



LET'S CREATE



Agenda

Marketing Plan

Media Plan

New Campaign Presentation

Budget

Website Presentation (Delayed due to cancelled hurricane travel)

5-Year Comprehensive Marketing Plan

- Fluid, Working Document
- Allows for changes, as needed
- Ability to change focus if there is new technology, industry changes, large-scale emergencies
- Each summer we will present an annual recommended advertising plan, like we will today

Annual Metrics

- An annual five percent (5%) increase in the leisure market visitors/tourists as determined by the Longwood Travel USA Jacksonville Visitor Report:

Goals:

2015	4.0 Million
2017	4.2 Million
2018	4.41 Million

- An annual five percent (5%) increase in total tourist development tax collections:

Goals: (based on May 2016-April 2017)

2016-2017 Final	\$7,647,071
Goal 2017-2018	\$8,029,425

- A ten percent (10%) annual increase in website traffic to the City's official tourism website

Goals:

2016-2017 (estimated)	1,245,722
2017-2018 Goal	1,370,295

- Campaign Type Performance Metrics (Metrics and goals presented today in advertising presentation)

Experience Development

- Create visitor experiences that answer the question, “what is there to do in Jacksonville?”
- Make it easy
- Use the campaign focuses/destination attributes
- Involve the tourism community businesses
- Launch & Advertise

Experience Development

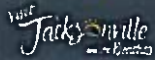
Examples:

- Self-guided written and audio tours
- Maps segmented by types of things to do (museums, for example)
- Topic specific brochures, maps and itineraries focused on interests like outdoors and parks, arts and culture, landmarks, etc.
- Dedicated mobile friendly webpages for each of the above tactics
- App or map alerts to a visitor's cell phone when they approach tour stops/designated spots
- Podcast or audio tour explaining what makes the stop special and points out the significance to Jacksonville.
- Blogs on the website to describe in more detail
- Regular media releases to make the media aware of new things
- Videos and rack cards for distribution through the visitor centers
- Accompanying each one of these experiences would be advertising to make targeted audiences aware of experiences that might appeal to them

Experience Development

Each experience development includes:

- Initial research (includes meetings with experience stakeholders)
- Content and collateral development
- Launch the experience (promoting and advertising)
- Monitor metrics, encourage feedback



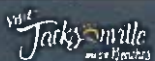
LET'S CREATE

Comprehensive 5-Year Plan

MARKETING PLAN CALENDAR Year 1: October 2017 - September 2018

Visit Jacks Millie and the Beaches

Activity	January	February	March	April	May	June	July	August	September	October	November	December
New Features												
Website Development												
Mobile App Development												
Content Development												
Marketing Campaigns												
Partnerships												
Community Engagement												
Event Planning												
Analytics & Reporting												



LET'S CREATE



Getting the Word Out!

Once we have created these experiences:

- Post to our website
- Post and advertise through our social media accounts
- Advertise through our purchased advertising
- Rely on our Public Relations Team to help get the word out

Public Relations & Earned Media

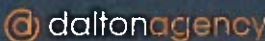
5-Year Public Relations Plan (see handout)



FY2018 Media Recommendation: **Leisure Campaign I** SEPTEMBER 13, 2017



LET'S CREATE



Agenda

- Media Objectives
- Planning Parameters
- Target Audience Analysis
- Current Media Landscape
- Performance Insights
- Media Recommendation
- Budget Summary
- Measurement
- Next Steps

Media Objectives

- Continue to increase awareness of Jacksonville among potential visitors
- Encourage potential visitors to plan a trip to Jacksonville
- Create a "visitor experience" through the media

Planning Parameters

TARGET AUDIENCE

ACTIVE/OUTDOOR	HISTORY/CULTURE/ARTS	SPORTS
<p>Adults 25-54</p> <p>Interested in nature, outdoors, recreation, adventure, boating, hiking, biking, kayaking, parks, diving, rowing, waterway activities/tours, etc.</p>	<p>Adults 35-54</p> <p>Interested in public art installations, significant architectural structures, galleries, theaters, symphony, zoo, museums, historical self-guided tours, etc.</p>	<p>Primary: Adults 21-54 Secondary: Men 21-54</p> <p>Large scale sporting events and targeted to markets where the local NFL team is playing the Jags away (Cincinnati + Indianapolis)</p>

**Culinary remains a secondary target*

Planning Parameters

GEOGRAPHY

Broad coverage of the Southeast Region of the U.S. (Florida, Georgia, Alabama, North Carolina, South Carolina, Kentucky, Tennessee, Louisiana, West Virginia and Maryland)

Focused local market efforts in Savannah and Atlanta

Additional support on the following markets with higher than average potential for visitors (Chicago, Dallas, Philadelphia, New York, Washington, DC)

Sports focus on markets where the local NFL team is playing the Jags away, and travel is likely (Cincinnati + Indianapolis)



Planning Parameters

TIMING + SEASONALITY

October 2017 – September 2018

Greater focus on driving visitors for the following slower months:

October – January
July – September

Additional support for Kids Free
November



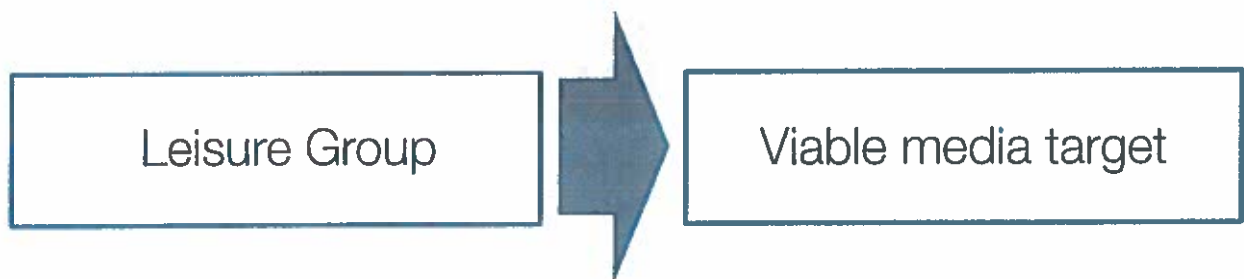
Planning Parameters

PLANNING BUDGET

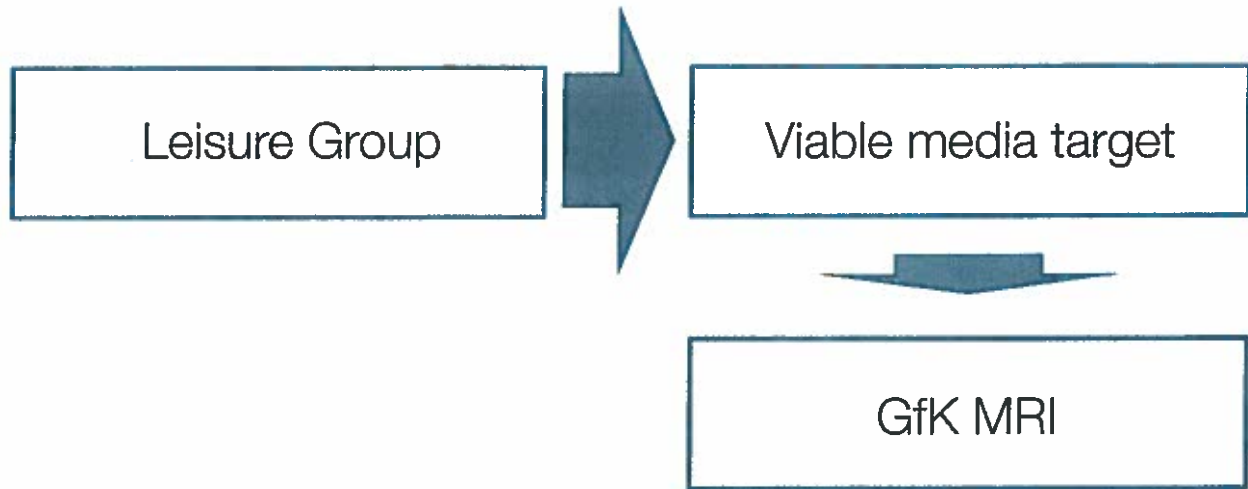
CHANNEL	BUDGET
Digital	\$803,250
Cable	\$178,500
Outdoor	\$76,500
Radio	\$76,500
Print	\$63,750
Direct Flight Promotion	\$25,500
Local Teams Sports Promotion	\$51,000
GRAND TOTAL:	\$1,275,000

TARGET AUDIENCE ANALYSIS

Target Audience Analysis



Target Audience Analysis



Target Audience Analysis



GfK MRI's Survey of the American Consumer® is the industry standard for magazine audience ratings in the U.S. and is used in the majority of media and marketing plans in the country

Target Audience Analysis

Provides richer, actionable data and insights in order to affect strategic media planning



Demographics	Consumer Insights	Media Consumption
<ul style="list-style-type: none"> Age, gender, education Marital status Household & personal income Net worth Household/family composition Occupation, title, industry 	<ul style="list-style-type: none"> Expenditure categories Buying styles Psychographic statements Sports & leisure activities Planned life events Public activities participated 	<ul style="list-style-type: none"> Media brands Printed publications Television networks Independent websites Streaming services Social networks Radio networks Advertising touchpoints

Target Audience Analysis

Who are they?



ACTIVE/OUTDOOR

- 23% of U.S. population
- 48% male, 52% female
 - 23% aged 25-34
 - 38% aged 35-54
 - 14% aged 55-64
- 70% are college educated
- 71% are employed
- Median HHI – \$86,129
- 57% are married
- 44% have children at home



HISTORY/CULTURE/ARTS

- 35% of U.S. population
- 45% male, 55% female
 - 17% aged 25-34
 - 33% aged 35-54
 - 19% aged 55-64
- 65% are college educated
- 58% are employed
- Median HHI – \$67,383
- 55% are married
- 36% have children at home



SPORTS

- 30% of U.S. population
- 61% male, 39% female
 - 19% aged 25-34
 - 37% aged 35-54
 - 16% aged 55-64
- 58% are college educated
- 65% are employed
- Median HHI – \$69,597
- 53% are married
- 40% have children at home



CULINARY

- 16% of U.S. population
- 47% male, 53% female
 - 19% aged 25-34
 - 36% aged 35-54
 - 16% aged 55-64
- 71% are college educated
- 70% are employed
- Median HHI – \$93,940
- 61% are married
- 37% have children at home

Source: 2016 Fall GfK MRI, Base: Adults

Target Audience Analysis

What are their attitudes, values, and interests?



"Spending time with my family is my top priority."

Active/Outdoor – 88% comp
History/Art/Culture – 88%
Sports – 86%
Culinary – 89%

"Investing for the future is very important to me."

Active/Outdoor – 83% comp
History/Art/Culture – 81%
Sports – 80%
Culinary – 85%



"I try to eat healthy these days and pay attention to my nutrition."

Active/Outdoor – 84% comp
History/Art/Culture – 85%
Sports – 82%
Culinary – 87%

Enjoying life: Doing things because I like them.

Active/Outdoor – 93% comp
History/Art/Culture – 91%
Sports – 88%
Culinary – 94%



Source: 2016 Fall Gfk MRI, Base: Adults

Wild
Jack'sville
and the Beaches

© LET'S CREATE

Target Audience Analysis

What are their attitudes, values, and interests?



ACTIVE/OUTDOOR

- "I often find myself in a leadership position." – Index 126
- Exercise for 4+ hours a week – Index 120
- Participate in environmental groups/causes – Index 154
- Actively participate in photography – Index 194
- "Technology helps make my life more organized." – Index 134



HISTORY/CULTURE/ARTS

- Fashion Influentials – Index 123
- Participate in book clubs – Index 129
- Interior Decorating Influentials – Index 131
- Collect antiques, art, coins, or stamps – Index 128
- "I like to learn about foreign cultures." – Index 120



SPORTS

- "I consider myself to be very sociable." – Index 120
- "I find the ups and downs of the financial markets exciting." – Index 121
- "Willing to pay extra to travel on favorite airline" – Index 126
- "I am among the first of my friends and colleagues to try new technology products." – Index 126



CULINARY

- "I use food to bring family together." – Index 121
- Home Remodeling Influentials – Index 138
- Entertain friends and relatives at home 1+ times a week – Index 269
- Public Activities Influentials – Index 159
- Cook for fun 2+ times a week – Index 236

Source: 2016 Fall Gfk MRI, Base: Adults

Wild
Jack'sville
and the Beaches

© LET'S CREATE

Target Audience Analysis

What are their travel attitudes and interests?



ACTIVE/OUTDOOR

- I love doing research on a location before I go on vacation – Index 168
- Domestic travel activities: Go to the beach – Index 140
- Domestic travel activities: Backpacking/Hiking – Index 243
- Amount spent on domestic travel last 12 months: \$7,000+ - Index 172

HISTORY/CULTURE/ARTS

- Category Influential Consumer/Vacation Travel – 131 Index
- Activities on domestic vacations: Fine Dining – 121 Index
- Activities on domestic vacations: General sightseeing – 120 Index
- Amount spent on domestic travel last 12 months: \$7,000+ - 120 Index



SPORTS

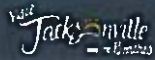
- Domestic Travel Activities: Play Golf – 165 index
- Domestic Travel Activities: Visit a health spa/retreat – Index 127
- People often ask my advice on vacation travel – Index 130
- Group tours are fun and a good way to meet people – Index 123

CULINARY

- Category Influential Consumer/Vacation Travel – 186 Index
- Activities on vacation: Go to the Beach – 166 Index
- Activities on vacation: Fine Dining – 191 Index
- Amount spent on domestic travel last 12 months: \$7,000+ - 247



Source: 2016 Fall GfK MRI, Base: Adults



LET'S CREATE

Target Audience Analysis

How do they consume media?

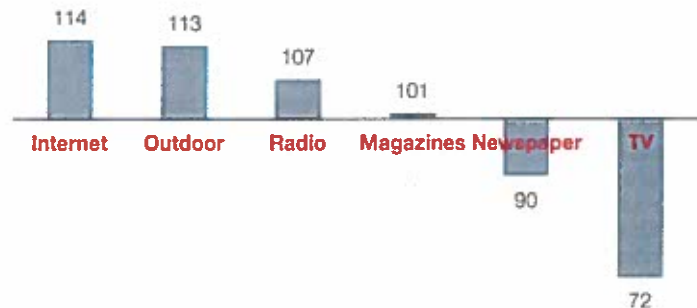
Heaviest users of digital media and outdoor; "appointment" TV viewers

- Trust online content (Index 129), and magazines (126) the most
- Use smartphones inside a store to get information about the products sold there - Index 123
- Write online blogs – Index 127
- Use fitness apps on their phones – Index 160
- Make personal or business travel plans – Index 146
- Use online music services (e.g. Pandora, Spotify) – Index 122

2016 Fall GfK MRI, Base: Adults, Heavy defined as Quintile 1 or II.

ACTIVE/OUTDOOR

Media Usage Heavy Quintile Composition Index (Adults = 100)



LET'S CREATE

Target Audience Analysis

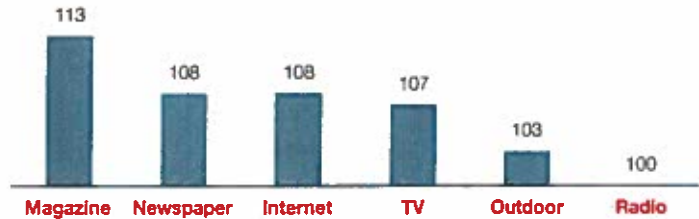
How do they consume media?

Heaviest users of print, digital media and TV

- Read 9 magazines a month, are online for 22 hours a week, and spend 30 hours watching TV each week
- Visited a blog in the last 30 days – 123 Index
- Send electronic greeting cards – Index 134.
- Use Facebook (66% comp) and YouTube (54%) the most of all social media channels.
- Clicked on an online advertisement on a social network in the last 30 days – 122 Index

HISTORY/CULTURE/ARTS

Media Usage Heavy Quintile
Composition Index
(Adults = 100)



2016 Fall Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



LET'S CREATE

Target Audience Analysis

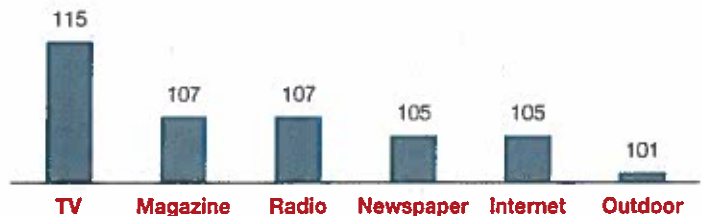
How do they consume media?

Heavy users across all media types

- Prefer connecting to the web via their PCs - Index 122
- Comfortable using multiple media channels (Internet, magazines, TV, and radio) to stay informed/up-to-date.
- Obtained sports/news information on the Internet in the last 30 days – Index 134
- Visited a web site for Sports – 140 Index
- Watched live television – 136 Index

SPORTS

Media Usage Heavy Quintile
Composition Index
(Adults = 100)



2016 Fall Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



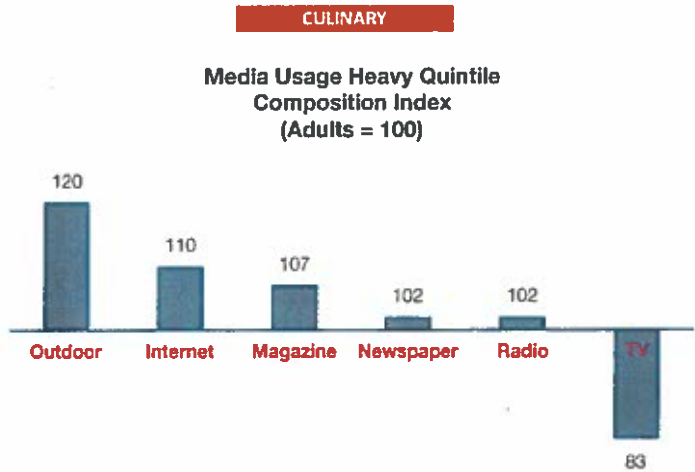
LET'S CREATE

Target Audience Analysis

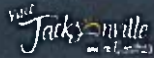
How do they consume media?

Heavy users of outdoor, digital media and magazine

- Are happy to use the Internet to carry out day to day banking transactions – Index 133
- Rely on their smartphones to learn things on-the-go – Index 121
- Look for recipes online – Index 124
- Purchase products using smartphones – Index 144
- Visit online blogs – Index 137

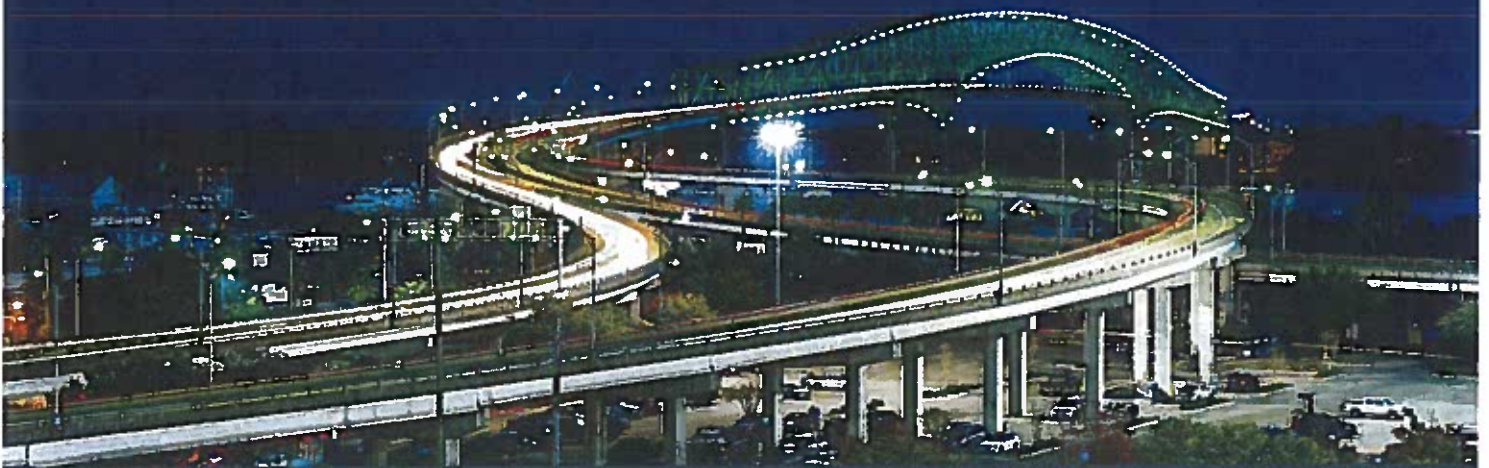


2016 Fall Gfk MRI, Base: Adults, Heavy defined as Quintile I or II.



LET'S CREATE

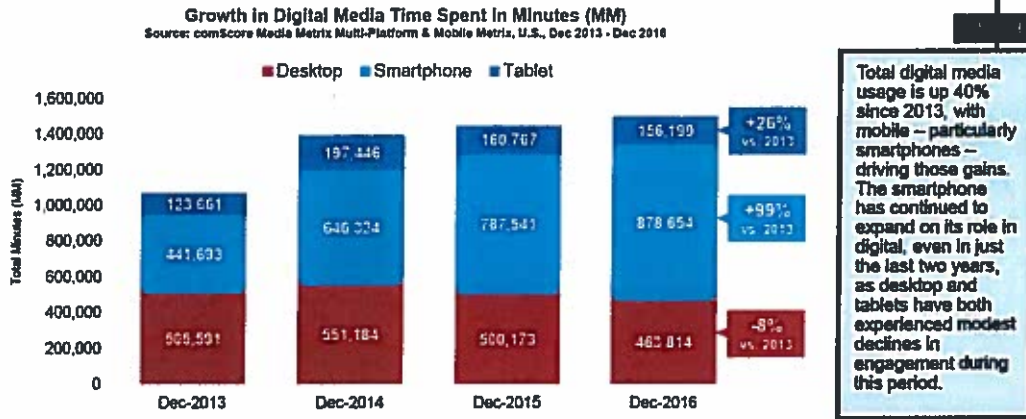
CURRENT MEDIA LANDSCAPE



LET'S CREATE

Current Media Landscape

Smartphone usage has doubled in the past three years, and since 2014 has driven all of the growth in digital media time spent



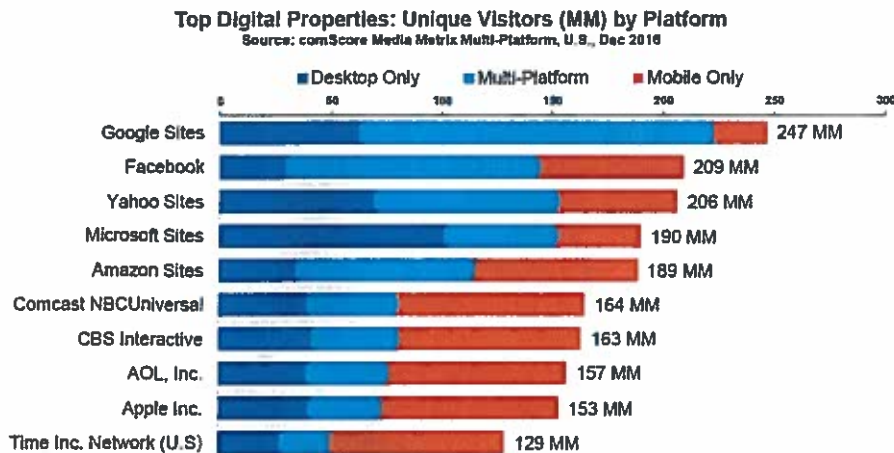
(Source: comScore 2017 U.S. Cross-Platform Future In Focus)



LET'S CREATE

Current Media Landscape

Google and Facebook remain as part of the top digital media properties with over 200+MM visitors



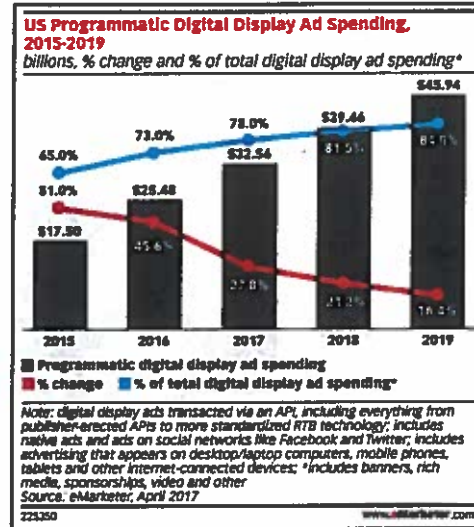
(Source: comScore 2017 U.S. Cross-Platform Future In Focus)



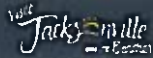
LET'S CREATE

Current Media Landscape

Programmatic ad spending is projected to reach over \$32 billion in 2017, and is expected to continue to increase for the next several years



(Source: comScore 2017 U.S. Cross-Platform Future in Focus)

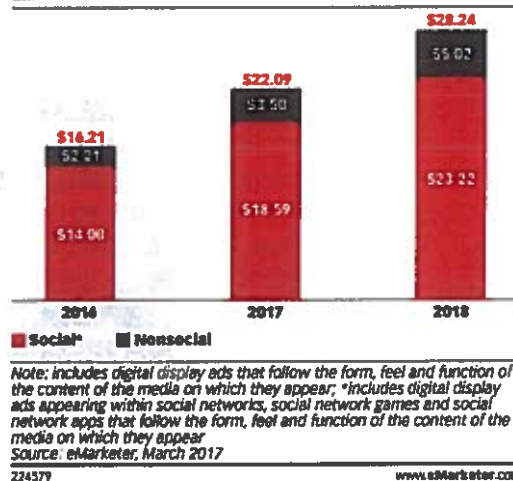


LET'S CREATE

Current Media Landscape

Estimates show that native ad spend will grow over 36% and will make up 53% of all display ad spending in the U.S.

US Native Digital Display Ad Spending, by Segment, 2016-2018
billions



(Source: eMarketer, March 2017)



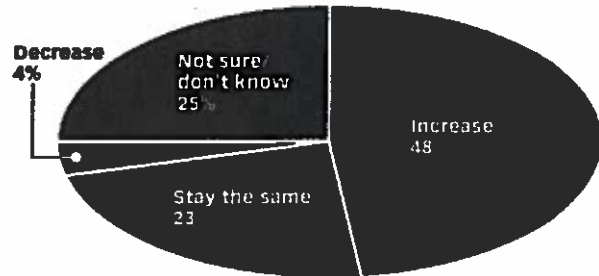
LET'S CREATE

Current Media Landscape

Nearly half of marketers are planning to ramp up their spending against influencer marketing campaigns this year

Influencer marketing revenues on Instagram alone are estimated at \$570 million last year

Expected Change in Their Company's Influencer Marketing Budget in 2017 According to US Marketers
% of respondents

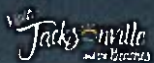
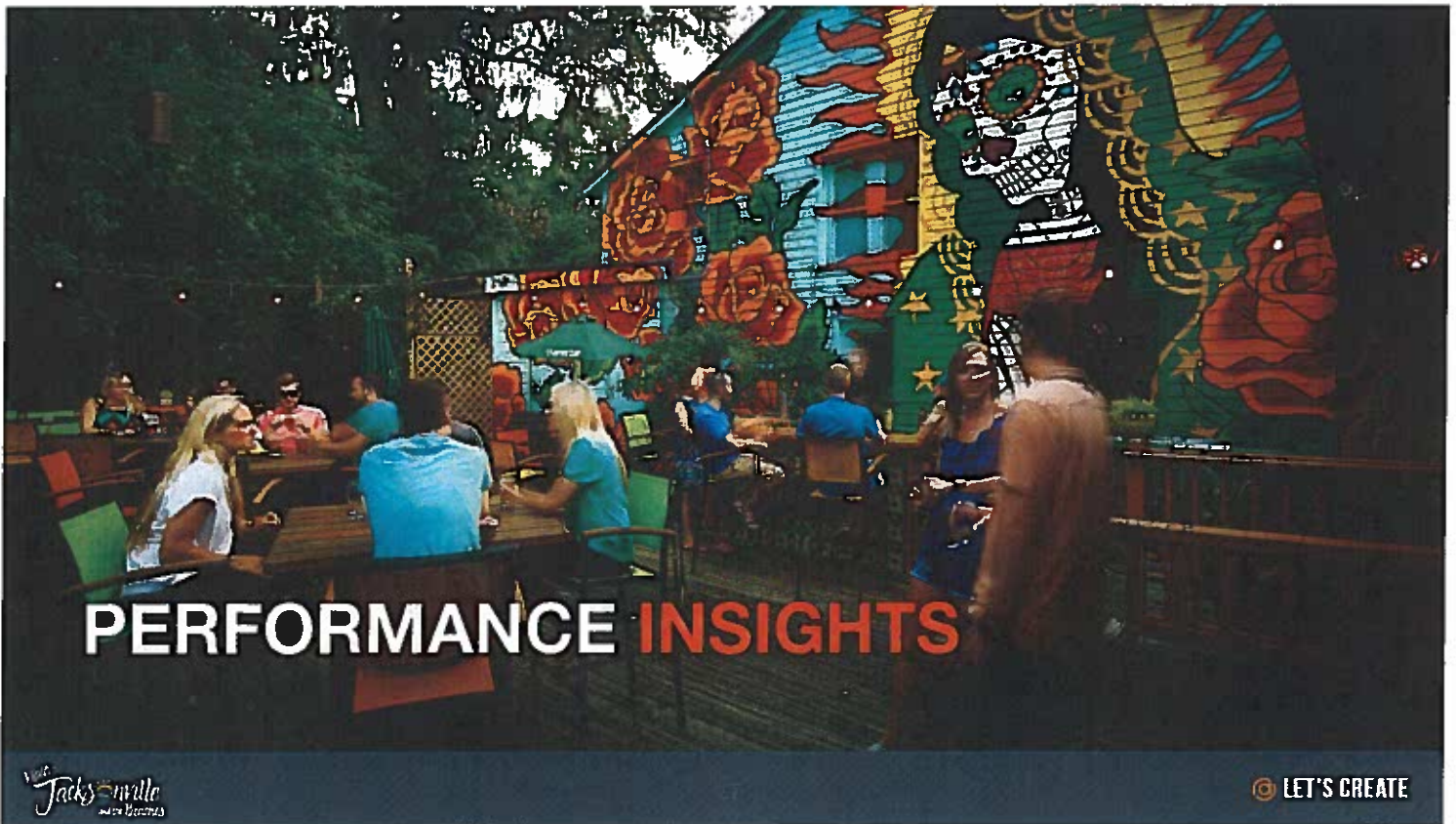


Source: Linqia, "The State of Influencer Marketing 2017," Nov 30, 2016
220614 www.eMarketer.com

[Source: eMarketer, March 2017]



LET'S CREATE

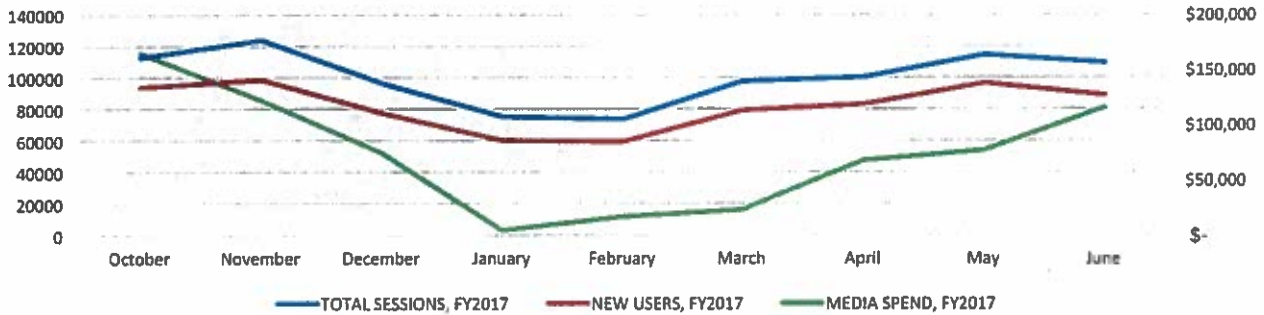


LET'S CREATE

Performance Insights

Site traffic, while influenced by other factors, is correlated to media spend

FY2017, Site Traffic v. Media Spend



Source: Google Analytics



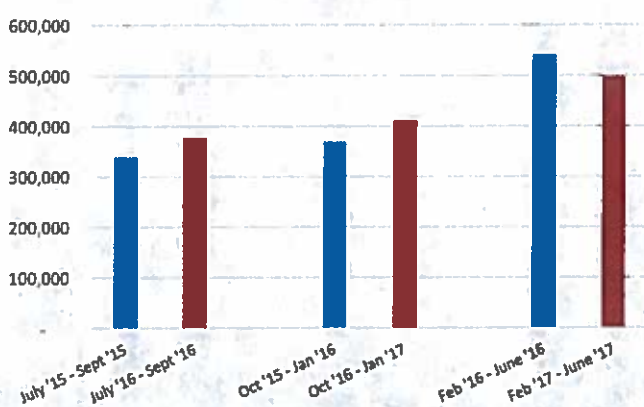
LET'S CREATE

Performance Insights

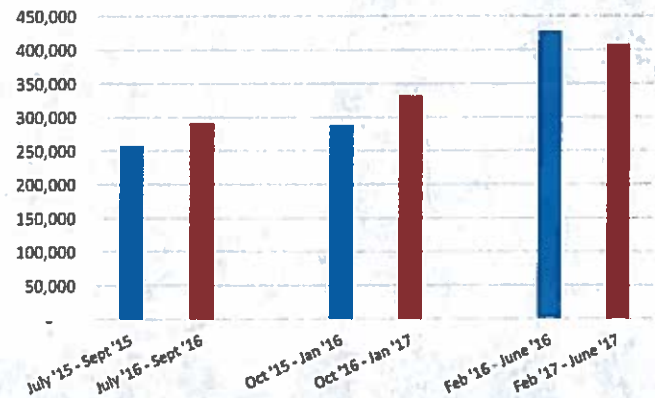
Site traffic and new users increased YOY from July – January

February – June has seen a slight decrease YOY due to delayed media start date

Site Visits YOY



New Users YOY



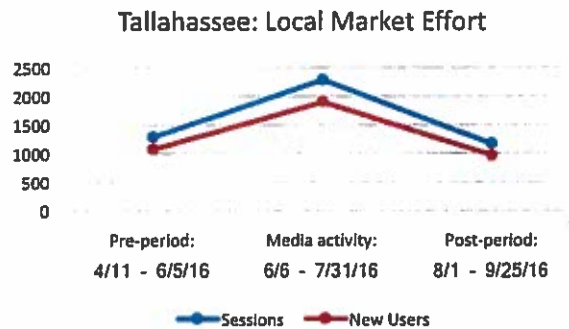
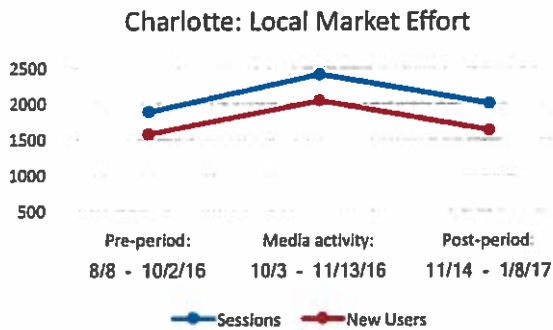
Source: Google Analytics



LET'S CREATE

Performance Insights

Past local market efforts in Charlotte and Tallahassee have proven successful, garnering an uptick in site visits and new users during the period of media activity



Source: Google Analytics

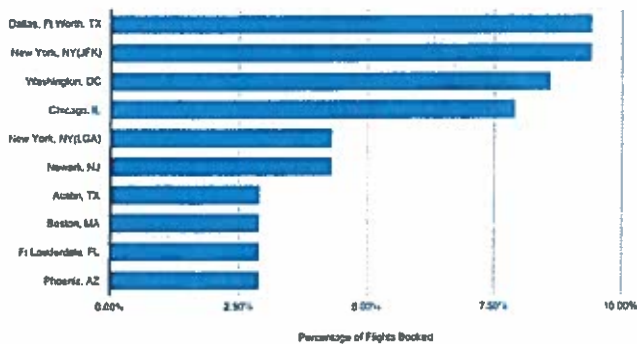


LET'S CREATE

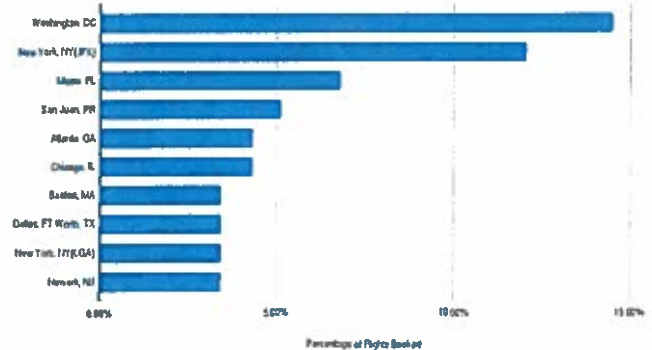
Performance Insights

Dallas and Washington D.C. as of late have shown to be strong feeder markets for flight bookings, with great potential to increase web visitation

FLIGHT ORIGIN MARKETS, April 2017



FLIGHT ORIGIN MARKETS, June 2017



Source: ADARA, April/June 2017

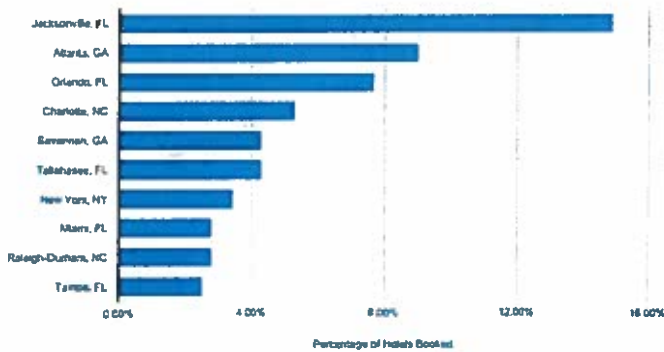


LET'S CREATE

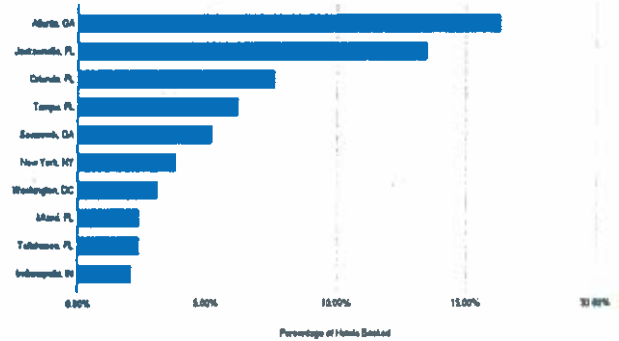
Performance Insights

Hotel markets are traditionally dominated by regional drive markets; however, we saw a sharp uptick in bookings from Atlanta in June

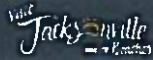
HOTEL ORIGIN MARKETS, April 2017



HOTEL ORIGIN MARKETS, June 2017



Source: ADARA, April/June 2017



LET'S CREATE

Performance Insights

Houston, Orlando and Tampa have seen significant increases in site visits as of late

Atlanta and Savannah are recommended for areas of local market focus based on:

Potential for growth from a site traffic perspective

Hotel origin market bookings

Oct '16 - Jan '17			Feb '17 - June '17		
CITY	SITE VISITS	% Change YOY	CITY	SITE VISITS	% Change YOY
Jacksonville	83,644	-10%	Jacksonville	89,287	-20%
Orlando	46,713	159%	Orlando	61,696	91%
Miami	20,127	15%	Atlanta	19,340	3%
Atlanta	13,292	33%	Houston	15,292	139%
New York	7,755	36%	New York	11,137	16%
Jacksonville Beach	5,772	25%	Charlotte	7,497	34%
Charlotte	4,969	73%	Alexandria	7,093	---
Fruit Cove	4,802	-14%	Washington	7,065	40%
Washington	3,819	51%	Tampa	6,823	183%
Chicago	3,576	53%	Miami	6,819	-74%
Ashburn	3,423	492%	Jacksonville Beach	4,997	-22%
Lakeside	3,400	-44%	Chicago	4,499	0%
Palm Valley	3,012	11%	Fruit Cove	4,299	-26%
Tampa	2,979	124%	Pittsburgh	4,082	---
Gainesville	2,530	-20%	Reston	3,407	---
Tallahassee	2,480	-11%	Tallahassee	3,006	-27%
St. Augustine	2,293	15%	Lakeside	2,822	-61%
Houston	2,173	-44%	Savannah	2,759	-22%
Savannah	2,123	-17%	Gainesville	2,637	-27%
Nashville	1,843	17%	Palm Valley	2,615	-22%
San Antonio	1,776	218%	Raleigh	2,188	71%
Indianapolis	1,582	---	Birmingham	2,123	-12%
Palm Coast	1,548	-8%	St. Augustine	2,076	-11%
Raleigh	1,446	46%	San Antonio	1,956	-20%
Dallas	1,298	-32%	Nashville	1,891	-38%

Source: Google Analytics



LET'S CREATE

Performance Insights

Native and geofencing were paid tactics that consistently performed well relative to driving site visits last year

Source / Medium	CHANNEL TYPE	Site Visits	New Users
google / organic	ORGANIC SEARCH	620,557	490,845
(direct) / (none)	DIRECT	171,852	146,725
bing / organic	ORGANIC SEARCH	37,926	31,812
yahoo / organic	ORGANIC SEARCH	28,208	22,905
m.facebook.com / referral	ORGANIC SOCIAL	17,991	15,782
yahoo.com / referral	PROGRAMMATIC/REFERRAL	15,059	13,791
taboolapp / referral	NATIVE	9,745	9,150
facebookpp / referral	NATIVE	9,412	7,003
madden / contentob	NATIVE	8,317	7,733
VF PLAYERS Carousel / facebook carousel	ORGANIC SOCIAL	5,045	4,822
Charlotte Geofence / geofence campaign	GEOFENCING	4,535	4,226
onlyinjax.com / referral	PROGRAMMATIC/REFERRAL	3,987	1,762
MNI Jebbit Homepage / Jebbit	PROGRAMMATIC/REFERRAL	3,936	3,871
Facebook Canvas Eat Local / Facebook	ORGANIC SOCIAL	3,273	2,814
book.visitjacksonville.com / referral	PROGRAMMATIC/REFERRAL	2,849	857
jacksonvillezoo.org / referral	PROGRAMMATIC/REFERRAL	2,367	1,698
hs_email / email	EMAIL	2,294	1,381
info.visitjacksonville.com / referral	PROGRAMMATIC/REFERRAL	2,123	33
jva.com / referral	PROGRAMMATIC/REFERRAL	1,744	918
l.facebook.com / referral	ORGANIC SOCIAL	1,703	1,266
facebook.com / referral	ORGANIC SOCIAL	1,632	1,178
madden / contenttab	NATIVE	1,566	1,444
coj.net / referral	PROGRAMMATIC/REFERRAL	1,508	1,087
makeascenedowntown.com / referral	PROGRAMMATIC/REFERRAL	1,486	1,260

Source: Google Analytics



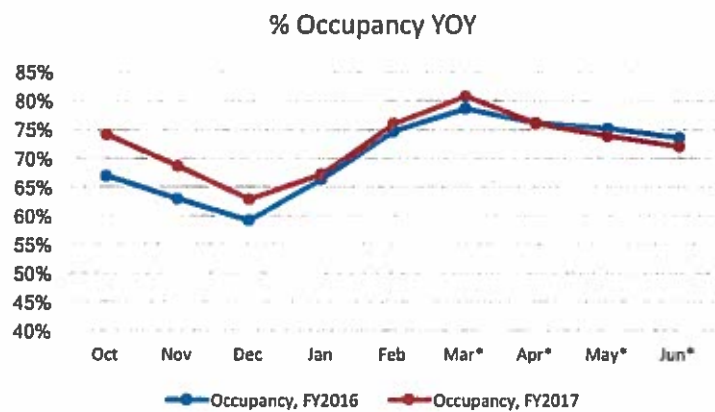
LET'S CREATE

Performance Insights

Occupancy has increased 2% on average YTD

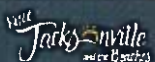
44th straight month for RevPAR growth

Estimated 2016 overnight visitors in paid accommodations were up 4.3% versus previous year

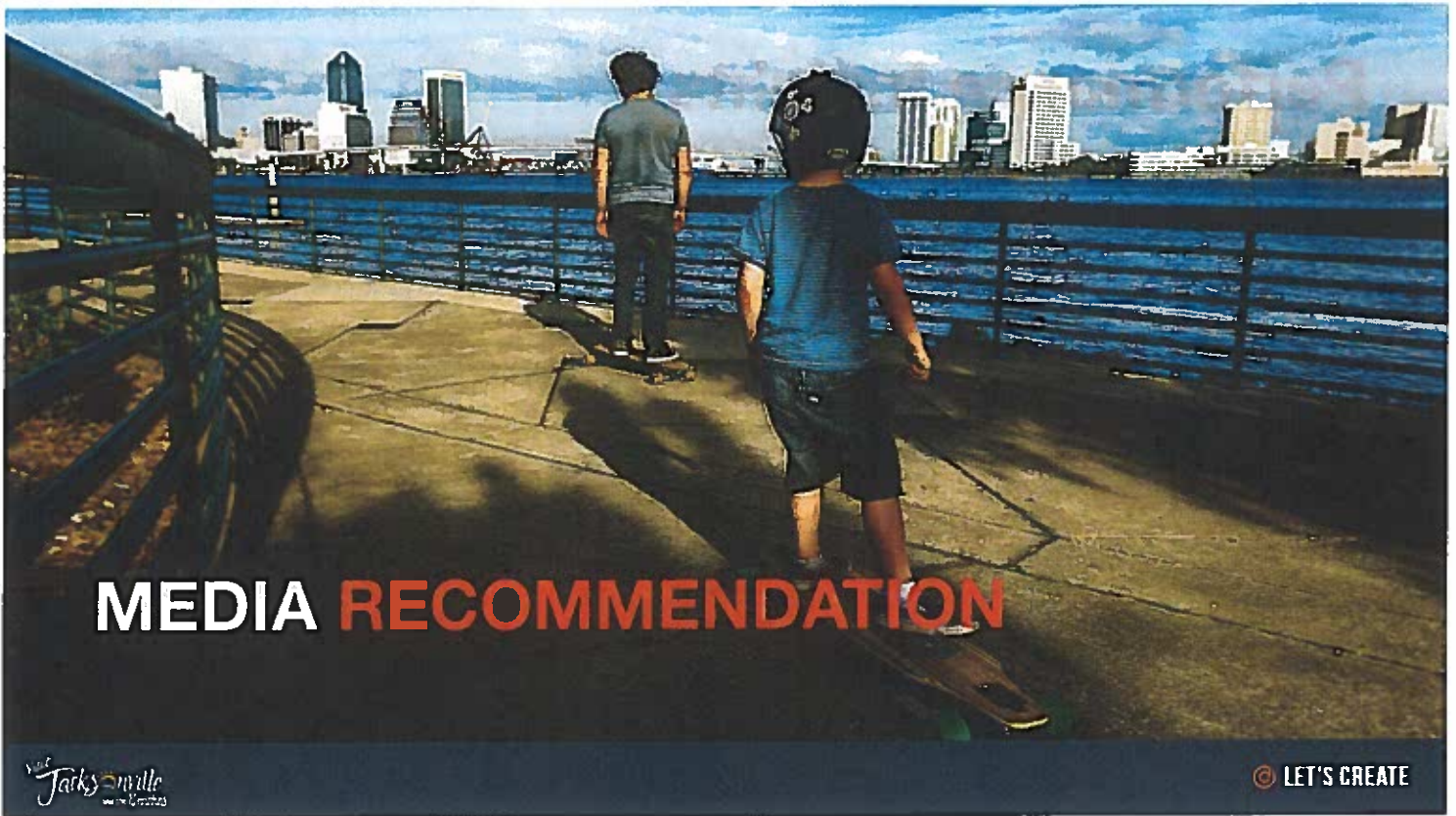


*March, April and June saw a 1% increase in total supply, contributing to a decrease in occupancy %

Source: STR report 2017 + Langwoods International 2016



LET'S CREATE



Media Approach

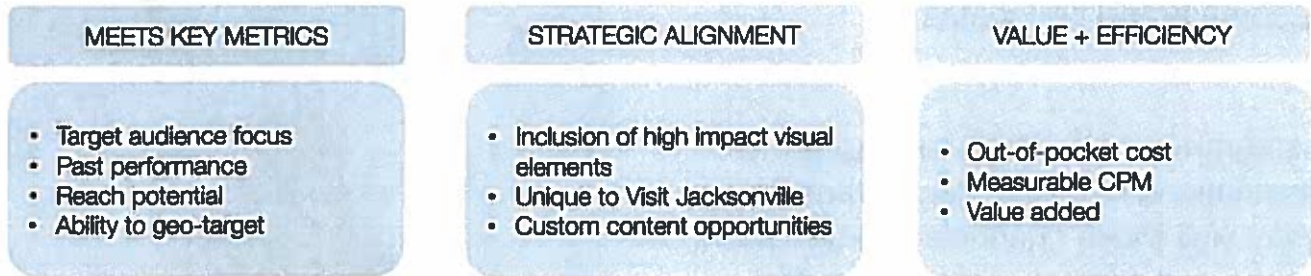
Deploy a cross channel approach with a heavier emphasis on digital tactics in order to maximize traffic driven to the site

Find ways to align with relevant content opportunities and include targeting tactics that engage with our key audience segments

Include focused local efforts in two key drive markets

Evaluation Criteria

Recommended tactics and media partners are selected based on evaluation of the following criteria:



FY2018

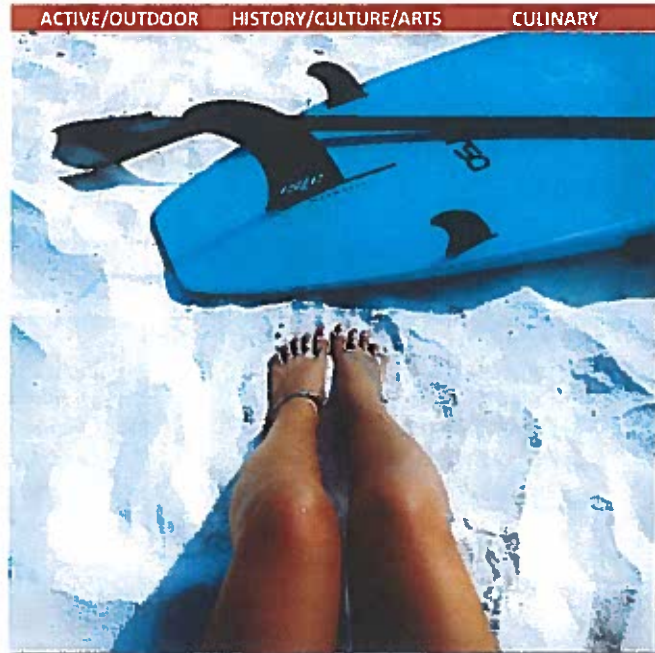
	ACTIVE/OUTDOOR	HISTORY/CULTURE/ARTS	SPORTS	CULINARY	KIDS FREE NOVEMBER
DIGITAL	Influencer Marketing				
	Native				
	Paid Social				
	Paid Search				
	Programmatic display/video				
	Travel data targeting				
	Addressable				
	Conde Nast Traveler				
	ESPN				
	iExplore				
RADIO	Lonely Planet				
	Custom e-blasts				
CABLE	Streaming Radio (Pandora)				
	Local Cable				
OUT OF HOME	Outdoor + geofencing				
	Garden + Gun				
PRINT	Travel Planning Guides				
	Florida Sport Fishing				
	In-flight promotion				

Influencer Marketing

Influencer marketing uses individuals the target audience already trusts to become brand advocates

Instagram and YouTube are the go-to destinations for influencer marketing, as users visit these channels for inspiration, advice and original content from the personalities they admire and respect

**Images for demonstrative purposes only*

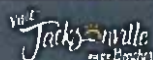


LET'S CREATE

Influencer Marketing

Leverage top travel + lifestyle influencers to create content that features the different activities relating to active/outdoor, history/culture/arts and culinary

**Images for demonstrative purposes only*



LET'S CREATE

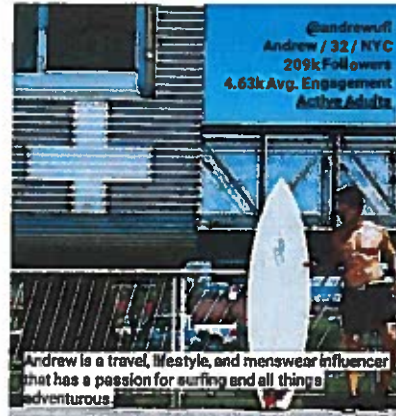
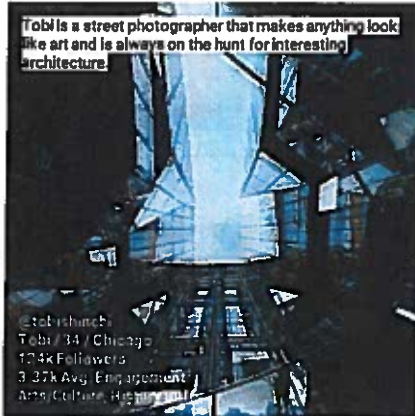
Influencer Marketing

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

CULINARY

Influencers that align with our target segments will visit Jacksonville and share their personal travel experiences with their followers



**Images for demonstrative purposes only*

Influencer

ACTIVE/OUTDOOR

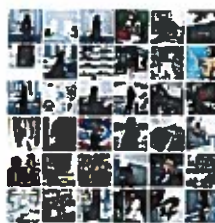
HISTORY/CULTURE/ARTS

CULINARY

Organic postings will then be extended via a paid media effort



5+ influencers



10+ organic posts



Native amplification

**Images for demonstrative purposes only*

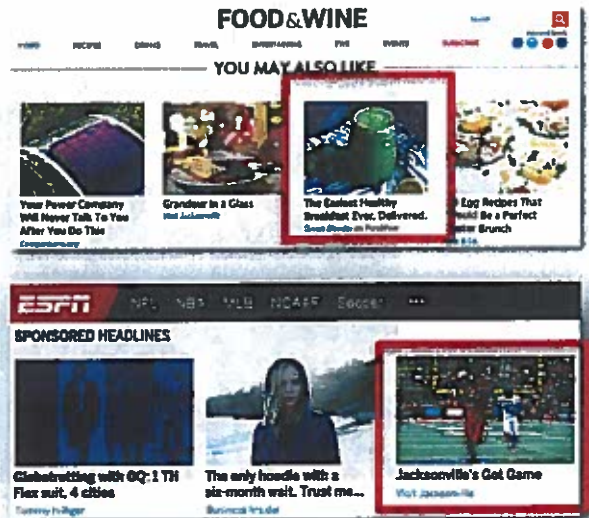
Native

Native advertising seamlessly integrates advertising messages into the content stream of premium web sites

Served in a natural editorial environment and takes on the look and feel of the respective site, driving to relevant content about the brand

1st leg of native campaign overdelivered by almost 9% in total engagements

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS



LET'S CREATE

Native

Continue running with our native partners, Pulsepoint + Madden

Increase native presence in FY2018 to include greater coverage throughout the year (8x articles vs. 6x)

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS



Take Another Little Piece of My Art



POSTED BY LOCAL, DIVERSE TUES APRIL 26, 2016

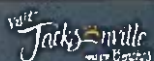


Related Subjects: [Art & Culture](#)

A citywide immersive experience for Jacksonville art lovers.

By Megan Eileen McDonough Photo Credit: MOCA Jacksonville

This season, fall in love with Jacksonville's astounding visual and fine art scenes. From the popular Art Walk in Downtown to music halls, museum exhibitions, public art murals and live theater, art's literally all around you. Channel your inner Van Gogh and explore, discover and appreciate the many immersive experiences for local art lovers—Jacksonville style.



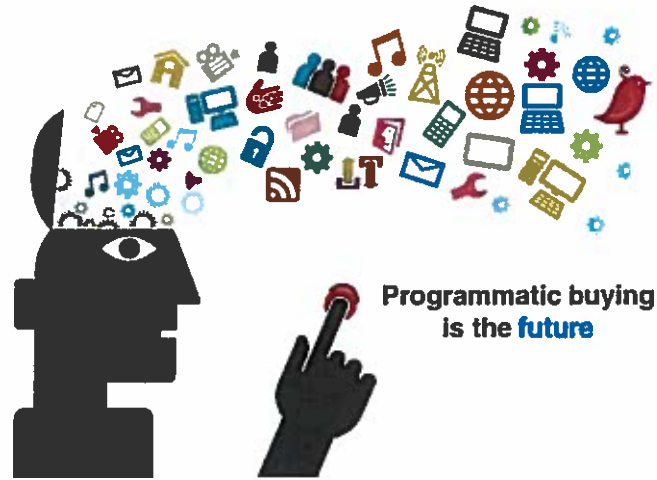
LET'S CREATE

Programmatic Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY

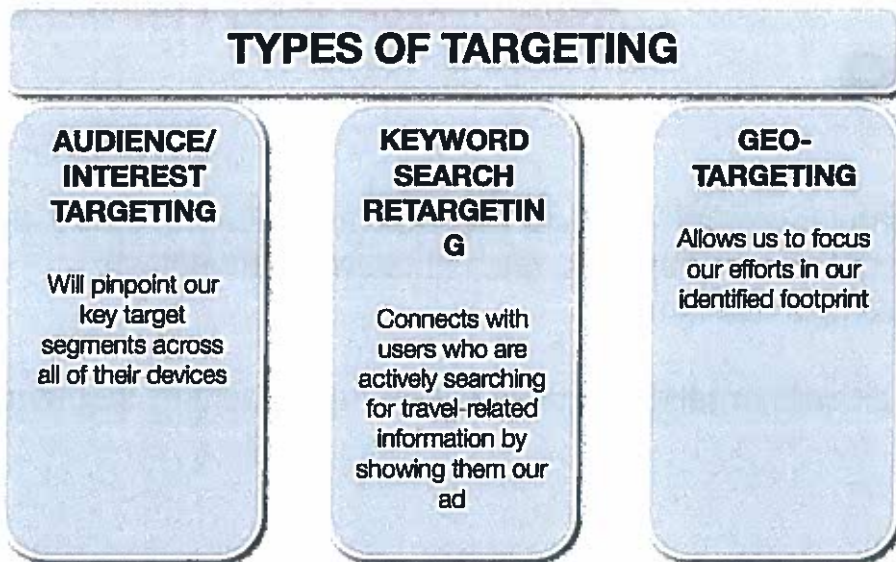
Programmatic media buying automates the decision making process of media buying via real time bidding, so that our message is reaching a specific individual based on pre-determined criteria

Drives reach of our key segments reach via audience, behavioral and content targeted digital buys across a network of sites on desktop, tablet and mobile



Programmatic Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY



Programmatic

TYPES OF UNITS

DIGITAL VIDEO

More complex brand message communicated in a high impact format with sight, sound and motion

(Desktop + mobile)

DISPLAY

Targeted reach/frequency that drives efficiencies and clicks

(Desktop + mobile)



Travel Data Targeting

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY



Utilizes first party travel path-to-purchase data from airlines, hotels, and other travel/transportation companies to reach those who are actively shopping/booking in real time

Layers on additional targeting requirements to reach our key segments and geographies

Travel Data Targeting



ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS SPORTS CULINARY

Utilize for all campaigns as well as a concentrated effort to drive sports enthusiasts to Jags games



LET'S CREATE

Site Direct Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS SPORTS CULINARY

Buying site direct allows us to reach our key segments via specific sites that have content aligning with their interests and behaviors



LET'S CREATE

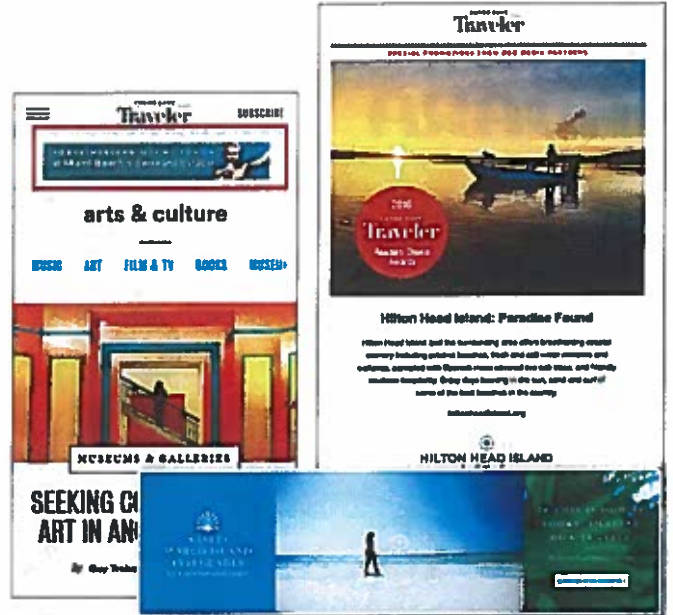
Site Direct Digital

Condé Nast Traveler

Includes geo, contextually and behaviorally targeted placements to reach key segments across site

Custom dedicated e-blast to reach a captive audience interested in travel

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY



LET'S CREATE

Site Direct Digital

ESPN

Geotargeted display placements across desktop, mobile and tablet devices to drive traffic to NFL away games

SPORTS



LET'S CREATE

Site Direct Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS SPORTS CULINARY



Lonely Planet is one of the most popular travel planning sites in the world

To capitalize on this, recommending a section sponsorship and custom native article with branding elements



Site Direct Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY



iExplore is a site dedicated to adventure and experiential travel inspiration, attracting users who are seeking new and unique travel experiences

3x native articles aligning with our key campaigns, including social promotion, traffic drivers

High impact rich media units driving to site

Site Direct Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY



Social article promotion



Catfish high impact unit



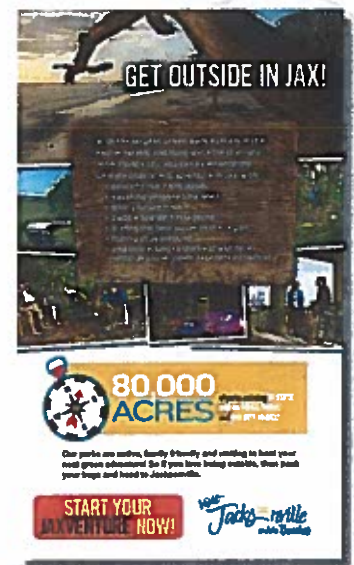
Targeted E-blasts

Targeted custom prospecting e-blasts to drive traffic for Kids Free November and to Jags games

Includes retargeting those who have opened the emails via social media



SPORTS KIDS FREE NOVEMBER



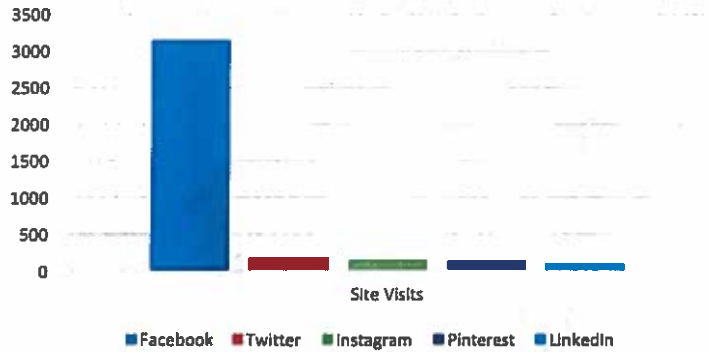
Paid social



ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS SPORTS KIDS FREE NOVEMBER

Social networks are a highly relevant environment based on reach, advanced targeting options and prevalence on mobile devices

Site Visits from Social Networks



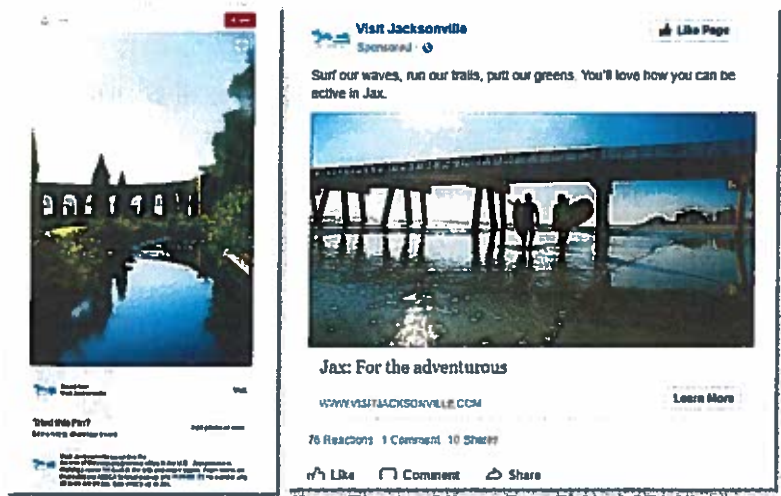
Paid social



ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS SPORTS KIDS FREE NOVEMBER

Facebook offers massive scale and is recommended to reach all segments

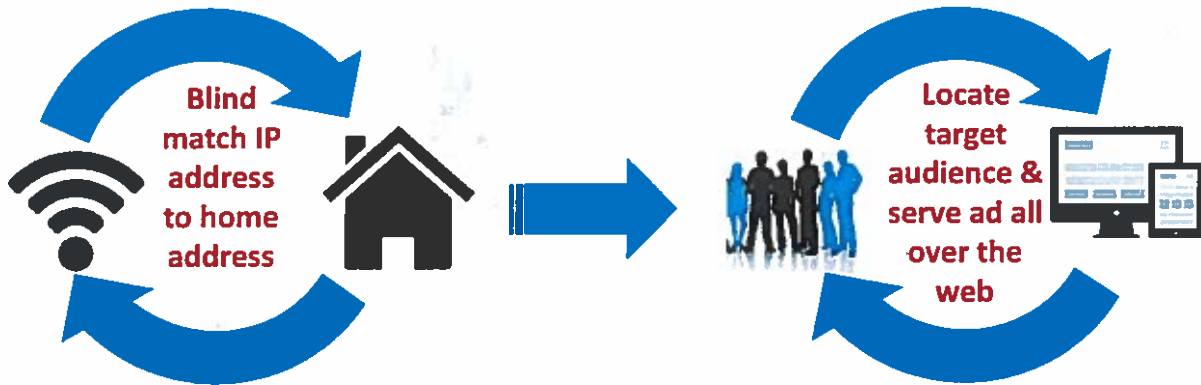
Pinterest is recommended to reach moms and drive event traffic for Kids Free November



Addressable Digital

Targeting that matches the cable modem IP address to a subscriber's billing address, identifying the home's profile using databases like the US Census, Polk data, etc.

Lays on third party audience data in order to hone in on key campaigns

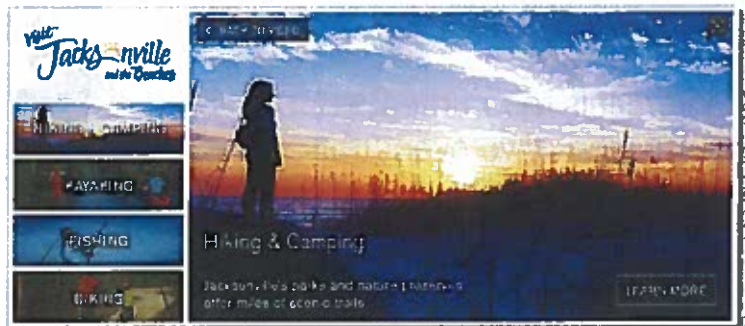


Addressable Digital

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS CULINARY

Utilize to drive additional site traffic in Atlanta and Savannah

Recommend testing high impact units* including in-banner video, offering multiple points of engagement



*Creative mockup for demonstrative purposes only

Paid search

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY

KIDS FREE NOVEMBER



Reaches the lowest hanging fruit; those qualified hand raisers who are actively seeking more information about Jacksonville, vacation planning, etc.

Example keywords:

florida tourist attractions

florida trips

florida visitors guide

fun things to do in jacksonville

fun things to do in tampa florida

miami beach florida beach



LET'S CREATE

Streaming Audio

SPORTS

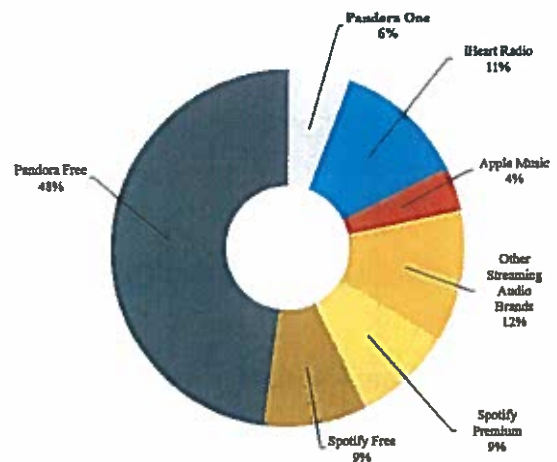
KIDS FREE NOVEMBER

PANDORA

Leverages Pandora's registration data to reach our exact target segments wherever they are listening

In addition to audio, concurrent display elements drive users to click through to the site

Share of Streaming Audio, AD25-54



Source: Edison Research. Share of Ear Study, Q3 2016



LET'S CREATE

Streaming Audio

SPORTS KIDS FREE NOVEMBER

PANDORA

Recommended for driving traffic to Jags games and for Kids Free November



Mobile Geofencing

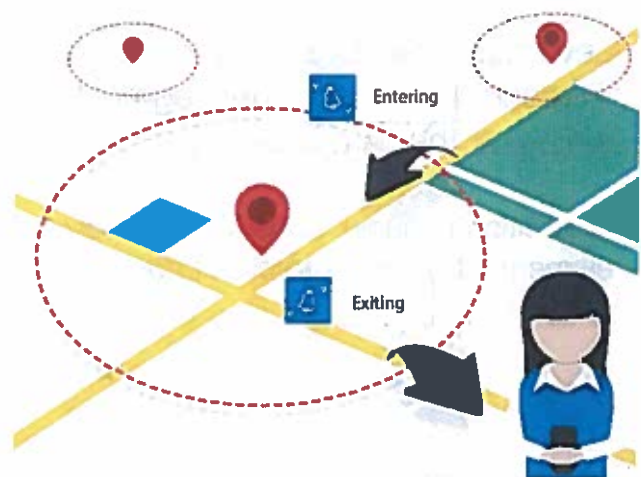
ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS

Geofencing is a targeting tactic that allows us to serve mobile ads within a certain mile radius of a particular location

Past campaigns have been very successful in terms of driving site visits and exceeding the industry average for CTR

Total 2017 campaign overdelivered 12% on impressions

Click-through rate was 0.42%, overdelivered industry average by 250%



Mobile Geofencing

Continue approach in key focus cities and larger markets around outdoor boards and points of interest that align with our key segments

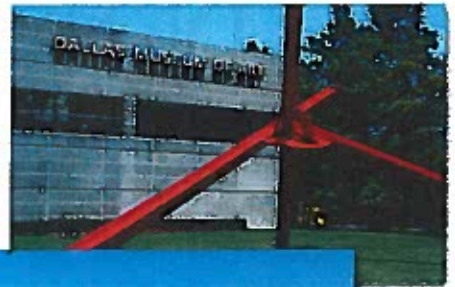
Returning markets: Atlanta, Chicago, NYC

New markets: Savannah, Washington DC, Philadelphia, and Dallas

Example POIs (NY):

- Barclay's Center
- Central Park
- Madison Square Garden
- Intrepid Sea, Air & Space Museum
- Prospect Park Lake
- New York Botanical Garden

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS



LET'S CREATE

Print

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY

Reduce number of titles, reallocating dollars to increase digital spend

Continue to run in key publications that align with our key target segments and are a must-buy for Florida travelers



GARDEN & GUN



LET'S CREATE

Print

HISTORY/CULTURE/ARTS CULINARY

GARDEN & GUN

A consumer lifestyle magazine that celebrates the modern South, covering topics in arts & culture, food & drink, travel, music, home & garden and sporting

Print circulation = 375,000

- One (1x) 1/2 page ad + 1/2 page advertorial
- One (1x) 1/4 page unit
- Two (2x) Talk of the South e-blast sponsorships
- One (1x) homepage takeover (added value)
- 1x destination listing (added value)



Print

ACTIVE/OUTDOOR



Provides in-depth coverage of saltwater fishing and boating in Florida and surrounding areas

Print circulation = 70,000

2x half page spreads

Best of Florida Sport Fishing issue – Nov/Dec
Offshore/Big Fish issue – May/June



Print

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY

Official Visit Florida Guide targets people who request the guide to plan their Florida trip, the 5 Official Florida Welcome Centers as well as AAA offices

Includes e-version of the guide on visitflorida.com

Print distribution = 450,000



Visit
Jack'sville
and
more

© LET'S CREATE

Print

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

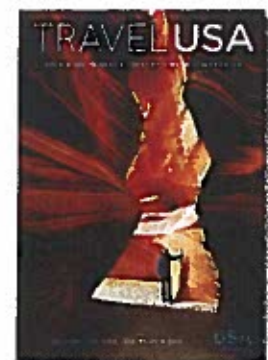
SPORTS

CULINARY

The Travel USA Inspiration Guide is designed to create awareness of travel in the US, reaching 21 countries in 13 language specific editions

Presence in Florida section: co-op with St. Augustine and Amelia Island

Print distribution = 575,000



Visit
Jack'sville
and
more

© LET'S CREATE

In-flight Promotion

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY

Presence with airlines that support direct flights to Jacksonville



1x cover page
December/
January issue



1x 6-page
advertorial
in June



getawayplaces

In-flight
video,
June-July



1x half page,
November
issue

Local Cable

ACTIVE/OUTDOOR

HISTORY/CULTURE/ARTS

SPORTS

CULINARY

Focused local market efforts in Atlanta and Savannah to maximize reach

Example networks*:



**For demonstrative purposes only. Networks will be selected based on strength of programming and efficiencies at the time of negotiations*

Out of home

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS

Digital billboards are a high impact tactic for markets ideal for larger commuter markets

Provide flexibility in terms of messaging (highlighting certain activities, weather triggering, social tie-ins)

Supported with mobile geofencing efforts

Returning markets: Atlanta

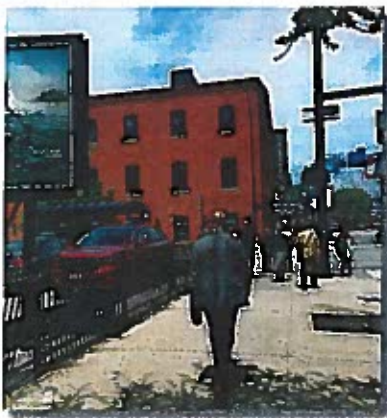
New markets: Washington DC, Dallas, Savannah



Out of home

ACTIVE/OUTDOOR HISTORY/CULTURE/ARTS

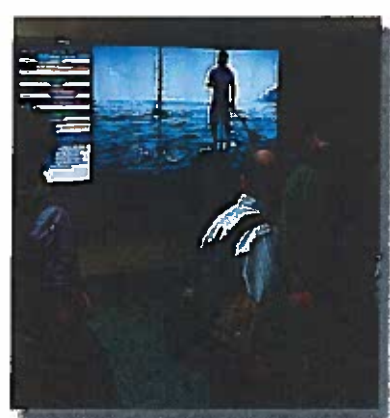
Continue with key placements in Chicago and NYC:



Metro lights, Chicago



Bike shares, Chicago



Barclays Center, NYC

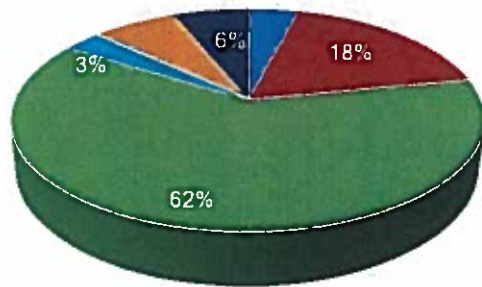


Budget summary by channel

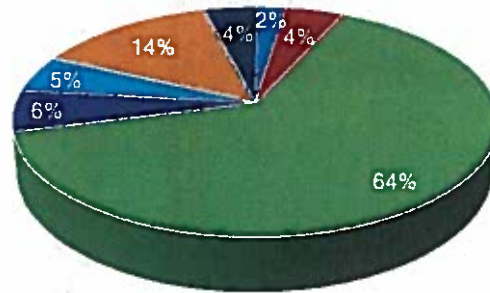
CHANNEL	FY2018 PLANNED	% OF TOTAL
In-flight Promotion	\$ 29,295	2%
Print	\$ 56,685	4%
Digital	\$ 818,870	64%
Radio	\$ 72,500	6%
Outdoor	\$ 66,030	5%
Cable	\$ 179,965	14%
Local Teams Sports Promotion	\$ 51,000	4%
Plan Total	\$ 1,274,345	100%

Media Mix Comparison

FY2017 Media Mix



FY2018 Media Mix

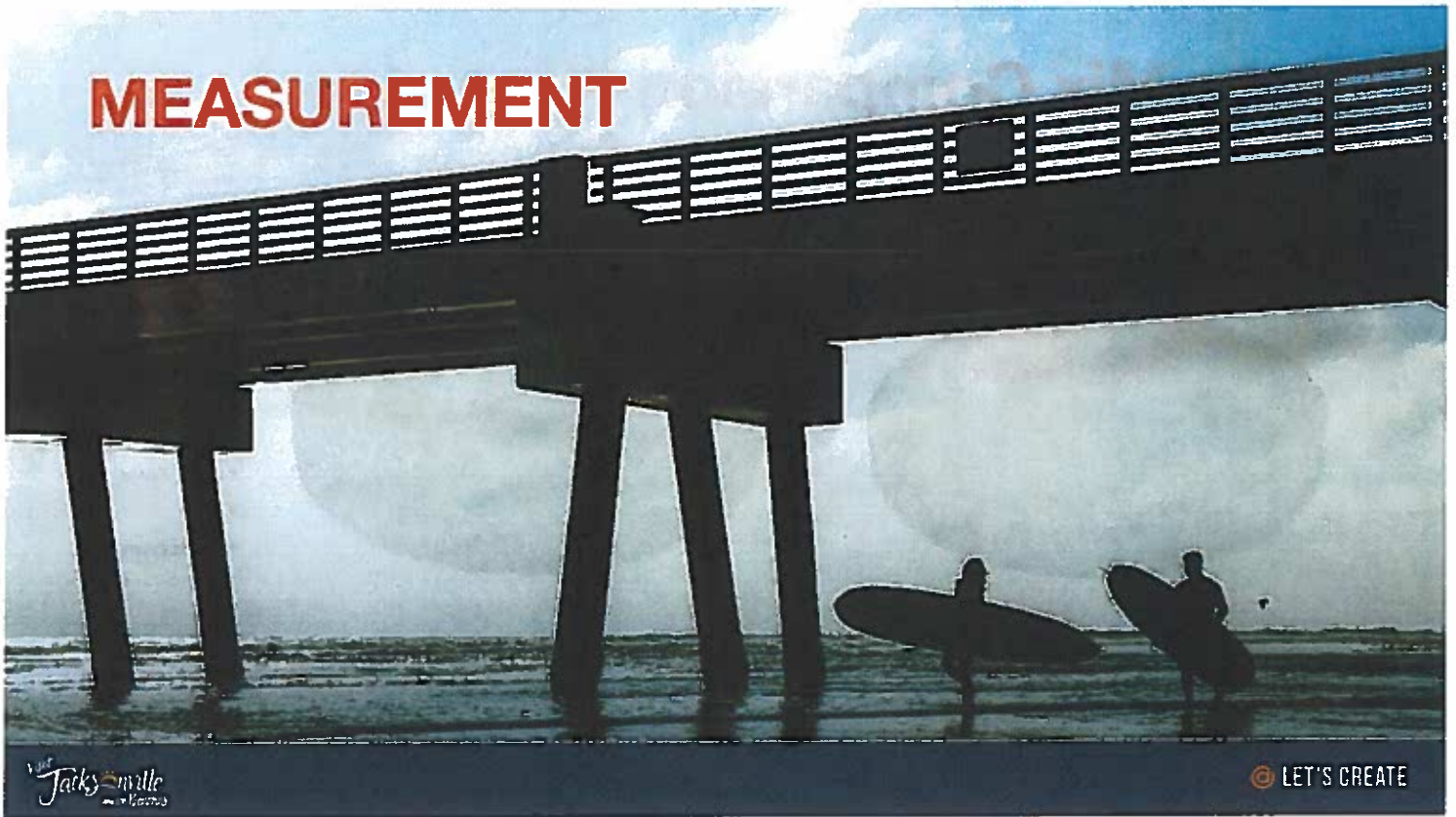


- In-flight
- Print
- Digital
- Radio
- Out of home
- Cable
- Sports Promotion

Budget summary by segment

VISIT JACKSONVILLE FY2018 BUDGET SUMMARY							
CHANNEL	ALL CAMPAIGNS	ACTIVE/OUTDOOR	HISTORY/CULTURE/ARTS	SPORTS	CULINARY	KIDS FREE NOVEMBER	TOTAL
In-flight promotion	\$ 29,295	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,295
Print	\$ 24,267	\$ 5,898	\$ 13,260	\$ -	\$ 13,260	\$ -	\$ 56,685
Digital	\$ 274,521	\$ 207,474	\$ 185,974	\$ 64,200	\$ 64,298	\$ 22,200	\$ 818,667
Radio	\$ -	\$ -	\$ -	\$ 37,500	\$ -	\$ 35,000	\$ 72,500
Outdoor	\$ -	\$ 33,015	\$ 33,015	\$ -	\$ -	\$ -	\$ 66,030
Cable	\$ 179,965	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 179,965
Local Teams Sports Promotion	\$ -	\$ -	\$ -	\$ 51,000	\$ -	\$ -	\$ 51,000
Plan Total	\$ 508,048	\$ 246,387	\$ 232,249	\$ 152,700	\$ 77,558	\$ 57,200	\$ 1,274,142
% of TOTAL SPEND	40%	19%	18%	12%	6%	4%	100%

MEASUREMENT



Cross channel custom partnerships

Benchmark goal for site visits is a 10% increase YOY

Fiscal Year	Total FY Media Spend	Total FY Site Visits	Total Site Visits Increase YOY
FY2016 - Actual	\$743,591	1,281,469	---
FY2017 - Projected	\$814,986	1,340,643	5%
FY2018 - Projected	\$1,275,000	1,474,404	10%

Measurement

TOTAL PLAN BENCHMARK GOALS

ALL CAMPAIGNS				
Total Impressions	Total clicks	Total video views	Total engagements/article views	Total e-mail opens
82,460,517	82,363	1,775,379	370,298	133,157

Quarterly metrics we'll report on

CAMPAIGN BENCHMARK GOALS

CAMPAIGN	Impressions	Total clicks	Total video views	Engagements	Total email opens
ACTIVE/OUTDOOR	17,988,887	15,503	899,934	131,873	3,279
HISTORY/CULTURE/ARTS	18,764,600	15,175	699,934	131,873	--
SPORTS	8,032,097	11,654	--	--	16,000
CULINARY	4,951,670	6,757	175,510	56,552	--
KIDS FREE NOVEMBER	3,065,718	8,750	--	--	16,000

NEXT STEPS

Vine
Jackyville
www.jackyville.com

LET'S CREATE

Next steps

9/11 – seeking verbal approval to move forward

9/12-9/30 – written approvals, media buy placements, creative development + ad trafficking

10/1-10/2 – media goes live!

Vine
Jackyville
www.jackyville.com

LET'S CREATE

THANK YOU!



Visit
Jacksville
and the Beaches

@daltonagency

