NEVADA DEPARTMENT OF TOURISM

2015-2017
Media
Recommendation

MEET BOB

He loves adventure and travelling, and is in his late twenties. Each morning he wakes up and heads to the gym. While at the gym, he listens to Pandora on his iPod. After the gym, he heads to his favorite coffee shop and gets a latte while he reads the Weekly to catch up on some light politics, and see what is taking place in his town that weekend. He then gets in his car and drives his 4.2 miles to work, where he thinks about his plans for the weekend. After work he either meets his colleagues for a drink at the local pub, or catches a movie with his girlfriend. Then he heads home, and catches up with his favorite TV shows.

OBJECTIVES

The objective for the 2015-2017 Media Budget is to establish brand awareness for the State of Nevada, Department of Tourism, driving an increased visibility and visitation of the State. The media plan will target the adventure tourist, aged 25-40 using a creative integrated media plan. Our goal is to reach Bob, several times throughout his day with different mediums, establishing a solid reach and frequency plan.

STRATEGIES

We will use various targeted media to alert tourists about the various offerings Nevada has to offer

Target Markets- run campaigns in target markets to create brand awareness and drive traffic to the website

Campaigns- use integrated campaigns that tell a story to the target audience to establish both reach and frequency

PANDORA RADIO

Pandora connects bands, brands and fans through the passion point of music. With monthly unique visitors at 76 million strong– and the combination of a personalized listening experience and precision targeting ensures your message is reaching the right audience at the right time

COFFEE SLEEVES

The average person spends 12 minutes with their cup of coffee

Use of a simple and effective form of gorilla marketing, gets the right message into the hands of the right audience

Opportunity of using a contest or text offer to create a database and track CTA for direct results

PRINT

Alternative Weekly Newspapers

- Weekly Tabloid Newspaper that focuses on culture, community, politics, trends, current issues
- Circulation can average 100-70,000 copies every Thursday
- Audience A 25-49, HHI $55-75,000

LIFESTYLE CENTER

Run a complete campaign in Lifestyle Centers to target families with Gen Y teens, thirty-something's, affluent middle class adults

Campaign to include

- Posters
- LED Digital Ads
- Floor Graphics

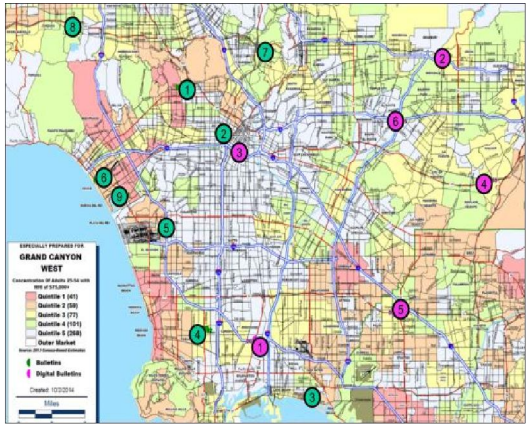
LED Digital Ad
:30 ad placements

22 x 28 Posters

30 x 70 Posters

STATIC/DIGITAL BILLBOARDS AND POSTERS

Use a combination of both static and digital billboards along key, high traffic freeways and streets



BARS AND GYMS

ZoomSocial reaches the nation's young adults when they are out having fun in their favorite bars and nightlife destinations. Advertisers can reach a socially active audience while they are spending time with friends, and making new ones.

ZoomFitness Network that targets thought leaders and influencers who have an above average household income and are better educated than the average consumer. They visit their gyms multiple times each week and value a healthy and active lifestyle

MOVIE ADVERTISING

FirstLook combines exclusive studio content with national, regional and local advertising to provide a “first look” at everything entertainment. From behind-the-scenes looks at upcoming movies and TV shows, to what’s new in music and sports, FirstLook is your opportunity to advertise adjacent to the world’s best first-run programming

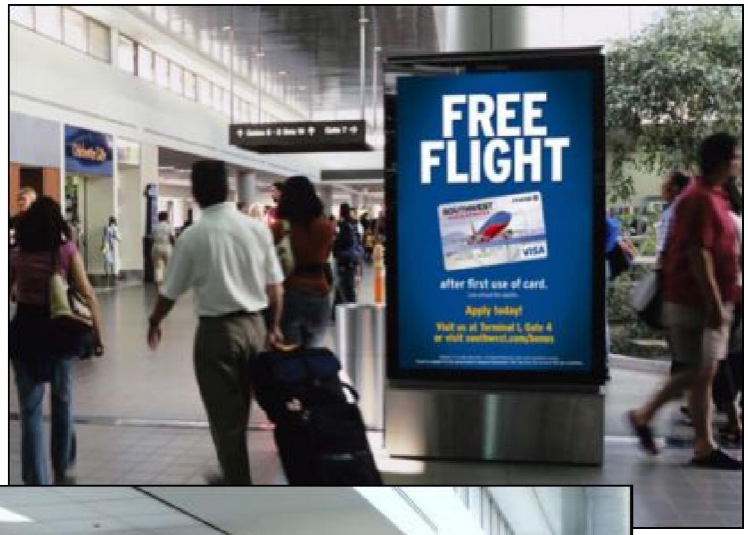
HULU

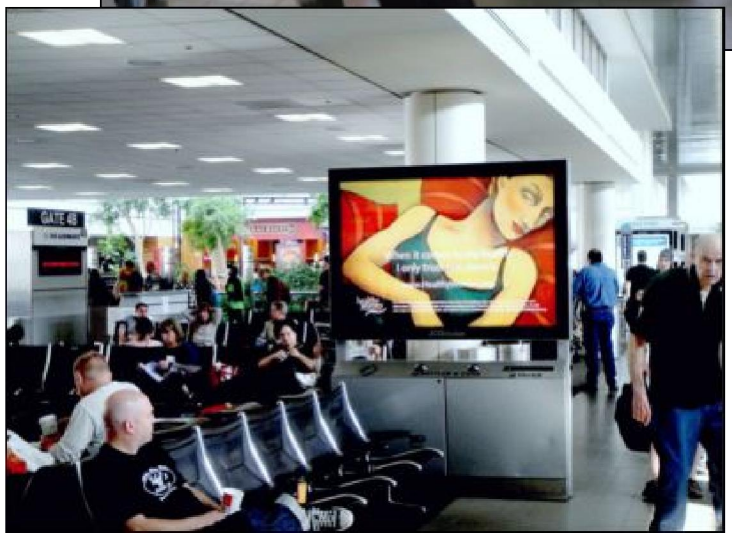
Hulu leads the industry in cutting edge custom creative and choice-based ad formats, empowering users to interact with brands they truly care about. This unique feedback informs our proprietary ad serving technology and enables us to deliver ads that are more relevant, more engaging, and ultimately, more effective.

AIRPORT

Use Airports in target markets to keep Nevada top of mind to people who have a high propensity to travel

Use Airports to create awareness of various amenities Nevada has to offer





AIRLINE PUBLICATIONS

Use Airline publications as a national reach and as a first touch into the State

- Average Readership 4,500,000
- Audience A 25-54, HHI $95-105,000