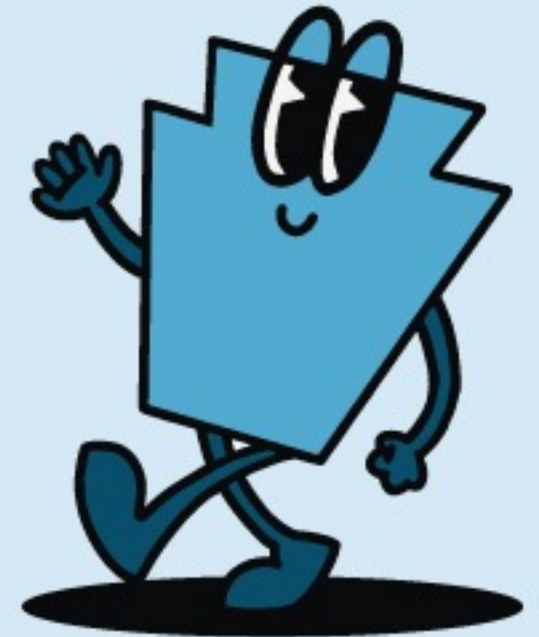


Pennsylvania Tourism

2022-2023 Cooperative Marketing:
Paid Media & Analytics Opportunities

August 29, 2022

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Agenda

- **Meet the Team**
- **2021 Pilot Program Recap**
- **2022 Program Updates**
- **New and Returning Media Tactics**
- **Packages**
- **Enrollment Timing and Process**

MEET THE TEAM



Pennsylvania Tourism Office



Carrie Fischer Lepore
Deputy Secretary,
Marketing, Tourism, Film



Michael Chapaloney
Executive Director of
Tourism



Kelly Bonner
Digital Director



Sarah DeSantis
Executive Assistant

Red House Communications



Pete Baird
Vice President, Director
of Media



Allison Eash
Associate Media
Director



Erik Thogerson
Director of Account
Service



Drew Miller
Associate Analytics
Director

2021 PROGRAM SUCCESS



2021 Program Highlights

As part of the Pennsylvania Tourism Office's phased travel recovery plan, a pilot cooperative marketing program was launched in 2021 and ran three seasonal campaigns for summer, fall, and winter.

- 21 Destination Marketing Organizations and Industry Associations
- Over \$1.2 million of paid media was deployed
- Over 257 million ad impressions and 166,000 website clicks
- New York, DC/Baltimore, Cleveland/Columbus, and in-state
- Partner investments all matched 100% by the Tourism Office



2022 CO-OP PROGRAM



2022 Highlights

Infusion of EDA funding will allow the 2022 Co-op program to:

- Increase in size 5x over pilot program
- Expand geographical footprint of PA Tourism promotion
- Provide new, lower cost packages
- 100% - 200% match on all partner investments
- Increased variety of media offerings
- Achieve greater reach and frequency to target audiences
- Evolved analysis and reporting opportunities

2022 Structure

- Promotion running annually
- Open to all DMOs and Industry Associations in Pennsylvania
- Full year availability open during two enrollment periods (May-June & September-October)
- Pre-built media packages ranging from \$1,000 - \$25,000
- Customized media plans starting from \$100,000
- Packages may begin the first week of any month
- Customized audience targeting by geography, demographics, and online behavior
- All packages include standard media reporting
- Options for advanced analytics, and access to industry leading platforms at discounted rates

NEW AND RETURNING TACTICS

2022 Co-op Tactics

Tactics will be bundled in pre-built packages in order to maximize effectiveness of each buy.

Returning tactics include:

- Cable Television
- Digital Out-of-Home
- Online Video

New tactics include:

- Paid Social (Facebook and Instagram)
- Digital Transit
- Google Responsive Display
- Travel Endemic (i.e. TripAdvisor)
- Print
- Radio

Cable Television

A very efficient means of reaching a prospective traveler with television advertising, cable television will be bought as :30 blocks and run a :15 partner spot with a :15 Pennsylvania Tourism spot during the same commercial break to maximize spot loads for both parties.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Digital Out-of-Home

Digital Out-of-Home adds a physical element along key travel routes into the available media mix. Placements feature partner creative co-branded with Pursue Your Happiness logo. Pennsylvania Tourism Office promotion will be in all markets where partners have opted to be included.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Digital Transit

Transit advertising is a great tactic to build frequency against the audience during their daily lives and can play a large decision-making factor when planning a weekend or a road trip away. Transit will be included and discussed in certain tiers.

Available Markets:

- New York
- DC / Baltimore
- Philadelphia



Online Video

Online streaming video will include pre-roll, in-stream, and connected TV placements. All placements will feature 100% partner creative and drive to partner's landing page of choice. Suggested length is :15, but other lengths are acceptable.

Potential placements:

- Premium Websites
- On-Demand Cable (i.e. HGTV, Food Networks)
- OTT Devices (i.e. Roku, Firestick, AppleTV)
- Streaming Networks (i.e. Peacock, Paramount+)



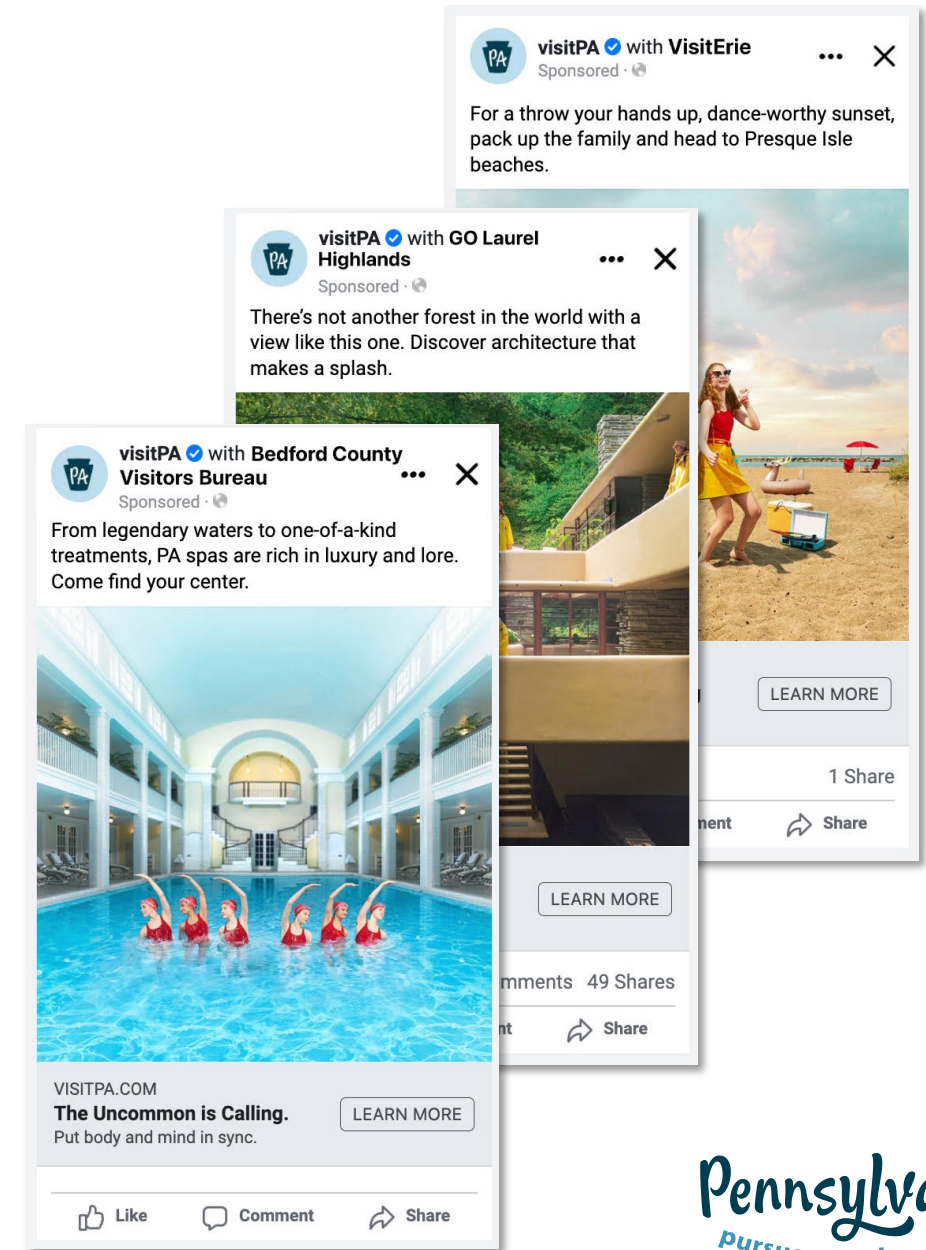
Paid Social

Paid Social folds in a low-cost, entry point for partners to have the opportunity to participate at an impactful level.

Placements on Facebook and Instagram will run through the visitPA account, with partner tagged in the ad, and all clicks driving to their website.

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



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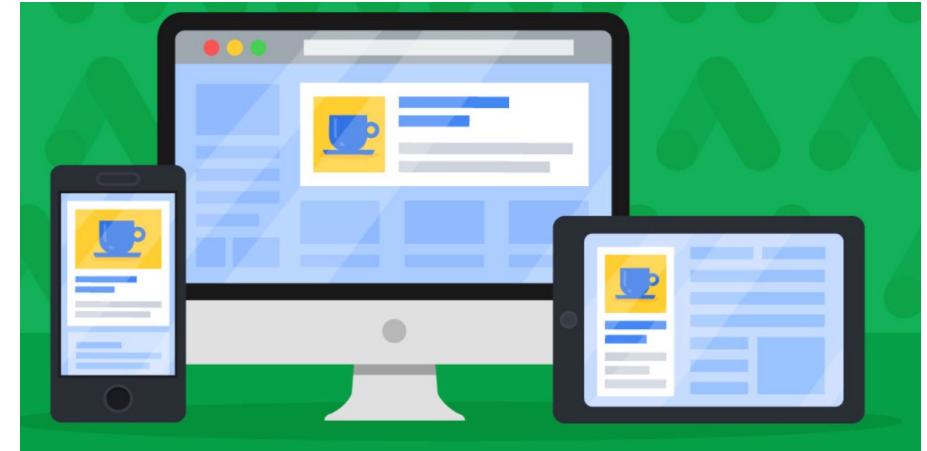
Responsive Display

Google Responsive Display allows for creative to be dynamically rendered by Google's algorithm to optimize performance throughout the campaign's flight and without the creation of multiple ad sizes.

Ads are served across the webs via detailed audience targeting segments to produce strong impression and click volume at low CPMs. Placements feature partner creative, with all clicks driving to partner website.

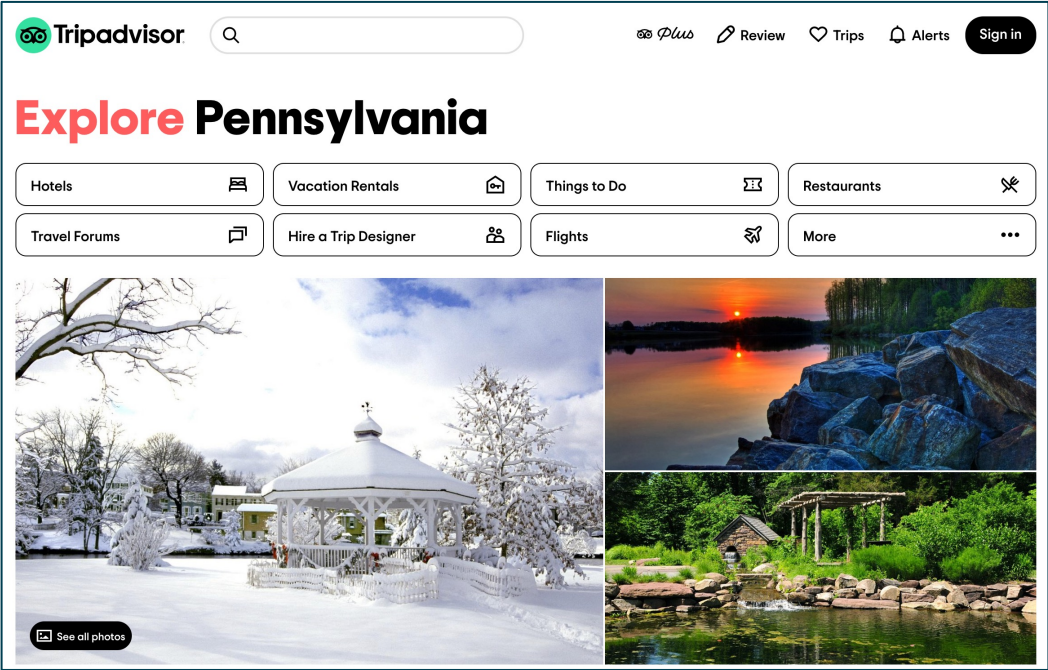
Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



Travel Endemic

Top Tier packages feature TripAdvisor and TravelSpike as the marquee element to capture the lower funnel travel intent audiences. Travel Endemic partners have been key to driving high quality traffic to the visitPA website, as well as Arrivals.



Print

Adds another physical element to the co-op partnerships with key placements in the target markets, working to bring full page elements into the reach of DMOs.



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Radio

Sponsoring and state-wide syndication of *Let's Talk Travel* with Sandy Fenton, including podcast listening. Allows a primarily in-state audience to learn more of what Pennsylvania has to offer.

Each partner would have the opportunity to be featured in a one-hour segment throughout the 2022 calendar year and/or have ad placements around show slots, based upon availability.



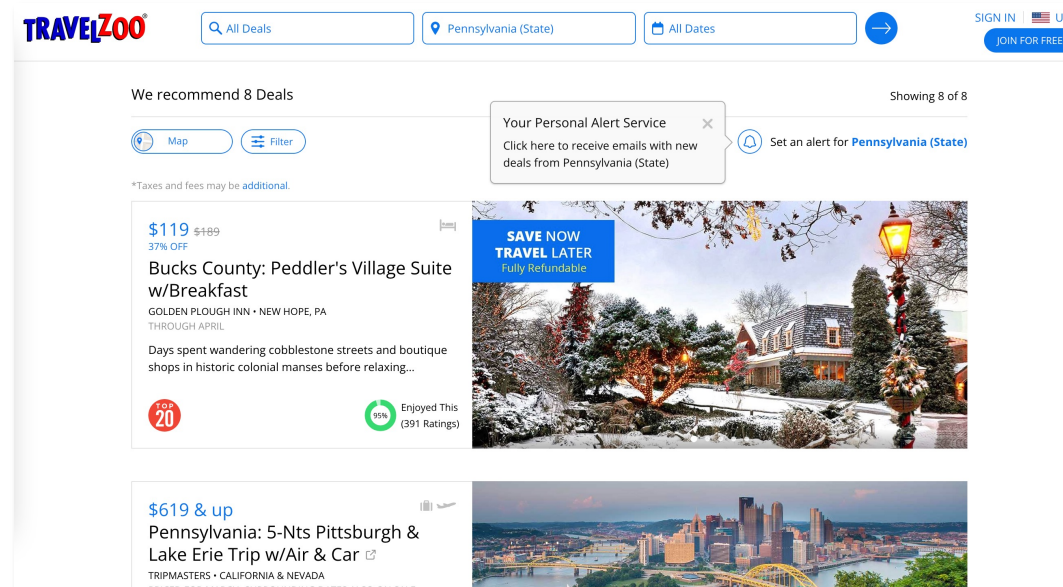
Included for all co-op participants

TravelZoo

TravelZoo effectively drove 2.3:1 ROI through the fall and winter time periods, promoting deals from across the State. Adding them to the co-op as a tactic that all DMOs will have an opportunity to participate in, based on opt-in and time period. No cost will be passed along to the partners.

Opportunity Deal Details:

- Quarterly deal promotions
- Up to 20 partners per quarter



Included for all coop participants

Advanced Reporting & Analytics

Through proprietary analytics tools and partnerships, Red House can provide deeper layers of reporting, tying media investment to economic impact and consumer sentiment

Options include:

- Deeper media reporting metrics, inclusive of website conversion tracking
- Economic impact study tying back traveler spend in market to media investment
- Data visualization, including a custom dashboard with key performance metrics from economic impact analysis, etc.
- Social listening measurement for the campaign period to understand online conversation and impact
- Additional options include integration with partner tools such as Tourism Economics or Arrivalist

Packages scoped directly with partner based upon exact needs

Advanced Analytics – Economic Impact



Local Economy

Overall, there is a measurable regional effect produced as a result of marketing.



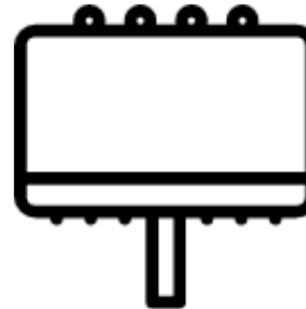
Brand Partners

Brands do not exist in vacuum, and their operations impact various vendors and service partners.



Direct Conversions

Consumer engagement and conversion are measured as a direct result of marketing, and where analysis commonly ends.



Marketing & Advertising

Marketing and Advertising campaign direct a consumer to perform a measurable action.

An economic impact analysis unveils the entire effect of tourism on a local market, measuring how travel influences important indicators such as GDP and other economic factors

Advanced Analytics – Data Visualization

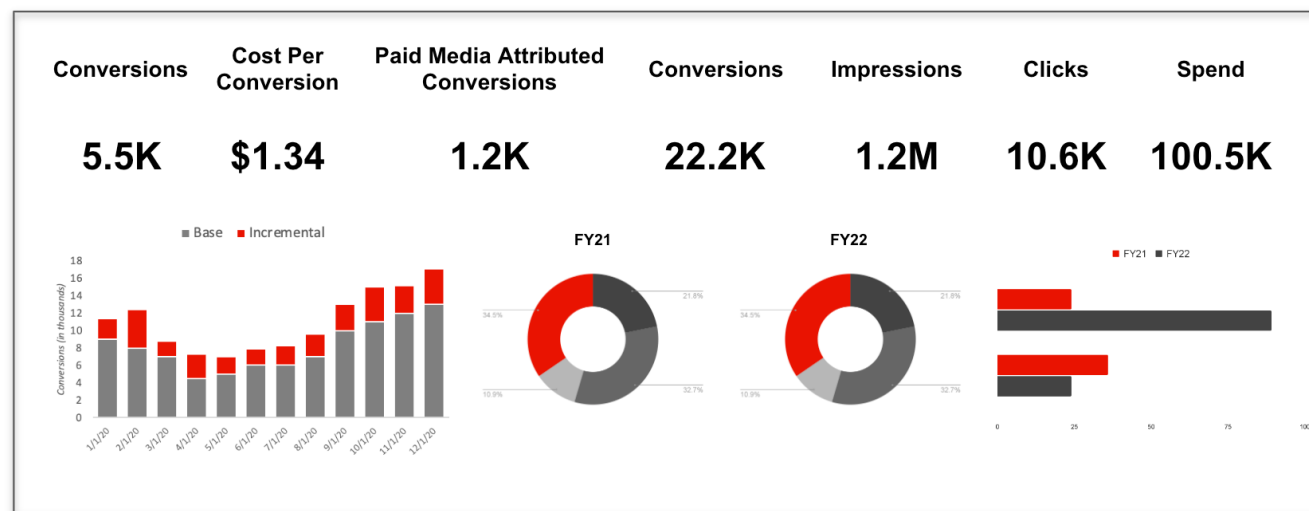
Custom dashboarding is available for data visualization of tourism paid media campaigns, and other selected key indicators for the DMO market including:

- Hotel tax revenue
- Local economic factors (GDP, job growth, etc.)
- Economic impact model output

The dashboard would be shared with participants and updated on a regular schedule, allowing for quick and dynamic comparisons of all relevant performance metrics

Example Deliverable

Model Dashboard Reporting - Updated Every Season*



*Numbers and template are for illustrative purposes only

Advanced Analytics – Social Listening

- A social listening tool allows for the collection of information from all major social platforms including Facebook, Instagram, and Twitter to reveal the whole picture of real-world conversation across both owned and organic content
- The content captured by a social listening tool undergoes sentiment analysis via AI through the process of Natural Language Processing



Additional Options – Tourism Economics

Access to Symphony Dashboard with \$11K onboarding costs waived available for all participants

Product includes:

- Visitor intelligence data
- National traveler sentiment data
- Integration of hotel lodging reports
- Traveler sentiment and safety barometer
- Integration of website data



Contracted directly with Tourism Economics

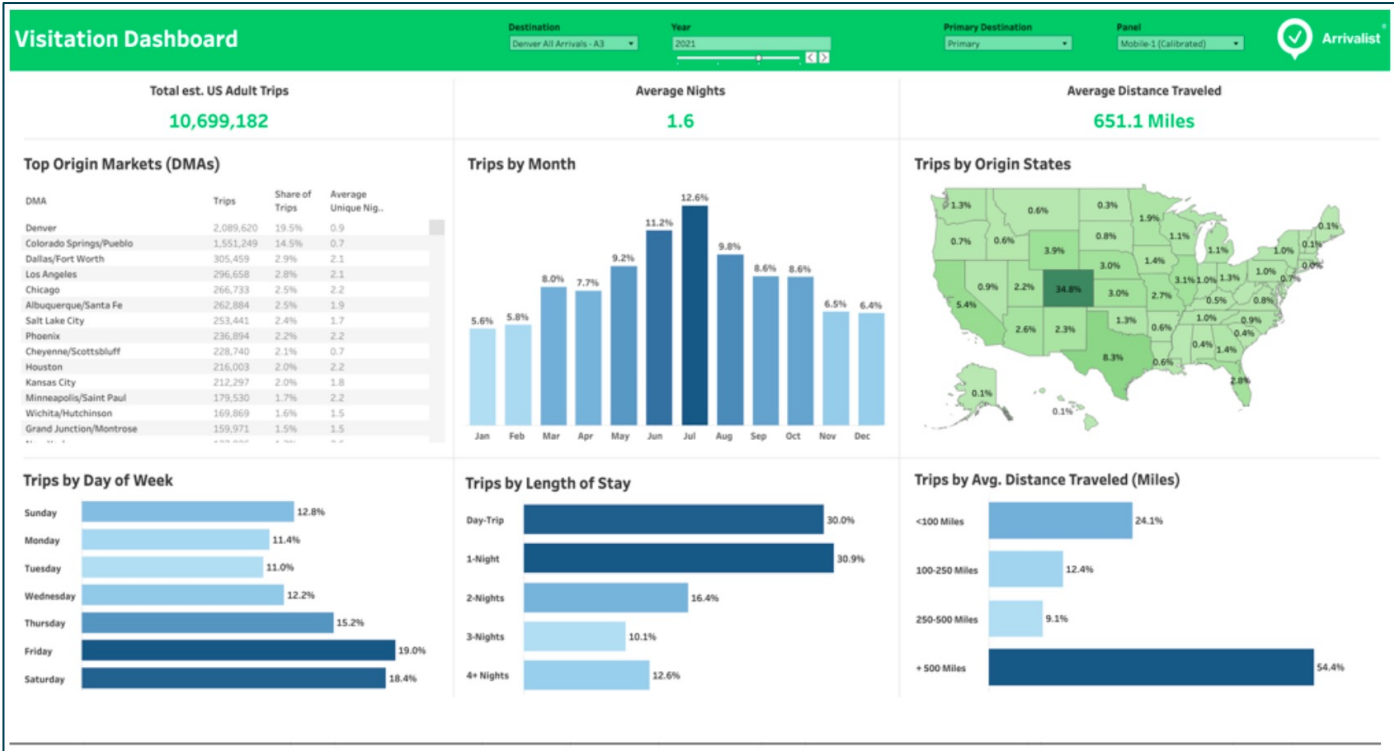
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Additional Options – Arrivalist

Geo-location intelligence platform with packages for partners discounted \$5-10K below standard rates

Package options can include:

- Industry-leading visitation data (out-of-state and in-state travelers)
- Lodging Economics dashboard
- Point of interest tracking
- Media attribution tracking



Contracted directly with Arrivalist

PACKAGE OPTIONS

Package Options

- Four pricing tiers each with two packages to choose from
- Tourism Office matching all investments at a minimum of 100%
- Packages can be purchased for a single flight or in multiple increments
- Package price inclusive of all media services (planning, buying, optimization, reporting, etc.)
- Media value denotes effective working media dollars (i.e. no commissions included)
- Available geographies include all contiguous state DMAs, Pennsylvania DMAs, and Toronto
- Complimentary placements within *Let's Talk Travel* and *TravelZoo* for all participants through Tourism Office buy.

Tier 1 Packages

With a very low cost of entry, tier 1 packages are ideal for the partner with little or no paid media budget. A single month is suitable for the promotion of an event or festival. Combining multiple months together allows for more general promotion of a destination or region.

Cost: \$1,000

Package 1A

- \$3000 media plan
- One month flight
- Tactics (*est. imp.*)
 - FB & IG (375K)
- Geography: 1 market

Package 1B

- \$3000 media plan
- One month flight
- Tactics (*est. imp.*)
 - Responsive Display (1M)
- Geography: 1 market

Tier 2 Packages

Still purchased in single-month increments, tier 2 packages introduce the layering of multiple media tactics, including the option for online video.

Cost: \$3,000

Package 2A

- \$10,000 media plan
- One month flight
- Tactics (*est. imp.*)
 - FB & IG (625K)
 - Responsive Display (1.6M)
- Geography: 1-3 markets

Package 2B

- \$10,000 media plan
- One month flight
- Tactics (*est. imp.*)
 - Online Video (440K)
 - Responsive Display (833K)
- Geography: 1-3 markets

Tier 3 Packages

Packages in tier 3 expand to a two-month media flight and allow the inclusion of travel endemic media along with other digital placements. Tier 3 packages offer the greatest value for the partner looking for maximum impact for a minimal investment.

Cost: \$7,500

Package 3A

- \$25,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - FB & IG (625K)
 - Responsive Display (1.6M)
 - Print (*tbd*)
- Geography: 1-3 markets

Package 3B

- \$25,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Online Video (558K)
 - Responsive Display (1.6M)
 - Travel Spike (555K)
- Geography: 1-3 markets

Tier 4 Packages

Packages in tier 4 are the largest and most comprehensive of the pre-built packages. They offer substantial media value, as integrated traditional and digital media plans, and allow the option to add on traditional media types/markets.

Cost: \$25,000

Package 4A

- \$70,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Cable (133K)
 - Digital OOH/Transit (2M)
 - Online Video (882K)
 - Trip Advisor (535K)
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

Package 4B

- \$70,000 media plan
- Two month flight
- Tactics (*est. imp.*)
 - Cable (133K)
 - Print (*tbd*)
 - Responsive Display (3M)
 - Travel Spike (833K)
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

*When purchasing Tier 4 packages, additional OOH and/or Cable markets can be added on:

- OOH market (value of \$20,000) - \$10,000
- Cable market (value of \$20,000) - \$10,000

Custom Plans

For those interested, custom tailored media plans can be developed to meet the exact needs of a partner.

- Custom plans require a minimum partner investment of \$100,000
- Flexible timeframe spanning from Co-op launch through June 2023
- Investments matched 100% or more by Tourism Office
- Plan costs inclusive of all media services
- To schedule a meeting to discuss the development of your custom plan, please email patourismcoop@redhousecom.com

Standard Reporting

- Tiers 1 & 2
 - Final campaign report delivered 30 days after campaign completion
- Tier 3
 - Preliminary progress report delivered after 15 days of campaign activity
 - Final campaign report delivered 30 days after campaign completion
- Tier 4
 - Preliminary progress report delivered after 15 days of campaign activity
 - Packages running longer than 2 months receive monthly progress reports
 - Final campaign report delivered 30 (or 60*) days after campaign completion

**60 days for campaigns that include OOH/Cable/Print.*

Sample Preliminary Report



CAMPAIGN: Red House Example Report
DATE: February 4, 2019

- **Recap of Vehicles in Market**
 - Paid Social: Facebook, Instagram, Twitter
 - Programmatic Display: Choozle
- **Run Dates:** 1/17-4/14
- **Initial Digital Performance**

Vendor Overview								
Channel Breakdown	Impressions	Clicks	Views	CTR	View Rate	Spend	CPC	CPV
Facebook	86,728	1,641	2,698	1.89%	9.53%	\$506.96	\$0.31	\$0.06
Instagram	37,938	288	2,984	0.76%	12.15%	\$318.98	\$1.11	\$0.07
Choozle	99,984	209	N/A	0.21%	N/A	\$1,362.35	\$6.52	N/A
Twitter	68,344	342	5,377	0.50%	7.87%	\$344.96	\$1.01	\$0.06
Total	292,994	2,480	11,059	0.85%	9.12%	\$2,533.25	\$1.02	\$0.07

- **Takeaways and Next Steps**
 - Overall CTR (clickthrough rate) is above-average, given the media mix here
 - All platforms are exceeding benchmarks
 - View rate is OK at 9.12%, but we'd like to elevate above 10% mark
 - Here, we're looking at completed video views
 - In 30 day report, we'll look at 25/50/75% completion rates
 - Overall CPC (cost-per-click) is on low end of \$1-2 target range
 - CPV (cost-per-view) is very good, but has been targeted for improvement
 - Choozle CTR is 2x higher than benchmark
 - CPC high due to specific targeting, but we'll work to reduce this
 - Facebook and Instagram are performing well in both CPC and CTR
 - Facebook has 2/3 of all clicks to site
 - Twitter has 49% of all campaign video views
 - Improving view rate here will lift overall campaign view rate
 - Geography expanded to run statewide, effective today
 - Provide deep dive report on 2/20

Sample Final Report



Red House Exam
Reporting

2022

TABLE OF CONTENTS

Campaign Overview
Top Line Metrics
Tactic Details
Takeaways and Recommendations



CAMPAIGN OVERVIEW | Top Line Metrics

Monthly Overview				
Monthly Overview	Impressions	Clicks	Views	CTR
January	292,994	2,480	11,059	0.85%
February	488,934	3,323	16,247	0.68%
Total	781,928	5,803	27,306	0.74%

Performance through 2/17

Vendor Overview				
Channel Breakdown	Impressions	Clicks	Views	CTR
Facebook	201,281	3,762	6,640	1.87%
Instagram	107,884	751	6,377	0.70%
Choozle	287,497	550	N/A	0.19%
Twitter	185,266	740	14,289	0.40%
Total	781,928	5,803	27,306	0.74%

* View rates are based off video impressions only



TACTIC DETAILS | Instagram

- Insight: In contrast to FB skew, video represents 44% of IG clicks
- Highest view rate despite recent decline
 - 25/50/75% completion rates – 35%/20%/16%
 - Viewers tend to leave FB/IG earlier – those that stay are more likely to complete

Instagram								
Month	Impressions	Clicks	Video Views	CTR	View Rate	Spend	CPC	CPV
January	37,938	288	2,984	0.76%	12.15%	\$318.98	\$1.11	\$0.07
February	69,946	463	3,393	0.66%	11.14%	\$584.48	\$1.26	\$0.08
Total	107,884	751	6,377	0.70%	11.59%	\$903.46	\$1.20	\$0.08

NEXT STEPS & ENROLLMENT

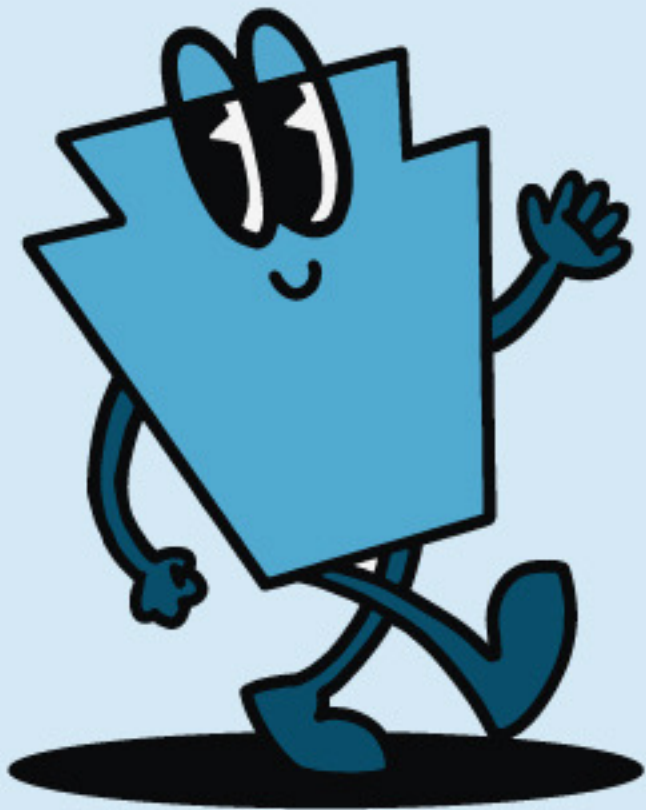
Enrollment Process

- Enrollment open through October 31
- Determine desired package(s) and month(s) between November 2022* – June 2023
- Red House representative will contact you to confirm package details and deliver applicable contracting documents
- Creative assets due to Red House two weeks ahead of launch

Fill out the application at visitPA.com/coop to enroll.

If you have questions, please reach out to patourismcoop@redhousecom.com

**Must enroll by 9/30 for a November launch*

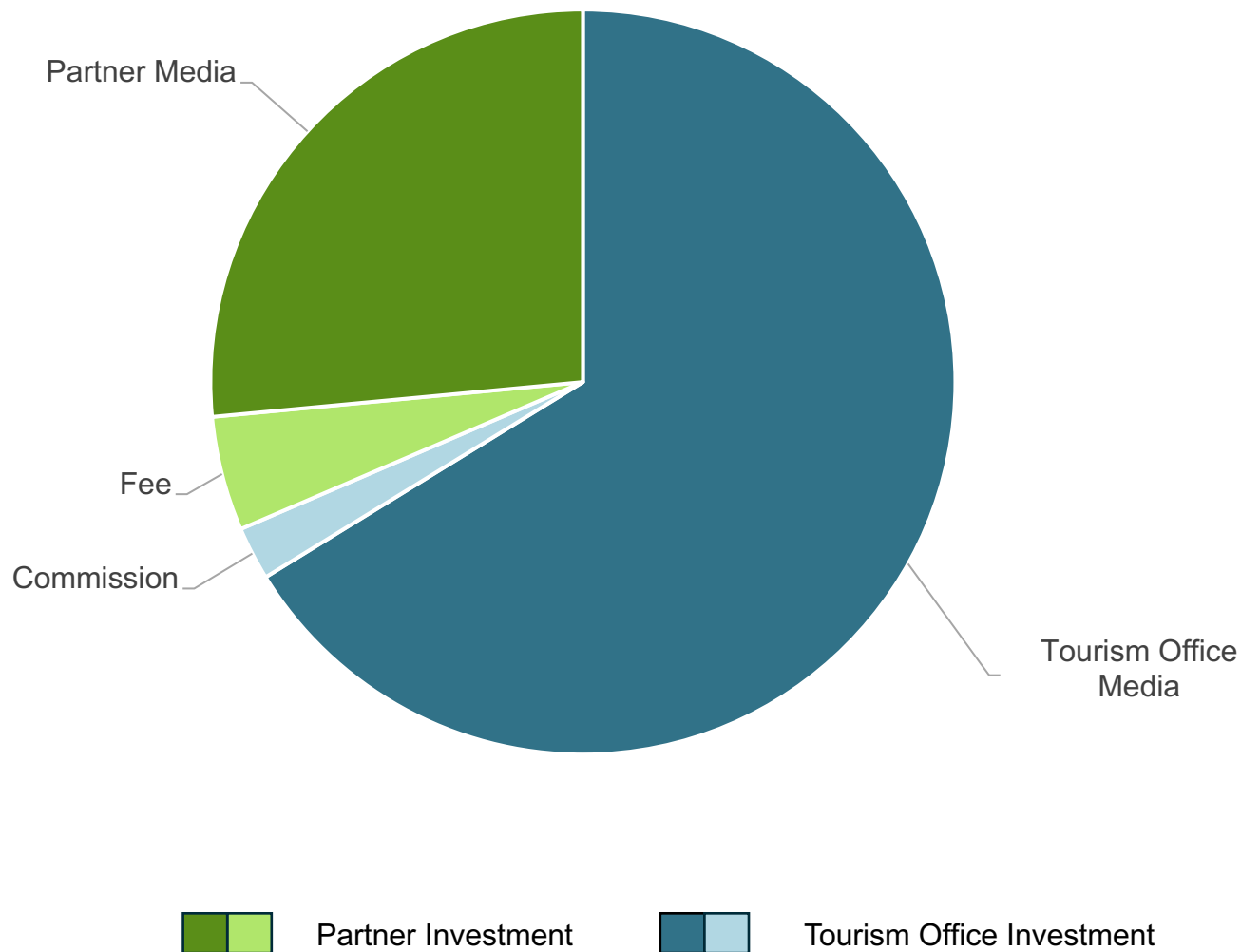


Thank you!

APPENDIX



Program Monetary Structure



Partner Media –
Working media dollars placed on behalf of partner

Tourism Office Media –
Matching media dollars placed in support of partner media buys

Commission –
(Percentage based on Commonwealth contract)
Services include media planning, negotiation, and reporting on holistic statewide campaign

Fee –
(Based on estimated hours at \$150 blended hourly rate)
Services include media planning, buying, placement, optimizations, standard reporting, billing, and reconciliation for individual partner media plans

Glossary

- **Cable** – Allows for precise channel targeting and high frequency among the travel audiences
- **Digital OOH** – Digital billboard rotation placements in DMA's across the pre-set visitPA geographies
- **Transit** – Digital transit rotation placements in DC/Baltimore/Philadelphia and New York City
- **Google Responsive** – Data driven platform that optimizes creative and places it to run as native content
- **TravelSpike** – Travel oriented digital ad network that uses display banner sizes across industry tourism websites, such as Fodor's Travel
- **TripAdvisor** – Travel Planning website that is frequently a travelers last visit before booking their travel
- **Facebook/Instagram** – Social media applications that places the Partner creative against the travel audiences through the visitPA channel
- **Recreational News** – Mid-Atlantic publication that focuses on outdoor rec, family vacation destinations, historical sites and more
- **Travel + Leisure** – Highly styled and inspirational travel centric publication that allows for regional placements