

GYKANTLER



NH WINTER ECONOMIC SUPPORT CAMPAIGN RECOMMENDATIONS

11.25.20



Agenda

Objectives

Creative Concepts

Media Recommendations

CONSUMER RESEARCH

A global survey from Ernst & Young found that 42% of consumers believe the way they shop will fundamentally change as a result of COVID-19, including 34% of whom indicating they would pay more for local products.

GOALS AND OBJECTIVES

Support the local New Hampshire economy by inspiring New Hampshire residents and visitors to support local/small businesses in the state

Create a unifying campaign that encompasses a variety of activations and industry segments (retail, dining, lodging, attractions, etc.)

Capitalize on the out-of-state visitation driven by the Visit NH winter campaign by furthering our New Hampshire message with “support local” CTAs

PLANNING PARAMETERS

Leverage tactics that focus primarily on in-state audiences — whether residents or visitors

Identify opportunities to support multiple local businesses through media partnerships and CTAs

Leverage a mix of media tactics with a \$400,000 budget from December through March

CREATIVE

Creative Concepts & Executions

CONCEPT 1

Go The Extra Mile

Local New Hampshire restaurants and retail businesses are struggling as people limit their travel and buy more of their everyday items online. More than ever, these businesses need people to discover new parts of the state, shop local, and tip a little extra. Now isn't the time to be exploring new countries or continents, but to support the state we love by going the extra mile. This concept taps into the pride residents have in New Hampshire and encourages visitors to explore new ways to support the state they love.

Creative Logo / Mark



OPTION 1



OPTION 2

GO THE EXTRA MILE

AdLob

GO THE EXTRA MILE

SHOP **EAT** **STAY**

Shop locally, discover new businesses, and if you have extra, give extra. Together, we can keep local New Hampshire restaurants and businesses strong and support the state we love.

GO THE EXTRA MILE
SHOP · EAT · STAY
NEW HAMPSHIRE

New Hampshire



:30 Video Spot

SCRIPT

Over the past year, our local New Hampshire businesses have shown amazing resiliency.

They've gone the extra mile to do whatever they can to make sure their doors stay open for us.

Now it's time for us to go the extra mile to help them.

Discover new parts of the state.

Take out or enjoy a meal at a local restaurant and tip your server a little more.

Shop at local stores and stay at local resorts.

Together we can keep local New Hampshire restaurants and businesses strong and support the state we love.

Description of Visuals

In this video, we'll use B-roll footage from our Stronger Together spot to show the wide range of local businesses New Hampshire has. These shots won't focus on the names of a specific business, but rather paint a picture of the variety of ways people can eat, shop, and stay local.



End-Card

Video Shoot Information

- B-roll shoot: 12/8 Tues or 12/9 Wed
- Client review: Client Review
- Completed: 12/23

Potential restaurants to shoot during a one-day capture:

- Shoppers (Manchester)
- Shorty's (Manchester)
- Copper Door (Bedford)

We also have the footage from Hart's Turkey Farm to leverage for this too

Digital Ads

Animated Digital Ad



Frame 1



Frame 2



Frame 3

GO THE EXTRA MILE

Billboard

**SUPPORT OUR
SMALL BUSINESSES**

GO THE EXTRA MILE

SHOP · EAT · STAY

NEW HAMPSHIRE


New Hampshire

The billboard features a vintage-style map of New Hampshire as a background. The main text 'SUPPORT OUR SMALL BUSINESSES' is in large, bold, red capital letters. Below this, the slogan 'GO THE EXTRA MILE' is written in a red, curved font. In the center, three circular icons represent shopping (a shopping bag), eating (a fork and knife), and staying (a suitcase). Below the icons, the text 'SHOP · EAT · STAY' is displayed. At the bottom center, 'NEW HAMPSHIRE' is written in white on a red rectangular background. The New Hampshire state logo and the text 'New Hampshire' are located in the bottom right corner of the billboard.



GO THE EXTRA MILE


Social Tactics

Restaurant Week


Starting in 2021, we have a Restaurant Week each month. We feature a different region of the state each day of that week and drive consumers to a landing page we create that features the restaurants in that region. During this week, people are encouraged to go the extra mile and spend their money at local restaurants they haven't tried before. We can also use this to promote getting gift cards for presents or future use. This is an effort that both restaurants and the state can promote and will get people in the habit of consistently contributing to the dining industry.

Suggested Post

 **VisitNH - New Hampshire** Sponsored · 




Help our dining industry stay robust during Virtual Restaurant Week by trying out a new local restaurant in your area.






EAT EXTRA WELL THIS WEEK

GO THE EXTRA MILE
SHOP · EAT · STAY
NEW HAMPSHIRE

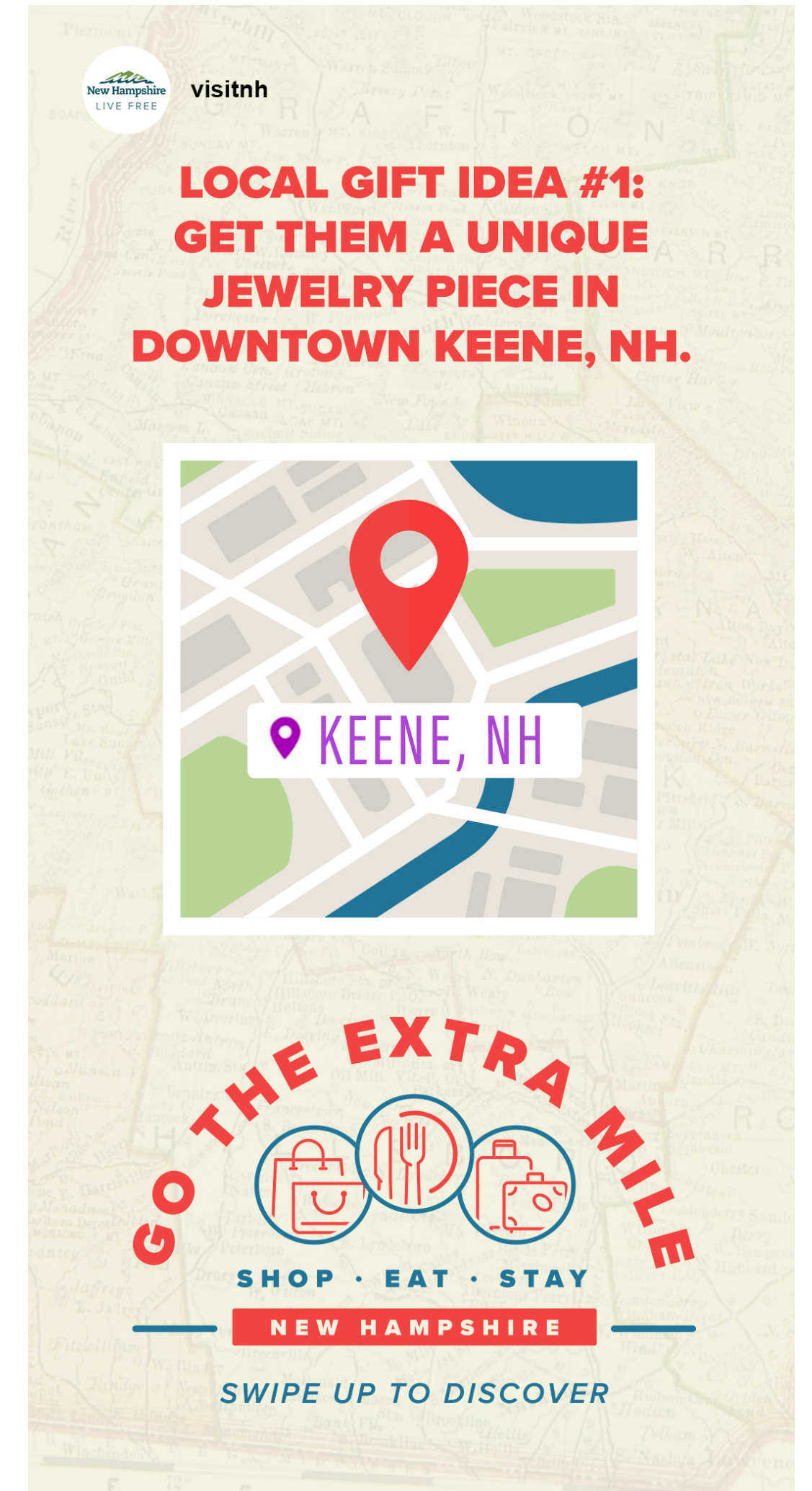
Go The Extra Mile
Try a new Seacoast, N.H. restaurant.

WWW.VISITNH.COM/VANITYURL 

 5  1 Share 

Small Business Every Day

Let's leverage the success of our Small Business Saturday content series and make it Small Business Every Day, from now through the holiday season. Utilizing city shopping website directories, we give people ideas for what they can gift from local businesses. Posting two to three times a week, we choose shopping categories like "Crafts," "Jewelry," and "Clothing" from different cities and link to the city's website page that has their shopping information. We can also use this to promote getting gift cards for presents.

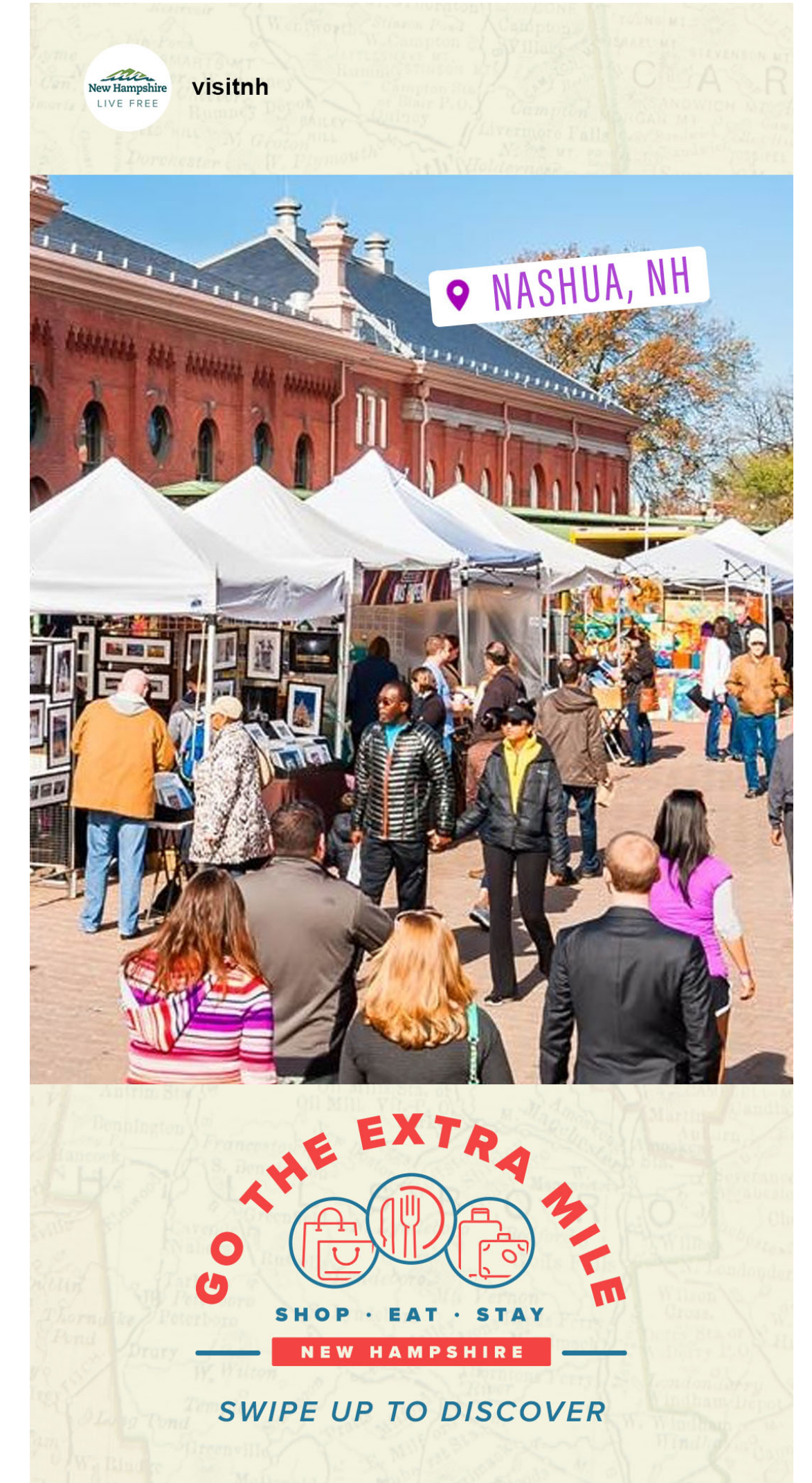


GO THE EXTRA MILE

Partnership Tactics

Discover Your Marketplace

We find seasonal markets and business walks that towns and cities are putting on and feature them in a templated Instagram Story we can share with participating businesses. We can also partner with local chambers to host these marketplaces if a chamber wants to. The templated Instagram Story will make it so there's cohesion in messaging across the state even if individual towns and cities are planning these events.





GO THE EXTRA MILE

Other Tactics


Tip Extra

Hospitality workers like servers and delivery drivers have been hit hard by this pandemic due to the restaurant closures that happened this summer, and the decreased foot traffic as we head into winter. To help these disenfranchised workers, we encourage everyone who can to tip 10% extra on Tuesdays and support people who count on our generosity for their income. We can make posters for restaurants, post on Facebook and Instagram Stories, and encourage restaurants with online delivery to add a “tip more Tuesday” callout to their websites. We could also install person-sized tip jars in major New Hampshire cities where people can donate money to the New Hampshire Lodging and Restaurant Association’s Hospitality Relief Fund, which offers one-time grants to displaced hospitality workers.

Suggested Post



 **VisitNH - New Hampshire** Like Page
Sponsored · 

Servers and delivery drivers depend on our generosity for their income. Go the extra mile and tip them 10% extra today.



Go The Extra Mile
Tip your servers and delivery drivers a bit extra today.

WWW.VISITNH.COM/VANITYURL Learn More

 5 1 Share 

CONCEPT 2

Spend It Here

Local businesses everywhere are facing challenging times, and New Hampshire is no exception. But with everything the Granite State has to offer from our endless adventures, boundless nature, and spirited people, we're going to persevere. Let's rally around our New Hampshire spirit to encourage locals and visitors alike to support our communities through trying new dining experiences, indulging in a stay at a resort, and shopping locally whenever possible. When you have a choice of where to spend your time and money, spend it here.

SPEND IT HERE

Creative Logo / Mark



Main Logo: Photographic Execution



Secondary Logo: Graphic Execution

SPEND IT HERE

AdLob



Local New Hampshire businesses are facing challenging times. But we can all help our state thrive. When you have a choice of where to spend your time and money, *spend it here.*



New Hampshire

New Hampshire Department of Health and Human Services;
State of New Hampshire



:30 Video Spot

SCRIPT

New Hampshire is proud of the resiliency our state has shown this past year.

And of our local businesses that have adapted to a new way of life. But these businesses still need our support.

They need us to spend time discovering new parts of our state, To try new restaurants, and tip more if you can.

To give our business to local businesses.

So, when you have time or money to spare, spend it here.

Description of Visuals

We'll use B-roll footage from our Stronger Together spot to make a video featuring scenic shots of New Hampshire and lively local businesses. We'll focus on experiences and shops that are still able to be open and get people excited to go out and shop local.



End-Card

Video Shoot Information

- B-roll shoot: 12/8 Tues or 12/9 Wed
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- Completed: 12/23

Potential restaurants to shoot during a one-day capture:

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SPEND IT HERE

Digital Ads

Animated Digital Ad



Frame 1



Frame 2



Frame 3

SPEND IT HERE

Billboard

**GIVE YOUR
BUSINESS
TO LOCAL
BUSINESSES**



SPEND IT HERE

Social Tactics

SPEND IT HERE

Know Your Neighborhood

A weekly series on Instagram Stories devoted to highlighting different restaurants in a specific cuisine. One week we'll feature pizzerias, another sushi, etc. We can focus on a different region each month, or use geotargeting to push different creative to people based on where they are. This will encourage both visitors and residents to try new restaurants they've never been to before. People can swipe up on the Stories and it will lead them to the opennh.visitnh.com landing page, where they can find out which restaurants are open and what their dining options are. We can also use this to promote getting gift cards for presents or future use.



SPEND IT HERE

Instashop

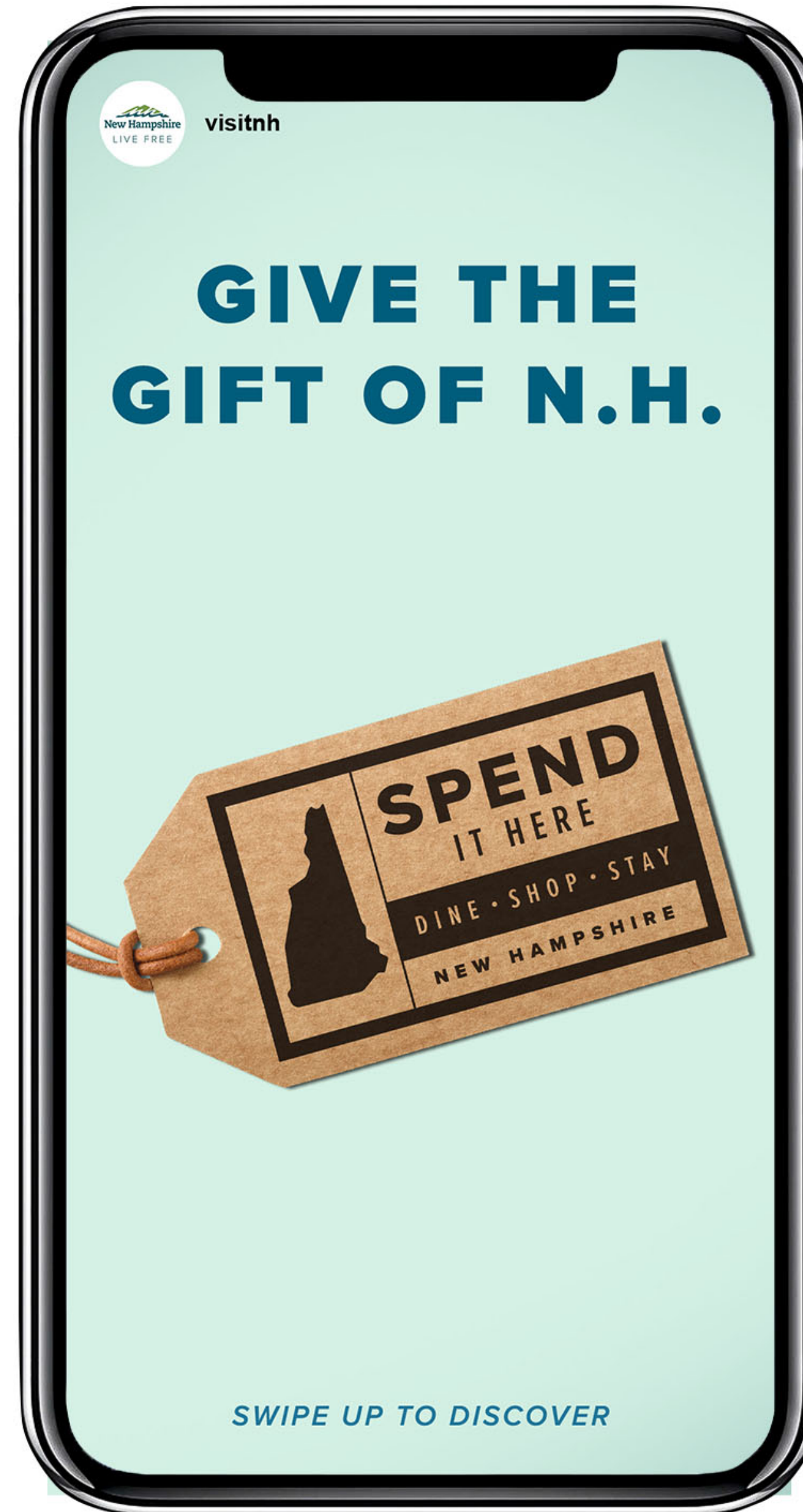
Capitalizing on our large Instagram presence, we make our Stories shoppable and help local businesses sell their products. The team will send an invite for businesses to opt in to be featured in our Story. We post one business per week on our Instagram Story. People can swipe up on that post and they will be forwarded to that business's existing website. We can also use this to promote getting gift cards for presents or future use.



SPEND IT HERE

Give the Gift of N.H.

We templatize an Instagram Story and let businesses and other accounts encourage people to Give the Gift of New Hampshire this year. We can also use this to promote getting gift cards for presents or future use. This gives businesses a unified message to promote themselves for the holiday season. They can add their own images to the template, and we can reshare our favorite posts to our social.

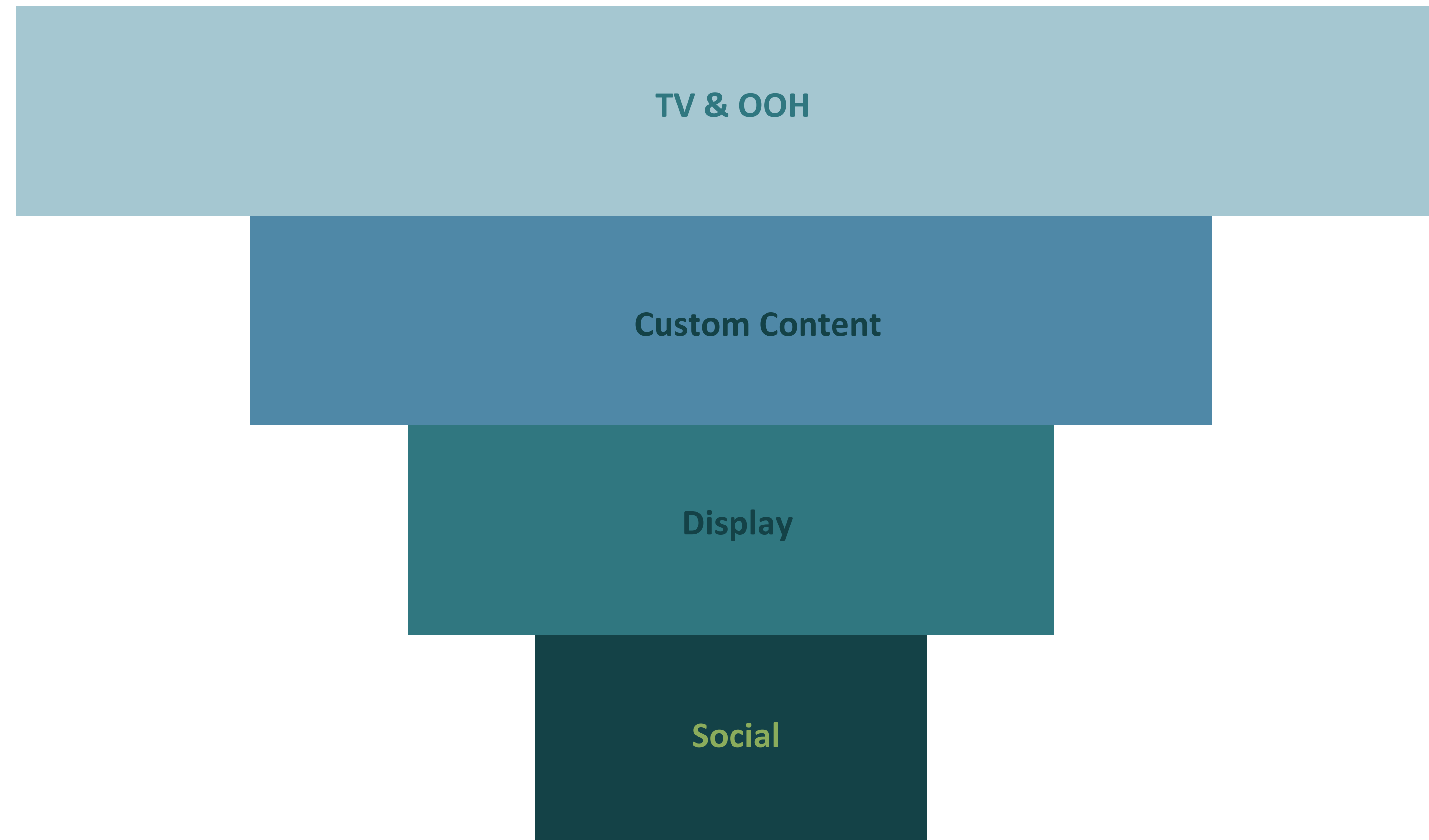


MEDIA

Media Recommendations

MEDIA APPROACH

Overall, our channel mix and flighting will reach consumers at all stages of the funnel, focusing mostly on in-state with support for out-of-state across digital channels



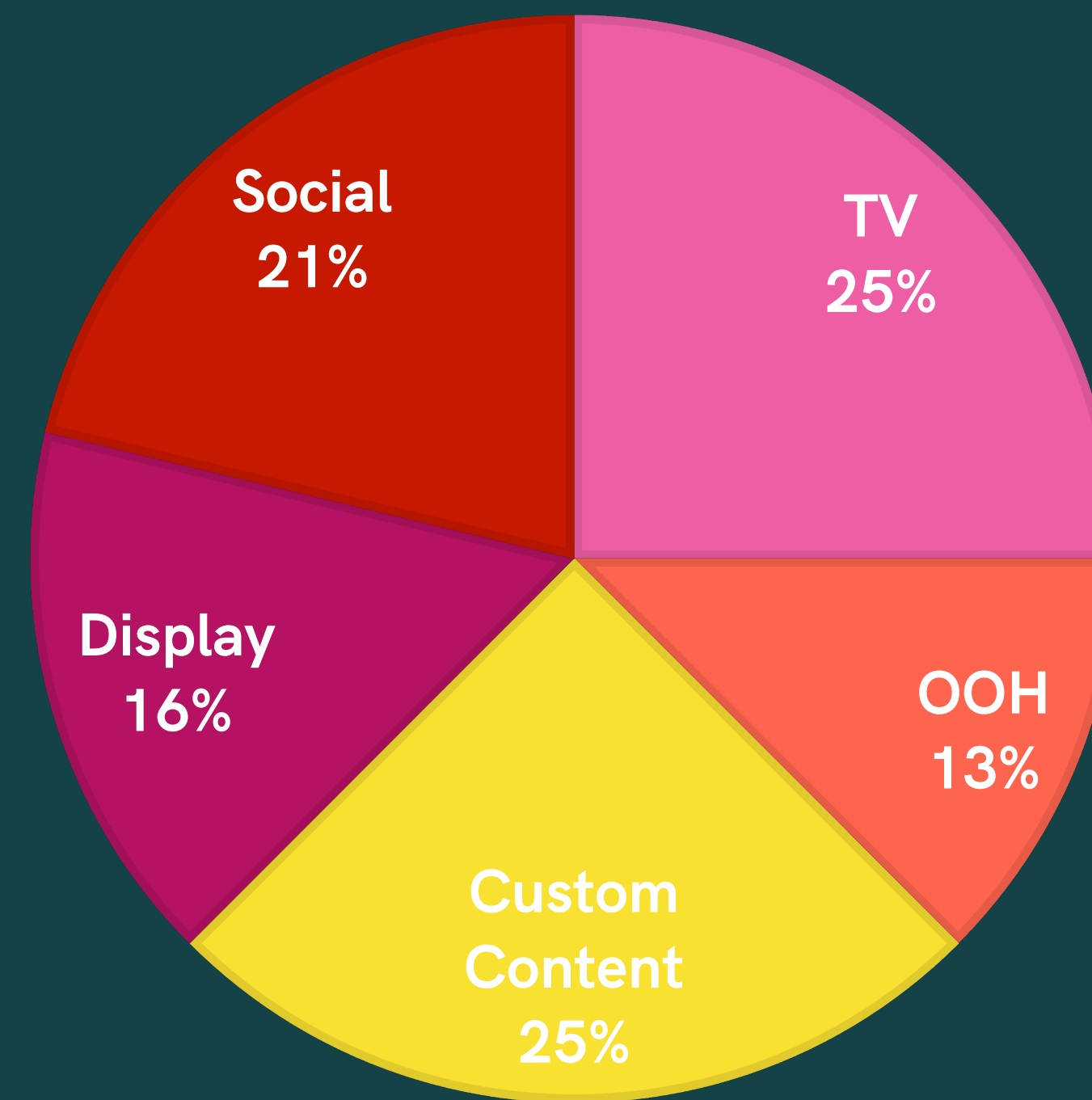
PLAN SUMMARY

Plan Summary

- BUDGET: \$400,000
- TIMING: 12/1 through 3/31



A full channel mix of paid social, display, custom content, OOH, and TV will be used to drive users down the funnel to maintain and drive awareness, planning, and visitation to the state





MEDIA DETAILS

TV

To complement Visit NH's winter CTV buy, leverage Network TV

- Target in-state audience with rotator schedule on WMUR
- WMUR has the largest penetration of homes in New Hampshire as the sole network affiliate, with spill into Massachusetts
- Buy will include top-rated programming against the W25-54 audience
- Top dayparts will include Morning News, Evening News, Daytime TV, and Prime Rotation
- \$100,000 from January through March, 100 to 150 total spots

CUSTOM CONTENT

To showcase multiple ways to support the local New Hampshire economy, tap into leading New England content publisher Yankee

- Lean into existing New England fans with Yankee's dedicated audience
- Create custom content to showcase all the ways to support local while in the state through video and opt-in email content
- \$100,000 from January through March

Custom Video Series

- Four custom webisodes focusing on the stories behind New Hampshire artisans/entrepreneurs/businesses
- Yankee will storyboard, shoot and edit each video
- Due to timing and COVID-19 limitations, we need to keep these videos focused around a general area (i.e., Winter in the Whites)
- New Hampshire will own the video rights and can choose talent
- Videos will live on a N.H. DTTD dedicated landing page on NewEngland.com for four months
- N.H. DTTD landing page will also feature roadblocked N.H. display ads, N.H.'s e-newsletter signup, and a link to visitor's guide request page

Custom E-Newsletter Series

- Sixteen weekly custom e-newsletters showcasing "support local" messaging (see template below)
- Sent to 250,000 opt-ins (50% within New Hampshire, 50% within five other New England states)
- Each e-newsletter will include:
 - One custom feature article
 - One custom webisode promotion
 - One VisitNH.gov promotion
 - One past custom feature article
 - Articles will be promoted on NewEngland.com
 - All e-newsletter content will live on a N.H. DTTD NewEngland.com dedicated landing page for four months



OUTFRONT/



MEDIA DETAILS

OOH

While consumers are on-the-go, reach them where they are to encourage local purchases and experiences

- Utilize static billboard tactic in New Hampshire along major highways for 100% SOV to drive awareness and frequency
- Stay top-of-mind in Boston, the core feeder market, with billboards along major highways
- Use guerilla tactics such as wild posting around high-traffic shopping areas in New Hampshire
- \$50,000 for one to two four-week period(s), TBD

Display

To ensure no cannibalization from the Visit NH winter campaign, we will leverage the same partner, AdTheorent, to increase awareness of the “support local” message through video and standard display

- Look to leverage exclusion pixels where possible to avoid bidding against ourselves in the winter campaign
- Strategize sequential messaging tactics between the two campaigns to ensure once in the state, consumers will receive the “support local” message
- Local audiences will continue to see both messages, strategically delivered to avoid bid wars
- \$65,000 from January through March, 6 million impressions (est.)



Paid Social

We will let the Visit NH winter campaign do the heavy lifting on social; once consumers have entered the state, we will reach them with the “support local” messaging via Facebook, Instagram, and Snapchat

- Targeting will remain consistent with historical top-performing audience behaviors and interests, with an heavy emphasis on small business supporters
- We will layer in promoted organic content and carousels, in addition to video units
- \$85,000 from December through March, 6 million impressions (est.)

TARGETING DETAILS

	Engagement	Traffic	Awareness
CHANNEL/ TACTIC	Display Social Custom Content Digital Video	Display Social	TV OOH
TARGETING	Core Audience Demographics Contextual Alignment Behavioral Prospecting Retargeting Geolocation		NH, MA
BUDGET ALLOCATION %	47%	15%	38%

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THANK YOU