



The Abbi Agency + North Lake Tahoe

Jul. - Sep. Update
Oct. - Dec. Plans

 north lake tahoe

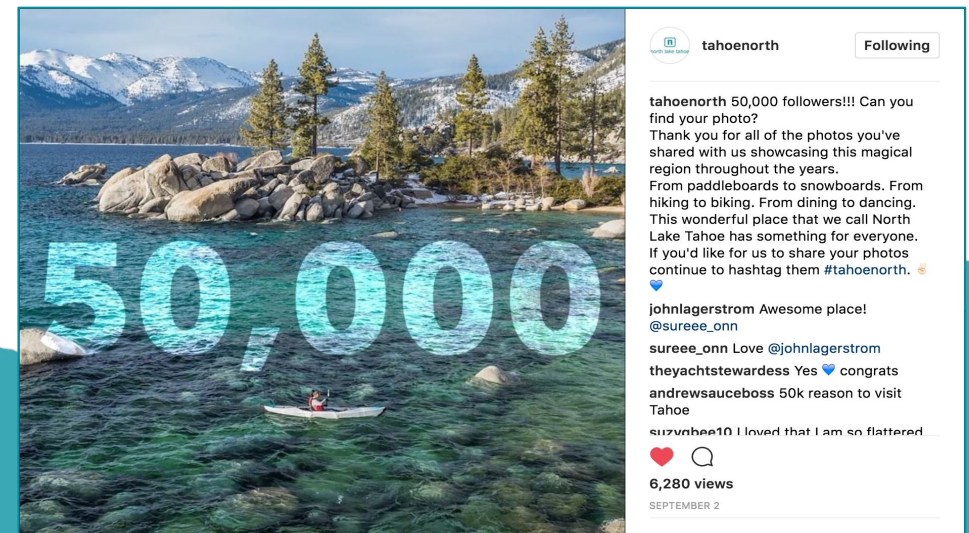
JULY - SEPTEMBER HIGHLIGHTS

Public Relations

- **July:** Second best month (to January) of PR placements by ad value - \$900,000 ad value
- **FAM Hosting:** Jay Gentile (Sept.), Chicago Tribune + Lonely Planet
- **Event Outreach:** Huge wins for Wanderlust, Autumn Food & Wine, and Spartan Race Preparation

Social Media & Content

- **August 2017** saw the most Facebook engagement, impressions and shares in over a year
- **September 2017 Instagram Milestone:** Reached 50,000 followers



JULY - SEPTEMBER PR HIGHLIGHTS

Notable Pitches

- Wellness & Summer Events
- Solar Eclipse
- End of Summer; Fall Secret Season
- Events: AF+W, Wanderlust, Spartan

Notable Placements

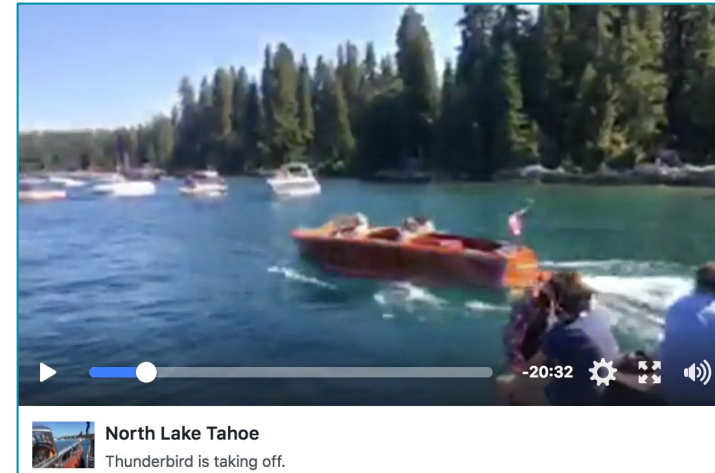
- Huffington Post, Paste, Mountain Living, 7x7, NBC Bay Area

The image shows two overlapping screenshots of online content. The top screenshot is from the Huffington Post, featuring the headline "This May Be The Bluest Place in The Country, But That's Not The Best Part" by Deborah Stachelski, dated 07/25/2017. It includes a photo of a woman on a boat and social media sharing icons. The bottom screenshot is from the website Paste, showing an article titled "American Ski Resorts You Need to Visit in the Summer" by Jay Gentile, dated July 17, 2017. It features a large scenic photo of a lake with kayakers and a navigation bar with categories like Music, Movies, TV, Comedy, Games, Books, and Comics.

JULY - SEPTEMBER VIDEO HIGHLIGHTS

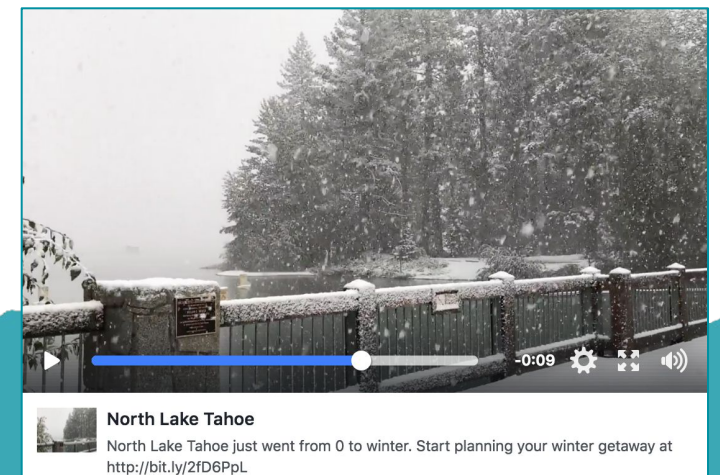
- August Facebook Live: Thunderbird Lodge

- Reach: 24.9K
- Views: 11.9K
- Engagement: 996



- September Snow Announcement:

- 1.4M organic reach and 29.9K paid reach
- 658K video views
- 20K+ reactions
- 6.4K shares
- Contributed to 1.9K organic new page likes



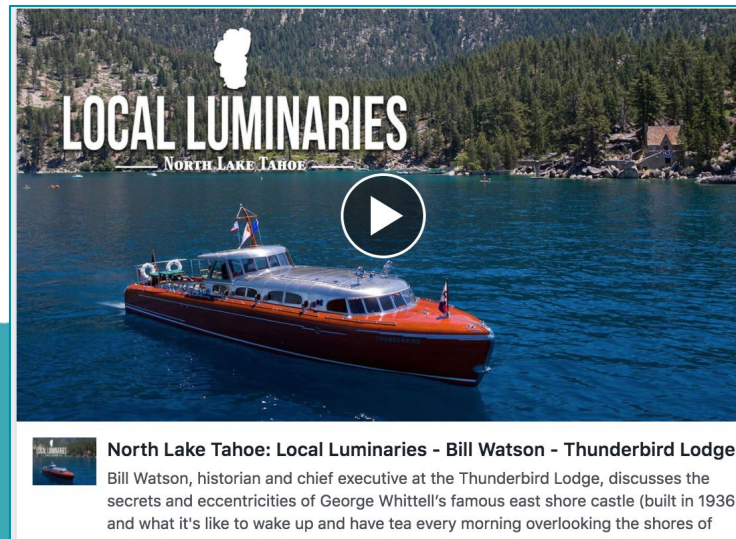
TAHOE LUMINARIES CAMPAIGN

Luminaries Launched: 4

- Jenni Charles & Dead Winter Carpenters
- Douglas Dale & Wolfdale's
- Bill Watson & Thunderbird Lodge
- Adrian Ballinger & Emily Harrington

Performance

- Total Video Views: 148,915
- Social Campaign Reach: 345,089
- Social Engagement: 5,448
- Top-performing video: Bill Watson





Oct. - Dec. 2017 Themes

Fall: Secret Season, Activities, Ale Trail

Human Powered Sports


Snow Season Lead-in

Luxury Winter Experiences

Holiday Season Travel

#TahoeSnowTracker

Winter, What's New - Winter



Oct. - Dec. 2017 Plans

Local Luminaries: #5 and #6

Thankful for Tahoe UGC and Content Features

#TahoeSnowTracker and Snow Social/PR Coverage

Partner Feature Opportunities: Email and Form