

Client and/or Project Name: BACC: Shopping, July – October 2018

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Project Dates/Timeline: August 2018 – October 2018

Goal

The Shopping campaign goal is to promote shopping to in-market visitors to North Lake Tahoe, encouraging visitors to explore the shopping “districts” and promoting shopping-specific events to these visitors.

Description

The Abbi Agency will work with the BACC on a year-round campaign that promotes shopping to in-market visitors of North Lake Tahoe. This will include a year-round awareness campaign for shopping as a standalone pillar, as well as event promotion support for all shopping-specific events.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe year-round.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to **Promote shopping year-round with a digital awareness campaign** highlighting North Lake Tahoe’s shopping districts.

Tactics

Promote shopping year-round with a digital awareness campaign

- Development and launch of Canvas ad to promote shopping and the 5 shopping districts
 - Canvas ad creative will be refreshed in October for winter-centric visuals and messages
- Social media video advertising via Facebook, Instagram and Instagram Stories to promote the shopping stories series, beginning in October 2018
- Ongoing social media posting to feature shopping-specific messages two (2) times per month on each channel
- Monthly giveaways on Facebook, Instagram or Twitter, highlighting interesting fares and shops around the region

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 50,000)
2. **Engagement:** overall engagement to campaign content (goal: 500)

Campaign updates will be provided at the end of each month during campaign flight, highlighting both metrics from the prior month, and comprehensive campaign metrics to-date.

Campaign Timing

Shopping campaign will be executed on an ongoing basis from July 2018 – October 2018.

Campaign Budget

Project	Description	Cost
Social Media and Project Management	Posting to promote shopping 2 times monthly Management of all giveaways Management of all social media advertising efforts	\$2,000
Social Media Advertising Hard Costs	Canvas Ad (\$300/month, Aug - Oct) Video Advertising (\$200/month, Oct) Boosting Budget (\$75/month Aug – Sep, \$50/month Oct)	\$1,300
Total		\$3,300

Approvals

[Amber Burke, Events and Communications, North Lake Tahoe Resort Association](Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)