



GYK

Visit NH Summer 2023 Campaign Recommendation
January 23, 2022

AGENDA

Campaign Overview

Media Strategy + Creative

Media Summary + Channel Details

Measurement

Overview

“Let’s book that trip!”

80% expressed a high degree of excitement to travel in 2023.

“Let’s splurge ... well, a little bit!”

48% feel optimistic about their personal finances in 2023, though most also feel there will be a mild recession.

“I really want to vibe with where I’m going!”

51.4% said they will be seeking more authentic travel experiences in 2023.

“What about New Hampshire?!”

Let’s increase awareness in those markets where we have less brand recall but lots of opportunity.

Source: Destination Analyst: State of the American Traveler survey of 4,000. December 2022.

SUMMER 2022 LEARNINGS

- The SMARI Spring/Summer 2022 Advertising Effectiveness Research study showed that advertising generated 46% awareness and influenced New Hampshire leisure travel from all market groups, with core markets again seeing the greatest travel increment, followed by Canadian markets and long-drive (road trip) markets.
- SMARI found that the creative messaging is starting to wear out, suggesting that new messaging will be required in the near future.
- Arrivalist data shows that 8,462 arrivals between May 30, 2022, and September 4, 2022, were exposed to any Visit NH media and 4,060 arrivals during the same time period were exposed to Visit NH FY22 Summer media.
- According to Arrivalist, the states with the highest number of Summer FY22 exposed arrivals include New Hampshire (2,030), Massachusetts (833), Connecticut (322), New York (199), Maine (143), Rhode Island (117), Virginia (81), Pennsylvania (67), Florida (59); Vermont (55), North Carolina (30), New Jersey (21), Maryland (20), and Ohio (17). These 14 states account for more than 98% of all exposed visitors.
- With borders open between the U.S. and Canada, we know competition for leisure travelers will be fierce.
- The media landscape continues to evolve with video content, connected TV and podcasts gaining popularity against all demographics. Traditional media continues to generate reach, although typically against a slightly older portion of the target.

FY23 OBJECTIVES

INCREASE MEALS AND ROOMS TAX REVENUE

- Visitors to the state pay sales tax on lodging, meals, and transportation.

INCREASE AWARENESS OF NEW HAMPSHIRE AS A TOP LEISURE DESTINATION

- Visitors can “discover their new” in the great outdoors, small towns, on a road trip, or by participating in family-friendly activities and attractions around the state.

GENERATE POSITIVE ROI FOR THE ADVERTISING INVESTMENT

- Show that the investment generated more in tax revenue than it cost.

HOW ARE WE GOING TO ACHIEVE OUR OBJECTIVES?

- In 2022, we increased advertising spend in core and long-drive markets and renewed efforts in Canada once the border reopened, stretching dollars across a wider geographic area.
- While ad awareness increased, sustained media fragmentation and looming economic challenges require that we strategically identify geography to deliver messaging efficiently and effectively to generate awareness among the target audiences and drive visitors to the state.
- After reviewing key results from SMARI and Arrivalist state origin data and taking current market conditions into consideration, including an Expedia report that cites 51% of consumers say that inflation will impact their travel plans over the next 12 months, we're tightening the road trip geography to focus on DMAs that are within a day's drive and have historically drawn visitors to the state.

Source: Expedia Group 2023 Traveler Value Index Key Insights.

CREATIVE DIRECTION

- Our campaign platform will continue to be “Discover Your New” and primarily leverage existing assets. We'll introduce new advertising copy and refined creative where appropriate to increase relevance.
- We'll continue to deploy the “road trip” theme.
- We'll supplement our paid campaign creative with additional content generated by influencers and media/content partners.

CORE:

- Five New England states (New Hampshire, Maine, Massachusetts, Connecticut, Rhode Island) plus New York (minus New York City).
- These are markets we've historically targeted. They tend to be highly aware of New Hampshire as a vacation destination.
- Given the higher level of initial awareness, media will be used to remind visitors of New Hampshire as a summer vacation destination.
- Utilize a multimedia approach, including local broadcast or cable in key DMAs, OOH, Digital, Social, Search, and Audio.
- Will use lower levels of local broadcast in New Hampshire since awareness is high already.

BOOST:

- Connecticut, Rhode Island, New York (minus New York City).
- We want to "boost" media dollars in this subsegment of our core since we know there's greater (untapped) potential volume in these states using increased Display, Social, Search, and CTV.
- Utilize a multimedia approach, including local broadcast in key DMAs, OOH, Digital, Social, Search, and Audio.

ROAD TRIP:

- Eastern Pennsylvania, Northern Virginia, New Jersey, Maryland.
- These markets are all within a day's drive and are a key audience for the road trip theme.
- Utilize a multimedia approach, including local broadcast in key DMAs, OOH, Digital, Social, Search, and Audio.
- Since the people in these markets aren't as familiar with New Hampshire, higher weight levels will be used in local broadcast.

INTERNATIONAL:

- Montreal/Quebec City/Toronto

Road trip markets included in 2022 but not included in 2023 are PA, NJ, DE, MD, VA, NC, OH.

APPLYING LEARNINGS — WHAT WE RECOMMEND FOR 2023

- Strong results from Summer 2022 combined with a changing economic environment and an ever-evolving media marketplace require an integrated strategic approach to paid media in 2023.
- Launch the Summer 2023 campaign in March/April with longer distance markets to get ahead of the vacation planning cycle, and add in Core and Boost markets in May.
- Update our video buying strategies to view video more holistically but with the understanding that there are multiple video content distributors vying for consumer eyeballs. Take advantage of local broadcast market conditions through daypart flexibility and deliver balanced weekly weight levels (using Gross Rating Points/GRPs) within flight. Analyze each DMA to determine which distribution methods should be used to reach video consumers. Consideration was given to market CPPs and CPMs, as well as populations.
- Digital continues to be the most efficient and effective way to measure and engage visitors, but we'll continue to tweak strategies to improve efficiency and effectiveness.
- Streamline our digital media targeting strategies to focus on travel endemic and in-market traveler data through partners like Travel and Leisure, Sojern, and AdTheorent.
- Include more podcast inventory by adding a small podcast buy within Pandora and expanding to an audio-specific programmatic partner, StackAdapt, to access additional podcast inventory in different outlets.
- Increase influencer budgets YOY to capitalize on the high value content curation and contextual alignments available through these partnerships.
- Offer two OOH options for your consideration. The first option represents a high reach strategy using the medium in multiple markets while the second offers a splashy high-impact experiential option focused on garnering PR exposure.

Media Strategy

Given our go-to-market strategy has 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 awareness channels like CTV and Broadcast 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	<p>TV OOH Connected TV Streaming Audio Digital Video</p>	<p>Facebook/Instagram TikTok Influencers Custom Content Digital Video High-Impact Display</p>	<p>Facebook/Instagram Search/Gmail Programmatic Display</p>
BUDGET	70%	20%	10%

STRATEGIC THEMES

LEAD WITH AWARENESS

Begin seeding Visit NH message earlier YOY given the competition for visitors and the longer planning cycle for drive markets.

Focus on increasing awareness among consumers in markets where our message has less brand recall.

Focus on optimizing media deliveries.

A MORE STRATEGIC DOLLAR

With a new buying system, we can be more strategic when purchasing spot TV.

Purchase broadcast television using Gross Rating Points, thereby ensuring equal coverage in all markets that receive TV.

ROAD TRIP

Increase media support in Canada and Road Trip markets to help ensure New Hampshire is still a top summer destination.

Bring OOH and TV to the media mix with an earlier launch date to get ahead of summer travel planning.

March/April

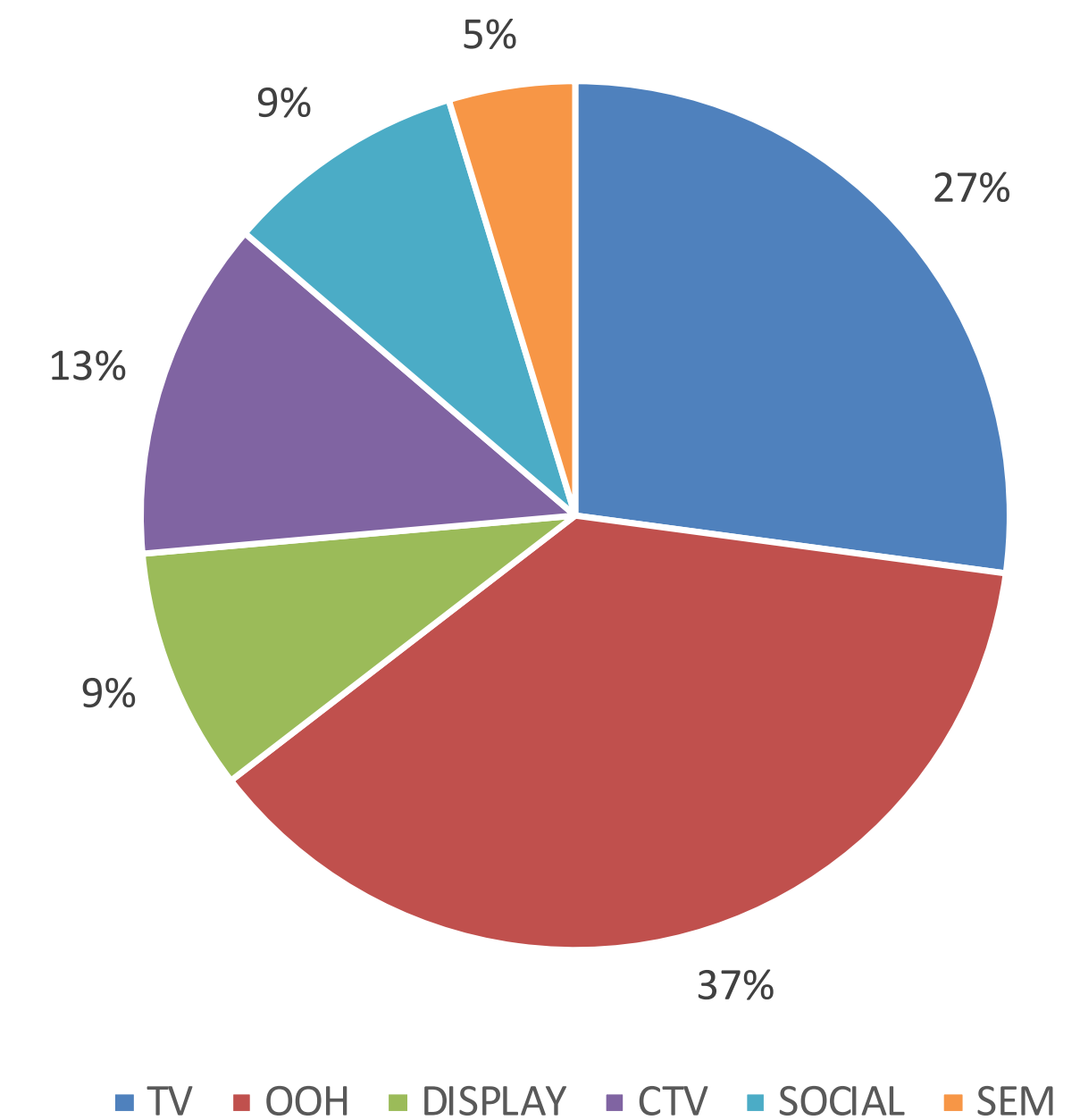
TIMING: 3/25/23 through 4/30/23

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 in our Canada and Road Trip geographies.

This includes Network TV, CTV, and OOH for road trip zones starting in mid-April, AdTheorent Display, Facebook/Instagram, and SEM.

Canada will roll in mid-April with CTV, Display, Facebook/Instagram, and SEM.

MARCH APRIL BREAKOUT



May/June

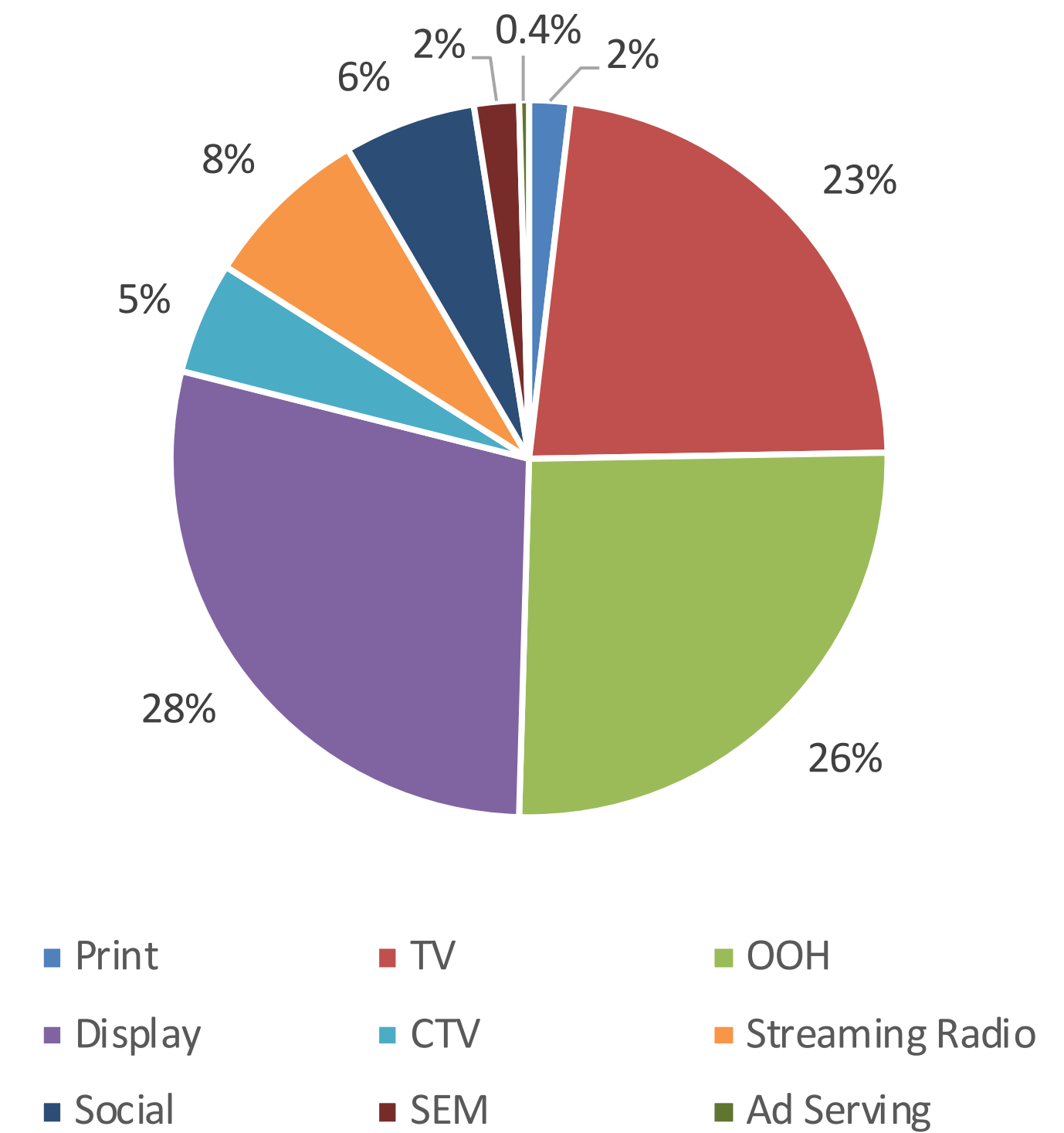
TIMING: 5/1/23 through 6/30/23

May/June 2023 will focus on increased frequency in road trip 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 like Network and Cable TV and OOH will be complemented by respective streaming extensions (Connected TV, Streaming Audio, and Podcast).

In-market consumer-focused digital tactics like Display, Brand Partnerships, Paid Social, and Paid Search will reach consumers in the mid- and lower funnel.

MAY JUNE BREAKOUT



Enhanced TV Buying Strategies

Given the way video content is consumed, we must purchase a variety of delivery methods to reach the target audience where they are consuming video content: Broadcast TV, Cable/Satellite, CTV, and OLV.

For Broadcast TV, utilize strongest dayparts by market, but maintain a consistent weekly weight level based on GRPs.

Minimum rating of 0.5 against the target.

Programming includes local morning and evening news, "The Today Show," "Good Morning America," "Jeopardy," "Wheel of Fortune," "Access Hollywood," "Inside Edition," high-profile MLB games, and NASCAR races that reach a high percentage of the target.

Market Category	Total Broadcast W25-54 GRPs	Net Budget	Likely Broadcast Partners
Albany, NY	700	\$82,620	  
Hartford-New Haven	475	\$94,375	  
New Hampshire	300	\$68,935	
Portland-Auburn	475	\$24,956	 
Providence-New Bedford	475	\$93,338	  
Rochester, NY	700	\$101,311	  
Springfield-Holyoke	475	\$49,784	 
Syracuse, NY	660	\$55,029	  
Worcester, MA	480	\$30,000	
Norfolk-Portsmouth	700	\$79,458	  
Richmond-Petersburg	700	\$89,148	 
Wilkes Barre – Scranton	700	\$89,968	  
Total		\$858,924	



Link: <https://f.io/rcCaPhuq>

VIAANT.

ADTHEORENT[®]

CONNECTED TV SUMMARY

Going Where Linear TV Can't

TOTAL IMPRESSIONS: 10.4 million

Reach cord-cutters and cord-nevers with Connected TV devices to measure actions taken from the big screen.

Target Canadian markets with CTV exclusively, and supplement other specific markets with CTV in conjunction with Broadcast TV.

Purchase Connected TV and Online Video to reach the target where they are consuming video content.

CTV includes long-form content that's viewed on big screens and isn't skippable.

Online Video content can be short- or long-form and can be pre-, mid-, or post-roll.



OOH SUMMARY

Option 1: Let's Take Over

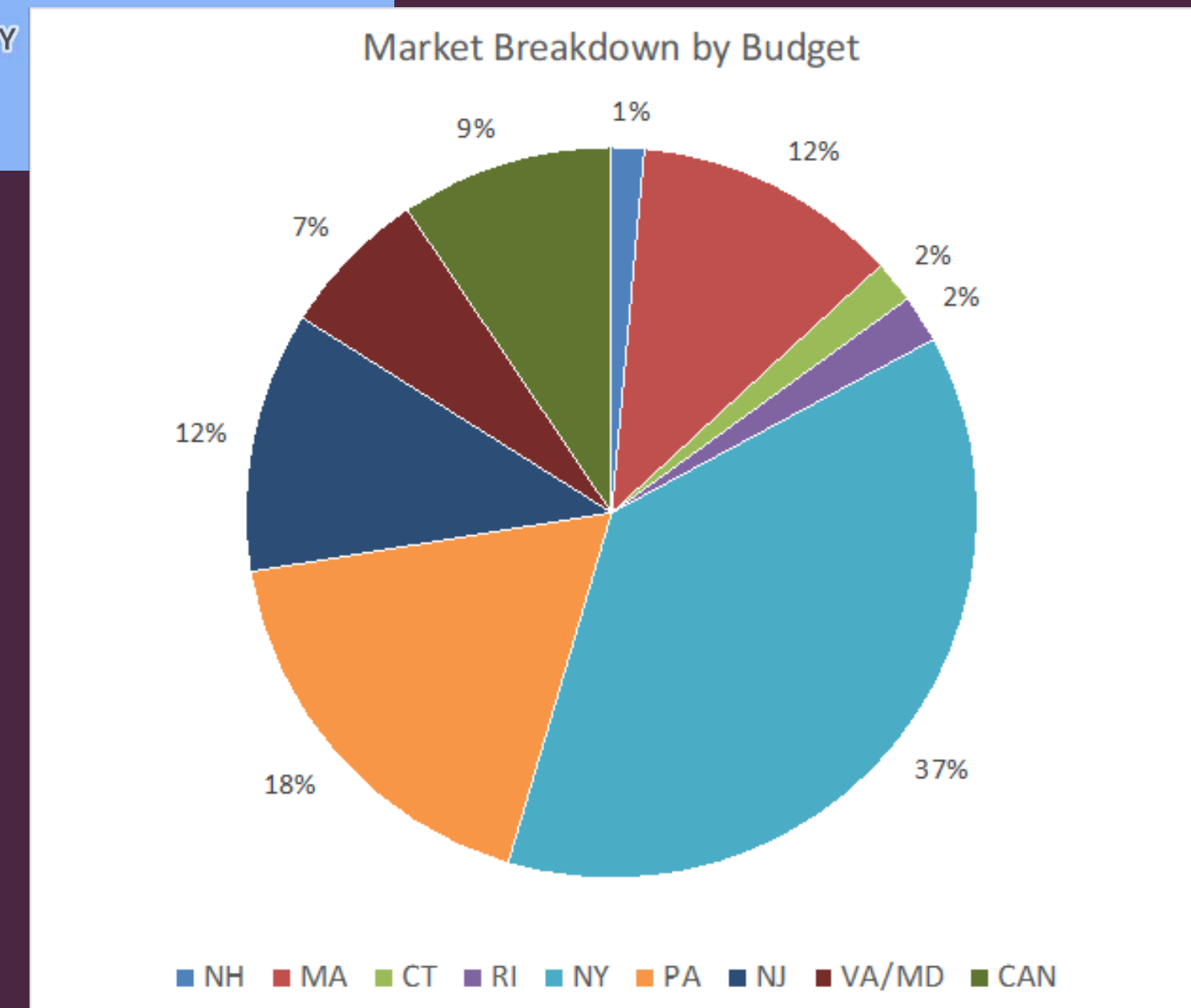
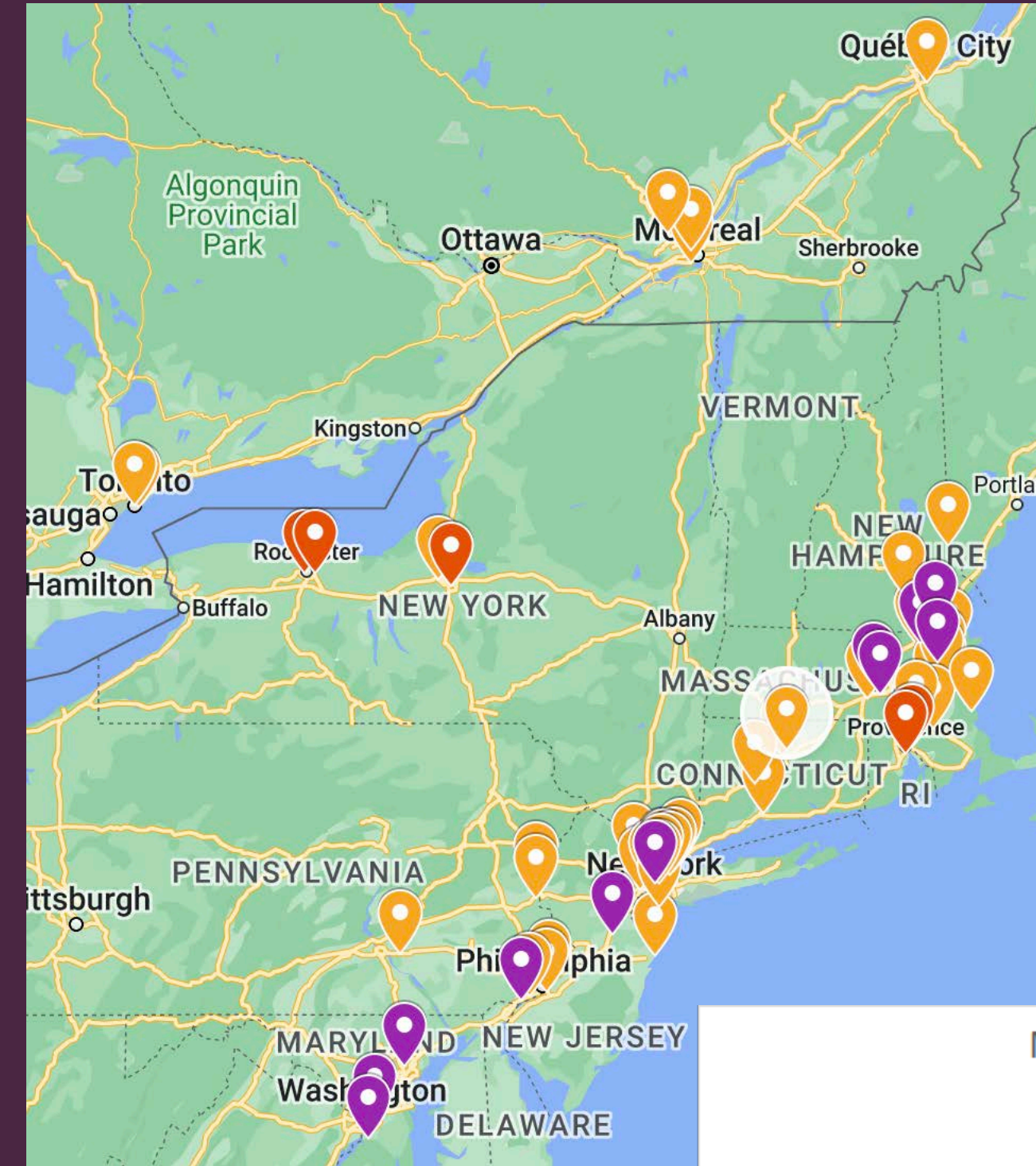
TOTAL IMPRESSIONS: 159 million

Starting the week of 4/17, we want to expand OOH into all our markets instead of just Core. Road Trip markets will be live for eight weeks and Core/Boost markets will be live for four weeks.

Markets include Massachusetts, Connecticut, Rhode Island, southern New Hampshire, New York City highways, New York State, New Jersey, Philadelphia and eastern Pennsylvania, Baltimore, and Washington, D.C., along highways. We recommend some street-level in Philadelphia to complement highway.

Canadian billboards have been vetted in Toronto, Montreal, and Quebec City to ensure we achieve mass reach and optimal visibility.

[Map Link](#)



OOH SUMMARY

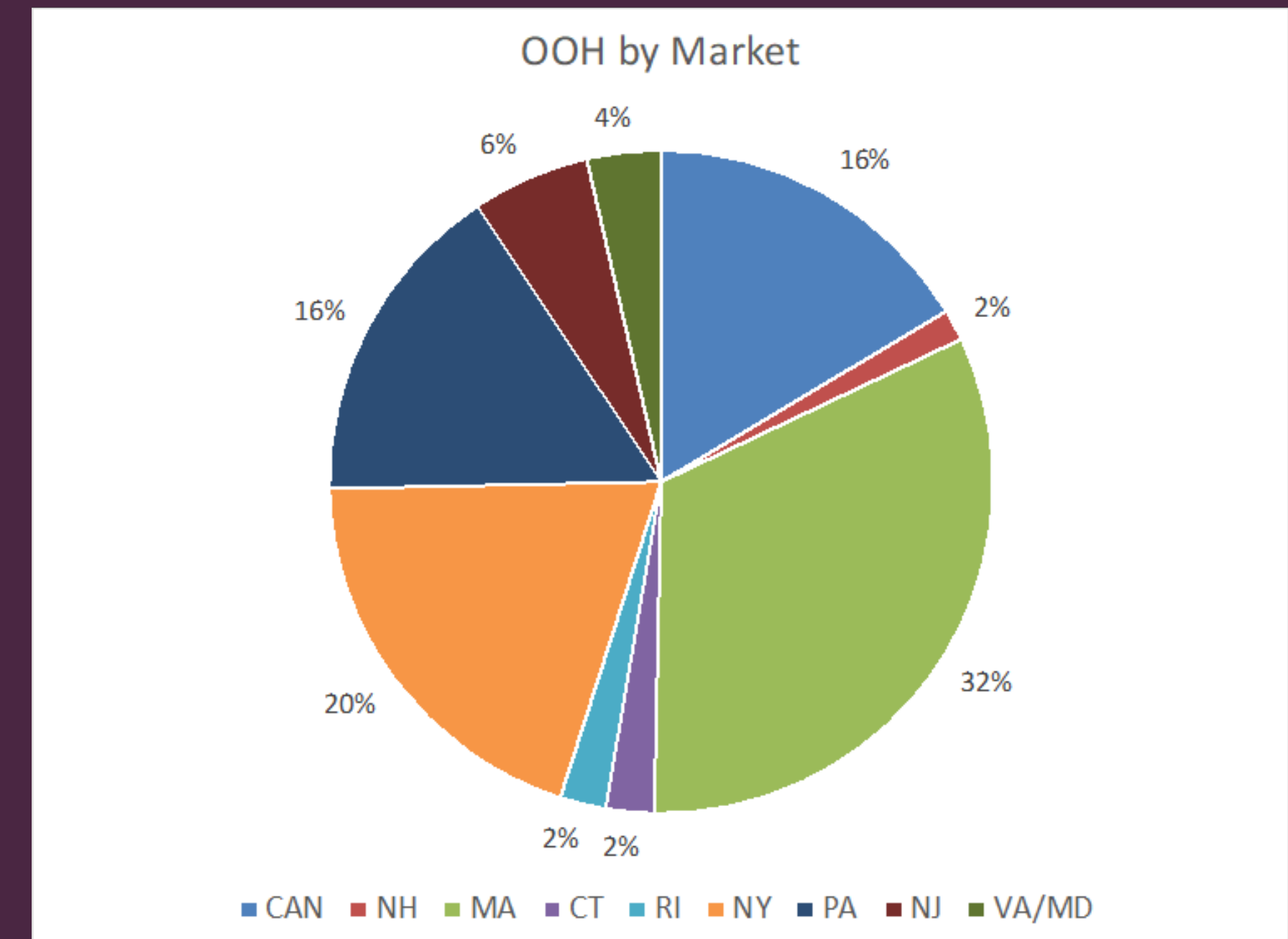
Option 2: Wow-Factor

TOTAL IMPRESSIONS: 94 million

Major eye-catching OOH in our core markets, New York, and Boston, inclusive of a Seaport Spectacular and a large-scale board in Philly.

Standard OOH frequency builders will be flighted on four-week periods for core markets like Rhode Island, Connecticut, and the commuter highways of Massachusetts and New York and Pennsylvania and New Jersey.

Canadian billboards have been vetted in Toronto, Montreal, and Quebec City to ensure we achieve mass reach and optimal visibility.



Creative Executions

CREATIVE EXECUTION

Come to Life with 3D

Philadelphia

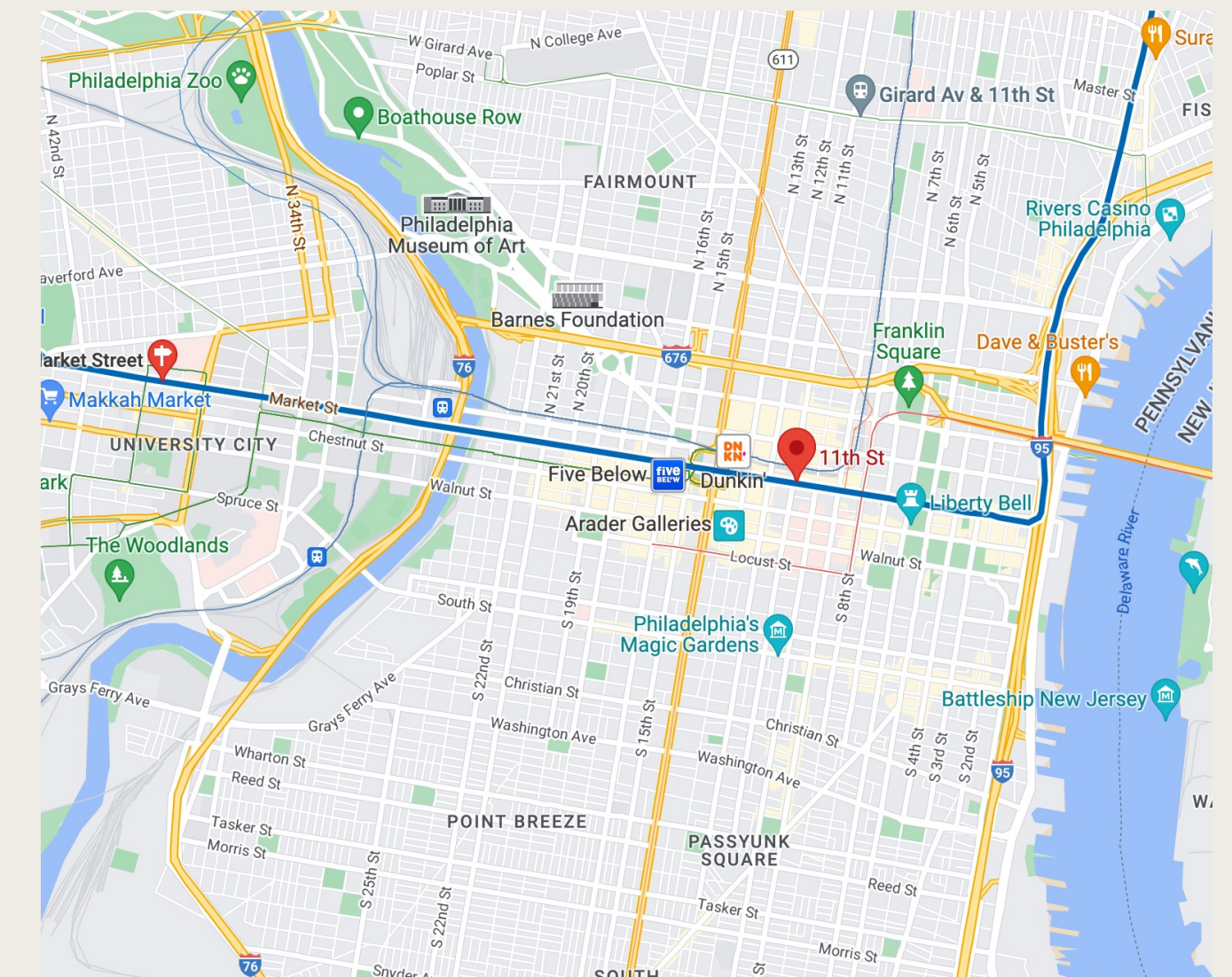
Media Format	Digital Bulletin Network (Pkg of 4)
A18+ Weekly IMPS	1,004,890
Size (H X W)	Various
Facing	Multiple
Illuminated	Y

Summary

Located on heavily trafficked Market Street, between 12th Street and 11th Street, the East Market Domination represents a new high-impact digital opportunity in Center City, Philadelphia. Positioned just one story above street level, each of the four curved LED displays will be capable of targeting a vast mix of business professionals, millennials, and tourists, providing hundreds of thousands of weekly pedestrian and vehicular impressions.

Capabilities: Full Motion, :15 Spot, loop 2 minutes and 30 seconds

Availability: 6/5/23-7/2/23 (four weeks)





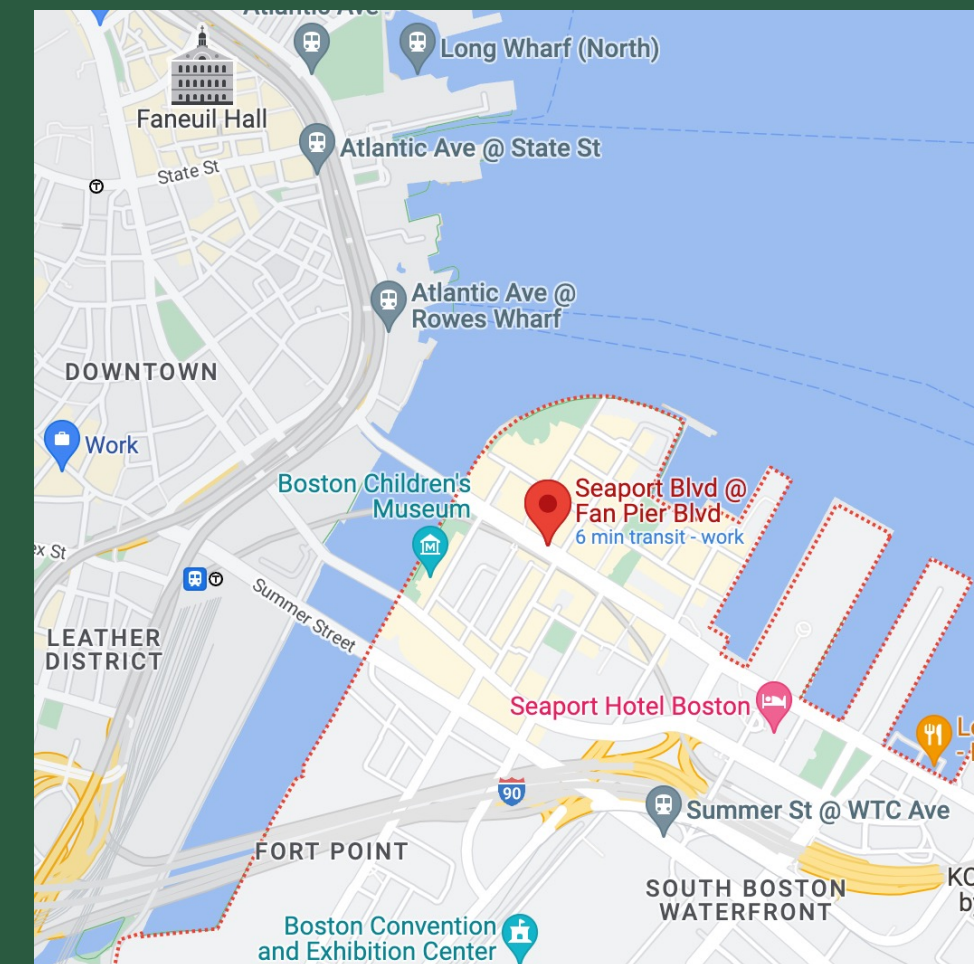


CREATIVE EXECUTION

Seaport Spectacular

Boston

Four weeks



SEAPORT SPECTACULAR



FRONT ROW SEATS. ALL-STAR CAST.
DISCOVER YOUR NEW



TAKE YOUR SUMMER UP A LEVEL
DISCOVER YOUR NEW



Immersive New Hampshire pop-up

We're packing everything there is to love about New Hampshire and plopping it right in the heart of Boston. Hidden from the outside world inside a geodesic dome, visitors can explore the natural beauty of NH through interactive content, food, games, and sharing opportunities.

Each activity will also have a QR code. When you scan the code, you'll be taken to a landing page where you can learn more about the activity as well as how far away it is from the pop-up.

EXAMPLE ACTIVITIES INCLUDE:

Brewery Station

Local NH Vendors

Food Stands

Fire Pit

Kayak Simulator

Photo Moose

Mini Rock Wall

DISCOVER NEW HAMPSHIRE





Media Summary + Channel Details

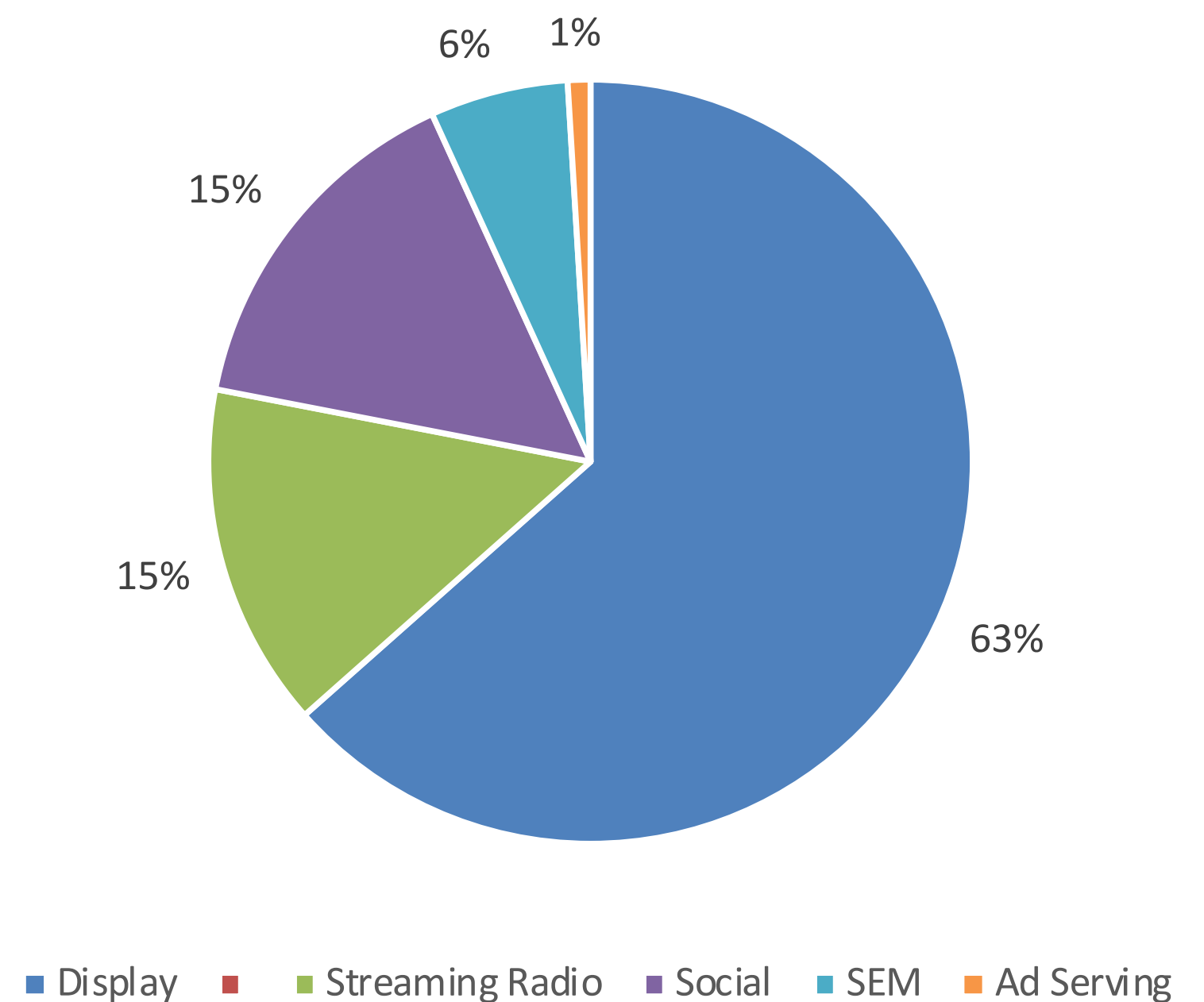
Top-Performing Digital

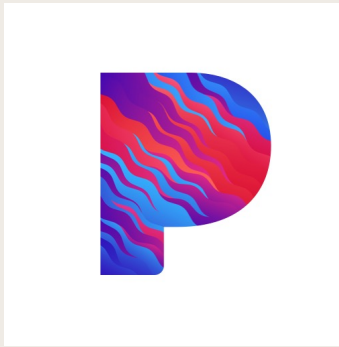
TOTAL IMPRESSIONS: 118 million

Digital programs will be focused on reaching in-market and likely to convert consumers, largely focused on contextual and proprietary data sets. Use sequential messaging where possible to show a secondary message.

Channels will include everything from in the car (Streaming Audio), custom content with major brand alliances, family-focused influencers, Podcast Audio, contextually- and behaviorally-targeted Display (AdTheorent, Sojern, Sightly), and Social Media, as well as Paid Search to capture demand.

DIGITAL BUDGET ALLOCATION





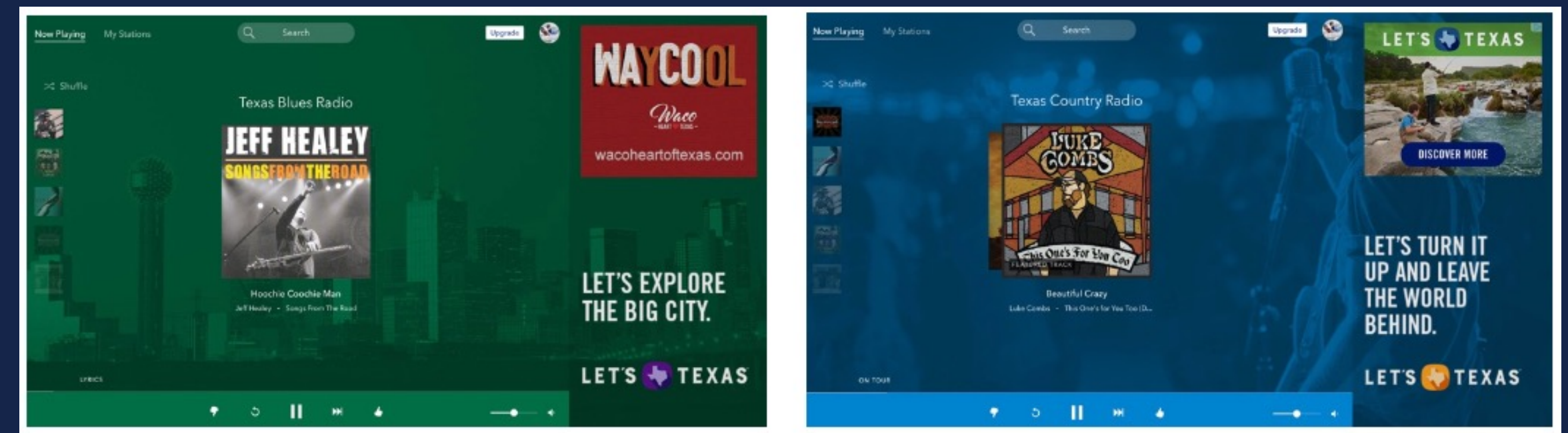
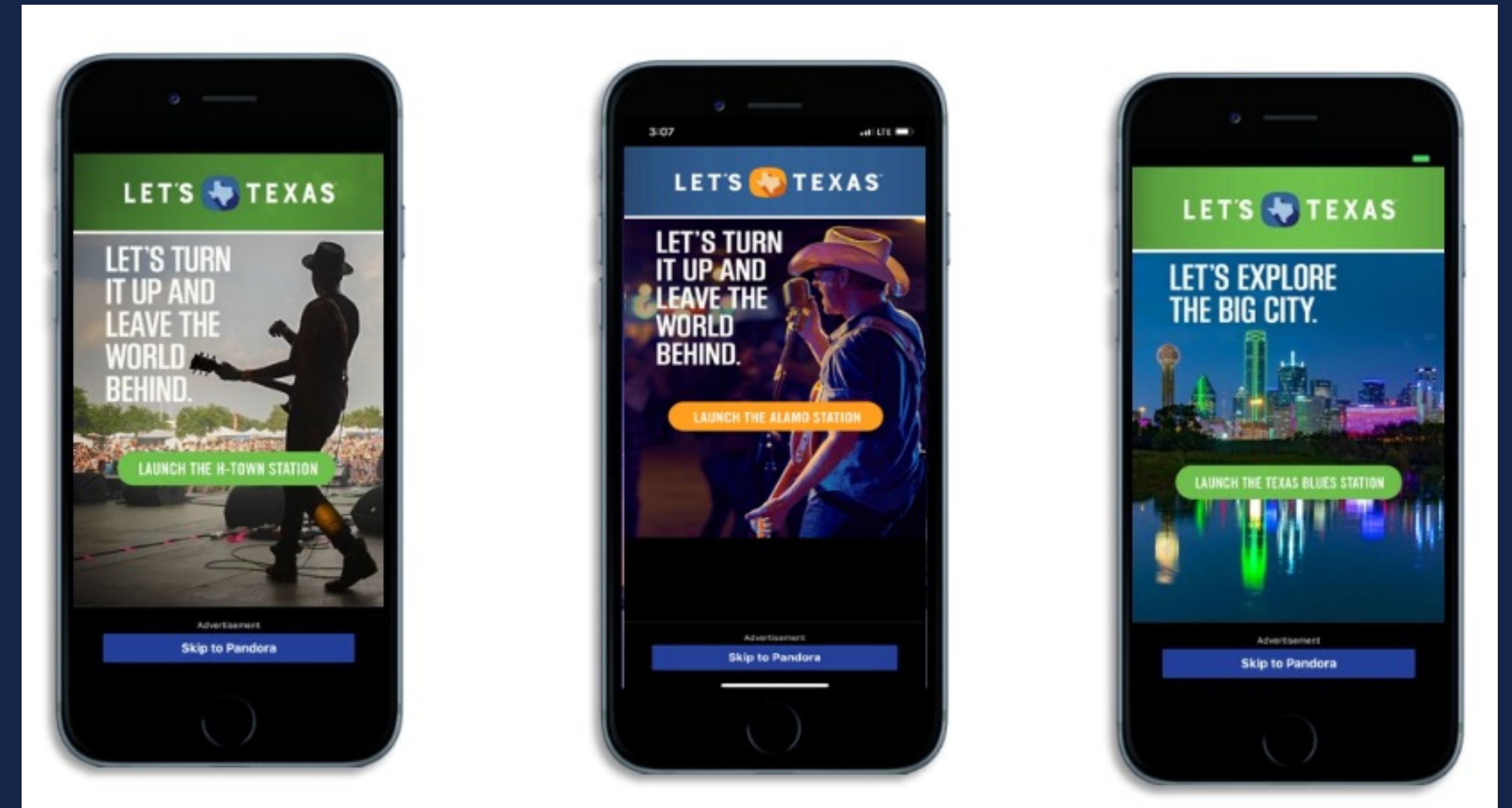
STREAMING AUDIO SUMMARY

Music: A Road Trip Must

TOTAL PLANNED IMPRESSIONS: 8.7 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 the week leading up to Memorial Day.
- Podcast ads.
- Veritonic Creative Test — Veritonic allows us to run A/B tests for Audio creatives to determine which creative resonates best among consumers.





STREAMING AUDIO SUMMARY

Programmatic Podcasts

TOTAL IMPRESSIONS: 6.8 million

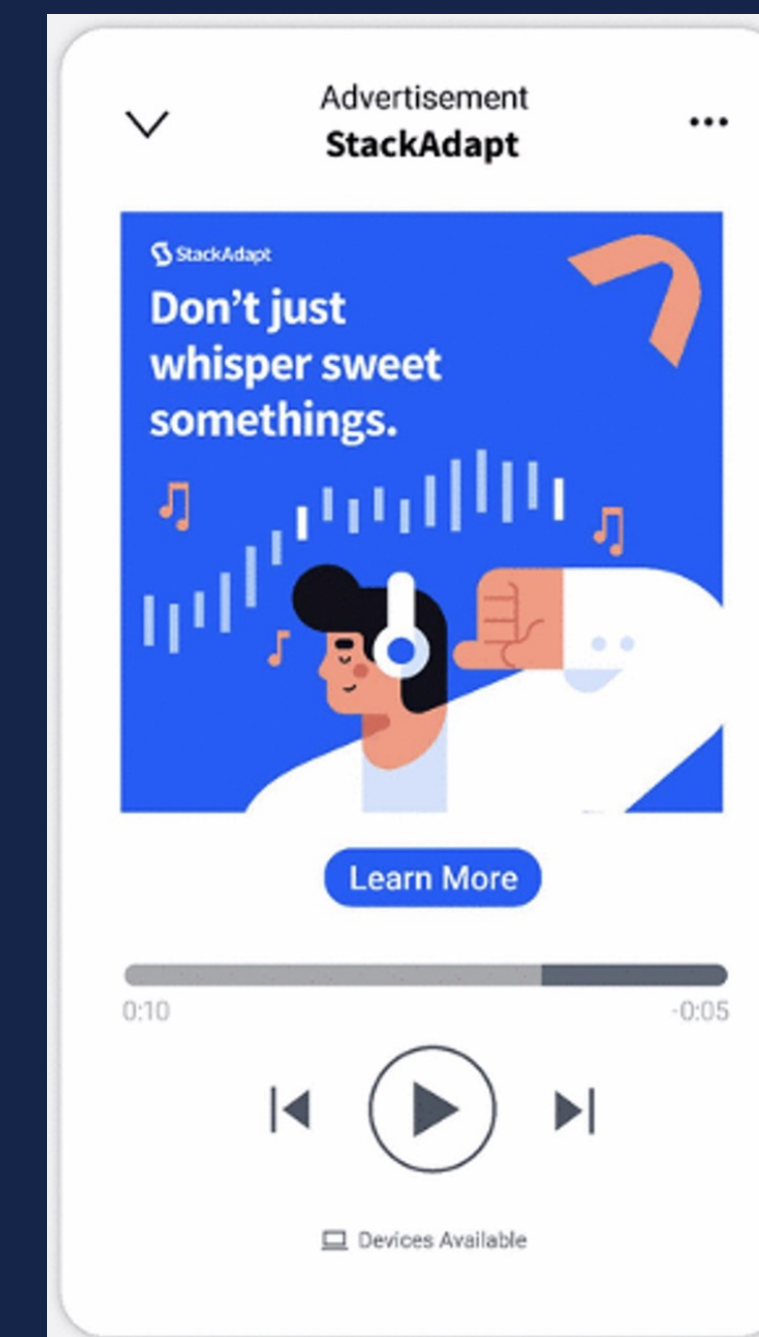
Audio ads are heard while users stream audio content online. Like video, they can play pre-roll, mid-roll, or post-roll depending on when the message is heard during content. Programmatic podcasts target the user, not the podcast specifically, so we're always hitting the right user, wherever they are listening.

Audio ads are highly engaging and most placements are non-skippable. Connect with your audience when they're on the go, in the car, or at home.

- Custom Audience Segments: Adventure Travel, Family Travel, Travel & Tourism, Outdoor Interests.
- Reporting Dashboard.
- Brand Lift Study.

Audio Publishers

Access native, display, video, connected TV and audio inventory...



TRAVEL+ LEISURE

CUSTOM CONTENT SUMMARY

Travel + Leisure

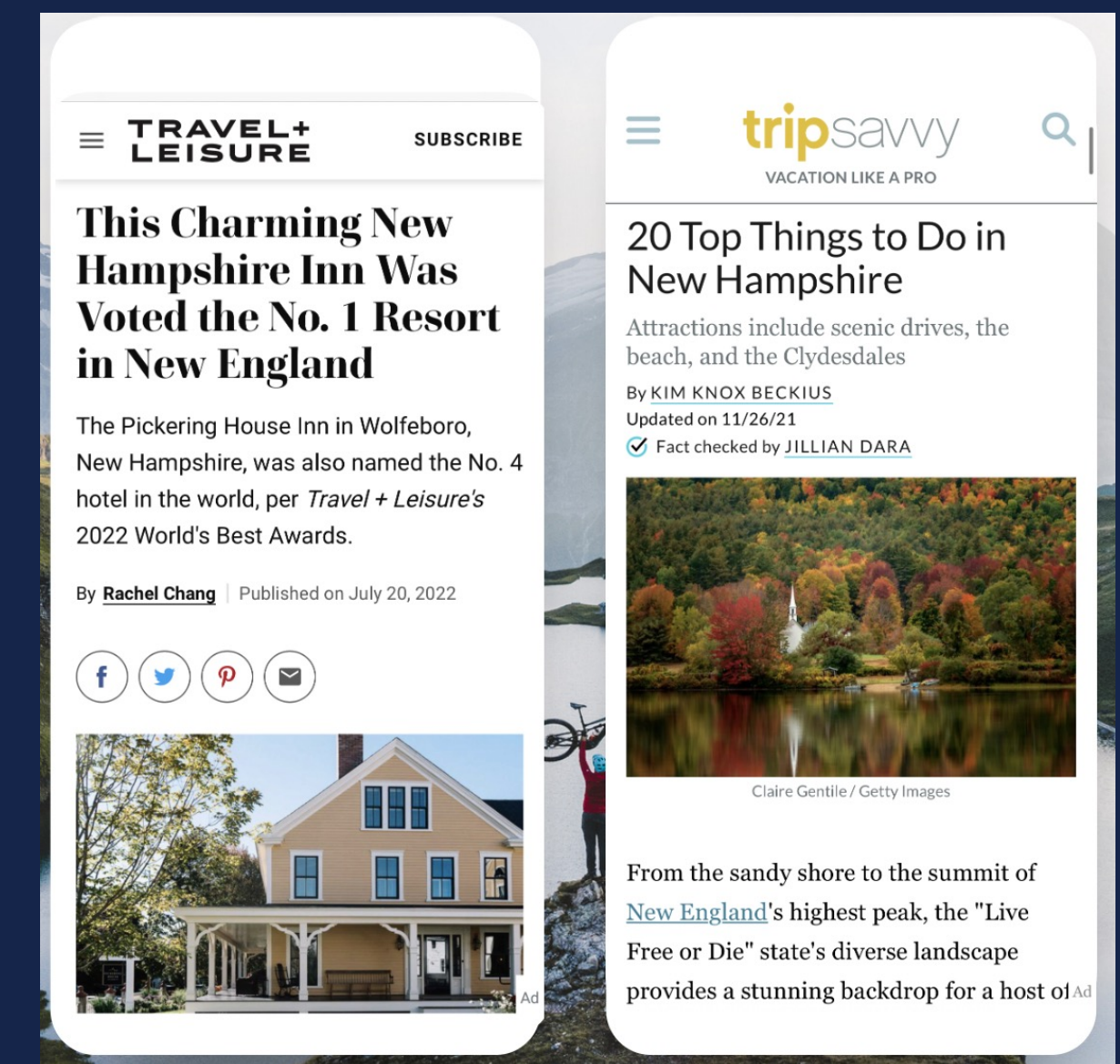
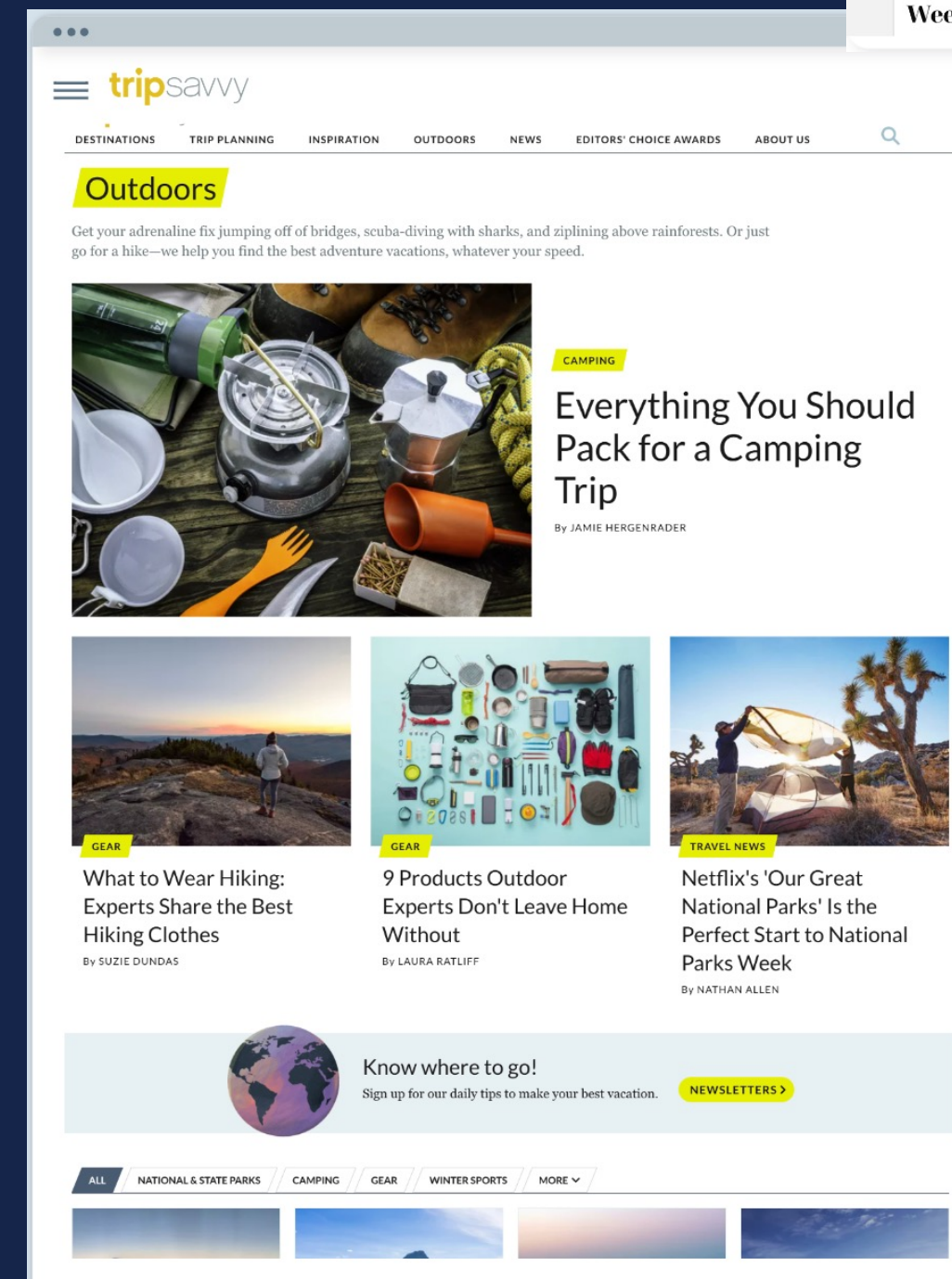
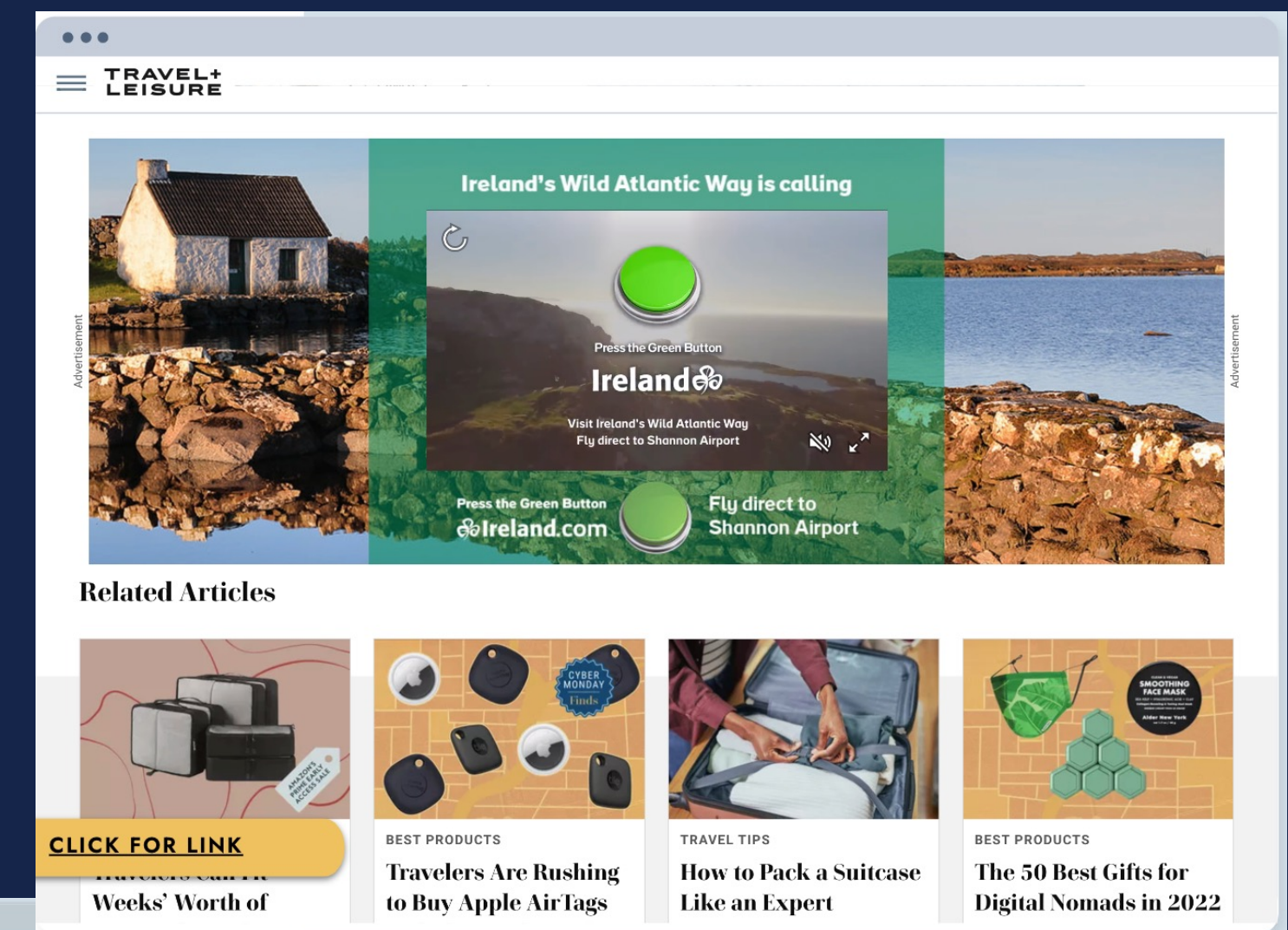
TOTAL IMPRESSIONS: 8 million

Travel + Leisure Content Through Travel + Leisure, we'll get:

- Two custom articles (one on TripSavvy and one on Travel + Leisure)
- Social content package (two Facebook ads on T+L and TS)
- One 100% SOV sponsorship on TS
- Custom video unit on TS
- Standard display banners on TS and T+L

Travel + Leisure has 6.9 million people seeking quaint/charming town destinations, 3.1 million people took an overnight trip in the last year doing an outdoor activity, and 650,000 childless millennial/Gen X women are interested in adventure/outdoorsy travel and have a HHI between \$60,000 and \$150,000.

They also have 800+ first-party data segments like domestic travel, travel enthusiasts, family travel, road trip, adventure travel, and outdoor recreation.





MATADOR network

CONTENT CREATION

Organic Video Creation

TOTAL IMPRESSIONS: 8.75 million

Matador Partnership in a New Way

We've had success in past years working with Matador, but this year we want to use them in a new way — content creation for Instagram and TikTok with global rights in perpetuity, filmed by Matador. We choose when and where they shoot and can concept ideas with them.

Matador has 1.6M followers on TikTok, 400K on IG, and 2M on Facebook.

- Eight videos/month, 48 videos over six months
- Two content capture trips

- 15 videos/month, 90 videos over six months
- Three content capture trips

HOW MATADOR IS HELPING MAJOR BRANDS GROW ON TIKTOK



<https://www.tiktok.com/@visitcalifornia>

CASE STUDY: Visit California

Matador helped grow VCA's TikTok from a couple thousand to over 70K followers and 500K likes in 2 months.



MONTANA

<https://www.tiktok.com/@visitmontana>

CASE STUDY: Visit Montana

Matador helped grow Visit Montana's audience to over 38k starting in Q1 2022.

All of Montana's 'pinned' / most successful posts were created by Matador.





PAID SOCIAL SUMMARY

Video-First Social

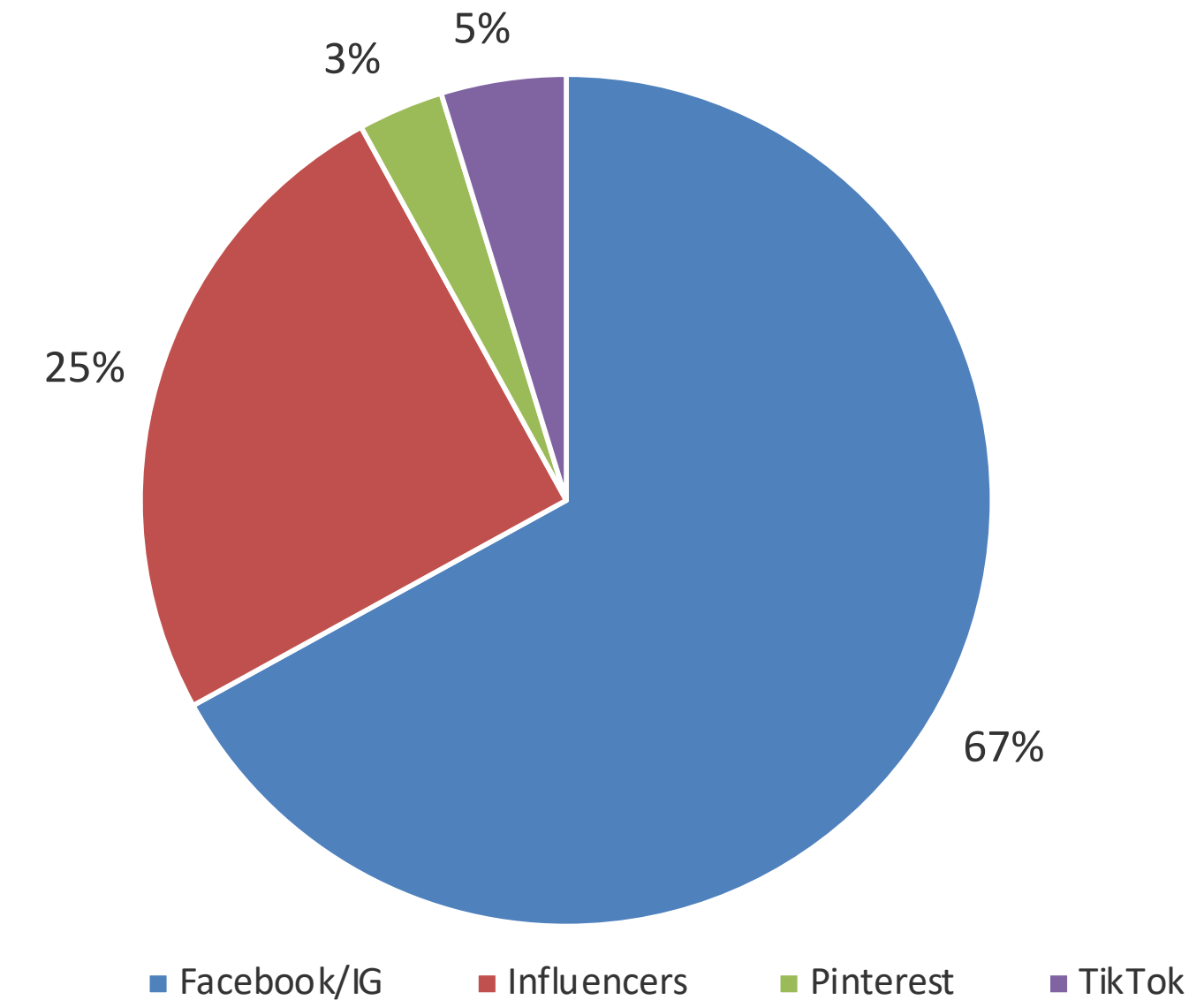
TOTAL IMPRESSIONS: 28 million

Channels being utilized are Facebook/Instagram, TikTok, and Pinterest to increase reach, video views, brand awareness fan growth, and website traffic.

Facebook/Instagram will leverage static, video posts, carousels, and Instagram Stories and Reels. TikTok will leverage vertical 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 medium and smaller-sized influencer to capture high-quality content and explore the undiscovered.

PAID SOCIAL BUDGET ALLOCATION





PAID SEARCH SUMMARY

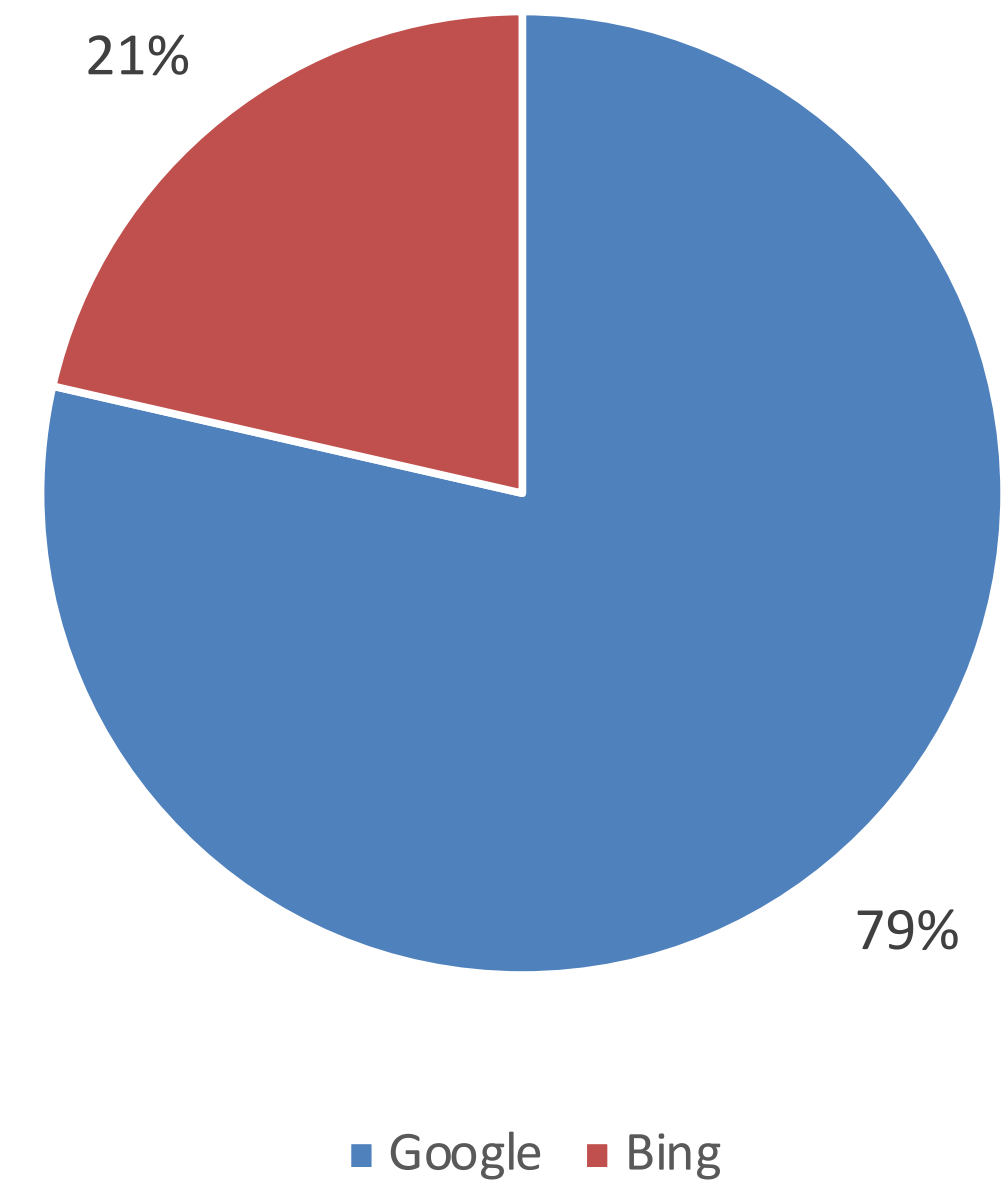
Paid Search

TOTAL IMPRESSIONS: 4 million

Consumers head to search engines for travel and activity inspiration and bookings. Ads will run on Google Ads, using the Responsive Search Ads (RSAs) and Discovery Ads for added visibility across YouTube and Gmail. Both tactics have proved to be successful throughout past seasons.

While Google holds majority of the search engine market share (83.84%), Bing's share has increased over past years. To reach even more people searching for summer travel inspiration or things to do in New Hampshire, Microsoft Ads will allow search ads to appear in the Bing search results.

SEM BREAKOUT



OUT OF HOME

OUTFRONT



Clear Channel
Outdoor

LAMAR

DIGITAL

**TRAVEL+
LEISURE**



Sightly

StackAdapt

SOJERN

**MATADOR
network**

ADTHEORENT

VIAANT

SOCIAL



SEARCH

 Microsoft Bing

Google

You Tube



TV


COMCAST

4
NEW YORK

FOXCT

12
WPRI

**BOSTON
25**
WFXT

WMUR 9

Activations

The NH ultimate roadtrip has stickers to prove it

There's the LL Bean boot truck, the Oscar Myer Weiner Mobile, and the Idaho Potato. Now introducing the NH Road Trip Warrior. This summer let's share how much there is to do in NH with a guerilla fleet (of just a few) of "real cars" wrapped in NH-themed bumper stickers. Cars will serve as traveling billboards around Boston and can even show up at summer events around Boston or in NH. Not only does this support our strategy that NH is one epic summer destination, but it's a selfie magnet. And let's be honest, a summer vacation where you can collect this many stickers is truly an art.

Mixed in with the stickers is a QR code that can be scanned to reveal more information about NH adventures. Plus, if you take a picture of one of these cars and tag @VisitNH on Instagram, you have a chance to win a summer NH road trip.



The roadmap to the ultimate road trip #vanlife

There's something about hitting the open road with the windows down, the breeze in your hair, and tunes blasting. Let's turn that pull of the summer road trip into a bit of a game that supports the narrative that NH is part of the ultimate east coast road trip.

We'll dot the state with "markers" at key sites and encourage travelers to seek them out and share their visit through our socials. One lucky participant will even win the Ultimate NH Road Trip Giveaway, including a decked-out Van for two weeks to explore even more of NH.



The Mountains are calling. Literally.

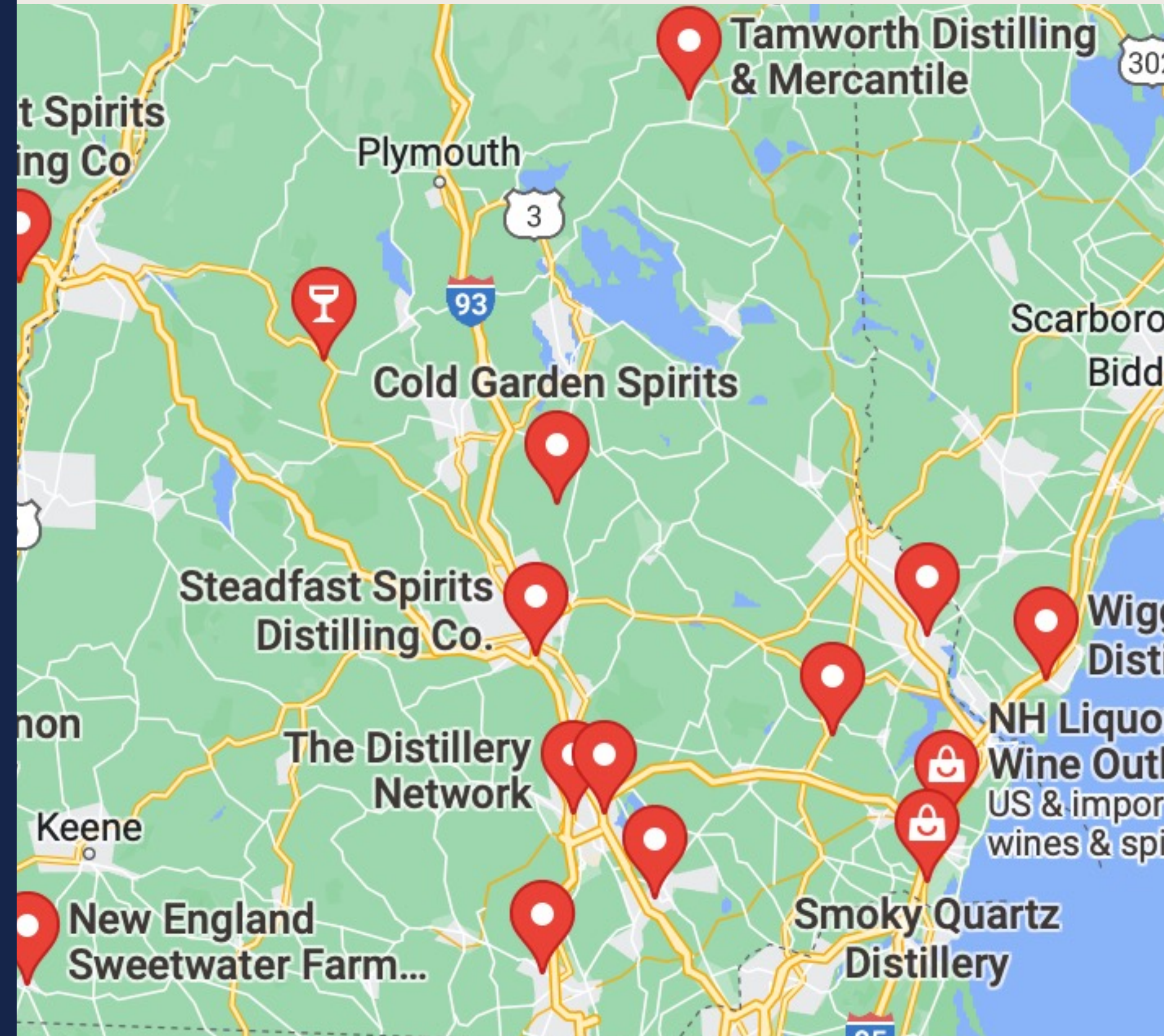
The best source of inspiration for where to go on vacation is a personal recommendation. So, let's get personal and reach out to people directly to come to NH. How? By including a cell phone with every Visitor Guide request (up to certain number, of course). When you sign up to receive a NH visitors guide, you will also receive a single use phone. Those who opt in, will be waiting for a call and a chance to discover NH! This call could be from the mountains, the lakes, the ocean, or even the woods. If you're a lucky person who gets a call and answers, you're the winner of a trip to that location. If you don't answer you missed your chance! But you will get to listen to a funny voicemail! In addition, participants will receive a text with a link to learn about NH. This link will help us track the success of this activation.



Content Ideas

The Spirit of New Hampshire: The Granite State Bourbon Trail

Kentucky isn't the only place with a bourbon trail. And the bourbon market is exploding, with premium bourbon growing 135% in just the past five years to become a \$61 billion industry. Let's team up with whiskey influencers like Bourbon Real Talk or SLB Drinks to have their expert tasters give their reviews of whiskey distilleries in New Hampshire through their social channels and YouTube. We can encourage articles to be written in niche publications like, Whisky Advocate Magazine as well as mainstream outlets such as The Boston Globe. We can also collaborate with distilleries to create collectable, small batch labels for purchase and loyalty programs.



Escape to the Islands ... of New Hampshire

Let's frame a piece as if we're initially talking about a Caribbean getaway, only to play up the features of the 300+ islands of New Hampshire unknown to those beyond the coast of the Granite State. The historic landmarks. The lighthouses. The food. The hotels, resorts and AirBnBs. The hiking, the swimming. The boating. The narrated tours. The museums. The dog-friendly adventure. All the things that make a trip to the Isle of Shoals, Pierce Island and Ragged Island the perfect escapes from the hustle and bustle of city life.



MARCH-AUGUST
FLOWCHART

Media Channel	March				April					May				June			July				August					Total Impressions	Total W25-54 GRPs				
Monday Calendar Dates	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28				
PRINT																															
Yankee Co-op																														3,650,000	
TOTAL PRINT IMPRESSIONS																															
																														3,650,000	
BROADCAST/CABLE TV																															
W25-54 GRPs																															
Core Markets																															
Albany-Schenectady-Troy								8.8	8.8	8.8	124.4	121.4	117.0	8.8	115.1	122.1	122.1	8.8	8.8	8.8											722.1
Hartford-New Haven											77.7	71.8	90.7		80.8	79.0	79.0													479.0	
New Hampshire (WMUR)											41.7	41.7	41.7		41.7	40.8	40.8													248.4	
Portland-Auburn											81.5	86.0	78.0		78.0	78.0	78.0													479.5	
Providence-New Bedford											80.8	79.4	78.3		80.8	80.8	80.8													480.9	
Rochester, NY											120.0	120.0	120.0		120.0	120.0	120.0													720.0	
Springfield-Holyoke											100.0	75.0	75.0		75.0	75.0	75.0													475.0	
Syracuse, NY											109.1	110.6	110.6		109.1	110.6	110.6													660.6	
Worcester, MA (Comcast Cable)											67.8	71.0	63.1	8.8	72.7	71.2	71.2													416.9	
Road Trip Markets																															
Norfolk-Portsmouth-Newport News								121.0	120.0	120.0			119.0	120.0	120.0															720.0	
Richmond-Petersburg								146.5	151.5	151.5			0.0	151.5	151.5															752.5	
Wilkes Barre-Scranton	8.8	8.8	8.8	8.8	8.8	8.8	8.8	124.8	116.8	116.3	8.8	117.8	124.4	124.4	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.8	724.5	
TOTAL TV																															
OOH																															
New Hampshire														5/1 - 5/28																436,412	
Massachusetts														5/1 - 5/28																17,343,971	
Connecticut														5/1 - 5/28																7,186,932	
Rhode Island														5/1 - 5/28																5,242,028	
Pennsylvania									4/17 - 5/14					5/15 - 6/11																28,264,173	
New Jersey									4/17 - 5/14					5/15 - 6/11																27,148,190	
New York													5/1 - 5/28																	43,291,411	
Montreal									4/17 - 5/14					5/15 - 6/11																5,286,400	
Toronto									4/17 - 5/14					5/15 - 6/11																2,716,000	
Quebec									4/17 - 5/14					5/15 - 6/11																2,643,200	
Maryland/Virginia									4/17 - 5/14					5/15 - 6/11																11,436,563	
TOTAL OOH IMPRESSIONS																															
																														150,995,280	
DISPLAY																															
Travel and Leisure														4/17 - 6/30																8,000,000	
Sojern													4/3 - 6/30																	17,499,999	
Stack Adapt													4/3 - 6/30																	6,832,046	
Sightly													4/3 - 6/30																	5,433,989	
AdTheorent														4/17 - 6/30																31,235,549	
Metador														FILM																N/A	
TOTAL DISPLAY IMPRESSIONS																															
																														69,001,582	
CTV																															
AdTheorent TBD														4/17 - 6/30																7,960,662	
EffecTV (Worcester On-Demand/Streaming/OTT)													5/8-5/28			6/5-6/25														884,538	
TOTAL CTV IMPRESSIONS																															
																														8,845,200	
RADIO																															
Pandora														5/1 - 6/30																8,760,774	
TOTAL RADIO IMPRESSIONS																															
																														8,760,774	
SOCIAL																															
Facebook/Instagram													3/20 - 6/30														7/5 - 8/31			26,028,571	
TikTok													4/3 - 6/30														7/5 - 8/31			2,228,889	
Pinterest													3/20 - 6/30														7/5 - 8/31			1,750,000	
Influencers														5/1 - 6/30																1,000,000	
TOTAL PAID SOCIAL IMPRESSIONS																															
																														31,007,460	
SEM																															
Google													3/20 - 6/30														7/5 - 8/31			2,940,000	
Google Discovery													3/20 - 6/30																	1,150,000	
Bing													3/20 - 6/30																	2,940,000	
TOTAL PAID SEARCH IMPRESSIONS																															
																														4,090,000	
CAMPAIGN TOTAL																															
																														276,350,296	

MEASUREMENT

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

	Summer 2021			Summer 2022			Summer 2023		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
TV									
# of Spots	29,492	36,497	124%	24,292	24,292	100%	24,292		0%
OOH									
Impressions	52,000,000	115,630,727	222%	107,000,000	107,000,000	100%	159,000,000		0%
DISPLAY									
Impressions	44,500,000	53,889,816	121%	45,000,000	48,780,000	108%	60,000,000		0%
CTR	0.25%	0.30%	120%	0.25%	0.36%	144%	0.25%		0%
CPM	\$11.00	\$10.95	100%	\$11.00	\$10.46	95%	\$11.00		0%
CPC	\$4.00	\$3.64	91%	\$4.00	\$2.90	73%	\$4.00		0%
SOCIAL									
<i>Facebook</i>									
CPE	\$0.35	\$0.05	14%	\$0.15	\$0.17	113%	\$0.15		0%
CPC	\$0.75	\$0.60	80%	\$0.70	\$0.57	81%	\$0.70		0%
CPV	\$0.25	\$0.06	24%	\$0.15	\$0.09	60%	\$0.15		0%
New Likes	2,000	7,136	357%	4,600	1,128	25%	4,600		0%
Engagements	200,000	2,946,436	1473%	750,000	743,105	99%	750,000		0%
Impressions	6,000,000	25,037,081	417%	12,000,000	21,361,977	178%	15,000,000		0%
<i>Instagram</i>									
CPE	\$0.45	\$0.05	11%	\$0.30	\$0.05	17%	\$0.25		0%
CPC	\$2.00	\$2.74	137%	\$3.00	\$1.17	39%	\$3.00		0%
Impressions	2,500,000	10,175,011	407%	5,275,000	3,986,453	76%	4,000,000		0%
Engagements	70,000	1,144,153	1635%	500,000	737,522	148%	500,000		0%
<i>Pinterest</i>									
CPE	\$1.00	\$1.23	123%	\$1.30	\$0.59	45%	\$1.30		0%
CPC	\$2.50	\$1.65	152%	\$2.05	\$0.79	259%	\$2.05		0%
Impressions	200,000	5,030,779	2515%	2,370,000	1,898,350	80%	1,000,000		0%
<i>SnapChat</i>									
eCPSU	\$1.20	\$2.21	184%	\$2.50	\$0.64	26%	N/A	N/A	N/A
Swipe Ups	15,000	20,292	135%	17,550	37,555	214%	N/A	N/A	N/A
Impressions	2,000,000	2,007,754	100%	2,506,667	1,322,199	53%	N/A	N/A	N/A
<i>TikTok</i>									
eCPSU	N/A	N/A	N/A	N/A	N/A	N/A	\$2.00		0%
Swipe Ups	N/A	N/A	N/A	N/A	N/A	N/A	9,000		0%
Impressions	N/A	N/A	N/A	N/A	N/A	N/A	500,000		0%
SEM/YOUTUBE									
<i>Search</i>									
CPC	\$0.80	\$1.32	165%	\$1.50	\$0.90	60%	\$1.50	\$0.90	60%
CTR	7%	10%	144%	8%	3.42%	43%	8%	3.42%	43%
<i>Discovery</i>									
CPC	N/A	N/A	N/A	\$0.44	\$1.15	261%	\$0.44	\$1.15	261%
CTR	N/A	N/A	N/A	0.47%	1.70%	362%	0.47%	1.70%	362%

GYK

THANK YOU