



## **MEDIA MATTERS WORLDWIDE 2018/19 MARKETING CAMPAIGN RESULT SYNOPSIS**

In fall 2018, TheorySF introduced the VMC Marketing Team to the media purchasing company, Media Matters WorldWide with the intent of using MMWW's expertise to purchase programmatic and social media advertising across a variety of channels in order to raise awareness of the Visit Mendocino brand. At the outset, MMWW established a set of baseline metrics regarding website visitation, digital engagement, video completion, and more against which to measure the success of the digital campaigns. In addition to the campaign, at the outset, MMWW instigated a Nielsen Brand study, also implemented to measure results. A brief summary of the report follows. The full report may be downloaded at:

[https://www.dropbox.com/s/c9qs37wpgihqwb3/MMWW\\_Wrap\\_Up\\_Report.pdf?dl=0](https://www.dropbox.com/s/c9qs37wpgihqwb3/MMWW_Wrap_Up_Report.pdf?dl=0).

### **Campaign Goals:**

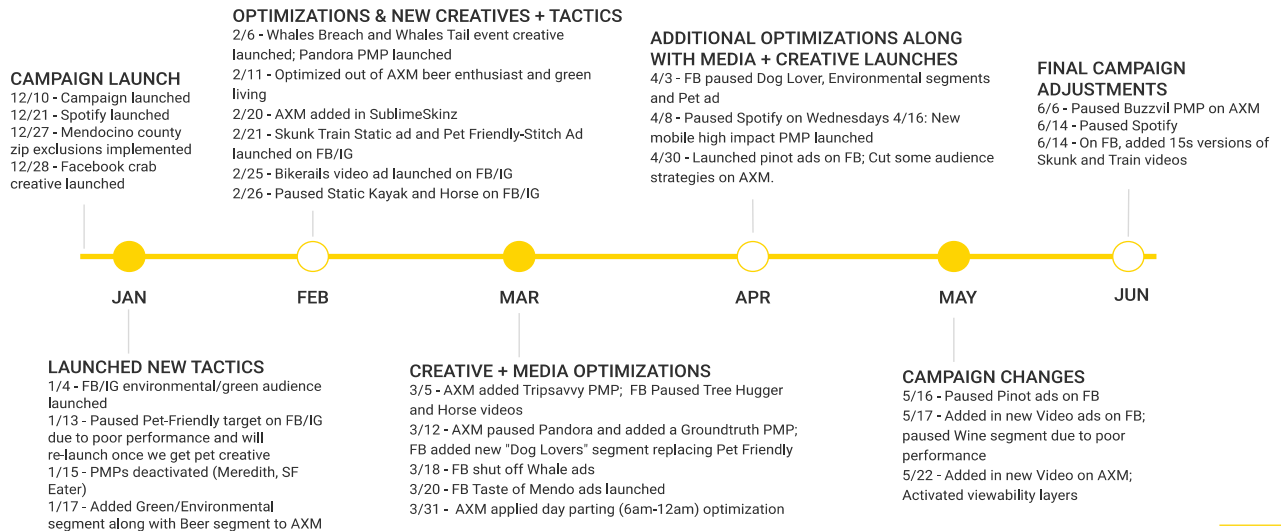
- **Awareness:** The primary campaign goal is to drive awareness of Mendocino County as a tourist destination and increase positive perception to encourage the target audience to visit. Awareness lift was measured via a Nielsen Digital Brand Effect study.
- **Traffic:** The campaign was also tasked to drive qualified traffic and site engagements. Traffic quality was measured by web analytics and was a key indicator of success.
- **Campaign Parameters:**
- **Geography:** SF Bay Area and Sacramento; excludes Mendocino County
- **Target:** Millennials/Gen-Y, Gen-X
- **Timing:** December 10, 2018 to June 30, 2019
- **Budget:** \$300,000

### **Campaign Setup:**

- Focus on raising awareness of the county as a tourist destination while driving SF Bay Area and Sacramento traffic to VisitMendocino.com.

- Campaign supported both brand messaging as well as specific county events leveraging paid social media, Spotify, and programmatic display media.

## 2019 CAMPAIGN TIMELINE



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### Overall Results & Key Findings:

- The campaign succeeded in enticing 2X more awareness, 2X more visit intent, and 149% more site traffic than goals for the same time YOY.
- Fresh destination and event-focused creative drove the strongest response: best response with destination and event-focused content
- High impact media lifted visit intent: audiences responded favorably to images and videos
- Social presence is **key** with 42% of site traffic originating from paid Facebook/Instagram ads
- Relevancy changes response: traffic is higher when visitors are planning trips
- Brand studies helped piece together impact on visits to the county: both the Nielsen and Facebook studies showed an increase in visit intent indicating that digital media is influencing people to visit and thus raise tourism revenue. These studies are essential where lack of data (ADR/occupancy/RevPar) is unavailable to VMC.

# CAMPAIGN ENTICED USERS TO VISIT MENDOCINO

VisitMendocino grew awareness and visit intent for Mendocino by engaging audiences across platforms



**SPEND**



**IMPRESSIONS**



**VIDEO PLAYS**



**VM.COM CONTENT VIEWS**



**VM.COM CP CONTENT VIEW**



**MC VISIT INTENT**

	SPEND	IMPRESSIONS	VIDEO PLAYS	VM.COM CONTENT VIEWS	VM.COM CP CONTENT VIEW	MC VISIT INTENT
ACTUAL	\$300k	34.6M	6.3M	245k	\$1.09	+5.7 - 10.3pt
BENCHMARK	\$300k	34.1M	-	-	-	+19pt

- Site Visitation: Campaign helped create a **149% larger user base** for VisitMendocino.com vs the same time last year with 207k total users during the full flight. Organic search traffic increased 12% from April, driven by momentum from media efforts during travel season.
- *Perceptions*: **Programmatic media achieved a 2X higher lift vs Travel norm** in "Definitely will Visit" Mendocino county in the Nielsen brand study. **Paid Facebook drove 2X the Travel norm in brand awareness and visit intent** per the Facebook brand awareness study.
- *Engagement*: Engagement improved throughout the campaign with **Activity Rates growing by 39% from December to June** thanks to various optimizations across programmatic, social and audio media.



Sources: DCM, Facebook, Nielsen 12/10/2018 - 6/30/2019 \*Spend includes brand study fees

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## Campaign Performance:

- Site visits doubled each month YOY
- Per the brand studies, the campaign improved Mendocino County awareness and visit intent

## Channel Performance:

Core channels AXM and Paid Facebook/Instagram drove content views most efficiently, while Spotify broke through the clutter.

	AXM	Facebook/Instagram	Spotify	Pandora
<b>SPEND</b>	\$117k	\$76k	\$70k	\$4k
<b>IMPRESSIONS</b>	19.8M	13.1M	1.6M	90k
<b>VIDEO PLAYS</b>	2.8M (14%)	1.8M (14%)	1.6M (100%)	81k (89%)
<b>VM.COM CONTENT VIEWS</b>	62k (\$1.90)	174k (\$0.44)	10k (\$7.32)	73 (\$59.86)

- AXM drove the most efficient content views across various digital properties
- Drove an almost 2X CPCV improvement since December
- On Prospecting, high impact PMP strategy drove a 3X CTR increase from Dec to June
- 30% of budget went to Retargeting, where return users had 3X the VCR and 5X the Activity Rate vs Prospects
- Facebook/IG drove the most efficient content views driven by media with 28% of media spend
- On Prospecting, Competing Destinations and Travel Vacation strategies achieved scale and efficiency
- 18% of spend went to Retargeting, with comparable performance to Prospecting
- Spotify gave the VM videos the most efficient content views
- Optimizing to weekends improved CPCV, aligning with when users are more in the mindset for travel planning
- 30 sec videos could not scale due to limited inventory
- Pandora struggled to drive content views efficiently despite having a higher CTR than Spotify. This at least in part was driven by tracking issues
- Budget was shifted to Spotify for stronger overall performance



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### **Creative Recommendations for FY 2019/20:**

- **Destination and Event:** Focus on destination and event content over activities.
- **High Impact:** Leverage high impact content to catch the attention of users and inspire action
- **Credibility:** Use influencers to drive credibility
- **Align Copy to Imagery:** Tailor copy to align with images; use hashtags and emojis
- **Video Length:** Develop short, impactful videos to drive completion rates
- **Site Speed:** Work on raising site speed score (currently 48/100 per Google)