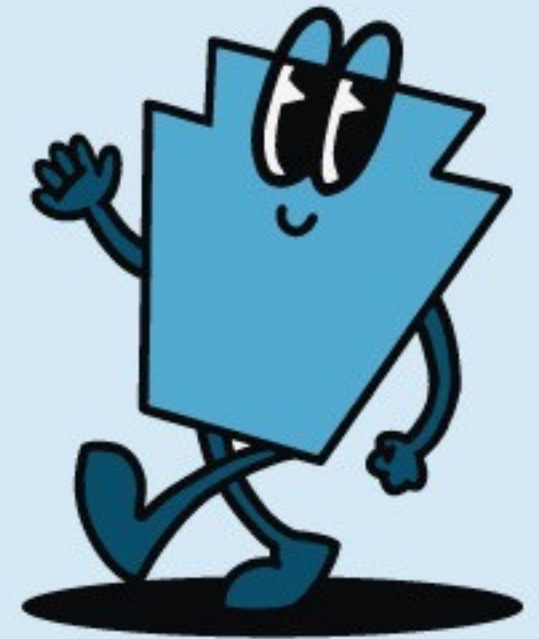


Pennsylvania Tourism

Fall 2023 Cooperative Marketing:
Paid Media & Analytics Opportunities

August 16, 2023

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Agenda

- **The Team**
- **Program Highlights**
- **Fall 2023 Media Tactics**
- **Advanced Analytics**
- **Package Options**
- **Enrollment Timing and Process**

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
SVP, Managing
Director



Emerson Goncus
Associate Analytics
Director



Bill Martin
Media Planner



Brittany Griffith
Media Operations
Specialist

PROGRAM HIGHLIGHTS



Program Highlights

The cooperative marketing program was launched in Fall 2021 to support seasonal campaigns. Since then, it has grown significantly in terms of its offerings and participation. Highlights from the last two years are as follows -

- 25 Destination Marketing Organizations and Industry Associations have embarked on more than 40 campaigns
- As of this writing, nearly \$8 million in paid media will have been deployed as part of the co-op program
- Media has run in 14 unique DMAs, covering six states and the District of Columbia
- Partner investments all matched to at least 100% by the Tourism Office, and up to 300% in some cases



FALL 2023 MEDIA TACTICS



Fall 2023 Structure

- This cycle covers September-November support
- Open to all DMOs and Industry Associations in Pennsylvania
- Pre-built media packages ranging from \$3,000 - \$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
 - Tier 3 and Custom plans also have advanced analytics built in
- Additional options for advanced analytics and access to industry leading platforms

Fall 2023 Co-op Tactics

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

Returning tactics include:

- Digital Out-of-Home and Transit
- Google Responsive Display
- Programmatic video
- Cable
- Paid Social (Facebook and Instagram)
- Print

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



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



Programmatic Video

Programmatic 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+)



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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.)



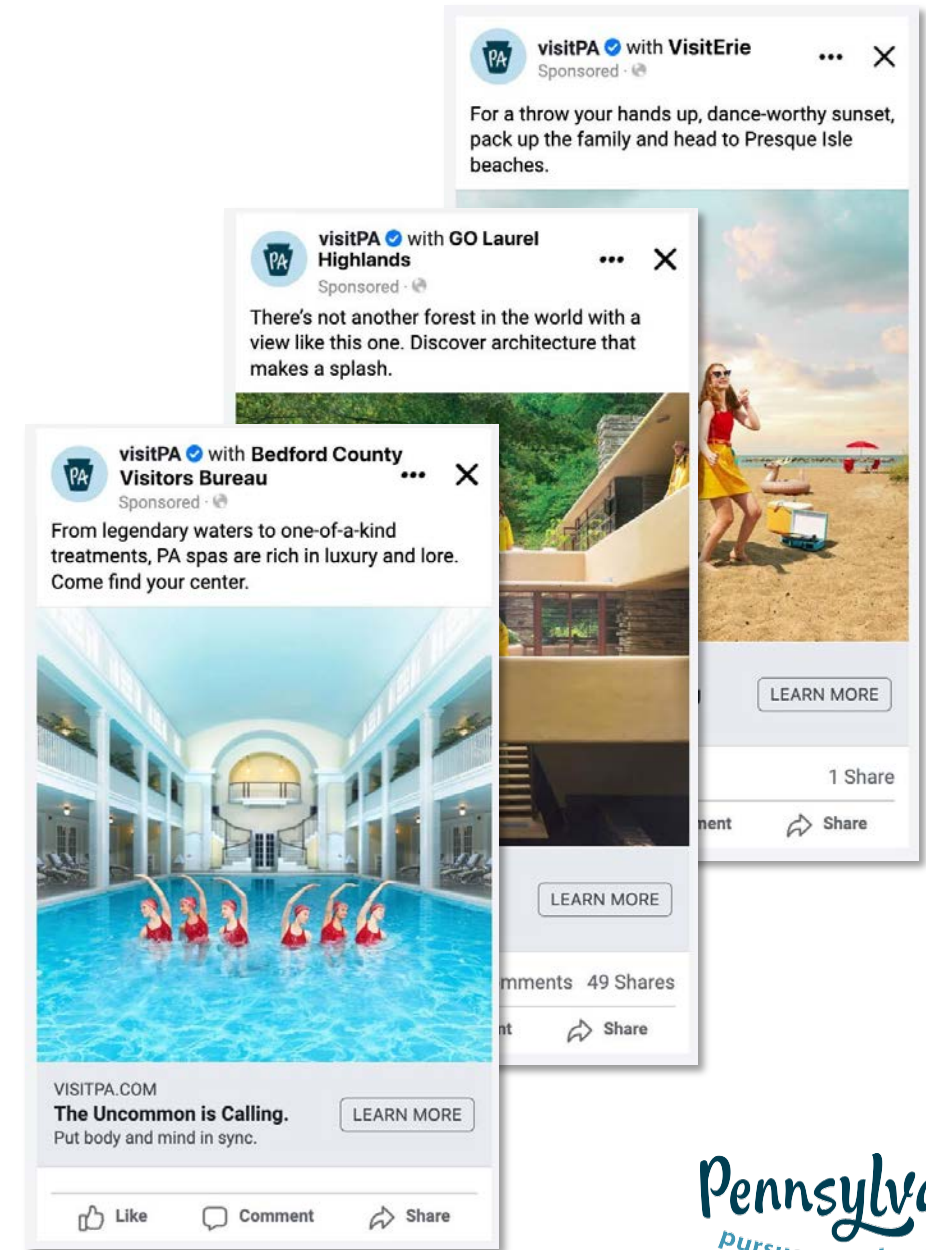
Paid Social

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 your existing account

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



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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.

- National magazine placements within your selected markets
- Creative flexibility at market level
- Sample publications are listed – this can be customized as well

TOWN&COUNTRY **REAL SIMPLE**

Smithsonian
MAGAZINE



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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

Analytics offerings will be tailored based on partner needs

Advanced Analytics – Economic Impact



Local Economy

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



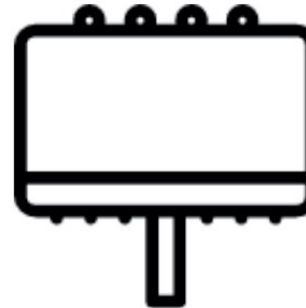
Brand Partners

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

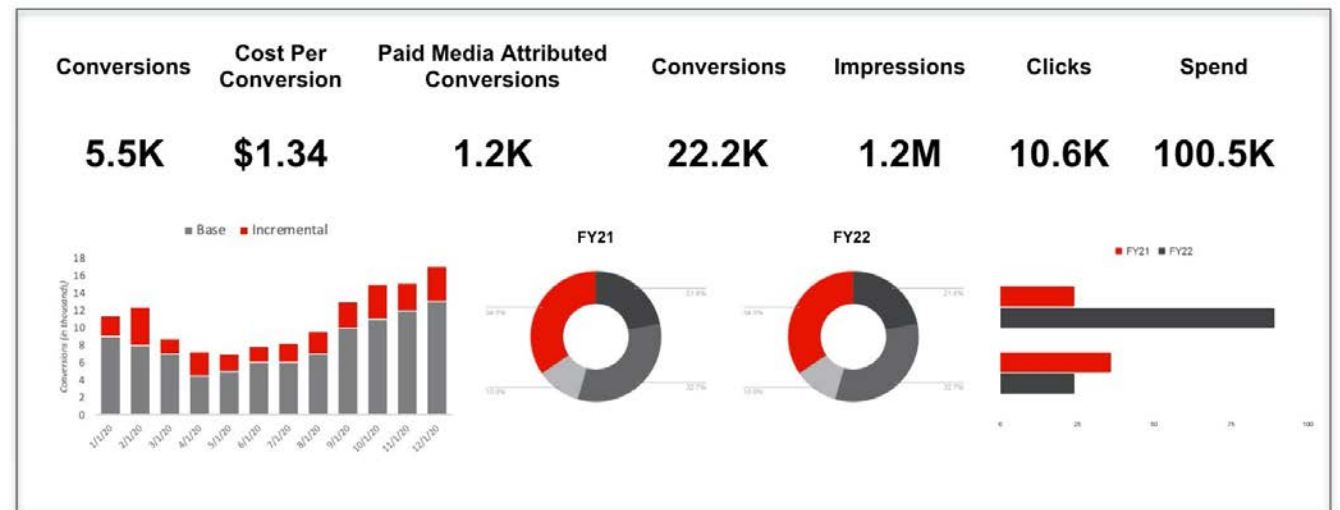
Custom dashboarding is available for data visualization of tourism paid media campaigns, and other selected key indicators for the DMO market including:

- 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

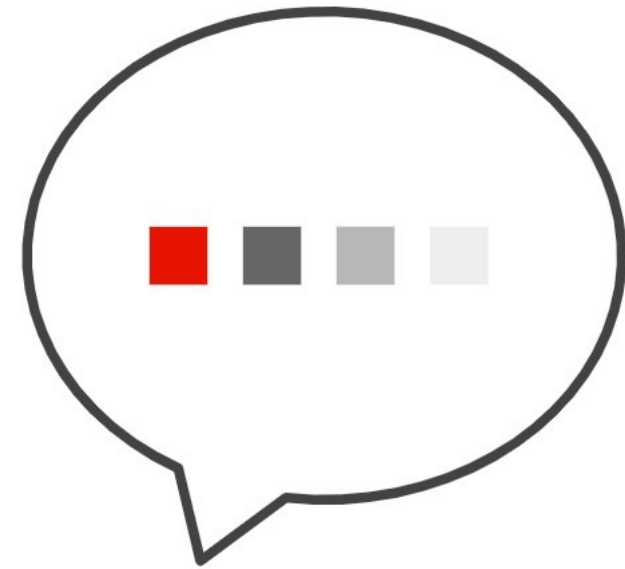
Model Dashboard Reporting - Updated Every Season*



*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

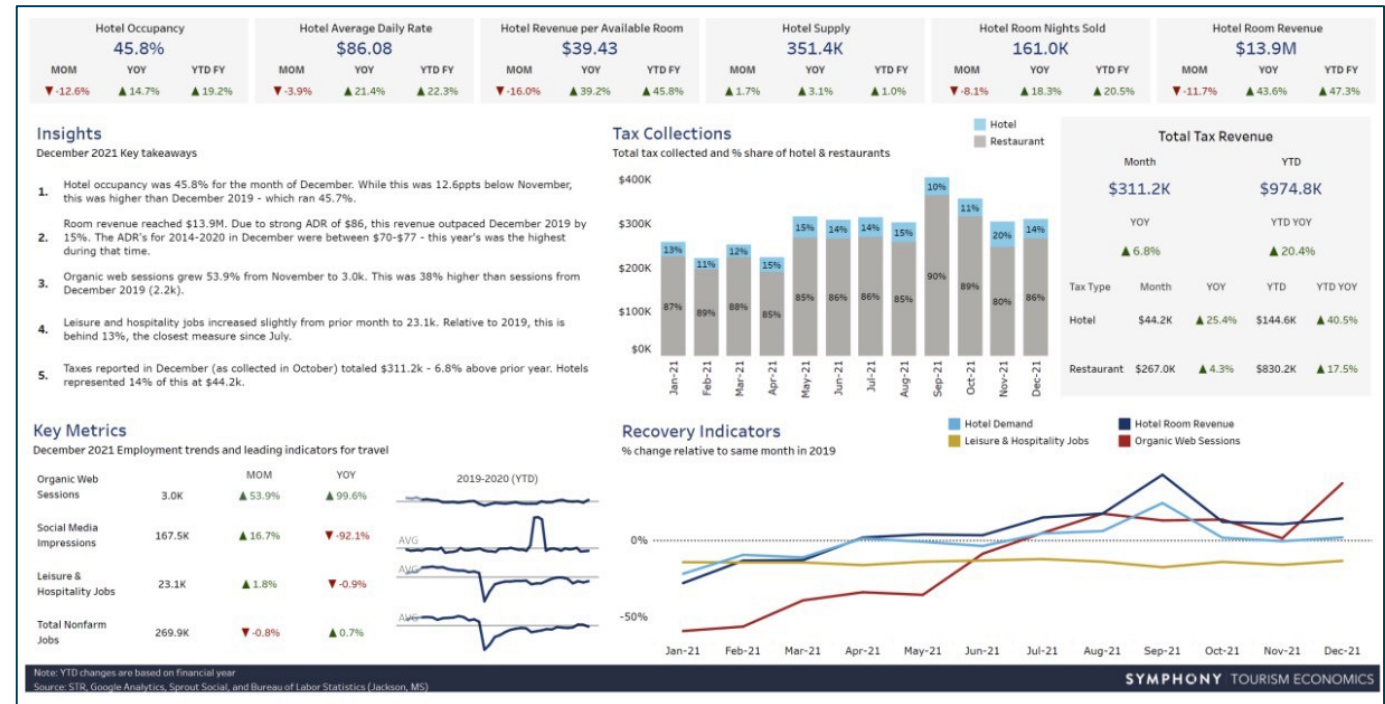


Additional Options – Tourism Economics

Access to Symphony Dashboard;
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



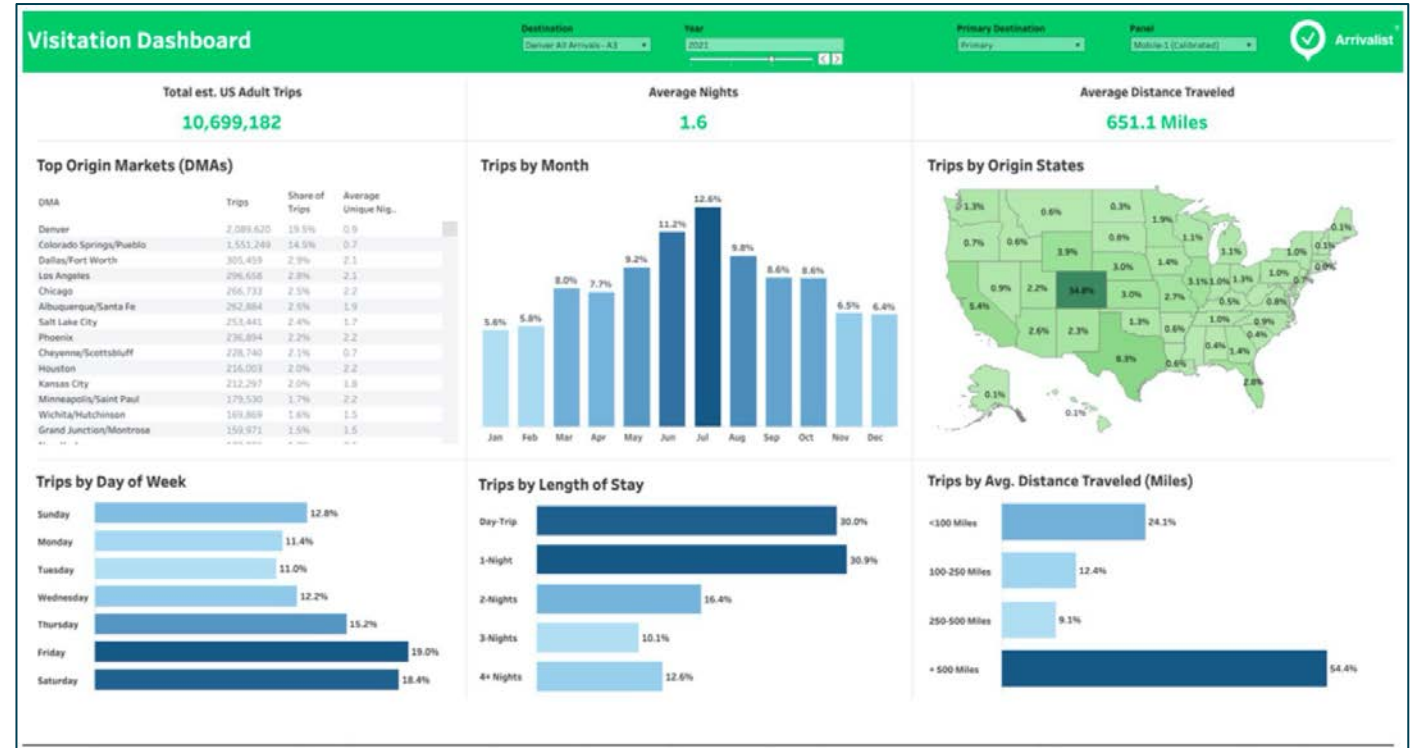
Contracted directly with Tourism Economics

Additional Options – Arrivalist

Geo-location intelligence platform with packages for partners discounted below standard rates

Available package options:

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



Contracted directly with Arrivalist

PACKAGE OPTIONS

Package Options

- Three pricing tiers each with two packages to choose from
- Packages can be purchased for a single flight or in multiple increments
- Package price inclusive of all standard media services (planning, buying, optimization, reporting, etc.)
- Custom plans start at \$100K minimum
- All Tier 3 and custom plans will include advanced analytics in the form of economic impact analysis (additional capabilities are available based on DMO needs)
- Tourism Office matching all investments at a minimum of 100%
- Media value denotes effective working media dollars (i.e. no commissions included)
- Available geographies include all contiguous state DMAs, Pennsylvania DMAs, and Toronto

Tier 1 Packages

Purchased in single-month increments, Tier 1 packages introduce the layering of multiple media tactics, including the option for online video.

Cost: \$3,000

Package 1A

- Media Plan - \$10,000
- One month flight
- Tactics
 - FB & IG
 - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Package 1B

- Media Plan - \$10,000
- One month flight
- Tactics
 - Online Video
 - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Tier 2 Packages

Packages in Tier 2 expand to a two-month media flight and allow the inclusion of travel endemic media along with other digital placements. Tier 2 packages offer the greatest value for the partner looking for maximum impact for a minimal investment.

Cost: \$7,500

Package 2A

- Media Plan - \$25,000
- Two month flight
- Tactics
 - FB & IG
 - Responsive Display
 - Print
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Package 2B

- Media Plan - \$25,000
- Two month flight
- Tactics
 - Online Video
 - Responsive Display
 - TravelSpike
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Tier 3 Packages

Packages in Tier 3 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 3A

- Media Plan - \$65,000
- Two month flight
- Tactics
 - Cable
 - Digital OOH/Transit
 - Online Video
 - Trip Advisor
- Advanced Analytics - \$5,000
 - Economic Impact Analysis
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

Package 3B

- Media Plan - \$65,000
- Two month flight
- Tactics
 - Cable
 - Print
 - Responsive Display
 - TravelSpike
- Advanced Analytics - \$5,000
 - Economic Impact Analysis
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

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
- Investments matched 100% or more by Tourism Office
- Plan costs inclusive of all media services and advanced analytics
- To schedule a meeting to discuss the development of your custom plan, please email patourismcoop@redhousecom.com

Standard Reporting

- Tier 1
 - Final campaign report delivered 30 days after campaign completion
- Tier 2
 - Preliminary progress report delivered after 15 days of campaign activity
 - Final campaign report delivered 30 days after campaign completion
- Tier 3
 - 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.*

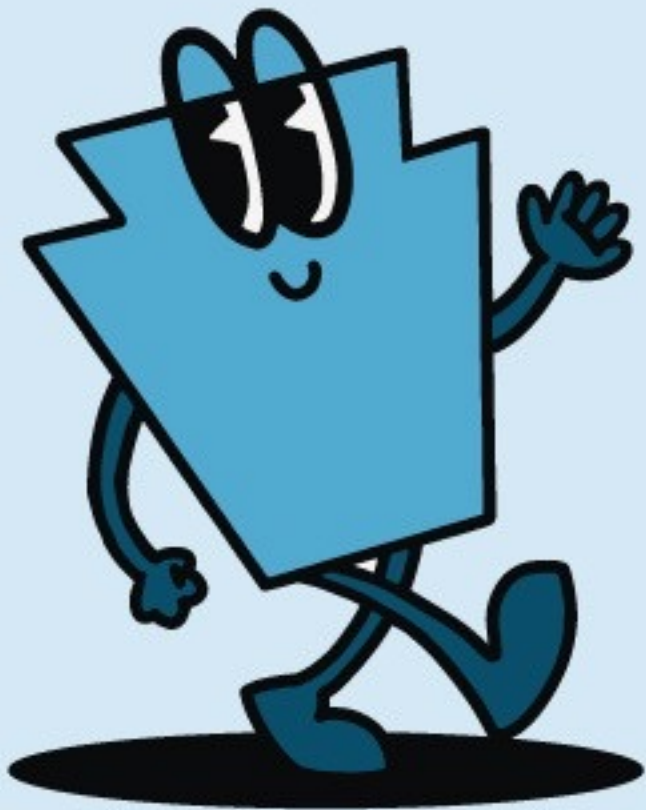
NEXT STEPS & ENROLLMENT

Enrollment Process

- Enrollment open August 21st-31st
- Determine desired package(s) and month(s) between September-November
- A 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



Thank you!