

Client and/or Project Name: BACC, High Notes 2018 Campaign

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Project Dates/Timeline: May 2018 – October 2018

Goal

The High Notes campaign goal is to introduce in-market visitors to North Lake Tahoe's program of summerlong music, both free weekly shows and larger-scale music festivals.

Description

The Abbi Agency recommends that High Notes marketing efforts focus on the experience of music events. While many destinations offer music to visitors, the views and variety of venues in Tahoe are unparalleled, making the music experience extremely special to experience.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Harness experiential video content** to immerse in-market visitors in the venues and activities around North Lake Tahoe musical events
2. **Develop cohesive messaging and toolkits** to leverage each individual event and fold them into the overarching High Notes brand
3. **Use social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
4. **Target in-market audiences** with collateral and digital targeting to encourage event participation

Tactics

Harness Experiential Video Content

- Execute a series of four (4) Facebook Live broadcasts from the High Notes program of events, using 360-degree technology to immerse viewers in events
 - Facebook Lives will then be advertised to in-market visitors, exposing them to the magic of High Notes events

- Pull mini-moments out of previously-developed High Notes video content for ongoing posts to the North Lake Tahoe Facebook, Twitter and Instagram channels
- Distribute and collaborate with partners for easy amplification of messaging

Develop cohesive messaging and toolkits

- Create an overview of cohesive High Notes messages, social media channels and other assets for individual High Notes events to share to their social and communications channels
- Create graphics for High Notes partners to use via social media and email marketing promotion
- Compile all assets into a toolkit and distribute with High Notes events and other relevant businesses and partners

Social Media Promotion

- Feature High Notes content at least 2x/month across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Use “guess that view” giveaways to drive awareness and engagement around High Notes events and venues
- Develop Canvas Ad for immersive social media engagement around events, targeted to in-market visitors

Target In-market Audiences

- Develop an eye-catching and informative rack card, to be distributed to lodging partners, targeting in-market visitors
- Digitally target all posts, ads and content to visitors currently in-market during summer

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 400,000); campaign audiences; views on itineraries (goal: 200 each)
 - a. **YoY Comparison** - 2017 impressions: 360,000 on ads
2. **Engagement:** Number of engagements/entries to “guess that view” giveaways (goal: 300 total); Number of total engagements with posts (goal: 3000)
 - a. **YoY Comparison** - 2017 giveaway entries: 250; 2017 engagements: 2800

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

May	<ul style="list-style-type: none"> Develop campaign messaging and toolkit Ed cal for giveaways, Facebook Lives and other features Develop canvas ad and video snippets Develop rack card and distribute among North Lake Tahoe lodging properties and businesses
June	<ul style="list-style-type: none"> Begin social media posting with giveaways, Facebook Lives and other features Launch toolkit and campaign Push canvas ad live to targeted audiences
July	<ul style="list-style-type: none"> Continue social media posting with giveaways, Facebook Lives and other features Continue Canvas Ad Provide recap of June performance
August	<ul style="list-style-type: none"> Continue social media posting with giveaways, Facebook Lives and other features Continue canvas ad Provide recap of July performance
September	<ul style="list-style-type: none"> Wrap up all efforts Provide recap of August and full campaign

Campaign Budget

Project	Description	Cost
Social Media Management	Posting of social, management of social toolkit, social ad management, giveaway coordination and management, Facebook Live broadcasts	\$5,000
Creative Development	Development of canvas ad and clipping videos into mini-features; Development of Rack Card	\$1,500 + RACK CARD (TBD)
Media Hard Costs	Ad Costs for Facebook ads, boosting, etc.	\$3,000
Rack Card Printing Hard Costs	Cost of printing 5,000 rack cards	\$TBD
Project Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
TOTAL COST		\$TBD – PENDNG RACK CARD