

GYKANTLER



VISIT NH SUMMER 2021 CAMPAIGN REPORT | 10.29.21 V2



Executive Summary

Campaign Overview and Objectives

- The pandemic created fundamental shifts in how consumers are traveling, and many of these are likely to be semipermanent. The idea of road trips had surged because of the control consumers have over their travel plans, primarily safety and flexibility. We needed a campaign theme that targeted this mindset of travelers.
- We featured open spaces and natural attractions responsibly, considering the new partnership with Leave No Trace. Overtourism in some of these areas during peak travel periods was already an issue, and travel behaviors post-COVID-19 would likely only continue to amplify this trend.
- Our campaign continued to be “Discover Your New” and primarily leveraged existing assets that featured a unified call to action around summer activities, both soft and adventurous, positioning New Hampshire as a top option for summer activity in New England.
- Media went into market in a phased approach, aligned with lifting restrictions in March and April. This portion of the campaign was designed to catch consumers in the dreaming/planning phases of their summer vacations. May through August was focused on continuing that momentum with an added focus on test markets and driving foot traffic.

Target Audiences

- Core geographies remained New England and New York
- Based on strategic input from SMARI and past strong performances, we amplified our efforts in the Connecticut, Rhode Island, and New York markets with a dedicated budget
- Expanded drive markets: Delaware, Maryland, New Jersey, North Carolina, Ohio, and Pennsylvania
- Millennial Moms and Gen X Moms (families): Women 25-54 | Active, outdoor interests | HHI: \$100,000-\$149,000
- Childless Millennials and Gen X: Adults 22-54 | Active, outdoor interests | HHI: \$60,000-\$149,000
- Empty Nesters, Gen X, and Baby Boomers: Adults 45-64 | Outdoor interests | HHI: >\$100k

Phase One

Media Channel	March				April				Total Spots/Impressions
Monday Calendar Dates	1	8	15	22	29	5	12	19	
DISPLAY									
AdTheorent					4/1 - 6/30				9,625,287
TOTAL DISPLAY IMPRESSIONS									9,625,287
SOCIAL									
Facebook/Instagram				3/22 - 8/30				8,000,000	
Snapchat					4/1 - 8/30				1,000,000
TOTAL PAID SOCIAL IMPRESSIONS									9,000,000
SEM									
Google				3/22 - 8/30				300,000	
TOTAL PAID SEARCH IMPRESSIONS									300,000
CAMPAIGN TOTAL									18,925,287

Phase Two

EXECUTIVE SUMMARY:
CAMPAIGN FLOWCHART

Media Channel	March				April				May				June				July				August				Total Spots/Impressions		
Monday Calendar Dates	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	
PRINT																											
Yankee Co-op																											287,301
NHBR																											32,000
TOTAL PRINT IMPRESSIONS																									319,301		
TV																											
WMUR - New Hampshire									42	43	41																251
WFXT - Massachusetts													92	92													367
ENAC - Providence											5	5															20
WNAC - Providence FOX											25	25															100
WPRI - Providence CBS											20	20															94
WJAR - NBC 10									17	17																	93
WTIC - Fox CT																											395
WNBC - New York NBC																											126
Comcast (New England Cable Zones)																											35,051
Canadian TV																											132
TOTAL TV/VOD/OTT SPOTS																									36,497		
OOH																											
Boston																											
Outfront - Boston																											13,118,576
ClearChannel - Boston																											32,012,289
JCDecaux - Boston Logan																											14,401,265
Hartford																											
Lamar - Hartford																											1,772,320
Outfront - Hartford																											14,377,096
Providence																											
Lamar - Providence																											674,440
Outfront - Providence																											798,844
New York																											
Outfront - New York																											17,991,410
Clear Channel- New York																											12,070,820
New Hampshire																											
Outfront - New Hampshire																											793,685
ATA Outdoors - New Hampshire																											10,000
Binnie Media - New Hampshire																											877,000
Montreal																											
Canadian Highway Boards																											867,000
TOTAL OOH IMPRESSIONS																									108,897,745		
DISPLAY																											
Matador																											8,750,000
Iron & Air																											2,900,000
Sojem																											11,200,000
DynAdmic																											7,261,905
Teads																											1,011,905
AdTheorent																											16,735,153
TOTAL DISPLAY IMPRESSIONS																									47,858,962		
CTV																											
Tremor																											6,882,353
TOTAL CTV IMPRESSIONS																									6,882,353		
RADIO																											
Pandora																											11,769,863
TOTAL RADIO IMPRESSIONS																									11,769,863		
SOCIAL																											
Facebook/Instagram																											20,156,613
Snapchat																											6,885,873
Pinterest																											3,375,000
TikTok																											1,685,667
Influencers																											2,000,000
TOTAL PAID SOCIAL IMPRESSIONS																									32,103,153		
SEM																											
Google																											1,800,000
YouTube																											900,000
Gmail																											900,000
TOTAL PAID SEARCH IMPRESSIONS																									3,600,000		
CAMPAIGN TOTAL																									211,148,573		

Campaign Takeaways

- Overall, KPIs were largely met across the board with small inefficiencies seen in Search and Social. This can be attributed to competition in the market as more advertisers opted to push forward with Summer campaigns in a relaxing COVID-19 environment.
- Throughout the campaign, people looked to the **visitnh.gov** website as a key resource for trip planning and things to do in New Hampshire during the summer season.
- Overall, the Summer 2021 campaign delivered over 248 million impressions, 19.2 million video views, 4.1 million social engagements, and 780,059 link clicks, allowing us to drive our message to our target audience in key markets looking to visit New Hampshire.
- Paid Social drove strong engagement at efficient costs, delivering over 44.6 million impressions, 339,941 link clicks, and 3.7 million video views at a cost-efficient CPV of \$0.06.
- In-feed Display and video ad units resonated well with consumers, which allowed for extended, more meaningful engagements; the video units drove over 1.4 million video views for an average VCR of 62.09%.
- Market tests showed that media targeting is effective in all markets, however, web behavior YOY shows significant increases in road trip markets, which suggests we're reaching net new consumers.
- According to Sojern, of the 317 people who saw our ad then continued to book a flight to New Hampshire, 90.8% flew to Manchester, 8.8% flew to Portsmouth, and 0.4% flew to Lebanon.
- We utilized connected TV (CTV) units to target our audience on their living room screens, complementing our linear network and cable TV buys, which allowed us to deliver over 1.02 million impressions with a "big-screen" feel.
- Out-of-home billboards allowed us to blanket major arteries in Boston, New York, Hartford, Connecticut, Providence, Rhode Island, Montreal, Canada, and New Hampshire, along in-town roads and state routes, gaining visibility in all key markets.
- Broadcast radio and streaming audio spots across a variety of stations and formats drove high-level support of our message.
- Influencer partnerships continue to create relatable content and drive follower growth.
- Creative assets featuring New Hampshire scenery and seasonal activities performed well, in addition to the Road Trip creative theme, which allowed us to position New Hampshire as the perfect location to enjoy the outdoors.
- Summer 2021 experienced a much-needed Meals and Rooms Tax Revenue recovery with levels comparable to recent summers. Nice revenue bump in May (\$32.3M), slight dip in June (\$27.2M), ending the summer with an upswing for July (\$34.8M) and August (\$35.2M).