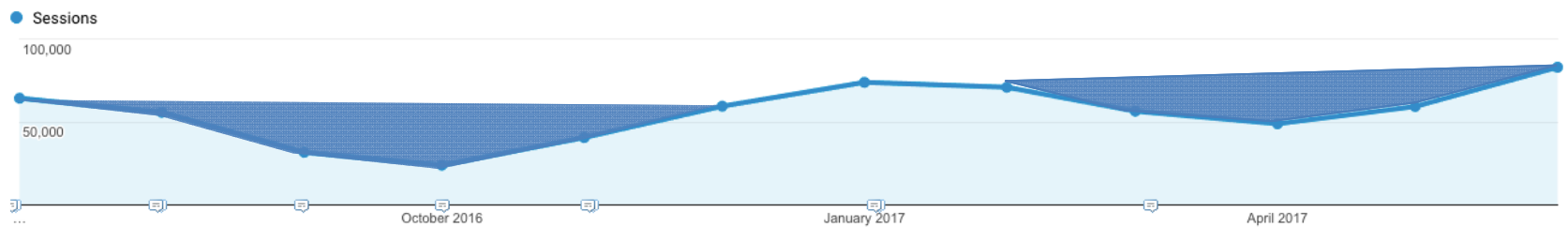


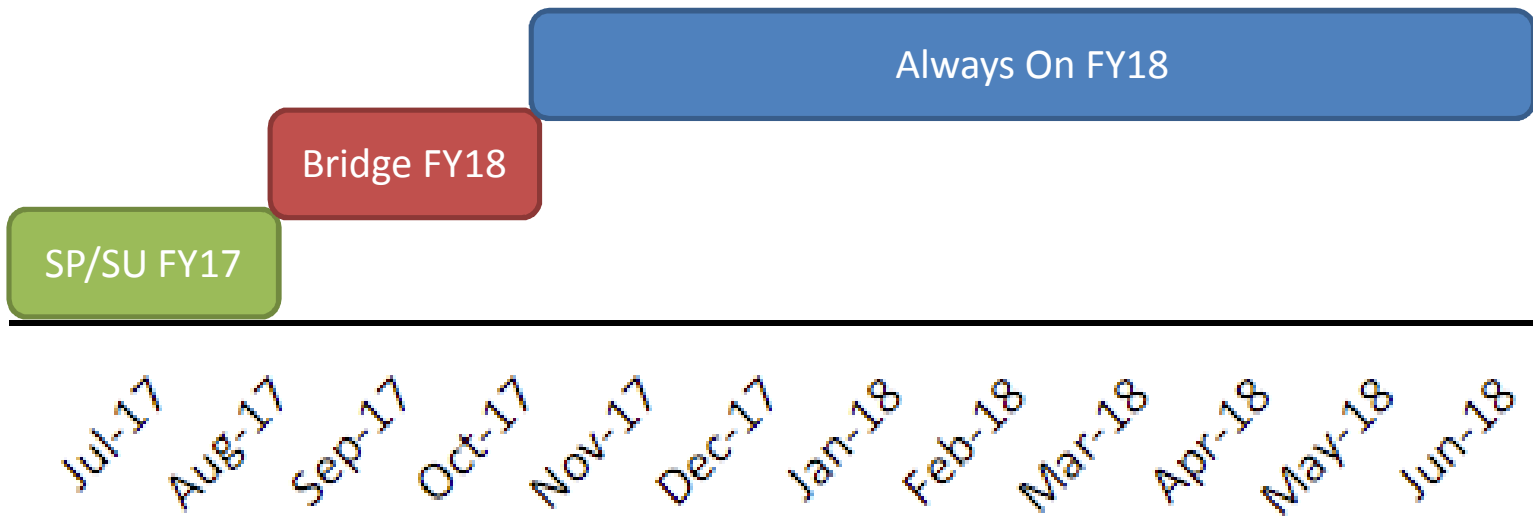
# Always On Campaign

## FY18 Always On Paid Media

- With the growth of mobile and “micro moments” the dreaming and planning stages are occurring more frequently and less and less within easy to label seasons - this is why it is essential that we are “always on” in our communications with our target audience to ensure we are there when they are looking for their next adventure
- The numbers:
  - In FY17 we saw an average of a 20% boost in sessions during campaign periods with campaign and always on partners were running together
  - By taking the previously thought of “campaign” partners and “always on” partners and running them together through the whole fiscal year, we expect to increase sessions by around 124,000 site sessions per fiscal year (12% increase)

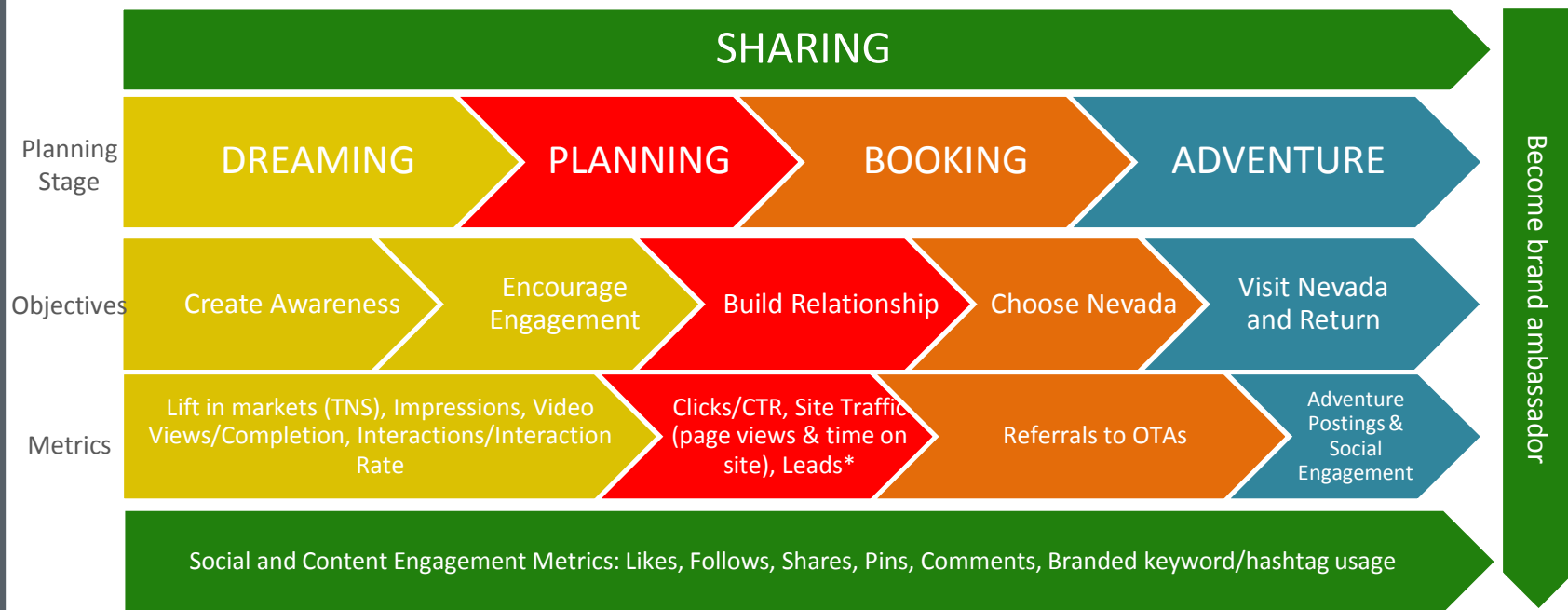


# FY18 Always On Paid Media



## Paid Media Objectives and Metrics

- Our objectives and metrics align with the stages of travel planning that guided our overall strategy:



## Paid Media Brief



## Paid Media Brief (cont.)

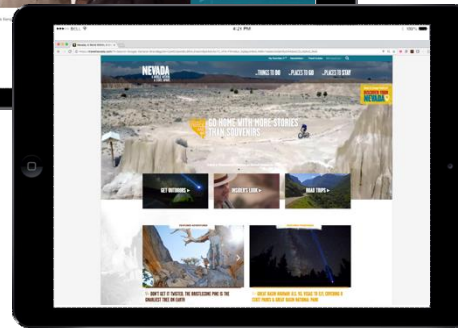
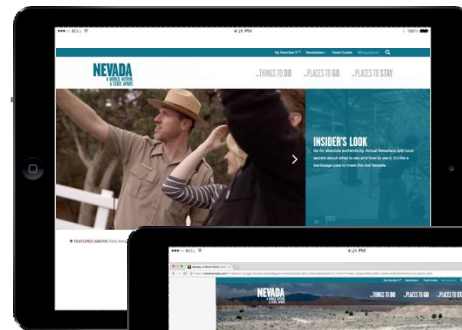
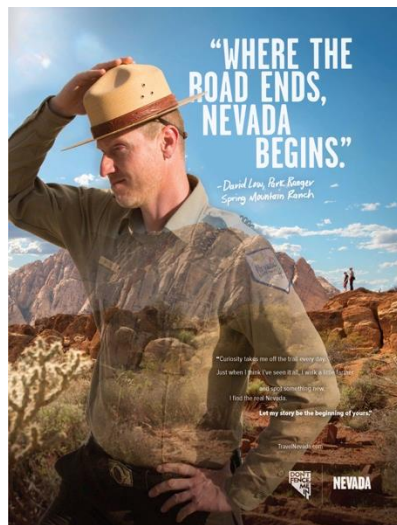
- FY18 Objectives
  - Along with tracking impressions, Click-thru-rates and interaction rates, there will be a stronger focus on engagement
- Budget
  - \$6.8M
- Timing
  - Bridge Campaign                      September/October
  - Always On Campaign                  November – June
- Markets
  - Broadcast (Los Angeles, San Francisco, Phoenix, Salt Lake City)
  - Digital (Los Angeles, San Francisco, Phoenix, Salt Lake City, Boise, Dallas, Portland, Sacramento, San Diego)
  - Mobile (Las Vegas, Reno)

## Paid Media Brief (cont.)

- Target Audience – Same as FY17
  - Mindset
    - Those with a **thirst for adventure and life**. Not necessarily age-dependent, they like to discover what's over the horizon. They like to **discover for themselves** and are ok if “cruise ship conveniences” are not part of the package. That's not to say they don't want a hot shower, a good meal and memorable entertainment, but they want adventure and experience as well.
- Demographic:
  - Millennials: 22-34
  - Gen-X: 35 – 49
  - Boomers: 50+

# DFMI FY18 Overview

Authentic Nevadan Character stories connect with consumers across media at multiple stages of travel. Improving our ability inspire and influence their choices from *Dreaming* to *Planning* to *Booking*.





# “Character” Campaign Print

Park Ranger – David Low



# “WHERE THE ROAD ENDS, NEVADA BEGINS.”

*-David Low, Park Ranger  
Spring Mountain Ranch*

“Curiosity takes me off the trail every day.  
Just when I think I’ve seen it all, I walk a little farther  
and spot something new.  
I find the real Nevada.

**Let my story be the beginning of yours.\***

TravelNevada.com



# NEVADA

fahlgren  mortine

# “Character” Campaign Print

Skier – Aurel Baker

fahlgren  mortine



“THE RUBIES ARE  
EVERYTHING I LOVE  
IN ONE SUPER RAD PLACE.”

*- Aurel Baker, Wilderness Athlete  
Ruby Mountains*

“It’s my turn to conquer the back country.  
Hell-skiing the Rubies is in my blood.  
My dad was one  
of the first people to  
tackle this terrain so I feel extra close to  
him when I’m here, floating weightless – going fast.  
**Let my story be the beginning of yours.”**

TravelNevada.com

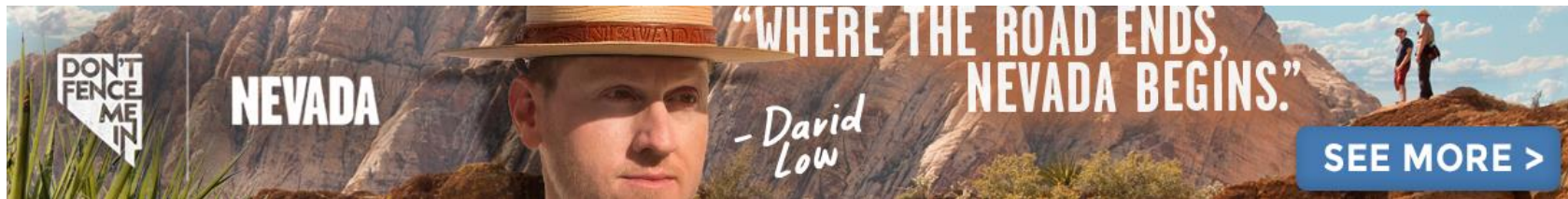
 **NEVADA**

# “Character” Campaign Print

Artist – Eric Burke



## “Character” Campaign - Digital



# Broadcast

# “Character” Campaign - Broadcast

## VIDEO

Opens on a cinematic shot of a cowboy poet in silhouette standing in front of a large projector screen/canvas. The projector starts rolling owned video footage starting with Valley of Fire State Park. Our cowboy delivers an original (or historic) spoken word poem that captures the spirit of Don't Fence Me In.



Ruby Mountains



Lake Tahoe



## AUDIO

COWBOY  
(This would be a custom poem by Waddie Mitchell. The poem below is an example):

*Mornin' oh you wanderers,*

*those who long to just break free,*

*The road has got a story,*

*to be told by you and me.*

*When the sagebrush comes a  
bloomin',*

## “Character” Campaign - Broadcast

Lamoille Canyon



in the gorge — a desert sea,

Truckee River Off-Roading



I'll find you curiously wanderin'

floatin' careless, wild ... free.

## “Character” Campaign - Broadcast

Climbing in Southern Nevada



High or low—it matters not—the  
time, of night or day,

Highway 50



Here, the stranger finds a welcome,  
just as long as they should stay.

Wildlife Encounter



The open road is beckoning, come  
ride into the wind,



# “Character” Campaign - Broadcast

Fremont Street



if you listen closely you can hear  
“Don’t fence me in”.

At the close of the last line, the  
canvas behind him drops and he’s  
standing in the vast landscape of the  
Ruby Mountains.

**SUPER:**  
Let my story be the beginning of yours.

He steps out of frame as the NEVADA  
| DFMI logos fade in.



**AUDIO:**  
DFMI song rings in and fades out in the close  
of the spot