

Client and/or Project Name: BACC: Peak Your Adventure

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Project Dates/Timeline: May 2018 – October 2018

Goal

The Peak Your Adventure campaign goal is to “peak” in-market visitors’ interest in summertime mountain activities, encouraging them to experience North Lake Tahoe’s mountain resorts during their summertime trips.

Description

The Abbi Agency recommends a Peak Your Adventure campaign that showcases the many different ways visitors can experience mountain resorts in North Lake Tahoe – from wine to events to outdoors activities, all types of visitors can find something special here for their summertime trip. And, a summertime trip isn’t complete without experiencing the mountains surrounding Lake Tahoe

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*, as these are the largest summertime traveler segments.

Strategies

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

1. **Curate a series of Peak Your Adventure itineraries** to seamlessly incorporate mountain experiences with lakeside experiences
2. **Showcase real experiences** visitors can expect to have with influencers and user-generated content
3. **Develop cohesive messaging and toolkits** to leverage each individual mountain resort and incorporate them into the overarching plan
4. Use **social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
5. **Promote to in-market visitors** via Visitor Guide ad

Tactics

Develop Cohesive Messaging and Toolkits

- Create cohesive message points showcasing how visitors can peak their adventure in an array of activities – from food and beverage to events to hikes and outdoors adventures
- Create a social media and digital toolkit for partners to promote
- Distribute and collaborate with partners for easy amplification of messaging
- Update Peak Your Adventure page on GTN website with 2018 campaign information

Curate a series of Peak Your Adventure itineraries

- Develop two (2) summer itineraries to live on the GTN blog and highlight an array of activities and events at our resort partners
- Strategically feature events, lodging and activity partners in itineraries and coordinate with partners to spread the Peak Your Adventure message

Showcase real experiences

- Host a series of 4 local/regional influencers to bring the Peak Your Adventure series to life, highlighting summer events and activities at each resort
- Execute a summerlong social media contest to encourage user-generated content around the social media itineraries, providing “prompts” for second half of summer

Social Media Promotion

- Feature Peak Your Adventure messaging at least 1x/week across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Break “itineraries” activities into carousel posts and graphics, harnessing user-generated content, to turn posts into tangible activities
- Use “guess that view” giveaways to drive awareness and engagement around each mountain property
- Use video clips to inspire visitors to experience the mountains in summertime (pulled out of previously-developed content)
- Develop Canvas Ad for immersive social media engagement around campaign messaging and activities

Visitor Guide Ad

- Create visitor guide ad showcasing all ways visitors can peak their adventures – from dining to shopping to adventure
- Feature user-generated content in visitor guide ad

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 550,000); campaign audiences
 - a. **YoY comparison** – 2017 impressions: 503,000
2. **Engagement:** overall engagement to campaign content (goal: 6,500); number of comments on campaign content (goal: 400); participation in photo contest (goal: 550)
 - a. **YoY comparison** – 2017 engagement: 5,600; Touch Lake Tahoe 2018 entries: 500
3. **Ambassador Sharing:** Posts and analytics from influencers (goal: 10 influencer posts, 1M + estimated impressions); shares on campaign content (goal: 500)
 - a. **YoY comparison** – 2017 shares: 313

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 itineraries, visitor guide creative, canvas ad, campaign toolkit & messaging • Update website page and information • Create Ed Cal for summerlong promotion • Engage 4 influencers
June	<ul style="list-style-type: none"> • Launch campaign info and messaging, distribute toolkit • Launch social media posting, photo contest and canvas ad • Host Influencers #1 & #2
July	<ul style="list-style-type: none"> • Continue social media posting, photo contest and canvas ad • Host Influencer #3 • Provide June campaign recap
August	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Host Influencer #4 • Provide July campaign recap
September	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Provide August campaign recap
October	<ul style="list-style-type: none"> • Wrap up posting and photo contest • Provide full campaign recap

Campaign Budget

Project	Description	Cost
Itinerary and Website	Development of 2 PYA itineraries and updates to website content	\$1,800
Creative Development	Design of Visitor Guide creative and Canvas Ad	\$1,500
Influencer Promotion (4)	Hard cost budget for Influencer Promos	\$3,000
Social Media Posting and Influencer Management	Social media posting and management of 4 influencers, including itinerary development and influencer relations	\$5,000
Social Media Contest Prizes	Hard cost for social media prizes - \$250 budgeted monthly	\$1,000
Visitor Guide Ad Hard Cost	Media cost for Visitor Guide Ad	\$2,200
Social Media Ad Hard Costs	Boosting, advertising, add'l hard costs for social media promotion	\$2,500
Campaign Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
TOTAL		\$20,000