



Spring/Summer 2019 Media Overview

Department of Economic and
Community Development

Office Of Tourism

Connecticut[®]
still revolutionary

Spring Summer 2019 | Overview

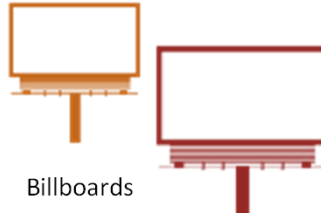
- Flight: May – Labor Day 2019
 - Reduce traditional June/ July budget heavy ups for a more even distribution across the season to augment May & August, months in which media exposure recorded high Arrival rates in 2018
- Markets: Connecticut, New York, Boston, Springfield MA, Rhode Island
 - Budget Allocation: 75% Out of State, 25% In-State
- Maintain focus on Search, Social, & Content Seeding tactics that not only drove the highest arrival rates in 2018, but also delivered the most cost efficient site traffic
 - Rebalance percentage allocations within these tactics based on 2018 performance
- Implement fluid audience buying across Facebook & Instagram, allowing machine learning to determine the platform we can most efficiently capture our audience
- Test Snapchat – opportunity to find receptive audiences in an untapped environment, similar to past tests on Instagram & Pinterest
- Digital video campaign “look-a-like” targeted to users visiting our attractions
 - Dynamic video creative personalizes message to the individual exposure
- In-State Out of Home focused on roadside placement encouraging intra-state travel
 - Digital boards allow for multiple creative rotations per board

Spring Summer 2019 | Media Strategy

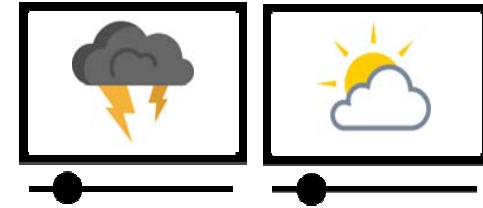
AWARENESS

Build awareness with qualified reach in key locations & high time spent digital environments

Out of Home



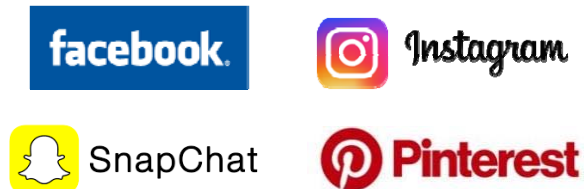
Dynamic Digital Video



CONSIDERATION

Drive engagement & cost efficient traffic to CTVisit.com

SOCIAL MEDIA



NATIVE ADS









PLANNING

Intercept consumers in travel planning resources & direct to inspiring content

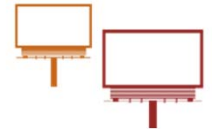
Paid Search



still revolutionary Media Elements

Strategy	Description
 Weather Triggered Media/ Creative	Automate impression levels & creative rotations based on weather conditions
 Personalized Video Messaging	Utilize dynamic technology, customize creative messaging in video ads by month, location, weather, family status, etc.
 Programmatic Audience Buying	Real time bidding on ad impressions allows brand to set pricing based on value of the audience to brand
 Testing New Platforms	Continue to conquest unduplicated audiences new to our messaging and discover successful touchpoints
 Audience Modeling	Create targeting segments based on the attributes of real world travelers observed visiting our attractions
 Applying Place Based Attribution Insights	Deploy media investments based on the observed impact of media exposure on real world visitation

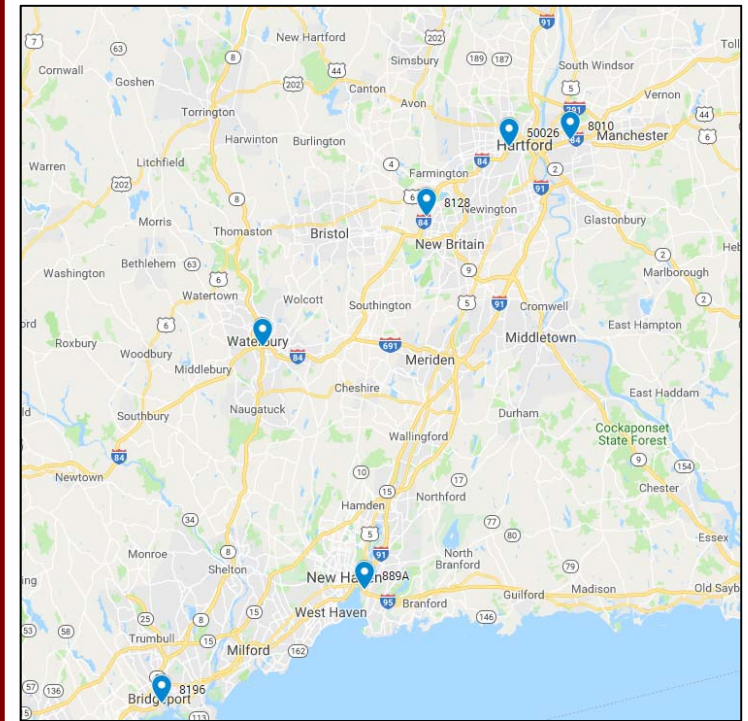
Out of Home | Overview



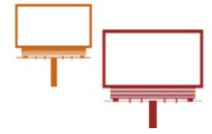
Roadside Strategy

- Encourage intra-state travel with large format billboards along major thoroughfares in Connecticut
 - Market: Connecticut
 - Flight: 4/29 – 6/23
 - Est. Impressions: 19.7MM
 - Format: Digital
 - # of Units: 6

Coverage Map



Out of Home | Digital Bulletins



LAM 8010 - I-84 West Digital Bulletin

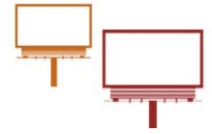
- Located in East Hartford and targets traffic heading west along I-84 towards downtown Hartford
- 1 of 6 units (16.6% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23



LAM 8128 - I-84 East Digital Bulletin

- Located southwest of Hartford, between Bristol and New Britain. This unit targets traffic heading north along I-84 towards Hartford
- 1 of 6 units (16.6% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23

Out of Home | Digital Bulletins



LAM 50026 I-84 West Digital Bulletin

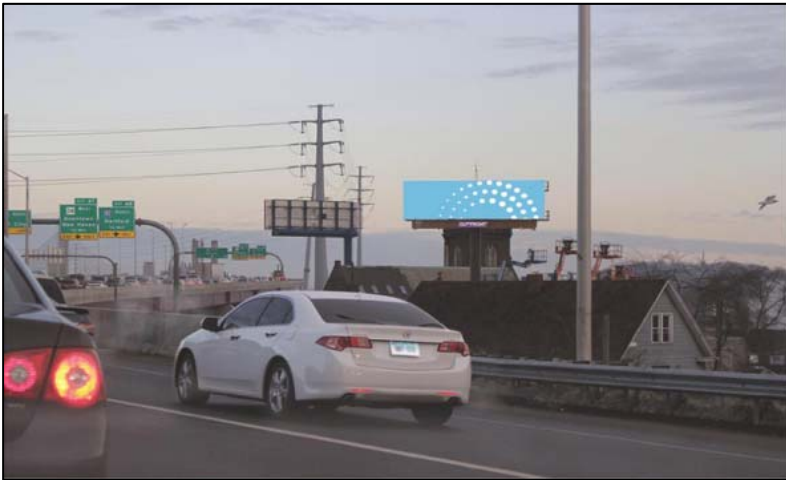
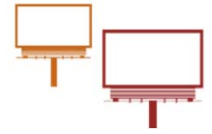
- Located on I-84 just outside of Hartford and targets traffic heading west from downtown towards West Hartford.
- 1 of 8 units (12.5% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23



LAM 50157 I-84 East Digital Bulletin

- Located in Waterbury and targets traffic heading east along I-84 towards Milldale and the I-691 interchange which leads to Meriden
- 1 of 6 units (16.6% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23

Out of Home | Digital Bulletins



OFM 889A - I-95 South Digital Bulletin

- targets traffic heading south along I-95 towards New Haven from East Haven and Branford
- 1 of 8 units (12.5% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23



LAM 8196 I-95 North Digital Bulletin

- Located in Bridgeport near Webster Bank Arena and targets traffic heading north along I-95 towards the East End and Stratford
- 1 of 6 units (16.6% SOV, :08s spot)
- Recommended flight: 4/29 – 6/23

Dynamic Digital Video Creative I Overview

Customize ad creative to an individual impression based on when, where, and to whom it is served

➤ How Does It Work?

- Dynamic creative can deliver thousands of unique ad iterations that speak to a user in a highly personalized way
- Dynamic ads define which elements of the creative are customizable (ex: call to action, links, end cards, etc.) and the number of variations for of each of those elements
- Rules are set to “trigger” each variation against various factors

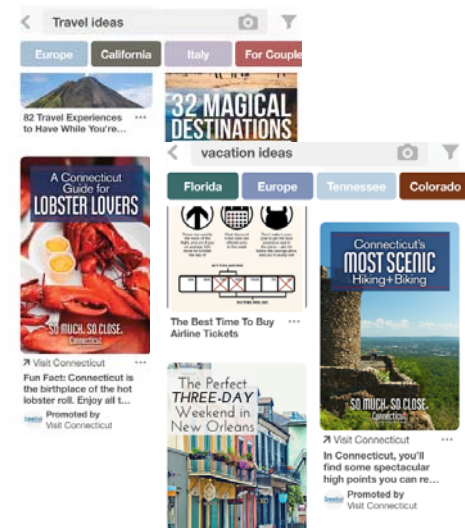
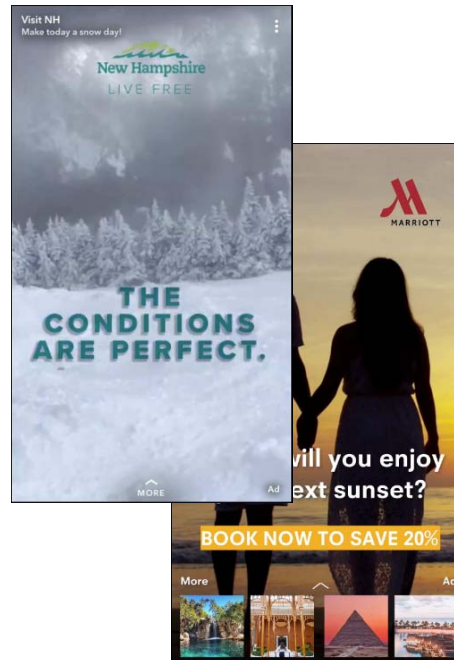
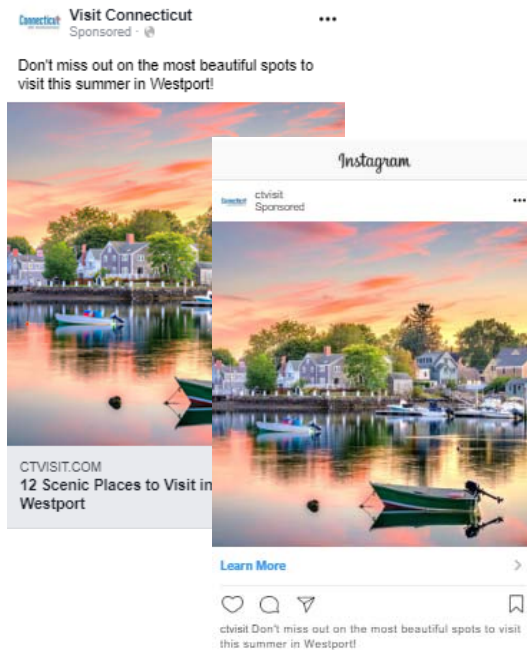
➤ Where Does it Run?

- Web, Mobile, & Connected TV across Media Storm’s programmatic platform ninety9x

➤ How Is It Targeted?

- “Visitor Modeling”
 - Identify travelers who have visited/ are visiting Points of Interest in Connecticut, grouped by Experience Category (Ex: Family Fun, Arts & Culture) with mobile location tracking
 - Target users who exhibit similar attributes to those travelers (markets, interests, etc.)
- Weather Triggered
 - Heavy up exposure during the most opportunistic weekend forecasts, reduce bids during impending inclement weather when travelers are more likely to stay home

Social Media I Overview



Cross Platform Facebook/Instagram Feed Optimization

- Allows advertisers to target their budgets fluidly across Facebook & Instagram
- Optimizes delivery to where users meeting targeting criteria can be reached most efficiently in ad auction

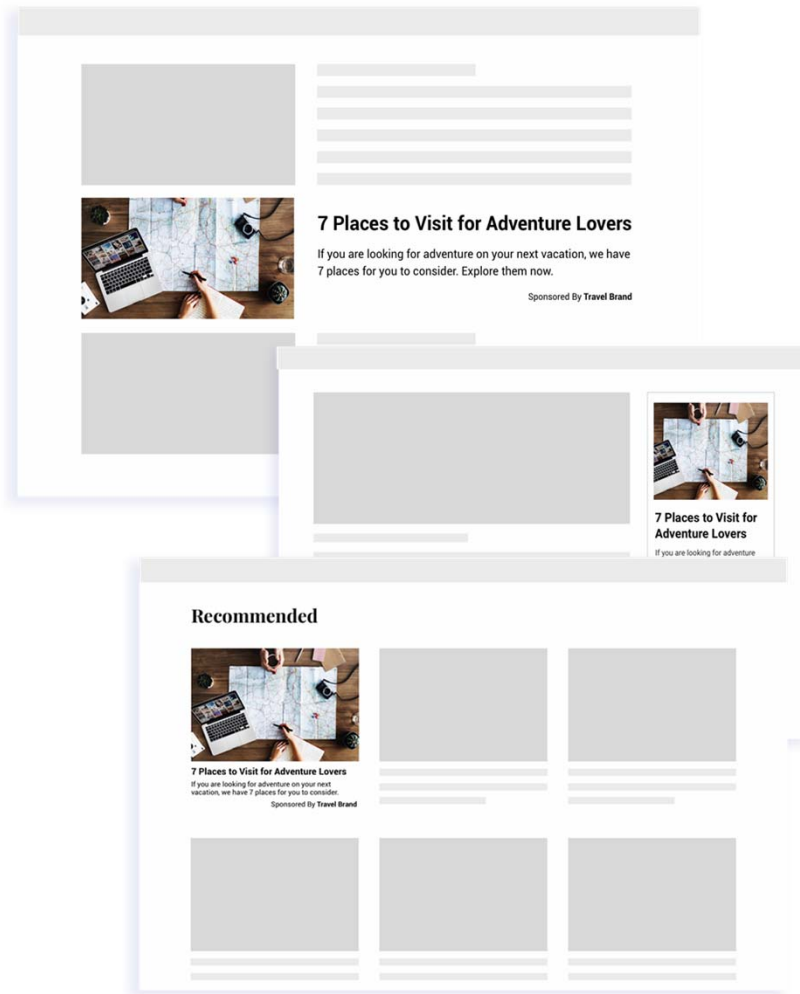
Snapchat Snap Ads

- Immersive full-screen ads
- Untapped, Loyal Audience: Snapchat has lower overlap with other social platforms
- 3rd Party Travel centric targeting capabilities

Pinterest Promoted Pins

- Continue with One Tap Promoted Pins that drove among the most cost efficient site traffic in 2018
- Test Carousel format

Content Seeding | Native Ads



ninety9X

Programmatic native advertising

- **Native Ad** units that appear “in-feed” with site editorial or as content recommendations across premium sites, and click out to CTVisit.com
- Native Ads are eligible to run across thousands of sites, targeted to align with page level content at a keyword level



Connecticut Tourism

Spring/Summer 2019



Media	April				May				June				July				August				Details	
	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12		8/19
Search																						
Google						5/1 - 9/2																Sponsored Search Listings
Social																						
Facebook & Instagram						5/1 - 9/2																Promoted Posts
Pinterest						5/1 - 9/2																Promoted Pins
Snapchat						5/1 - 9/2																Snap Ads
Digital																						
Ninety9x - Dynamic Digital Video						\$483,000																Programmatic Digital Video targeted to experience categories, Dynamic messaging technology
Ninety9x - Native Content Seeding						5/1 - 9/2																Content Targeted Native Ads
Digital Attribution																						
Arrivalist						5/1 - 8/30																Technology measuring visitation to CT as a result of media exposure, 30 Points of Interest
OOH																						
Roadside						<p>Dynamic Copysplitting based on weather: Raining vs. Not Raining</p> <p>Digital Bulletin LAM #8010 - I-84 .5 mi W/O Exit 59 @ 65 Roberts St., East Hartford F/E</p> <p>Digital Bulletin LAM #50026 - I-84 50'E/O 612 CAPITOL AVE NS HTFD LDD F/E</p> <p>Digital Bulletin LAM #8128 - I-84 @ Farmington Town Line, near Exit 37, New Britain F/S</p> <p>Digital Bulletin LAM #50157 - I-84 & MEADOW ST 100' W/O EX 20 WB Y F/W</p> <p>Digital Bulletin LAM #8196 - I-95 n/b @ Webster Bank Arena N/O Rt 8 Connector ES, Bridgeport FS F/S</p> <p>Digital Bulletin OFM #889A - I-95 50 ft S/O Stiles St W/S F/N</p>																



THANK YOU