GYK ANTLER

DTTD Summer Campaign

June 15, 2020

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What you will see today

- Two campaigns intended to support different audiences
  - Campaign 1: In-State Audience
  - Campaign 2: Out-of-State Audience
- Application of Discover Your New concept to both campaigns with appropriate updates where necessary
- Creative recommendations for how campaigns come to life across relevant channels

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Campaign #1

In-State

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Campaign #1: Overview

- Objective: Encourage residents to vacation in New Hampshire while supporting local businesses
- Target Audience: New Hampshire residents
- Creative Strategy: Utilize “Discover Your New” creative platform infused with a message to encourage “staycation” in New Hampshire
- Media Channels: TV (network, cable, connected); streaming radio; billboards; paid social; paid display video; visitnh.gov homepage/content

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Campaign 1 – TV

VISUAL:

Keep existing footage and edit as is
Keep lyrics
Incorporate VO/TEXT

VO:

Sometimes we forget we live in one of the most beautiful states in the country.

This summer, vacation right here and Discover your New.

END CARD:

New Hampshire logo

PRIVILEGED & CONFIDENTIAL. CONTENT DELAY

MUSIC:
TV MUSIC UP AND UNDER

VO:
Does a great vacation seem impossible this summer?

It doesn't have to be.

We live in one of the most beautiful states in the country, surrounded by endless adventure, inspiring scenery, opportunities to explore and of course, relaxation.

From New Hampshire's White Mountains to the Monadnock Region to the Seacoast, and everywhere in between.

It's time you discovered something new. Get to know your state this summer and Discover Your New.

For new things to explore: visitnh.gov

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Campaign 1 – OOH

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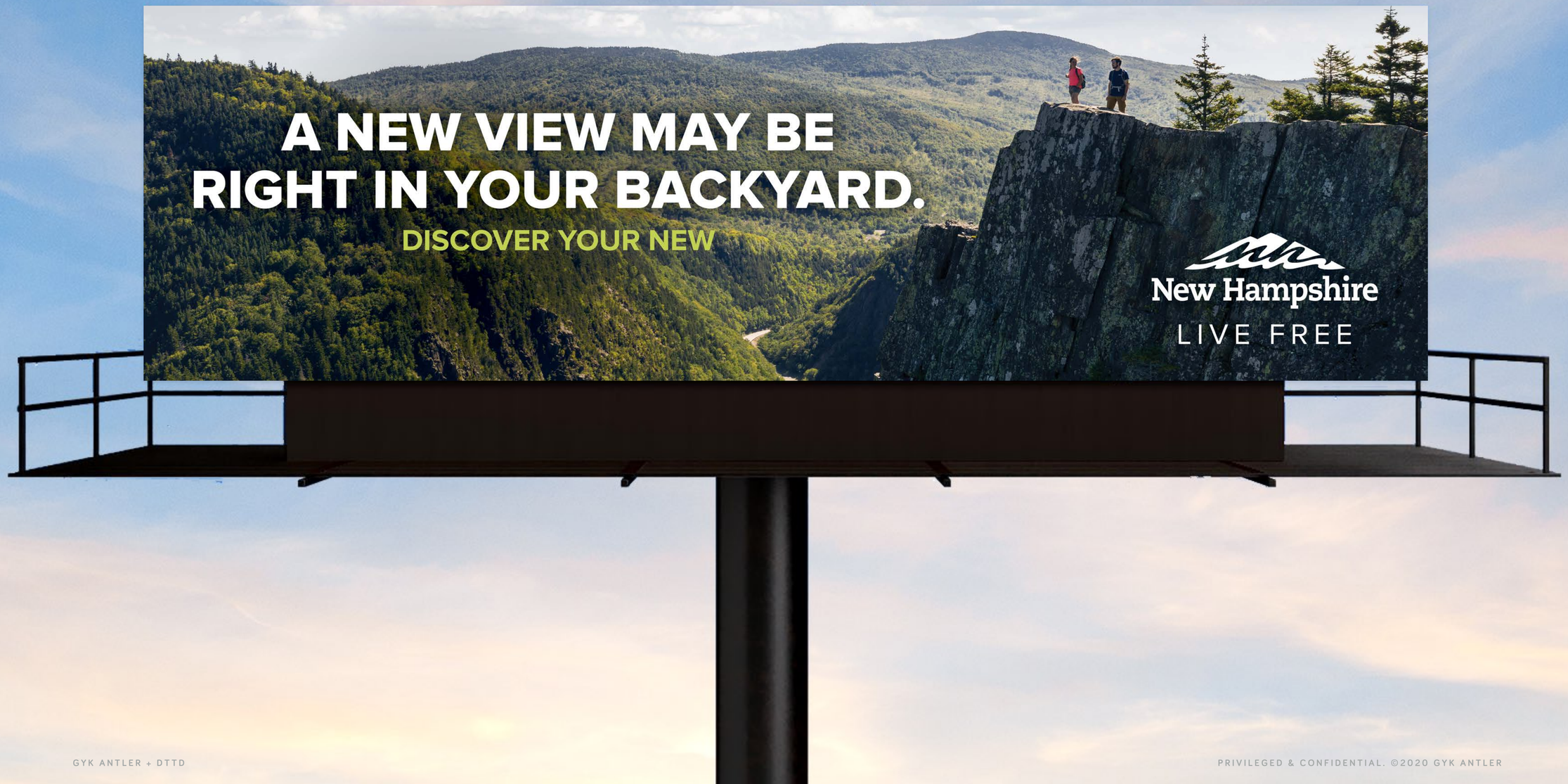
Campaign 1 – OOH



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Campaign 1 – Paid Social

VisitNH - New Hampshire
Sponsored

Sometimes we forget we live in one of the most beautiful states in the country. This summer, vacation right here and explore your own backyard.

Enjoy a Staycation
Discover Your New
Plan a trip

Like Comment Share

VisitNH - New Hampshire
Sponsored

People come from all over to walk, dine and shop our small towns. Lucky for us, we live here. This summer, vacation right here and explore your own backyard.

Enjoy a Staycation
Discover Your New
Plan a trip

Like Comment Share

VisitNH - New Hampshire
Sponsored

We don't know about you, but our New Hampshire dining bucket list just keeps getting longer. This summer, vacation right here and explore your own backyard.

Enjoy a Staycation
Discover Your New
Plan a trip

Like Comment Share

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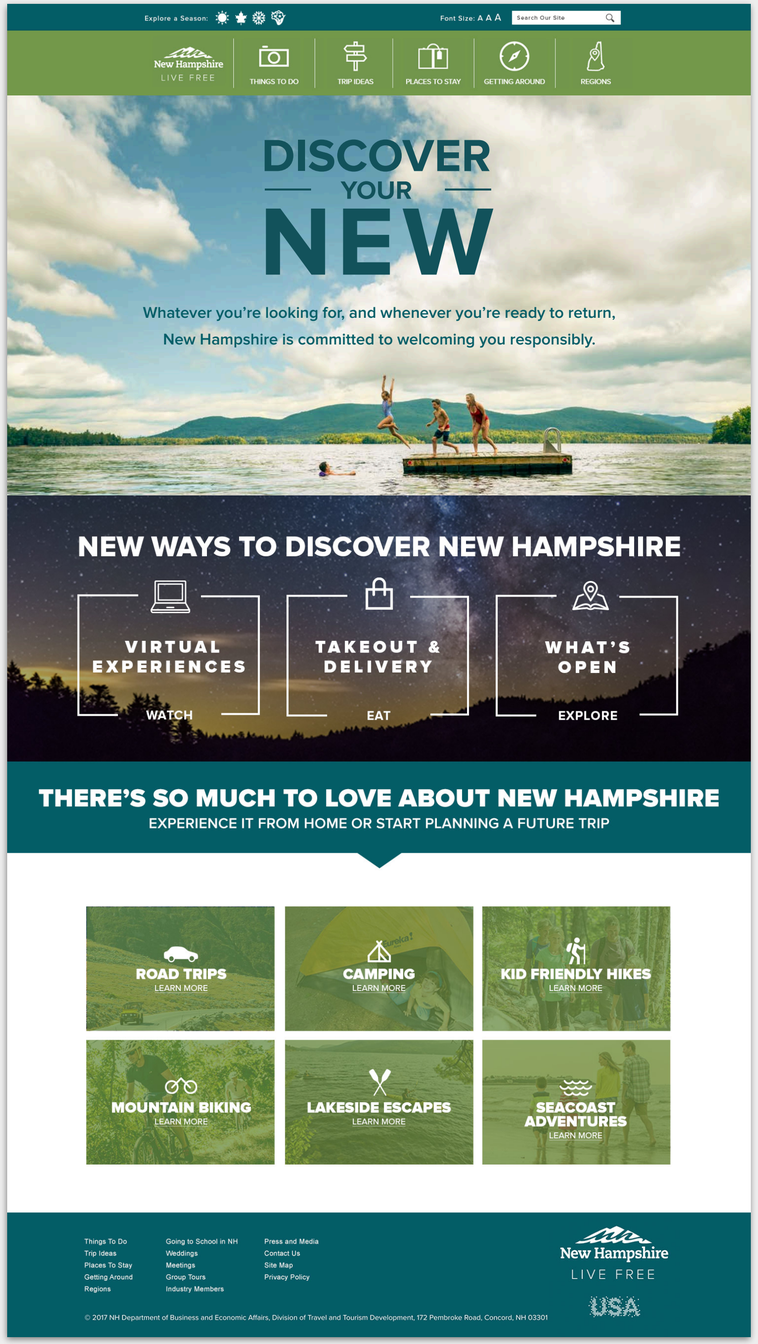
Campaign 1 – Website



Headline:

Discover Your New

Subhead:

Whatever you're looking for, and whenever you're ready to return, New Hampshire is committed to welcoming you responsibly.

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Campaign #2

Out-of-State

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Campaign #2: Overview

- Objective: Continue with the “Dream” phase for out-of-state future visitors
- Target Audience:
  - New York
  - Connecticut
  - Canada (Montreal and Toronto)
  - Rhode Island
  - Massachusetts
- Creative Strategy: Utilize “Discover Your New” creative platform as originally produced
- Media Channels: TV (network, cable, connected); streaming radio; paid social; paid display video; visitnh.gov homepage/content

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Campaign 2 – TV

VISUAL:

Existing spot

VO:

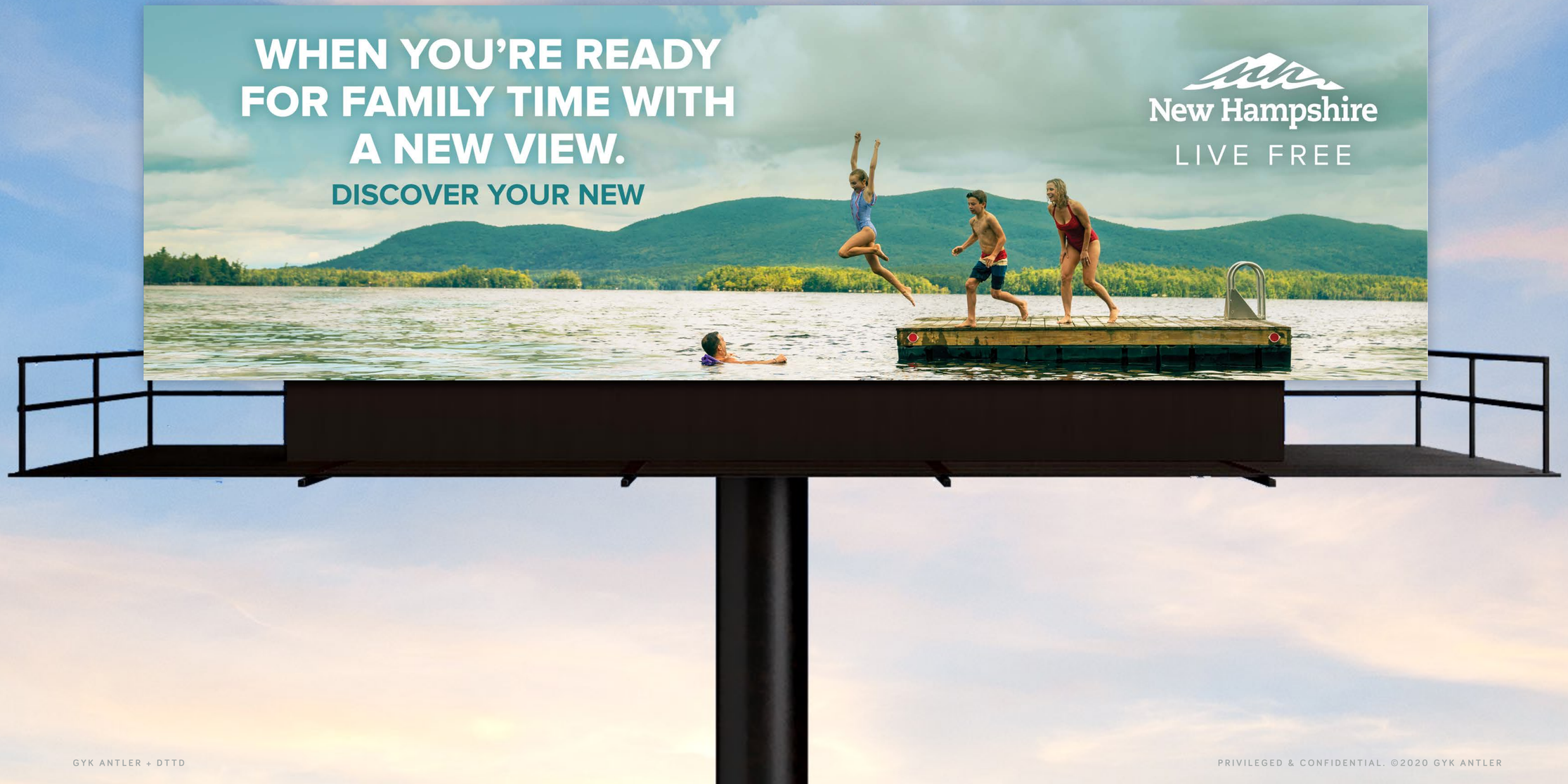
N/A

END CARD:

Discover Your New <transition>

New Hampshire logo

Campaign 2 – OOH



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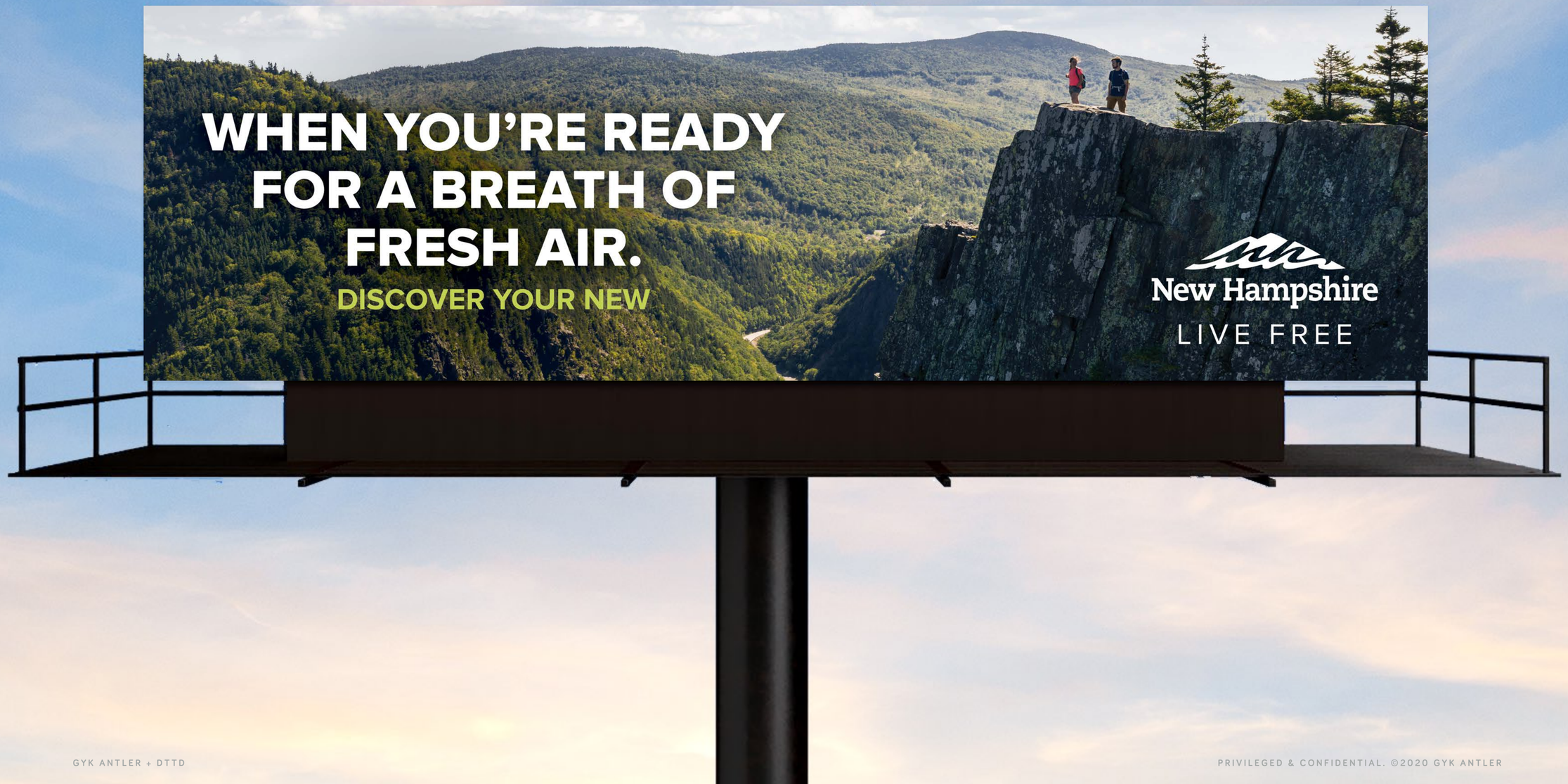
Campaign 2 – OOH



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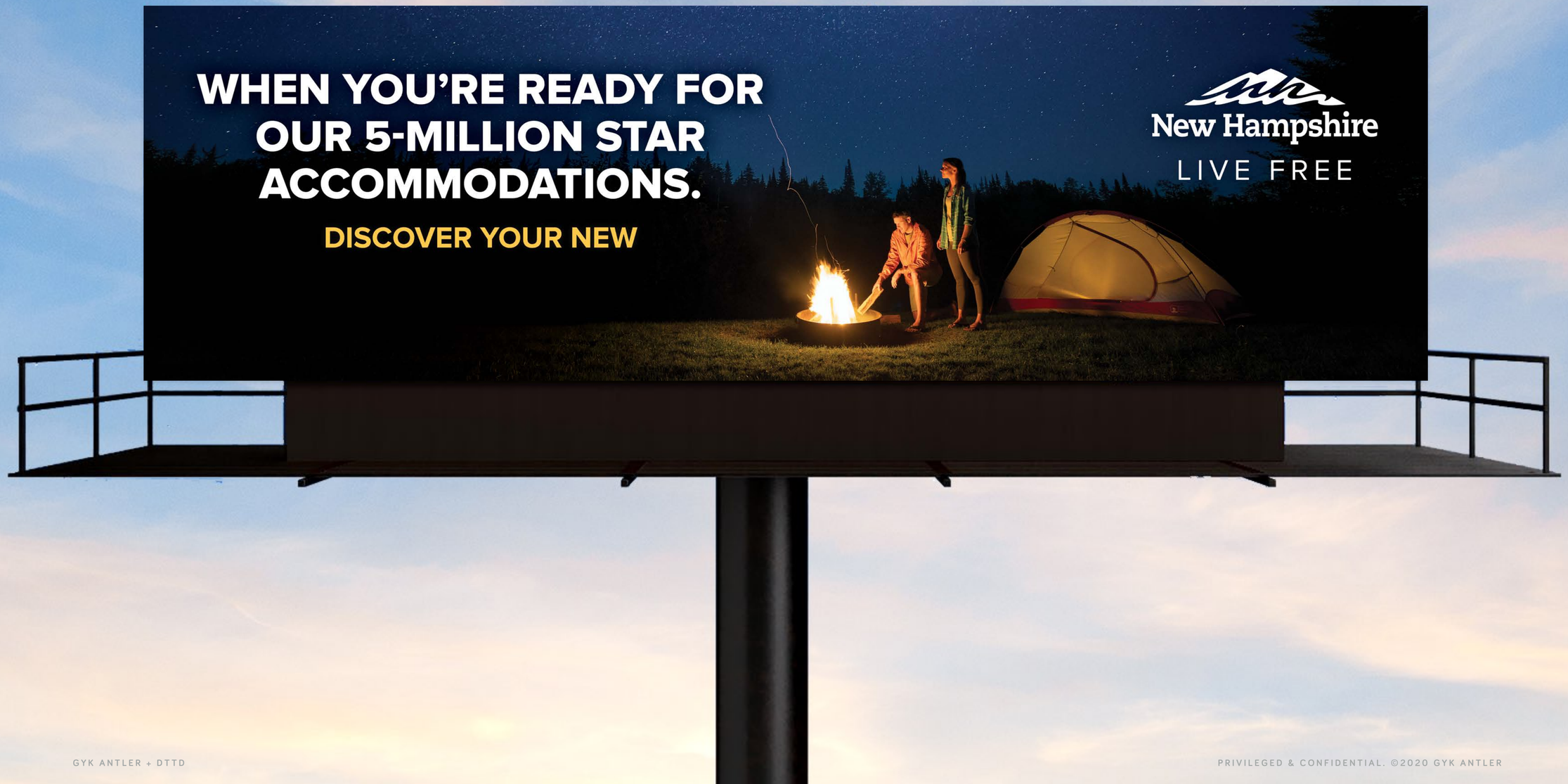
Campaign 2 – OOH



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Campaign 2 – OOH NY

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Campaign 2 – Digital Display Banner

EXPLORE TRAVEL+ LEISURE Your Profile Login Sweepstakes SUB

This Long-overlooked California Region Has Offbeat Hotels, Stunning Beaches and Hiking...

The bountiful Central Coast is much more than just a scenic stretch of highway between Los...

8 Scenic Weekend Road Trips to Take This Summer

From San Diego to the Finger Lakes, these are the best summer weekend road trips. Wheth...

25 Best Beaches in the U.S. (Video)

From New York to Hawaii, and California to Florida, find your perfect U.S. beach...

Hawaii Extends State of Emergency Through July, but Lifts Quarantine Rule for...

Video

Alaska Airlines, United Requiring Passengers to Disclose Health Status...

Video

ADVERTISEMENT

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Campaign 2 – Digital Display Banner

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Hawaii Extends State of Emergency Through July, but Lifts Quarantine Rule for...

Video

Alaska Airlines, United Requiring Passengers to Disclose Health Status...

Video

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Campaign 2– Paid Social

VisitNH - New Hampshire
Sponsored

When you're ready for a breath of fresh air, New Hampshire is ready to welcome you back. Start planning your trip.

Plan a trip
Discover Your New
Learn more

Like Comment Share

VisitNH - New Hampshire
Sponsored

When you're ready for family time with a new view, New Hampshire is ready to welcome you back. Start planning your trip.

Plan a trip
Discover Your New
Learn more

Like Comment Share

VisitNH - New Hampshire
Sponsored

When you're ready for a stay at one of our 5-million star accommodations, New Hampshire is ready to welcome you back. Start planning your trip.

Plan a trip
Discover Your New
Learn more

Like Comment Share

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Campaign #2b: Looking ahead

- Objective: More overtly drive visitors for both day and overnight trips to visit New Hampshire. Capture potential travelers from surrounding states and encourage them to visit New Hampshire over the other nearby options.
- Timing: Dependent on “open status” but ready to transition quickly
- Target Audience:
    - Canada (Montreal and Toronto) • Rhode Island • Massachusetts
- Creative Strategy: Utilize “Discover Your New” creative platform as originally produced
- Media Channels: TV (network, cable, connected); streaming radio; paid social; paid display video; larger digital display units; visitnh.gov homepage/content

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MA and RI – OOH

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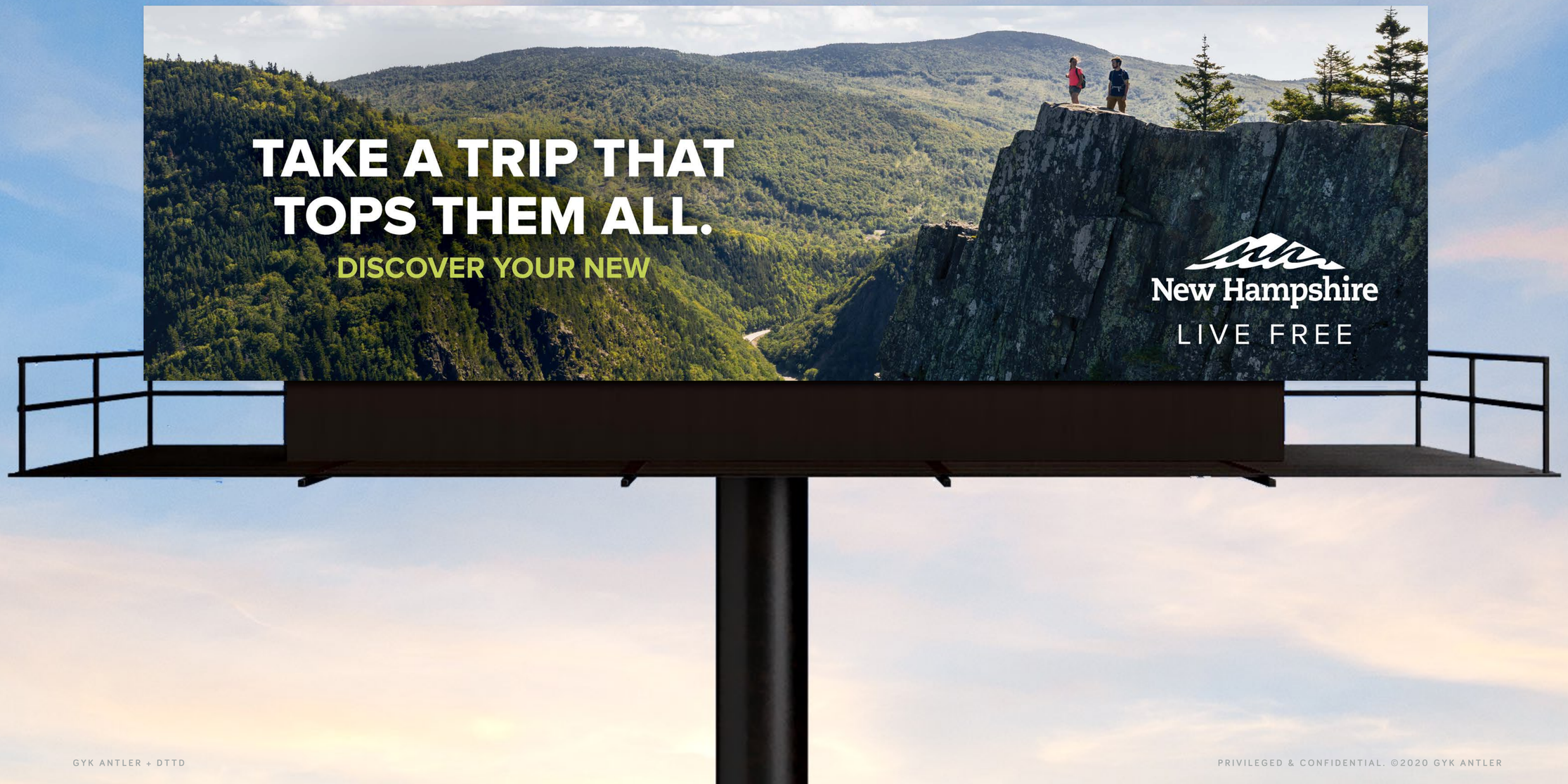
MA and RI – OOH



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Media Strategy

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Media Objectives

- Reach consumers where they spend most of their time with media channels
- Inspire future travel to New Hampshire from out-of-state while encouraging New Hampshire residents to explore their local outdoors
- Drive reach and frequency of message while balancing efficiencies within a $897K* budget

*Remaining budget allocated for production needs

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The Future of Travel

Drive Markets are poised to recover faster, as industry experts say 2020 is the “year of the road trip,” with 60% of Americans still intending to take a vacation in 2020 and stay in a hotel within six months of the COVID-19 curve flattening.
- Sojern

Speaking to travelers with relevant ad copy (dreaming, local highlights, and a focus around flexibility) will resonate with today's traveler.

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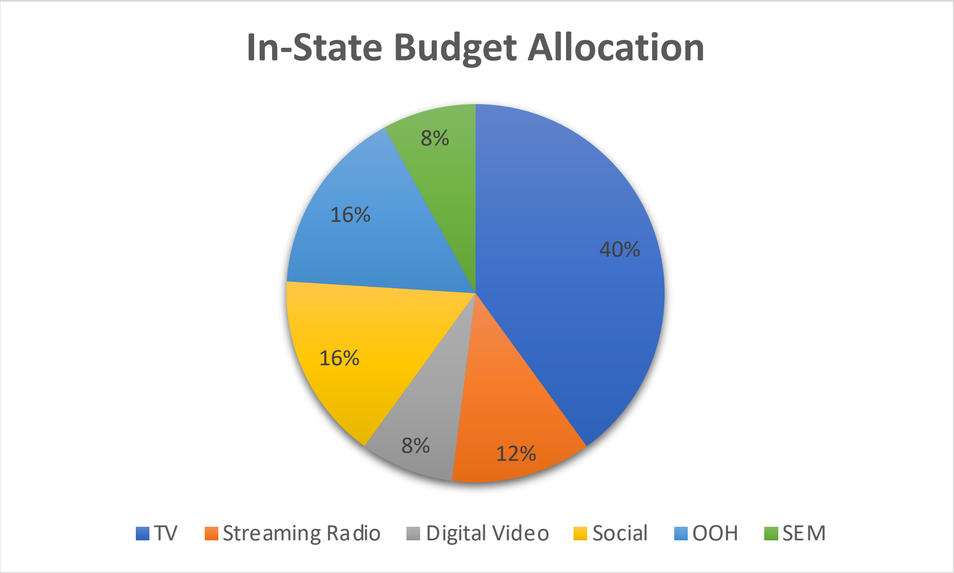
Media Approach

	In-State
Channel/Tactic	• Network TV • Cable TV • CTV • Streaming Radio • Digital Video • Social • OOH (Manchester and dispersed boards)

Targeting	• MW25-54
	  • Millennial Moms
	  • Gen X Moms
	  • Boomers

Budget Allocation	20%



June	July	August
TV*	TV	
OOH		
DISPLAY	DISPLAY REFRESH	
RADIO		
SOCIAL	SOCIAL REFRESH	
SEM	SEM REFRESH	

*TV two weeks on, two weeks off

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Media Approach — In-State

	Reach	Reach & Efficiency	Engagement	Awareness	Traffic

Channel/Tactic	• Network TV
	  • New Hampshire (WMUR)
		• Cable TV
		  • Comcast (all markets)
		• CTV
		• Streaming Radio
		  • Pandora
			• Digital Video
			  • Teads Native Video
			  • DynAdmic Takeover Video
			• Social Video
			  • Facebook Dark Posts
			  • Instagram Dark Posts & Stories
				• OOH
				  • ATA Outdoor
				  • Outfront
					• SEM
					  • Google

Targeting	• W25-54 • AM & PM News Programming • Top-Rated Lifestyle Programming	• W25-54 • Top-Rated Lifestyle Programming	• W25-54 • Contextual Alignment • Behavioral Prospecting • Retargeting	• High-Traffic areas	• Unbranded Prospecting • Branded New Hampshire Keywords
Budget Allocation	20%	32%	24%	16%	8%

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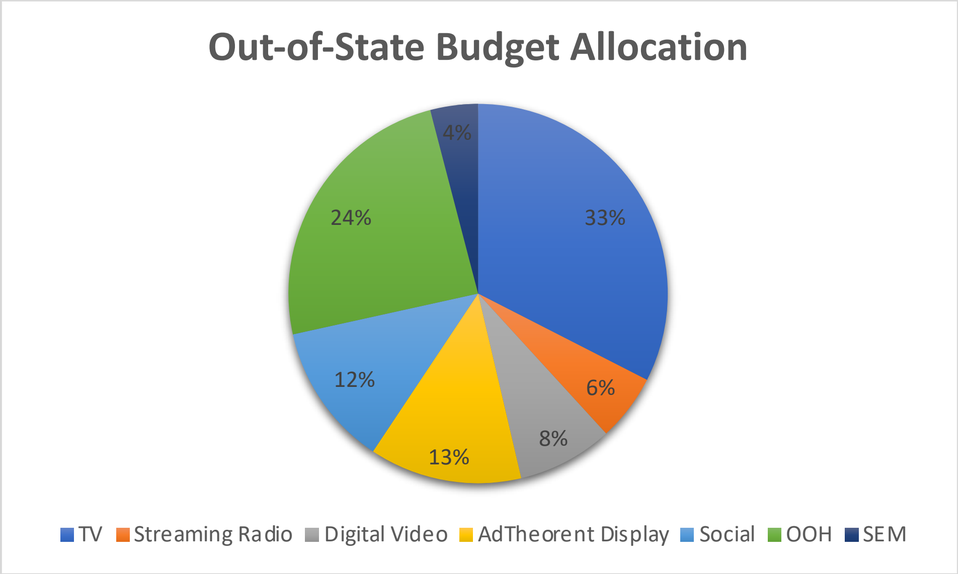
Media Approach

	Out-of-State
Channel/Tactic	• Network TV (MA/RI/CT) • Cable TV • CTV • Streaming Radio • Digital Video • Display • Social • Phase 2 OOH (MA/NY/RI/CT)

Targeting	• MW25-54
	  • Millennial Moms
	  • Gen X Moms
	  • Boomers

Budget Allocation	80%



June	July	August
TV*		TV
OOH		OOH REFRESH
DISPLAY		DISPLAY REFRESH
RADIO		RADIO REFRESH
SOCIAL		SOCIAL REFRESH
SEM		SEM REFRESH

*TV two weeks on, two weeks off

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Media Approach — Out-of-State

	Reach	Reach & Efficiency	Engagement	Awareness	Traffic

Channel/Tactic	• Network TV
	  • Boston (WCVB)
	  • Hartford (WTNH)
	  • Providence (WPRI)
	  • New York (WNBC)
		• Cable TV
		  • Comcast (all markets)
		• CTV
		• Streaming Radio
		  • Pandora
			• Digital Video
			  • Teads Native Video
			  • DynAdmic Takeover Video
			• Display: AdTheorent
			• Social Video
			  • Facebook Dark Posts
			  • Instagram Dark Posts & Stories
				• OOH
				  • Outfront
				  • Clear Channel
					• SEM
					  • Google

Targeting	• W25-54 • AM & PM News Programming • Top-Rated Lifestyle Programming	• W25-54 • Top-Rated Lifestyle Programming	• W25-54 • Contextual Alignment • Behavioral Prospecting • Retargeting	• High-Traffic areas	• Unbranded Prospecting • Branded New Hampshire keywords
Budget Allocation	15%	24%	33%	24%	4%

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Network TV and Cable

Align with top-rated networks in target markets, balancing efficiency of reach and frequency metrics with Cable TV

- Both in-state and out-of-state markets will receive TV coverage across both tactics
- Budget allows for one major network partner per target market (WMUR, WCVB, WLNE, WTNH)

Utilize media consumption trends in the COVID-19 climate to inform dayparts and programming

- News and daytime dayparts have seen an increase in viewership while prime rotators continue to draw large reach and premium content

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CTV

To reach the cord-cutters, we recommend including CTV into the mix by using VideoAmp or SpotX

- 42% of people are watching more broadcast TV, more news coverage, and watching more shows on streaming services (Netflix, Hulu, etc.)

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Out–of–Home

OOH will provide “high-impact” visuals for in-state and out-of-state markets through both phases

- Will include light street level media in New York to build frequency and boards to cover transit outside of the city
- MA/RI/CT will be supported with highway billboards and liveboards in Boston

OOH media in-state will encourage New Hampshire residents to explore at home

- Opportunities include small boards in Manchester, Lakes Region, and throughout the state in more populated areas

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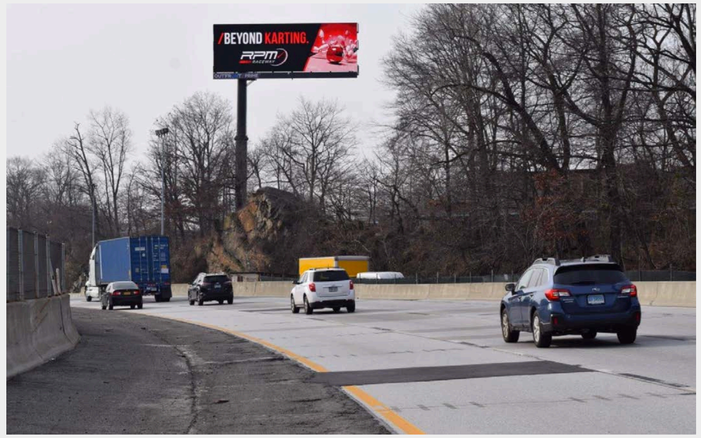
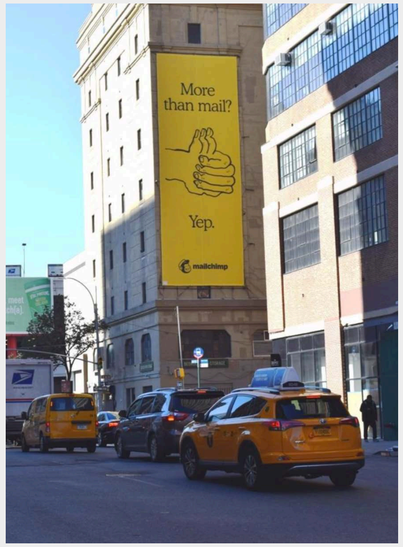
New York Walls

Walls in high drive-traffic areas make a statement, and we have the opportunity to get creative with contextual alignments. These are also heavily discounted.

- M-1320W — West Side Highway & 25th St F/S
- W900A — I-95/N.E. Thruway & Portman Rd. F/N
- Q365 Digital — LIE & 85th St - Outbound F/W
- M1300WO — 11th Avenue & 26th Street F/N





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Digital Video

Tactics will include both standard pre-roll and high-impact native video

- All digital video will be targeted to both in-state and out-of-state markets
- High-impact native video units resemble Instagram Story placements, which have yielded strong historical results

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Display

Programmatic display via AdTheorent will be leveraged to measure influenced foot traffic to the state via VISA measurement plan previously recommended for summer 2020

- Out-of-state markets only will be targeted with standard display and measured for foot traffic

Targeting includes previously recommended prospecting and retargeting layers:

- VISA segments, expandable units, predictive targeting, research study
- Millennial Moms and Gen X Moms
- Childless Millennials and Gen X
- Empty Nesters, Gen X, and Baby Boomers

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Paid Social

Tactics will include Facebook and Instagram, and will layer in promoted organic content, listicles, and carousels that focus on outdoor activities in addition to video units

- Due to the increase in video consumption COVID-19 has sparked across social media (44% among millennials and 35% in Gen X), ad units will be focused on video views
- Targeting will remain consistent with historical top-performing audiences

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Thank You!

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