

Augustine



FY 19/20 Spring Campaign: Marketing & Advertising
January 28, 2020

AGENDA

Creative Strategy

Creative Executions

Media Targeting

A person in a kayak is shown from a high angle, paddling on a calm lake. The water is clear, reflecting the sky and the surrounding landscape. In the background, there are mountains under a blue sky. The overall scene is peaceful and scenic.

CREATIVE **STRATEGY**

CREATIVE STRATEGY

- Position North Lake Tahoe as the ideal location to visit during the spring.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Continue to use *Twice the Fun* campaign messaging – exploring dual day activity combinations during the spring season.
- Highlight differentiating factors of the destination, supporting North Lake Tahoe’s positioning as ideal location.
- Redesign/reanimate creative collateral to reflect the topo map art direction.
- Optimize creative based on paid media performance analytics and SMARI insights.

SPRING POSITIONING **TWICE AS FUN**

Welcome to a destination where dual days thrive, elevating every spring day into an extraordinary experience. From mountainside to lakeside, adventure to relaxation, our perfectly paired adventures are double the fun. Hit the slopes for some spring season skiing then unwind on the lake with a picturesque paddle. Hike the trails then stroll the towns. Savor some me time then gather around a fire pit and share s'mores with family and sips with friends. Elevate your senses and refresh with adventures that are twice the fun.

North Lake Tahoe. It's Human Nature.



CREATIVE **EXECUTIONS**

DIGITAL ADS

300X600
FRAME 1



FRAME 2



FRAME 3



FRAME 4



300X250
FRAME 1



FRAME 2



FRAME 3



FRAME 4



320X50



DIGITAL ADS

728X90
FRAME 1



FRAME 2



FRAME 1



FRAME 2



300X600
FRAME 1



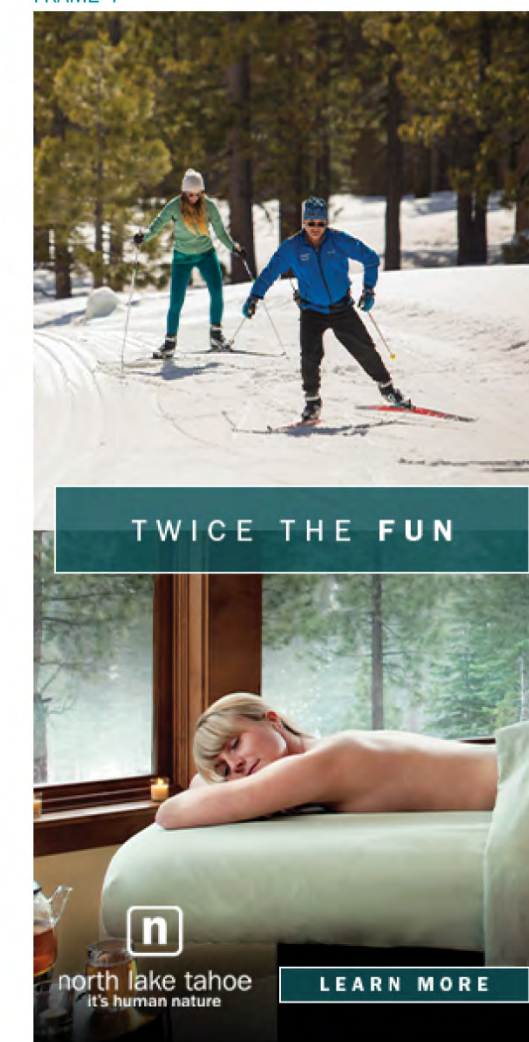
FRAME 2



FRAME 3



FRAME 4



160X600
FRAME 1



FRAME 2



FRAME 3



FRAME 4



DIGITAL ADS



300X250
FRAME 1



FRAME 2



FRAME 3



FRAME 4



300X250
A



B



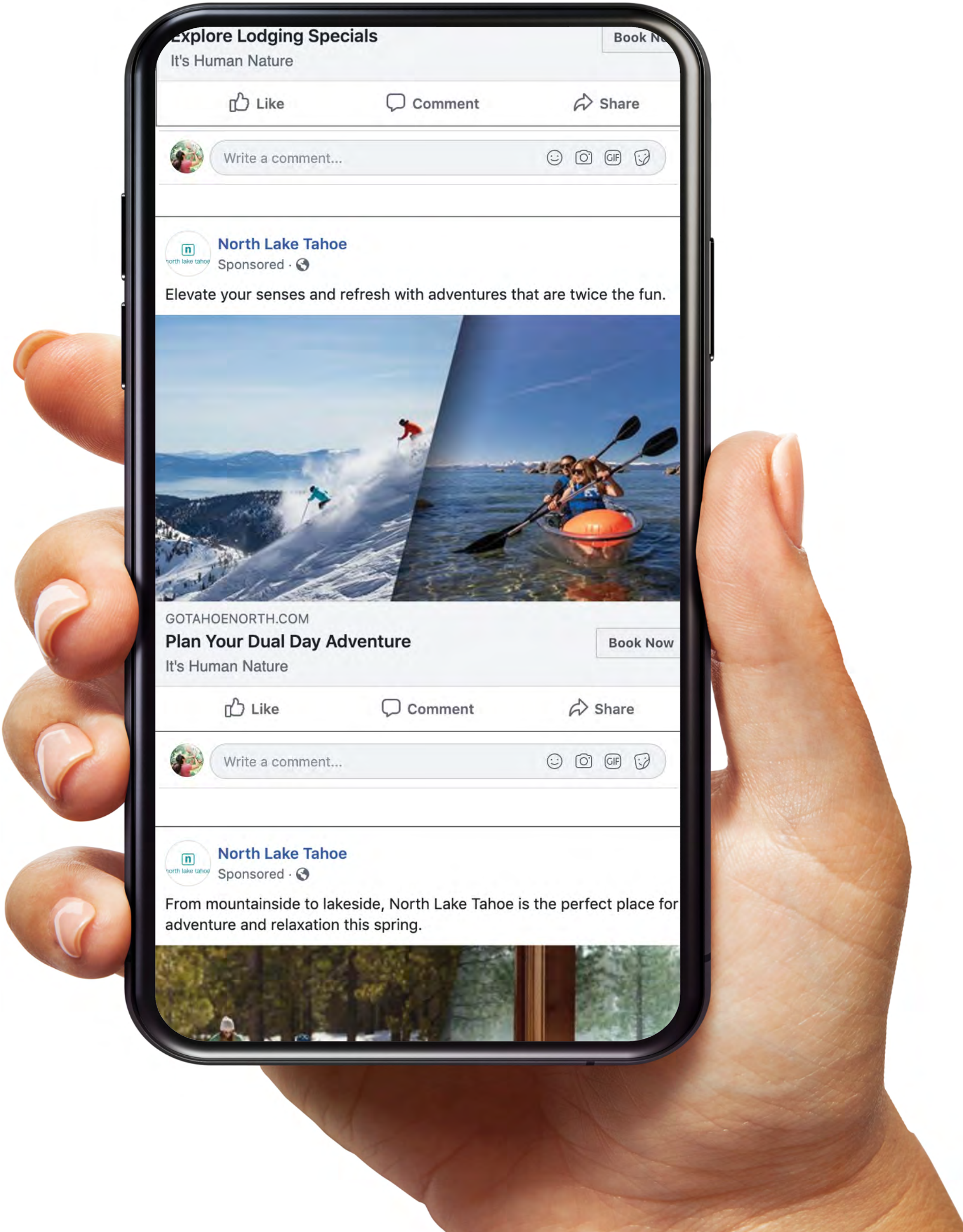
728X90
A



B



SOCIAL MEDIA • SINGLE IMAGE



FACEBOOK SINGLE IMAGE | MILLENNIAL

North Lake Tahoe
Sponsored · 🌐

Explore a destination where dual days thrive long into the night!

GOTAHOENORTH.COM
Twice the Entertainment. Twice the Fun. [Book Now](#)
It's Human Nature

Like Comment Share

FACEBOOK SINGLE IMAGE | FAMILY

North Lake Tahoe
Sponsored · 🌐

Grab the family, gear up and connect with nature in a whole new way.

GOTAHOENORTH.COM
Find Your Dual Day Experience [Book Now](#)
It's Human Nature

Like Comment Share

FACEBOOK SINGLE IMAGE | BOOMER

North Lake Tahoe
Sponsored · 🌐

From mountainside to lakeside, North Lake Tahoe is the perfect place for adventure and relaxation this spring.

GOTAHOENORTH.COM
Plan Your Dual Day Getaway [Book Now](#)
It's Human Nature

Like Comment Share

FACEBOOK SINGLE IMAGE | RETARGETING

North Lake Tahoe
Sponsored · 🌐

Visit the place where dual days thrive and elevate every spring day into an extraordinary experience.

GOTAHOENORTH.COM
Explore Lodging Specials [Book Now](#)
It's Human Nature

Like Comment Share

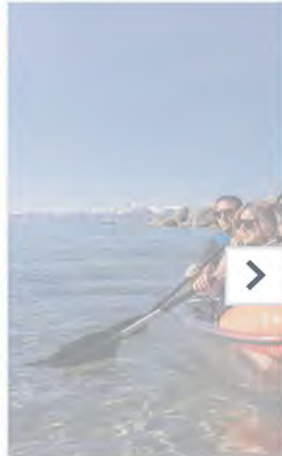

SOCIAL MEDIA • CAROUSEL

FACEBOOK CAROUSEL | MILLENNIAL

FRAME 1

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.






Twice the Adventure [Learn More](#) Twice the Fun

Like Comment Share

FRAME 2

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.






Learn More Twice the Fun [Learn More](#) Twice the Fun

Like Comment Share

FRAME 3

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.






Learn More Twice the Me Time [Learn More](#) Twice the Entertainment

Like Comment Share

FRAME 4

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.





Learn More Twice the Entertainment [Learn More](#) Plan Your Dual Day Adventure Now!

Like Comment Share

FRAME 5

North Lake Tahoe Sponsored

From mountainside to lakeside, elevate your senses this spring and refresh with adventures that are twice the fun.



Learn More Plan Your Dual Day Adventure Now! [Learn More](#)

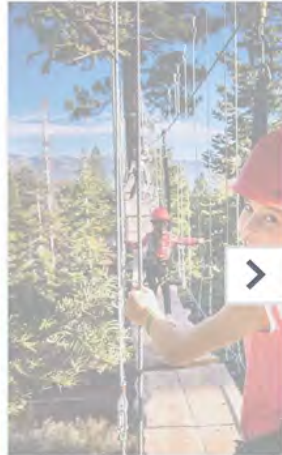

Like Comment Share

FACEBOOK CAROUSEL | FAMILY

FRAME 1

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.






Twice the Fun [Learn More](#) Twice the Adventure

Like Comment Share

FRAME 2

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.






Learn More Twice the Adventure [Learn More](#) Twice the Flavor

Like Comment Share

FRAME 3

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.






Learn More Twice the Flavor [Learn More](#) Twice the Memories

Like Comment Share

FRAME 4

North Lake Tahoe Sponsored

Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.





Learn More Twice the Memories [Learn More](#) Find Your Dual Day Experience Now!

Like Comment Share

FRAME 5

North Lake Tahoe Sponsored

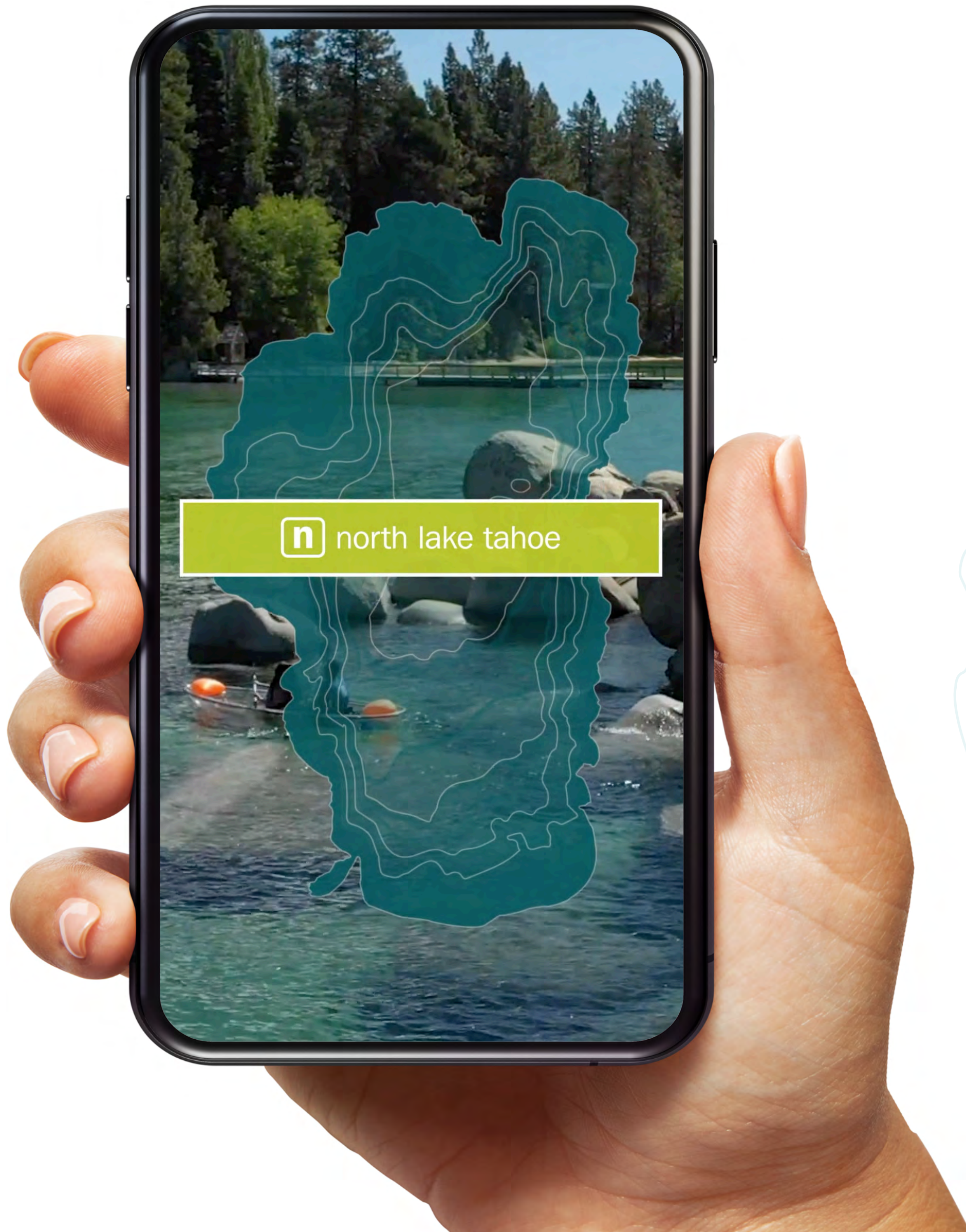
Grab the family, gear up and connect with nature in a whole new way during the dual days of spring.



Learn More Find Your Dual Day Experience Now! [Learn More](#)

Like Comment Share

INSTAGRAM STORIES





DISCOVER | SPRING'S DUAL DAYS

A group of people, including children and adults, are sitting around a campfire in a forest. The scene is dimly lit, suggesting dusk or dawn. The people are wearing winter clothing, such as hats and jackets. The campfire is visible at the bottom of the frame, with bright orange and yellow flames. The entire image is covered with a dark, semi-transparent overlay, which makes the text stand out prominently.

MEDIA STRATEGY

SPRING CAMPAIGN: BAY AREA ONLY

100% BAY AREA

3x Target Personas

- Native
- Programmatic Display
- YouTube Sequential Video
- High Impact Media
- Facebook
 - Retargeting
 - Carousel
 - Insta Video
 - Instagram Stories
- Twitter
- Reddit
- TripAdvisor
- Expedia
- Weekend Sherpa
- Email
- Search
- Retargeting Display Ads

TOTAL SPEND: \$83,604

SPRING CAMPAIGN: BAY / SOCAL

40% BAY AREA

1-2x Target Persona's

- Native
- Programmatic Display
- WeekendSherpa
- Facebook
- Reddit
- TripAdvisor
- Expedia
- Search Marketing

TOTAL SPEND: \$33,441

60% SoCal

1-2x Target Persona's

- Native
- Programmatic Display
- YouTube Video
- High Impact Media
- Facebook
- Twitter / Reddit
- TripAdvisor
- Expedia
- Email
- Search Marketing
- WeekendSherpa

TOTAL SPEND: \$50,162

SPRING CAMPAIGN: SOCAL ONLY

100% SoCal

3x Target Personas

- Native
- Programmatic Display
- YouTube Sequential Video
- High Impact Media
- Facebook
 - Retargeting
 - Carousel
 - Insta Video
 - Instagram Stories
- Twitter
- Reddit
- TripAdvisor
- Expedia
- Weekend Sherpa
- Email
- Search
- Retargeting Display Ads

TOTAL SPEND: \$83,604



THANK YOU!