



UTAH OFFICE OF TOURISM  
3 SEASON MEDIA BUY 2017

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# MEDIA PLAN RECOMMENDATIONS

- 1. Maintain national presence for the Mighty Five using network cable and digital in spring*
- 2. Heavy up key markets (Los Angeles, Las Vegas) using spot TV and digital*
- 3. Heavy up in Denver using out of home*
- 4. Establish a baseline for digital partners through the use of Arrivalist and Magellan*

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# BUDGET BREAKDOWN

	PLAN	ACTUAL
Network Cable	\$3,067,478	\$3,063,984
Digital	\$1,000,000	\$1,000,000
Los Angeles TV	\$785,000	\$784,827
Denver Out of Home	\$100,000	\$102,545
Las Vegas TV	\$95,000	\$95,976
Total	\$5,047,478	\$5,047,332

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# NETWORK CABLE BUY

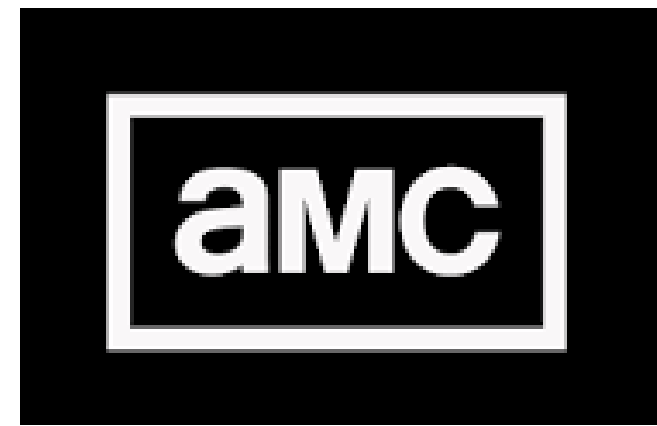
March 6-April 2 (4 weeks)

15 networks



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# NETWORK CABLE BUY – NEW ADDITIONS



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# BUY SUMMARY

Flight Dates: 3/6-4/2/17

Total Cost: \$3,063,984

Total A25-54 Impressions: 164,929,000

CPM: \$18.58

Total Spots: 683 over 15 networks

DAYPART MIX	% IMPRESSIONS
Early Morning	9%
Daytime	1%
Early Fringe	8%
Prime Access	16%
Primetime/Sports	57%
Late Fringe	5%
Weekend	4%

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# SPOT BUY – LOS ANGELES

SUMMARY	
TRPS	659
COST	\$784,827
REACH	72%
FREQUENCY	9
DAYPART MIX	
Early Morning	12%
Early Fringe	1%
Early News	11%
Prime Access	6%
Primetime/Sports	44%
Late News	9%
Late Fringe	7%
Rotator	10%



# SPOT BUY – LAS VEGAS

SUMMARY	
TRPS	670
COST	\$95,776
REACH	63%
FREQUENCY	11
DAYPART MIX	
EM	13%
EF	2%
EN	11%
PA	4%
PT/SPORTS	41%
LN	9%
LF	12%
RT	8%

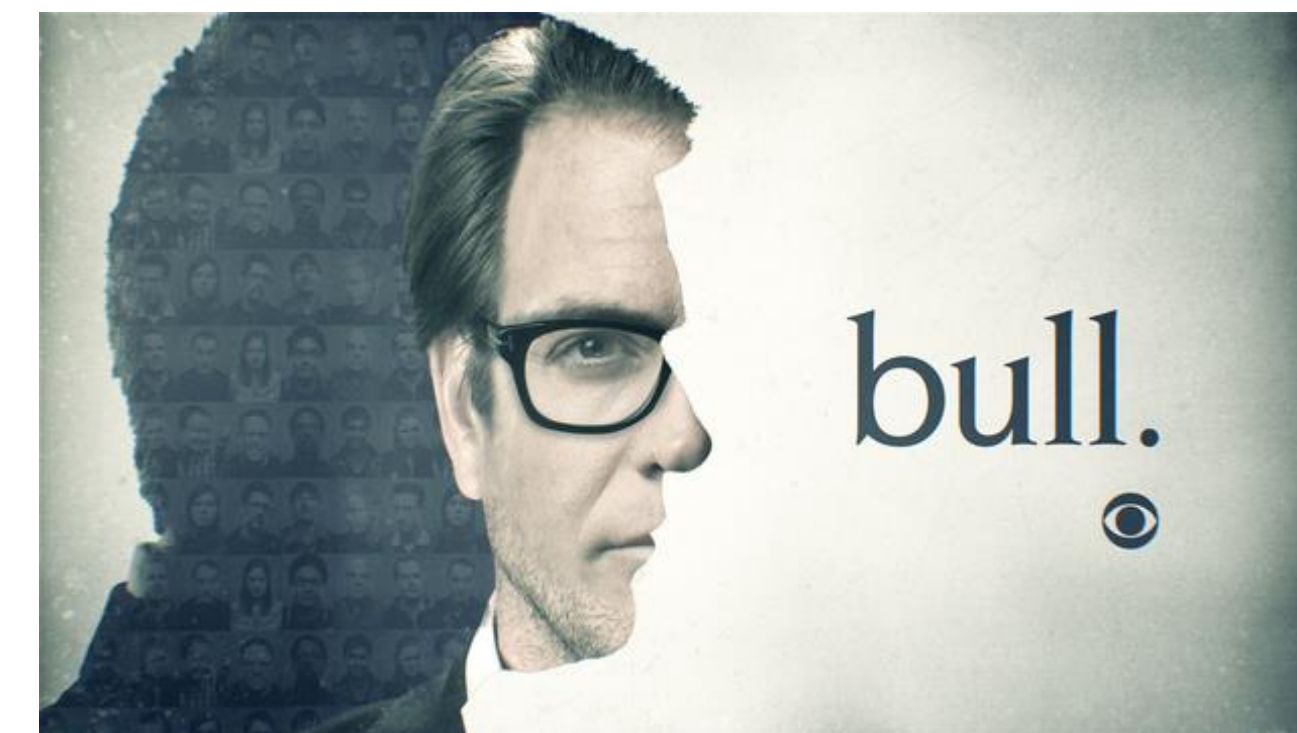




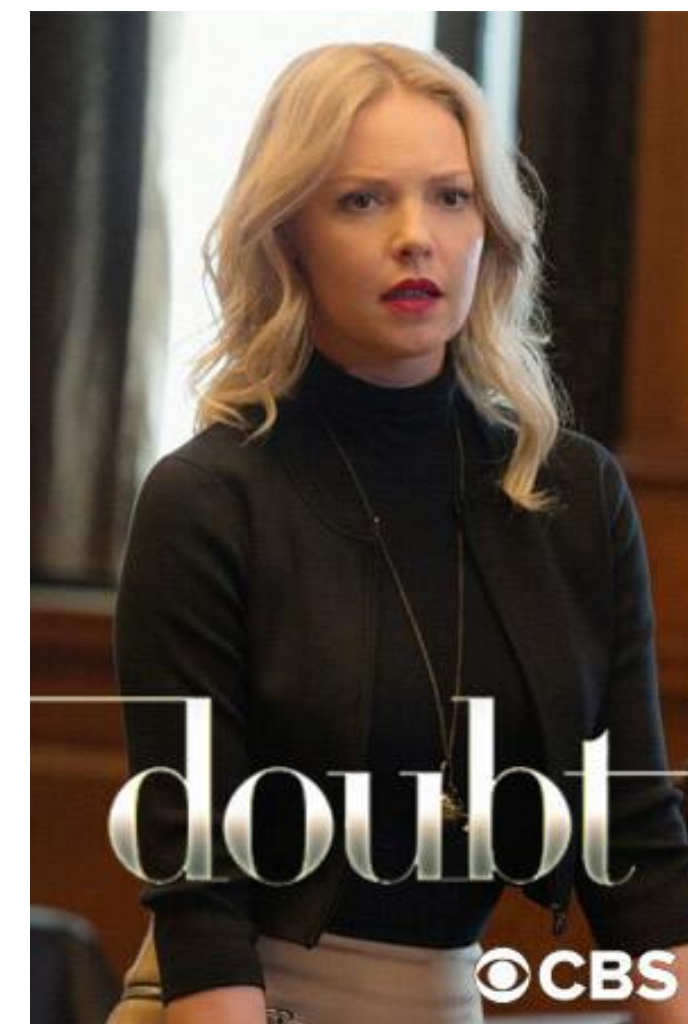
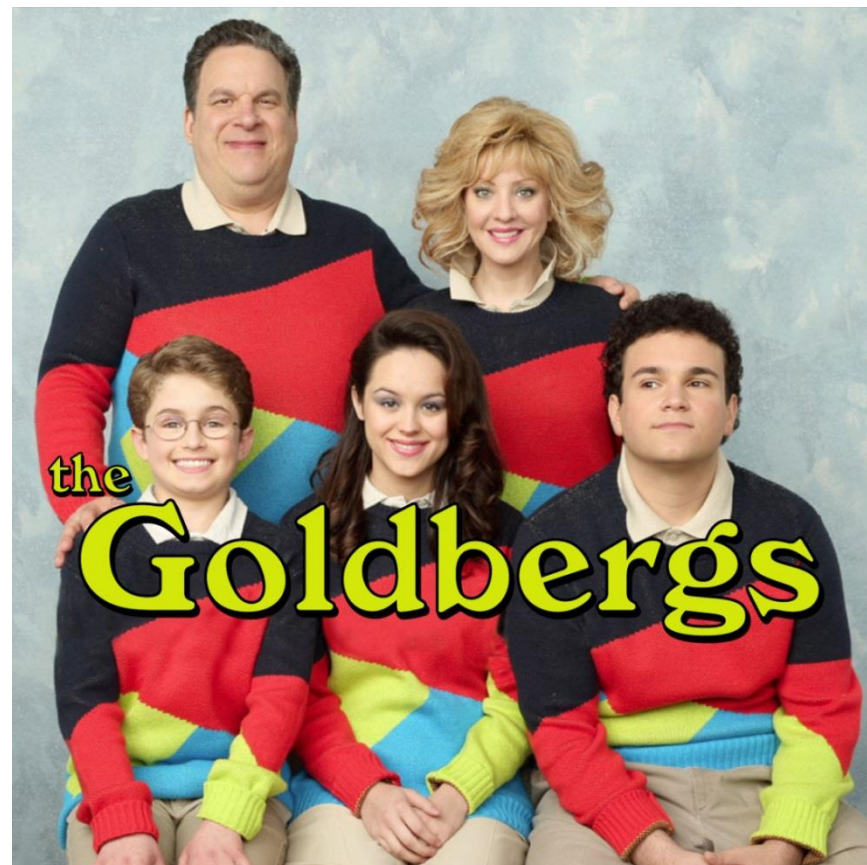
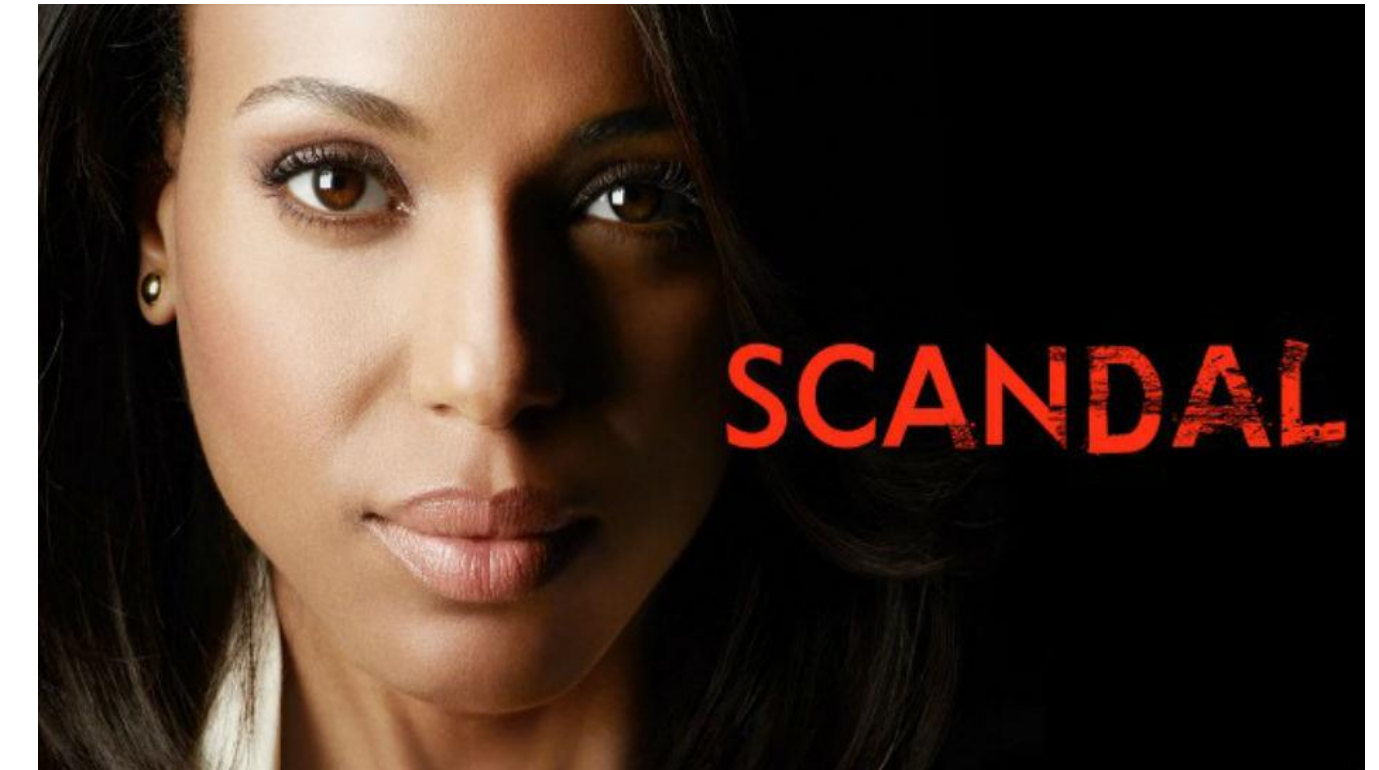
# PROGRAM HIGHLIGHTS



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# ADDED VALUE SUMMARY - LA

## KCBS

- Erica Olsen :60 travel vignettes (24x)
- 218 Bonus spots
- 150 Bonus TRPS



## KNBC

- Jessica Vilchis vignettes filmed in Utah (40x)
- 150 Bonus spots
- 125 Bonus TRPS
- Spots included in live streaming on NBC.com



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# ADDED VALUE SUMMARY – LAS VEGAS

KSNV

- 73 Bonus TRPS

KTNV

- 78 Bonus TRPS
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# OUT OF HOME – DENVER INTERNATIONAL

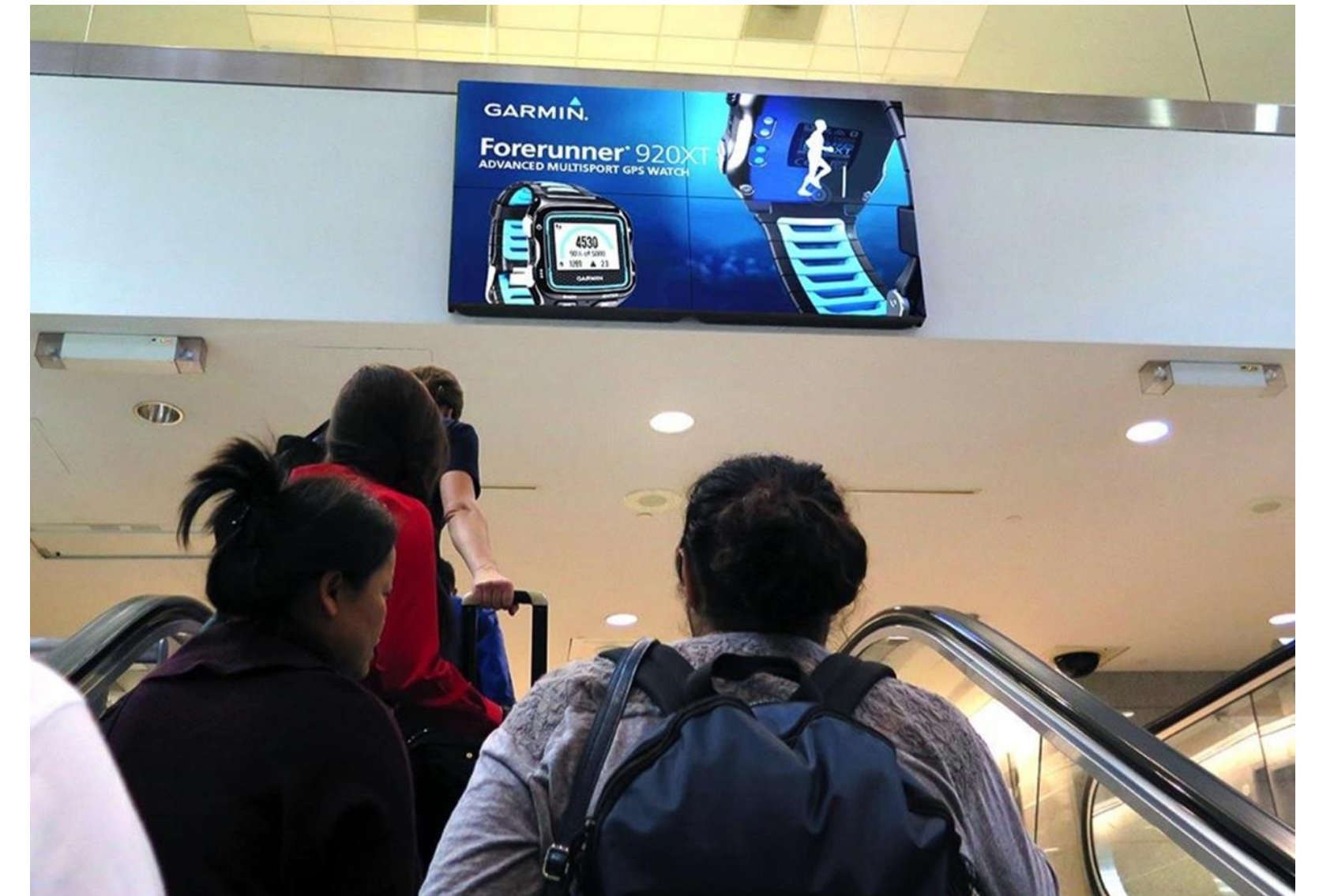
- 6<sup>th</sup> busiest airport
- 54,014,502 annual passengers
- United and Southwest airline hub
- Top 5 destinations – L.A., Phoenix, Salt Lake, Dallas, Las Vegas

CONCOURSE A	CONCOURSE B	CONCOURSE C
973,611 Domestic, 80,572 Intl.	1,824,790 Domestic, 99,477 Intl	1,522,759 Domestic
American, Delta, Frontier, Jet Blue, Spirit, British Airways, Elite Airways, Lufthansa, Icelandair, Virgin America, Volaris,	United HUB	Alaska, Southwest Airlines

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## Escalator Digital Network

- :10 second spot
- 4 screens: 1 on A & C and 2 on B
- Reaches departing and arriving passengers



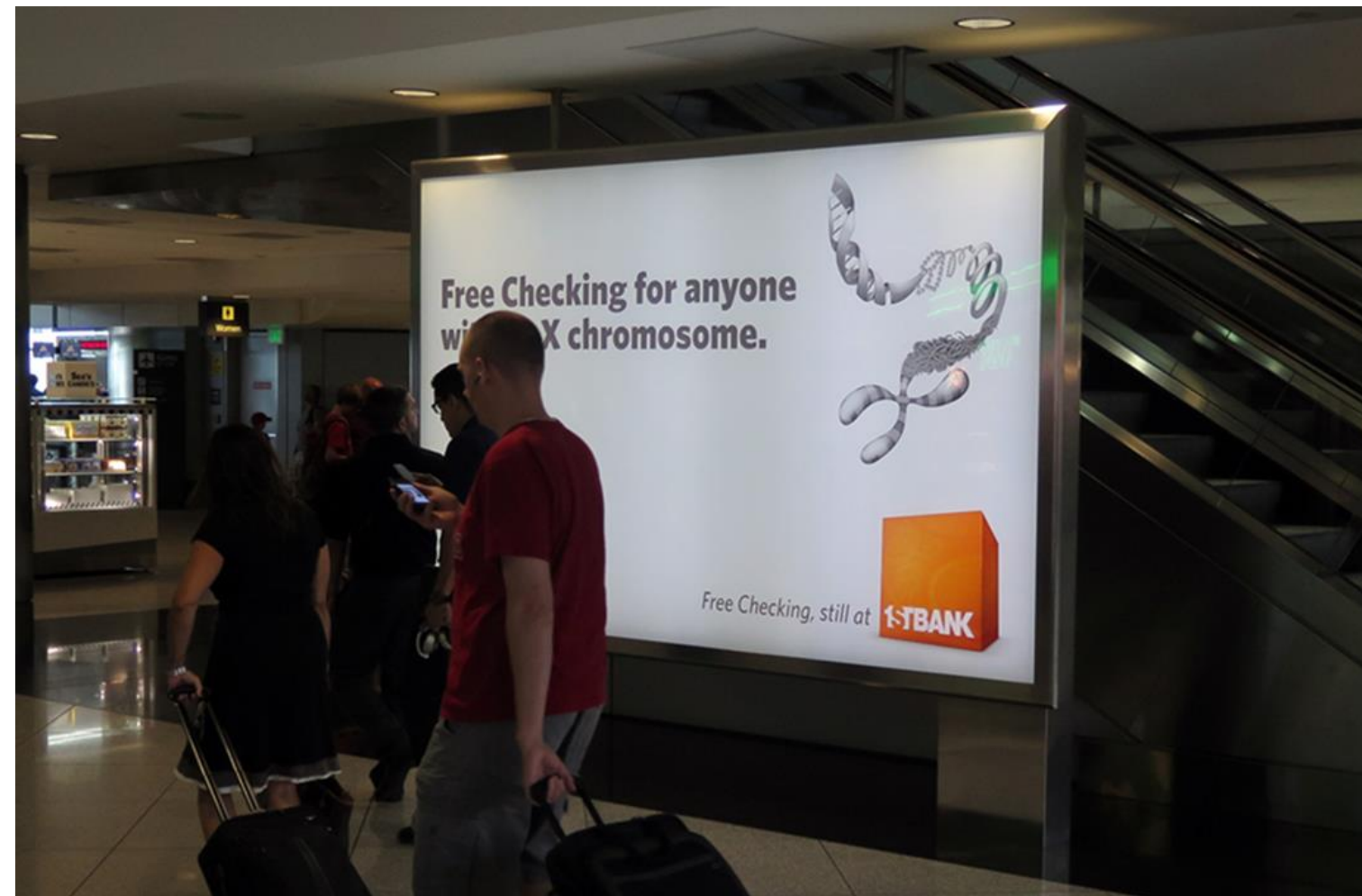
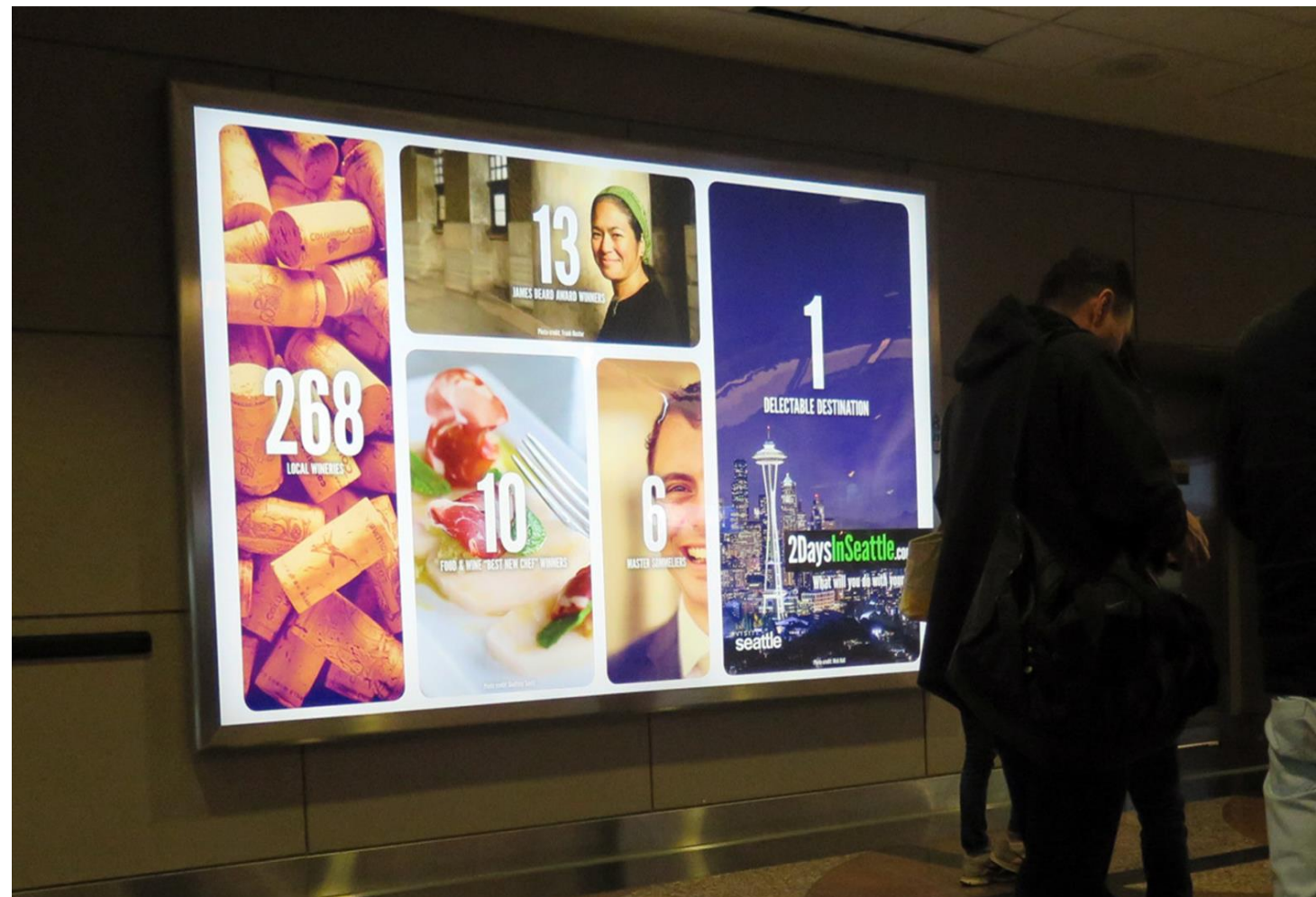
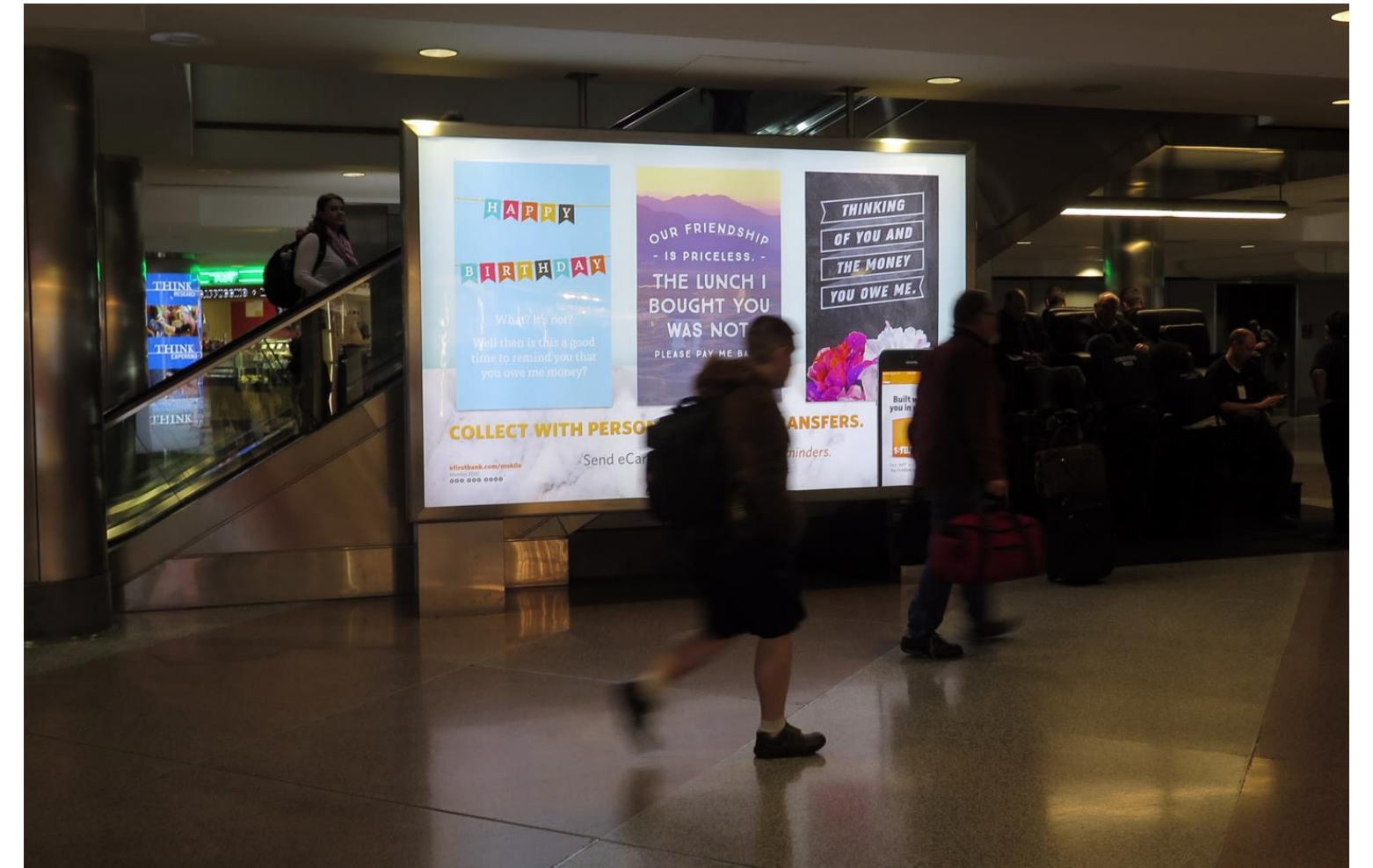
## Concourse Video Walls

- :10 second spot
- 6 screens, 2 on each concourse
- Reaches 100% of arriving passengers
- Size: 45”H x 202”W



# Spectaculars

- 4 Spectaculars – 1 in C & B Concourse center core areas, 1 ticketing level and 1 baggage claim (2 bonus)
- 83”H x 135”W

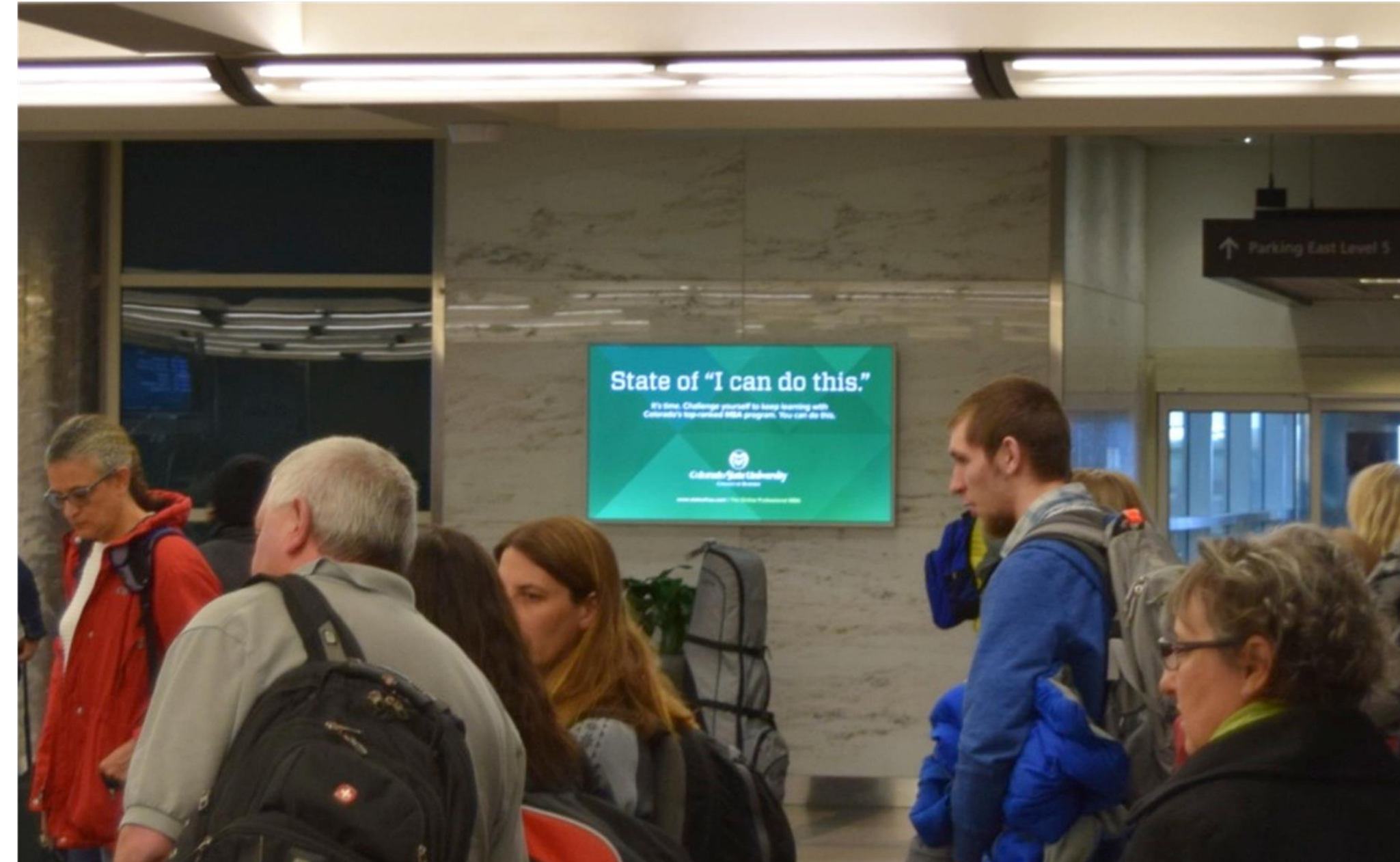




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## Baggage Claim Digital Network - Bonus

- 10 second spots
- 8 synchronized digital units opposite baggage carousels (4 on east side and 4 on west)



Package Summary:

Total 22 Screens

Cost: \$50,295 (rate card \$84,000)

Dates: March 6 (4 weeks)

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# DENVER OUT OF HOME

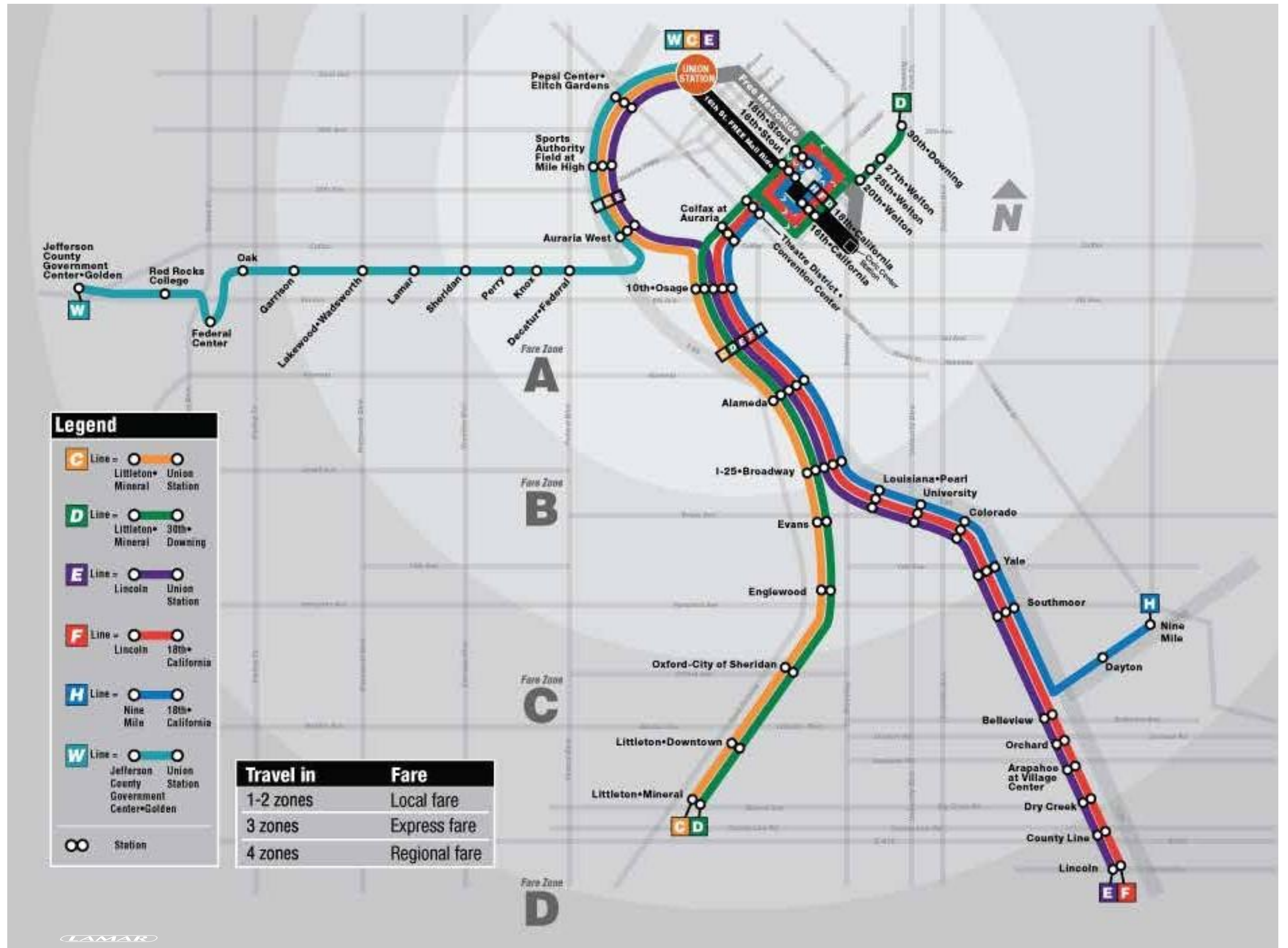
## Light Rail

- Travel on routes inside and along the busiest corridors in the market
- 3 wraps + 3 bonus
- 60 bonus interiors
- 2,373,930 weekly impressions
- \$52,250 (includes production & installation)



# LIGHT RAIL SYSTEM

Stops Include:  
 Littleton, Englewood, Aurora, Greenwood Village, Centennial, Lone Tree, Lakewood, Golden, Downtown Denver, LoDo, Mile High Stadium, Pepsi Center, Colorado Convention Center and Parker Rd





# MEDIA MIX: DIGITAL

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# YEAR IN REVIEW: DIGITAL

- According to SMARI, last year's digital campaign generated a national cost per aware HH of \$0.04
  - Reaching more than 22.4M households
- Competitively targeted ads that ran on Expedia and Orbitz resulted in \$563k in attributed bookings
- Ads served on Adara's network resulted in 3,541 hotel/ flight bookings, while ads served on Sojern's network resulted in 4,127 bookings
- Mobile ads targeted to past national and state park visitors on Sito's network brought in 4,110 verified travelers to Utah

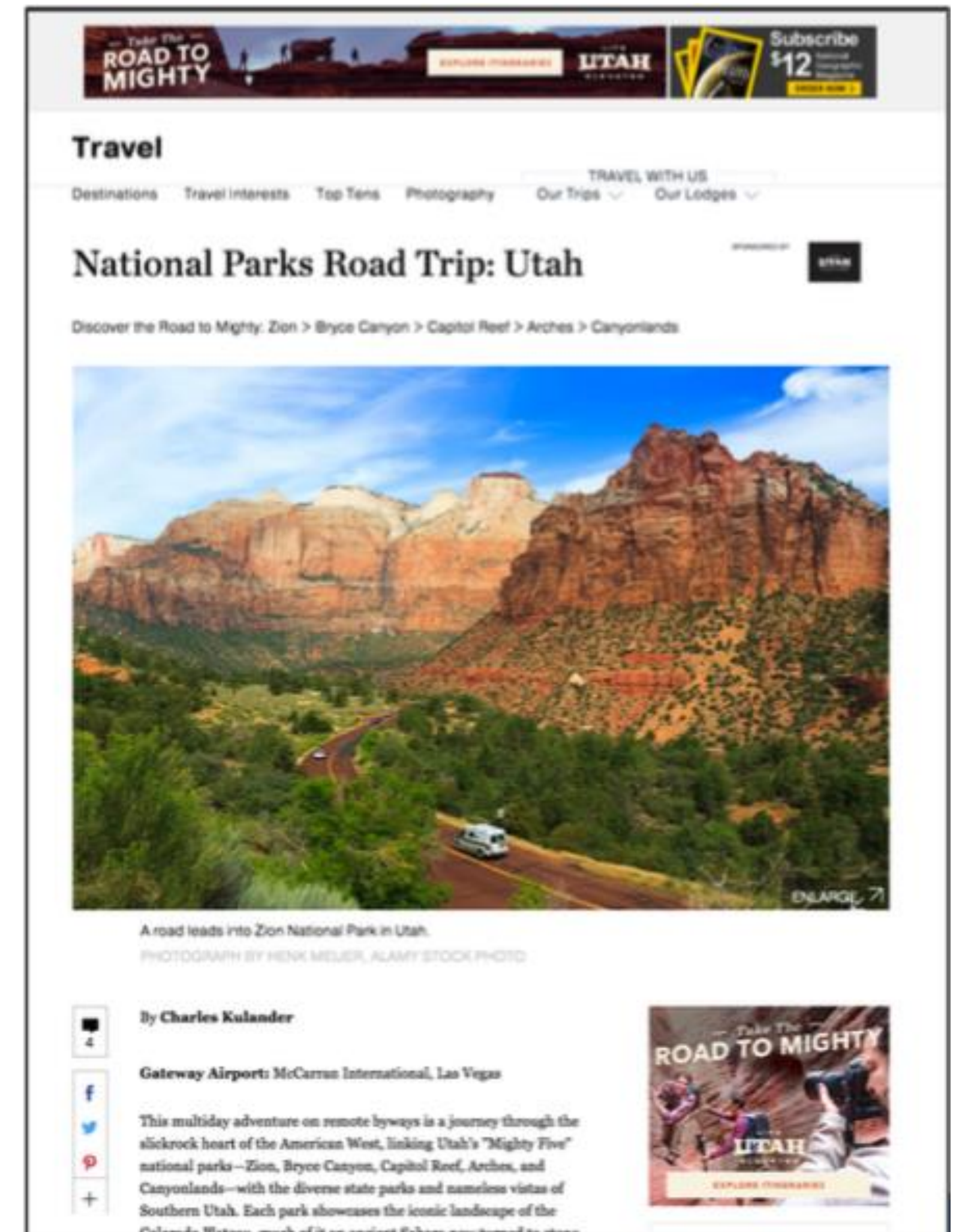
Budget by Vendor			
Expedia	Adara	Sojern	Sito
\$67,000	\$43,000	\$67,000	\$51,000

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# YEAR IN REVIEW: DIGITAL

## National Geographic

- A native article and a custom photo gallery running on [NatGeo](#) generated more than 297k pageviews, and reached 210,129
  - Average engagement of 10 minutes and 40 seconds
- A 90-second montage created by NatGeo was viewed more than 27k times by more than 15k people.
- Three Instagram posts mentioning @visitutah received more than 600k likes



The screenshot shows a National Geographic article page. At the top, there is a banner for 'Take The ROAD TO MIGHTY' with a 'Subscribe \$12' button. Below the banner is a 'Travel' section with navigation links: Destinations, Travel Interests, Top Tens, Photography, TRAVEL WITH US, Our Trips, and Our Lodges. The main title is 'National Parks Road Trip: Utah' with a 'UTAH' tag. Below the title is a breadcrumb trail: 'Discover the Road to Mighty: Zion > Bryce Canyon > Capitol Reef > Arches > Canyonlands'. The main image is a landscape photo of a road winding through a valley with red rock mountains in the background. Below the image is a caption: 'A road leads into Zion National Park in Utah.' and 'PHOTOGRAPH BY HENK MELIER, ALAMY STOCK PHOTO'. To the left of the article is a social media sharing section with icons for Facebook, Twitter, and Pinterest, and a '+4' icon. To the right is a small thumbnail of the 'ROAD TO MIGHTY' montage.

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# DIGITAL STRATEGY AND FLIGHTS

## Strategy:

- This campaign will utilize a mix of pre-roll, high impact ads/sponsorships, mobile, native, email, and traditional banner advertising
- Ads will be competitively targeted with a focus on national park and state park travelers
- Budget: \$1,000,000
- Flight Dates: February 15, 2016 – May 15, 2016



# DIGITAL PARTNERS

See



Think



Do



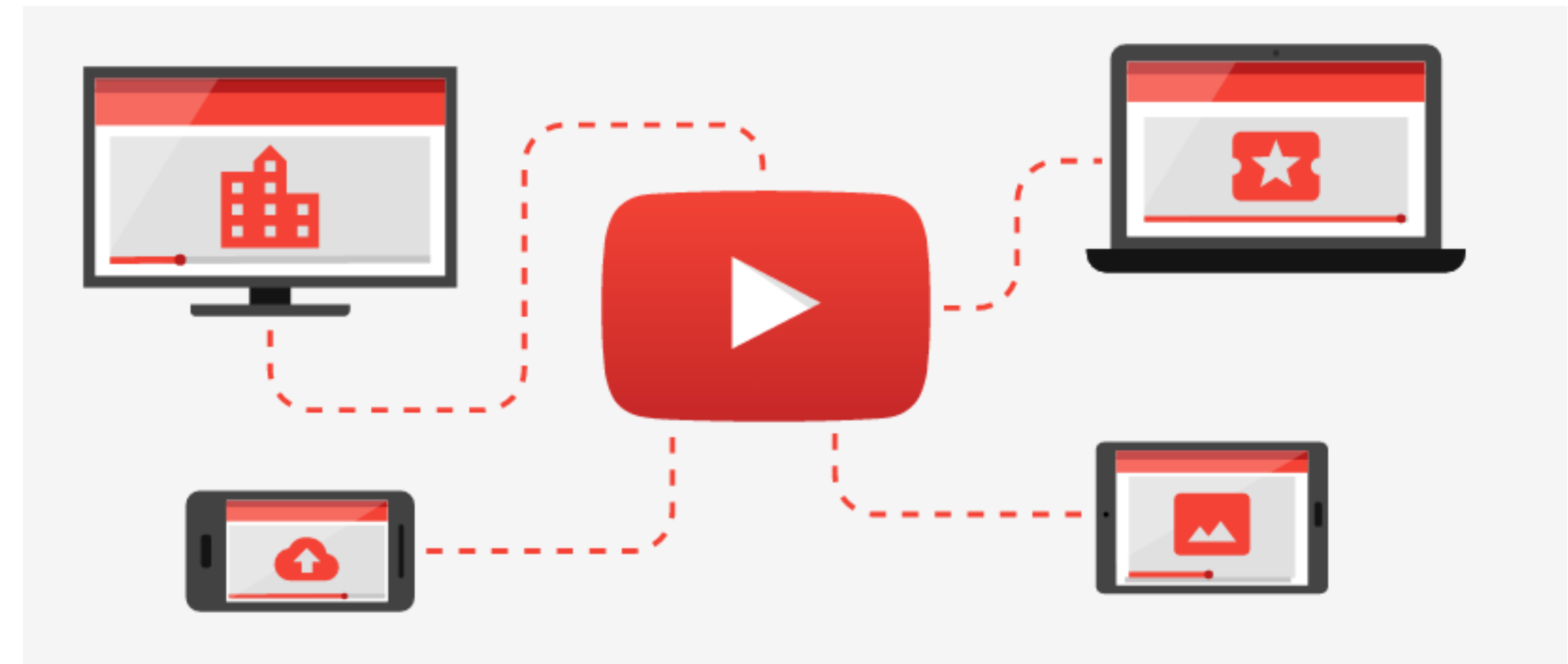


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# DIGITAL TEST STRATEGY

## TubeMogul

- Part 1: Take the TV buy and target the viewers exposed to TV's ads. This approach is increasing frequency of the exposed viewer across all screens
- Part 2: Take the UOT TV buy and target viewers that were unexposed. This approach is increasing overall reach against your target audience
  
- Flight Dates: 3/6/17 – 4/2/17



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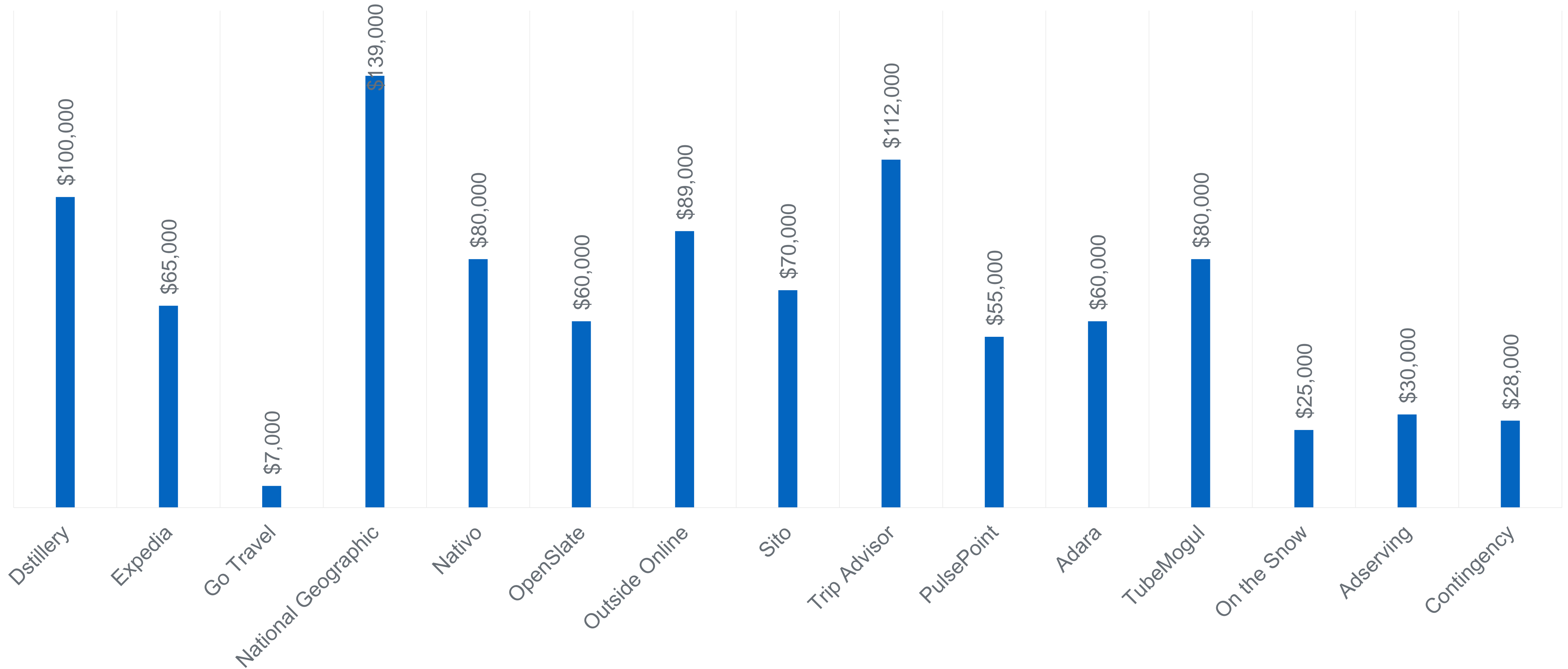
# DIGITAL TEST STRATEGY

## Sito

- Take the Denver OOH buy, and target exposed locations with rich media mobile ads
- Flight Dates: 3/6/17 – 4/6/17
- Budget: \$10,000



# BUDGET BREAKDOWN



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# BRAND STUDIES

## Arrivalist

- Implementation across entire campaign

## Magellan

- Booking data implemented across entire campaign

## TripAdvisor

- Nielson brand lift study

## PulsePoint

- Travel intent study

## Nativo

- Travel intent study

## Sito

- Arrival data

## Expedia

- Booking Data
-



A night landscape featuring a prominent, tall, reddish-brown rock formation on the left side. The ground is covered with patches of snow and dark, silhouetted bushes and trees. The sky is a deep blue, filled with numerous stars, creating a starry night scene. The overall mood is serene and majestic.

THANK YOU