprised of TV support and billboards in the New Hampshire
- Paid social and custom content drove the most engaged audience of the campaign, viewing 1.45 and 3.1 pages per session, respectively
- The Facebook Promoted Post campaign was the most efficient with a 2% CTR and \$0.35 CPC, while the carousels were the second best-performing with a 1.35% CTR and \$0.42 CPC
- The custom content partnership with Yankee performed well — the newsletters alone garnered 68,000 clicks to the custom articles and 10,000 to supportlocal603.com; 15% of users who read the article on Yankee’s site also went further to supportlocal603.com
- AdTheorent’s VCR exceeded the benchmark of 75% — mobile had an 81% VCR, while desktop had a 91% VCR

CONTENT PARTNERSHIP:  
YANKEE



- We partnered with Yankee this winter to bring our Support Local campaign to life — they leaned heavily into their storytelling capabilities and created custom videos and written content, and then rolled the promotion on their digital platforms over the four-month flight; by providing a human-interest angle behind some of the state’s business owners, entrepreneurs, purveyors, and artisans, Yankee helped connect the dots as to why it’s important to “Go The Extra Mile”
- **6.6 million total campaign impressions**
- **Digital Newsletters:** 68,000 clicks on the custom landing page, 10,000 clicks to our website, and an **18% open rate**; 15% of people who read articles on Yankee also went to supportlocal603.com
- **Facebook/Instagram Promotions:** 180,000 reach, 1,700 engagements, 76 clicks, and a 1.21% engagement rate
- **New England Today Text Ads:** 7,000 clicks to the article and a **25% open rate**
- **Native Unit:** 449,000 impressions and 354 clicks to our website
- The top size was the 300x600 banner
- From our display ads on the Yankee site, we drove 5,000 sessions, which was 5% of overall sessions; people resonated most with the “Support Local: Get a Taste of the Lakes Region this Winter” article

# Paid Social Performance

PAID SOCIAL PERFORMANCE  
BY CHANNEL

Paid Social	Impressions	Clicks	CTR	Spend	CPC	Video Views	CPV	Engagement
Facebook/IG	10,250,252	82,707	0.81%	\$68,213.55	\$0.82	2,043,801	\$0.03	1,378,954
Snapchat	1,791,528	22,298	1.24%	\$19,831.39	\$0.89	161,512	\$0.12	N/A
<b>TOTAL</b>	<b>12,041,780</b>	<b>105,005</b>	<b>0.87%</b>	<b>\$88,044.94</b>	<b>\$0.84</b>	<b>2,205,313</b>	<b>\$0.04</b>	<b>1,378,954</b>

- These tactics were chosen for a support local message within New Hampshire because of their high awareness in nature, and the most reach for our niche audience
- The Snapchat Static campaign had a 1.58% CTR with more swipe ups, while the Instagram Story Static campaign had a 0.72% CTR; we recommend Snapchat when it comes to static content, but we recommend Instagram Stories for video-based content
- Vertical placements on Instagram and Snapchat allowed the campaign to connect with audiences in prominent, high-visibility ad units, which successfully drove brand awareness to the Shop Local campaign and garnered 1 million video views
- Facebook was a key channel for website traffic, generating 61,000 sessions, 52% of which were new users
- Top-performing content trended shop versus dine, and the video performed well, garnering over 2 million views for the campaign
- On Facebook, women aged 65+ had the lowest CPC, followed by women 55-64

SOCIAL PERFORMANCE INSIGHTS

# Facebook

- Facebook resonated strongly with a female demographic, which drove 69% of all traffic and engagements
- Women aged 65+ appear to be the leading force among our fans
- From a creative perspective, images that show storefronts performed best
- For the Promoted Post campaign, the “5 Sweet Shops in Manchester” post performed best with a 2.66% CTR

VisitNH - New Hampshire  
Sponsored · 🌐

Our local businesses need us now more than ever. Go the extra mile to help them through these challenging times.

SUPPORTLOCAL603.COM  
**Support local NH businesses**  
Support 603 [Learn More](#)

VisitNH - New Hampshire  
Sponsored · 🌐

Support your NH neighbors. Give your business to local businesses whenever you can.

SUPPORT603.COM  
**Go The Extra Mile** [Learn More](#)

VisitNH - New Hampshire  
Sponsored · 🌐

Give your business to local NH businesses.

**Eat local** [Learn More](#) **Shop local** [Learn More](#)

**Stay local** [Learn More](#)

SOCIAL PERFORMANCE INSIGHTS

# Instagram

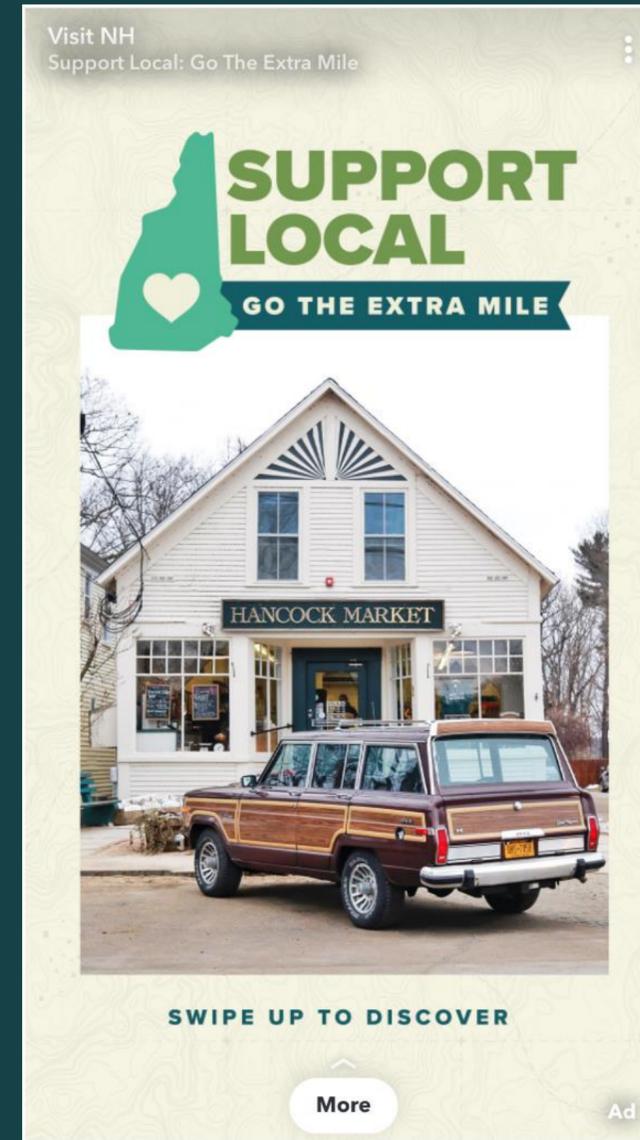
- The video Story garnered over 800,000 views with a 41% completion rate, and 1,800 people swiped up to learn more as a bonus action
- The top audiences by gender/age were females aged 55-64, followed by females 25-34
- For the Static campaign, the retail creative outperformed the restaurants creative across all audiences, even within our dining audience — this may have been a result of not showing food in the image or the interior of a restaurant



## SOCIAL PERFORMANCE INSIGHTS

# Snapchat

- While women drove the highest swipe up rate and engaged most with static posts, the male audiences preferred to engage by consuming more video content
- As Snapchat skews younger in audience demographics, our top-performing age groups were 21-34, which complemented our other social platforms that skewed older
- The shopping creative outperformed the restaurants creative across all audiences
- Top audience segments were fast food junkies, toy shoppers, and sports fans



# Organic Social Performance

SOCIAL MEDIA SUMMARY:  
TAKEAWAYS + TOP ADS

VisitNH - New Hampshire  
February 19 · 🌐

These Lancaster lunch spots will have you wanting seconds. Give your business to NH businesses.



Explore New Neighborhoods

OPENNH.VISITNH.COM  
7 Lunch Spots in Lancaster, NH

70,570 People Reached	4,069 Engagements	Boost Post
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👍👎🗨️ 487      42 Comments 67 Shares

VisitNH - New Hampshire  
February 3 · 🌐

Satisfy your sweet tooth while supporting local businesses. Discover tasty treats in Manchester, NH.



Explore New Neighborhoods

OPENNH.VISITNH.COM  
5 Sweet Stops in Manchester, NH

57,948 People Reached	4,909 Engagements	Boost Post
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VisitNH - New Hampshire  
March 18 · 🌐

Grab a delicious bite from a friendly face at one of these local cafes



Explore New Neighborhoods

OPENNH.VISITNH.COM  
5 Friendly Cafes Around Keene

52,995 People Reached	2,737 Engagements	Boost Post
--------------------------	----------------------	------------

March 2 3:36 PM



Go the extra mile and tip your barista a little extra.

#TIPEXTRATUESDAY

- GTEM content was rotated into the Visit NH organic content a few times per month from January through April
- “Explore Your Neighborhood” organic social content performed the best out of all themes
- Every post for the campaign included specific branding to differentiate it from the Visit NH Winter campaign that was in-market during the same period, and to avoid consumer fatigue
- The top post was “7 Lunch Spots in Lancaster,” reaching 70,000 people, which was 21% higher than the next top-performing post
- All top posts were food-related, which shows consumers were leaning into dining in their neighborhoods to support local businesses
- The only Instagram Story post people replied to was “Tip Extra Tuesday” — 30 people replied to this throughout the campaign, showing their love and support for our message or expressing a fun story saying they always do

# Public Relations

## LOU HAMMOND GROUP

- Timeframe: January 1 – April 16
- Total Reach: 140,571,959
- Total Media Value: \$80,361
  
- **Merrimack Valley Magazine** - New Hampshire Launches Statewide Marketing Campaign – (Jan)
- **The Hippo** - Support Local (Feb)
- **Business NH Magazine** - New Hampshire Launches Statewide Marketing Campaign (Feb)
  
- **Press Coverage** – Picked up by the Associated Press, coverage reached nationwide including the following states:
  - California
  - Connecticut
  - D.C.
  - Illinois
  - Kansas
  - Michigan
  - Missouri
  - New Hampshire
  - Pennsylvania
  - Texas
  - Vermont

### NH Launches Statewide Marketing Campaign

Published Wednesday Feb 3, 2021

New Hampshire's Governor along with economic development and tourism officials are launching a statewide marketing campaign to boost the state's local businesses as they navigate the economic toll of the pandemic. Entitled "Support Local: Go the Extra Mile," the campaign launched this month will run through March via advertisements on billboards, television spots, and social media.



The campaign stresses the importance of shopping, dining, and staying locally and encourages residents to patronize small businesses. A dedicated website with comprehensive listings of NH businesses as well as other resources will be available upon the launch.

### NoteWorthy – 1/31/21

#### New Hampshire Launches Statewide Marketing Campaign

New Hampshire's governor, along with economic development and tourism officials, is launching a statewide marketing campaign in an effort to boost the state's local businesses as they navigate through the devastating economic toll of the COVID-19 pandemic. Entitled "Support Local: Go the Extra Mile," the integrated campaign launched this month and will run through March via advertisements on billboards, television spots and social media.

The campaign stresses the importance of shopping, dining and staying locally and encourages residents to patronize small businesses. A dedicated website with comprehensive listings of N.H. businesses as well as other resources will be available upon the launch.

### News & Notes 21/02/04

#### Support local

The state has launched a marketing campaign called "Support Local: Go the Extra Mile" to help boost the local businesses as they struggle through the economic fallout of the pandemic, according to a press release. Economic development and tourism officials will run the campaign through March via ads on billboards, television spots and social media. The ads encourage residents to eat, shop and stay local, and there's a new website with listings of New Hampshire businesses: supportlocal603.com. "While the resiliency, resourcefulness, and fierce determination of our industry has been on full display during these challenging times, we need the support of everyone in the state right now," Mike Somers, president and CEO of the New Hampshire Lodging & Restaurant Association, said in the release.

GYKANTLER

THANK YOU

# Appendix



CREATIVE EXAMPLES:  
DISPLAY ADS

*Eat Local*  
♥  
*Shop Local*  
♥  
*Stay Local*

DISCOVER

**SUPPORT LOCAL**  
GO THE EXTRA MILE

*Eat Local*  
♥  
*Shop Local*  
♥  
*Stay Local*

DISCOVER

**SUPPORT LOCAL**  
GO THE EXTRA MILE

Eat, shop, and stay local. ♥ **SUPPORT NH**

*Shop Local*

DISCOVER

**SUPPORT LOCAL**  
GO THE EXTRA MILE

*Eat Local* ♥ *Shop Local* ♥ *Stay Local*

DISCOVER

**SUPPORT LOCAL**  
GO THE EXTRA MILE

TOP POSTS:  
FACEBOOK

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February 19 · 🌐

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♥ Explore New Neighborhoods 

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March 18 · 🌐

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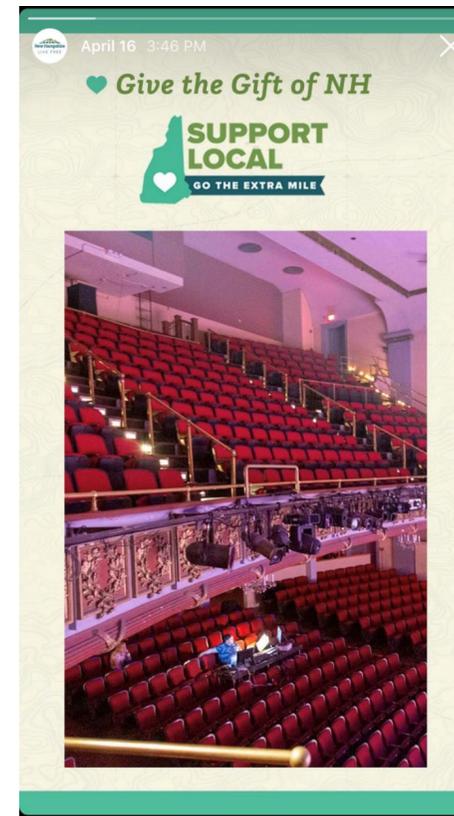
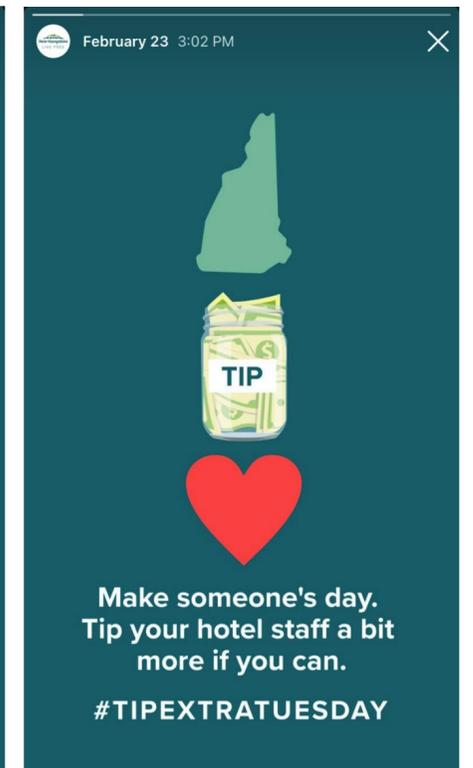
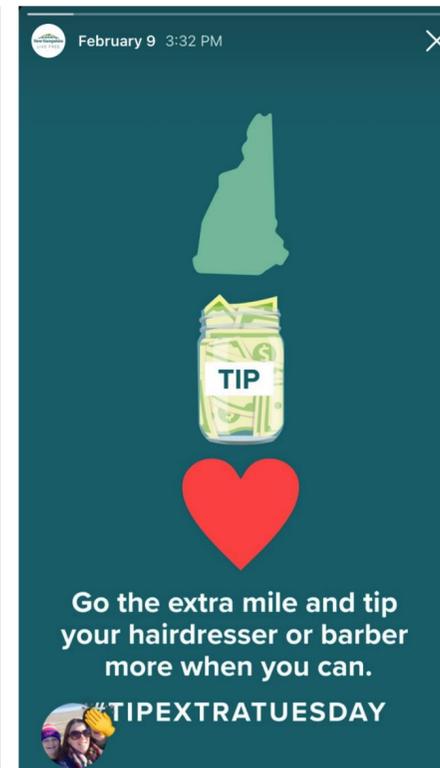
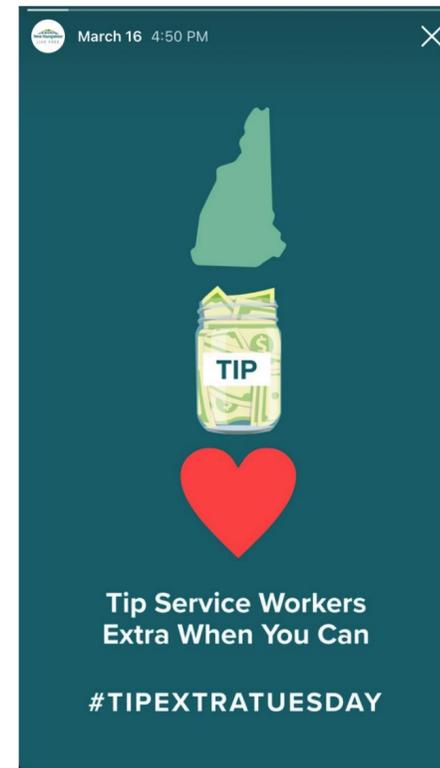
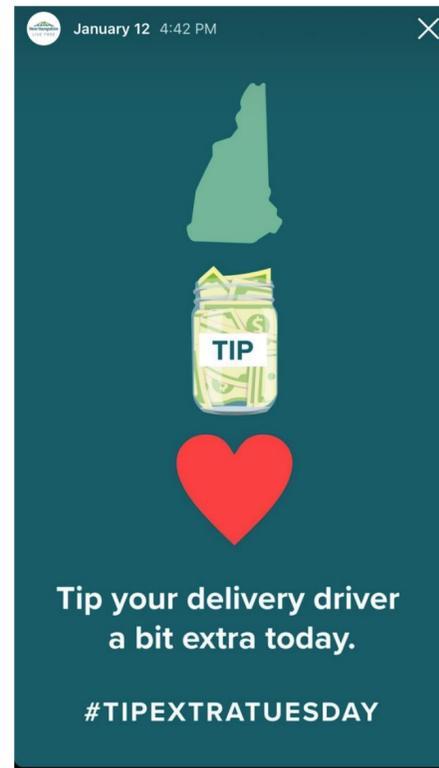
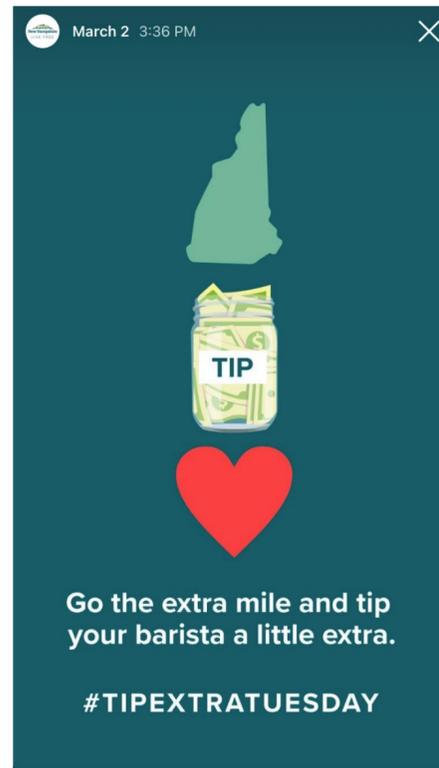


♥ Explore New Neighborhoods 

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**5 Friendly Cafes Around Keene**

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TOP POSTS:  
INSTAGRAM STORIES



5 Sweet Stops in Manchester, NH



Total Engagements

4,910

7 Lunch Spots in Lancaster, NH



Total Engagements

4,071

11 Quick Bites in Lincoln, NH



Total Engagements

3,876