GYKANTLER

New Hampshire
LIVE FREE

VISIT NH SUMMER 2022 CAMPAIGN RECOMMENDATION
JANUARY 31, 2022

Agenda

Campaign Overview

Media Strategy + Creative

Media Summary + Channel Details

Measurement

TRAVEL ON THE RISE

ANTICIPATION/ OPTIMISM IS HIGH

ROAD TRIPS AND OUTDOOR RECREATION REMAIN HIGHLY RELEVANT

REVENGE TRAVEL COULD BE A THING (AGAIN)

CONTINUED MINDFULNESS OF RESPONSIBLE TRAVEL

CONTINUE OUR EXPANDED RADIUS TARGETING

- Last summer we rolled out our expanded radius targeting approach and were encouraged by the results.
- Adding the expansion target markets led to a notable increase in ad aware households compared to the prior three spring/summer campaigns.
- The expansion also led to the second lowest cost per aware household recorded over the past four years despite the largest media investment.
- We also learned that there are some notable differences in trip specifics among the expansion market visitors, one of which being a higher incidence of children in the travel party.
- Our plans for Summer 2022 have considered some of these key results from SMARI. We plan to continue to invest in these markets, especially given the significant ROI. We believe even if the ROI is slightly inflated given it was our first year advertising there, even with a modest reduction in ROI, they'll still be effective and efficient and justify the investment.

CREATIVE APPROACH

- Our campaign will continue to be “Discover Your New” and primarily leverage existing assets. We can introduce new copy or refined creative where appropriate to increase relevance.
- We can continue to deploy “Road Trip” assets, especially in key expanded radius markets
- We can supplement our campaign creative with additional assets from influencers and media partnerships.

Media Strategy + Creative

WHAT WE LEARNED

- SMARI study results showed positive momentum in our road trip markets. With this in mind, we're looking to increase support here through additional funds as well as adding an awareness channel to the mix (TV).

- Within our traditional TV buys, we've seen our frequencies suffer. Last year, we focused on dayparting to help increase our metrics here and saw stronger deliveries YOY. In 2022, we're taking this up a notch to ensure each market is getting a minimum of 90 GRPs to ensure we're reaching the bulk of the in-market population. Markets have been strategically planned to best leverage CTV and Cable to complement unduplicated audiences of Network buys.

- With borders reopening between the U.S. and Canada, we know competition for these audiences will be fierce. To get ahead of this, we're entering into market in April versus our traditional May launch to get ahead of the vacation planning cycle.

- Within our digital buys we've streamlined our focuses to travel endemic targeting and in-market traveler data through partners like Matador and Travel Spike, and top programmatic partners AdTheorent and DynAdmic. Influencer budgets increased YOY to capitalize on the high value content curation and contextual alignments available through these partnerships.

AUDIENCE

Core:

- Five New England states (New Hampshire, Maine, Connecticut, Rhode Island, Massachusetts) plus New York City/New York State
- Markets we've historically targeted

Boost:

- Connecticut, Rhode Island, and New York State
- A subsegment of our core we can ensure we "boost" media dollars to since we know there's greater potential volume in these states versus the neighboring ones that are closer to home; also enables the ability for further testing of road trip theme

Road Trippers:

- Pennsylvania, New Jersey, Delaware, Maryland, Virginia, North Carolina, Ohio
- Extending our targeting approximately 600 miles out based on Arrivalist and SMARI data, and behaviorally targeting for efficiency; key audience for road trip theme

International:

- Montreal/Toronto

WHAT WE'RE GOING TO DO

Given our go-to-market strategy has slightly evolved YOY with an earlier launch date and more focus on opportunistic markets, our traditional May/June heavy-up period is more focused on core markets.

March/April media will do the heavy lifting for inspiring travel from road trip markets and will now include some high-level awareness channels like CTV and traditional TV. May and June will still see an uptick in media presence across all channels, however, road trip markets will begin to see more frequency during this time period.

	AWARENESS	ENGAGEMENT	TRAFFIC
CHANNEL	TV OOH Connected TV Streaming Audio Digital Video	Snapchat Facebook/Instagram Pinterest Influencers Custom Content Digital Video High Impact Display	Facebook/Instagram Search / Gmail Programmatic Display
BUDGET	70%	20%	10%

OUR STRATEGY

LEAD WITH AWARENESS

- Begin seeding Visit NH message earlier YOY given the competitiveness of longer drive markets.
- Focus on increasing awareness among consumers in markets where our message has less brand recall to see if SMARI metrics are impacted for road trip markets.
- Focus on optimizing traditional media deliveries.

FOCUS ON THE ENVIRONMENT

- Employ endemic digital partners to capture consumers in the travel mindset.
- Lean on brand and influencer partnerships to reach consumers with a native message focused on content.

EMPHASIS ON CANADIANS

- Increase media support in Canada to ensure New Hampshire is still a top summer destination.
- Bring back OOH and TV to the media mix with an earlier launch date to get ahead of summer travel planning.

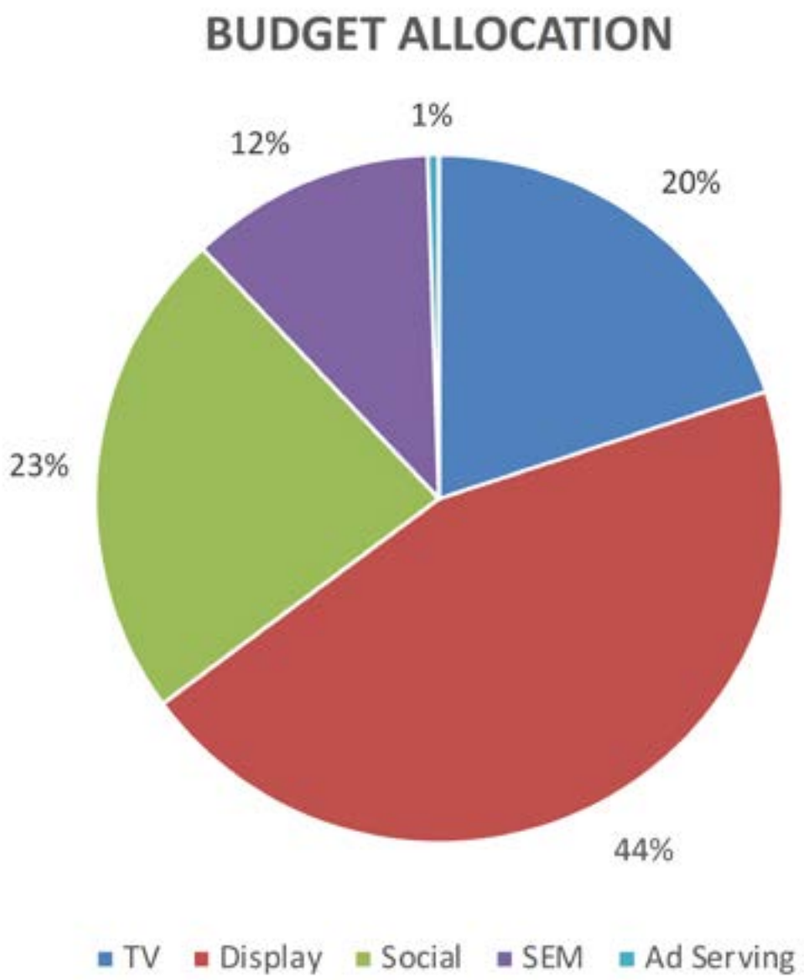
Media Summary + Channel Details

MEDIA BUDGET SUMMARY

March/April

BUDGET: $167,000
TIMING: 3/22/2022 through 4/30/2022

- In March/April, we'll enter into market with our Phase One summer messaging to catch those in the planning phases of their summer vacations.
- This includes Comcast for long drive zones, AdTheorent Display, Facebook/Instagram, Pinterest, and SEM.
- Canada will roll in April with Display, Facebook Instagram, and SEM.

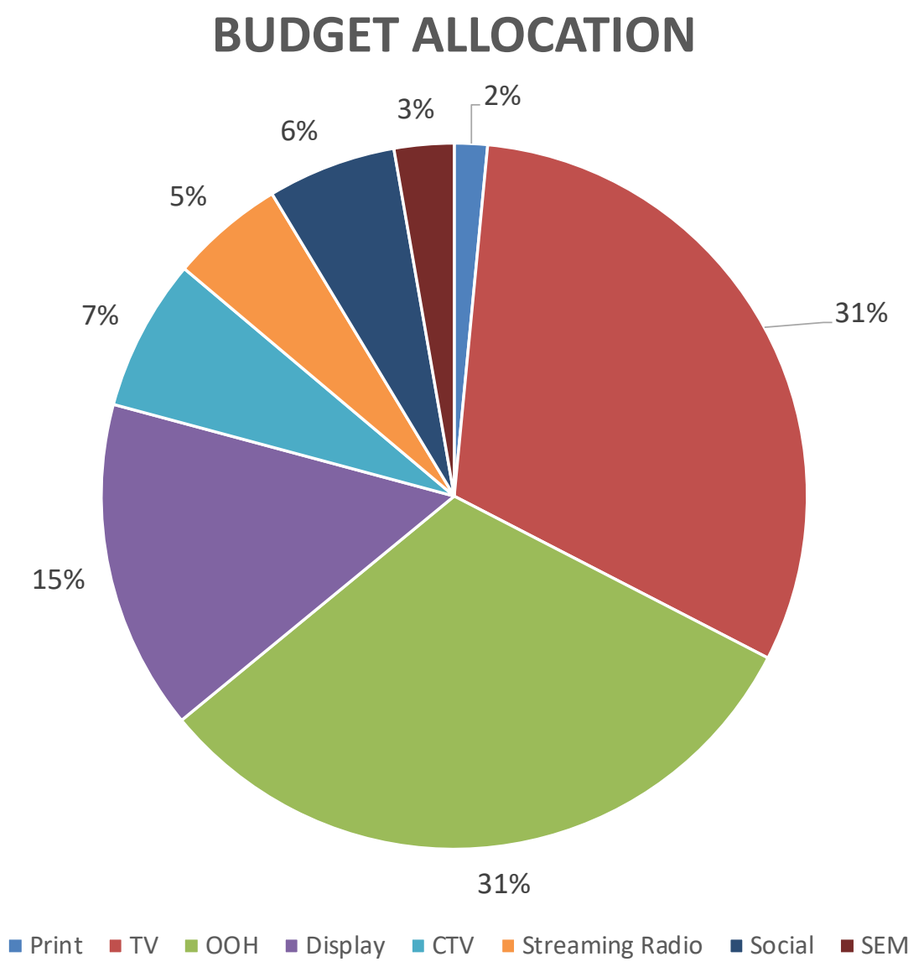


MEDIA BUDGET SUMMARY

May/June

BUDGET: $2.8 million
TIMING: 5/2/2022 through 6/30/2022

- May/June 2022 will focus on increased frequency in long drive markets where media launched in March/April. Media covering core markets will launch in May/June given the higher awareness and shorter drive distance for travel planning purposes.
- Traditional tactics such as Network and Cable TV and OOH will be complemented by respective streaming extensions (Connected TV, Streaming Audio).
- In-market consumer-focused digital tactics such as Display, Brand Partnerships, Paid Social, and Paid Search will reach consumers in the mid- and lower funnel.
- Paid Social and Paid Search will continue through July and August with a separate budget of $85,000.

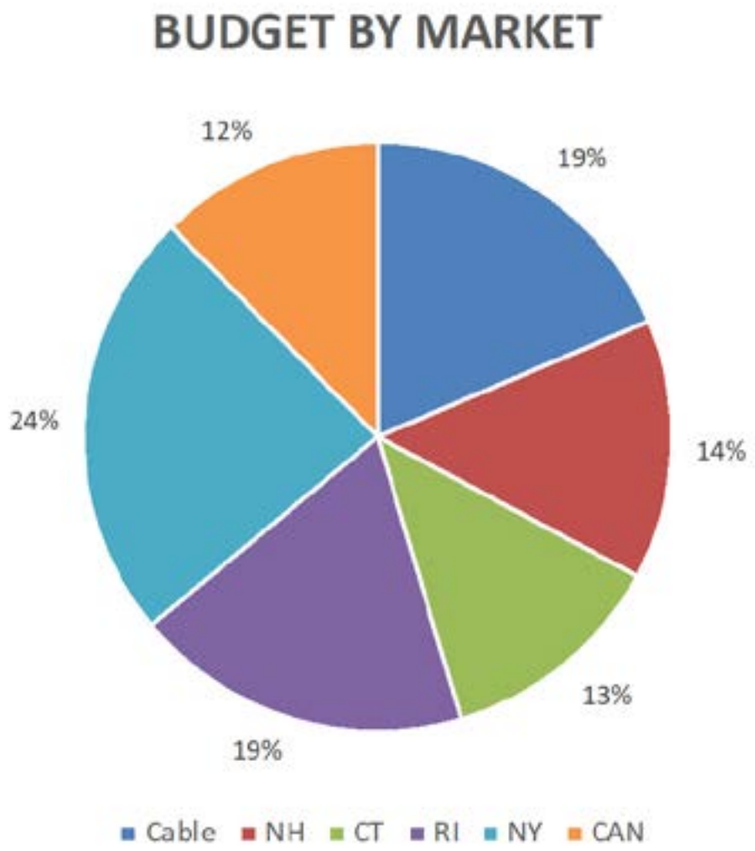


TV SUMMARY

Optimize R + F Deliveries

BUDGET: $926,000
TOTAL SPOTS: 2,639

- Focusing on reach and frequency metrics and removing Boston Network spend to focus dollars where there's lower awareness and reach and frequency metrics can be boosted YOY.
- To make a stronger impact with our TV dollars this year, we're looking to own the evening daypart across each station.
- Dollars will be focused on this top-rated daypart and complemented with lower-level weight in high-rated programming during the early morning daypart and custom segments on WJAR and WTIC that include 1 - 3 minute video with content filmed in state on a lifestyle segment.
- Toronto and Montreal were added in for May/June in Canada.



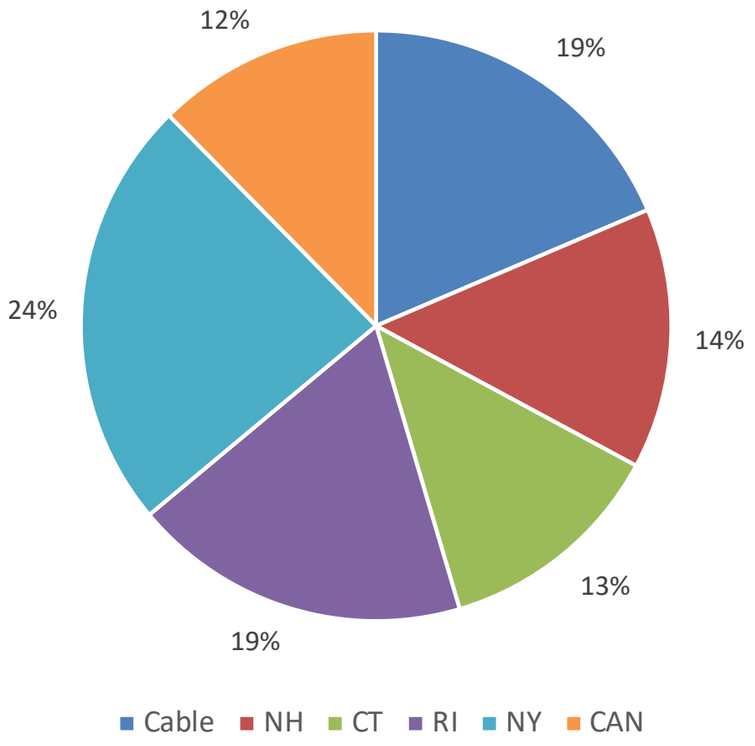
OOH SUMMARY

High-Impact

BUDGET: $904,000
TOTAL IMPRESSIONS: 107 million

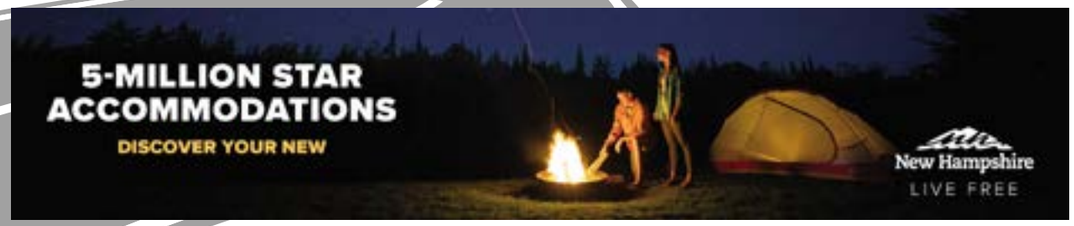
- Major eye-catching OOH has been proactively approved and purchased in New York and Boston, inclusive of a Back Bay station domination and several large-scale boards in New York City.
- Standard OOH frequency builders will be flighted on four-week periods for core markets such as Rhode Island, Connecticut, and the commuter highways of Massachusetts.
- Canadian billboards have been vetted in Toronto and Montreal to ensure we achieve mass reach and optimal visibility given our OOH hiatus in these markets.

BUDGET BY MARKET



CORE CREATIVE

- Leveraging our core creative messaging across channels.



OOH: TIMES SQUARE

OOH: 7TH AVE (MIDTOWN)

OOH: MSG + PENN STATION

OPTION 1

OOH: MSG + PENN STATION

OPTION 2

ADDITIONAL HEADLINES

TIMES SQUARE

Additional Headlines:

The view is better up here

Broadway to heaven

Showstopping

Open spaces and endless possibilities

Get a taste of new heights

A different kind of rush

7TH AVE

Additional Headlines:

Check out our skyscrapers

Nature's high rises

Elevate your summer

New heights are within reach

The rush up here is different

Take a trip that tops them all

MSG + PENN

Additional Headlines:

Home to everyone's favorite music. Crickets.

Unbeatable Nightlife

MSG + PENN

Additional Headlines:

Dive into a different state of mind

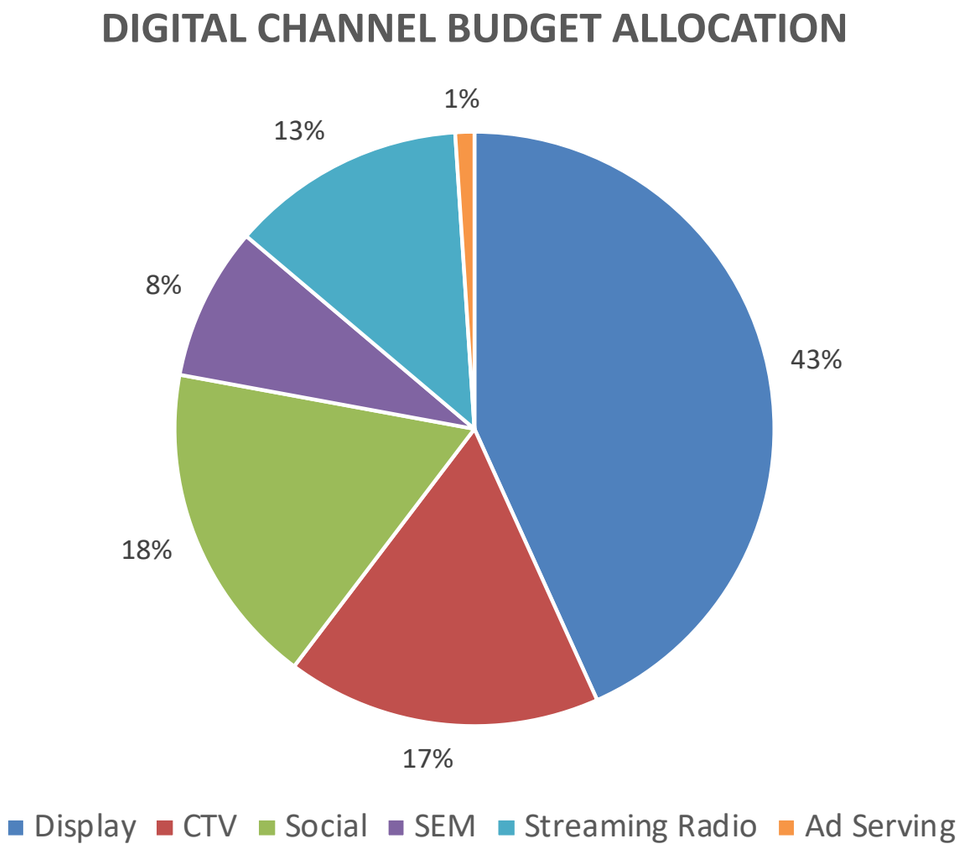
Dive into new adventures

DIGITAL MEDIA SUMMARY

Top-Performing Digital

BUDGET: $1.1 million
TOTAL IMPRESSIONS: 79 million

- Digital programs will be focused on reaching in-market and likely to convert consumers, largely focused on contextual and proprietary data sets.
- Channels will include everything from the big screen (CTV), in the car (Streaming Audio), custom content with major brand alliances, family focused influencers, contextually- and behaviorally-targeted Display and Social Media, as well as Paid Search to capture demand.



STRATEGIC MESSAGING SUMMARY

Sequential Messaging

- Channels: Programmatic Display and Paid Social
- Within our media buys, we can strategically show our messages in a specific order – also known as sequential messaging.

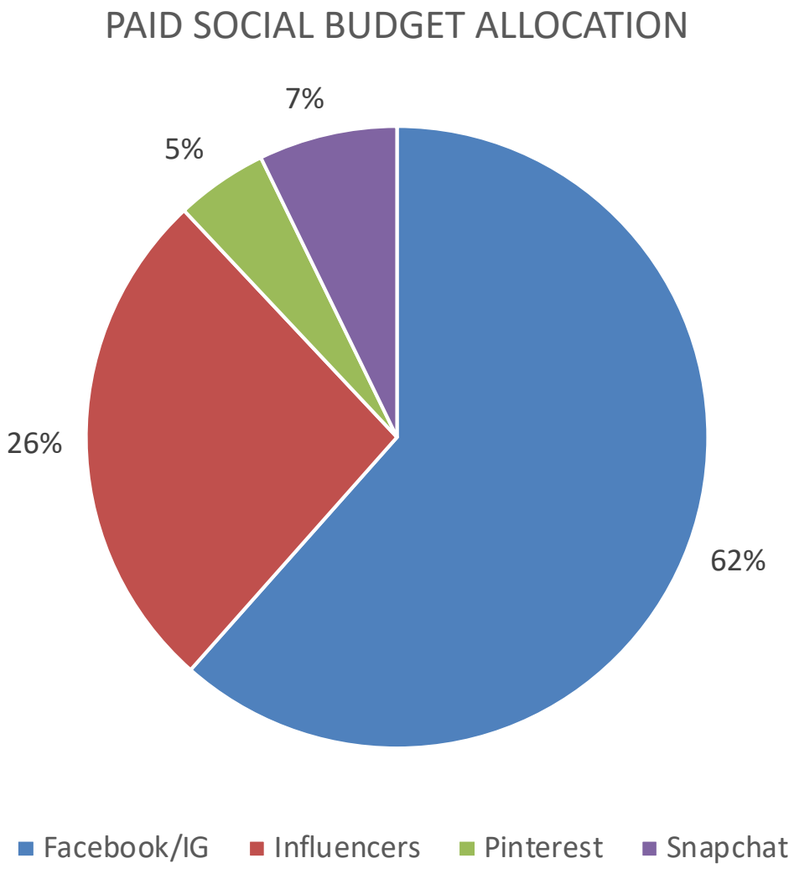
AUDIENCE	SEQUENCE	CREATIVE	LINK DESTINATION
CORE	Initial	General	Homepage
	Retarget	Road Trip	Road Trip Landing Page
ROAD TRIP/ BOOST	Initial	General	Homepage
	Retarget	Road Trip	Road Trip Landing Page
ROAD TRIP/ BOOST	Initial	Road Trip	Road Trip Landing Page
	Retarget	Road Trip: Itinerary	Road Trip Itinerary Page

PAID SOCIAL SUMMARY

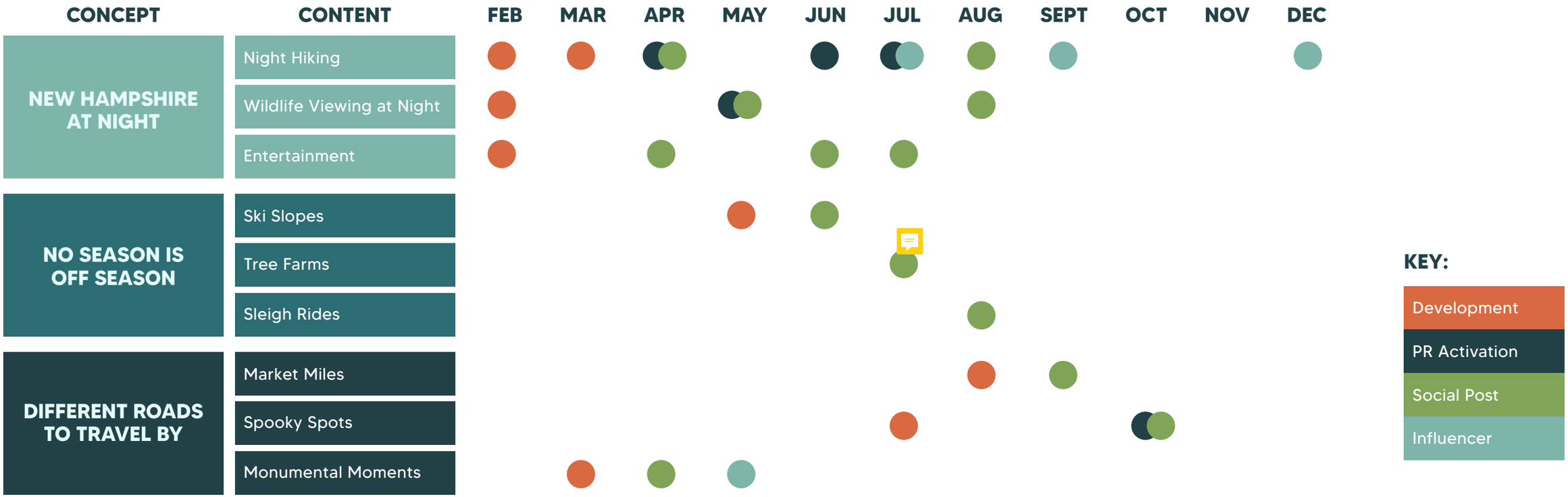
Elevating Paid Social

BUDGET: $207,000
TOTAL IMPRESSIONS: 21 million

- Channels being utilized are Facebook/Instagram, Snapchat, and Pinterest with increased budgets YOY to increase reach and frequency due to removing TikTok.
- Facebook/Instagram will leverage static and video posts, carousels, and Instagram Stories. Snapchat will leverage vertical static and video, while Pinterest will continue to showcase relevant boosted Pins.
- The influencer program will be family road trip-focused for our large influencer and will be supplemented with a medium and smaller sized influencer to capture high-quality content and explore the undiscovered.



UNDISCOVERED NEW HAMPSHIRE ORGANIC SOCIAL



- Bring to life the organic content series "Undiscovered New Hampshire" through Visit NH website content and experiences, organic social posts, influencer content and publicity tactics/activations.
- We recommend creating a "hub" for this content that can live within the "Discover Your New" section, this would include:
  - Modifying the current "Discover Your New" page to act more like a true landing page including sections for relevant seasonal content (articles) and Undiscovered NH content.
- Each "Undiscovered NH" content category (i.e.; NH at Night) will have its own web page that may feature photography and copy or an interactive map.

CONNECTED TV SUMMARY

Measure with QR Codes

BUDGET: $200,000
TOTAL IMPRESSIONS: 7.2 million

Leverage QR code technology to accompany our standard TV spots on Connected TV devices to measure actions taken from the big screen. Consumer data shows that 72% of people have scanned a QR code in past month, and 67% believe QR codes make life easier in a touchless world (Mobile Iron).

Source: https://www.mobileiron.com/en/qriosity

STREAMING AUDIO SUMMARY

Music: A Road Trip Must

BUDGET: $150,000
TOTAL IMPRESSIONS: 28 million

A good playlist is key to the perfect road trip. Partnering with Pandora allows us to be a part of a user's road trip through sponsored playlists, audio ads, and video ads.

- Family Road Trip sponsored playlist.

CUSTOM CONTENT SUMMARY

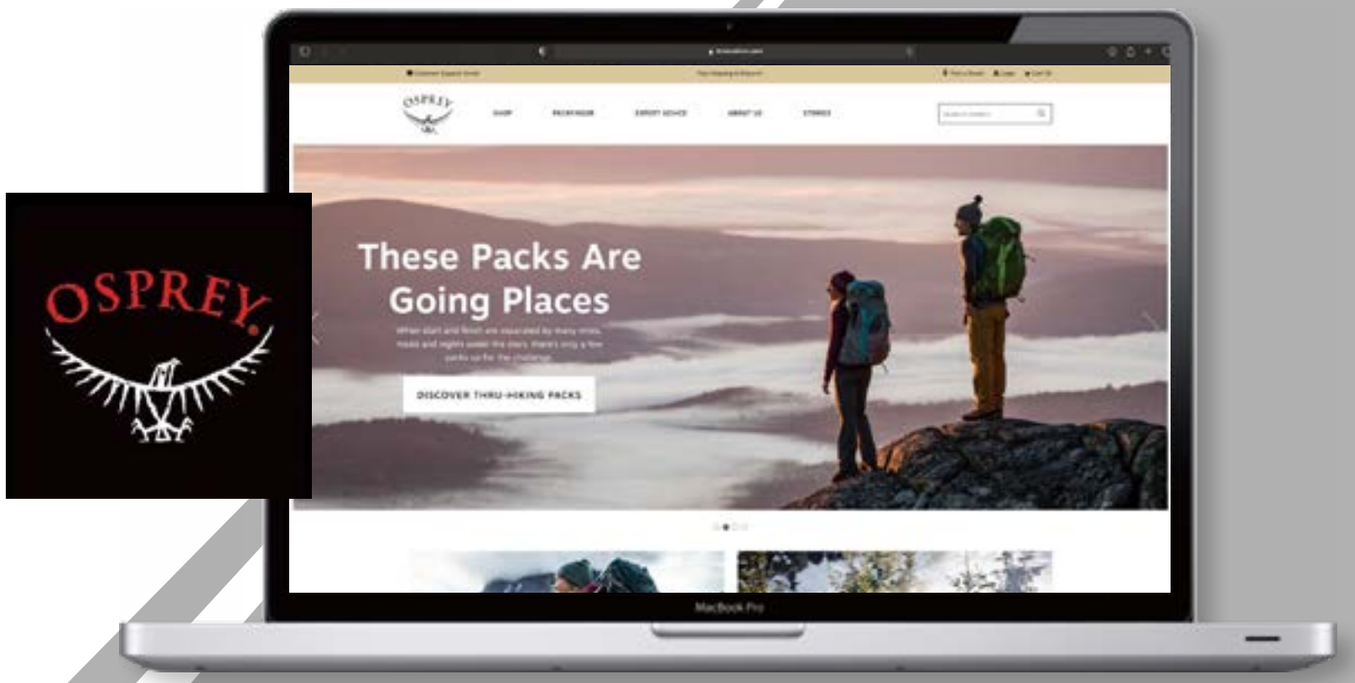
A Powerful Brand Partnership

BUDGET: $200,000
TOTAL IMPRESSIONS: 8.75 million

Through Matador, we can leverage Osprey's* brand appeal to showcase the beauty of New Hampshire through a high-quality hero video, social cutdowns, and listing New Hampshire as a trending destination on Matador's site. Osprey will promote this on their channels as well.

Brand distribution includes Osprey and Matador O&O channels, while at the same time receiving video B-roll and photography from Matador.

*Once we have client signoff with Osprey, Matador will come back with a more detailed campaign concept.



PAID MEDIA SUMMARY

pandora
OUTFRONT
TREMOR VIDEO
WMUR 9
WPRI 12
BOSTON 25 WFXT
4 NEW YORK
FOX CT
COMCAST
ADTHEORENT
Sightly
travelspike
DynAdmic
MATADOR network
Google
YouTube

Measurement

MARCH-AUGUST FLOWCHART

BEA
Visit NH Summer 2022 Media Plan

Media Channel	March				April				May					June				July					August				Total Spots/Impressions
Monday Calendar Dates	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	
PRINT																											
Yankee Co-op										May/June Issue																	287,301
TOTAL PRINT IMPRESSIONS																											**287,301**
TV																											
WMUR - New Hampshire										95	95	97	11	11	95	97											501
ENAC - Providence										16	16	16			16	16											80
WNAC - Providence FOX										27	27	27			27	27											135
WPRI - Providence CBS										75	75	75			70	66											361
WJAR - NBC 10										22	21	22	20	20	22	22											149
WJAR Custom Segment										TBD																	N/A
WTIC - Fox CT										124	124	124			124	122											618
WCCT - Connecticut										35	36	35			35	36											177
WCCT Custom Segment										TBD																	N/A
WNBC - New York NBC											16	16	16			15	15										78
Comcast (New England Cable Zones)									May-June																		24,292
Comcast (Long Drive Zones)						April - June																					
Canadian TV Montreal										22	22	22	21	21	7	21	21										521
Canadian TV Toronto										12	12	8	12	12	0	12	12										60
TOTAL TV/VOD/OTT SPOTS																											**26,972**
OOH																											
Boston																											
Back Bay Station Domination												5/16 - 6/12															1,506,064
I-93 Digital Billboard												5/16 - 6/12															2,375,804
Boston Digital Billboard Network												5/16 - 6/12															8,050,830
Hartford																											
Hartford Digital Billboard Network												5/16 - 6/12															5,613,220
I-91 Static Billboard												5/16 - 6/12															2,892,880
I-95 Static Billboard												5/16 - 6/12															2,366,080
Providence																											
Rt 1 Digital Billboard												5/16 - 6/12															229,328
Rt. 6 Digital Billboard												5/16 - 6/12															55,980
Rt. 6 Digital Billboard												5/16 - 6/12															61,720
I-295 Digital Billboard												5/16 - 6/12															643,152
New York																											
Times Square Corner Wrap (2 pieces)												5/16 - 6/12															5,235,332
Madison Sqaure Garden Adjacent Digital Corner Wrap												5/16 - 6/12															14,480,060
Times Square Curved Digital Beast												5/16 - 6/12															24,887,748
Street Level Digital Signage												5/16 - 6/12															8,002,428
Street Level Video Signage												5/16 - 6/12															7,484,065
New Hampshire																											
95N Static Billboard														5/30 - 6/25													1,284,420
Montreal																											
Montreal Digital Billboards										5/2 -5/28																	6,895,126
Toronto Digital Billboards										5/2 -5/28																	15,850,345
TOTAL OOH IMPRESSIONS																											**107,914,582**
DISPLAY																											
Matador										FILMING							LIVE										6,900,000
TravelSpike										5/2 - 6/30																	4,666,667
DynAdmic										5/2 - 6/30																	7,500,000
Sightly										5/2 - 6/30																	4,392,361
AdTheorent						4/4 - 6/30																					21,775,862
TOTAL DISPLAY IMPRESSIONS																											**45,234,890**
CTV																											
Tremor										5/2 - 6/30																	7,272,727
TOTAL CTV IMPRESSIONS																											**7,272,727**
RADIO																											
Pandora										5/2 - 6/30																	28,225,290
TOTAL RADIO IMPRESSIONS																											**28,225,290**
SOCIAL																											
Facebook/Instagram				3/21 - 6/30														7/5 - 8/31									22,275,000
Snapchat										5/2 - 6/30								7/5 - 8/31									2,506,667
Pinterest				3/21 - 6/30														7/5 - 8/31									2,370,000
TikTok										5/2 - 6/30								7/5 - 8/31									0
Influencers										5/2 - 6/30																	50,000
TOTAL PAID SOCIAL IMPRESSIONS																											**27,201,667**
SEM																											
Google				3/21 - 6/30														7/5 - 8/31									1,840,000
YouTube										5/2 - 6/30																	2,500,000
Gmail										5/2 - 6/30																	700,000
TOTAL PAID SEARCH IMPRESSIONS																											**5,040,000**
CAMPAIGN TOTAL																											**221,203,429**

All costs and placements are estimated and subject to change, availability and/or negotiation prior to official space reservation.
Any signed media contract that secures a specific rate structure may be subject to a short-rate if cancelled before commitment is completed.
All budgets are fluid among channels/placements.

MEASUREMENT

In addition to measuring Arrivalist data, we'll track against historical performance and industry benchmarks.

	Summer 2020			Summer 2021			Summer 2022		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
		TV			TV			TV	
# of Spots	18,270	18,270	100%	29,492	36,497	124%	24,292		0%
		OOH			OOH			OOH	
Impressions	52,000,000	52,000,000	100%	52,000,000	115,630,727	222%	107,000,000		0%
		DISPLAY			DISPLAY			DISPLAY	
Impressions	15,710,523	18,041,189	115%	44,500,000	53,889,816	121%	45,000,000		0%
CTR	0.25%	0.37%	148%	0.25%	0.30%	120%	0.25%		0%
CPM	$11.00	$10.00	91%	$11.00	$10.95	100%	$11.00		0%
CPC	$4.20	$2.42	58%	$4.00	$3.64	91%	$4.00		0%
		SOCIAL			SOCIAL			SOCIAL	
Facebook									
CPE	$0.40	$0.04	10%	$0.35	$0.05	14%	$0.15		0%
CPC	$0.75	$0.66	88%	$0.75	$0.60	80%	$0.70		0%
CPF	N/A	N/A	N/A	N/A	N/A	N/A	N/A		N/A
CPV	$0.25	$0.15	60%	$0.25	$0.06	24%	$0.15		0%
New Likes	3,000	1,300	43%	2,000	7,136	357%	4,600		0%
Engagements	100,000	1,691,718	1692%	200,000	2,946,436	1473%	750,000		0%
Impressions	5,000,000	19,712,726	394%	6,000,000	25,037,081	417%	12,000,000		0%
Instagram									
CPE	$0.35	$0.40	114%	$0.45	$0.05	11%	$0.30		0%
CPC	$2.00	$0.98	49%	$2.00	$2.74	137%	$3.00		0%
Impressions	2,500,000	3,424,181	137%	2,500,000	10,175,011	407%	5,275,000		0%
Engagements	60,000	371,179	619%	70,000	1,144,153	1635%	500,000		0%
Pinterest									
CPE	N/A	N/A	N/A	$1.00	$1.23	123%	$1.30		0%
CPC	N/A	N/A	N/A	$2.50	$1.65	152%	$2.05		#DIV/0!
Impressions	N/A	N/A	N/A	200,000	5,030,779	2515%	2,370,000		0%
SnapChat									
eCPSU	$0.28	$1.04	378%	$1.20	$2.21	184%	$2.50		0%
Swipe Ups	17,500	16,307	93%	15,000	20,292	135%	17,550		0%
Impressions	1,000,000	6,777,532	678%	2,000,000	2,007,754	100%	2,506,667		0%
		SEM/YOUTUBE			SEM/YOUTUBE			SEM/YOUTUBE	
Search									
CPC	$0.64	$0.86	134%	$0.80	$1.32	165%	$1.50		0%
CTR	6%	14%	228%	7%	10%	144%	8%		0%
TrueView									
CPV	$0.10	N/A	N/A	$0.20	$0.02	10%	$0.12		0%
Gmail									
CPC	N/A	N/A	N/A	$0.20	$0.23	115%	$0.30		0%
CTR	N/A	N/A	N/A	20%	23%	111%	17%		0%

QUESTIONS?

New Hampshire ROAD TRIP SUMMER 2022

GYKXANTLER

Thank You

New Hampshire
LIVE FREE