

GYKANTLER


New Hampshire
LIVE FREE

SUMMER CAMPAIGN 2021 RECOMMENDATIONS
3.24.21



GYKANTLER



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Agenda



Campaign Overview

Phase 1 Recap

Media Strategy + Key Themes

Creative + Media Plan

Measurement

THE SUMMER OF HOPE

- Since we briefed our summer campaign in January, consumer mindsets have continued to shift:
 - According to Forbes, 70% of the travel that took place in the summer of 2020 was within driving distance of their home.
 - A survey done by AirBnB suggests that 2021 will come up in a close second with 62% of people planning road trips instead of buying plane tickets.
 - “Revenge travel” is a thing: 60% of people in an American Express survey said their 2021 resolution was to take more vacation time; a separate survey by Booking.com found that more than 40% of people expected to travel more than they did before the pandemic – the figures were even higher for Gen Zers and millennials.
- With more people taking vacations this summer, now is the perfect time to encourage them to hop in their car and *discover their new*.



WHAT THIS MEANS FOR US

- We can elevate appeal through the use of relevant trends and broadened targeting while staying true to our value proposition

TARGETING:

Expanded “radius” targeting
Boost key feeder markets
Maintain core markets

CREATIVE:

Amplify “Road Trips” theme
Grounded in Discover Your New

THE ROLE OF “ROAD TRIPS”

- Lives under the “Discover Your New” concept.
- It’s a specific creative focus grounded in strategic insight to add depth to the creative, explore additional media/partnership opportunities, and ultimately provide more travel inspiration.
- Informs media strategy by providing additional content/assets more focused to a specific audience (i.e., expanded radius segment) and additional testing/sequential messaging opportunities for all audiences.
- Curated on a dedicated landing page for optimal user experience and inspiration as well to ensure trackability and measurement.



DISCOVER YOUR NEW

CORE

ROAD TRIP

A family of four is shown in profile, looking out over a rocky beach at sunset. The father, in the background, is pointing towards the horizon. The mother and two children are in the foreground, looking in the same direction. The scene is bathed in warm, golden light from the setting sun.

Media Strategy

WHAT WE LEARNED

- Based on strategic input from SMARi and strong past performances, we are amplifying our efforts in the CT, RI, and NY markets with a dedicated budget. This is where the “boost” budget comes into play! The “core” budget will auto-optimize between our geo’s, and the boost will give a little extra love to those states.
- We will be adding in responsive search ads at the start of the campaign so we can see an even higher CTR right off the bat.
- Video has been a top performer and growing in popularity, so we want to tap into that medium more on social, by adding CTV as well as a video component (connected to the influencer program and custom content) to streaming audio.
- TikTok performed well in past campaigns, and now is our chance to elevate this strategy by tapping into current trends, so it doesn’t instantly look like an ad.



AUDIENCE

Core:

- New England states plus New York, minus Vermont
- Markets we've historically targeted

Boost:

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

Expanded Radius:

- Delaware, Maryland, New Jersey, North Carolina, Ohio and Pennsylvania
- 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
- Not currently planned, pending travel restrictions

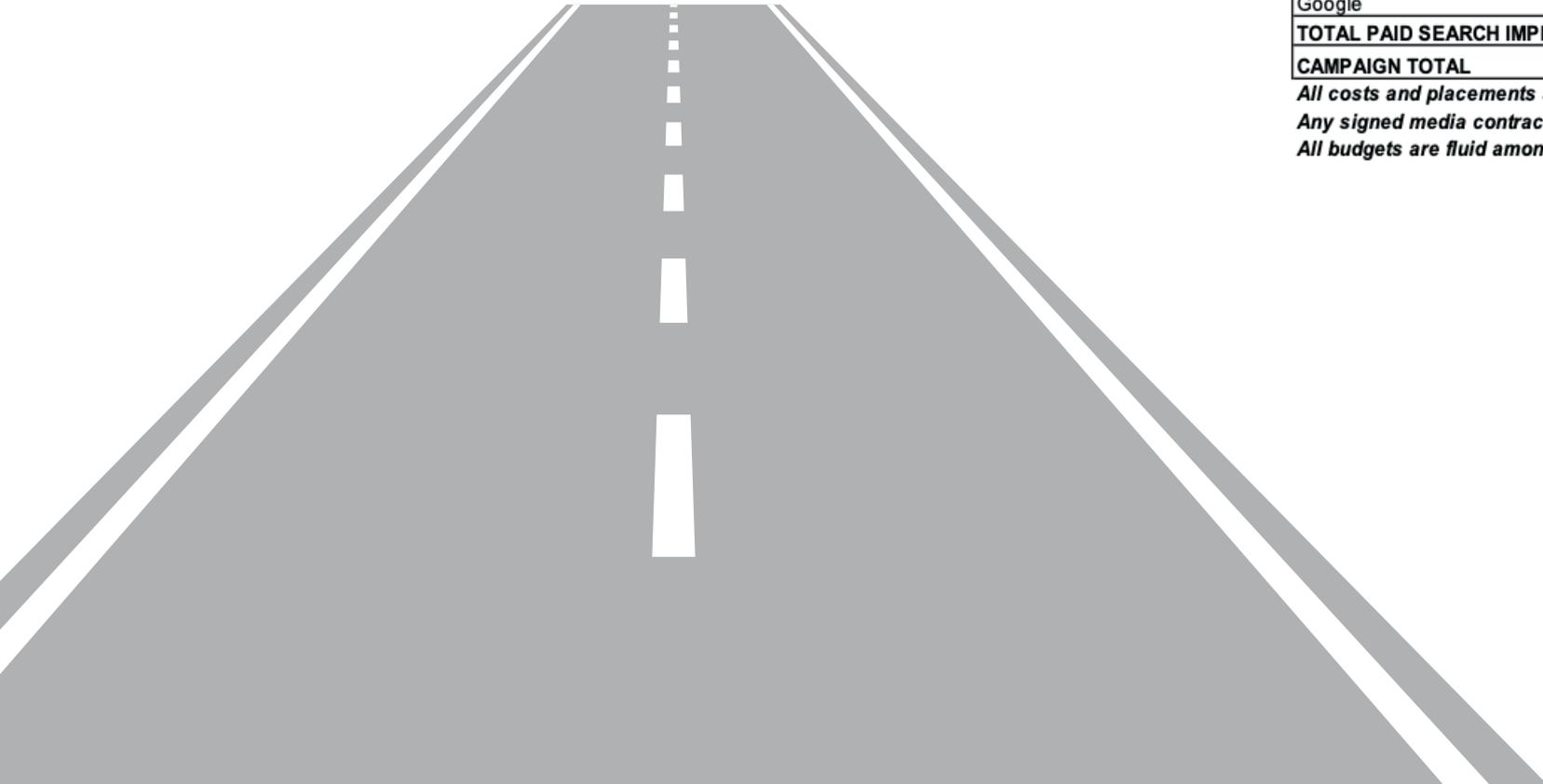
WHAT WE'RE DOING

- In March, will enter into market with Phase 1 of our summer messaging to catch those in the dreaming and planning phases of their summer vacations.

DTTD
Visit NH Summer 2021 Media Plan

Media Channel	March				April					Total Spots/Impressions
Monday Calendar Dates	1	8	15	22	29	5	12	19	26	
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

*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.*



WHAT WE'RE GOING TO DO

In Phase 2 of our summer campaign, we plan to continue the momentum of these channels and the market tests being conducted.

- For May and June, our media mix strategy will be heavily weighted on awareness with secondary goals of engagement and website traffic.
- Media efforts in Phase 2 will continue the momentum of Phase 1 media tactics, with additional cross-channel tactics to create a cohesive media mix focused around the summer road trips theme and core messaging

	AWARENESS	ENGAGEMENT	TRAFFIC
CHANNEL	TV OOH Connected TV Streaming Audio Digital Video	TikTok Snap Facebook/Instagram Pinterest Influencers Custom Content Digital Video High Impact Display	Facebook/Instagram Search / Gmail Programmatic Display
BUDGET	50%	30%	20%

OUR STRATEGY

MAXIMUM IMPACT:

- Look for ownership where possible within TV dayparts for stronger recall
- Employ up to 100% SOV placements within the digital space to demand attention
- Contract visible OOH boards in congested areas with higher reach
- Adhere to best practices on newer social platforms for stronger engagement

STORYTELLING:

- Combine a unique influencer activation in partnership with custom content partners to tell a cohesive road trip story with high distribution across multiple channels
- Lean on the road trip theme within further drive markets to share real journeys

STRATEGIC MESSAGING:

- Tailor messaging to target markets based on familiarity/ drive distance
- Sequentially message users in out-of-state markets with a brand message followed by road trip inspiration





Media Plan + Creative

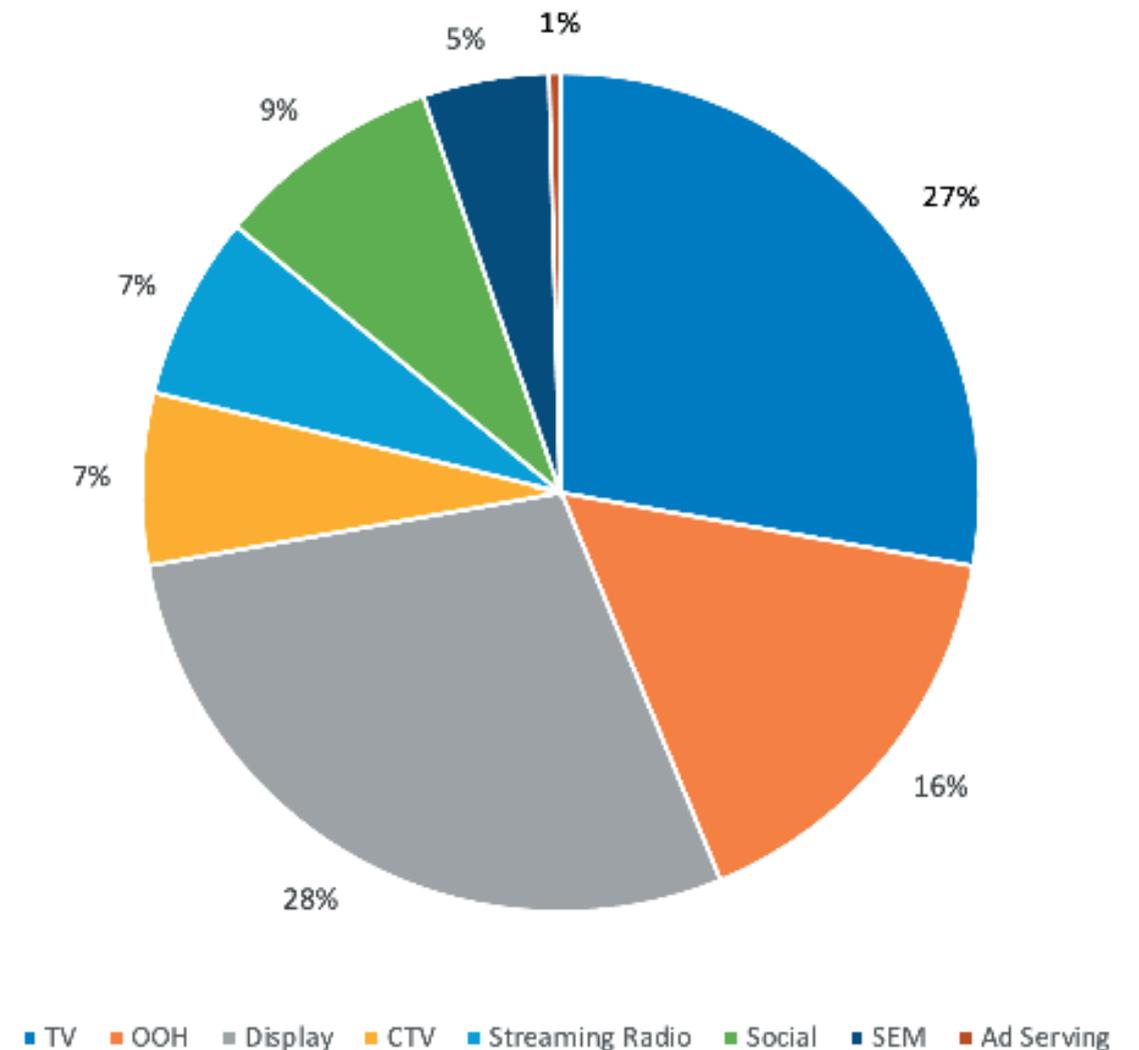
OUR BUDGET SUMMARY

May/June

TIMING: 5/1/2021 - 6/30/2021

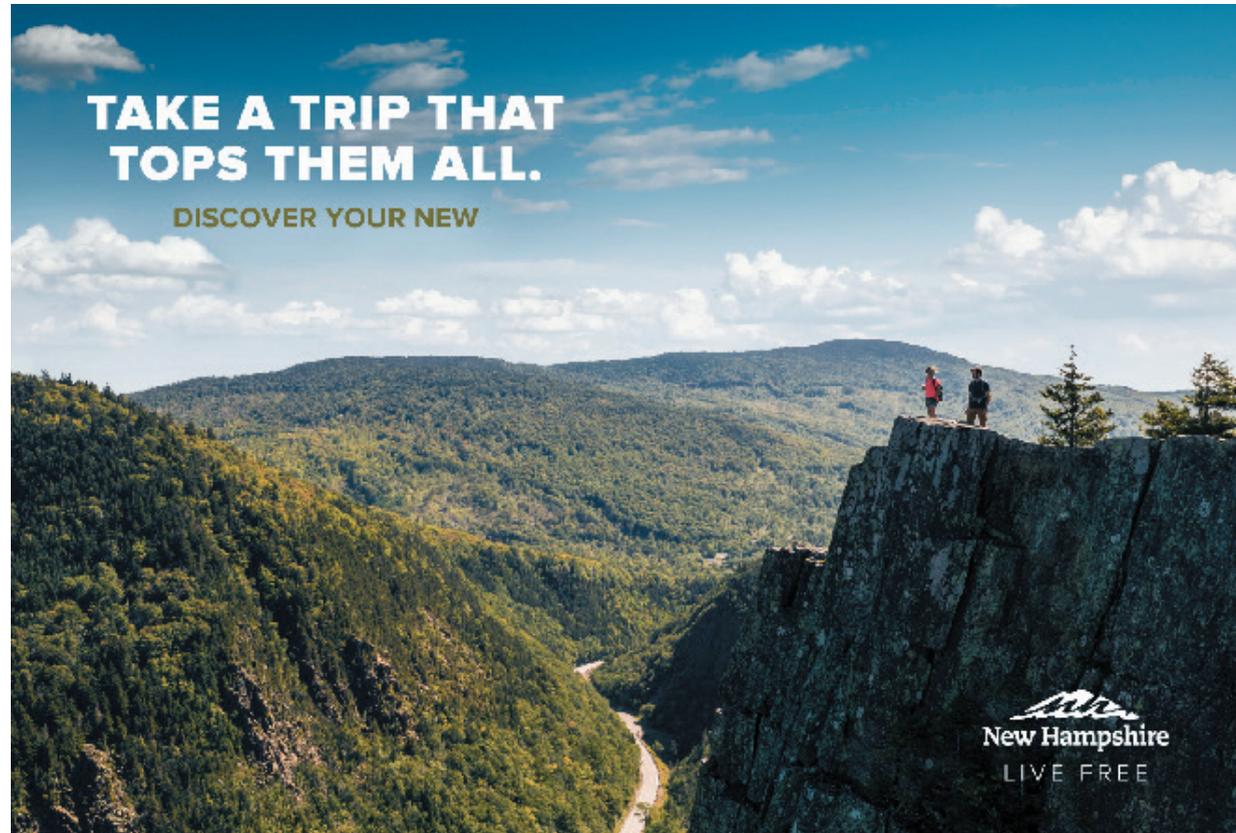
- May/June will receive the bulk of the summer budget, continuing the momentum of the paid social, paid search and programmatic display media launched in March/April.
- TV and OOH will be pulsed in and out of market as air cover, and digital tactics will remain consistent throughout the summer.
- Paid social and paid search will continue through July/August with a separate budget.

MAY/JUNE BUDGET ALLOCATION



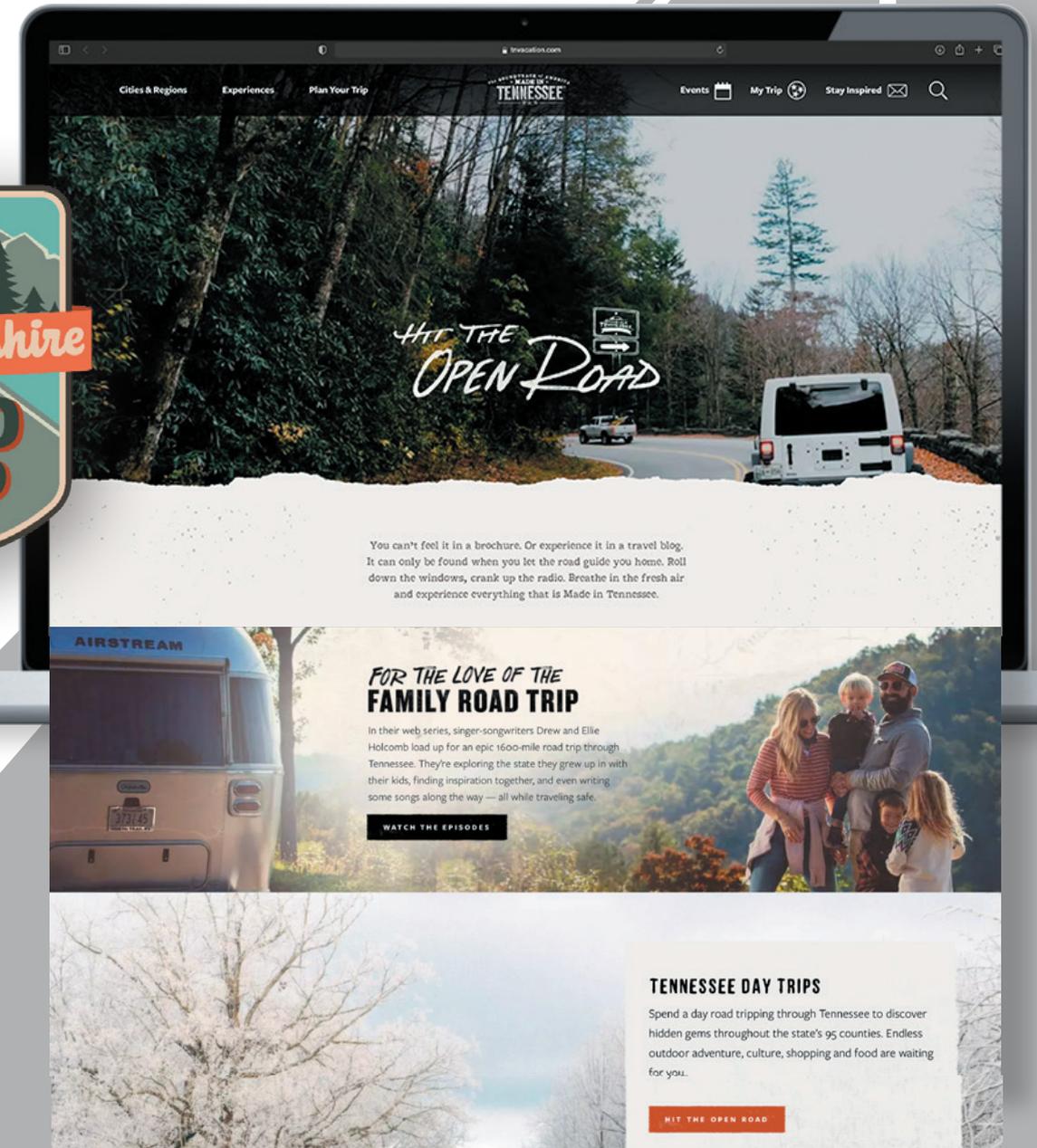
CORE CREATIVE

- Leveraging our core creative messaging across channels.



ROAD TRIP LANDING PAGE

- All of the assets you are about to see are going to drive to a unique landing page on the Visit NH website. The page will feature content meant to inspire people to take a road trip in New Hampshire, from playlists to bop along to in the car, to itineraries they can use to get around the state.
- [This Tennessee tourism campaign](#) has been a point of inspiration during our brainstorm and is a great example of how a campaign like this can come to life via a landing page.
- There's a potential to incorporate an interactive feature of some kind like this [Pin Your Trip idea](#).



ROAD TRIP ITINERARIES

We created some great itineraries for the Visit NH Visitor's Guide. Let's leverage these on our website to inspire people to go on a road trip without doing all of the legwork that goes into creating an itinerary from scratch. These can live on the Road Trip page on the Visit NH website and be cross promoted on other relevant pages.

"Into the Wild" Road Trip Itinerary

Get up close and personal with New Hampshire's wildlife on this nature-bound adventure. Spot a deer, catch some bass, and maybe even be lucky enough to encounter one of our magnificent moose.

"Discover Wonders" Road Trip Itinerary

Discover the stunning natural attractions found in the White Mountain National Forest and beyond. The inspiring beauty of these magic wonders will leave you with unforgettable memories that will last a lifetime.

"Paint the Town Red" Road Trip Itinerary

Tap into your artistic trove and unwind on this creative tour of the Monadnock Region, where you'll be inspired by the sights, sounds, and tastes of local artistry.

"Starry Travels" Road Trip Itinerary

The sky is the limit in southern New Hampshire where otherworldly and mysterious attractions take you to the stars and beyond.

"A Road Less Travelled" Road Trip Itinerary

Take time to enjoy the simple pleasures in life, exploring romantically rural landscapes and the charming natural wonders of western New Hampshire.

"Vintage Travels" Road Trip Itinerary

Hit the road and explore some of the best vintage gems in the Lakes Region!

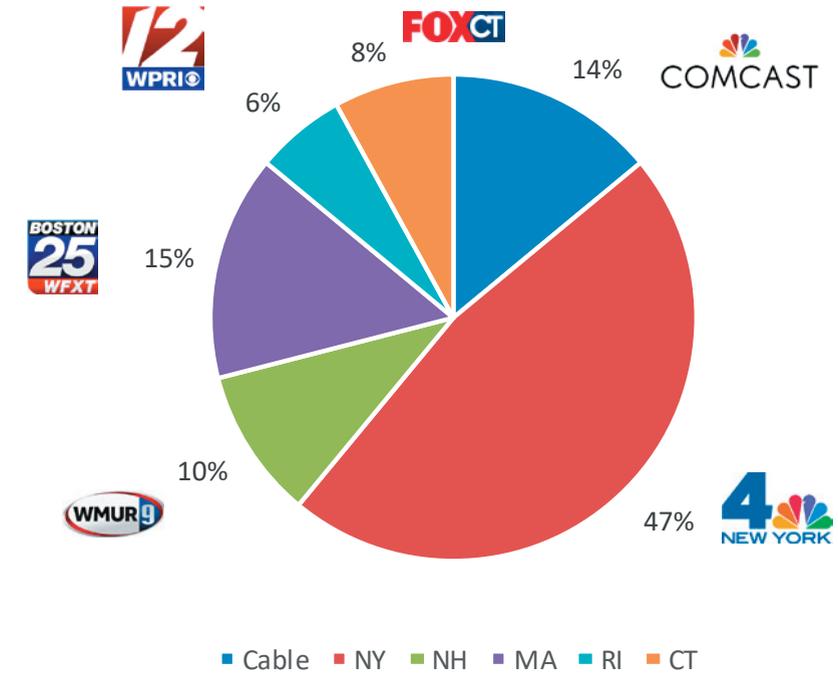


OUR TV PRESENCE

TOTAL SPOTS: 1,355

- To make a stronger impact with our TV dollars this year, we are looking to own the Early Morning 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 Prime daypart.

BUDGET BY MARKET



MEASURING OUR TV SPOTS WITH QR CODES

TOTAL IMPRESSIONS: 4.9 Million

- Leveraging new QR code technology to accompany our standard TV spots on Connected TV devices, we can measure actions taken from the big screen.

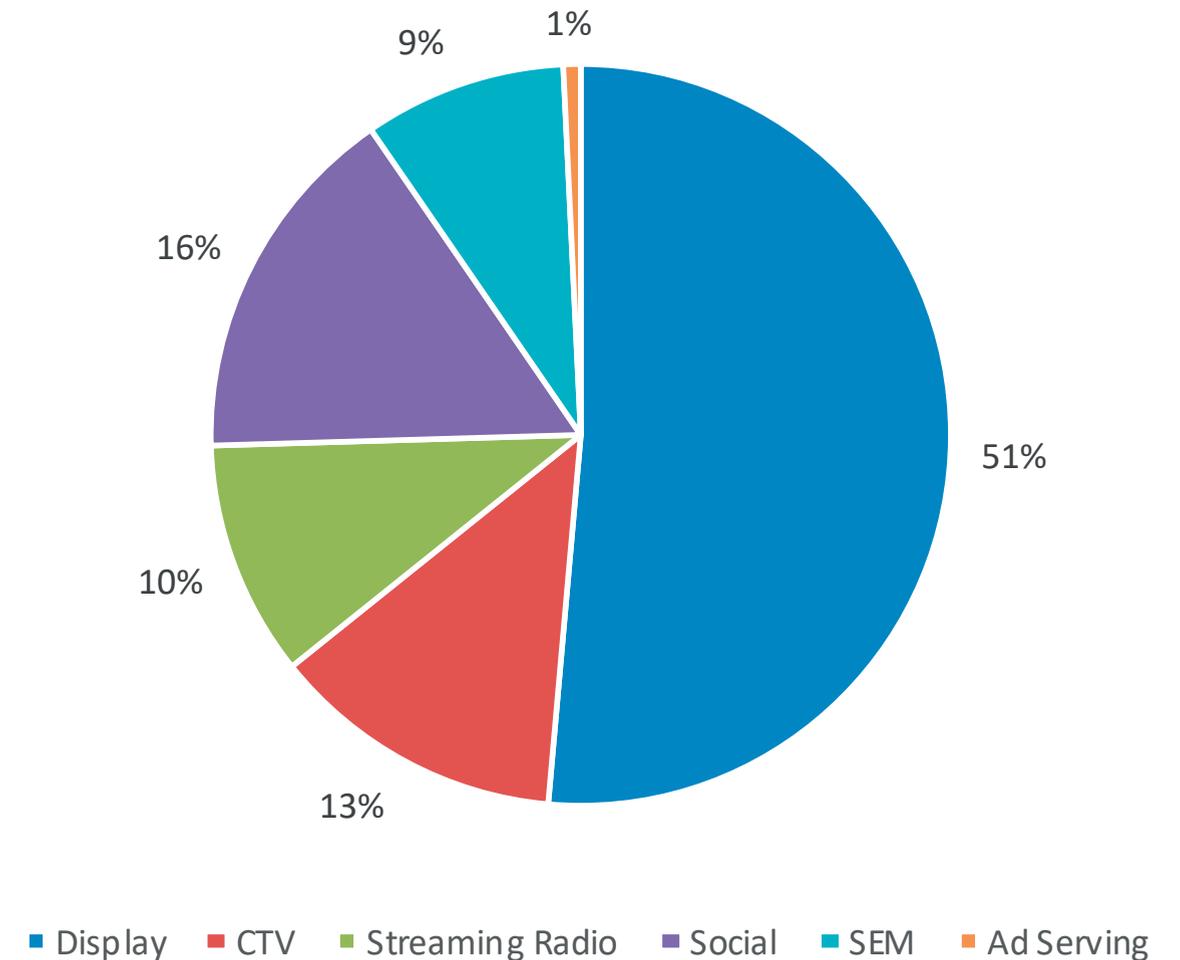


OUR DIGITAL PRESENCE – CORE & ROAD TRIPS

TOTAL IMPRESSIONS: 46 Million

- Within our digital footprint, we'll have a myriad of digital channels reaching consumers where they consume content most.
- 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.
- Digital tactics across the board will see unique tweaks to the standard media buy to further enhance our effectiveness.

DIGITAL CHANNEL BUDGET ALLOCATION



ROAD TRIP INFLUENCERS

TOTAL IMPRESSIONS: ~ 2 Million

- Let's get influencers to go on different road trips this summer and document their experience. Similar to our partnership with Jake Guzman this winter, the influencers can post videos on their stories and we can reshare the ones we want to on the VisitNH Instagram page. Some influencers can follow the itineraries from the Visit NH Visitor's Guide, and some can take suggestions from their followers.
- The ones getting suggestions from their followers could make a permanent post on Instagram and ask people to comment where they should go next. The most liked comment wins.
- In addition to our traditional photographer influencers, we would like to introduce a videographer like Kris Roller into the summer campaign.

Jacob Moon

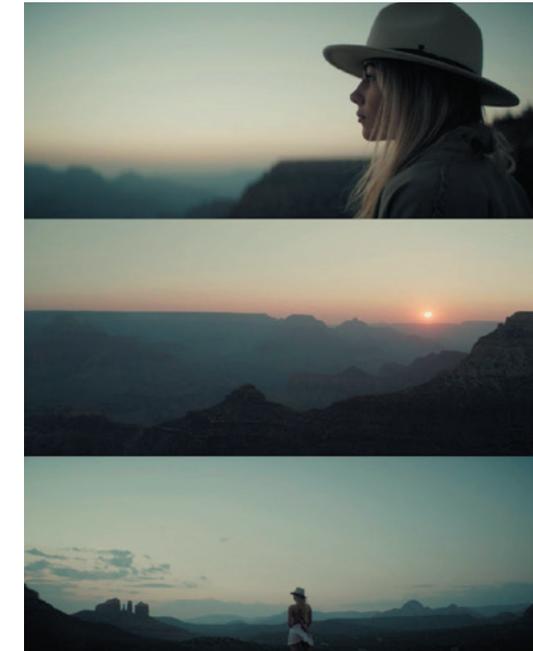


547K FOLLOWERS

@moonmountainman

Jacob and Natasha have been traveling around with their 3-year-old daughter since she was born. He is a photographer and storyteller, documenting their #vanlife experience for their followers. More at @moonfamilylife

Kris Roller



17K FOLLOWERS

@krisroller

Kris is a NYC based photographer and videographer and has partnered with large brands to help them tell the right story. His storytelling through video is unique and we can leverage this to tell a road trip story about NH.

Ben Skaar



23K FOLLOWERS

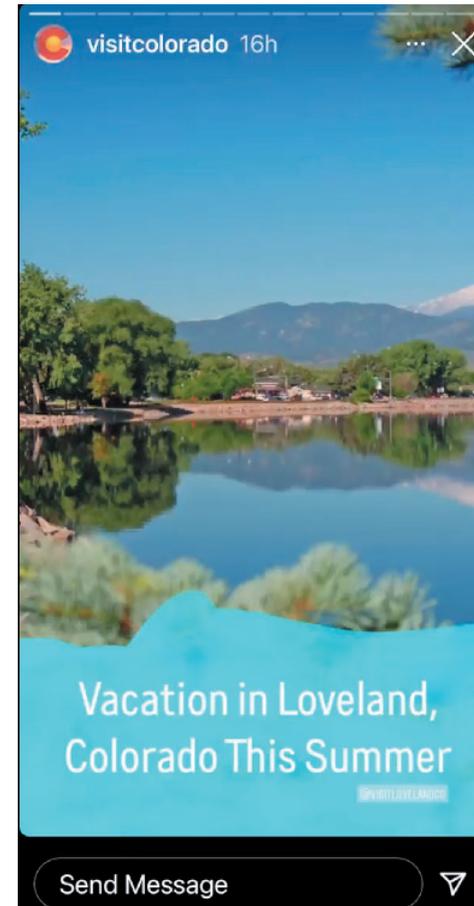
@benskarr

Ben is a local Massachusetts photographer who we can utilize for summer drone and photo content. He is young but has a great portfolio.

ROAD TRIP ORGANIC SOCIAL

Let's bring this theme to every platform using our organic social media channels. For our Instagram and Facebook stories we can do a series of Road Trip Tips where we can suggest road trip games, spots around the state, and travel/packing tips. Our Facebook page can share the itineraries that will live on our website and promote any video content we create. We could also evolve "know your neighborhood" series from the Support Local campaign and offer Story takeovers by DMOs, towns or regions showcasing things to do as part of one the featured itineraries.

EXAMPLE:



ORGANIC FACEBOOK



POST COPY:

Discover a road less travelled this summer in NH. Hike up Mount Kearsarge for endless views or kick back by Lake Sunapee.

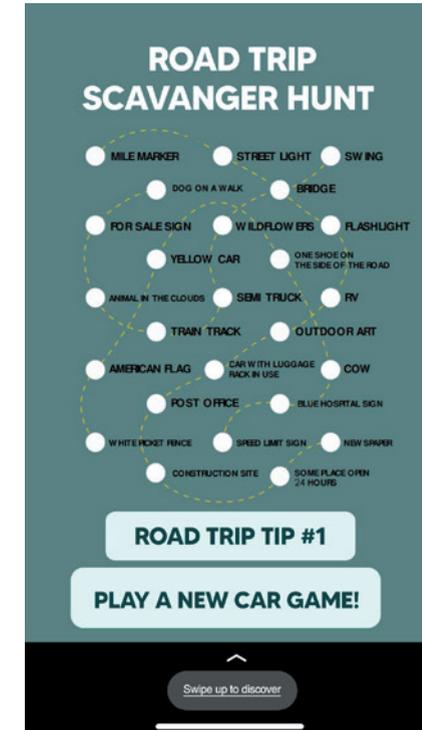
ORGANIC INSTAGRAM



POST COPY:

The perfect start to summer ☀️
#DiscoverYourNew PC:
@JaneDoe

INSTAGRAM STORY

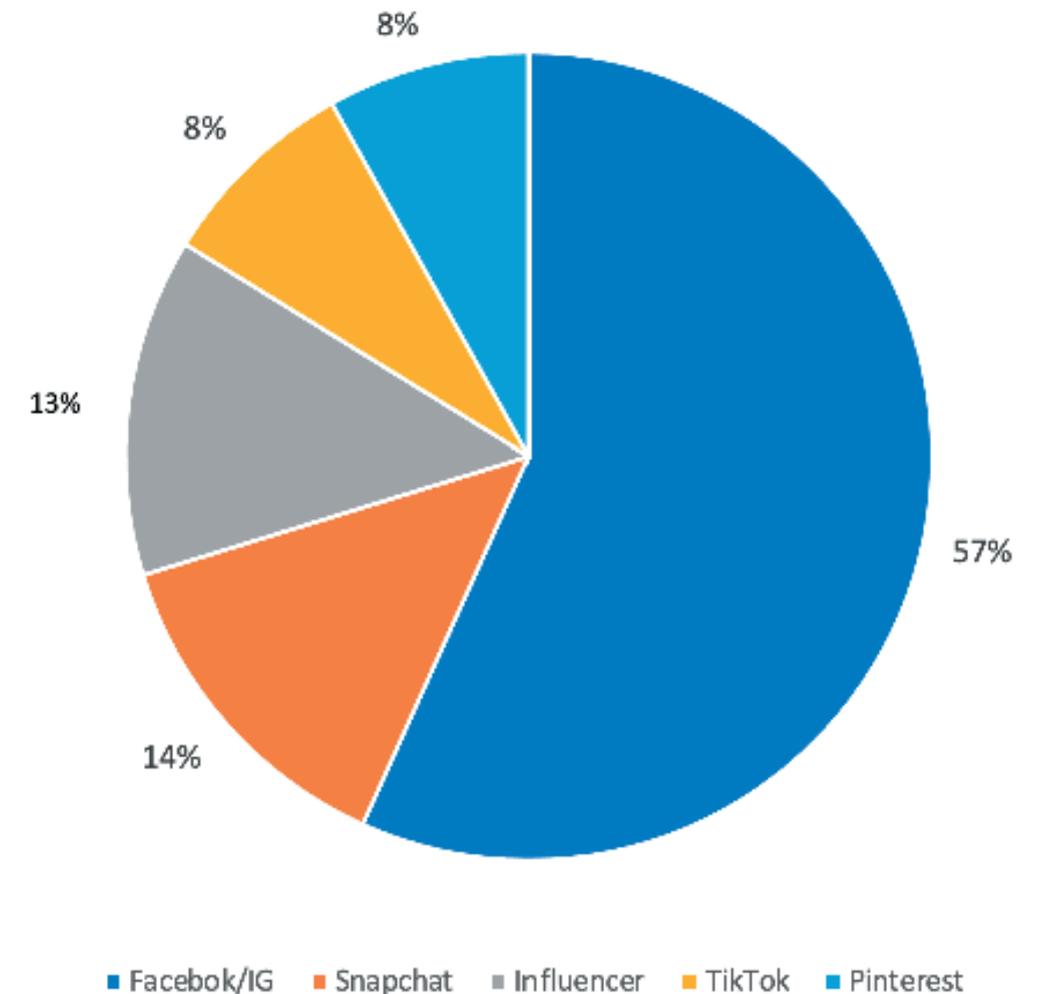


OUR PAID SOCIAL PRESENCE

TOTAL IMPRESSIONS: 30.4 Million

- We'll use Facebook/Instagram, Snapchat, TikTok, and Pinterest with increased budgets YoY to increase reach and frequency.
- TikTok content will be native to the app, and ideally follow the current trends so users will spend more time engaging with the ad. Partnering with a creator is a possibility with this channel.
- Facebook/IG 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 road trip focused for our large influencer, and will be supplemented with a videographer and photographer to capture high-quality content.

PAID SOCIAL BUDGET ALLOCATION



ROAD TRIP PLAYLIST

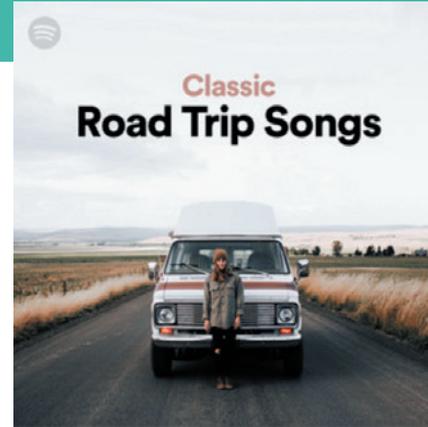
What does every good road trip have? A great playlist. Using Pandora and Spotify, let's reach our target audience in a new location and give them a new playlist to listen to while road tripping in New Hampshire

Pandora:

- TOTAL IMPRESSIONS: 8 Million
- Pandora allows us to be a part of a user's road trip through sponsored playlists, audio ads, and video ads.
- We can also sponsor existing Road Trip playlists with their platform to our target audiences.

Spotify:

- On Spotify, we can create our own playlists that can live on the Road Trip landing page.



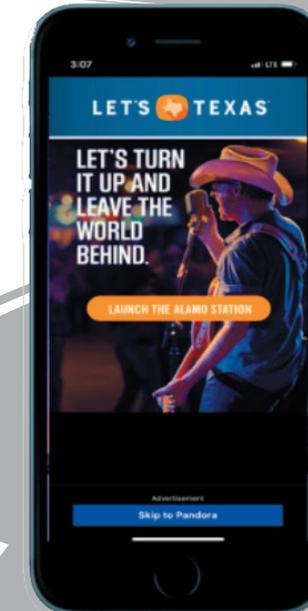
Spotify

Classic Road Trip Songs | 3.8M Followers



Pandora

Road Trippin' | 2.9M Monthly Listeners

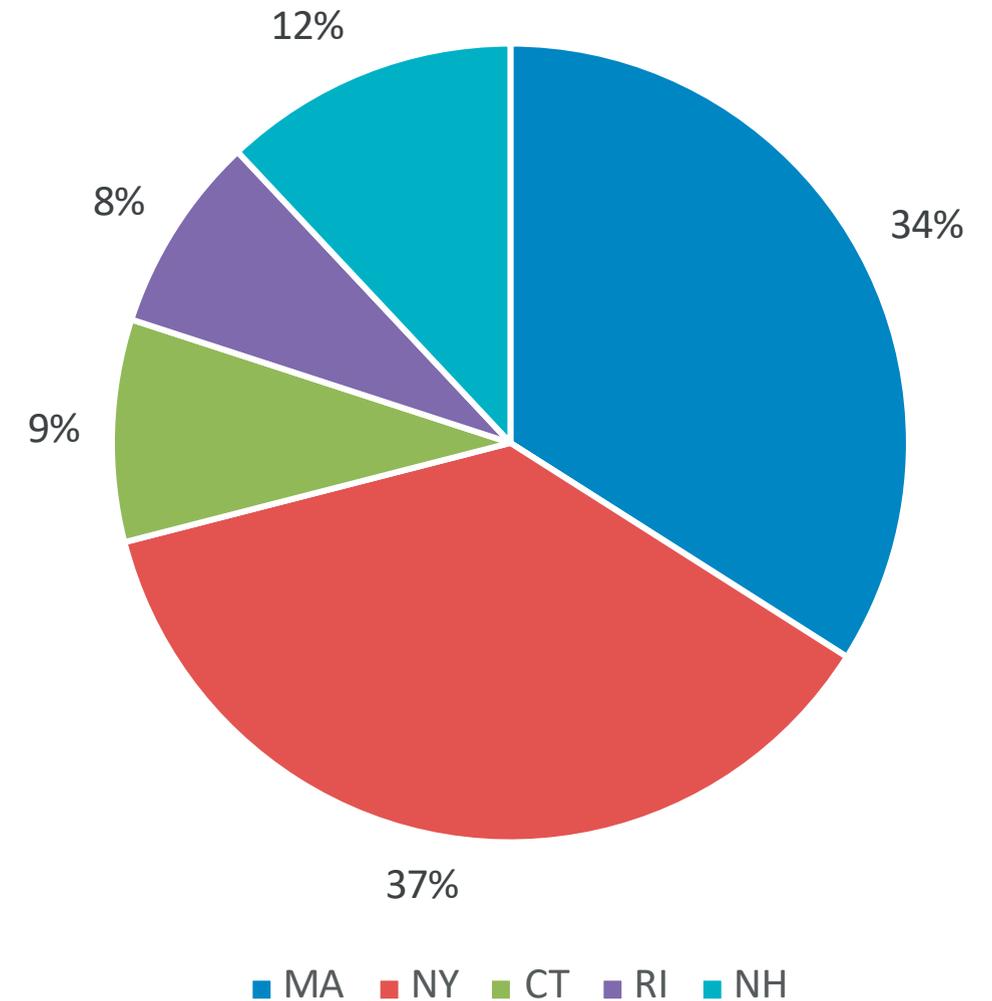


OOH PRESENCE

TOTAL IMPRESSIONS: 52 Million

- Taking some of the media buys that we have for the summer campaign and using it to promote taking a road trip will help tie the entire idea together. Using billboard placements with headline referencing road trips, we can get people who are stuck in their cars to think about how much more fun it would be if they were on a road trip to discover New Hampshire.
- In order to remain flexible, we'll use fewer unique sizes and have shorter lead times to allow for adjustments to the role of OOH in our media mix
- All of our recommended boards achieve a wide ranging footprint across the states and garner the most impressions in its respective market of available inventory
- Recommended OOH placements do not have noncancellable clauses

BUDGET BY MARKET



TERMINAL C JET BLUE DOMINATION

- Wall section 1: Breathtaking Views Await
- Wall section 2: Relaxation Awaits
- Wall section 3: Adventure Awaits
- Wall section 4: New Memories Await

Overhead Banner:
Headline: Take Off This Summer
CTA: Discover Your New
Logo

Graphic Comp



Reference image

A green rectangular banner with white text. The main headline reads "TAKE OFF THIS SUMMER" in a large, bold, sans-serif font. Below it, in a smaller font, is "DISCOVER YOUR NEW". On the right side of the banner is the New Hampshire state logo, which includes a stylized mountain range and the text "New Hampshire" and "LIVE FREE" below it.

Two panels of wall graphics. The left panel shows a scenic view of a mountain range with the text "BREATHTAKING VIEWS AWAIT" in white, bold, sans-serif font. The right panel shows a night scene of people camping around a fire with a tent, with the text "ADVENTURE AWAITS" in white, bold, sans-serif font. Both panels feature the New Hampshire logo and "LIVE FREE" at the bottom.

Two panels of wall graphics. The left panel shows a person jumping into a lake with the text "RELAXATION AWAITS" in white, bold, sans-serif font. The right panel shows a group of people sitting at a table outdoors, eating and drinking, with the text "NEW MEMORIES AWAIT" in white, bold, sans-serif font. Both panels feature the New Hampshire logo and "LIVE FREE" at the bottom.

TERMINAL C JET BLUE DOMINATION

Mockup



DEPARTURES 100

Headline

Elevate your summer

Subhead: Discover Your New

Graphic Comp



DEPARTURES 100

ANIMATED GRAPHICS

Utilizing the animations from HTML graphics for summer campaign

Video 2:

Headline:

Your epic summer awaits.

Discover your new

Visit NH



Reference image



Frame 1



Frame 2



Frame 3



Frame 4

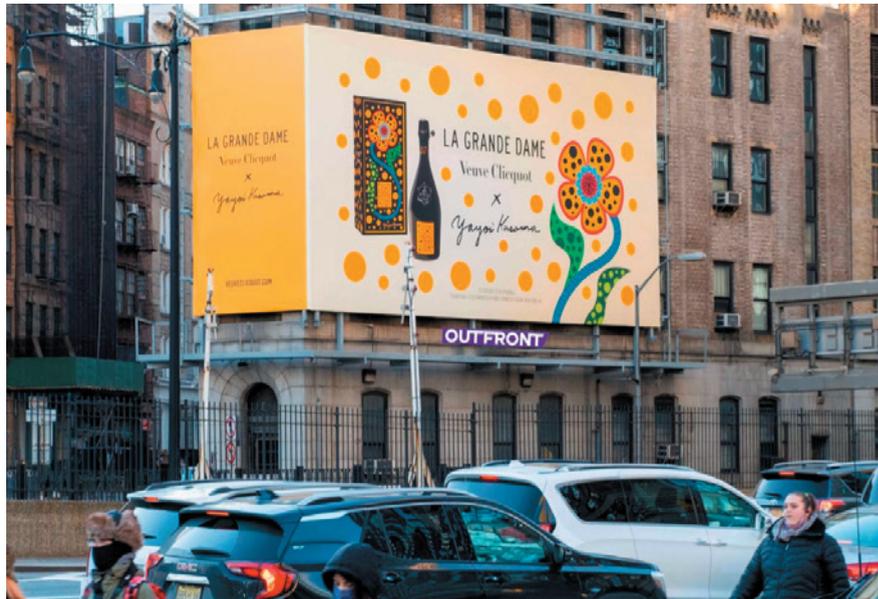


Frame 5

HOLLAND TUNNEL

Headline

There's more than one way to cross a river



Reference image



MIDTOWN WEST / PORT AUTHORITY 8TH AVE AND 49TH

Vertical Board

HEADLINE

Check out our skyscrapers

Horizontal Board

Subhead: Your Epic Summer Awaits



WATTS/SOHO

HEADLINE

Unbeatable Nightlife

Subhead: Discover Your New

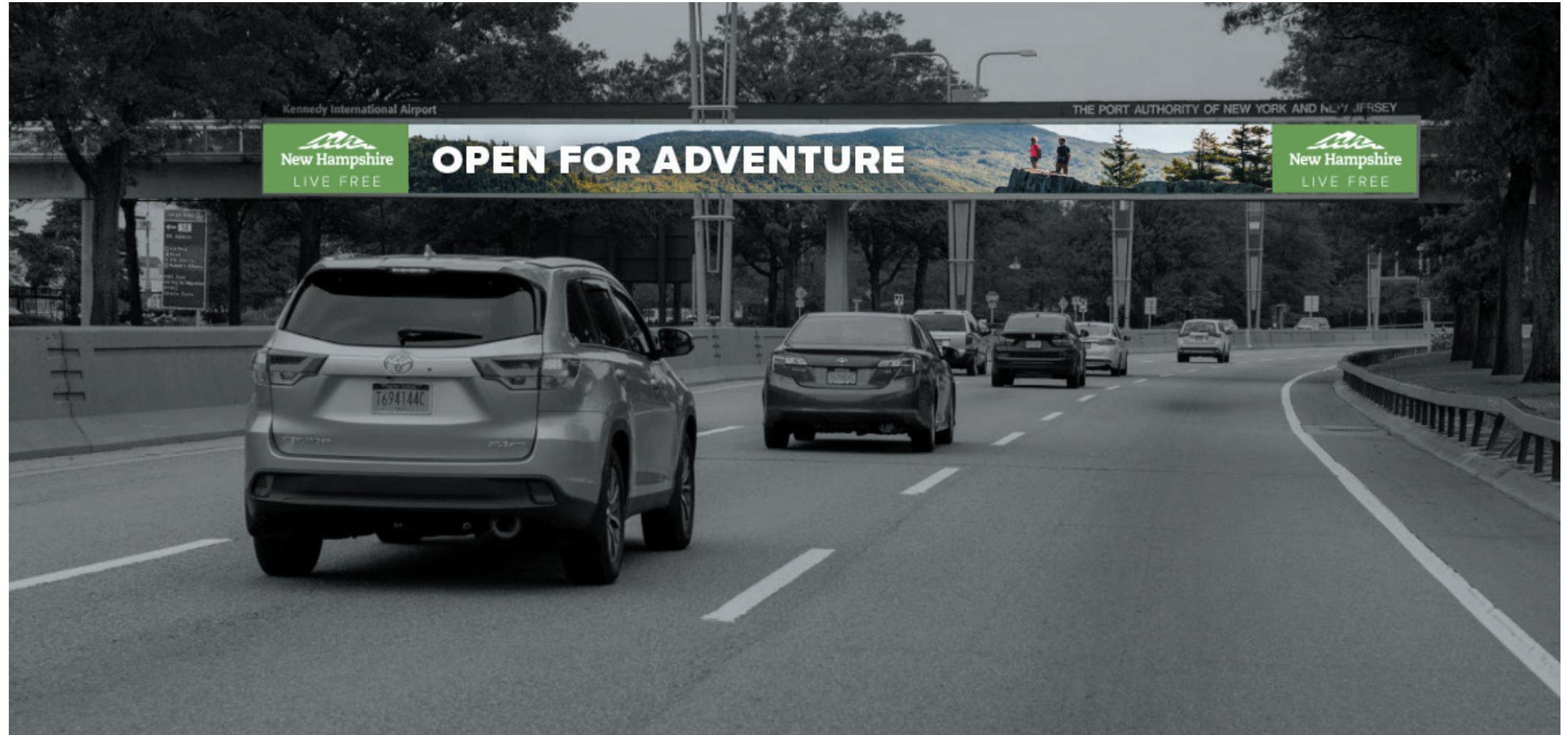


JFK EXPRESSWAY

OPTION 1

HEADLINE:
Open for Adventure

Graphic Comps



LINCOLN TUNNEL

HEADLINE

Going under in 3-2-1

Subhead: Discover Your New



CUSTOM CONTENT PARTNERSHIP

TOTAL IMPRESSIONS: 8.75 Million

- Let's partner with Matador to create a short video series around a family road tripping across New Hampshire. The road trip will take place this summer and "episodes" will come out as they are ready. These videos can be reused for years to come.

Why it works:

- This is low effort for Visit NH and provides our audience with tangible inspiration to fuel their travel dreams for summer 2021 and beyond. Seeing a family take a road trip across the state will help new and repeat NH vacationers understand that there is more for them to discover in New Hampshire.



Airstream + South Dakota



Airstream + North Carolina

MATADOR CUSTOM CONTENT PARTNERSHIP

Brand power:

Through Matador, we can leverage Airstream's brand and a popular family to create custom video content and articles that will live on Matador owned and operated channels.

A Campaign Consisting Of:

Video Content

- 1 Hero Video
- 2 Social Video Cutdowns
- 7 Minutes of archived b-roll

Written Content:

- 2 Social Pro sponsored articles published/shared on Matador O&O
- Partner Distribution
- 1 Partner Distribution - TBD

Display Placements

- 1 Trending Now Leader
- 1 Trending Destination Placement

Extra Goodies

- 2 Additional Native Matador Facebook Posts (drive to our landing page)
- 2 Additional Native Matador Instagram Posts
- 20 High-Resolution Still Images



PAID MEDIA SUMMARY

OUTFRONT

LAMAR

BINNIEMEDIA

Clear Channel

**ATA
OUTDOOR**

pandora

TREMOR VIDEO

WMUR9

WPRI

**BOSTON
25
WFXT**

**4
NEW YORK**

FOXCT

COMCAST

ADTHEORENT

Teads

SOJERN

DynAdmic

**MATADOR
network**

Google

M

You Tube

f

Instagram

Snapchat

Pinterest

TikTok



FLOWCHART

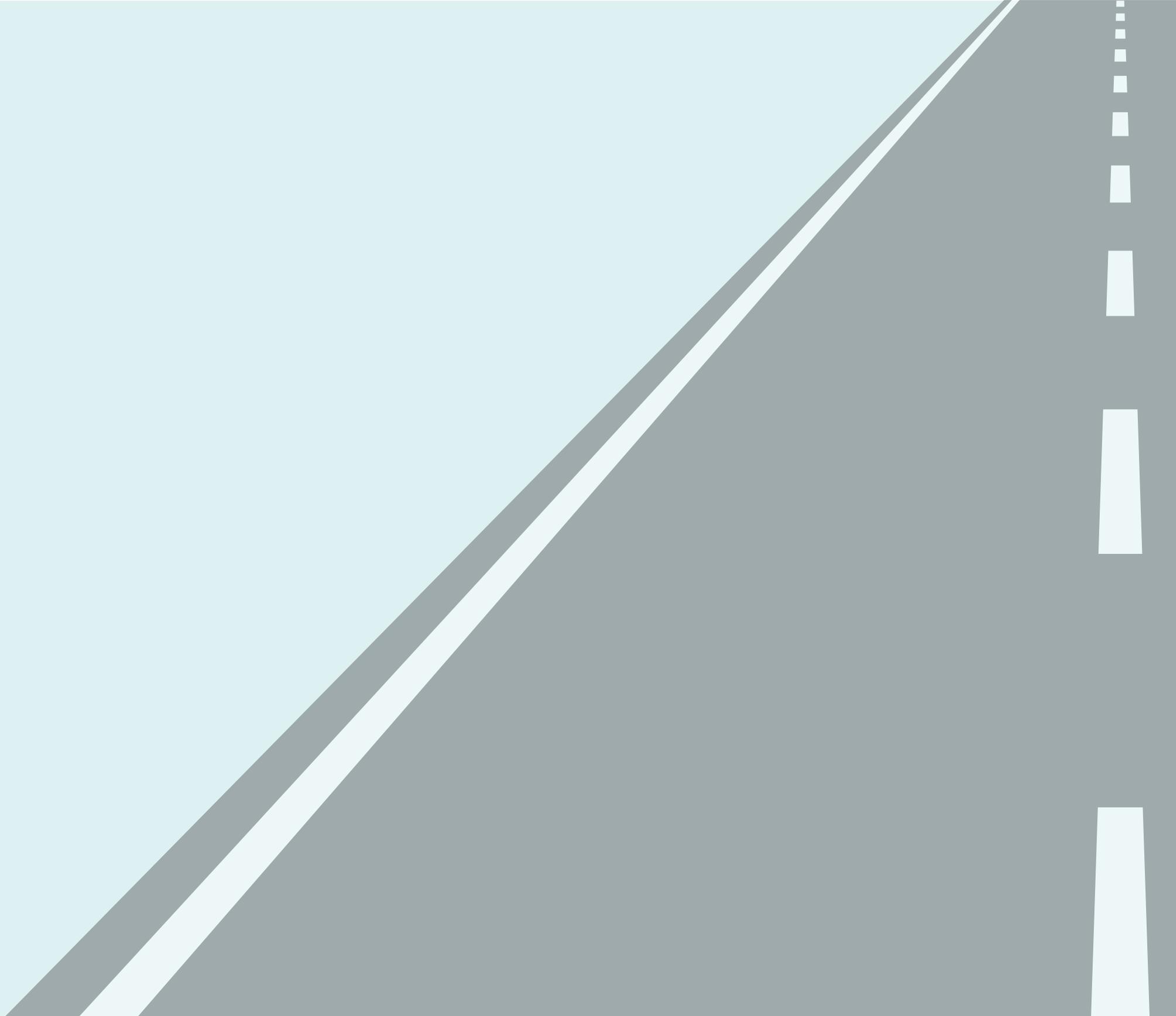
Media Channel	March				April				May				June				July				August				Total Spots/Impressions			
Monday Calendar Dates	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23		
PRINT																												
Yankee Co-op	5/3 - 6/30																											287,301
TOTAL PRINT IMPRESSIONS																												287,301
TV																												
WMUR - New Hampshire	42 43 41 41 43 41																											251
WFXT - Massachusetts	92 92 92 91																											367
ENAC - Providence	5 5 5 5																											20
WNAC - Providence FOX	22 22 22 22																											88
WPRI - Providence CBS	19 19 19 19																											76
WTIC - Fox CT	99 97 95 96																											428
WNBC - New York NBC	30 32 32 31																											125
Comcast (New England Cable Zones)	28,035																											28,035
TOTAL TV/VOD/OTT SPOTS																												29,390
OOH																												
Boston																												
Outfront - Boston	5/10 - 7/4																											13,118,576
ClearChannel - Boston	5/3 - 5/29																											16,003,589
Hartford																												
Lamar - Hartford	5/3 - 5/30																											1,772,320
Outfront - Hartford	5/17 - 6/6																											6,604,920
Providence																												
Lamar - Providence	5/17 - 6/6																											674,440
Outfront - Providence	5/17 - 6/6																											798,844
New York																												
Outfront - New York	5/17 - 6/6																											7,033,360
Clear Channel- New York	5/10 - 7/4																											3,418,608
New Hampshire																												
Outfront - New Hampshire	5/10 - 6/6 6/7 - 7/4																											2,705,104
ATA Outdoors - New Hampshire	4/26 - 6/27																											10,000
Binnie Media - New Hampshire	5/10 - 6/6 6/7 - 7/4																											877,000
TOTAL OOH IMPRESSIONS																												53,016,761
DISPLAY																												
Matador	5/3 - 6/30																											8,750,000
TBD Content Partner	5/3 - 6/30																											2,500,000
Sojern	5/3 - 6/30																											8,333,333
DynAdmic	5/3 - 6/30																											7,261,905
Teads	5/3 - 6/30																											1,009,524
AdTheorent	4/1 - 6/30																											16,735,153
TOTAL DISPLAY IMPRESSIONS																												44,589,915
CTV																												
Tremor	5/3 - 6/30																											4,547,961
TOTAL CTV IMPRESSIONS																												4,547,961
RADIO																												
Pandora	5/3 - 6/30																											7,960,370
TOTAL RADIO IMPRESSIONS																												7,960,370
SOCIAL																												
Facebook/Instagram	3/22 - 8/30																											16,365,750
Snapchat	4/1 - 8/30																											5,833,333
Pinterest	3/22 - 8/30																											2,625,000
TikTok	5/3 - 6/30																											3,500,000
Influencers	5/3 - 6/30																											2,000,000
TOTAL PAID SOCIAL IMPRESSIONS																												28,324,083
SEM																												

MEASUREMENT

- In addition to measuring Arrivalist data, we will be tracking against historical performance and industry benchmarks.

	Summer 2019			Summer 2020			Summer 2021		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
	TV								
# of Spots	23,533	23,533	100%	18,270	18,270	100%	29,319		0%
	PRINT								
Reach	287,301	287,301	100%	N/A	N/A	N/A	N/A	N/A	N/A
	OOH								
Impressions	126,093,811	126,093,811	100%	62,000,000	62,000,000	100%	62,000,000		0%
	DISPLAY								
Impressions	37,794,402	40,524,454	107%	15,710,523	18,041,189	115%	44,500,000		0%
CTR	0.30%	0.22%	73%	0.25%	0.37%	148%	0.25%		0%
CPM	\$14.00	\$12.50	89%	\$11.00	\$10.00	91%	\$11.00		0%
CPC	\$3.00	\$4.20	140%	\$4.20	\$2.42	58%	\$4.00		0%
	SOCIAL								
	Facebook								
CPE	\$0.50	\$0.34	68%	\$0.40	\$0.04	10%	\$0.35		0%
CPC	\$1.00	\$0.47	47%	\$0.75	\$0.88	88%	\$0.75		0%
CPF	\$1.20	\$0.81	68%	N/A	N/A	N/A	N/A		N/A
CPV	\$0.20	\$0.22	10%	\$0.25	\$0.15	60%	\$0.25		0%
New Likes	3,500	4,952	141%	3,000	1,300	43%	2,000		0%
Engagements	100,000	175,110	175%	100,000	1,691,718	1692%	200,000		0%
Impressions	5,000,000	6,272,209	125%	5,000,000	18,712,726	384%	6,000,000		0%
	Instagram								
CPE	\$0.35	\$0.32	91%	\$0.35	\$0.40	114%	\$0.45		0%
CPC	\$3.80	\$1.69	48%	\$2.00	\$0.98	49%	\$2.00		0%
Impressions	4,000,000	6,557,144	164%	2,500,000	3,424,181	137%	2,500,000		0%
Engagements	60,000	54,813	91%	60,000	371,179	619%	70,000		0%
	Pinterest								
CPE	\$1.00	\$0.25	25%	N/A	N/A	N/A	\$1.00		0%
CPC	\$2.50	\$1.24	50%	N/A	N/A	N/A	\$2.50		0%
Impressions	222,222	217,544	98%	N/A	N/A	N/A	200,000		0%
	SnapChat								
aCPSU	\$0.75	\$0.25	33%	\$0.28	\$1.04	378%	\$1.20		0%
Swipe Ups	16,000	25,187	157%	17,500	16,307	93%	15,000		0%
Impressions	1,200,000	1,521,121	127%	1,000,000	6,777,532	678%	2,000,000		0%
	SEMYOUTUBE								
	Search								
CPC	\$2.50	\$0.64	26%	\$0.64	\$0.86	134%	\$0.80		0%
CTR	6%	6%	125%	6%	14%	228%	7%		0%
	TrueView								
CPV	\$0.05	\$0.13	260%	\$0.10	N/A	N/A	\$0.20		0%

QUESTIONS?





GYKANTLER

Thank You

