



# **FY25 PAID MEDIA DIRECTION**

## **NCOT COMMITTEE MEETING**

May 16, 2024

# AGENDA

## Reflections

- Goals & Priorities
- FY24 Insights
- FY25 Approach

## FY25 Recommendation

- Integrated Programs
- Paid Domestic
- Earned

## Summary

- Budget
- Next Steps



# WHAT YOU'LL SEE

The FY25 paid + earned plan strategically reaches our target traveler and helps them Get A Little Out There to **spend more and stay longer in Nevada**. Compared to previous years, this plan includes:

- Six hero **activations/brand partnerships**
- Continued – but optimized – investment in **top performing channels and partners**.
- **Year-round video and audio**
- Timely targeting to audiences based on travel occasions – **bleisure, youth sports**, etc.
- Thoughtful and impactful **Hispanic audience** targeting
- **Increased national media** visits to Nevada
- Strategically integrated **in-state PR and paid** tactics
- ... and so much more.



# REFLECTIONS + APPROACH



# FY24 GOALS + PRIORITIES

Our overall objective is to shift perception in a way that continues to encourage people to **spend more and stay longer in Nevada**. We do that by showcasing the state in a way that proves Nevada:

- Has a variety of things to see and do (outdoor recreation opportunities, and more than deserts)
- Offers off-the-beaten path experiences/local culture and history (beyond Reno and Las Vegas; only-in-Nevada experiences)
- Offers experiences for someone like me/welcomes diverse visitors (spotlighting the diversity of residents and visitors throughout the state)

These specific perception shifts emphasize experiences that will require visitors to spend more and stay longer – getting them deeper into the rural parts of the state where they can spend additional overnights and capitalizing on the growing, tax revenue-generating outdoor recreation opportunities.

# FY24 GOALS + PRIORITIES

With that goal in mind, we evolved our Markets-Mindset-Messaging approach. Not only does each of these build off each other as they have the last few years, they also have a reciprocal relationship – optimizing one another to create a synergistic program.

## MARKETS

Strategic mix of established, emerging & new markets, each of which has a custom blend of tactics and messages based

## MINDSET

Honing our audiences to speak more directly to those whose interests align with priority Nevada offerings



## MESSAGING

Strategically developed creative that focuses on those specific perception shifts

# FY24 INSIGHTS

## IME data continues to show that, overall, its working

- People are SPENDING MORE and STAYING LONGER
- Each market is responding differently to different tactics
- Chicago and Portland are just gaining momentum compared to Dallas, Houston and Seattle

## What helped us achieve this

- Process improvements introduced to keep *media trafficked on time* and *reporting cadence consistent* to allow optimizations when needed to achieve goals
- Partnerships with strong media partners that provided the right *medium* to tell the right *story* to the right *audience*

## Where there is room to grow

- We've only just begun advertising in our new markets; we've never engaged with Spanish speakers in any market
- Attracting the bleisure travelers in town for conventions (CES, NBAA, etc.), youth sports audience
- Laying groundwork for outdoor content in preparation for Adventure Centers

# FY25 STRATEGY

Based on results, current travel industry trends and research, Travel Nevada's changing audience and the state's evolving priorities and visitor offerings, our FY25 strategy remains shifting perception in a way that continues to encourage people to **spend more and stay longer in Nevada**.

We will continue to do that by showcasing the state in a way that proves Nevada:

- Has a variety of things to see and do (outdoor recreation opportunities, and more than deserts)
- Offers off-the-beaten path experiences/local culture and history (beyond Reno and Las Vegas; only-in-Nevada experiences)
- Offers experiences for someone like me/welcomes diverse visitors (spotlighting the diversity of residents and visitors throughout the state)

# FY25 MARKET APPROACH

Defend our core **ESTABLISHED** markets

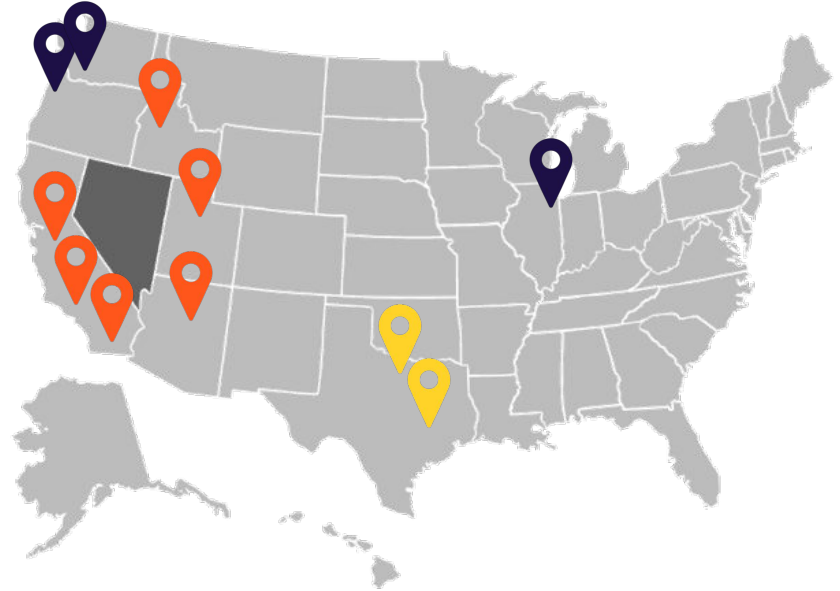
- Sacramento
- San Francisco
- LA
- Boise
- Phoenix
- Salt Lake City
- San Diego

Stake our claim in **EMERGING** markets

- Dallas-Ft. Worth
- Houston

Grow our **NEW** markets

- Seattle
- Chicago
- Portland



# FY25 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; when possible, deepen our share of those markets by speaking to their multicultural populations

Stake our claim in **EMERGING** markets

- Increase our market share where travel intenders are increasingly raising their hands since pandemic

Grow our **NEW** markets

- Continue momentum in priority markets and build brand perception to the emerging market levels

# FY25 AUDIENCE – ADVENTURE STATE OF MIND

## CULTURAL TRAVELER



## OUTDOOR RECREATIONIST



## UNEXPECTED EXPERIENCES ENTHUSIAST

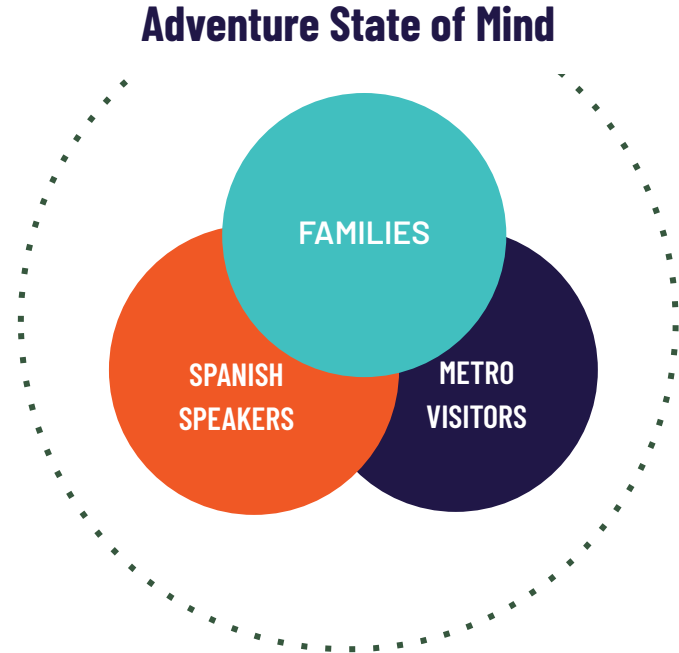


# FY25 AUDIENCE – ADVENTURE STATE OF MIND

In addition to our core Everyday Adventurer audience mindset, Travel Nevada would like us to explore additional opportunities to reach a subset of these three groups. These would be travelers who already have plans coming to the state, and we want to bring them back for an additional trip.

Examples of these types of travelers include:

- Annual visitors due to work/trade shows (bleisure travelers)
- Families coming for youth sports
- Attendees of cultural events (Burning Man, Formula 1/Soccer, Events/Concerts at Allegiant Stadium)





# FY25 MESSAGING

Leveraging important content pillars and priority themes, our [FY25 calendar](#) will have a steady, year-long focus on **Outdoor+**, layered with **Arts & Culture** and **Off the Beaten Path** themes at relevant times throughout the year.





# INTEGRATED PROGRAMS

# TRAVELNEVADA x NEVADA MUSEUMS x DARIUSTWIN

As the seventh largest land mass state in the country, Nevada has nearly 110,000 square miles to discover. If that land could talk, what stories would it have?

To bring some of those stories to *light*, we'll commission **light painter Darren Pearson (aka DariusTwin)** for a series of photos taken along a Travel Nevada branded road trip, creating artwork that speaks to the tales of Nevada's past:

- The Lady in Red at the Mizpah Hotel
- Prehistoric animals in Ice Age Fossils State Park
- A miner in a Nevada ghost town

We would leverage this partnership with an **exclusive exhibition at a Nevada museum** like the Nevada Museum of Art to highlight the road route to museumgoers.

*SOCIAL, DIGITAL, EARNED, IN-STATE BRAND PARTNERSHIPS*



# ADVENTURE CENTERS

Nevada has more public land than any other state in the continental U.S., leaving so much to be discovered.

To lay the foundation for the wide open outdoor opportunities in Nevada ahead of the Adventure Centers opening in FY26, we'll initiate a nationwide search for Travel Nevada's **"Chief Adventure Officer."** We will invite outdoor adventure enthusiasts to apply for this coveted limited-time position. Job requirements: willingness to "get a little out there."

Further, we'll build momentum with media in FY25 in anticipation of the project launch through a variety of foundational paid and earned tactics.

*DIGITAL, EARNED, SOCIAL*



**You could get paid to eat candy as a Canadian company's chief candy officer**



**Mattel wants to pay you \$277 an hour to play Uno**



**Campsite booking app hiring 'Chief Outdoor Officer' to spend entire summer outdoors**



# NEVADA x DESO GEAR LAUNCH

Not only is Nevada home to extensive outdoor offerings; it is also home to impressive outdoor retailers like Deso Supply, with which Travel Nevada is currently developing a new clothing line. While specifics of the line are still in development, it is expected to **spotlight six communities in rural Nevada** with custom designed graphics on hats, T-shirts and badges, promoting pride in those places for both residents and visitors.

Some ways we might amplify this partnership as a way to promote outdoor recreation in specific rural parts of the state include:

- Executing a launch event to preview the new line tying the featured communities to specific outdoor experiences in those places
- Partnering with in-state influencers to conduct a photoshoot in Nevada to show the gear in action
- Integrating DESO gear into national activations in target markets

*SOCIAL, EARNED, IN-STATE BRAND PARTNERSHIPS*

# DESO

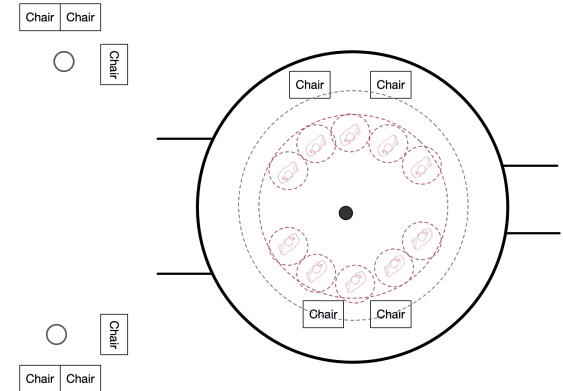


# THE SPACE TO BE x ROADSHOW

Interest in space and astrotourism continues to rise as the world hears about private space travel, unsealed Pentagon documents about UFOs, new space-themed TV series and more. Unfortunately, for consumers in most of Travel Nevada's domestic and in-state target markets, their skies are flooded with light pollution, making it impossible to see what's out there.

In Q4 of FY24, Travel Nevada is showing Chicagoans what they could see in Nevada's dark skies by bringing them an **immersive stargazing pop-up**. In FY25, we'll take that pop-up on the road to two other new domestic markets, **Seattle and Portland**, as well as **Reno and Las Vegas** to encourage domestic and in-state travelers to put "stargazing in Nevada" on their bucket lists.

*DIGITAL, OOH, SOCIAL, EARNED*



# LEAVE NO TRACE

In FY25, the state of Nevada will receive its “Leave No Trace” designation.

In Nevada, there’s *a lot* of space not to trace. As details of the designation timing and plans for operationalizing the principal are finalized, we will identify ways to use this to market the state for visitors, especially those who value outdoor recreation and sustainability.

This messaging will also be incorporated into foundational paid and earned executions and tactics, like custom content, national media outreach and more.

*DIGITAL, SOCIAL, SPONSORED CONTENT, EARNED*



Looking for incredible heli-skiing and -snowboarding on unblemished backcountry terrain? Look no further than Ruby Mountain Heli Experience. Mike Royer (pictured above) along with his parents, Joe and Franci, have been running this successful, family-owned operation for 47 years and counting.

From the start of their journey, the Royer family set their hearts on creating a lodge experience to share their hospitality. In 2017, their dream came true with the opening of the 10-room **Ruby 360 Lodge**, which offers breathtaking panoramic views of the Ruby Mountains. Here, guests are greeted with the type of welcome that makes you feel like you are part of the family. Add on a cozy, crackling fireplace, exquisite food and beverages, first-class sleeping accommodations, and friendly, dedicated staff—it's the type of stay that leaves a lasting imprint.

ADVENTURE | WINTER SPORTS | WINTER  
HELI-SKIING | SKIING  
BACKCOUNTRY SKIING AND RIDING



For Hungry Minds

GIFT NAT GEO KIDS



GET OUR NEWSLETTER



# AVENTÚRATE UN POCO MÁS

Travel Nevada has strong visitation from its established domestic markets. However, as the country's population grows increasingly diverse, so should our campaign messaging and targeting to authentically and enthusiastically connect with new potential Nevada visitors. In FY25 we will deploy an integrated campaign reaching the Hispanic market domestically and in-state. Our program will launch with the completion of message testing and content creation, estimated for Q2.

- Hispanic Influencer(s)
- Local partnership in Las Vegas with specific Hispanic outreach
- Extension of our Raiders partnership specifically for their Hispanic Fans
- Omnichannel Paid Media campaign in-state and domestic markets

*DIGITAL, SOCIAL, SPONSORED CONTENT, IN-STATE SPONSORSHIPS*



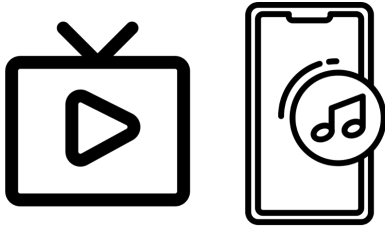




# DOMESTIC MARKET TACTICAL APPROACH

# FY25 PAID APPROACH + STRATEGY

Deploy an always-on, omnichannel campaign designed to inspire our target audience(s) to **Get A Little Out There**



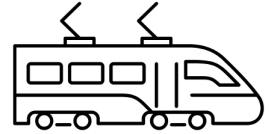
Build **awareness** and **intrigue** with data driven **video**, **streaming audio** and **podcasts**.



**Shift perception** and **create inspiration** through **targeted digital placements** and **custom content partnerships** with publications and influencers our target trusts



Continue to partner with the leading **OTAs** to **drive bookings**, defend competitive share, and engage potential travelers as they actively shop



**Spark interest** by highlighting the contrast between mundane commute and Nevada's epic views with **OOH**

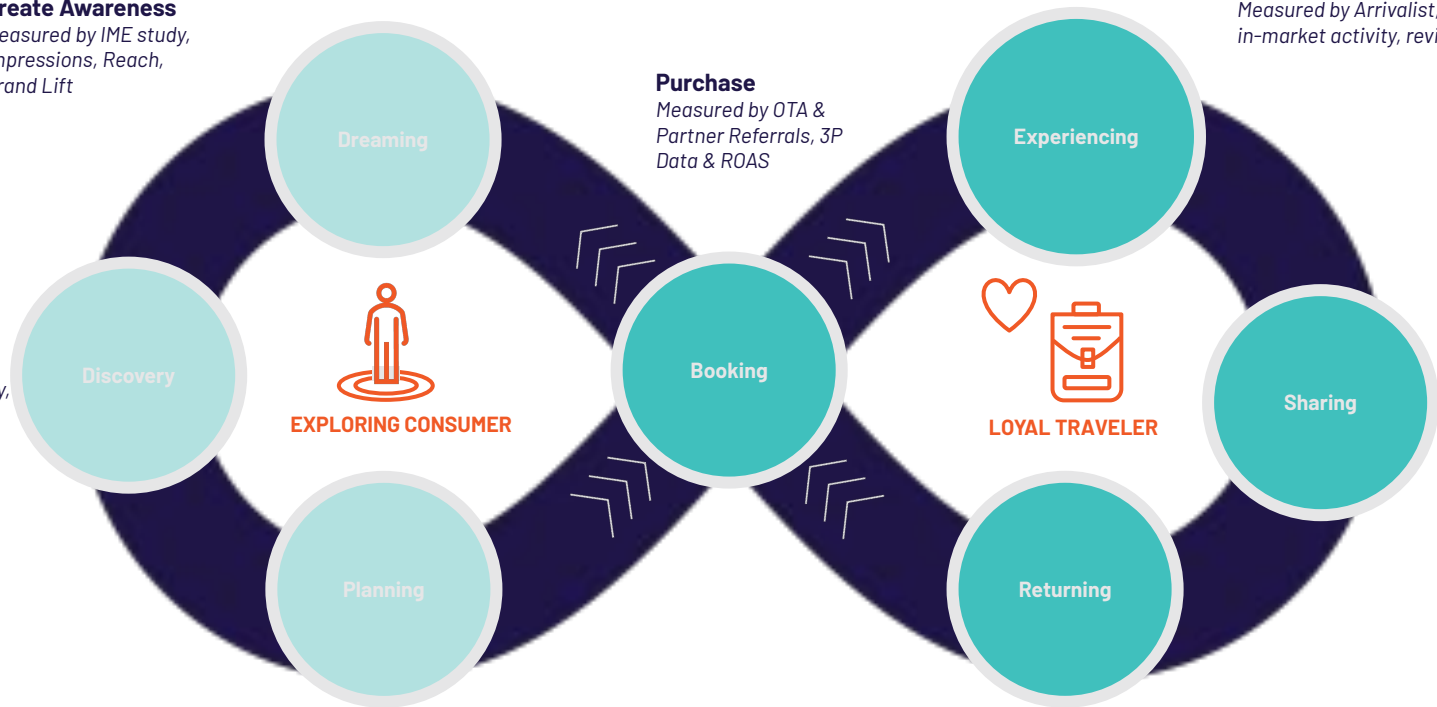
**Create Awareness**  
Measured by IME study,  
Impressions, Reach,  
Brand Lift

**Visit Nevada**  
Measured by Arrivalist,  
in-market activity, reviews

**Purchase**  
Measured by OTA &  
Partner Referrals, 3P  
Data & ROAS

**Be an Ambassador**  
Measured by social  
engagements,  
hashtag usage

**Intrigue  
& Inspire**  
Measured by IME study,  
Content Engagement,  
Video Views



**Research & Intent to Travel**  
Measured by IME study, Clicks,  
On-Site "Intent to Travel Metrics

**Return to Nevada**  
Measured by Arrivalist, opt-ins,  
newsletter engagement

# OUTDOOR

## Chicago Extension

Utilize FY25 budget to continue our Space To Be campaign for 8 additional weeks, maximizing the impact of the previous fiscal's production investment

## Space To Be Roadshow

Our amazing Chicago Activation will visit our additional key markets: Portland, Seattle; Northern and Southern Nevada

## Q3 - Q4 Outdoor Campaign

Continue our strategy of contrasting Nevada's wide open space with the urban commute in Chicago, Seattle and Portland.

- Targeting high-impact transit placements
- Flight overlaps with the March 13-14 2025 Total Lunar Eclipse media coverage



# BRAND PARTNERSHIPS



# VIDEO

Our strategic video plan will deliver the GALOT Hero creative to Travel Nevada's target audience within relevant content

- Direct partnerships with the major networks
- Programmatic for reach & frequency



Data-Driven Addressable Television On-Demand

# AUDIO

## Broadcast & Streaming Music

Heavy-up in Chicago, Portland, Seattle, Dallas and Houston

- iHeartMedia - 4 week Get A Little Out There Sweepstakes
- Spotify

## Podcasts

Genre target each audience segment across the most popular podcast networks

- iHeart Media
- SiriusXM Media
- NPR

All audio recommendations include translation (if needed) and language targeting

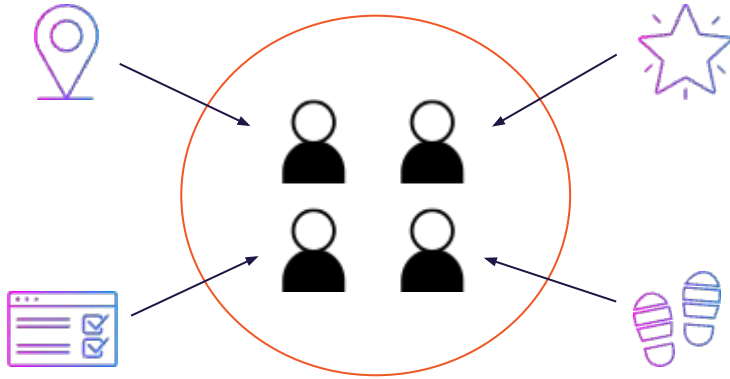


# TARGETED DIGITAL





# TARGETED DIGITAL



## Custom Audience Targeting

Geofencing  
Association Members  
Youth Sports Tournaments

*travelspike*

 **ADARA**

 **SOJERN**

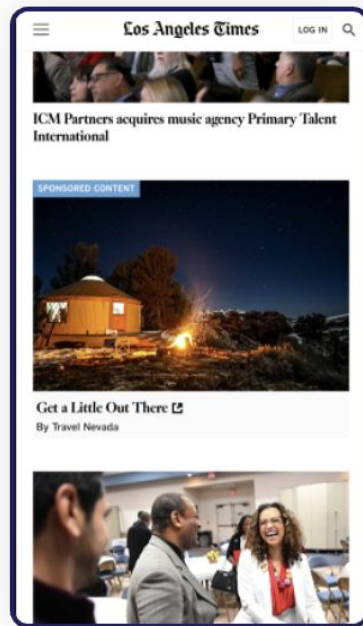
## Travel Intent Targeting

# NATIVE CONTENT

Utilize Travel Nevada's wealth of website content to capture website traffic and drive engagement with potential travelers.

FY25 Native Recommendation:

- Continue to utilize Flipboard
- Nativo: standard & high-impact
- Both partners offer Spanish ads to test translated content on Travel Nevada's website



# TRANSLATED NATIVE

**Fodor's Travel** SEARCH DESTINATIONS... DESTINATIONS HOTELS TRAVEL NEWS CRUISES FORUMS TRIPKERS GET SUBSCRIBED LOGIN

SPONSORED CONTENT **ARIZONA** By Arizona Office of Tourism

**Aquí Estás**

**Donde puedes andar sobre huellas de 200 años de antigüedad.**



**ARIZONA**  
THE GRAND CANYON STATE

**Planifica Tu Viaje**

**Ya Sea un Fin de Semana o un Viaje de Una Semana: Las Mejores Formas de Hacer un Viaje por Carretera a Través de Arizona**



**Visita un nuevo estado de ánimo**



**ARIZONA**  
THE GRAND CANYON STATE

**Planifica Tu Viaje**

**Viage carretera de 3 días**

Credit: Vinny White, Egan

Ya sea que tengas libre el fin de semana o una semana completa de vacaciones en Arizona, tenemos el itinerario perfecto para ti. Estos recorridos de varios días por carretera en Arizona tienen la flexibilidad necesaria para que puedas personalizar cada viaje.

Estos recorridos de varios días por las carreteras de Arizona tienen de todo. Te sacan de los caminos trillados y te llevan a conocer atracciones sorprendentes. Aquí encontrarás sugerencias para más cosas de las que podrás ver y hacer, pero la idea es que puedas mantener tanto tus itinerarios como tus horarios flexibles. Después de todo, ¿no se supone que lo que hace mágicos los viajes carreteros es la espontaneidad?

4:10



**Estado de nevada parques nacionales**

Es posible que ya sepa lo que hay en algunos de los parques más famosos de Nevada. El Parque Estatal del Lago Tahoe en Nevada sorprende con sus playas de arena, sus aguas cristalinas y sus imponentes vistas repletas de picos.

**Travel Nevada**  
Sponsored

**FOR YOU**

# CUSTOM CONTENT

## Atlas Obscura

- [Q1] Gastro Obscura List - Must Visit culinary destinations of rural Nevada
- [Q3-Q4] Atlas Obscura Wanderlist 2025 List - "Get A Little Out There with these uncommon curiosities"
- 3x Food Specific Places added to the Atlas
- 2x Hidden Wonders added to the Atlas

## National Geographic

- [Q2] Tara Kerzhner - Relax and Restore in Nevada's Great Outdoors
- [Q4] Keith Ladzinski - Park to Park in the Dark

## Smithsonian

- [Late Q1] The 20th Century History Behind How Nevada Became the Silver State
- [Q4] In Nevada, You Can Kayak In The Desert - Ten Unexpected Adventures to Encounter

## Outside

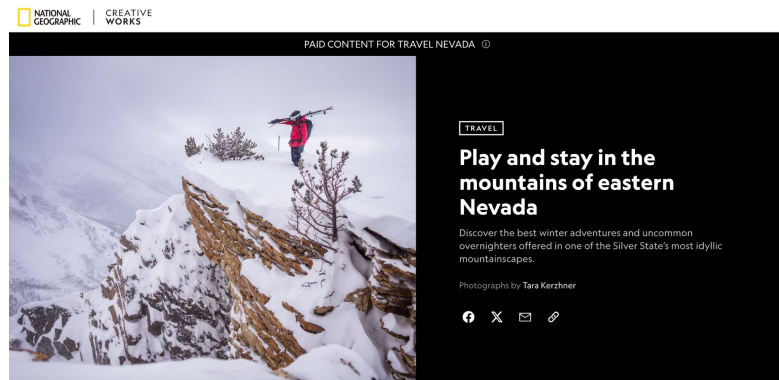
- [Q2] 10 Ways to Get (Way) Out There in Nevada

## Sunset

- [Q3] Strange Highways Road Trip, Photo Bucket List

## Vox

- [Q3] Eater - Nevada Road Trip Guide



# CUSTOM CONTENT - TRAVEL

## Fodor's Travel

- [Q2 - Q3] Interactive Nevada Persona Quiz

## Lonely Planet

- [Q3 - Q4] A Sense of Nevada Hero Video & Social Cutdowns
- Photography Asset Pack
- 3x Custom Articles

## Travel Zoo

- [Q2] Destination Showcase (Outdoor Recreation)
- [Q3] Sponsored Story (Cultural Traveler)
- Gabe Saglie Satellite Media Tour from Nevada



# TRAVEL NEVADA MARKETING CO-OPs

As part of our continued support of our rural partners, Travel Nevada has set aside media dollars to engage our vendors to extend cooperative marketing opportunities.

These paid media opportunities provide an avenue for smaller destinations to in their buying power with both national and local partners.

Expedia

Shop travel

Get the app


English

Get your property


Support

Trips

Sign in




Sponsored content by Travel Nevada




Get a little out there.

Snacks: Packed. Rocks: Stacked. Made: Tracks.

Over 10 million acres to explore and plenty of space to lie. Welcome to the heart of Nevada, where getting out there is all the fun. Go on foot, by dirt bike, on horseback or in a SUV. It takes a full reality 180. Download or download, and travel the land. And though you're not alone, there's no one in the way. You can't get a really close view of the Snake River. Go hiking at Pyramid Lake or go for a swim in the canyon. Compare your next climb in Red Rock Canyon or count the stars under the darkest night sky. With dozens of state parks, hundreds of hiking and biking trails, and thousands of natural landmarks to discover, things are about to get a little out there.



**Carson City**  
Carson City, the heart and history of Nevada. The Silver State's charming, historic state capital and the center point of your Nevada experience. It's where the mountains are just minutes from famous Lake Tahoe and Reno, makes it the perfect destination for adventures and history buffs alike.  
[Explore now](#)



**Reno**  
Looking for a place that checks all the boxes? One with plenty of fresh air and a little urban flair? Then you're in the right spot. Minutes from world-class skiing and Lake Tahoe's unparalleled beauty, Reno is the ideal hub for your next adventure. We do it all. And so can you.  
[Explore now](#)

Select offers from Travel Nevada

Spill Action

Portland (PDX) - Reno (RNO)

Everyday Roundtrip

Mon, Jan 10 - Wed, Jan 12

\$102

Spill Action

Portland (PDX) - Reno (RNO)

Everyday Roundtrip

Mon, Jan 3 - Wed, Jan 5

\$102

Spill Action

Portland (PDX) - Reno (RNO)

Everyday Roundtrip

Sun, Jan 3 - Tue, Jan 4

\$106





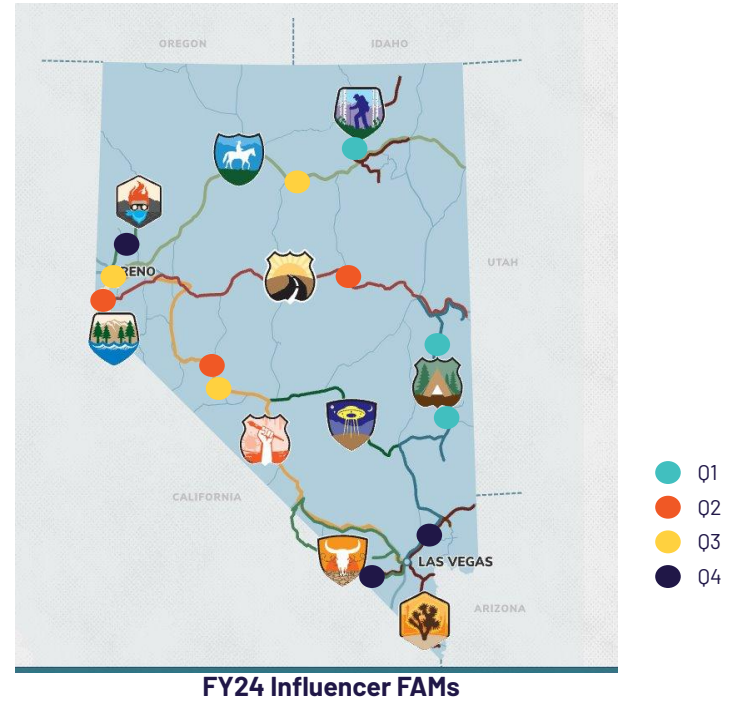
# DOMESTIC INFLUENCER APPROACH

**Objective:** Influencer FAMs in FY25 will continue to aid in the goal of changing traveler perceptions of Nevada, as well as helping build owned assets (photos/videos for Travel Nevada's asset library; guest blog posts for TravelNevada.com) to leverage.

By partnering with influencers who act as a trusted source to people to look to travel to the state, we will increase awareness of Nevada's offerings (outdoor recreation, offbeat experiences, arts/culture, etc.), especially outside of well-known areas (e.g., Las Vegas, Lake Tahoe, Reno).

**Hosting Goal:** 3 per quarter aligned with needs/priorities.

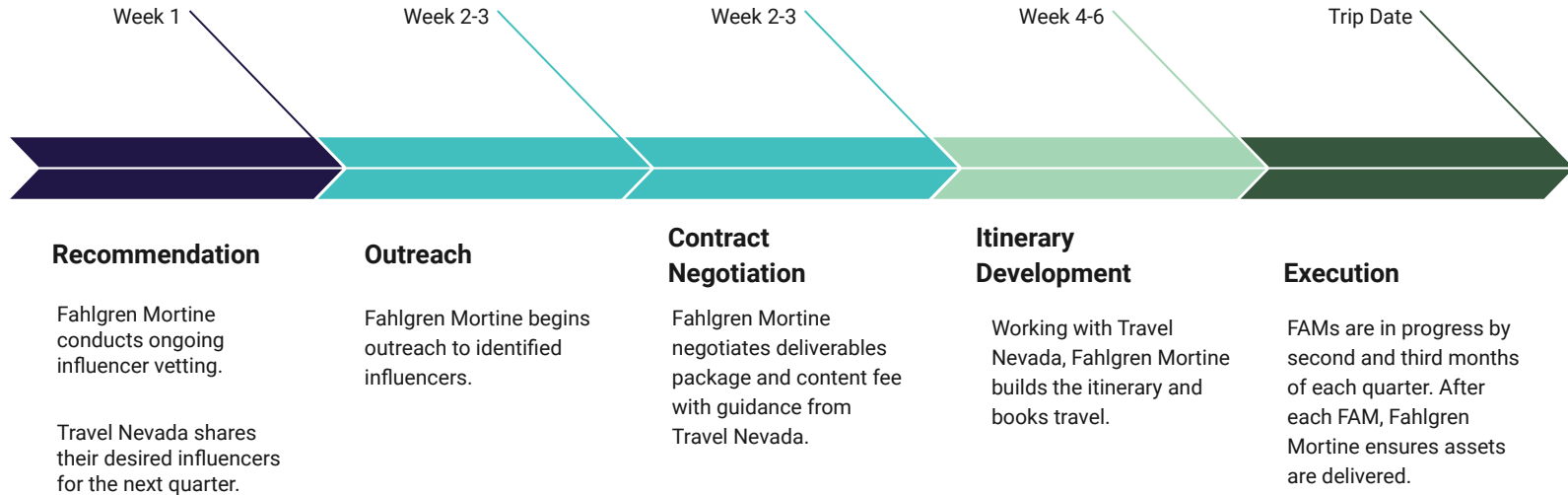
**Locations:** Statewide; some FAMs are aligned with specific events and/or weather patterns.



# DOMESTIC INFLUENCER TIMELINE

## Quarterly Timeline

Timeline begins in the quarter **preceding** the trip date.





# INFLUENCER APPROACH

Many of our individual FAMs focus on outdoor adventure. We have already begun conversations regarding partnership opportunities for Q1.

- Timing: Throughout FY25
- Activities to include: Road trips, hiking, biking, rockhounding, Basque culture
- Q1 influencer targets:



@notjustabartender

DYN - Cowboy Corridor/Basque and  
Pincon Punch



@travelingspud

Cowboy Corridor/Reno Basque  
Festival



@groovygeologist

Northern Nevada opal mines



@sammy.inthe.sierra

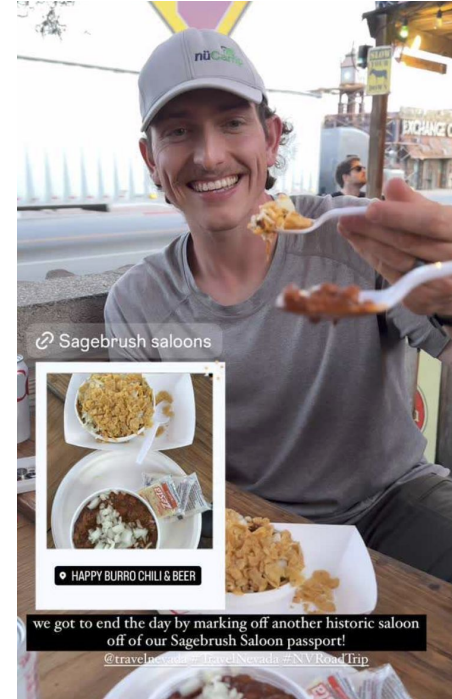
DYN - Fallon/Cantaloupe Festival

# IN-STATE INFLUENCER APPROACH

**Objective:** At the beginning of the fiscal year, identify and engage up to four in-state influencers, who will participate in FAMs and help promote specific initiatives (e.g., passports, launches) by posting content throughout the year with direction from Travel Nevada and its agency partners. Their content will be posted from an in-state lens – for example, “alternative activities when Reno gets crowded during Burning Man.”

**Hosting Goal:** 4 in-state per year aligned with needs/priorities.

**Locations:** Statewide



# INFLUENCER APPROACH

Based on the success of our monthly content boost program, we have allocated budget directly to the promotion of influencer-created assets.

- We will update our contract language to include Branded Collabs & Spark Ads Posts usage rights
- Not only does this guarantee impression delivery for the content, Travel Nevada has more control over the target audience

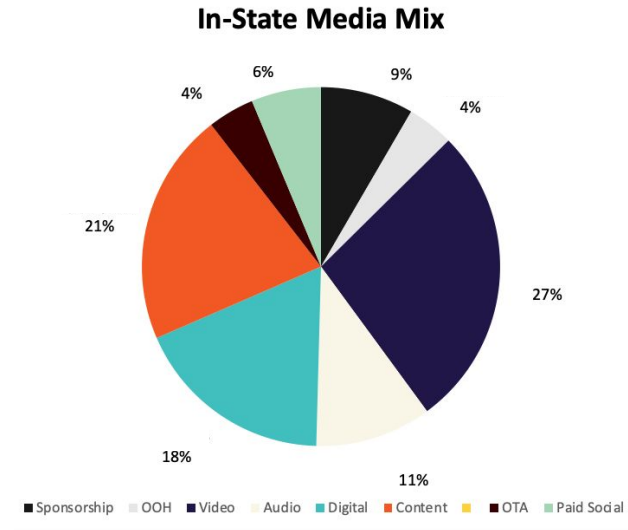


# IN-STATE CAMPAIGN

Deploy an always-on, omnichannel campaign that inspires Nevadans to explore, cherish, and celebrate their state outside its major metros.

We are working with Good Giant to finalize the detailed In State Media Recommendation. Our initial channel mix and ideas include:

- Local media partners
- Sponsorships
- OOH
- Paid social
- Video & Audio
- Targeted Digital
- Spanish partners & translated creative





Campaign Theme

## Domestic Paid Media

<b>Las Vegas Raiders</b>	National	Brand Partnership
<b>Adler Planetarium</b>	Chicago	Brand Partnership
<b>Disney+ Hulu</b>	All Paid Markets	Streaming Video
<b>Peacock</b>	All Paid Markets	Streaming Video
<b>Paramount+</b>	All Paid Markets	Streaming Video
<b>Televisa Univision</b>	All Paid Markets	Streaming Video
<b>CTV</b>	New & Emerging	Streaming Video
<b>iHeartMedia</b>	All Paid Markets	Audio
	New & Emerging	Audio
<b>SXM Media</b>	All Paid Markets	Audio
<b>NPR</b>	All Paid Markets	Podcasts
<b>Spotify</b>	New & Emerging	Audio
<b>Multiple</b>	Chicago	OOH & Transit
	CHI, SEA, PDX	Transit
<b>Multiple</b>	All Paid Markets	Display
	All Paid Markets	Display
<b>Flipboard</b>	All Paid Markets	Native Content
<b>Native</b>	All Paid Markets	Native Content
<b>Travel Spike</b>	National	Native Content
<b>Kargo</b>	New & Emerging	High Impact Mobile
<b>Atlas Obscura</b>	New & Emerging	Custom Content
<b>NatGeo</b>	National	Custom Content
<b>Outside</b>	New & Emerging	Custom Content
<b>Smithsonian</b>	New & Emerging	Custom Content
<b>Sunset</b>	New & Emerging	Custom Content
<b>Vox</b>	National	Custom Content
<b>Fodor's Travel</b>	New & Emerging	Custom Content
<b>Lonely Planet</b>	National	Custom Content
<b>TravelZoo</b>	National	Custom Content
<b>Expedia Group</b>	All Paid Markets	OTA Package
<b>Priceline/Booking</b>	National	OTA Package
<b>TripAdvisor</b>	All Paid Markets	OTA Package
<b>Paid Social</b>	All Paid Markets	Video
<b>Paid Social</b>	New & Emerging	Creator Collabs
<b>Meta</b>	All Paid Markets	Content Promotion
<b>Meta</b>	National	Lead Generation

Travel Nevada FY25  
Paid Media Plan

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# BUDGET SCENARIOS



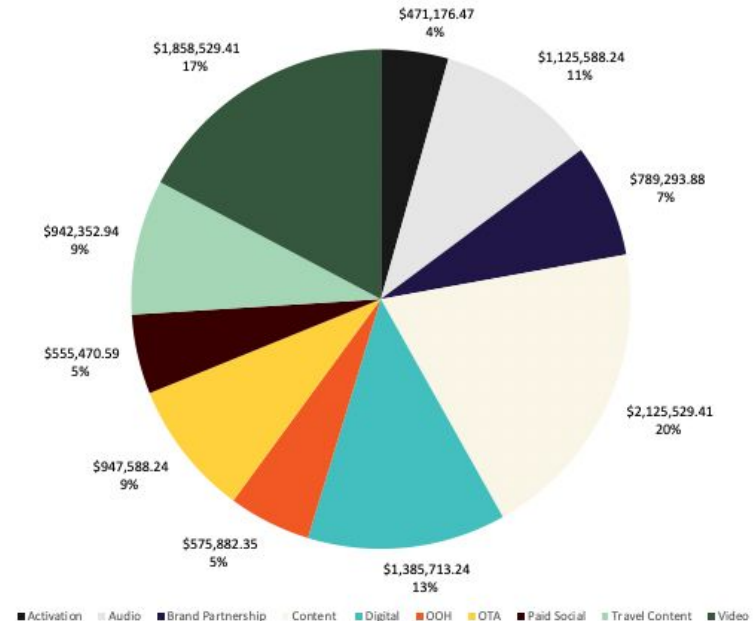
# \$12M MKT02 BUDGET

## \$12mm MKT02

- \$773k Account Management
  - Planning, managing, and trafficking all FY25 media
  - Ongoing external partner relations (Noble Studios, Good Giant)
  - Influencer planning, vetting, itinerary development, and contract creation/negotiations
  - Quarterly reporting
  - Market shift research and evaluation (LVCVA, RSCVA, RASC)
- \$200k Travel Nevada Marketing Co-Ops
- \$350k Influencer Program
- \$1.25mm In-State
- \$9.4mm Domestic Paid Media

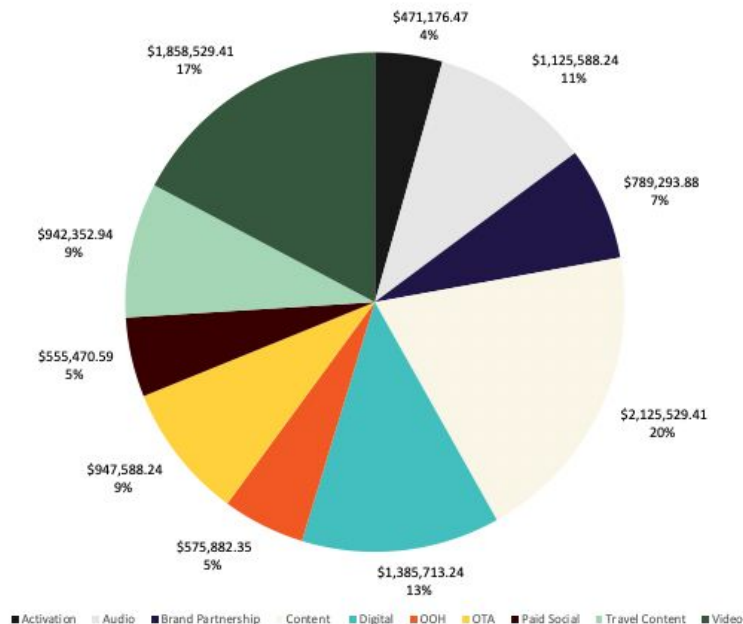
## 10.7mm Working Paid Media

MKT02 Paid Media Allocation





## MKT02 Paid Media Allocation



Phase	Category	Partner	Est. Impressions	Total Cost
All	Brand Partnership	Las Vegas Raiders	-	\$418,824
All	Brand Partnership	TBD	-	\$261,765
Dreaming - Discovery	OOH	Chicago Extension	5,024,680	\$157,059
Dreaming - Discovery	OOH	Q3 - Transit - Dark Skies	-	\$366,471
Dreaming - Discovery	Activation	Space to Be Roadshow	-	\$471,176
Dreaming	Video	Disney Hulu	5,263,158	\$209,412
Dreaming	Video	NBCu	8,108,108	\$261,765
Dreaming	Video	NBCu - Telemundo	4,054,054	\$130,882
Dreaming	Video	Paramount+	15,000,000	\$261,765
Dreaming	Video	Paramount+ Latino	3,750,000	\$130,882
Dreaming	Video	Televisa Univision	3,750,000	\$157,059
Dreaming	Video	CTV	16,304,348	\$366,471
Dreaming - Discovery	Audio	iHeart	176,864,842	\$471,176
Dreaming	Audio	SXM Media	6,250,000	\$157,059
Dreaming	Audio	Spotify	3,846,154	\$104,706
Dreaming	Audio	NPR	15,378,781	\$261,765
Planning	Digital	Programmatic Digital	20,000,000	\$209,412
Discovery - Planning	Digital	Kargo	18,181,818	\$104,706
Planning	Digital	Adara	21,875,000	\$130,882
Planning	Digital	Sojern	21,875,000	\$130,882
Planning	Digital	Travel Spike	-	\$167,529
Discovery - Planning	Digital	Flipboard	24,594,285	\$209,412
Discovery - Planning	Digital	Nativo	19,428,792	\$209,412
Dreaming	Content	NatGeo	-	\$837,647
Dreaming - Discovery	Content	Atlas Obscura	17,710,000	\$261,765
Dreaming - Discovery	Content	Smithsonian	4,389,762	\$104,706
Dreaming - Discovery	Content	Outside	5,417,594	\$209,412
Dreaming - Discovery	Content	Sunset	3,289,080	\$104,706
Dreaming - Discovery	Content	Vox	10,921,718	\$261,765
Discovery - Planning	Travel Content	Fodors	5,359,846	\$104,706
Discovery - Planning	Travel Content	Lonely Planet	23,630,000	\$523,529
Discovery - Planning	Travel Content	TravelZoo	37,000,000	\$314,118
Planning - Booking	OTA	Expedia	12,712,000	\$371,706
Planning - Booking	OTA	Priceline	11,763,714	\$418,824
Planning - Booking	OTA	Trip Advisor	4,984,639	\$104,706
Dreaming	Paid Social	Meta & TikTok Video	16,666,667	\$209,412
Dreaming	Paid Social	Meta - Content Promotion	10,000,000	\$62,824
Planning	Paid Social	Meta - Lead Gen	14,285,714	\$104,706
	Digital	Serving Fees	-	\$82,125
All	Multiple	In-State Paid Campaign	-	\$1,250,000
Discovery - Planning	Paid Social	Influencer Co-Branded	-	\$100,000

**\$567,679,754 \$10,777,125**

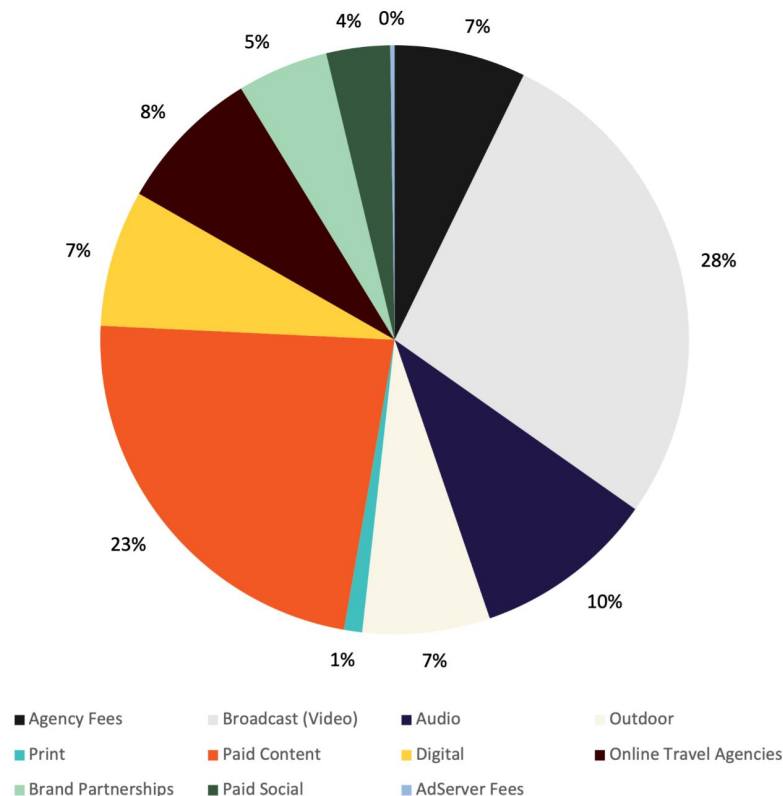




## REDUCTION 1: \$10M MKTO2 BUDGET

The \$10 Million Work Plan would have the following reductions:

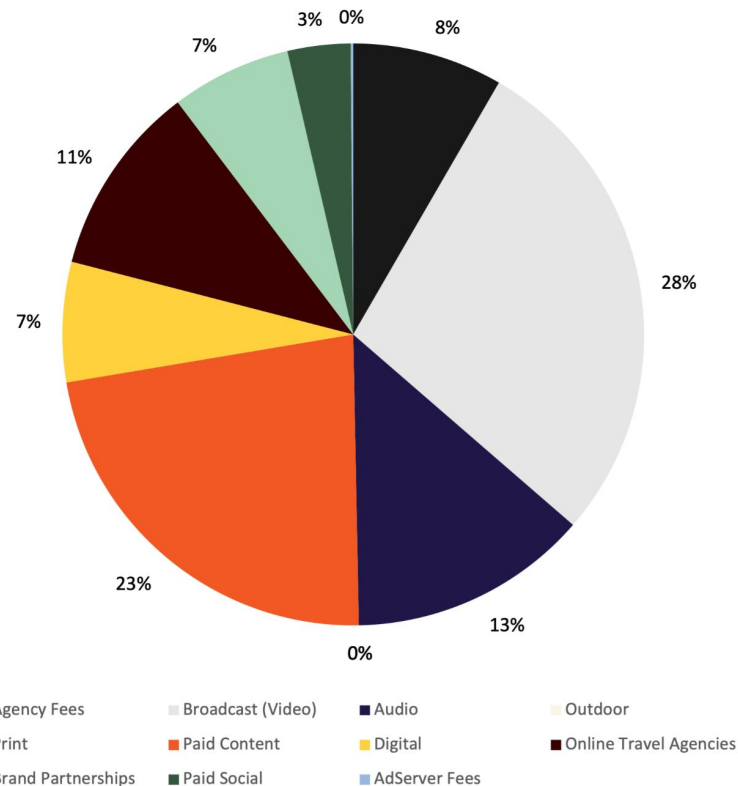
- No additional Brand Partnerships
  - Raiders & Adler only
- Remove at 3 content partnerships: Smithsonian, Outside, and Vox
- Reduce Travel Nevada Marketing Co-Op investment
- Reduction of paid impressions across Video, Audio, and Digital – especially impressions recommended for Spanish creative



## REDUCTION 2: \$7.5M MKT02 BUDGET

The \$6.5 Million Work Plan would have the following reductions:

- Q3-Q4 Outdoor - Transit campaign removed
- Spanish placements removed
- Lonely Planet content partnership removed
- Reduced Travel Nevada Marketing Co-Op investment
- Video & Audio impressions reduced





# SUMMARY

# WHY WE'RE EXCITED

The FY25 paid + earned plan strategically reaches our target traveler and helps them Get A Little Out There to **spend more and stay longer in Nevada**. Compared to previous years, this plan includes:

- Six hero **activations/brand partnerships**
- Continued – but optimized – investment in **top performing channels and partners**.
- **Year-round video and audio**
- Timely targeting to audiences based on travel occasions – **bleisure, youth sports**, etc.
- Thoughtful and impactful **Hispanic audience** targeting
- **Increased national media** visits to Nevada
- Strategically integrated **in-state PR and paid** tactics
- ... and so much more.

THANK  
YOU!