

BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK



Client and/or Project Name: BACC: Shopping

Completed by: Allegra Demerjian, Account Manager

Point of Contact: Allegra Demerjian, Account Manager

Project Dates/Timeline: December 2017 – June 2018

Campaign Goal

The BACC Shopping Initiative aims to educate visitors on the various shopping regions in North Lake Tahoe and their respective offerings and personalities.

Description

In previous Shopping efforts, an official Local Shopping map has been developed to highlight different shopping regions of North Lake Tahoe. For efforts from December 2017 – June 2018, The Abbi Agency recommends using visual content that will drive digital traffic to the map, encouraging greater awareness of the shopping experiences in the area.

Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets, considering the following personas in messaging and targeting:

1. **Passive Shopper** – already exploring restaurants and activities in North Lake Tahoe communities and pop into shops based on proximity
2. **Forgetful Visitor** – forgot something specific and purchases it based on need
3. **Shopping Lover** – loves the experience of shopping and includes it as a tourism activity

Most of listed tactics will be targeted toward the “Shopping Lover,” as these are the visitors most likely to incorporate shopping into their trip plans. But, the Passive Shopper and Forgetful Visitor will be considered and included in messaging whenever possible.

Tactics

- **Local Fares Video Series** – A series of 3 videos will be developed to highlight unique local makers, taking a behind-the-scenes look at these contributors to the shopping experience. All videos will aim to drive overall interest in shopping around North Lake Tahoe, and will drive users back to the shopping map. The three videos will aim to be diverse, featuring different types of local goods.
- **Social Media Posting and Advertising** – On an ongoing basis, shopping-specific posts will be shared to the North Lake Tahoe channels highlighting unique experiences of shopping in the destination. In addition, advertisements will be launched around the developed video content and map content.

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- **Photography** – Amber and the NLTRA will manage a photoshoot to build winter shopping visual assets. Photos will be used throughout social media posts
- **North Lake Tahoe Blog Integration** – Whenever possible, The Abbi Agency will work the Shopping messaging into greater North Lake Tahoe blog post topics, sharing relevant shopping messages where they fit for messaging integration. Some examples of blog posts where a Shopping message will be included are:
 - Nov. 2017: Holiday Shopping Gift Guide; Winter Wonderland Itinerary
 - Jan. 2018: 3-day Weekend Itinerary
 - Feb. 2018: Romantic Guide to North Lake Tahoe Itinerary

Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will provide a monthly status report ahead of the BACC meetings.
- The agency will provide one in-depth campaign recap at the end of the measurement period.
- The agency will attend all BACC monthly meetings in person or via phone.

Budget and Scope Specifics

The total proposed allotment for TAA to be spent by June 30 is \$15,000. (The remaining \$5,000 budgeted for the year for Shop Local will be allocated to the Holiday 2017 campaign.)

- **Campaign Project Management: \$1,400**
 - *Attending meetings, providing reports, and ongoing client communications*
- **Winter Shopping Photoshoot: \$3,800**
 - *Budget for photography around North Lake Tahoe*
- **Video Series (3): \$5,400**
 - *Pre-production and video planning efforts: \$400*
 - *1-2 full-day(s) of filming local shopping artisans: \$3,000*
 - *Post-production efforts: \$1,000*
 - *Ownership of raw footage assets*
- **Social Media Management: \$1,400**
 - *1 shopping-specific posts per month across North Lake Tahoe channels (Facebook, Twitter, Pinterest, Instagram [contingent on visual content]): \$400*
 - *Development, launch and management of ongoing Facebook ad campaign – video and/or canvas advertisement: \$800*

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- **Social Media Advertising: \$3,000**
 - Monthly advertising, December – June
 - Ads will be purchased to support shoulder season and holiday season. Potential ad spend schedule:

| | |
|-----------------|---|
| <i>December</i> | <i>\$500 (to support holiday message)</i> |
| <i>January</i> | <i>\$300</i> |
| <i>February</i> | <i>\$300</i> |
| <i>March</i> | <i>\$500 (to support shoulder season)</i> |
| <i>April</i> | <i>\$500 (to support shoulder season)</i> |
| <i>May</i> | <i>\$500 (to support shoulder season)</i> |
| <i>June</i> | <i>\$400</i> |

- **North Lake Tahoe Blog Integration: Added Value**
 - Shopping messages and map links will be incorporated to blog content as possible, and will not include an extra development charge from The Abbi Agency.

Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

Approvals

[XX] (Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)