



## **2020 Winter: Media and Budgeting Updates**

10.15.20

**colle**mcvoy

	Scenario A (Promote Winter Tourism)	Scenario B (JHMR temporarily closes)	Scenario C (Similar to late Summer)	Scenario D (Similar to Spring & Fall)
Description	Limited capacity, but everything remains open. No major outbreak or health concern	Everything in the town is open except for JHMR being temporarily closed	Capacity is overwhelming community resources (health care, logistics, restaurants, lodging, etc.)	Covid outbreak or major health concern (local and/or National)
Main Message	JH is the ultimate vacation destination this winter (double entendre headlines promoting multiple activities)	JHMR is temporarily closed but most all other activities and businesses are open.	Please reconsider and understand the situation	Somewhere between "re-consider" and "don't come; we're closed"
Site	<p><b>Primary message:</b> There's so much to do in JH this winter</p> <p><b>Secondary message:</b> Know before you go</p>	<p><b>Primary message:</b> JHMR is temporarily closed but there are lots of other things to do in JH</p> <p><b>Secondary message:</b> Other area ski resorts are open</p>	<p><b>Primary message:</b> Know before you go</p>	<p><b>Primary message:</b> Red alert warnings with current health situation</p> <p>Turn off activity pages</p>
Media	<ul style="list-style-type: none"> <li>Focused on early winter and late winter.</li> <li>Budget: \$950K</li> <li>80% of media has ability to be shut-off within 24hrs.</li> </ul>	No change from scenario A	<ul style="list-style-type: none"> <li>Promote safety precautions via local media</li> <li>Pivot messaging from promoting tourism to education/safety, targeting in-market intenders (actively interested, planning)</li> </ul>	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**

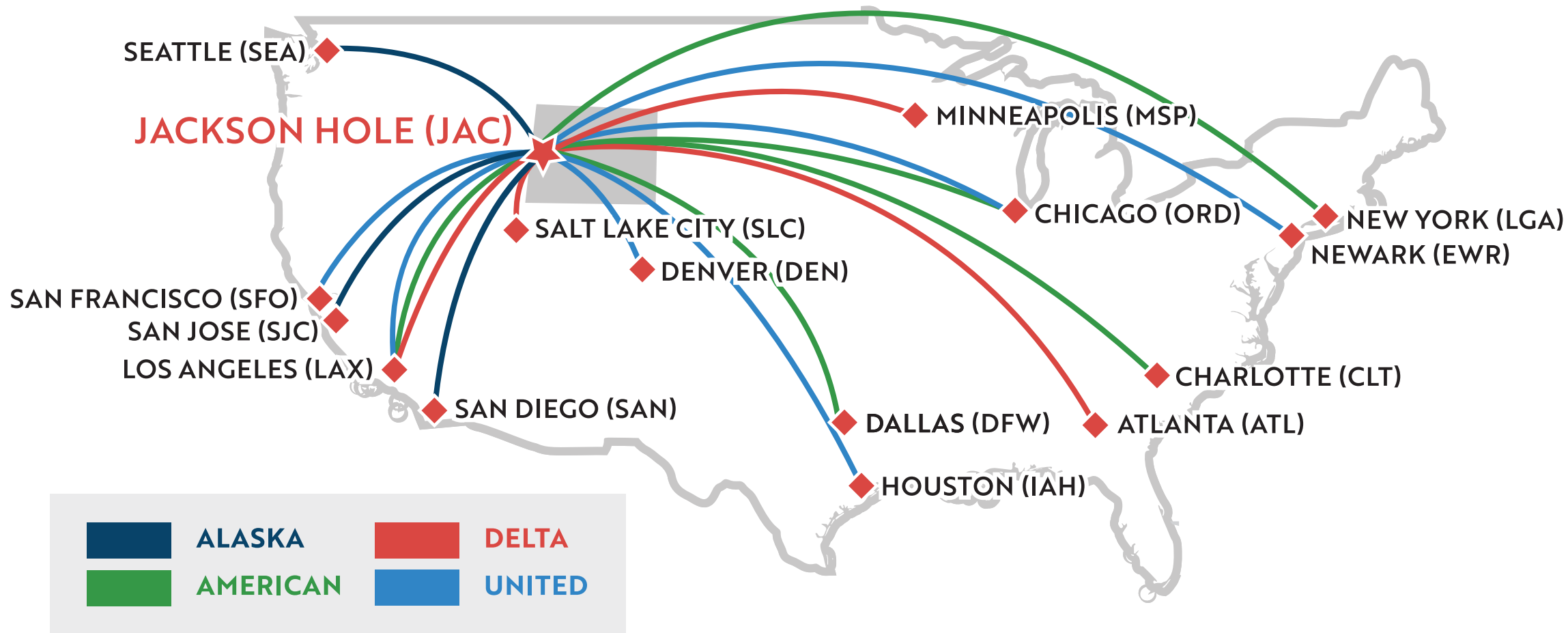
**BUDGET**



# FY21 Winter Plan Parameters

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- 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

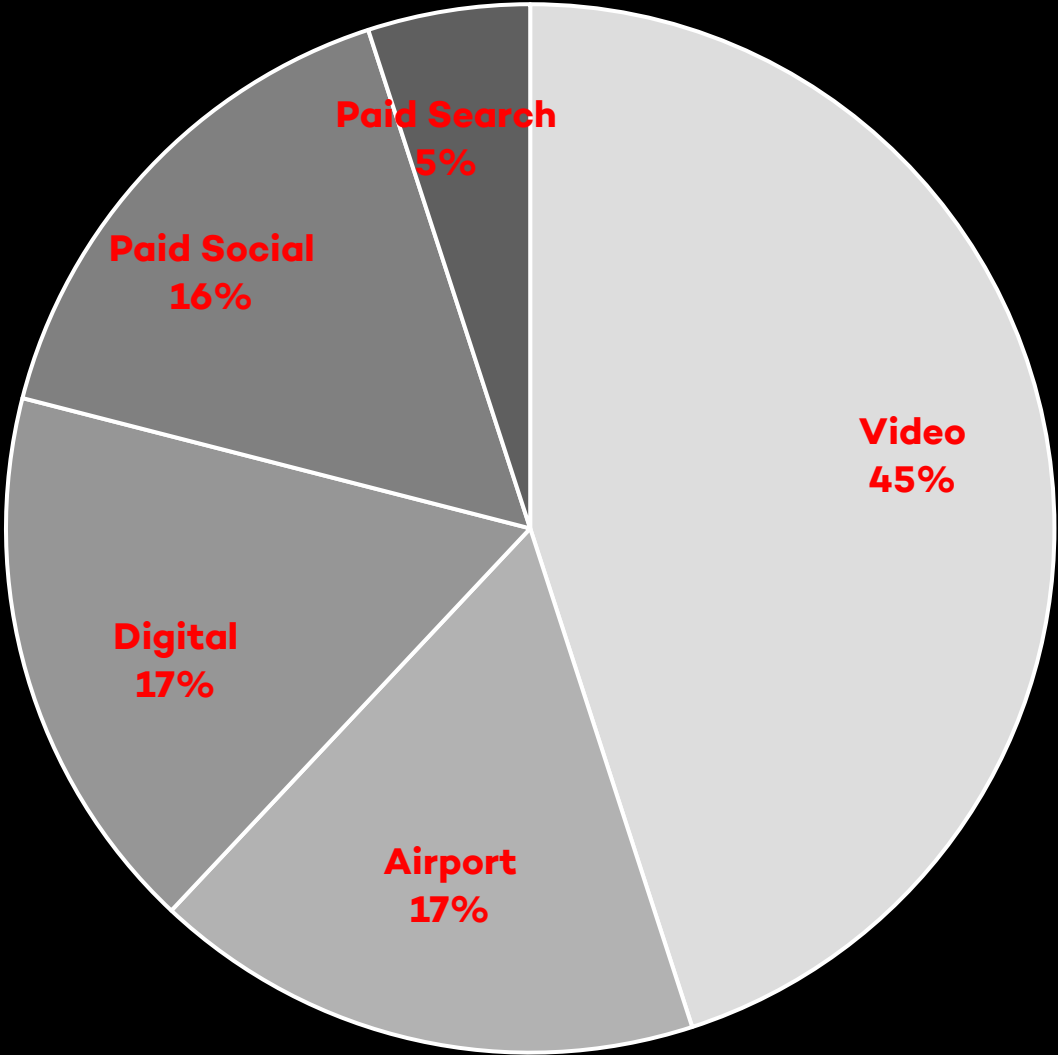
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**MEDIA MIX**

**(Based on \$775,000 Budget)**





**:06 VIDEO & SOCIAL ADS**



**GET SOME FRESH AIR.**

**JACKSON  
HOLE®**  
**STAY WILD.**

[VISITJACKSONHOLE.COM](https://www.visitjacksonhole.com)

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

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**SPEND:**  
**\$350,000**

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**EST. IMPRESSIONS:**  
**12MM (+)**

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AIRPORT CREATIVE



Mask Up



Distanced Activities

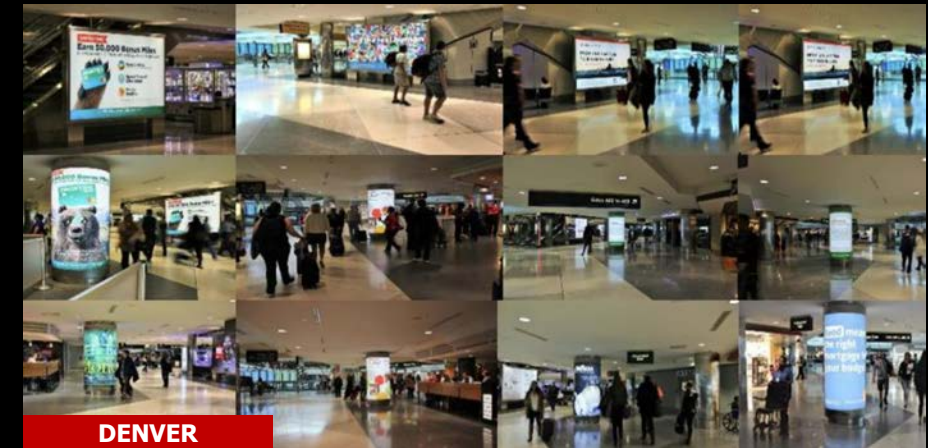


Moving Walkway

## AIRPORT – OPTION 1

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



**SPEND:**  
**\$131,790**

**EST. IMPRESSIONS:**  
**~ 2.68MM**

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

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**SPEND:**  
**\$130,000**

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**EST. IMPRESSIONS:**  
**22MM**

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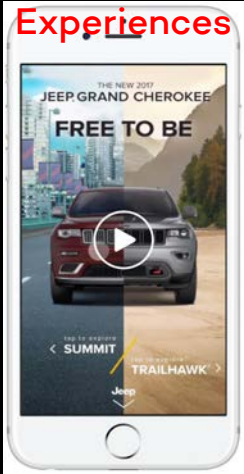
**Social Content includes:**

- :06 Activity-based videos
- Influencer content
- Firsts of Jackson
- Skill Swap
- PostcARd
- And more

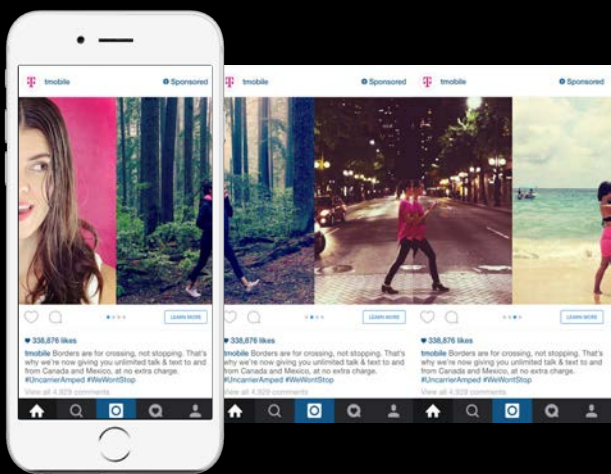
Video



Instant Experiences



Carousels



SPEND:	EST. IMPRESSIONS:
\$125,000	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.

The Last Real Mountain Town. - Discover More In Jackson H...

Ad

[www.visitjacksonhole.com/winter](http://www.visitjacksonhole.com/winter)

Experience Winter In Jackson Hole. Getting Here Is Easy. Book Nonstop Flight Now

SPEND:	EST. CLICKS
\$38,000	75,000 – 100,000



FY21 WINTER MEDIA ACTIVATION

	NOV	DEC	JAN	FEB	Spend	% of Winter Budget
Airport	<div></div>				\$131,790	17%
Video	<div></div>				\$350,000	45%
Digital Display (Standard Banners)	<div></div>				\$130,000	17%
Paid Social	<div></div>				\$125,000	16%
Paid Search	<div></div>				\$38,000	5%

# **BUDGET & NEXT STEPS**



