

STATE OF NEVADA
COMMISSION ON TOURISM
MARKETING COMMITTEE MEETING
WEDNESDAY, NOVEMBER 30, 2022

Attendees/Participants:

Fletch Brunelle (Marketing Committee Chair)
Christina Erny (Marketing Committee Member)
Kyle Horvath (Marketing Committee Member)
Edward Estipona (NCOT Commissioner)
M.E. Kawchack (Chief Deputy Director, DTCA)
Susan Mowers (Interim Chief Marketing Officer, Travel Nevada)
Keelie Cox (Marketing Manager, Travel Nevada)
Bobby Ritzi (Fahlgren Mortine)
Heather Sheppard (Fahlgren Mortine)
Jessica Rowland (Fahlgren Mortine)
Natalie Radaci (Fahlgren Mortine)
Kimberly Pedego (Noble Studios)
Jodie Lister (Noble Studios)
Jennifer O'Harra (Good Giant)

BRUNELLE: All right. Good morning. This is Fletch Brunelle with the LVCVA. I'd like to call this meeting to order, the subcommittee meeting of the Nevada Commission on Tourism. It's November 30th, 2022, and it is 11:10 AM. Please first confirm that the meeting was properly noticed and posted, M.E?

KAWCHACK: M.E. Kawchack for the record, it was.

BRUNELLE: Excellent. We can now move on to opening comments, M.E?

KAWCHACK: I'm going to go ahead, and call roll quick, just to get on the record that we are missing, we don't have a quorum. Fletch Brunelle?

BRUNELLE: Here.

KAWCHACK: Christina Erny is absent. Kyle Horvath?

HORVATH: Here.

KAWCHACK: Thank you Kyle and Cynthia Mun is absent, excused. She did have something come up this morning. And I can start with the opening comments now.

This is M.E. Kawchack for the record. Good morning, everyone again. Thank you for being here. This is our first meeting since February when we presented ideas around a spring and extension campaign. Today we're going to give you a brief update on that and the results. Since we last met, we have begun work with our new integrated agencies. We have continued our contract with Fahlgren Mortine for paid media and public relations. Good Giant, which was formerly known as Foundry. They have changed their name to Good Giant. They have joined us working with Fahlgren on the PR initiatives and they've also been retained as our creative agency for the bridge campaign on the consumer side as well as for Industry and DTCA initiatives. Noble Studios has been selected as our brand creative agency and will be focused on our new creative work that will launch next

year. So today we're going to hear from Fahlgren on our 2023 paid media recommendations. We're asking the committee to approve the recommendation so that we can move forward with our \$6.5 million paid media spend. Once we have approval from the subcommittee, we will get the final approval from the commission next week.

Before we get to that, I want to do some introductions. We have new faces on the call, at least new to some people in the group. Kyle Horvath is here. He is our new marketing committee member. He is the Tourism Director in White Pine County, and this is his first meeting. Kyle, if you want to introduce yourself.

HORVATH: Yes, good morning, everybody. Yeah, I don't recognize any faces here except for M.E.'s, so I look forward to getting to know all of you and working with you and hopefully being able to contribute in a productive way to this group. I am the Tourism Director for White Pine County in Ely. I've been in that position for almost five full years now. And prior to that I was with Visit Carson City. I was the Marketing Manager for that organization. And before that I was living in Lake Tahoe and being a Ski Bum and a Tennis Instructor and a cross country ski guide. You could say I was in the resort and recreation end of delivering a great tourist experience. Yeah, just thanks for having me on the board and looking forward to hearing the presentation today.

KAWCHACK: Thank you so much, Kyle. We also have some new to you, possibly, Travel Nevada staff on the call today. Susan Mowers is currently our interim Chief Marketing Officer. She stepped into the role, she's been here for several years as our Art Director, but she stepped up into the role after that. She's going to be commenting on the presentation today. We also have Keelie Cox here who has been our Marketing Manager since the spring. She's been a wonderful addition to our team and we're very thankful she has joined us. If you guys want to introduce yourselves.

MOWERS: Sure, I'll kick it off. Yes. I've been in marketing for about 25 years now. Hard to believe I'm an old person. But I've worked in Reno. I've worked for some small boutique agencies, ad agencies, and I also had worked at the Atlantis several years ago. I've worked as a Designer and an Art Director all around Reno, and then made it here to Travel Nevada about six years ago. I'm just coming up on my six-year anniversary with them. And I'm actually now a native of Carson City. I was tired of the commute down to Carson, so I moved down here about four years ago. I'm pretty much a native Nevadan. My parents moved here from the Midwest when I was just a toddler. I've grown up here. I went to school in Utah for a little bit, but moved back to Nevada and very excited to be even more involved on the Travel Nevada side. I'll pass it off to Keelie. Oh, I forgot to say Susan Mowers for the record.

COX: Hi, my name is Keelie Cox. As M.E. mentioned, I'm the Marketing Manager here at Travel Nevada. I've been here since late March. Prior to that, I spent five years at the RSCVA. I'm excited to be here today and excited for you guys to see the presentation Fahlgren has.

KAWCHACK: Great. Thank you everybody. Everyone from Fahlgren and the agencies, if you don't mind just quickly saying your name and who you're with for the benefit of the group who might not know you.

PEDEGO: Kimberly Pedego of Noble Studios, hi.

LITSTER: I'm Jodie Litster with Noble Studios.

O'HARRA: I'm Jennifer O'Harra with Good Giant.

SHEPPARD: I'm Heather Sheppard with Fahlgren Mortine.

RITZI: Bobby Ritzi with Fahlgren Mortine.

ROWLAND: Jessica Rowland, Fahlgren Mortine.

RADACI: And I'm Natalie Radaci with Fahlgren Mortine as well.

KAWCHACK: Thank you everybody. Okay, great. I just got word that Christina is jumping on now, so fantastic. I just want to also acknowledge that today was to be Commissioner Cynthia Mun's last Marketing Committee meeting, but she did have something come up last minute, so unfortunately, she can't make it. I would like to formally thank Cynthia for her contributions to the Marketing Committee and the Nevada Commission on Tourism. I appreciated her support and her insights and guidance over the years. Today we have Commissioner Edward Estipona on the call who is considering joining our Marketing Committee if time allows. Thank you so much for being here today, Commissioner Estipona and listening in.

Christina is here, so I can say on the record that we do have a quorum, which is fantastic. All right. Great. We don't have to move our agenda around. We'll be talking at the end about the new Marketing Committee members that we might want to consider, but for now, I will hand it back over to Fletch so we can open for public comments.

BRUNELLE: All right. Thank you, M.E. So, to your point, let's move on to item B, Public Comment. Is there anyone on the call for public comment?

KAWCHACK: M.E. Kawchack for the record, there is not.

BRUNELLE: Okay. Let's move on then to item C, Approval of Minutes from February 2022. Are there any proposals by way of motion for any matter relating to the minutes? Hearing none. Do I hear motion to approve the minutes?

HORVATH: Are we allowed to approve if we weren't there?

KAWCHACK: I was going to say Christina, if you wouldn't mind making the motion and Fletch.

HORVATH: Okay. And I second

KAWCHACK: Thank you very much.

BRUNELLE: All right. All right. We can move on to agenda item D, The Fiscal 2023 Campaign Presentation.

KAWCHACK: Thank you. M.E. Kawchack for the record. Again, we're here today to approve the paid media recommendations that will be going to the commission next week. We have run an extension of the spring campaign over the last few months, and now we're looking to move forward with bridge creative for the remainder of the fiscal year. So today you we'll hear from the Fahlgren Mortine team on those recommendations. And Noble Studios is also here to provide an update on the new creative work and timeline. With that, I will hand it over to the Fahlgren team and if you guys want to go ahead and share your screen.

RITZI: All right. Bobby Ritzi for the record. Thank you, M.E. Everyone can see the screen, okay? Perfect. Thank you all. Good morning. We have quite a few slides here and I have a lot of talking, and I picked up I think, what everyone did over the Thanksgiving holiday, so I apologize in advance if you lose me for a second or if I have to take a drink of water.

But briefly we wanted to reflect on the slides we presented at the last commission meeting with some of the results. And that leads to the creative messaging, the PR and the media recommendation for today's item. So very briefly, as you may recall or are seeing here, our goals continue to be to get the right people to come and when they do, to spend more and stay longer. And way back in the spring of 2021 we met with the marketing committee at the time, and we had come up with the strategy to really capitalize on what we were seeing in the consumer tourism market at the time. We had identified three core areas that we could adjust what we were doing to

meet our audience in that moment. And that represented a brief shift in our strategy when it came to markets, mindset and messaging.

So, we deployed the fiscal year '22 campaign. It's really hard to summarize all those results on just one slide. But to put a few highlights briefly, we worked with partners, the right partners to produce over 19 unique pieces of content across the year. Those were viewed and read over a million times. You think of the time spent with the brand and those consumers learning more. You see examples with BuzzFeed and even with the OTAs themselves, with Expedia there in the middle. We also had over 10 people come out to the state in the form of writers and influencers, and they shared their story, their experience with their followers. That also included one very famous roaming norm. And that execution actually won a Gold Addy in the Reno awards.

And then that fiscal campaign led into the Silver State Reset integrated initiative, which was in Q4 of Fiscal Year 2022. And that idea was to really emphasize the messaging across integrated executions at that time, especially in Chicago and Portland. And you can see creative examples of that on this slide. It included Out-of-Home, influencers from each market traveling and sharing their story, a social integration with NatGeo. And it also included a partnership with iHeartMedia where local DJs from each market interviewed local Nevadans on their story. You might recognize one of the individuals on this slide. And those interviews were turned into podcasts, which were owned and hosted on the Nevada website, also promoted from the iHeart stations in each market and were also cut into promos that were used to push our Silver State Reset sweepstakes, which was an opportunity for our target audiences to win one of two trips to Nevada.

In total, the campaign was a great success. The paid media alone delivered over 50 million impressions in just those markets. And on top of that, the national reach of those NatGeo social integrations and the influencers reach. We really started to make a difference with those target audiences. Over the campaign period, we saw record website traffic and content page views from all the people coming into both enter that contest and listen to, or view that content. And in total we had almost 130,000 entries in the sweepstakes. Almost 12,000 of them were unique individuals. You can see a lot of high engagement you could enter daily. We had a lot of people coming back to really win that contest. And then, speaking of fantastic results, I'll turn it briefly over to Heather.

SHEPPARD: Yeah, thanks Bobby. Heather Shepherd for the record. And I'm just speaking a little bit about the PR results that Silver State Reset messaging resonated on the PR side as well. But for the entirety of FY22, we saw more than 1.4 billion impressions as a result of this effort, which was significantly higher than FY21. And even looking back at pre-pandemic numbers, we were exceeding those benchmarks as well. Almost a billion of those, more than 990 million were specifically related to our top outlets, which reach those target audiences and markets. And we have a short highlight reel of programs and tactics that we used to help generate those results.

(Music and VO): I'm Travel Expert Jeanenne Tornatore, the outside insider here to share some of the best places to visit in Nevada, a State that's more than 80% public land, making it the perfect destination for great outdoors month.

RITZI: So that brings us to the current fiscal year where we've been live to date with the bridge campaign. And then that will bleed into the full recommendation for your approval today. Again, as we presented at the commission meeting and the overall strategy for the year, we continue to see that opportunity to capitalize on the evolving travel landscape and to find those right people and to get them to stay longer and spend more. What we saw with this year is based on the success of last year's approach, is to keep doing what is working and tweak to update with the times and update with our brand.

And so when it comes to those three pillars from a market standpoint we think that the Silver State Reset really showed some inroads in Chicago and Portland, and we believe it continues to make sense to focus on those markets in addition to Seattle, Houston and Dallas-Fort Worth to bring that full core group up to good emerging markets that start to get to the similar levels of brand perception and favorability that we have in the California and the Boise, those legacy markets. And of course, in doing so then we have the opportunity to move to future new markets. With our mindset, we know that we continue to find the right people. But one thing we want to emphasize this year is to dial in on different skill levels and make sure both our messaging, our content, and then our landing page experience are easily accessible for all demographics depending on that skill level. We have another slide explaining each of these. And then from a messaging standpoint, I mentioned that perception. Not just focusing on just general awareness, but really improving perception and bringing our points of differentiation to these audiences.

So again, from a market standpoint, one thing we really talked through last year with the marketing committee was not abandoning our core, defending our core and staying in front of those travelers who are more likely to be traveling in that moment. We cover this later, especially when it comes to lower funnel placements like our OTAs or our travel publishers still staying in these markets, but not going after new people, not spending a lot on video, for example, in these markets, and shifting that budget so we can really stake a claim in our emerging and new markets. And again, those being Dallas, Houston, and Seattle, which we focused on last year, and then Chicago and Portland, which we introduced heavily in Q4 last year, bringing them forward to bring this full group of five up to that full emerging level. From a mindset standpoint in our target audience these three key groups continue to be the greatest opportunity where their values and their mindset really align to what our state is unique about and the personality and the content. But again, I mentioned the differentiator that we've worked on really hard with the team this year. It can be really easy for our content to skew to the expert adventure, and it perhaps to give off the wrong perception that there is not something to do for that everyday adventure right out the car for a family. And so we're working closely to make sure all of our integrated content comes through to that entire range of skill levels and doesn't seem off-putting that somebody would not be able to enjoy the trip or it isn't too intimidating. So speaking of that messaging we're really working on an integrated approach. We've worked with the Travel Nevada team and the integrated agencies on a content calendar. So you see that from PR down to paid media, what our priorities are for the year, starts with an overall messaging statement and down to the individual campaigns. It's also helping us from a content production standpoint when we're working with each of the partners. You'll see some of those later. We know we can align on what content pieces are needed and we can start to produce more of that so that Travel Nevada owns that content moving forward. So that's where that content calendar comes into play. And if I could turn it over to Susan to talk through the messaging evolution a little bit further.

MOWERS:

Susan Mowers for the record. We continue to evolve the previous campaign. Obviously, this is a bridge campaign, so we're merging from the past as we look forward to what Noble Studios will be doing. We continued with some of the pivots that were discussed at the previous marketing meeting, mainly to be more approachable in tone. Headlines that were not so overly aspirational, which tend to come off as condescending and perhaps not as authentic. Interject a little bit more fun and lighthearted tone in the headlines and copy. Previously the photos also tended to be quite de-saturated, so we've made some adjustments to make them brighter and showcase the colors more, because Nevada is colorful in its own unique way. And as Bobby mentioned, to be more approachable for all levels of adventures from the everyday to the experience. We really wanted to convey that in the creative, both with the visual and the copy. From the initial IME that we've seen, we just got the finalized yesterday, so we haven't looked at the final numbers, but we did see that

this approach really resonates. And we saw that those who saw these types of ads really start to associate Nevada with the more positive attributes. So that is the evolution of the creative.

And I'm going to continue on this as well. We're really excited to bring even more integration into the visitor journey with our display ads. We've worked with Noble Studios to develop a landing page template that will create a seamless experience for the visitor from the ad to the website. In this example, we have the CTA as the focus where the people can sign up for the guide. And the way that we've developed this template page is that they can sign up right on the page. And then there's some options for them to keep exploring. And we do have a link. I have it pulled up as well, but Bobby, if you can show the link too. The landing page link there at the bottom, so you can see it live. If you were to click on the plus there, Bobby, you can see that they can enter their information right there, close it. And that way, it's a very focused experience, but there are some options that they want to continue exploring. But of course, we're really focused on capturing the completion of that CTA. The animations were added to make this page a little bit more dynamic and attention getting, so the visitor would be highly encouraged and motivated to complete the CTA. This template is modular so we can adapt it from mid-funnel to a low funnel approach. We can adjust the CTA block on it easily for any display ads or any other paid media needs. And all the agencies have been great on working together on this effort. So Fahlgren and Noble will be able to work closely together to monitor the completion rates and the website engagement and make adjustments as needed. We're really excited about it. Back to you, Bobby.

SHEPPARD: I'll actually jump in here, Heather Sheppard for the record. Just echoing what Susan had shared in terms of the owned messaging and what Bobby had shared about paid, all of that aligning and working together and we'll do the same. As you saw, we're talking a lot in the upcoming spring about outdoor recreation and how those experiences in Nevada are accessible at different levels, whether you're an everyday adventurer or an expert explorer. And on the PR side, we want to do that too with a few specific examples. On this slide, we have just a few of the tactics and programs that we're planning for in the spring and even starting now that showcase some of that message integration. For example, we've got a focus on uncommon lodging options around the state and outdoor experiences that surround them. Related to our "Seven Weirdest Wonders," our inaugural release, went out last year and was really successful. We plan to continue that this year. And then some media events in target markets, including an LA media event that will help transport journalists from that market who live in a concrete jungle to the unique and wide-open landscapes that Nevada has to offer.

RITZI: Bobby Ritzi for the record again. And then all of this, of course, we're being really conscious not just from a market and from a strategy standpoint, but where everything falls within the traveler journey. We know that our target audience is exploring and going through a lot of different channels as they move to not only travel, but then once they're in location and beyond. We're really bringing those elements into the planning stage across from an integrated standpoint. I mentioned from that market standpoint. Within our new and emerging markets, we are really focused on the dreaming and discovery phases where we're creating that either initial inspiration or driving more engagement more curiosity to learn more. As that audience becomes more and more interested and they move closer to planning and booking, we're providing more detailed content, getting them to the website to the new landing pages, to interact with our guide or on our social channels, where you have a presence with the OTAs to reinforce at the booking experience. From a measurement standpoint, we continue to use the IME and Arrivalist and also onboarding Zartico to provide those reporting and actions. And then from a social standpoint, sharing content throughout the year both from a loyalty standpoint and an amplification standpoint.

And then we're thinking about each of these as I gave examples through that about how those different phases of the journey, how are different placements interact with the consumer and the

actions we're expecting them to take so we can measure, report, and optimize based on those channels. We've also worked with the Travel Nevada team to evolve our reporting mix moving forward that we can be more frequent and provide the information that the team is needing from a reporting standpoint.

So, through the bridge campaign to date, I mentioned the new partnership with Zartico. We've integrated with them and the Arrivalist pixels are already live on the bridge campaign. We continue to support the IME with the tracking and elements that it requires. The new landing pages, there'll be additional tracking that the internet agency team will work on and the partner pixels and the mobile attribution, which will make sense in a couple more slides with that partnership. And then from a reporting schedule, I mentioned the integration within the team. The Travel Nevada team introduced a new industry newsletter that featured some of our new and notables. So, we've been helping feed that content on a monthly basis. And then on a quarterly basis, we're working on more detailed recap presentations to the team that can get in specifically on a content partnership or deep on articles. And then and always on standpoint, we continue to use an interactive dashboard. But we're working with the team to adjust that based on the other reporting. So again, everybody has either a transparent access to what's live and what's working or the detailed metrics that they might need for other sources.

So, diving specifically into the paid recommendation. These are the elements that are either already running or part of the new recommendation that brings that total budget up for the year for your approval. As we go through each of these, we've got a summary slide that breaks down each of recommended partners, their mediums and why and how we're going to measure it. And then we wanted to take the time to highlight a couple new and notables across each of those segments. We don't get into those new and notables in each of the content pieces for all of these partners but wanted to bring those to your attention. We've been working really closely with the Travel Nevada team across all of that.

So, starting in the digital and paid social space again, where we're either from that lower funnel or up to inspiration. These are key channels where our target audience is spending certainly most of their time every day and continue to be a great way to reach them, drive to the website and even generate leads. Starting from the bottom we continue to see success with our always-on lead generation program. But moving up further into content and inspiration on social media, we've been working with the Travel Nevada team to boost social content to existing followers and new followers to grow that. And we also have budget held for some higher-level social inspiration type elements either across, an Instagram or even TikTok. When it comes to high impact mobile and content distribution across native, both, again, two key areas to get our target audience to our website to engage more with that content or take further action. We have new partners recommended for this year, and I'll call out each of those on these next two slides.

Also new for this year is through our partnership with Good Giant, we're bringing a new data set, a first party data set of mobile geofencing to each of our digital tactics. The way that works is working with the Good Giant team. We're identifying these target audience segments based on their behavior. Think of our three audience segments and actions they're taking in the real world where they're visiting attractions they're going to and how they're behaving. We can put those into these first party audience buckets and then use that as a targeting element in addition to our general third party targeting that we're using across each of these. And then we'll be able to test and optimize based on those two segments. So, a good example, for our native elements this year we'll have that regular interest-based targeting, and then we'll also be layering our first party targeting on top of that. For the native for this year, that continues to be a top traffic driver to the website, and we have a new partner recommended this year that brings a richer creative option to that. You can see the cinemograph example and a gallery on this slide here. We're really excited about the potential

of that to really increase that click through rate, that traffic, and bring another element to that program.

From a high impact digital or from a mobile standpoint, we're recommending a partnership with Kargo, the leading mobile publisher, would bring these high impact full screen units. And thinking back to the skill levels approach of this year and different messaging, we thought it was a really unique way to bring in that and let the user self-select. These are static examples here, but you can see on the left it's a poll element. You could either take a quiz or take prompt with a poll and then select Nevada content based on the activity level that the audience is choosing from each of those elements.

Then from a social standpoint, I've mentioned this a couple times, but we continue to use the always-on lead generation campaign, and then we've been working with the Travel Nevada social team with their content calendar to boost key social elements. We also have a budget, as I mentioned, held for more inspirational and higher funnel tactics in those new and emerging markets throughout the year. So then when it comes to new emerging markets and immersive digital video and audio, we have three key areas across that. From a video standpoint, we have a custom video partnership with Warner Bros Discovery. Some advanced TV specifically with Hulu, and then we're recommending a podcast integration with Sirius XM media, and that of course is based on the success we saw. We dipped our toe in the water with podcasts last year, but we know that medium continues to grow and grow. With Warner Bros Discovery, Discovery has been a fantastic partner throughout the years for Nevada. We have seen success in the elements they bring, especially from a content production standpoint, shooting in state video and with the merger with CNN and to be Warner Bros Discovery that really brings some new production chops and a different element from Courageous Studios and CNN to that partner. We're recommending that content partnership. They will film in state and produce two longer form segments that will be hosted on YouTube and on Travel Nevada's channels. And that will also be cut down into traffic driving elements that'll run on streaming media across the Warner Brothers Discovery networks then also targeted down to each of our key audiences in our markets. It's both fantastic national reach as well as really targeted in our markets. And the Travel Nevada team will also have access to that B-roll, to that content that is shot. Again, with that theme of new video assets we know that we have the existing 30-second asset for one more. But we're recommending a partnership with these Bright Line interactive units that you can see here running on Hulu. It takes the existing 30, but expands that out to a fully interactive ad. Again, this is on your streaming. You can see the example, picture yourself clicking with your Apple or Roku remote browsing a gallery of different content that you could either pause, click through, or scan the QR code, as you can see in this example. In addition to the brand inspiration, you also get a little bit more of an engagement factor with that unit. And then I briefly mentioned, the growth in podcasting, but it continues to be one of the top areas, not only where audiences spend time, but what we really leaned in on the Silver State Reset is, these are truly influencers. People are choosing to listen to them over and over, if not on a weekly but on a daily basis. So, identifying top podcasts for our audience where we can do direct host integrations. And then also cutting regular host reads that'll run across network, audience targeted down into each of our segments. These are just some examples. If you're familiar with host endorsements on podcast, it actually requires the host to approve the advertiser. They only want to work with places and brands that they believe in. These are for placement only at this point. But we're really excited about that opportunity.

Then, of course, as we're moving the audience down further in the traveler journey, they're starting to really plan, compare pricing. We know how important the OTAs are that, but also the success we've seen across our travel publishers and the content they create, the further engagement with our audiences. So, we have recommendations with the key OTAs. New for this year we'd be

expanding that to include Booking.com. We're continuing to reach travelers there. We have custom video elements coming through with those publishers. And then also introducing from a custom standpoint, Travelzoo and Travel Spike back into our media mix, continuing the partnership with Travelzoo. But again, thinking back to our skill level segments, Travel Spike had been a successful partner in the past, especially more from a family element, so we're excited about bringing them back from a content mix. When it comes to the OTAs, we've had a lot of success with the content we created with them. One new spin on that for this year is to reach audiences by having the audiences come to the market, share their trip out, and then use that on the OTAs themselves. With TripAdvisor, we have an exciting program where TikTok creators would come out, take the trips themselves, write out a branded experience that would then be promoted to our target audience across all the markets. And then of course while they're in there, they would be sharing their content across their platform. That is one example of where we've really tried to incorporate TikTok into the plan this year as that becomes more and more of a key social platform for our target audiences. And then with Lonely Planet continuing our building on the successful program from fiscal year '22. Really diving into the stories and the long form content they write so well and that our audience goes to that website on bringing that out in video in written form and doing so with a trip out to film that content. I'm going to say content a lot because it's so important and we know that when the audience is not on our website and they're on these key publishers looking for that inspiration or when they're just dreaming about that next trip hearing these stories or watching them in the publisher's voice is so important to that initial connection and we continue to see those results come through.

So, we've got some exciting partnerships to focus on our new and emerging markets. And we've broken those down. We look for top publishers to make that connection in each of these three key themes. You've got travel focused with Atlas Obscura, you've got lifestyle across the Matador Network. When you think of inspirational brands, especially from a wonder element, NatGeo really takes the cake there. So unique partnerships with each of these. And then also making sure we have a budget held to partner with top content creators so that then they want to come to travel and amplify their message, we can fund that. So just two quick examples from that. The Atlas Obscura would extend our content hub to build out to a new custom integration that includes new videos, shot in state articles written from that, and then taking that one further to have a custom integration within their podcast, which is a top travel podcast, and would really bring that 360 around. And then with NatGeo, we saw fantastic engagement on those silver State Reset posts. And just as a brief reminder, those posts were created from existing photography. Then with NatGeo we went back, we found, and the photographer told their story, but those trips could have been years old. We think from an evolution standpoint, it makes sense to get someone out and shoot new and tell that story in only the way that NatGeo can frame that high inspirational content. So that was a lot from a summary standpoint.

And if you received these materials in advance, the flow chart starts to lay out each of those elements and show you how, from an integrated pain standpoint. Again, thinking from PR down through paid media, we're reaching these audiences across each of those key moments throughout the rest of the fiscal year with the elements that are already currently live through the bridge campaign and then each of these new recommended elements. And then we have this broken down for you within the budget summary based on medium. All those mediums roll up into that domestic paid media percentage there. And then in addition, in that 6.5 number includes the existing bridge campaign, that content creator and then the agency fees and different parts of that element DYN and the co-op campaign. I'm going to come back to that slide, I know that's important.

I mentioned the integrated work from the team. We've been really excited to not only present this, but to work through each of these content elements with the team, again with that content

calendar, thinking back to what the top elements are that we want to hit from a messaging standpoint. We're not just organizing these partners, but really thinking down to what are the stories? What are the shot locations? Why are we creating that content? What are the assets that Nevada is getting from these? Whether that be B-roll or photography assets we can use for future campaigns or this existing campaign. So just to highlight, one example there. For NatGeo, we're really thinking about getting that photographer out for the Cowboy Poetry event in January to really tell that story and then use that as that amplification element later in the campaign. We've got each of these broken out here. But we're continuing, as this is for approval, but then also working with the team to build out each of these recommendations and how they fit within our larger plan. We'll come back to this again, being the important slide. But that is the end of here. I believe I would turn it back to Emmy or to Fletch for questions.

BRUNELLE: Thank you very much. Thanks Bobby, Susan and Heather. Well done. In terms of the presentation, I'd like to turn to my colleagues for any questions that they may have. From the committee members, Christina Kyle, any questions that you might have?

ERNY: I think this is really well done, you guys. I don't have any questions at this time, but nice work.

HORVATH: Kyle Horvath for the record. I would mirror that. It was interesting looking at this in advance and then getting the explanation. So, thank you for all of that. I'm looking forward to seeing how the campaign changes into a perception type messaging as opposed to just awareness. This is definitely something that we're trying to figure out in White Pine County too. As well as the accessibility, I think you guys are on the right track. I just appreciate the work you've put into this. It's very thoughtful, thank you.

BRUNELLE: All right, thanks Kyle and Christina. I have one comment to make specifically on slide 32. When the whole presentation goes to the larger board for approval, you may want to have information on what the historic mix has been between video publisher audio, just so that in case it comes up, they may ask, "Hey, what do we normally have in terms of a mix?" I know that we've made adjustments to what our historic mix has been here in Las Vegas, so might be good for context. So that being said, I'd like to move to approve the fiscal '23 media bias presented and send the recommendation to the Nevada Commission on Tourism. Do we have a second? Christina? Kyle?

ERNY: I'll second.

BRUNELLE: Okay. All in favor?

GROUP: Aye.

BRUNELLE: Okay. Passes unanimously. All right. Our next item is for discussion only regarding the marketing committee vacancy. M.E. can you walk us through that?

KAWCHACK: Sure. Before we get to that, as part of the campaign we did want to ask Noble Studios to just give you guys a quick update on what's happening with their creative process for the new campaign. Thank you.

PEDEGO: Thanks, M.E. Kimberly Pedego for the record. I'm going to go ahead and share my screen really quick. Give a quick update on where we're at with brand and creative. Can everybody see my screen? Okay. Awesome. A very quick update on where we're at with brand and creative. Wanted to share our perspective on the brand in particular. We have been working on the brand platform. As I'm sure many of there's been a lot of people involved with the brand over the year, so there's been a lot of great work that has been done. What we wanted to do was first dive in and review all of the work that was out there, all of the strategy and the research and the elements. And then after auditing them, we realized, or we recommended that we want to go through a process to really

solidify and refine the brand platform. Just the moment of opportunity to take a quick pause and make sure that we really have the brand set for the future. Where we're at with that process is we did begin the process to define the brand platform overall. As many of you are aware on this call, we have engaged several stakeholders with a survey, and we're in the process of doing a competitive audit as well as diving deeply into all the existing research. Once we get all the surveys back, which is any day now, we're going to be scheduling up any follow ups that need to be happening, and then we're going to be working towards a workshop in January, finalizing the brand platform early 2023. And then it's all going to lead to creative concepting extending that brand into the new creative direction, and that will be coming out in the March/April timeframe for review and approval. Once we have that, we'll start production and actually creating all of the great new fun, exciting creative that we're going to be working on to be able to be ready for a September 2023 launch. That is it for my update. If there's any questions, I'm happy to entertain them.

BRUNELLE: Thank you.

PEDEGO: Okay. You're welcome.

KAWCHACK: Okay. If there's no questions. Thank you, Kimberly. And thank you for your comments on the campaign and also your recommendation to add in that historical information. I think that that will be good context, particularly for some of our new commissioners. Thank you for that.

We will go ahead and move on to a discussion only item regarding the marketing committee. As you know, we've been down to three people. I know we met pretty frequently for a while there and we've not met since February. We should be meeting quarterly. But I want to try and keep these really efficient meetings. Now we need to find names to bring to the mix, I guess. We don't have to vote on anything at this level. Those names are always brought to the commission for them to make a decision and approve those participants. We can either discuss it live in this public meeting if you have anybody in mind or you can send them to me. I do have someone in mind. The person is with a DMO and we all are DMO people. So it would be good to have a different perspective, I think. I've enjoyed having that with Cynthia and previously with Carl. I think that that worked out really well. If anyone's open for commenting publicly?

BRUNELLE: M.E. how many seats are we looking to fill?

KAWCHACK: One, potentially two. I have invited Commissioner Estipona to fill Cynthia's commission position, but he's considering the time commitment, so we will see there. But otherwise, it would be one for sure.

BRUNELLE: Okay. I'm happy to send you a side note in terms of thoughts.

KAWCHACK: That would be great. And then if anybody else feels comfortable doing that, I think that we've had a good mix between Las Vegas, Reno and Rural. We have that representation here today. I liked having an outside marketing perspective as well. Okay. If no one has any comments on the subject, we can move on.

BRUNELLE: Okay. Moving on to item F. Before we wrap up today's meeting, are there any public or committee comments? Hearing none, I'd like to ask for a motion to adjourn today's marketing subcommittee meeting at 11:59 AM. Can I get a second?

HORVATH: Second that.

BRUNELLE: All right. All those in favor?

GROUP: Aye.

BRUNELLE: All right. We adjourn. Thank you all. Have a very Merry Christmas, happy holidays and stay safe. Bye now.

KAWCHACK: Thank you. Bye, everyone.

HORVATH: Bye, everyone.

RITZI: Thanks, everybody.

[end of meeting]

DRAFT