<table>
<thead>
<tr>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
<th>Scenario D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Limited capacity, but everything remains open. No major outbreak or health concern</td>
<td>Everything in the town is open except for JHMR being temporarily closed</td>
<td>Capacity is overwhelming community resources (health care, logistics, restaurants, lodging, etc.)</td>
</tr>
<tr>
<td><strong>Main Message</strong></td>
<td>JH is the ultimate vacation destination this winter (double entendre headlines promoting multiple activities)</td>
<td>JHMR is temporarily closed but most all other activities and businesses are open.</td>
<td>Please reconsider and understand the situation</td>
</tr>
<tr>
<td><strong>Site</strong></td>
<td>Primary message: There's so much to do in JH this winter</td>
<td>Primary message: JHMR is temporarily closed but there are lots of other things to do in JH</td>
<td>Primary message: Know before you go</td>
</tr>
<tr>
<td></td>
<td>Secondary message: Know before you go</td>
<td>Secondary message: Other area ski resorts are open</td>
<td></td>
</tr>
</tbody>
</table>
| **Media** | • Focused on early winter and late winter.  
• Budget: $950K  
• 80% of media has ability to be shut-off within 24hrs. | No change from scenario A | • Promote safety precautions via local media  
• Pivot messaging from promoting tourism to education/safety, targeting in-market intenders (actively interested, planning) | Turn off all media promoting travel to JH |
| **Tactics in Market** | :06 activity videos (digital video, YT)  
Custom content partnership  
Digital (rich media, standard banners)  
Social  
Influencers  
Search | No change from scenario A | Digital  
Social  
Local signage | None |
$775K
MEDIA
BUDGET
FY21 Winter Plan Parameters

• Budget: $775,000

• Timing: November 1, 2020 – February 28, 2021

• Audience: Experience Chaser

• Markets: NYC, Atlanta, Chicago, Minneapolis, Dallas, Los Angeles, San Francisco, San Diego, Seattle, Denver and SLC
FY21 Winter Plan Parameters

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MEDIA MIX

(Based on $775,000 Budget)

- Video: 45%
- Digital: 17%
- Airport: 17%
- Paid Social: 16%
- Paid Search: 5%
GET SOME FRESH AIR.
Inspire and engage Experience Chaser audiences by delivering quick-hit (:06), activity-specific videos available in Jackson Hole this Winter, appealing to their adventurous spirit and desire for a safe and authentic winter getaway.

- Premium, cross-screen video placements will allow us to reach modern consumers in an increasingly fragmented video landscape
  - **Connected TV (CTV) & OTT:** Data-driven delivery within environments that are becoming the primary method of TV consumption nationally, and especially in the target DMAs
  - Extend messaging to tap into **Full Episode Player (FEP)** environments where consumers are highly engaged and most accustomed to watching commercials (among TV shows).

- Tap into YouTube’s massive reach of video viewers looking to discover new things and fuel their passions
  - Affinity audiences will put Jackson Hole in front of adventure and winter travel enthusiasts
  - Search relevancy targeting via discovery ads based on users’ search queries or videos they watch
  - Pricing is based on a **CPCV** (cost per completed view) model, only paying for completions

| SPEND: $350,000 | EST. IMPRESSIONS: 12MM (+) |
Mask Up

Distanced Activities

Moving Walkway
Intercept people who are comfortable with and open to air travel with high-impact messaging communicating the breadth of activities and ability to social distance in Jackson Hole this winter.

- **Seattle Tacoma Airport** (Promotes the new Alaska Airlines flight)
  - Massive *window cling unit* (210’ wide) located within Concourse A will reach United, Delta and International carriers
    - Creative: Mask Up
  - Explore contracting the *moving walkway* that runs parallel to window unit to achieve greater impact, surprise and delight
    - *Not currently a media space offering but can approach airport authority (may take several weeks)*
- **Denver International Airport** (Major regional hub airport)
  - Diorama & Spectacular Domination Package within Concourse A consists of 12 backlit units and captures 100% of arrivals, departures, diners and shoppers
    - Distanced Activities
  - Timing is Thanksgiving – Christmas holidays

<table>
<thead>
<tr>
<th>AIRPORT – OPTION 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPEND: $131,790</td>
</tr>
<tr>
<td>EST. IMPRESSIONS: ~2.68MM</td>
</tr>
</tbody>
</table>
Data-led digital display will efficiently and effectively reach potential travelers to elevate Jackson Hole as a top winter destination, driving consideration and action.

- Cross-device activation
- Employ several targeting strategies:
  - Experience Chaser target audience (demo, HHI, interests, attitudes)
  - Custom audience (purchase receipts of winter activity gear/equipment, mail domain targeting)
  - Contextual targeting (winter activities and adventure, travel, whitelist snowsports and travel category pubs/sites)
  - Conquest top Jackson Hole ski and winter sports competitors
- Website retargeting
  - Safety/Know Before You Go messaging
  - $300 airfare credit

<table>
<thead>
<tr>
<th>SPEND:</th>
<th>EST. IMPRESSIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$130,000</td>
<td>22MM</td>
</tr>
</tbody>
</table>
Social Content includes:
- :06 Activity-based videos
- Influencer content
- Firsts of Jackson
- Skill Swap
- PostcARd
- And more

<table>
<thead>
<tr>
<th>Video</th>
<th>Instant Experiences</th>
<th>Carousels</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Video" /></td>
<td><img src="image2.png" alt="Instant Experiences" /></td>
<td><img src="image3.png" alt="Carousels" /></td>
</tr>
</tbody>
</table>

**Spend:** $125,000  
**Est. Impressions:** 12.5MM
Drive action from travelers who are actively searching for Jackson Hole travel content and ready to book.

Continue optimizing towards booking widget click conversions and keywords centered around timing and seasonal experiences to drive action.

SPEND: $38,000
EST. CLICKS: 75,000 – 100,000
<table>
<thead>
<tr>
<th>Media Type</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>Spend</th>
<th>% of Winter Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$131,790</td>
<td>17%</td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$350,000</td>
<td>45%</td>
</tr>
<tr>
<td>Digital Display (Standard Banners)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$130,000</td>
<td>17%</td>
</tr>
<tr>
<td>Paid Social</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$125,000</td>
<td>16%</td>
</tr>
<tr>
<td>Paid Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$38,000</td>
<td>5%</td>
</tr>
</tbody>
</table>
BUDGET & NEXT STEPS
Winter Production ($775k Media Spend)

- KBYG Website: $11,000
- :06 Videos: $28,400 (10 videos)
- Long-Form Videos: $27,400 (6 videos)
- PostcARd: $20,000 (CM to invest 100hr in development)
- Airport: $13,800 (Seattle & Denver - Option 1, including value add walkway)
- Display Ads: $12,000 (Banner concepts (3 inspirational, 1 safety retargeting and 1 air credit retargeting))

**TOTAL** $112,600
Next Steps

• Approval on $775k media plan
  – ASAP

• Approval on production budget
  – Digital Ad reduced from elimination of Rich Media (ski game)
    • Provide direction on if we should proceed with air credit banner

• Alignment on scenarios
  – How much do we want to spend on “what if” production