

FY18/19 AIR SERVICE SUPPORT RECOMMENDATION

September 11, 2018



Mammoth Lakes

CALIFORNIA

Mering Carson

Agenda

Situational Analysis

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Planning Parameters

Sample Partners & Messaging Considerations

Flighting & Budget Recommendation

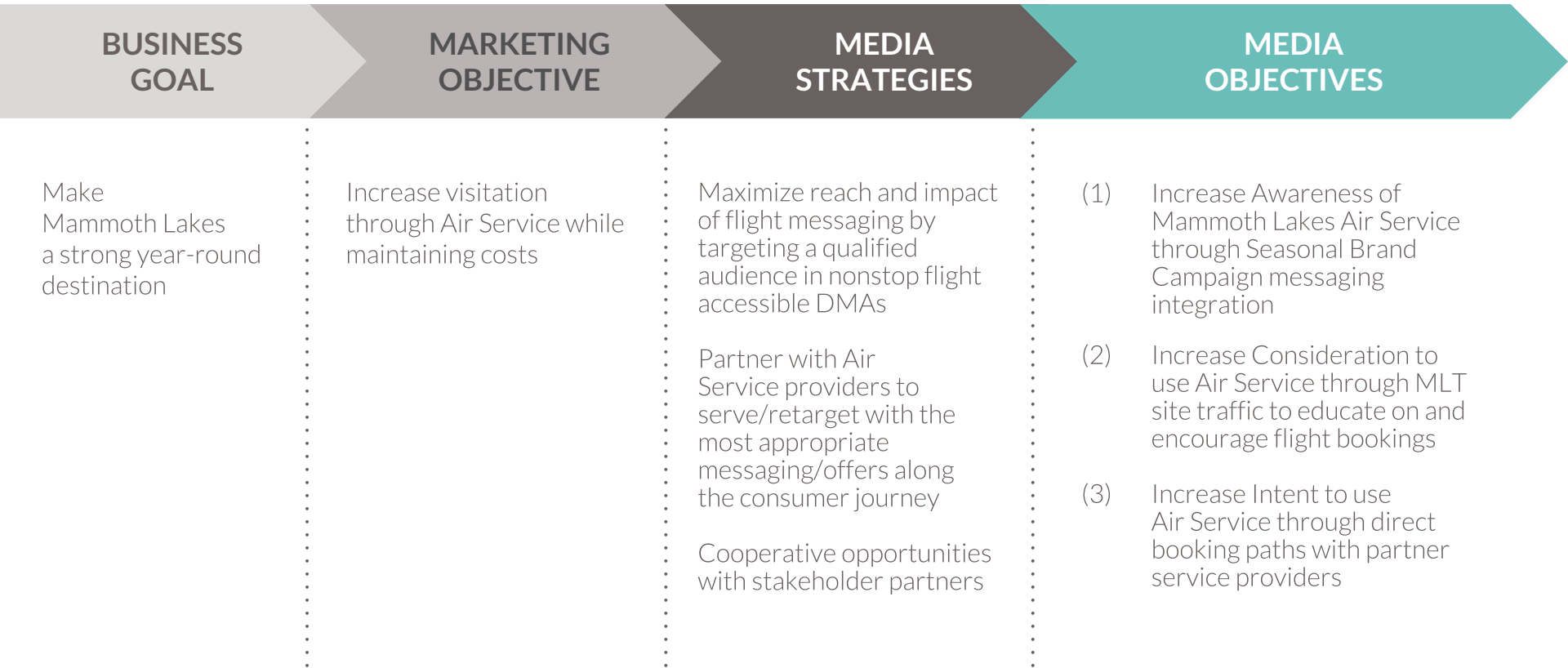
Next Steps & Timing

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



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: Snowporter Families, Snowporters 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



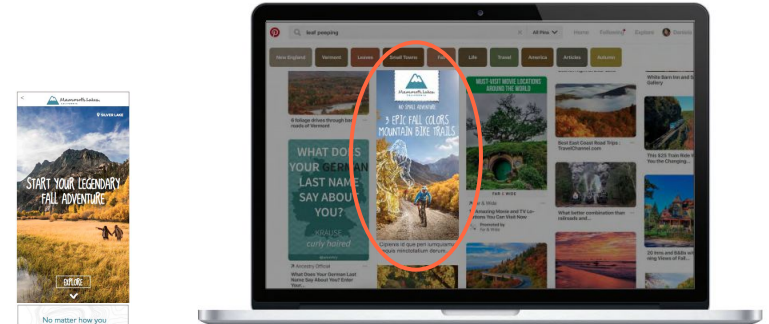
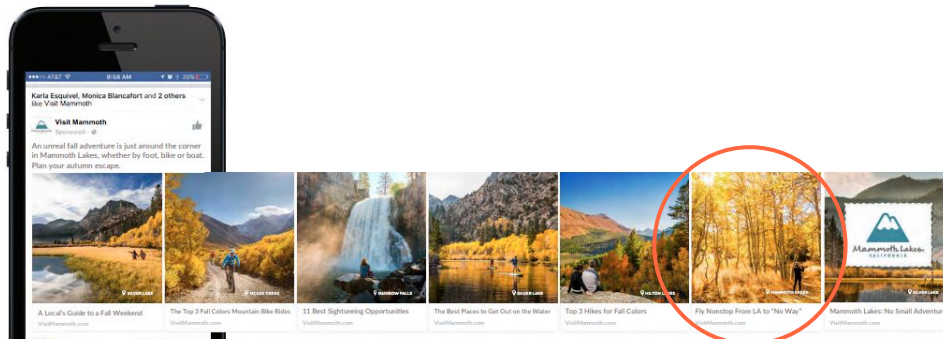
Units: Facebook & Instagram: Carousel & Canvas Units;
Pinterest: Promoted Pins

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



Display Network

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

A native display advertisement for Mammoth Lakes. The top half features a photograph of a lake at night with the Milky Way galaxy visible in the sky. Below the image is a white banner with the text "Getting to Mammoth Lakes" in bold. Underneath the banner, the text reads "Why drive to Mammoth Lakes when you can fly? Less travel time means more adventure time." followed by "Visit Mammoth Lakes" and a right-pointing arrow icon. A small information icon is in the top right corner of the image area.

A native display advertisement for Mammoth Lakes. The top half features a photograph of a lake at night with the Milky Way galaxy visible in the sky. Below the image is a white banner with the text "Getting to Mammoth Lakes" in bold. Underneath the banner, the text reads "This is the Easiest Way to Get from Reality to the Unreal in Mammoth Lakes" followed by "Visit Mammoth Lakes" and "Visit Site >". A small information icon is in the top right corner of the image area.

Video

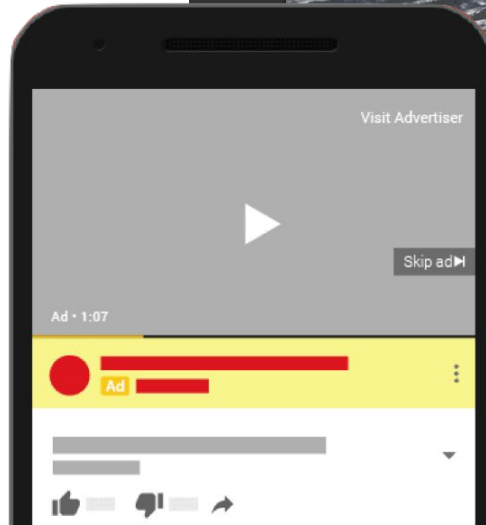
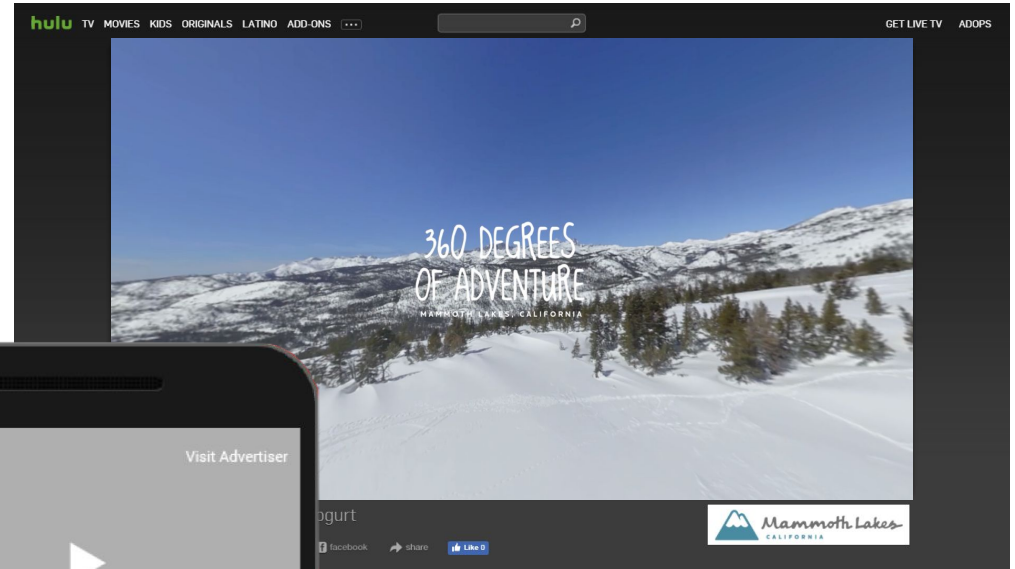


Units: :30 Video

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



Display Network

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

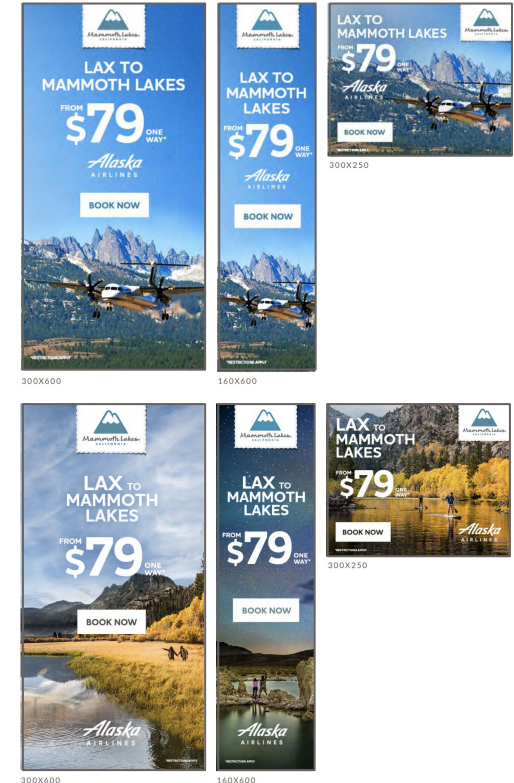
Targeting: Target users showing signs of consideration for traveling to Mammoth Lakes in markets and surrounding areas offering nonstop Air Service

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

The screenshot shows a Huffington Post article with the title "5 Benefits Of Being Outdoors" and a sub-headline "Science is abound with research as to why spending time outside, and being active, is beneficial to both adults and to children." A Mammoth Lakes banner ad is overlaid on the right side of the article, featuring the text "LAX TO MAMMOTH LAKES FROM \$79 ONE WAY Alaska AIRLINES BOOK NOW". The banner ad is circled in red.



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



Fly to Mammoth Lakes | Explore More & Spend Less

Ad www.visitmammoth.com/Flights

Convenient nonstop flight from LAX to Mammoth Lakes. Epic is easier when you fly

Mammoth And Yosemite | Convenient Nonstop Flights

www.visitmammoth.com/Flights

Nonstop is an easy option to fly to Yosemite or Mammoth Lakes.

Mammoth Lakes | Yosemite's Closest Airport

www.visitmammoth.com/Flights

Convenient nonstop flight from LAX to Mammoth Lakes. Epic is easier when you fly

Fly to Mammoth Lakes | Explore More And Spend Less

Ad www.visitmammoth.com

Getaway To Mammoth Today. Get A Visitor Guide.

OBJECTIVE 3

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

Display Banners



SOJERN



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

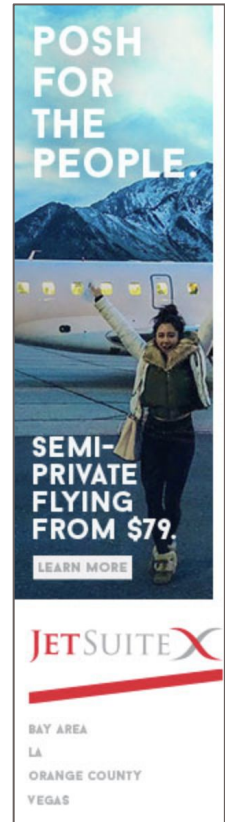
KPIs: Click Through Rate (CTR), Bookings

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

X jetsuitex Like Page

Fly faster and smarter than big airlines. Bay Area, LA, Vegas, OC.

SEMI-PRIVATE FLIGHTS FROM \$79

Book Now
This is how you JetSuiteX

Learn More

JetSuiteX.com

X jetsuitex Like Page

No lines, stress or hassles. Bay Area, LA, Vegas, OC. From \$79.

Semi-private flights from \$129.
This is how you JetSuiteX

Learn More

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

AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
FALL AIR SERVICE										
	LAUNCH DENVER									
		WINTER AIR SERVICE								
							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

FY18/19	AD BUDGET	INCREMENTAL	TOTAL
FALL	\$75,536.96	\$31,250	\$106,786.96
WINTER	~\$100,000	\$337,500 <i>Includes \$110K Denver Launch Support</i>	\$437,500
SUMMER	~\$75,000	\$31,250	\$106,250
TOTAL	\$250,536.96	\$400,000	\$650,536.96

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.