Agenda

Situational Analysis
Media Strategies & Objectives
Planning Parameters
Sample Partners & Messaging Considerations
Flighting & Budget Recommendation
Next Steps & Timing
Situational Analysis

- Air Service support continues to grow in priority for the Town of Mammoth Lakes
- Mammoth Lakes Tourism (MLT) supports Air Service Awareness and Consideration within its seasonal paid media budgets; the percentage of the budget used to support Air Service is determined by seasonal campaign budget and media placement rotation availability
- FY18/19 utilized this standard allocation process, however, post-Board approval, additional Winter service was secured to Denver and Orange County, and new air carriers will serve existing markets in LA and possibly San Diego
- With the additional service secured, the Board has requested to set its Air Service program up for sustainable success, to which MLT is recommending to focus on Air Service as its own holistic, year-round paid media program, including the exploration of airline and cooperative opportunities with stakeholder partners to maximize dollars
- In order to implement this new path for the Air Service program, incremental funds are required to ensure proper support for FY18/19, which will now be allocated by seasonal campaign length and number of markets/routes by season to ensure budget matches the opportunity to convert flights
- The following communicates how MLT plans to support Air Service for FY18/19, including Brand creative integration to grow Awareness and dedicated support pieces to encourage Consideration and Intent to utilize Air Service
Paid Media Strategies & Objectives

**BUSINESS GOAL**

Make Mammoth Lakes a strong year-round destination

**MARKETING OBJECTIVE**

Increase visitation through Air Service while maintaining costs

**MEDIA STRATEGIES**

Maximize reach and impact of flight messaging by targeting a qualified audience in nonstop flight accessible DMAs

Partner with Air Service providers to serve/retarget with the most appropriate messaging/offers along the consumer journey

Cooperative opportunities with stakeholder partners

**MEDIA OBJECTIVES**

(1) Increase Awareness of Mammoth Lakes Air Service through Seasonal Brand Campaign messaging integration

(2) Increase Consideration to use Air Service through MLT site traffic to educate on and encourage flight bookings

(3) Increase Intent to use Air Service through direct booking paths with partner service providers
Planning Parameters

**FALL 2018**
- **Timing**: Aug-Oct 2018
- **Audience**: Outdoor Actives without Kids (Passive focus)
- **Age & HHI**: A30-64; $100K+
- **Target Market**: Los Angeles

**WINTER 2018-2019**
- **Timing**: Oct 2018-Mar 2019
- **Audiences**: Snowsporter Families, Snowsporters without Kids
- **Age & HHI**: A25-54; $100K+
- **Target Markets**: Los Angeles (LAX, BUR), Orange County, San Francisco (SFO), Denver & tentatively San Diego

**SUMMER 2019**
- **Timing**: Mar-Jun 2019
- **Audiences**: Outdoor Active Families, Outdoor Actives without Kids
- **Age & HHI**: A25-54; $100K+
- **Target Market**: Los Angeles
Sample Partners & Messaging Considerations
OBJECTIVE 1
Increase Awareness of Mammoth Lakes Air Service through Seasonal Brand Campaign messaging integration/rotation
Social Media

**Units:** Facebook & Instagram: Carousel & Canvas Units; Pinterest: Promoted Pins

**Targeting:** Broad using Target Audience(s) strategically determined by season

**KPIs:** Click Through Rate (CTR), Time On Site (TOS), Sessions

**Creative:** Woven into Seasonal Brand Creative

**Landing Page:** Seasonal Landing Page featuring Air Service

Sample Creative: MLT Air Service Creative to be developed on approval
Native Display

**Units:** Responsive Ads

**Targeting:** Broad using Target Audience(s) strategically determined by season

**KPIs:** Click Through Rate (CTR), Time On Site (TOS), Sessions

**Creative:** Woven into Seasonal Brand Creative

**Landing Page:** Seasonal Landing Page featuring Air Service

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**Getting to Mammoth Lakes**

Why drive to Mammoth Lakes when you can fly?
Less travel time means more adventure time.

Visit Mammoth Lakes

This is the Easiest Way to Get from Reality to the Unreal in Mammoth Lakes

Visit Mammoth Lakes  Visit Site
Video

Units: :30 Video

Targeting: Broad using Target Audience(s) strategically determined by season

KPIs: Impressions, Views, Video Completion Rate (VCR)

Creative: 2D 360 Degrees of Adventure with Air Service end card bumper
OBJECTIVE 2

Increase Consideration to use Air Service through MLT site traffic to educate on and encourage flight bookings
**Display Banners**

**Units:** Standard Display Banner Sizes, including 728x90, 300x250, 300x600, 160x600

**Targeting:** Target users showing signs of consideration for traveling to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

**KPIs:** Click Through Rate (CTR), Time On Site (TOS), Sessions

**Creative:** A/B testing creative that incorporates airplane and destination imagery with price point and Learn More CTA leading to educational content on air service offering(s); rapid optimizations to best performing creative

**Landing Page:** Flights Page
Search Engine Marketing

Units: PPC Search Ads

Targeting: Target users showing signs of consideration for traveling to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

KPIs: Click Through Rate (CTR), Time On Site (TOS), Sessions

Creative: General Fly to Mammoth Lakes messaging that highlights the benefits of flying leading to educational content on air service offering(s)

Landing Page: Flights Page
OBJECTIVE 3

Increase Intent to use Air Service through direct booking paths with partner service providers
Display Banners

**DEPENDANT ON CARRIER PARTICIPATION**

**Units:** Standard Display Banner Sizes, including 728x90, 300x250, 300x600, 160x600

**Targeting:** Target users showing intent to visit or fly to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

**KPIs:** Click Through Rate (CTR), Bookings

**Creative:** Co-Op Air Service Brand with price point and Book Now CTA

**Landing Page:** United or JetSuiteX Booking Pages

SAMPLE CREATIVE; MLT AIR SERVICE CREATIVE TO BE DEVELOPED ON APPROVAL
Social Media

DEPENDANT ON CARRIER PARTICIPATION

Units: Single Image Ads

Targeting: Target users showing intent to visit or fly to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

KPIs: Click Through Rate (CTR), Bookings

Creative: Direct booking messaging that highlights the route, carrier, price point, and Book Now CTA

Landing Page: United or JetSuiteX Booking Pages

- Fly faster and smarter than big airlines. Bay Area, LA, Vegas, OC. SEMI-PRIVATE FLIGHTS FROM $79
  - Book Now
  - This is how you JetSuiteX
  - JetSuiteX.com

- No lines, stress or hassles. Bay Area, LA, Vegas, OC. From $79.
  - Semi-private flights from $129.
  - No lines, stress or hassles. Bay Area, LA, Vegas, OC. From $79.
  - JetSuiteX.com
Search Engine Marketing

**DEPENDANT ON CARRIER PARTICIPATION**

**Units:** PPC Search Ads

**Targeting:** Target users showing intent to visit or fly to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

**KPIs:** Click Through Rate (CTR), Bookings

**Creative:** Co-Op Air Service Brand with price point and Book Now CTA

**Landing Page:** United or JetSuiteX Booking Pages
Flighting & Budget Recommendation
Flighting Recommendation

- Target audience(s) and flight Air Service paid media support in tandem with seasonal campaigns
- Season-to-season overlap for seamless transition of Air Service promotion; this ensures Always On support of service, as well as continuously seed for the upcoming season when flights are loaded and can be booked online

FY18/19

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SUMMER AIR SERVICE
**Budget Recommendation**

- FY18/19 funding to be pulled from two places:
  - Brand Advertising Budget to support Awareness of service
  - Dedicated Air Service Budget (Incremental Request) to support Consideration & Intent layers

- An additional $400,000 is requested from the Board for FY18/19 to ensure proper paid media support across the Consumer Journey

- Moving forward, the Annual Budget will be planned with Air Service as its own paid media line item

- Beginning in 19/20, request the Board’s consideration to include an ongoing +$250,000 YOY investment to support the Air Service line item to increase Consideration & Intent layer support, understanding portions of the seasonal campaign budgets will continue to promote Air Service Awareness

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Next Steps & Timing

Approval of Incremental Budget Request 9/11

Secure Potential Air Service Co-Op Partnerships 9/14

Media Planning 9/12-9/26

Plan Approval 9/28

Rolling Launch Date 10/22

Note: Fall campaign live through 10/21
Thank you.