

# Marketing Committee Meeting

August 2, 2017



**NEVADA** A WORLD WITHIN.  
A STATE APART.

## What you will see...

- FY17 Paid Media Performance
- FY18 Paid Media Always On
- Character Creative Campaign
- Broadcast Storyboards
- 360 Virtual Reality Project
- Insiders Look Video Series
- Character Public Relations Integration

# FY17 Paid Media Highlights



## Benchmarks Exceeded:

- ✓ Click Through Rate – 213% over
- ✓ Total Site Sessions – up 53.3% YOY
- ✓ Total Goal Completions – up 114% YOY
- ✓ Rich Media Interaction Rate – 217% over
- ✓ Video completion Rate – 9% over



## Top Performing Partners:

Sojern Ads Lead To –  
590,188 flight searches  
18,403 flight confirmations  
31,607 hotel searches  
997 hotel confirmations  
2,932 car confirmations

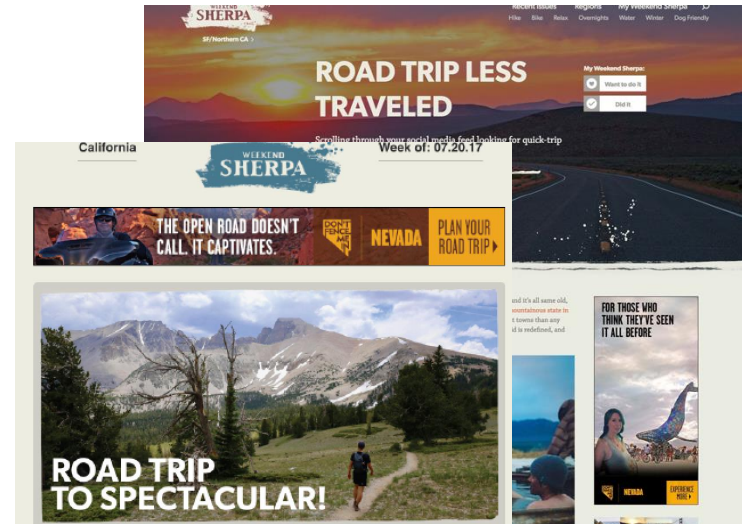
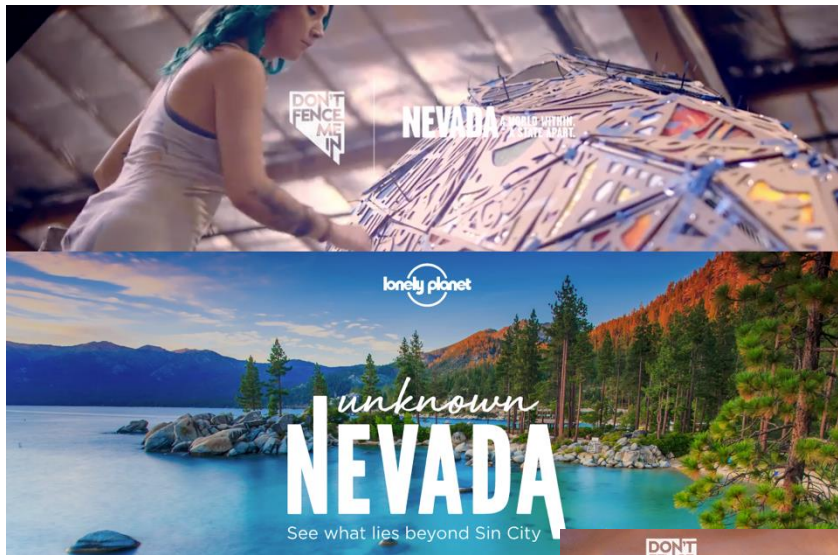
- Most Clicks: Kinetic & Kargo
- Most Video Plays: Clearstream & Sojern
- Most Goal Completions: Travel Spike (7,693)
- Most Site Visits: Kinetic (26,752)
- Highest Visitor Avg. Time on Site: Weekend Sherpa (1:33)

## TravelNevada Onō

Lonely Planet: 37,915 Pageviews/2:15 On Site  
Expedia: 2,000+ Pageviews/3:27 On Site  
TripAdvisor: 229,443 Pageviews/1:07 reading  
articles & 0:51 viewing collections



# FY17 Paid Media Performance Highlights - Content



**Budget Travel** from our partner

Your Artistic License to Drive

One word playground. Discover all-to-yourself highways and off-road horizons.

Plan your road trip now

Featured Travel Partner: **NEVADA**

There is something about the American aesthetic that Nevada explores perfectly: wind-swept, glowing, metallic, carved out of the side of a mountain. The Badland State is a land of electrifying contrasts, of rusty metal against sandstone, green laser against the desert and great artifice in places where mankind's presence has an obscure origin.

To experience the quirky paradoxes of Nevada, one needs only jump in headfirst with an inquisitive attitude and a dependable set of wheels. Not sure where to begin? Let me walk you through one of the most spectacular experiences you'll ever have.

Picture this: you fly into Las Vegas, rent a convertible. You cruise down the strip with the top down. Downtown Las Vegas is basically one giant circulating art exhibit, particularly around Fremont Street. As you roll out of town you give homage to the great robotic praying manne from Stanley Kubrick's (M\*A\*S\*H) breathless fix at you, including a mix of awe-inspiring reverence and disbelief.

From there, you turn right as you head out into the enchanted desert. Don't forget, not all art is man-made—the route takes you through some of the most alien and thrilling country west of the Mississippi.

On the outskirts of the city's oasis, you stop by the "Seven Magic Mountains." A mix of breath-

fahlgren mortine

**NEVADA**  
A WORLD WITHIN.  
A STATE APART.

Explore a land of discovery and adventure, Nevada.

Expect the unexpected.  
Discover the Nevada you don't know.

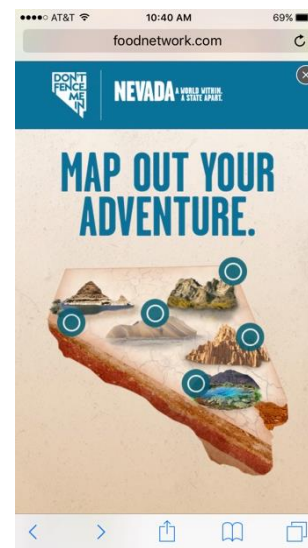
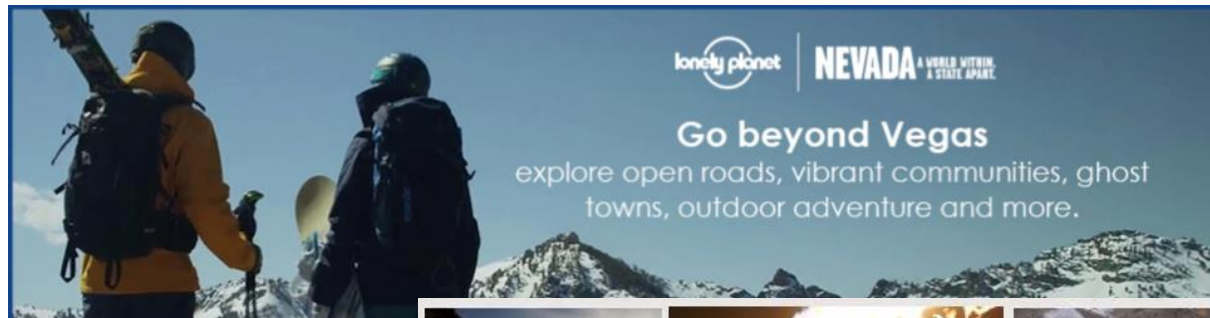
**GET INSPIRED**

Expedia

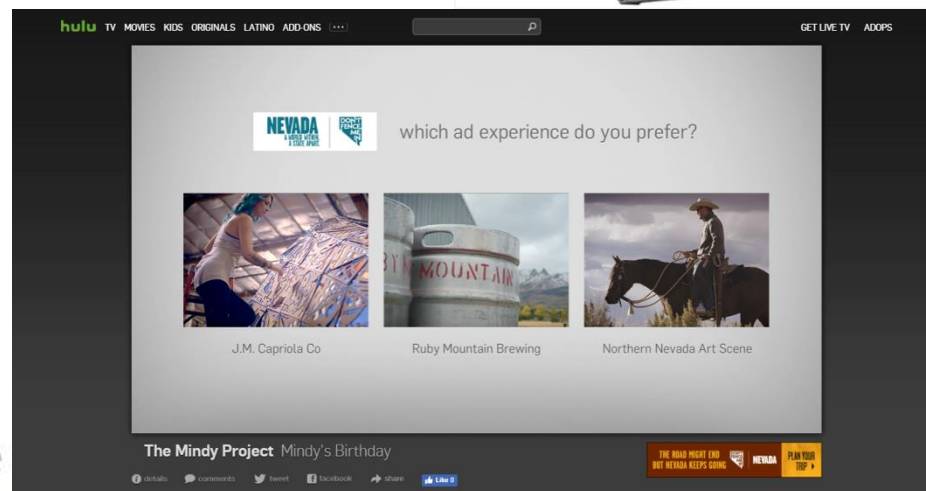




# FY17 Paid Media Performance Highlights - Display



# FY17 Paid Media Performance Highlights - Video





# FY17 Paid Media Performance Highlights - Social

**TravelNevada**  
Sponsored

You'll want epic stories to tell your grandkids one day. Make it happen in Nevada.

**Stargaze under true dark skies** [Learn More](#)

**Hike the most mountainous U.S....**

189 Reactions 6 Comments 32 Shares

Like Comment Share

**THE ULTIMATE NEVADA ROAD TRIP**  
GO HOME WITH MORE STORIES THAN SOUVENIRS

**THE ULTIMATE NEVADA ROAD TRIP**  
GO HOME WITH MORE STORIES THAN SOUVENIRS

DAVID LOW  
PARK RANGER

I think history isn't just for history buffs. I think history is for everybody.

**TravelNevada**  
Sponsored

Stuck in the daily grind? We've written the escape manual.

**GET THE GUIDE.**

Get Your **FREE** Nevada Travel Guide and Map  
Read about everything there is to explore in our free travel guide

TRAVELNEVADA.COM [Sign Up](#)

43 Reactions 2 Comments 10 Shares

Like Comment Share

**TravelNevada**  
Sponsored

Nevada is a road trip waiting to happen

Tap to choose yours

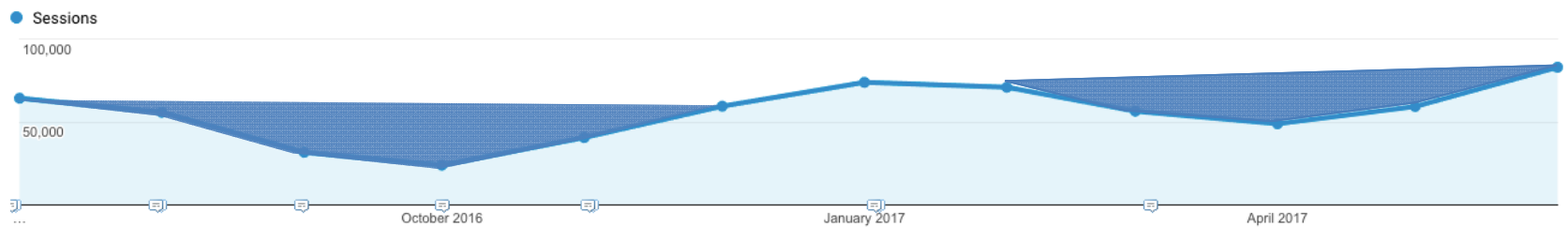
FB.COM

1K Reactions 76 Comments 223 Shares

Like Comment Share

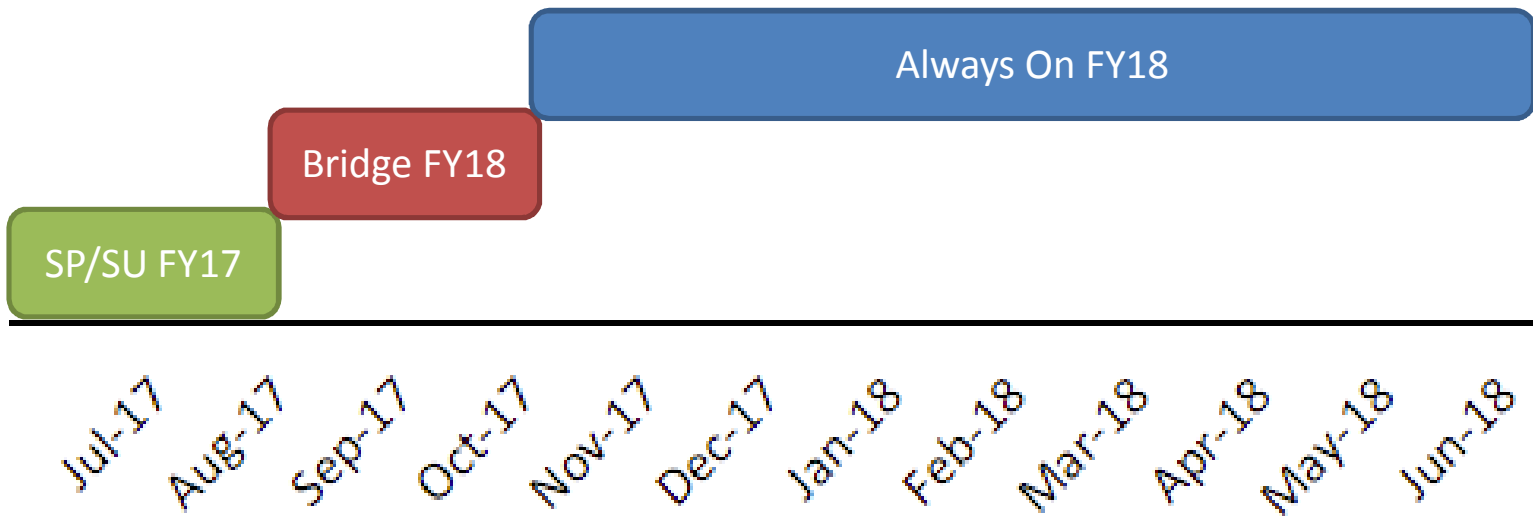
## FY18 Always On Paid Media

- 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)





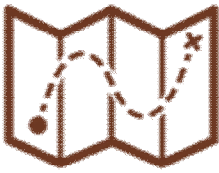
# FY18 Always On Paid Media



# “Character” Campaign



DREAMER



PLANNER



ADVENTURER



AMBASSADOR

## DFMI Evolution

### FY15:

Introduction to DFMI-----



### FY16:

Characters embodying-----  
DFMI spirit

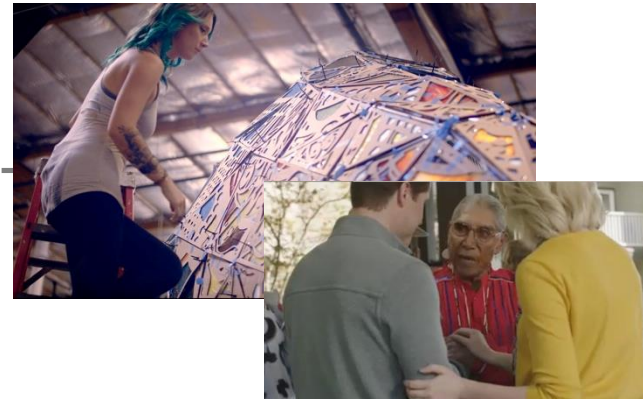




## DFMI Evolution

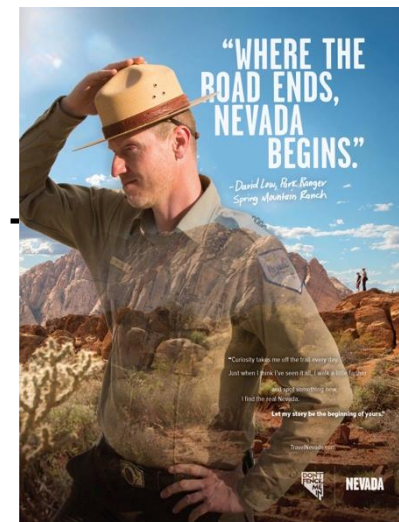
### FY17:

DFMI *authentic*  
characters & experiences  
are front & center



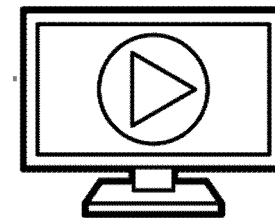
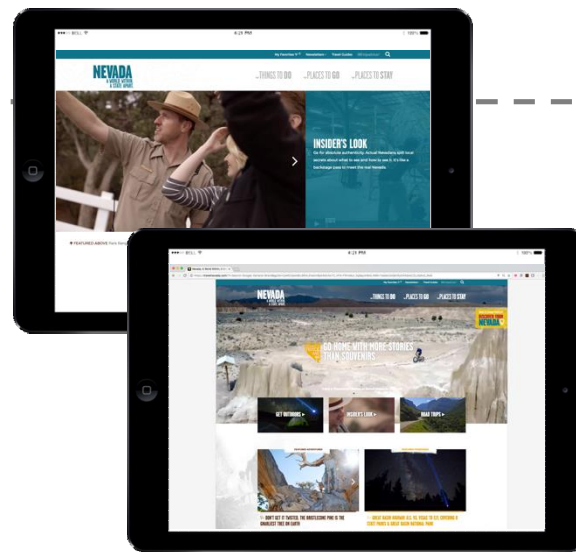
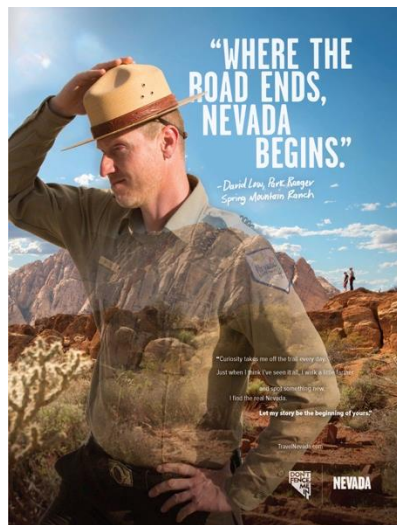
### FY18:

Build equity of DFMI  
authentic characters &  
experiences



# DFMI FY18 Overview

Authentic Nevadan Character stories connect with consumers across media at multiple stages of travel. Improving our ability to 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**

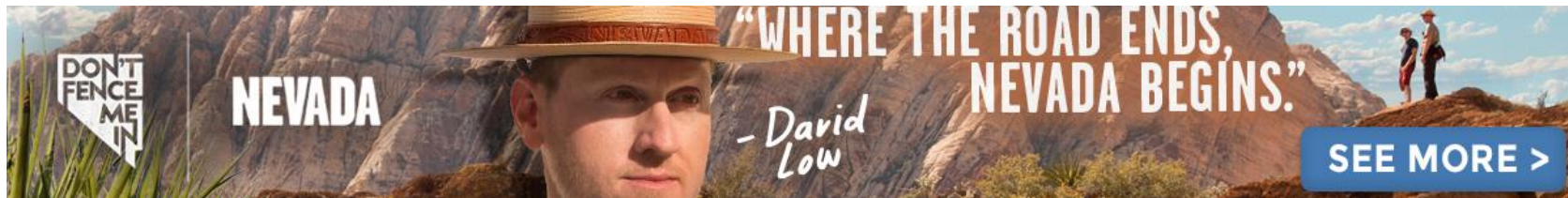
# “Character” Campaign Print

Artist – Eric Burke





## “Character” Campaign - Digital





# “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',*

Cowboy Poet – Waddie Mitchell

## “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



# 360 Virtual Reality Video

## 360 VIDEO EXPERIENCE PROMOTIONAL OPPORTUNITIES



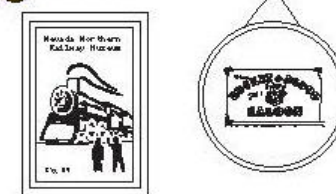
### A Bar Top



### B Giveaway Coasters



### C Wall Decoré



# 360 Virtual Reality Video

Off-Roader



Showgirl



Steampunk



Cowboy



Snowboarder

## 360 Virtual Reality Event Tour

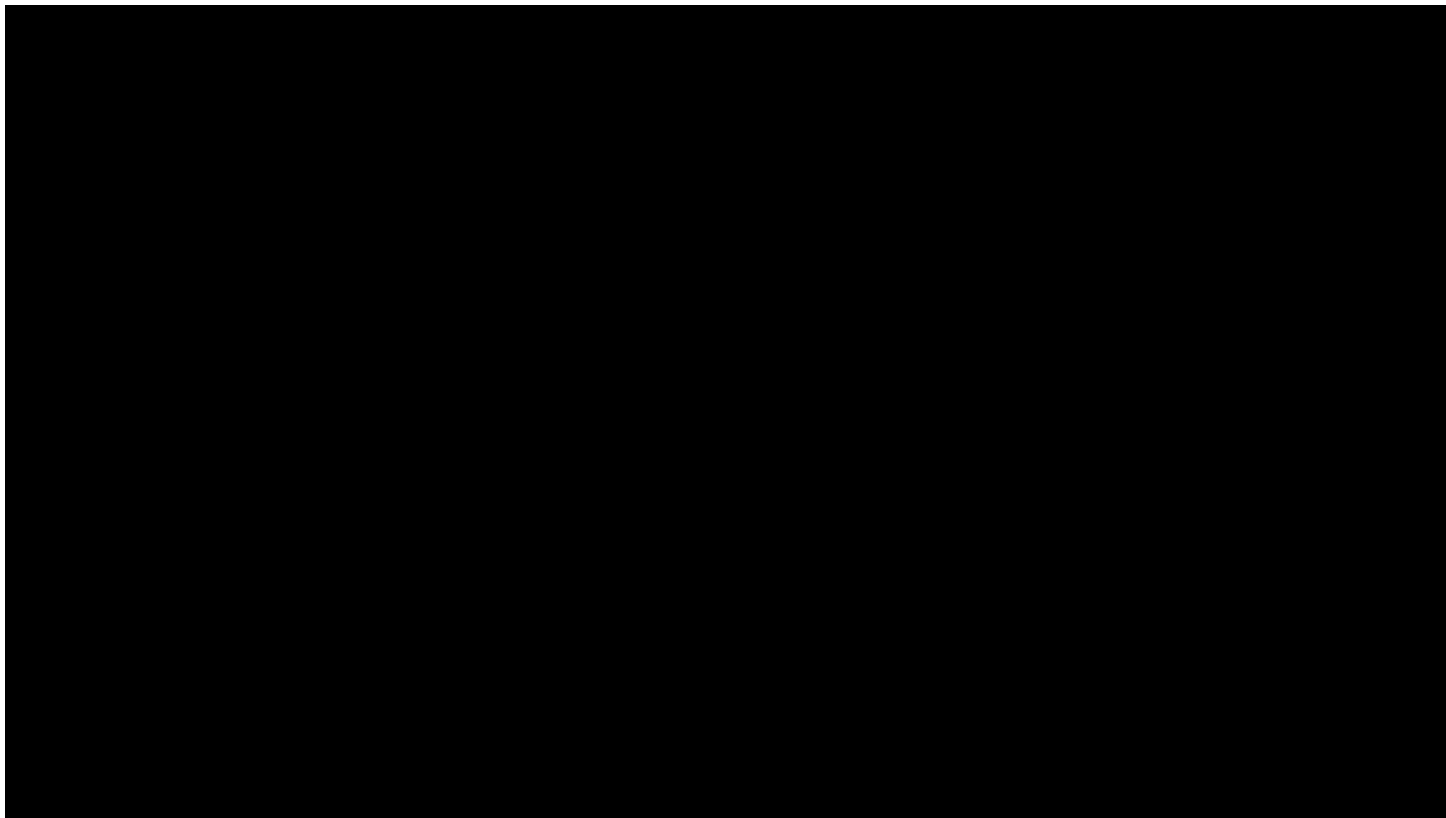
*September 2 – 21*

- San Francisco
  - Sausalito Art Festival
  - Pier 39
- Los Angeles
  - The Original Farmer's Market
  - Santa Monica Place/Santa Monica Pier
- San Diego
  - Kaaboo Del Mar (music/arts festival)
  - Gaslamp Square



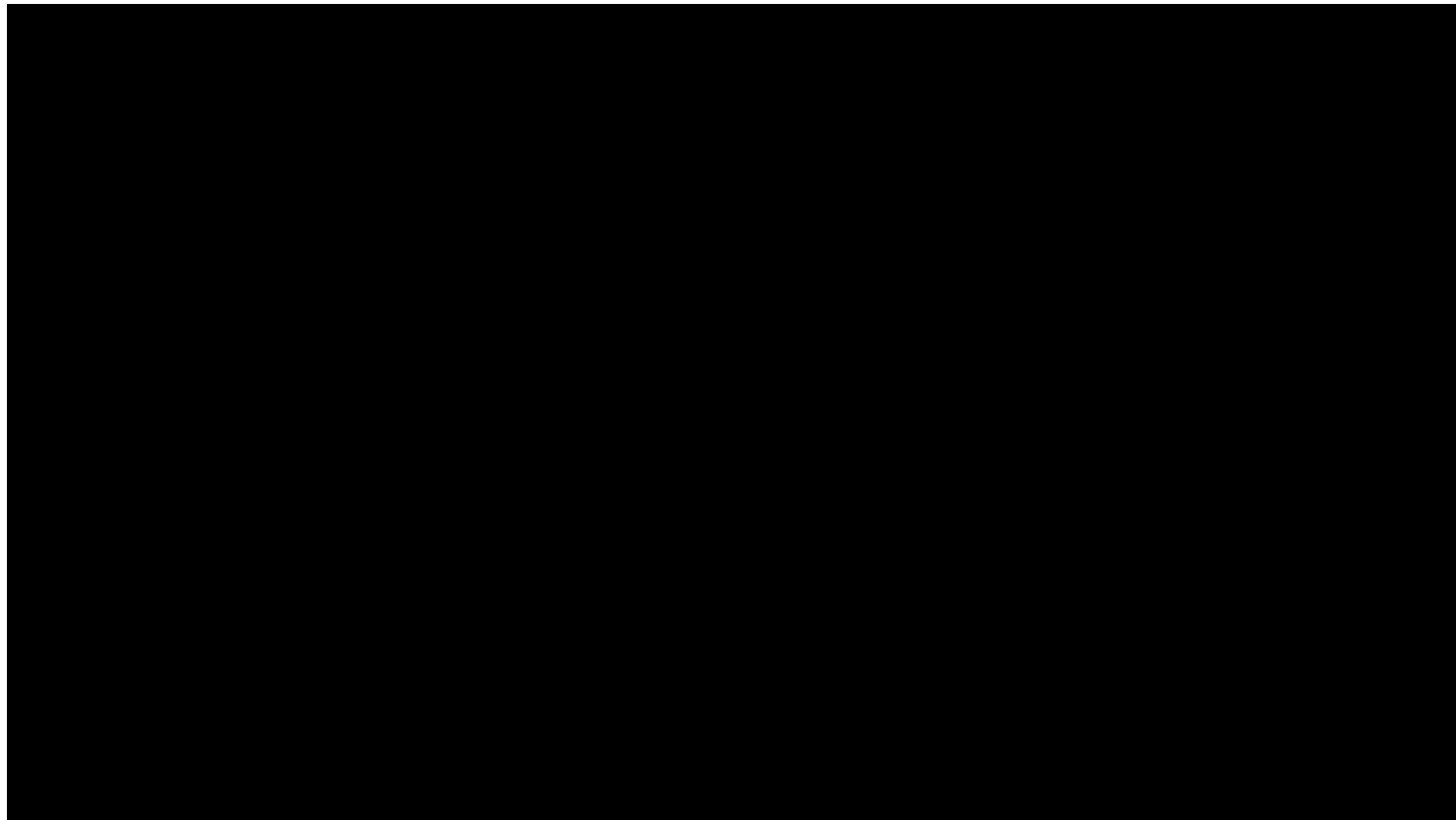
## Insiders Look Video Series

- JM Capriola Co. – John Wright



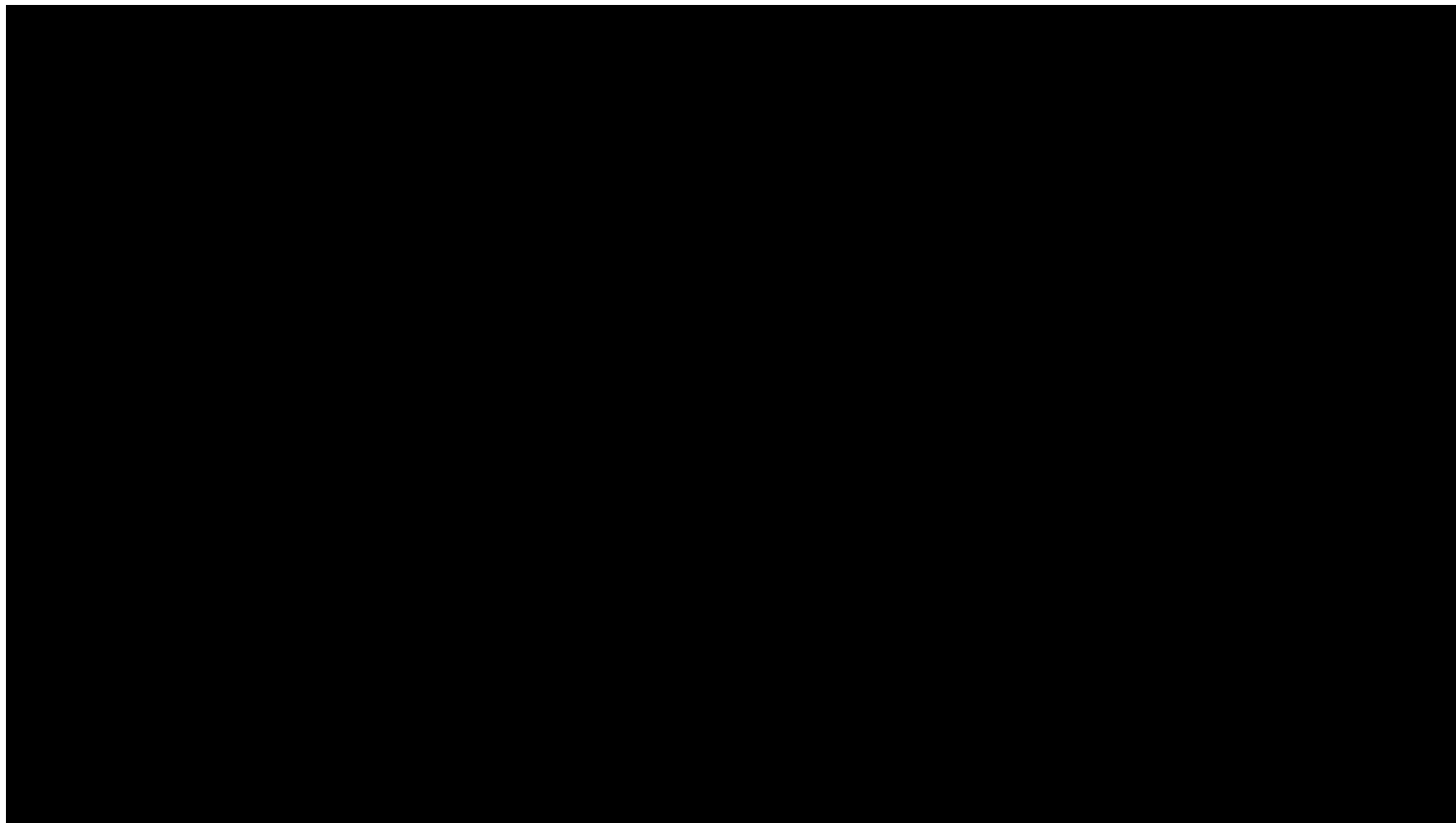
## Insiders Look Video Series

- The Generator – Kelsey Owens: *Space Whale*



## Insiders Look Video Series

- Ruby Mountain Brewing Company – Steve Safford





## Insiders Look Video Series

- Wilderness Athlete – Aurel Baker



# Public Relations Integration

northern nevada  
**BusinessWeekly** Serving Northern Nevada

NEWS EVENTS BOOK OF LISTS BUSINESS LEADS MARKETPLACE

News Briefs People Real Estate About Us Special Sections Classifieds Jobs Real Estate Autos Place Ad

E-Edition

Our purpose is to create value and improve lives through sustainable and responsible mining.

Back to: **NEWS** March 31, 2017  
Follow News

Submit Your News

## Fallon's Frey Ranch to be featured on Booze Traveler

Article Comments (0)

Share Tweet Pin it Share 2



Courtesy Frey Ranch | The owners of Frey Ranch, Colby Frey, left, and Ashley Frey, right, enjoy a drink of Frey Ranch spirits

Frey Ranch, Nevada's only estate distillery and winery, will be featured on Travel Channel's TV show, *Booze Traveler* on Monday, April 3 at 10 p.m. PT. Following a visit to the ranch in September 2016, host Jack Maxwell met with owners Colby and Ashley Frey to taste and learn about the Frey Ranch products.

Focused on finding the world's most interesting cocktail, Maxwell travels the world searching for new spirits and meeting the people who craft and drink them. On a whirlwind tour of Nevada's "Wild West," Maxwell spent an afternoon in Fallon, touring Frey Ranch, drinking the spirits and learning about the From

Our purpose is to create value and improve lives through sustainable and responsible mining.

NEWMT. INDEPENDENT

fahlgren mortine

lonely planet

Discover where to eat and what to do in Britain. Explore the UK you've never seen on the silver screen. **EASY ROAD TRIPS**

Hit the road - it's **SUMMER IN AMERICA**

From coast to coast + MEET the traditions of the new West GET LOST in the beauty of Yellowstone

### The Capriola craftsmen

It's Capriola, an investment in the craft of traditions that can be found throughout the West. But almost a century, this story has been told in one way or another by working men and those who want to become themselves with the help of the cowboy life but without the hard work. The story has passed hands from the Capriola family to other local working families through the years, but the children to working families.

Armando Ortega has been working at Capriola for the last 40 years, and making saddles for the most famous cowboys. He spends about 100 hours making each saddle, cutting leather, following a regular and hard-to-find design. These saddles go on to drive, and are often used in any form as a work machine, but some of Armando's most valuable and time-intensive works are for the horse, as they are the art of the American West.

On the other side of the workshop is Juan Barboza, a 30-year-old shop apprentice and member of Capriola's current owner. Barboza spent his high school years on the other side of the country, in Pennsylvania, where the parents moved away from the area, but so soon as he

"I ALWAYS KNEW I WANTED TO WORK HERE. SINCE I WAS A LITTLE KID."

STOCKMEN'S CASINO COFFEE SHOP & DINING

"THE HILLS OF OPEN, WILD LANDSCAPE... OFFER THEIR OWN REWARDS."

NEWMT. INDEPENDENT