

Client and/or Project Name: North Lake Tahoe In-Market Shopping Campaign
Completed by: Jessica Pauletto, Brand Manager, The Abbi Agency
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Project Dates/Timeline: June 1-30, 2019

Goal

Promote local shopping, artisan goods and regional expertise to North Lake Tahoe in-market visitors. Encourage visitors to 1) meet local craftsmen; 2) explore five distinct shopping districts; and 3) buy outdoor recreation products from experts while taking advantage of summer deals.

Description

The Abbi Agency will work with the BACC on a one month digital advertising and content campaign that promotes shopping to in-market visitors of North Lake Tahoe. It will utilize videos from Chris Bartowski, and disseminate them across the @GoTahoeNorth social media channels and the website. The Agency will partner with key representatives of each major shopping district—Northstar, Squaw Valley, Tahoe City and Kings Beach—to promote grass-roots messaging through social takeovers, and further connect the consumer to the product.

Target Audience

In-market visitors to North Lake Tahoe; high median income.

Strategies and Tactics

Social Media Video Campaign: The Abbi Agency will run six (6) total video ads—three (3) full videos on Facebook, and three (3) short videos on Instagram— surrounding three key topics:

- Meet your local artisans
- Five distinct shopping districts
- Buy from an expert / leverage summer deals

One (1) Blog + One (1) Newsletter mention: The Abbi Agency will create a dedicated shopping blog that discusses North Lake Tahoe's shopping districts, local artisans and expertise. The blog will be linked to the newsletter and disseminated to our subscriber audience.

Social Media Management:

- **Video Editing:** The Abbi Agency will edit and cut each of the full-length videos into shorts, between 30-60s, to fit the proper format for Instagram.
- **Partner Coordination / IG Takeovers:** The Abbi Agency will connect with key representatives from each of the major shopping districts—Squaw Valley, Northstar, Kings Beach and Tahoe City— to coordinate a one-day partner takeover on the @tahoeorth Instagram channel. The purpose is to show the individual products and shopping experience from a real-time, authentic point of view; and to further connect consumers with shop owners and artisans.

- **Blog Share:** The Abbi will share the “Shopping Blog” to provide long-form information on 1) Where to shop; 2) What products to look for; and 3) Who to ask for expert help.

Agency Management + Reporting: The Abbi Agency will manage all partner coordination, implementation and reporting for the campaign. The Agency will provide a recap of campaign performance within 30 days of the campaign completion.

Measurements of Success

- Awareness & Engagement
 - a. Number of video impressions / views (Goal: 18,000 views & 80,000 impressions per video)
 - b. Number of IG story views from partner takeovers (Goal: 2,000 views per story)
 - c. Number of blog views (Goal: 300 views)
 - d. Newsletter open rate (Goal: 8.6% (industry standard is 7%))
 - e. Newsletter clickthrough rate (Goal: 2% (industry standard is 1%))

Campaign Budget

Project	Description	Cost
Social Media Video Ads	Six (6) total shopping videos—three (3) full and three (3) short— with a \$250 advertising budget each (+15% markup of \$37.50 / ea).	\$1,725
Blog / Newsletter	1 dedicated shopping blog on gotahoenorth with a mention/link on newsletter	\$700
Social Media Management	<ul style="list-style-type: none"> - Video Editing: The Abbi Agency will edit and cut each of the full-length videos into shorts, between 30-60s, to fit the proper format for Instagram. - Partner Coordination / IG Takeovers with one key representative in 4 shopping districts. - Blog Share 	\$1,000
Agency Management	Coordination, Implementation and reporting	\$500
CAMPAIGN TOTAL		\$3,925

Approvals



NLT In-Market Shopping Campaign SCOPE OF WORK, June 2019

[Bonnie Bavetta, Chief Executive Officer, NLTRA]

(Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)