



# Marketing Update

MLT BOARD MEETING | October 2021



Mammoth Lakes  
CALIFORNIA

# Agenda

- Overview
- Fall Media Plan
- New Creative Work



OVERVIEW

# Strategic Framework

## Business Objectives

Increase qualified, responsible visitation through average length of stay (hotel/resort) and total trip spend.

Work towards TOT viability in October & November (hit \$1M).

Educate consumers on responsible travel prior to arrival.

## Media Objectives

Promote responsible tourism among aware audiences, preparing visitors with information on how to be a respectful guest, prior to arrival.

Inspire and educate travelers on things to do in-destination in the Fall with a goal of dispersing visitors to lesser known areas.

Deliver qualified traffic, with emphasis on onsite engagement.

Provide paths that drive pass-through/conversion (intent) to travel to Mammoth Lakes.

## Media Strategies

Prioritize awareness & traffic-driving units that offer appropriate messaging space to inspire and educate on responsible Fall travel to Mammoth Lakes, prior to arrival.

Streamline creative messages by channel and time period to further messaging goals.

Retarget those who have previously engaged with MLT messaging to promote responsible Fall travel and provide paths that signal intent to travel.

Utilize offers page to retarget qualified consumers and push towards visitation conversion.

# Planning Parameters



## Target Audience

### Nature Enthusiasts

- Travel without kids
- Avg. Age: 47 (concentration of 22-42 and 54-72)
- HHI: \$120K+ / Test \$150K+



## Geography

### Fall Seasonal

- Base: SoCal + California + Nevada
- Opportunity Spot Market: Los Angeles, San Francisco, San Diego, Sacramento, Las Vegas



## Timing & Budget

### Flight Dates

- 9/17/21-10/31/21

### Budget

- \$206,742



## Campaign Measurement

### Fall Seasonal

- CTR, Sessions, TOS



FALL MEDIA PLAN

# YouTube

**Strategy:** Create awareness of Mammoth Lakes using video, retargeting engaged viewers with additional content.

## Targeting:

- Adults 25+, Top 10% HHI / Top 30% HHI (excluding top 10%)
- In-market to travel, Interested in CA
- Brand affinity audience: active traveler, outdoor enthusiasts
- Lookalikes of video viewers

**Creative:** Hug What You Love, Maladies

Buy Details	
Ad Units	:15, :30 video
Budget	\$23,607
Impressions	1,600,000
Awareness KPIs & Goals	
Video Views	800,000
View Rate	50%
Cost per view	\$0.03

# Facebook/Instagram

**Strategy:** Utilize a combination of ad units to create awareness and inspire users to explore Mammoth Lakes, connecting them to the website for more information.

- Video units engage and inspire audiences (awareness), while seeding retargeting pools
  - Optimize videos to :15 thru-play
  - Serve in FB Feed and FB Video Feed and FB In-Stream
- Single image units drive site traffic, encouraging deeper exploration of Mammoth Lakes
  - Retarget video viewers
  - Serve on FB Articles and Search results, FB/IG Feeds, and Audience Network

## Targeting:

- Adults 25-54, Top 10% HHI / Top 11-25% HHI
- Brand audience (Frequent travelers or in-market to travel AND interested in Mountain and Lake destinations/activities)
- Lookalike audience of site visitors
- Retarget site visitors/video viewers

**Creative:** Fall Seasonal, Hug What You Love, Maladies

Buy Details	
Ad Units	:15, :30 video, Stories, Single Image
Budget	\$39,344
Impressions	3,130,000
Awareness KPIs & Goals	
Video Views	440,000
View Rate	50%
Cost per view	\$0.05
Consideration KPIs & Goals	
CTR	0.50%
Sessions	9,000
TOS	0:45



# Pinterest

**Strategy:** Utilize Pinterest’s strong discovery capabilities to bring awareness of Mammoth Lakes, while driving interest in the destination.

**Targeting:**

- Utilize keyword targeting to find those looking for travel ideas similar to Mammoth Lakes
- Include interest based targeting to reach outdoor sport and travel enthusiasts, those in tune with nature
- Retarget site visitors
- Lookalike targeting of site visitors

**Creative:** Fall Seasonal



Buy Details	
Ad Units	Promoted Pins
Budget	\$11,861
Impressions	1,500,000
Consideration KPIs & Goals	
CTR	1.0%
Sessions	9,750
TOS	0:40

# Google Display Network

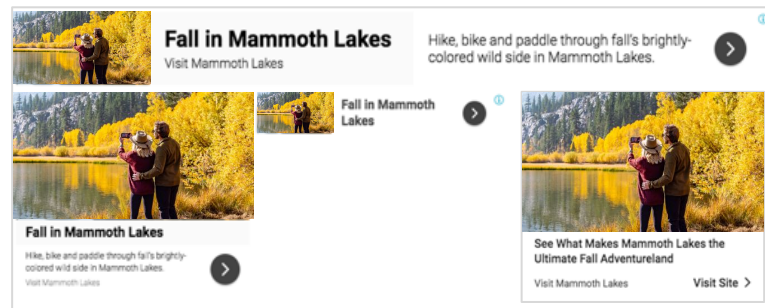
**Strategy:** Drive highly efficient reach among the target audience and those most likely to spend time on the site by utilizing Responsive Mix & Match Display Ads and Google's Discovery campaign.

- Leverage Discovery campaigns to reach audiences most likely to engage with content
  - Native Display Ads across YouTube Home Feed, Gmail, and Discover Feeds (currently only on Android)
  - Enables retargeting of YouTube video viewers

## Targeting:

- Adults 25-54, Top 10% of HHI / Top 30% HHI (excluding Top 10%)
- In-market to travel, Interested in CA and/or competitive destinations
- Affinity audiences: Brand and Outdoor enthusiasts
- Retarget site visitors/video viewers (GDN + Discover)

**Creative:** Fall Seasonal



Buy Details	
Ad Units	Display, Responsive
Budget	\$23,722
Impressions	7,058,824
Consideration KPIs & Goals	
CTR	0.85%
Sessions	54,000
TOS	0:28

# Google Search

**Strategy:** Capitalize on awareness and interest generated by other platforms. Focus on Aseasonal terms to capture all interest throughout the season and in overlapping planning windows.

## Search Terms:

- Include Aseasonal Brand, Activities, and Accommodation terms and Fall-specific and Yosemite terms
- Inclusion of *competitive* terms is not recommended
- Expand “In-market” interest based audiences to include “In-market” travel segment
- Add in dynamic ads to connect searchers to site content more closely related to their query

**Creative:** Fall Seasonal, Responsible/Sustainable Tourism

Buy Details	
Ad Units	Sponsored text ads
Budget	\$12,012
Impressions	68,067
Consideration KPIs & Goals	
CPC	\$3.52
CTR	5.0%
Sessions	3,233
TOS	2:00

Visit Mammoth Lakes | A Year-Round Adventureland ⓘ

Ad [www.visitmammoth.com](http://www.visitmammoth.com)

Majestic in scale and its natural beauty, Mammoth Lakes is no small adventure!

# Adelphic by Viant

**Strategy:** Capitalize on proprietary data solutions to target prospective travelers and drive interest in Mammoth Lakes. Full-funnel approach leverage video, display and native for a balance of awareness and traffic driving.

**Target the purposeful traveler through key attributes:**

- Purchase behavior (Mastercard, Transaction aggregator)
- Interests: Road Trips, Pandemic Travel Planner, Adventure Traveler, Travel Accommodations & Logistics

**Cross-device targeting across all ad units:**

- :15/:30 video
- Native
- Display

**Creative:** Fall Seasonal, Hug What You Love, Maladies

Buy Details	
Ad Units	Video, native, display
Budget	\$48,235
Impressions	4,555,555
Awareness KPIs & Goals	
Video Views	358,750
Video Completion rate	70%
Consideration KPIs & Goals	
CTR	0.10%
Sessions	3,075
TOS	0:30

# Adara

## Data driven media partnership with Adara, delivers 'Active Travel Intenders' throughout booking journey

### Behaviorally Target 'Active Travel Intender'

- Leverage 1st and 3rd party data sources to hone in on active travel intenders programmatically
- Profiles built on current search, content, booking, and other travel intent signals
- Mammoth Lakes website retargeting adds frequency to build awareness and drive conversion
- Reach target across devices (desktop/laptop, tablet, mobile)

### Ad Units:

- Display: 160x600, 300x250, 300x600, 728x90, 320x50

### BUY SUMMARY

LAYER	TARGETING	MATCH %	BUDGET	CPM	IMPS	CTR	SESSIONS	TOS
MLT	Custom	--	\$35,294.00	\$9.41	3,750,000			
Visit California	Custom	50%	\$17,647.00	\$9.41	1,875,000	0.15%	8,227	0:30
Adara	Custom	50%%	--	--	2,812,500			
<b>TOTAL</b>			\$52,941.00	\$4.12	<b>8,437,500</b>			



# NEW CREATIVE WORK

## Hug What You Love YouTube & FB/IG Video



## Maladies YouTube & FB/IG Video



FLY FISHING - LONG LINES



MTN BIKING - ROAD RAGE



HORSEBACK RIDING - NAYSAYING



KAYAK - DRIFTING APART



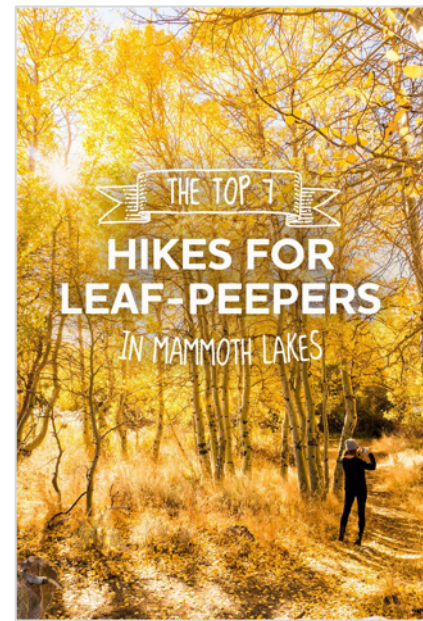
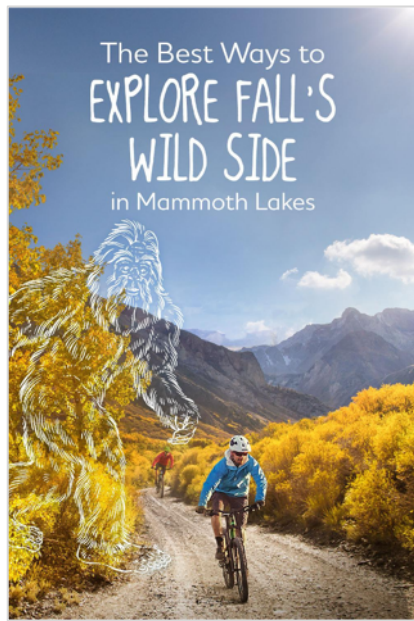
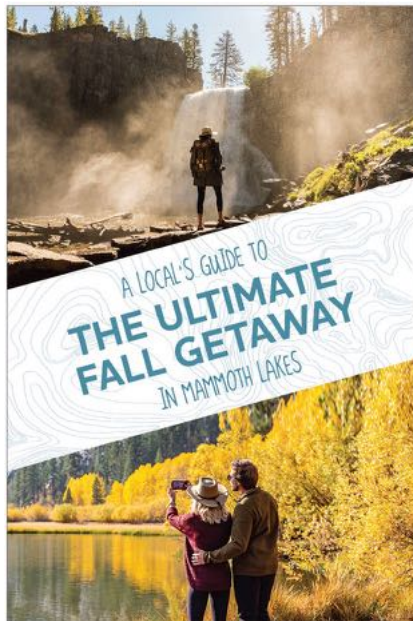
# Facebook Single Image Creative



# Instagram Stories Creative



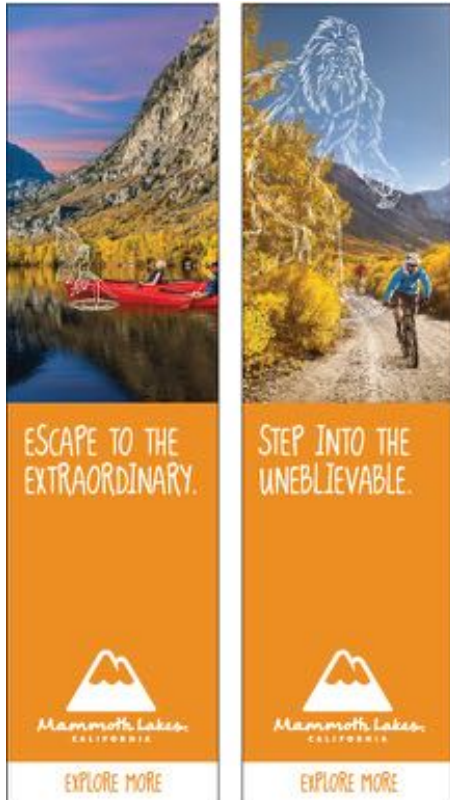
# Pinterest Creative



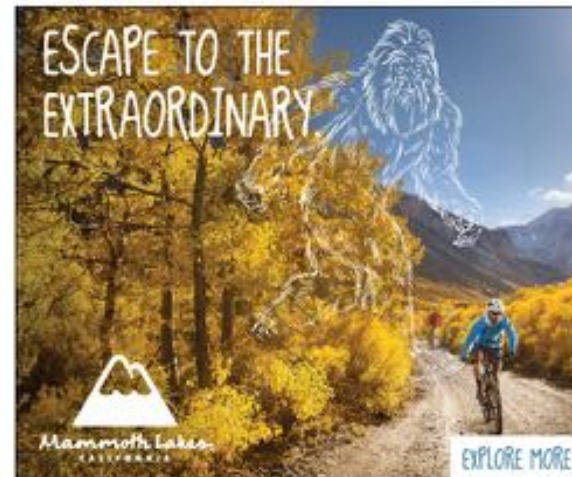
## Native Display Creative



## Digital Banner Creative



## Digital Banner Creative



THANK YOU.



Mammoth Lakes<sup>™</sup>  
CALIFORNIA