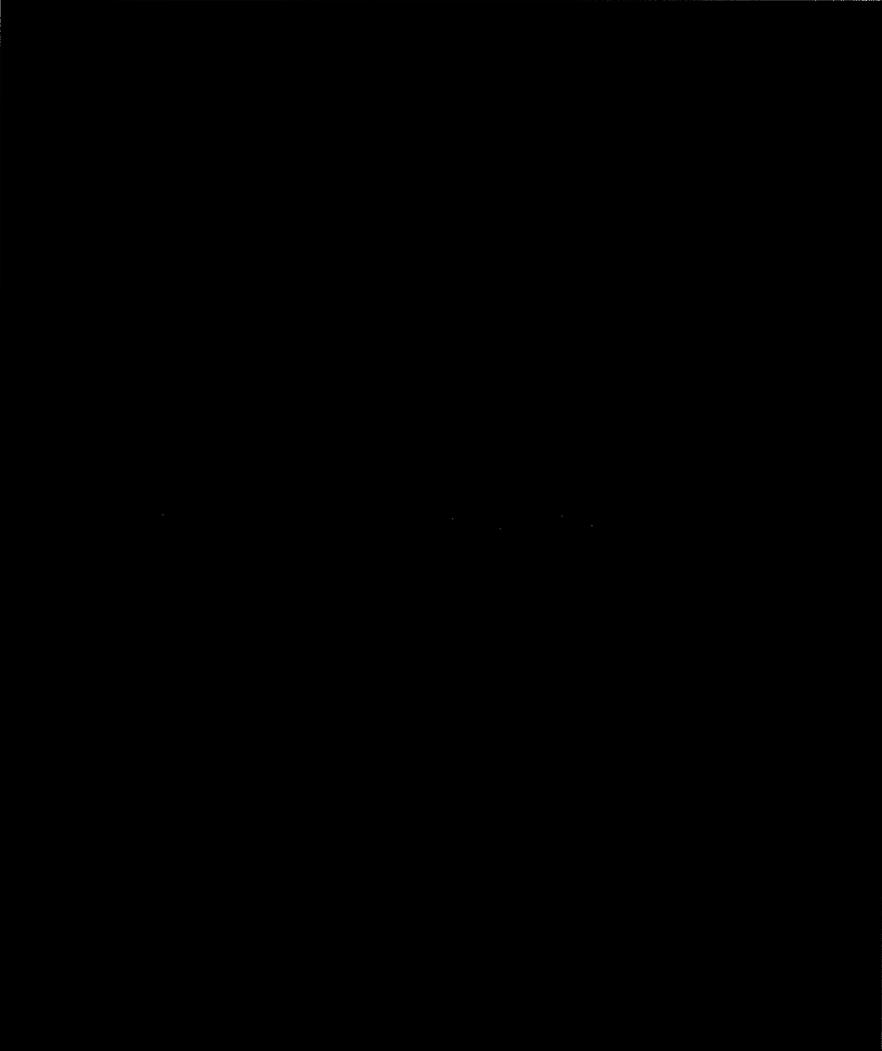


WORKSHOP

Warren County Winter 2023 (Nov. - Dec.) Strategy

October 24, 2023

- 
1. Process
 2. Themes
 3. Tactics
 4. Media Plan

Process

Each season a new media plan is developed once a final budget is given by the client.

Below is the process for Winter 2023 Media Plan:

1. **Client Seasonal Kick-off Meeting**
 - a. Determine target audiences, messaging, goals, budgets etc.
2. **Media Plan Build & Approval**
 - a. Media plan build
 - b. Share media plan with client
 - c. Media plan client feedback
 - d. Media plan client approval
3. **Asset Determination**
 - a. Determine all assets needed and due dates of each asset
4. **Creative Build**
 - a. Ad mockups delivered to client for feedback/approval
5. **Campaign Set-up for Digital Tactics**
 - a. Tracking code creation
 - b. Upload all ads and tracking to each platform
 - c. Campaign set-up with budgets, target demographics & geographics
 - d. Internal campaign setup, review and approval
6. **Campaign Launch**
7. **Campaign Management**
 - a. Daily & weekly campaign monitoring
 - b. Optimizations made, as needed
8. **Campaign Reporting**
 - a. In-depth campaign report created
 - b. Report delivered to client
 - c. Meeting with client to discuss report
 - d. Client meeting to discuss report

Winter 2023 Themes

Top Trends & Offerings

Outdoor Recreation: Downhill Skiing/Snowboarding, XC Skiing, Snowshoeing, Ice Skating, Snowmobiling

Attractions: Winter Realms, Winter's Dream, Shopping

Events: Hockey, Winter Carnival

Food & Drink: Wineries, Restaurants, Breweries, Distilleries, Igloo Dining, Ice Bars

Winter 2023 Tactics

Digital Media Tactics & Descriptions

CONNECTED TV serves commercials on streaming devices and platforms. With so many cord-cutters, streaming TV has surpassed linear television so we take a multi-faceted approach. Platforms include Hulu, Disney +, Roku, Fubu, Sling, Pluto, Samsung, LG, and more).

PAID SOCIAL is sponsored advertising on social networking platforms by targeting a specific audience. Warren County's paid social campaigns run on Facebook & Instagram and use behavioral targeting to reach an "in market" and interested audience.

NATIVE ADVERTISING is a type of advertising that matches the format and function of the platform (or website, app, etc.) upon which it appears. Examples include "Related articles" or "Recommended for you" on a news site and "Sponsored" blogs/stories. Audiences can be selected behaviorally and contextually (i.e. related to the content of the platform)

Winter 2023 Tactics

Digital Media Tactics & Descriptions

GOOGLE ADS is a type of online advertising where marketers bid to display video, shopping, and search/text through audience and keyword targets. Warren County utilizes text/search and video ads.

RETARGETING is a form of targeted advertising which targets users that have previously engaged with a brand. Warren County primarily targets recent website visitors.

Winter 2023 Media Plan

Total Winter Budget: \$123,055

CONNECTED TV

- + Markets: NYC, Albany, Syracuse, Utica, Rochester, Buffalo, Philadelphia, Boston, Springfield, Hartford, Montreal
- + Flight: Nov. 1 - Dec. 31
- + Budget: \$20,000

PAID SOCIAL

- + Markets: NYC, Albany, Syracuse, Utica, Rochester, Buffalo, Philadelphia, Boston, Springfield, Hartford, Montreal
- + Flight: Nov. 1 - Dec. 31
- + Themes: Outdoor Winter Activities, Winter Realms, Winter's Dream, Events, Shopping
- + Budget: \$37,500

Winter 2023 Media Plan

NATIVE ADVERTISING

- + Markets: NYC, Albany, Syracuse, Utica, Rochester, Buffalo, Philadelphia, Boston, Springfield, Hartford, Montreal
- + Flight: Nov. 1 - Dec. 31
- + Featured Blogs: Make Lake George Area Your Winter Destination, Top Reasons Lake George is the Best Adirondack Winter Destination, What's New This Winter: Winter Realms & Winter's Dream
- + Budget: \$30,000

RETARGETING

- + Audience: Website visitors within the past 30 days
- + Flight: Nov. 1 - Mar. 31
- + Budget: \$5,055

GOOGLE ADS

- + Markets: New York, Pennsylvania, Connecticut, New Jersey, Massachusetts, Quebec, Ontario
- + Flight: Sept. 1 - Oct. 31
- + Themes: Branded, Outdoors, Top Attractions, Events, Stay, Food & Drink, Shopping Video
- + Budget: \$30,500

THANK YOU

WORKSHOP

All materials in this presentation are confidential and not to be shared without the written consent of Workshop.