GYKANTLER

VISIT NH SUMMER 2021 CAMPAIGN REPORT | 10.29.21 V2





Executive Summary

Visit NH Summer 2021 End Campaign Report



EXECUTIVE SUMMARY: OVERVIEW AND OBJECTIVES

Campaign Overview and Objectives

- The pandemic created fundamental shifts in how consumers are traveling, and many of these are likely to be semipermanent. The idea of road trips had surged because of the control consumers have over their travel plans, primarily safety and flexibility. We needed a campaign theme that targeted this mindset of travelers.
- We featured open spaces and natural attractions responsibly, considering the new partnership with Leave No Trace. Overtourism in some of these areas during peak travel periods was already an issue, and travel behaviors post-COVID-19 would likely only continue to amplify this trend.
- Our campaign continued to be "Discover Your New" and primarily leveraged existing assets that featured a unified call to action around summer activities, both soft and adventurous, positioning New Hampshire as a top option for summer activity in New England.

Target Audiences

- Core geographies remained New England and New York
- Based on strategic input from SMARI and past strong performances, we amplified our efforts in the Connecticut, Rhode Island, and New York markets with a dedicated budget
- Expanded drive markets: Delaware, Maryland, New Jersey, North Carolina, Ohio, and Pennsylvania
- Millennial Moms and Gen X Moms (families): Women 25-54 | Active, outdoor interests | HHI: \$100,000-\$149,000
- Childless Millennials and Gen X: Adults 22-54 | Active, outdoor interests | HHI: \$60,000-\$149,000
- Empty Nesters, Gen X, and Baby Boomers: Adults 45-64 | Outdoor interests | HHI: >\$100k

• Media went into market in a phased approach, aligned with lifting restrictions in March and April. This portion of the campaign was designed to catch consumers in the dreaming/planning phases of their summer vacations. May through August was focused on continuing that momentum with an added focus on test markets and driving foot traffic.

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EXECUTIVE SUMMARY: CAMPAIGN FLOWCHART

Phase One

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SOCIAL	
Facebook/Instagram	•
Snapchat	
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EXECUTIVE SUMMARY: <u>CAMPAIGN</u> FLOWCHART

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EXECUTIVE SUMMARY: CAMPAIGN TAKEAWAYS

Campaign Takeaways

- Hampshire during the summer season.
- video views at a cost-efficient CPV of \$0.06.
- video units drove over 1.4 million video views for an average VCR of 62.09%.
- trip markets, which suggests we're reaching net new consumers.
- 8.8% flew to Portsmouth, and 0.4% flew to Lebanon.

- (\$35.2M).

• Overall, KPIs were largely met across the board with small inefficiencies seen in Search and Social. This can be attributed to competition in the market as more advertisers opted to push forward with Summer campaigns in a relaxing COVID-19 environment. • Throughout the campaign, people looked to the visitnh.gov website as a key resource for trip planning and things to do in New

• Overall, the Summer 2021 campaign delivered over 248 million impressions, 19.2 million video views, 4.1 million social engagements, and 780,059 link clicks, allowing us to drive our message to our target audience in key markets looking to visit New Hampshire. • Paid Social drove strong engagement at efficient costs, delivering over 44.6 million impressions, 339,941 link clicks, and 3.7 million

• In-feed Display and video ad units resonated well with consumers, which allowed for extended, more meaningful engagements; the

• Market tests showed that media targeting is effective in all markets, however, web behavior YOY shows significant increases in road

• According to Sojern, of the 317 people who saw our ad then continued to book a flight to New Hampshire, 90.8% flew to Manchester,

• We utilized connected TV (CTV) units to target our audience on their living room screens, complementing our linear network and cable TV buys, which allowed us to deliver over 1.02 million impressions with a "big-screen" feel.

• Out-of-home billboards allowed us to blanket major arteries in Boston, New York, Hartford, Connecticut, Providence, Rhode Island, Montreal, Canada, and New Hampshire, along in-town roads and state routes, gaining visibility in all key markets.

Broadcast radio and streaming audio spots across a variety of stations and formats drove high-level support of our message. • Influencer partnerships continue to create relatable content and drive follower growth.

• Creative assets featuring New Hampshire scenery and seasonal activities performed well, in addition to the Road Trip creative theme, which allowed us to position New Hampshire as the perfect location to enjoy the outdoors.

• Summer 2021 experienced a much-needed Meals and Rooms Tax Revenue recovery with levels comparable to recent summers. Nice revenue bump in May (\$32.3M), slight dip in June (\$27.2M), ending the summer with an upswing for July (\$34.8M) and August

