

WORKSHOP

Warren County Fall & Winter 2024 (August - December) Strategy

July 23, 2024

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Process

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

Below is the process for Fall & Winter 2024 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 fall & winter campaign reports created
 - b. Report delivered to client
 - c. Meeting with client to discuss report

Fall & Winter 2024 Themes

Top Trends & Offerings

General Seasonal - Fall foliage, spooky things to do, holiday lights

Outdoor Recreation - Hiking, biking, camping, golf, on the water, air adventures, horseback riding, outdoor winter activities

Attractions - Shopping, family fun, food & drink

Events - Balloon festival, Adirondack Thunder, Oktoberfest, fall festivals, Fright Fest, winter events

Fall & Winter 2024 Tactics

Digital Media Tactics & Descriptions

TELEVISION serves traditional television commercials to Warren County's top markets.

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.

DIGITAL VIDEO serves video ads to users across the Internet through a variety of placement types. These ads are skippable and clickable offering a different return than Connected TV.

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.

Fall & Winter 2024 Tactics

Digital Media Tactics & Descriptions

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)

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.

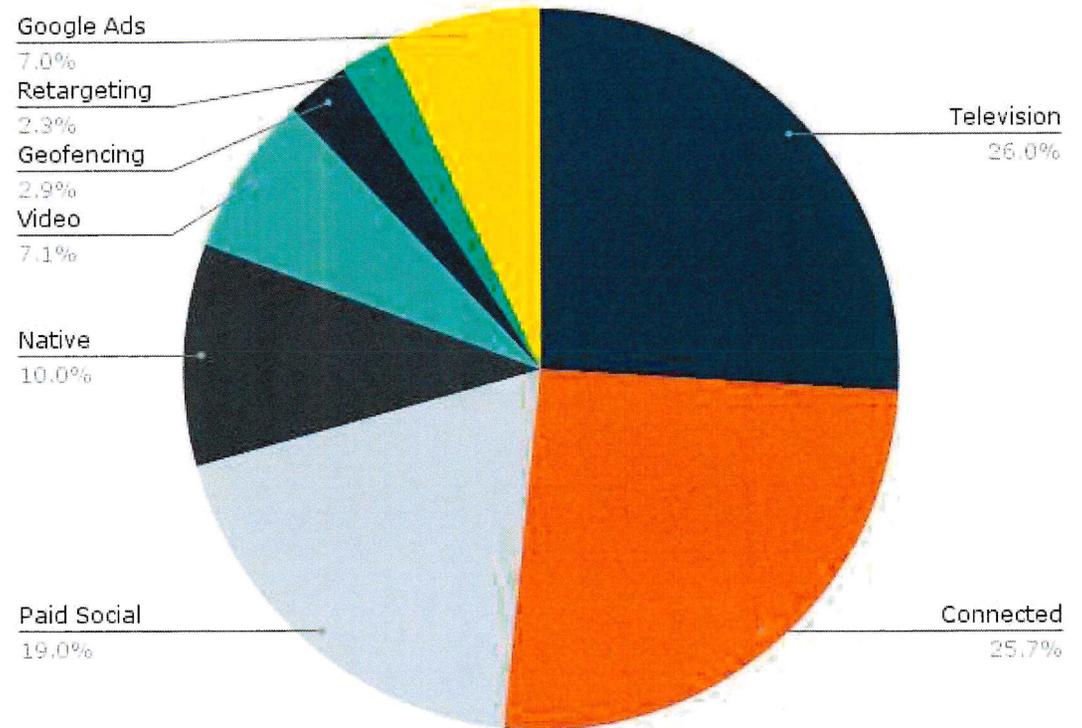
RETARGETING is a form of targeted advertising which targets users that have previously engaged with a brand. Warren County primarily targets recent website visitors and users who have completed viewing a Connected TV or Digital Video ad.

GEOFENCING is a type of targeting that hyper-targets a specific audience based on their location - a designated area of interest.

Fall & Winter 2024 Media Plan

GENERAL STRATEGY

- + Geographic Target:
 - + DMAs: New York, Albany, Syracuse, Utica, Rochester, Buffalo, Philadelphia, Boston, Springfield, Hartford
 - + DMAs: designated market area (media market used to define TV and radio stations)
 - + Canada: Montreal
- + Fall flight: August 15 - October 31
- + Winter flight: November 1 - December 31



THANK YOU