



Louisiana Office of Tourism
Fall Initiative Media Overview
September 15, 2011

Fall Communication Plan - Overview

Markets – Houston, Dallas, Memphis & Atlanta

Tactics – The communication tactics will include cable, internet and newspaper in the four (4) primary markets

Flight – There will be two (2) flights of two (2) weeks each for the weeks of 9/26, 10/3, 10/24, & 10/31.

Partner Buy-Ins – Should there be buy-in from partners from across the State, the campaign, including LOT's match, will run the week of 11/14.

- Should no partners buy into the program, LOT's matching funds will be allocated to a LOT dedicated buy the week of 11/14.



Fall Communication Plan - Overview

The approach of the Fall 2011 Campaign is to focus on specific interests within the geography (drive markets) and demographics (A25-54, \$50k+) of past campaigns.

This buy will leverage content, programming, editorial and websites that align with the general interest categories that existing creative supports -- Culinary, Outdoor, Festival and Culture.

In the plan, you will see a mixture of cable networks, websites and online ad networks that deliver audiences with those same interests through traditional and non-traditional creative units. By tracking conversion from these interest-specific tactics to interest-specific content on www.LouisianaTravel.com, we will establish a benchmark for this interest-specific approach that will be optimized in future efforts as interests get more granular (ex: camping, architecture, history, French cuisine, literature).



Cable

A total of seven (7) cable networks were incorporated into the four (4) week buy. A 5th week (Partner buy-in) will include same networks per market.

Within each network, in each market, fixed programming (specific LA based shows), Primetime (6P-12M), Weekend Daytime (12N-6P) were included through the entire schedules.

There is an Anthony Bourdain promotional mention and sweepstakes added value opportunity that is under negotiation at this time. Will update when finalized. (Hint: Think sweepstakes, trip, Anthony Bourdain promoting Louisiana and driving viewers to a landing page.) All components are provided by the Travel Channel, except for hotel accommodations.



Cable – Networks



Cable – Specific Programming



Newspaper

The major daily publications in 3 of the 4 Fall markets (Dallas, Houston & Atlanta) will be participating in a “Louisiana Print & Digital Editorial Program.” This program is described as follows:

- The editorial staff of each paper will create ½ page of travel content on Louisiana. May include calendar provided by LOT.
- LOT will receive a ½ page ad in each newspaper’s travel section on Sunday 10/16
- Louisiana advertisers (ie: BRCVB) will also be approached to buy ad space in these travel sections (at a discounted price)
- Each newspaper (in TX) will have a front page LA tourism editorial followed by two (2) additional pages of editorial and ads (ie: BRCVB, LOT).
 - If additional advertisers do not participate, LOT still receives ½ page editorial and front page lead in.



Newspaper

- The digital elements of this program include the following:
 - An index page within its website's travel section
 - Relevant LA content produced by editorial staff
 - Videos, calendars, text links (provided by LOT)
 - The online presence will launch 10/16 and will run for a period of 30 days (through 11/16).
- Each newspaper and website will:
 - Control all editorial content
 - Maintain their current layout and wire frame
- The print portion ad unit layout and sizes will be uniform in all markets.



Newspaper

LOT to Provide:

- Calendar of events content
- Press kits for editorial team to digest, use as basis for story angles
- Videos
- Text links
- Facebook Feeds
- Twitter Feeds
- Booking Engine Feed
- List of potential advertisers (LPA will approach them to buy ad space in travel section)



Newspaper – Sample Travel Section

THE GOOD LIFE
MONDAY, JULY 15, 2014

A snow-ball's chance in NEW ORLEANS

From taking a bite out of the Big Easy to the perfect place for a celebration, why not play your next vacation around one of these sporting events in our city?

TOPPING IT OFF
THE SEPTANA SWIM SWIMMING CLUB OFFERS THE BEST OF THE GARDENS.

ROYAL STREET BUNGALOW FROM JUST \$99

THE GOOD LIFE
MONDAY, JULY 15, 2014

CAN'T-MISS EVENTS IN NEW ORLEANS

There's a lot to see and do in the Big Easy. Here are the top events to watch.

PLAY D&C

THE ELEGANT DANCE

THE GOOD LIFE
MONDAY, JULY 15, 2014

WHAT'S NEW IN THE BIG EASY?

Check out the World War II museum expansion, see the Degas Museum or visit the Botanical Garden.

WE'RE A EUROPEAN CITY ON A PO-BOY BUDGET.



Newspaper – Digital Layout (and LOT deliverables)



EXAMPLE LAYOUT AND COMPONENTS

Video Component

Newspaper Editorial produced Content

Booking Engine

Calendar

Archived Louisiana Content

Twitter & Facebook Feeds



Newspaper – Sample Landing Page



Newspaper

- * Note – The Texas newspapers (Dallas & Houston) will follow the program that has been defined in the previous pages.
 - Atlanta might deviate slightly but the overarching concept, approach and structure will be similar.

The Memphis Commercial Appeal will not produce a similar program due to the short lead time in presenting the idea to their editorial staff. As an alternative, it is recommended that LOT run a display ad in the 10/16 travel section travel section of said newspaper.



Interactive

In accordance with the Fall campaign strategy, the digital strategy adheres to an interest specific approach. By that it will use websites, behavioral and/or contextual filters that allow LOT to communicate with only those individuals and segments that are interested in one or more of the State's positions – Culinary, Outdoor, Festivals, Culture.

Market focus will be within the Dallas/Ft. Worth, Houston, Atlanta and Memphis DMAs.

The interactive campaign will consist of a six (6) week continuous flight.

It should be noted that it would be our recommendation to include Search Engine Marketing in this campaign, however time restraints and other barriers limited our ability to implement

The following are the specifics.



Interactive – Pandora Radio



Custom “Mix Tape” featuring over 3,200 songs from nearly 50 Louisiana artists such as Aaron Neville, Dr. John, Tab Benoit, Louis Armstrong, Jelly Roll Morton and more.

Messaging:

- :15 audio ad
- 300 x 600 pixel banners
- Branded Channel Site skin
- 500 x 500 & 300 x 50 static banners for mobile platforms

Impressions level achieved throughout 6 flight: nearly 2 million IMPs



Interactive – Specific Media

This “ad network” allows for targeting through its hundreds of websites through vertical/horizontal focus, geographic, demographic and behavioral filters via standard (728x90, 300x250) and dynamic (300x600 mega scrapers, 970x66 pushdowns) banner ads and :15 pre-roll video



Focus

- A25+, HHI \$50k+
- LA Travelers
- Foodies
- Shoppers
- Cultural Tourists
- Music/Festival Enthusiasts
- Outdoor Enthusiasts



Estimated banner and video impression delivered in a 6 week campaign: 6 million

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Interactive – 24/7 Real Media

This “ad network” allows for targeting through its hundreds of websites through vertical/horizontal focus, geographic, demographic and behavioral filters with a focus on outdoors/ fishing/hunting related publications

Focus

- M25+
- HHI \$50k+
- LA Travelers
- Foodies
- Cultural Tourists
- Music/Festival Enthusiasts
- Outdoor Enthusiasts

Estimated impressions delivered in 6 week campaign: 3 million

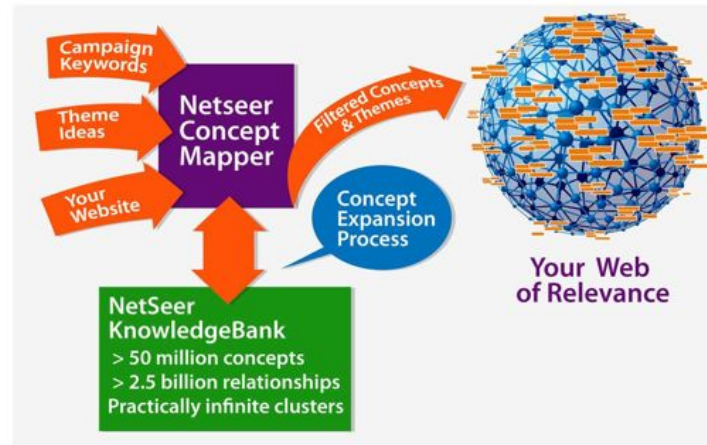


Interactive – NetSeer

NetSeer is an advanced Contextual targeting platform which allows you to place a banner ad near or next to stories and articles with keywords and phrases that closely match the content or “context” of your message.

It uses sophisticated concept mapping technology to capitalize on the advantages of contextual targeting by targeting your message only to relevant content but avoids the pitfalls of not being able to discern between irrelevant keywords and concepts.

Estimated impressions delivered in 6 week campaign: 1.5 million



Interactive – Food & Wine / Travel & Leisure

Messaging:

- Keyword search targeted banners (on both websites)
- :15 Video Interstitial
- 728 x 90 pixel behavioral targeted banners
- 300 x 250 pixel behavioral targeted banners
- 160 x 600 pixel behavioral targeted banners

Impressions level achieved throughout 6 week flight: 1.8 million

TRAVEL+ LEISURE **FOOD & WINE**
foodandwine.com



Interactive – Saveur

While 6 U.S. cities have their own page under the “Travels” tab of Saveur.com, Louisiana will be the first state to do so. All Louisiana articles, recipes, and stories on Saveur.com will be aggregated under our tab, which will live in perpetuity even after the campaign has ended.

Messaging:

- Louisiana tab under Travel Section
- 100% SOV (Share of Voice) on LA Travel Section
- ROS (Run of Site) Impressions = 1,000,000
- 728 x 90 pixel banners
- 300 x 250 pixel banners
- 160 x 600 pixel banners



**Impressions level achieved
throughout 6 week flight: 2 million**



Interactive – Blogads

A system that allows for the delivery of LOT messaging through a labyrinth of niche web blogs



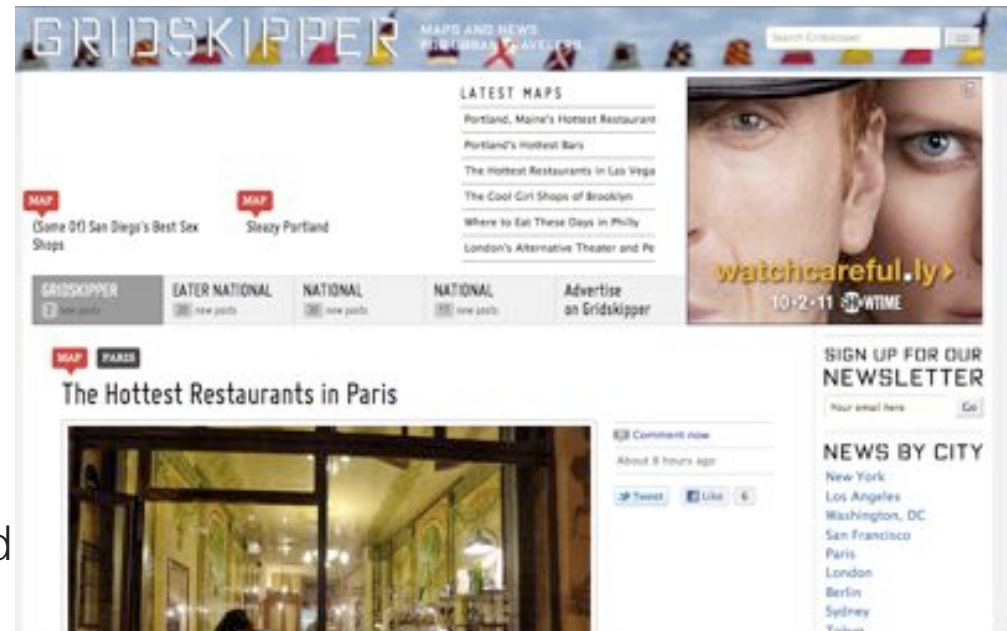
Focus

- Food
- Outdoor
- Travel
- Music

Messaging

- 160x200 Image + 200 characters of copy.

* Note – Can NOT be geo-targeted
Will be nationally distributed.



Estimated impressions in 6 week campaign:

1.5 million



Interactive – Facebook

Focus

- Outdoor Enthusiasts
- Foodies
- Travelers

Messaging:

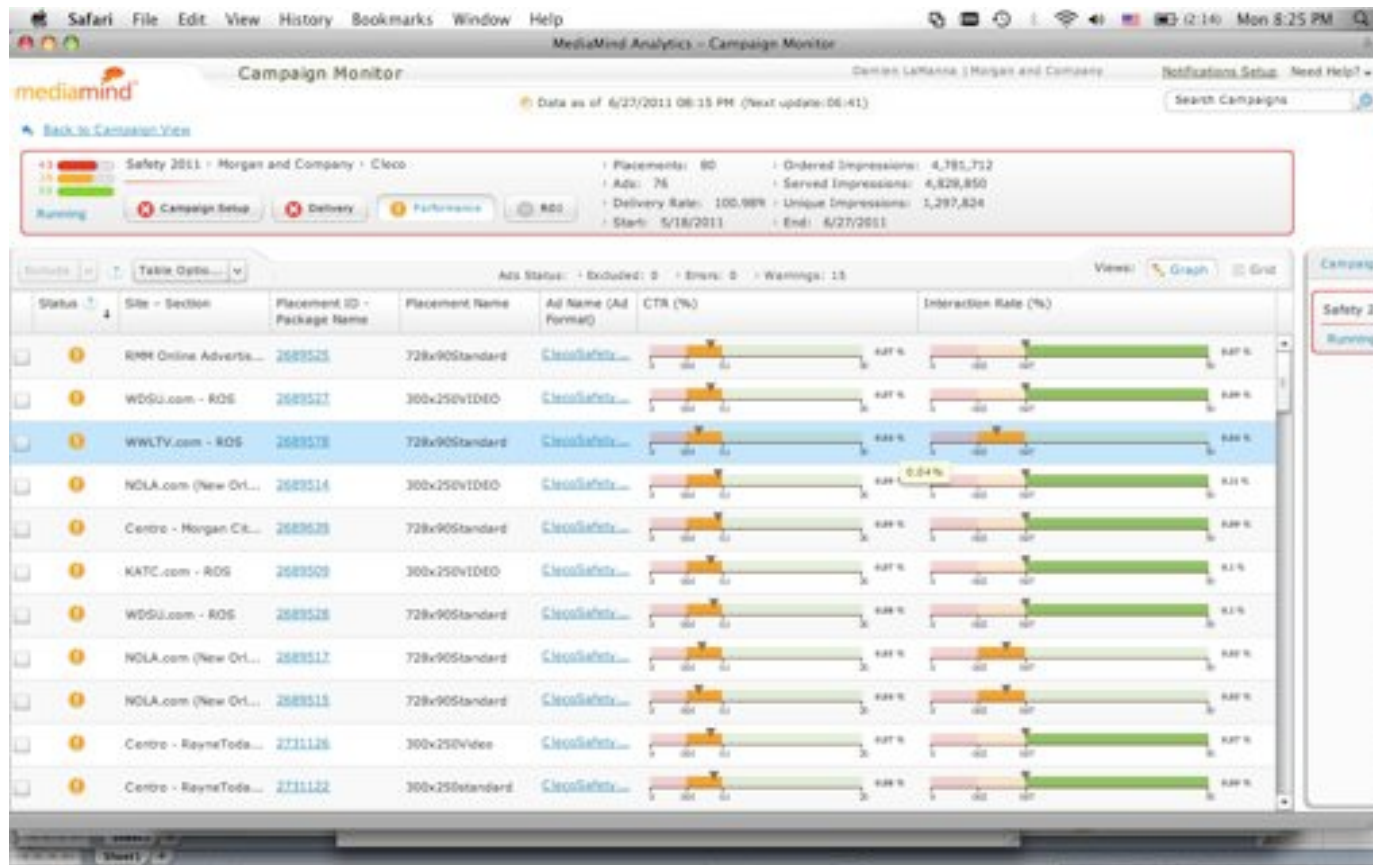
- “Flyers”
- Sponsored stories (coordinated with social media team)

Impressions level achieved throughout 6 week flight: 3-4 million

The image shows a screenshot of a Facebook profile page for Damien LaManna. The profile header includes the name, a bio, and navigation tabs for 'About', 'Photos', 'Videos', and 'Pages'. Below the header is a photo album titled 'Photos of Damien' with a grid of 15 photos. To the right of the photo album are sponsored stories for 'The Economist' and 'CLEAR'. The 'CLEAR' ad features the text 'Equal Air For All' and 'LET'S BE TOGETHER CLEAR'. At the bottom right of the image are two logos: 'TRUMPET NOLA' and 'MORGAN + COMPANY'.

Interactive – AdServing

Our third party ad serving system, MediaMind, allows us real-time monitoring and control over all banner ad creative.





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