

Peak Your Adventure 2016 Scope of Work & Budget

In order to drive visitor traffic to the mountain resorts this summer, The Abbi Agency has developed the following concept package for the 2016 Peak Your Adventure campaign: #TahoeView. Below you will find an outline of the concept's goals and major components.

Strategy

Partner with resorts around the lake by providing social followers with a summer itinerary and places to capture the perfect Lake Tahoe view. Collect user-generated content by setting up photo op spots around the properties.

Campaign Objectives:

1. Encourage engagement with mountainside communities between the months of June and September
2. Encourage digital exploration of the Tahoe Views online via social media and the website.

Social Media Engagement

- **Social Graphics:** A series of social graphics will be developed to highlight hidden gems and local secrets around the lake to promote local business and resort attractions. Following the 2015 Peak Your Adventure styling, graphics will be created to frame UGC pictures, collected through the #TahoeView and #MyTahoeAdventure hashtag via an Offerpop tab on the North Lake Tahoe facebook.
 - The Abbi Agency aims to launch the first post Thursday, June 9 (dependent on photography scheduling)
- **Photo Contest:** Followers will be encouraged to share their summer photos from the selfie stations, either while seeking out a local secret or by capturing the perfect #TahoeView at one of the resorts, using relevant campaign hashtags for the chance to win a grand prize.
- **On-Site Promotion**
 - **Rack Cards:** Campaign information will be distributed to local businesses and Reno-Tahoe resorts. Resort-specific selfie-station maps will be included on rack cards.
 - **#TahoeView Sunglasses:** Along with rack cards, branded sunglasses will be handed out at visitors' centers, local businesses and resorts to promote the campaign. Sunglasses to include the campaign hashtag, campaign landing page URL, and North Lake Tahoe "N" logo.



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- **Selfie Stations:** Selfie stations will be set up around the lake and partner resorts to provide photo opportunities for visitors. Stations will include all relevant campaign hashtags, partner brand names (i.e. Tahoe Timber sunglasses) and all brand social handles to encourage user-generated content.
 - **Note:** The Abbi Agency will design and build the selfie stations. Location and logistics of delivery TBD.

Additional campaign details:

- **Photography:** Professional, high-quality photography will be taken to support printed and digital assets of the #TahoeView campaign. The Abbi Agency to collect project estimates from Chamber photographers. Photography to be purchased via North Lake Tahoe Resort Association.
- **High Notes Promotion:** Using previous and new printed materials, the 2016 Peak Your Adventure / #TahoeView campaign will be promoted at High Notes events.
- **#TahoeView Webpage:** Similar to the Touch Lake Tahoe winter campaign, a landing page will be created on the GoTahoeNorth website. The landing page will contain campaign details, photo contest eligibility, information on partner resorts and relevant activities, and where to capture your #TahoeView.
- **Prizes:** Contest prizes and quantities TBD.
 - 8 Tahoe Timber: Tahoe-themed sunglasses
 - Resort package: Gift card to partner resorts (provided by partners?)

Campaign Timeline: April – September

April 1-30

- Finalize campaign components
- Distribute Photography Request for Proposals, provide for approval
- Design and receive quote for selfie stations

May 1-31

- Pick campaign photographer, schedule photographer for month of May
- Finalize selfie station design and begin building
- Design phase begins, to include:
 - Rack Card development
 - Map of #TahoeView Selfie Station map for website
 - Wraps and branding for #TahoeView Selfie Stations
 - #TahoeView social media graphics (branding to mirror 2015 Peak Your Adventure creative)
- Begin looking at advertising options and finalizing advertising choices
- Deliver Visitors Guide ad by May 12
- Order #TahoeView sunglasses



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- Write copy for #TahoeView webpage

June 1-30

- Deliver selfie stations, rack cards to resorts at beginning of the month
- June 9: Campaign goes live on website and social media
- Give out first pair of Tahoe Timbers with campaign launch to encourage initial engagement in campaign
- Give out two pairs later in the month
- Begin ongoing social media promotions and interactions
- Launch digital advertising at end of month

July 1-30

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- First blog post to go live

August 1-31

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- Second blog post to go live

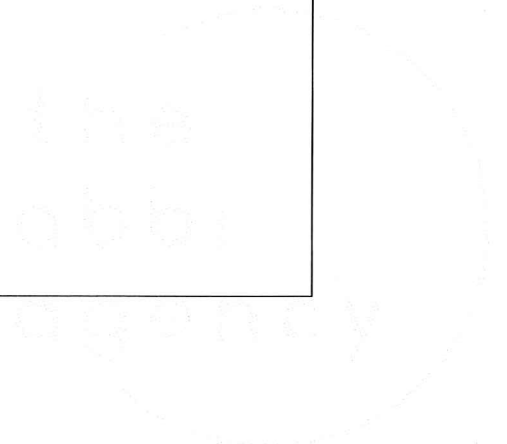
September 1-30

- Give out final pair of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Campaign end date: September 9, 2016

Budget Outline

Below are estimated costs for major campaign tactics. Remaining budget will be used for digital ad buys and print ad buys.

Abbi Agency Project Cost (April – September) Project fees include project management, client communications, social media posting, social media interaction, researching and gathering quotes from vendors, coordination and execution with vendors for print ad buys, selfie station creation, outlining shot lists for selected photographer, execution of digital ad buys, content creation for landing page, and two blog posts. In addition, The Abbi Agency will provide monthly reporting	\$9,000
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and a final campaign recap.	
Design: The Abbi Agency will design new materials for the campaign including, print advertisements, digital advertisements, rack cards, wraps for selfie stations, sunglasses, social graphics, small map for website.	\$3,500
Selfie Stations (3) Selfie Stations must be custom-made and fabricated by welder. Stations will be transportable, weather-proof and branded.	\$2,100
Sunglasses (approx. \$0.80 each for 1,000 sunglasses)	\$800
Rack Card printing	\$400
Tahoe.com advertising (activity listing & Tahoe this week placement for three months)	\$300
Social Media Advertising	\$1,000
Visitors Guide Advertisement	\$1,400
Tahoe Timbers Sunglasses	\$440
Remaining Budget (suggested use: increase number of sunglasses created or additional social media advertising)	\$1,060





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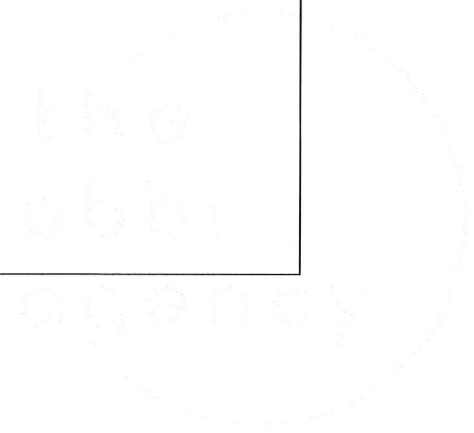
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Selfie Station Specs

Features:

- Locking wheels at base
- 360° advertising space on white panels
- Instructions on how to use
- Adjustable phone cradle

