TRAVEL NEVADA
Nevada Commission on Tourism

June 15, 2021

MEDIA PLANNING FY22

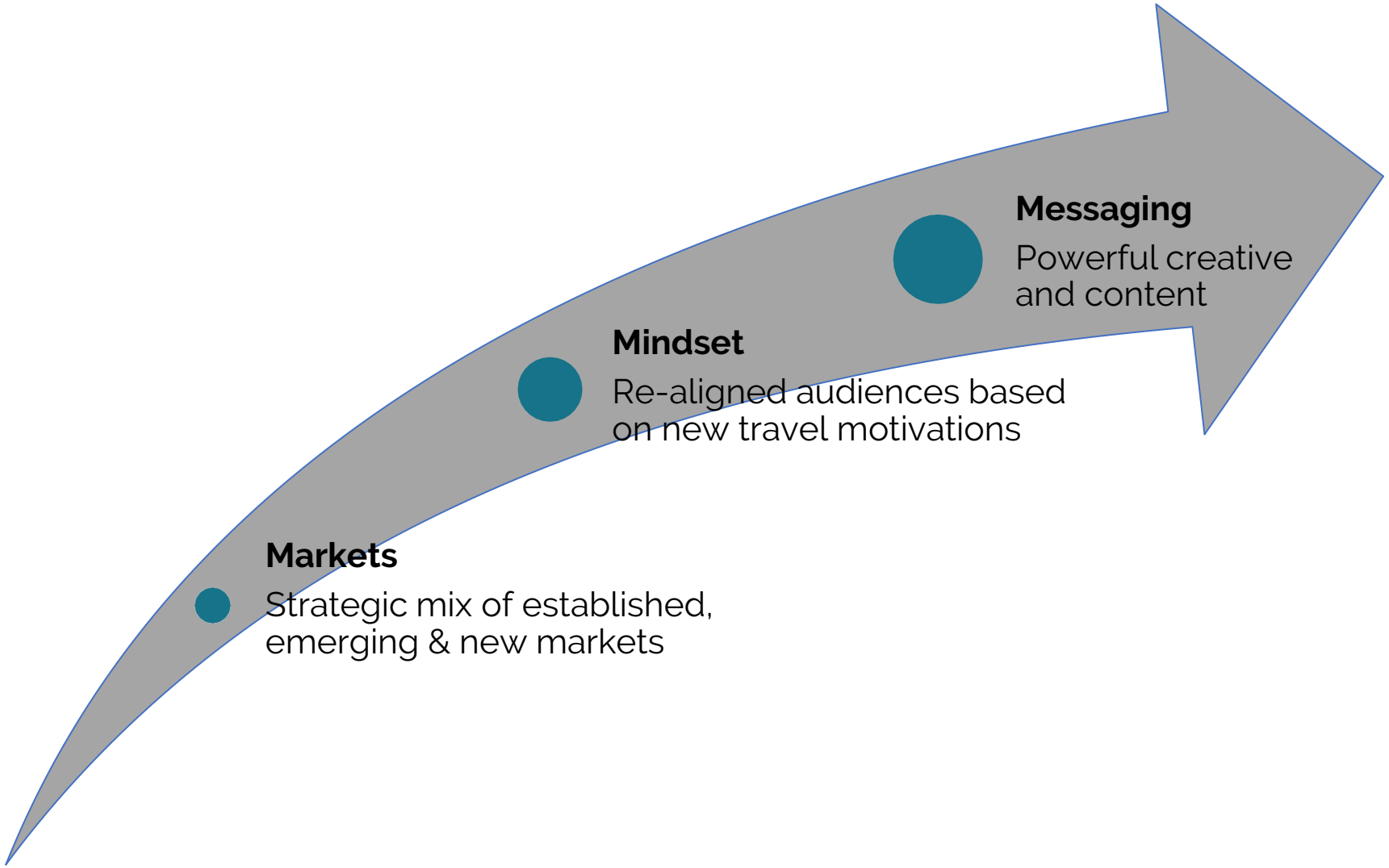
- Conversations over the last year have been focused on recovery, now we are focused on how we evolve our strategy to respond to market disruption

- We know that visitors are looking for bold, new, spontaneous experiences

- Nevada can fill white space in the marketplace through our unusual offerings and tone/attitude

- In collaboration with our integrated marketing agencies (BVK, Noble Studios, and Fahlgren Mortine) and with the unanimous approval of the NCOT Marketing Committee, we have a three-tier media plan for approval

CAPITALIZE ON DISRUPTION



COMPETITIVE AUDIT INSIGHTS

PILLAR	Uninhibited Space *Maverick Spirit | Anything Goes Attitude | Wide-Open Horizons*	Inspiring Discoveries *DNA of Discovery | Undiscovered Beauty | Hidden Treasures*	Rewarding Adventure *Active Adventures | Offbeat Journeys | Remarkable Road Trips*	Unexpected Diversity *Abundant Diversity \ Unique Landscapes \ Eclectic Experiences*
OBSERVATIONS	• Nearly all competitors are messaging here emphasizing outdoors and wide-open spaces • Most effectively reaches the Experience Junkie and Outdoor Recreationalist	• Discovery messaging is present among about half of competitors • Appeals most to Uncharted Experiences Junkie, and Cultural Traveler • Aligns with Betterment trend	• Aligns with trends of spontaneous experiences, and family connection • Most competitors include adventure messaging to varying degrees • Reaches Outdoor Recreationalist	• Appeals most to Cultural Traveler Audience • Aligns with trends of localism and betterment
GAPS AND OPPORTUNITIES	• Opportunity to lean into the maverick spirit aspect of this pillar with a tone unique to Nevada, differentiating from the warm / friendly tone seen commonly across competitors • COVID-19 concerns remain a top barrier to Nevada travel, opportunity to expand existing creative to include ads that could appease this.	• A barrier to Nevada visitation is the desire to go somewhere new. This pillar could be leveraged to encourage in-state and return visitation to discover new places within Nevada.	• While “variety of things to do” is a strength of Nevada’s, it currently ranks lower than competitors for “outdoor adventure” with Colorado as top of mind for this attribute • Growth opportunity to reach an under-tapped family audience	• Opportunity space among competitive set with CA being one of the only competitors messaging here. • Nevada currently under scores on perception of unique local culture and dining, both attributes valued by travelers

OUR MINDSET APPROACH

The Adventure State-of-Mind

Cultural Traveler

Outdoor Recreationalist

Uncharted Experiences Junkie

OUR MARKET APPROACH

- Defend our core **established** markets
  - Maintain our strong current position as a destination of choice in established markets to guarantee consistent tourism revenue.
    - Sacramento, San Francisco, LA, Boise, Phoenix, Salt Lake City and San Diego
- Stake our claim in **emerging** markets
  - Increase our market share where travel intenders are increasingly raising their hands since pandemic
    - Dallas-Ft. Worth, Portland and Houston
- Capitalize on disruption in **new** markets
  - Strategically invest in markets where pandemic disruption has created opportunity for Nevada to enter the consideration set
    - Seattle, Chicago and Minneapolis-St. Paul/Denver (access/seasonality)
    - High audience index + avg length of stay + competitive separation + access

MARKETS + MINDSET + MESSAGING

DREAMER

Intrigue & Inspire

Marketing objective:
Spark inspiration by connecting audience interest with Nevada experience

KPIs:
- Reach
- Video Views/Completions
- Engagements/ER%

PLANNER

Research & Discovery

Marketing objective:
Highlight unique points of interest to ensure Nevada experience stays top of mind

KPIs:
- Publisher Content Engagement
- Landing Page Engagement
- Action Rate

ADVENTURER

Booking & Experiencing

Marketing objective:
Drive conversion by reinforcing Nevada where intenders make travel decisions

KPIs:
- OTA & Partner Referrals
- 3P Studies & ROAS

AMBASSADOR

Sharing & Engagement

Marketing objective:
Encourage engagement, amplify influencers and content (always on)

KPIs:
- Social Engagement
- Newsletter Engagement

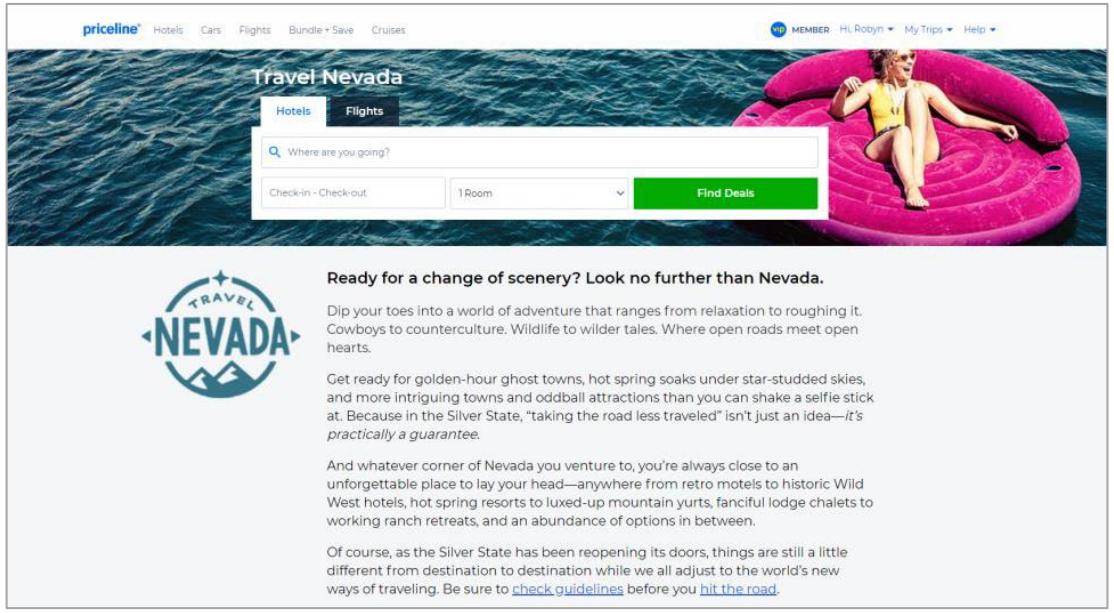
FY22 Paid Media Priorities

- **Objectives & Media Strategy**
  - Reach and inspire potential travelers with engaging content across multiple mediums and publishers
  - Segment consumers using intent signals and historic travel data to maximize dollars and drive engaged website traffic
  - Incorporate action-driven messaging across OTAs to capitalize on the shrinking travel planning window
- **Strategic Approach**
  - Capitalize on disruption and forecasted consumer demand by inspiring, engaging, and/or reminding Nevada's core target audience with powerful creative and content
  - Our efforts will focus on reaching core consumer segments across a strategic mix of established, emerging, and new markets

FY22 Paid Media Tactics

- **Essential Travel Journey Vehicles Across All Markets**
  - OTA placements driving to booking engines
  - Retargeting real-time travel searchers
  - Engaging social media content
- **Heavy Up in Emerging Markets**
  - High Impact, high SOV placements
  - Custom content with lifestyle and travel publishers
- **Make An Impact In New Markets**
  - Targeted digital video
  - Influencer-created media

TARGETED, IMPACTFUL DIGITAL MEDIA



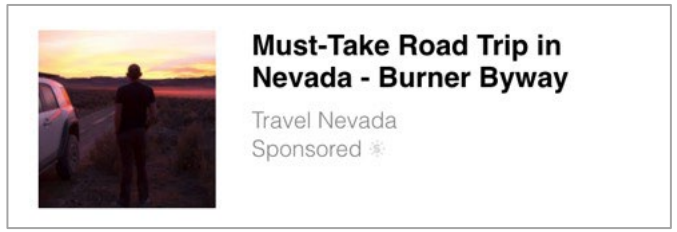
sling

AT&T tv NOW

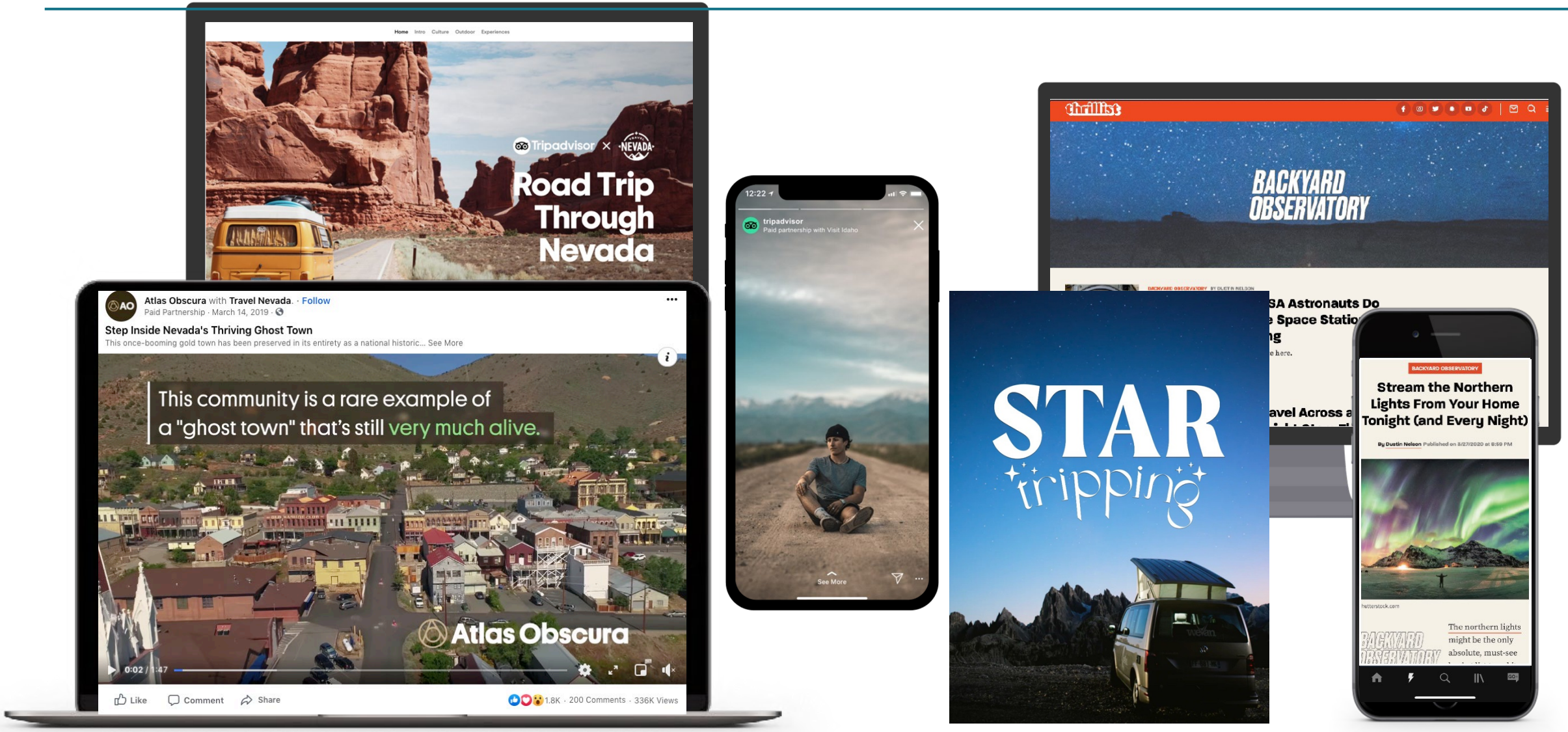
YouTubeTV

hulu

DiscoveryGO



UNUSUALLY AWESOME CONTENT



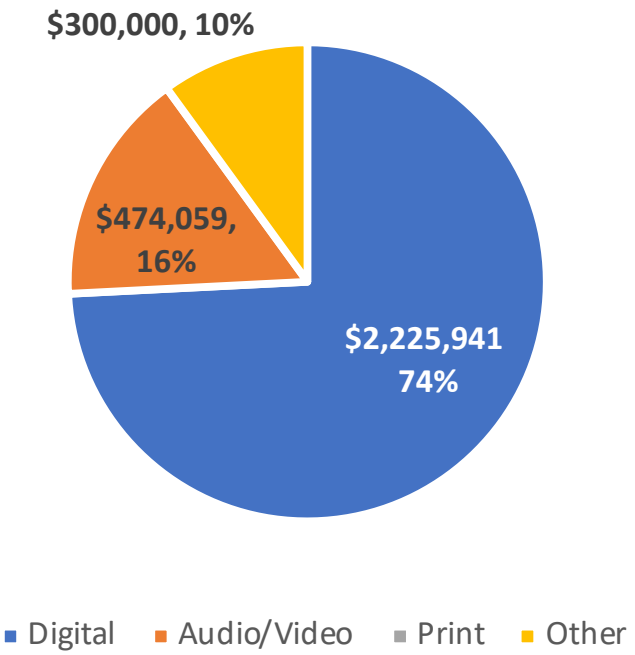
PAID MEDIA BUDGET LEVELS

	Base Level	Mid-Level	Reach Level
Incremental Market Entry	Seattle	+ Chicago	+ Minneapolis or Denver
OTA Partnerships & Targeted Digital Media	X	X	X
Paid Social	X	X	X
Streaming Video – Advanced TV	X	X	X
Podcast Promotion	X	X	X
Addressable TV		X	X
Custom Interactive Video		X	X
Streaming Audio		X	X
Discovery Integration & Custom Podcast Partnership			X
Custom Video Production & Distribution	2x Partners	3x Partners	4x Partners
High-Impact Digital		1X Partner	2X Partners
Travel & Lifestyle Publishers	7x	8x	11x
Print Placements			X
PAID MEDIA BUDGET	**$3mm**	**$4.5mm**	**$6mm**

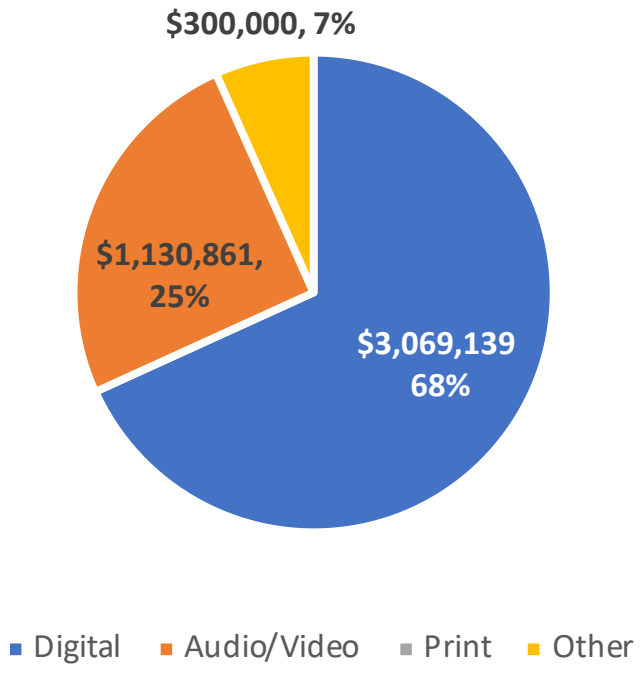
2019 Paid Media Budget was $6mm

PAID MEDIA BUDGET LEVELS

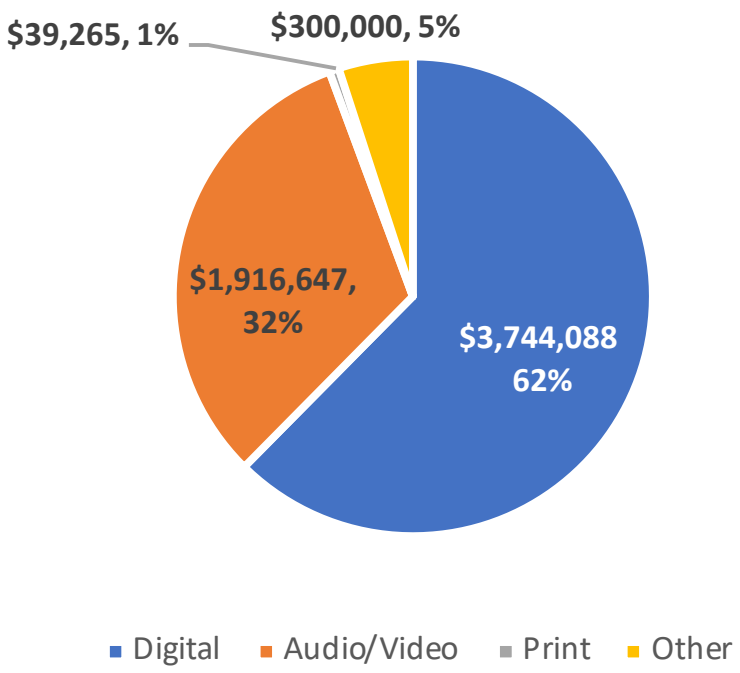
Base Level $3,000,000



Mid-Level $4,500,000



Reach Level $6,000,000



- Print - includes magazines and digital enhancements with those publications
- Digital Programs – includes social, online travel agencies (OTA) and other online companies
- Audio/Video – includes streaming video, digital video and podcasts
- Other

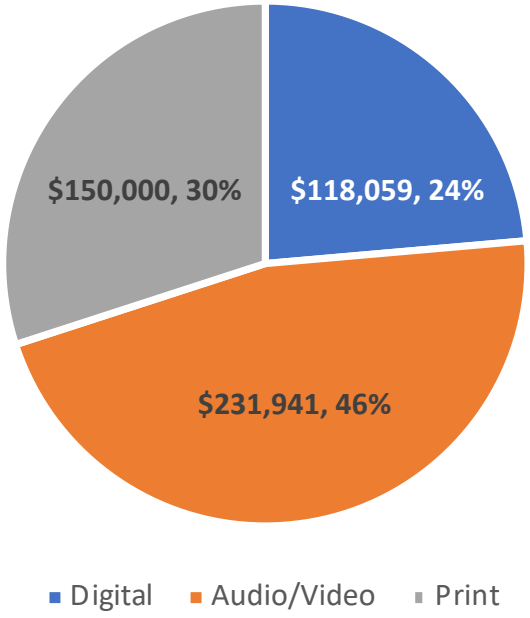
DISCOVER YOUR NEVADA

	CONNECTIONS STRATEGY	PARTNERS/PLATFORMS
Broadcast & Cable Television	Inspire Nevadans to find the Nevada they didn't know	abc, CBS, NBC, FOX, Charter Spectrum, CMG Cox Media Group
1st Party Travel Data Providers	Drive traffic and generate intent-to-travel actions on DiscoverYourNevada.com by showcasing how Nevadans can explore their state	inPowered
Instagram Stories	Inspire new audiences to learn more in the visually engaging format	
Local Print Partners	Connect with Nevadans in their go to local sources of news and entertainment	Las Vegas Review-Journal, Greenspun Media Group, reno gazette journal

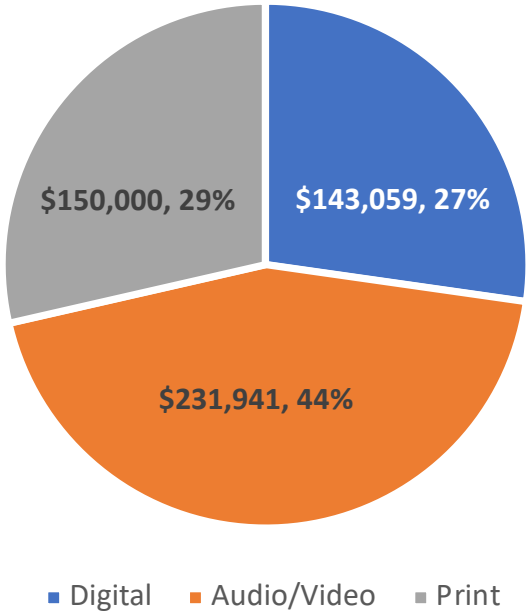
Other local partners on a seasonal basis

BUDGET LEVELS

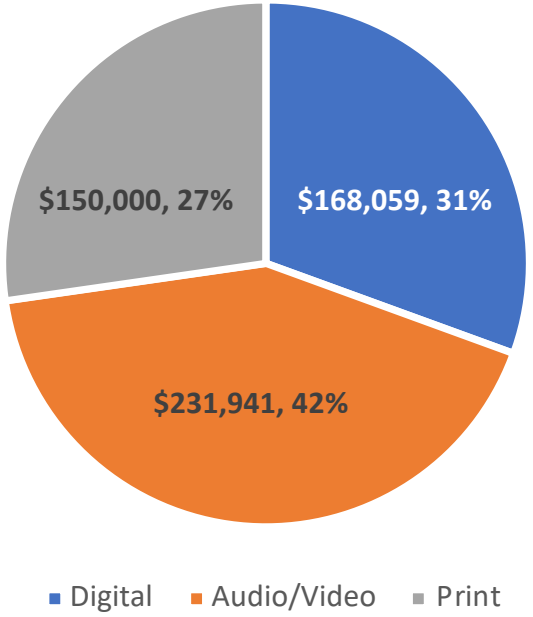
Base Level $500,000



Mid-Level $525,000



Reach Level $550,000



Print - includes local newspapers, magazines and digital enhancements with those publications

Digital Programs – includes social and other online companies

Audio/Video – includes local broadcast and cable television

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