



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Fiscal Year 2021/2022
Media Recommendation – V5
October 11, 2021

Objectives

- Continue to generate awareness (reach new audiences) and become more top-of-mind among prospects in select feeder markets.
- Increase website traffic to educate consumers on all Red River has to offer.
- Deepen brand engagement before, during and after people visit – leave a lasting impression at any point in their journey.
- Track and optimize as we go.



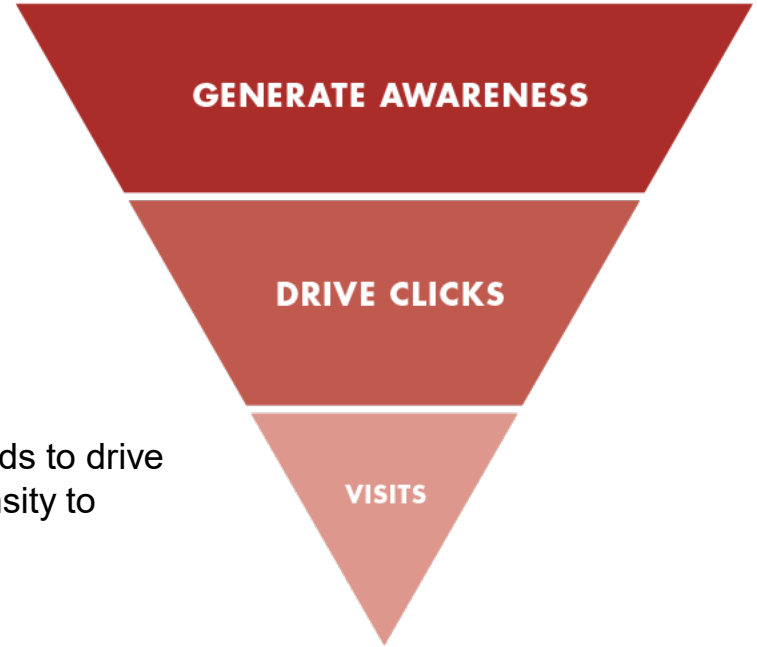
Media Strategy

Upper Funnel Awareness

- Utilize out-of-home, video and print mediums to generate mass impressions.

Lower Funnel Direct Response

- Implement hyper targeted digital display and paid social ads to drive website clicks among consumers who have a high propensity to travel, incorporating event promos when applicable.



Media Planning Parameters

Budget \$220,000 (plus a rollover from 2021 of \$33,296)

Timing July 2021 – June 2022

Flights Summer/Fall; Winter; Summer Kickoff



Targeting

Multiple Device Approach

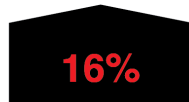
Brand exposure on multiple devices results in increased awareness and advertiser website visits.

Site Visitation

BY EXPOSURE ON NUMBER OF DEVICES



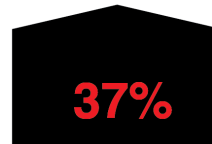
1 Device



VS.



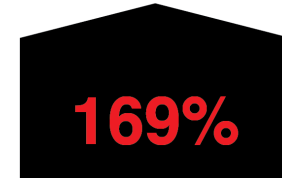
2+ Devices



VS.



3+ Devices



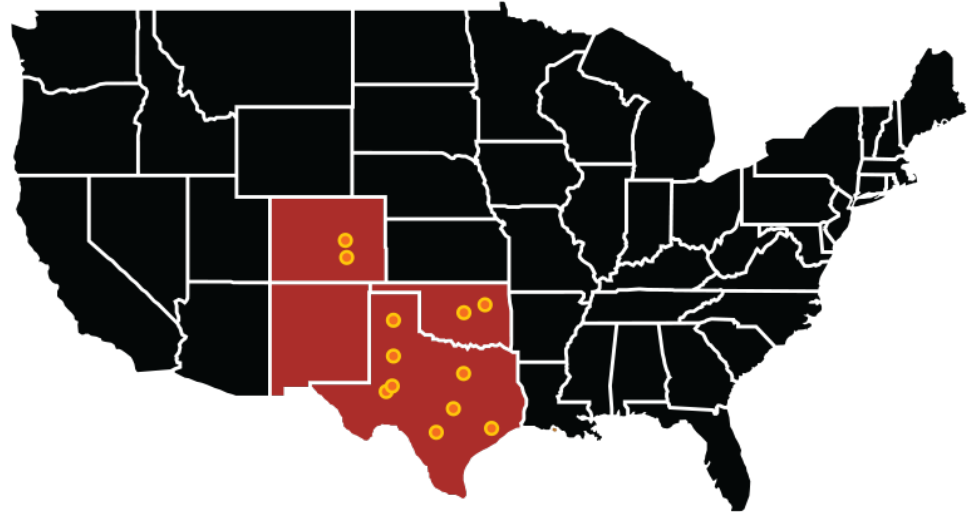
Targeting Capabilities

- Geographical
- Demographics
- Contextual
- Behavioral
- Interest
- Keyword
- Day Part
- Device



Primary Feeder Markets

- Amarillo
- Dallas
- Lubbock
- Odessa/Midland
- Austin
- San Antonio
- Houston
- Oklahoma City
- Tulsa
- Colorado Springs/Pueblo



Primary Audience 1 - Families

- 40% Male, 60% Female
- Ages 30 – 65+
- Household Income \$100K+
- Kids between ages 3 and 18 (kids 0-3 least likely to travel)
- Seeking experiences that the whole family can enjoy and learn from, with the ultimate goal of creating positive memories that will last forever
- Willing to venture off the beaten path, but not looking to get too far lost in the woods
- Selfless explorers who want their kids to be as psyched as they are when they encounter new experiences for the first time
- Campers, Red River fishers, skiers, hummingbird spotters, nature walkers, campfire ghost story tellers, site seers, sledders, snowman architects, ice cream eating experts, festival lovers, horseback riders, snowball fight warriors, live music with dinner lovers, hands on experiencers, Mother Nature listeners, go-cart racers, side-by-side adventurers, down-hill tubers, ropes course daredevils
- Not looking for Disneyland-type adventures with huge crowds, long lines and inflated expenses, but rather a low-key, quaint town that provides authentic and fun learning experiences and is easy to manage
- Willing to drive five to ten hours for a minimum three-night escape from the everyday norm



Primary Audience 2 – Outdoor Enthusiasts

- 60% Male, 40% Female
- Ages 21 – 55
- Weekend warriors with disposable income
- Seeking full-on immersive experiences (snowmobiling, beers at lunch, ski, apre ski, dine, sleep, repeat)
- Looking to escape the daily grind, while showing the world the next adventure they're living
- Driven by exploration, scenic landscapes, Mother Nature and the thrill of the unknown, and they want to be “there” now
- Hikers, mountain bikers, rock climbers, campers, music festival goers, trail runners, fly fishers, river rafters, horseback riders, backpackers, yogis, 4x4ers, snowmobilers, site seers, skiers, snowboarders, hunters, zip liners, local music scene lovers, wildlife seekers, ropes course dominators
- Highly appreciative of small-town culture and community, and love the proximity of it all
- Tend to favor a finely crafted local beer at the end of each outdoor adventure, and sometimes during



Creative Platform & Implementation



**BELONGING IS
BETTER THAN
BELONGINGS.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**JOY, TUGGING
AT YOUR SOUL.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**NOTHING
BUT FOUR-WHEEL
SMILES.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**GIDDY-UP
YOUR
SUMMER.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**QUITE A DAY.
THAT'S EVERY DAY.**

RR
REDRIVER, NM

PLAN YOUR TRIP

Recommended Paid Media Plan



Summer/Fall

Summer/Fall Campaign	Date	Budget	% of Buy	Est. Impressions
Facebook/Instagram Static (partial rollover from June 2021)	July - October	\$13,925	32%	1,392,500
Programmatic Pre-Roll Video (rollover from June 2021)	July - August	\$7,098	16%	591,500
Programmatic Display (rollover from June 2021)	July - August	\$17,790	41%	8,895,000
Google Paid Search (rollover from June 2021)	July - October	\$2,828	7%	141,400
AccuWeather Display (\$18,000 pre-paid in previous fiscal)	July - August	\$0	0%	1,800,000
AustinTravels.com Digital Magazine	October	\$1,500	3%	1,700
Total		\$43,141	100%	12,822,100



Winter

Winter Campaign	Date	Budget	% of Buy	Est. Impressions
OutFront Billboards	January	\$29,960	33%	7,395,192
Facebook/Instagram Video	November - February	\$4,000	4%	266,500
Facebook/Instagram Static	November - February	\$7,500	8%	750,000
Programmatic Pre-Roll Video	November - February	\$4,000	4%	333,333
Programmatic Display	November - February	\$7,500	8%	3,750,000
Google Paid Search	November - February	\$2,602	3%	130,100
AccuWeather Display	January	\$7,500	8%	751,880
Print - Texas Monthly - Full Page	November	\$9,215	10%	2,700,000
Print - Taos News Winter Magazine - Full Page	November	\$3,300	4%	50,000
Print - New Mexico Magazine - Full Page	December; Jan./Feb.	\$6,078	7%	340,000
Print - New Mexico True Adventure Guide - Full Page	January	\$10,107	11%	1,000,000
Total		\$91,762	100%	17,467,005



Summer Kickoff

Summer Kickoff Campaign	Date	Budget	% of Buy	Est. Impressions
OutFront Billboards	May	\$39,420	33%	10,241,064
Connected TV	May	\$8,000	7%	320,000
Facebook/Instagram Video	May - June	\$7,000	6%	467,000
Facebook/Instagram Static	May - June	\$10,016	8%	1,001,600
Programmatic Pre-Roll Video	May - June	\$8,000	7%	667,000
Programmatic Display	May - June	\$15,000	12%	7,500,000
Google Paid Search	May - June	\$2,000	2%	100,000
AccuWeather Display	June	\$10,000	8%	1,553,760
Print - Texas Monthly - Full Page	May	\$9,215	8%	2,700,000
Print - Taos News Summer Guide - Full Page	May	\$4,055	3%	70,000
Print - AARP 2-4-1	April/May	\$7,558	6%	273,900
Total		\$120,264	100%	24,894,324

Totals

GRAND TOTALS	Date	Budget	% of Buy	Est. Impressions
Summer/Fall (includes rollover from 2021)	July - October	\$43,141	17%	12,822,100
Winter	November - February	\$91,762	36%	17,467,005
Summer Kickoff	May - June	\$120,264	47%	24,894,324
Paid Media Contingency	July - June	\$0	0%	0
Total		\$255,167	100%	55,183,429
Total Rollover from 2021 is: \$33,296				
MEDIA CHANNEL BREAKOUT		Budget	% of Buy	Est. Impressions
Outdoor	July - June	\$69,380	27%	17,636,256
Digital	July - June	\$136,259	53%	30,413,273
Print	July - June	\$49,528	19%	7,133,900
Paid Media Contingency	July - June	\$0	0%	0
Total		\$255,167	100%	55,183,429

Targeting Criteria

Geography and Demographics

- **Feeder Markets:** Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo
- **Primary Audience 1 – Families:** 40% Male, 60% Female, Ages 30 – 65+, HHI \$100K+, Kids ages 3 to 18
- **Primary Audience 2 – Outdoor Enthusiasts:** 60% Male, 40% Female, Ages 21 – 55

Interest and Behavior Sampling

- **Primary Audience 1 – Families:** Family oriented, camping, fishing, skiing, skiers, site seeing, winter sports, winter activities, horseback riding, family vacation, family trips, summer vacation, winter vacation, spring break, vacation/travel planners, family friendly restaurants and activities, festivals, family vacations, in-market for domestic US travel, leisure travelers, in-market for timeshares/vacation rentals, vacation package shoppers, fall/summer/winter travelers, travelers with pets, road trippers
- **Primary Audience 2 – Outdoor Enthusiasts:** Weekend warriors, hiking, mountain biking, rock climbing, camping, music festivals, trail running, fly fishing, horseback riding, off-road vehicles, snow mobiles, skiing, snowboarding, local music lovers, local beers, weekend trips, travel with friends

Keyword Sampling

- Red River, New Mexico, travel, travel planning, mountain town, mining town, summer vacation, summer trip, weekend getaway, outdoor activities, forest retreat, winter break, winter trip, winter activities, winter sports, family fun, family trips, family friendly, skiing, snowboarding, hiking, mountain biking, 4x4, off-road, OHV, country bars, live music, affordable room rates, event titles and more



Outdoor – OutFront Outdoor

Digital & Static Billboards

- Nov/Dec 2021; May 2022
- Mass media awareness tactic to reach commuters in Dallas only
- Can run multiple creative executions on digital units
- 14x48 units only, right-read highway
- Total Facings Nov/Dec 6
- Total Facings May 8
- Est. CPM \$4
- Est. Impressions 17,636,256
- Cost \$69,380 net



MARKET
Dallas/Ft. Worth

BOARD #
2_6005

ADDRESS
Main Street 1/4 Mi S/O 28Th Street E/S F/N



18+ Weekly Imp: 52,178

Size: 14'x48'

Area: Fort Worth

Zip Code: 76164

Latitude: 32.792848

Longitude: -97.348912

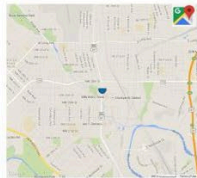
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 513687



Southbound traffic on Main St. in the Historical Stockyards of Ft. Worth. Many tourist attractions including Joe T. Garcias, Billy Bobs Texas, Cowtown Coliseum & Ft. Worth Stockyard Station. Culturally diverse neighborhoods with upscale retail and restaurants.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

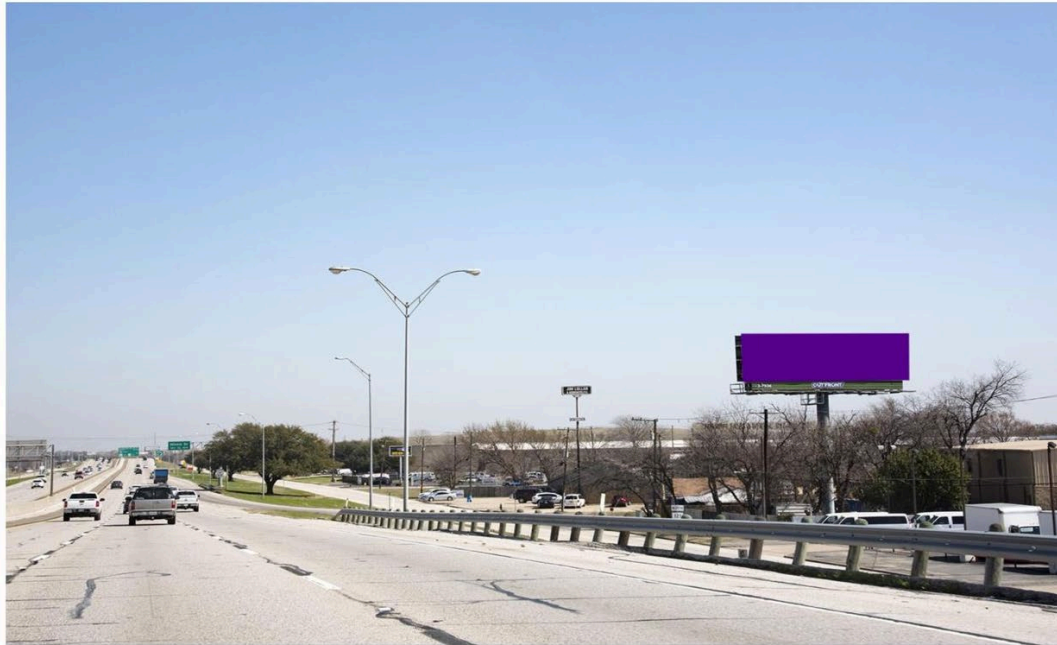
OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_7936

ADDRESS
121 W/O Delante S/S F/W



18+ Weekly Imp: 322,303

Size: 14'x48'

Area: Fort Worth

Zip Code: 76117

Latitude: 32.789138

Longitude: -97.253464

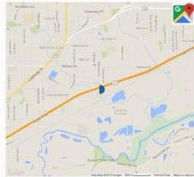
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 514003



Northeastbound traffic on Hwy 121 heading from Downtown Ft. Worth towards North Richland Hills, HEB, Colleyville, Southlake, Grapevine and DFW Airport. Booming new residential and retail growth including Northeast Mall. High household income & education area.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

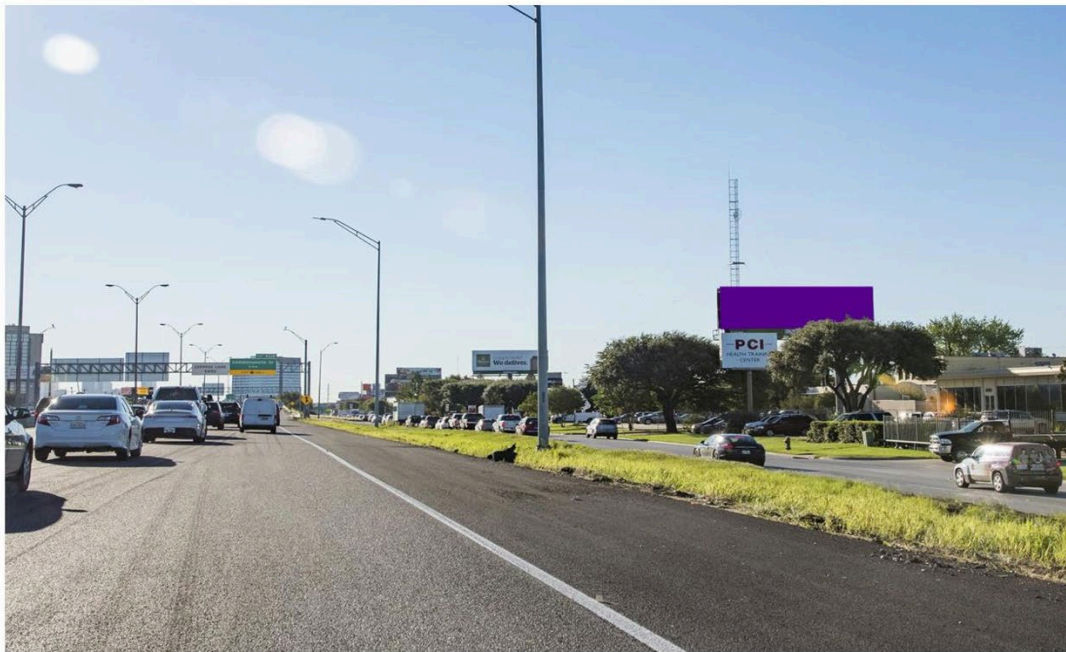
OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_6186

ADDRESS
183 .5 Mi W/O Mockingbird S/S F/W



18+ Weekly Imp: 543,017

Size: 14'x48'

Area: Dallas

Zip Code: 75247

Latitude: 32.820132

Longitude: -96.875995

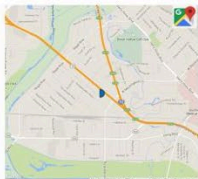
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 513745



Eastbound traffic on Hwy 183 heading towards Downtown Dallas. This traffic also targets Love Field, Dallas Convention Center, American Airlines Center. Home to Dallas Stars and Dallas Mavericks. Major Hospital District and Central Business District.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_7971

ADDRESS
I-30 (E.R.L.T.) @ Fitzhugh N/S F/E



18+ Weekly Imp: 398,720

Size: 14'x48'

Area: Dallas

Zip Code: 75223

Latitude: 32.791444

Longitude: -96.759052

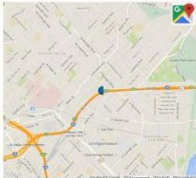
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1C

geopath ID#: 514013



Targets westbound traffic on I-30 towards downtown Dallas from the eastern suburbs which include White Rock Lake. Major attractions including Fair Park, Cotton Bowl, Mesquite Rodeo, Baylor Hospital and Town East Mall. Hip & Trendy area which includes Arts District and many new upscale lofts.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



MARKET
Dallas/Ft. Worth

BOARD #
2_2202 Digital

ADDRESS
I-30 (Tom Landry) E/O Myers N/S F/E



18+ Weekly Imp: 254,170

Size: 14'x48'

Area: Grand Prairie

Zip Code: 75050

Latitude: 32.763151

Longitude: -96.948591

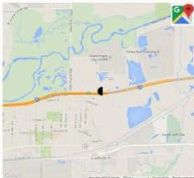
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: D-B1

geopath ID#: 30681924

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



This is a DIGITAL face heading westbound on I-30 from Downtown Dallas to the eastern suburbs and the mid cities. I-30 is the main freeway between Dallas and Ft. Worth. Major entertainment area, which include Lone Star Park, Rangers Ballpark, Six Flags, Verizon Amphitheater, QT Ballpark and home to the new Dallas Cowboys Stadium.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT





18+ Weekly Imp: 278,410

Size: 14'x48'

Area: Arlington

Zip Code: 75052

Latitude: 32.696092

Longitude: -97.061755

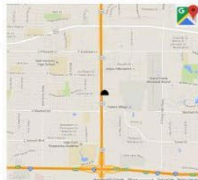
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: D-B1

geopath ID#: 30553300

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



This is a DIGITAL face heading northbound on Hwy 360 heading from I-20/Arlington area towards Grand Prairie & DFW Airport. Major entertainment area includes Rangers Ballpark, Six Flags & Hurricane Harbor. Home to the new Dallas Cowboy Stadium. Heavy manufacturing area includes several GM Plants. American Airline Headquarters & UT Arlington.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



POP Deliverable: Please Note That Due to Safety Concerns OUTFRONT MEDIA Can Only Deliver an Approach Shot from the Opposite Side of the Highway



18+ Weekly Imp: 359,962

Size: 14'x48'

Area: Dallas

Zip Code: 75248

Latitude: 32.981988

Longitude: -96.828212

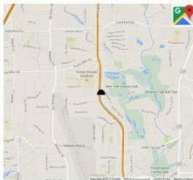
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: D-B1

geopath ID#: 30681967

Notes: 8 Spots; 8 Seconds
Per Flip; No Motion



This HIGH-PROFILE DIGITAL face reaches Northbound traffic on Dallas North Tollway heading from Galleria Mall and Addison (home to many upscale retailers & restaurants) to the high HHI suburbs of North Dallas. This tollroad is one of the most sought after stretches of highway in the Metroplex.

1201 Main St. Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT





18+ Weekly Imp: 351,506

Size: 14'x48'

Area: Carrollton

Zip Code: 75007

Latitude: 32.992599

Longitude: -96.944534

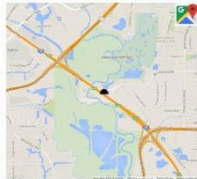
Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: D-B1

geopath ID#: 30716319

Notes: 8 spots, 8 seconds per flip, no motion



Traffic heading North on I-35E (Stemmons Freeway) from North Dallas, Carrollton and Farmers Branch to the Lewisville area and Denton. Major entertainment and restaurant district. Growing residential & commercial suburban area.

1201 Main St, Suite 1700, Dallas, TX 75202 | 972-243-1100

OUTFRONT



ConnectedTV

TV Commercials

- 6/27/22 – 7/24/22
- Upper-funnel awareness tactic targeting users who are streaming content via a Smart TV, connected device or game console, such as Apple TV, Roku or Amazon Fire
- Geo-target Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo
- Geo- and behavior targeted placements
- 30-second, non-skippable spots served and reported on like digital display ads
- Est. CPM \$25
- Est. Impressions 320,000
- Cost \$8,000 net



Facebook/Instagram Video

Video Views

- Flights: Winter 11/23/21 - 2/28/22; Summer Kickoff 6/27/22 – 7/24/22
- Awareness tactic to reach engaged audiences - brand focused
- :30 videos
- CPM Goal \$15
- Est. Impressions 733,500
- Est. Cost-Per-View \$.10 (CPV)
- Est. Views 110,000
- Cost \$11,000 net



Facebook/Instagram Static

Clicks to Website

- Flights: Summer/Fall 2021; Winter 11/23/21 - 2/28/22; Summer Kickoff 6/8/22 - 6/30/22
- For Summer/Fall, mini campaigns will promote Enchanted Forest Trail Race (7/31), Art & Wine Festival (8/6 - 8/8), Southwest Pickers (8/13 - 8/15), 8750 BBQ Festival (8/19 - 8/21), Enchanted Circle Bike Tour (8/28), Folk Festival (9/23 - 9/26) and Oktoberfest (10/8 - 10/10)
- Direct response static and carousel ads designed to peak interest and drive clicks; brand and event focused
- CPM Goal \$10
- Est. Impressions 3,144,100
- CPC Goal \$1
- Est. Clicks 31,441
- Cost \$31,441 net



Programmatic Pre-Roll

DV360 Pre-Roll Video

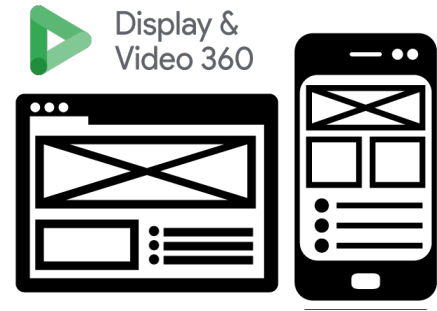
- Flights: Summer/Fall 2021; Winter 11/23/21 - 2/28/22; Summer Kickoff 6/27/22 – 7/24/22
- Cross-screen video tactic that allows us to reach our targets across multiple devices
- DV360 allows us to secure premium video inventory across major exchanges, direct sites and YouTube
- :30 videos
- CPM Goal \$12
- Est. Impressions 1,591,500
- CPV Goal \$.15 (CPV)
- Est. Views 127,320
- Cost \$19,098 net



Programmatic Digital Display

DV360 Display Network

- Flights: Summer/Fall 2021; Winter 11/23/21 - 2/28/22; Summer Kickoff 6/8/22 – 6/30/22
- Direct response static banner ads served to targeted audiences across contextually relevant websites
- JPG ads at 300x600, 300x250, 160x600, 728x90, 336x280, 300x50, 320x50
- CPM Goal \$1
- Est. Impressions 20,145,000
- CPC Goal \$.50
- Est. Clicks 80,580
- Cost \$40,290 net



Google Paid Search

Google Ads Text Ads

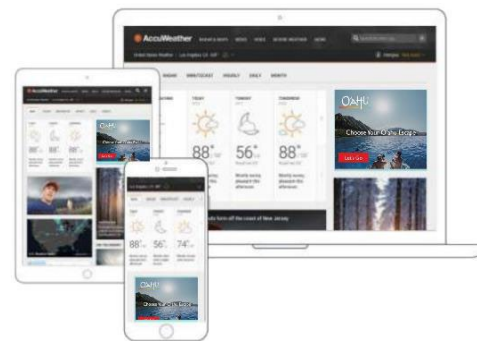
- Flights: Summer/Fall 2021; Winter 11/23/21 - 2/28/22; Summer Kickoff 6/8/22 – 6/30/22
- Google Ads Platform
- Target two primary audience segments throughout select feeder markets searching for keywords associated with traveling to Red River, family trips, adventure, room rates, events, etc.
- Text ads with link extensions based on relevant keywords
- CPM Goal \$20
- Est. Impressions 371,500
- CPC Goal \$.50
- Est. Clicks 14,860
- Cost \$7,430 net



AccuWeather Display

Weather Triggered Targeting

- Flights: July 2021; August 2021; January 2022; July 2022
- Lower-funnel tactic targeting consumers in Dallas with “ski-ready” ads when the conditions are great and cool-weather ads during the heat of summer (90 or higher)
- Cross-platform 300x250 banners and mobile web and in-app 320x50 banners
- CPM \$10
- Est. Impressions 3,550,000
- Cost \$17,500 net (added \$18,000 pre-paid in fiscal 2020/2021; AW failed at running in August so moved pre-paid impressions to June 2022)



Texas Monthly Magazine

Print

- November 2021 Winter Travel and May 2022 Summer Travel issues
- Upper-funnel awareness tactic targeting affluent and engaged Texans
- Full-page print (+100,000 digital impressions per insertion)
- Estimated Readership 5,400,000 (for 2 issues)
- Cost \$18,430 net



Taos News

Print

- November 2021 Winter Magazine and May 2022 Summer Guide
- Upper-funnel awareness tactic targeting local residents in contextually-relevant content issues
- Full-page print
- Circulation 120,000 (for 2 issues)
- Cost \$7,355 net



New Mexico True Adventure Guide

Print & Digital

- January 2022 annual issue
- Upper-funnel awareness tactic targeting New Mexicans year round who are seeking adventure throughout the state
- Full-page print and online
- Est. Reach 1,000,000
- Cost \$10,106.50 net



New Mexico Magazine

Print

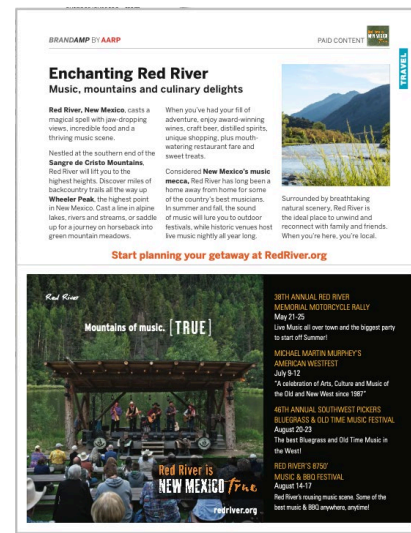
- December; January/February 2022 Winter Magazine
- “Black Diamond” Package, including digital
- Upper-funnel awareness tactic targeting local residents in a contextually-relevant content issue
- Full-page print and digital package
- Circulation 340,000
- Cost \$6,078 net



AARP

Print Advertorial

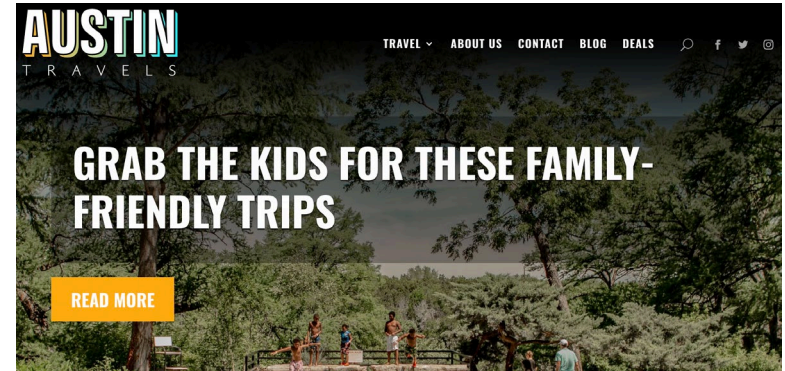
- April/May 2022
- Upper-funnel awareness tactic targeting AARP members in Texas households
- Half-page print and half-page editorial
- Circulation 273,900
- Cost \$7,558 net



AustinTravels.com Digital Magazine

Digital Ads and Editorial

- October 2021
- Upper-funnel awareness tactic targeting Austinites researching travel
- 500-word article, display ads and two social media shoutouts
- Est. Web Visits 1,700
- Cost \$1,500 net



Next Steps

- Review media recommendation and Q&A
- Upload remaining Summer/Fall digital campaigns
- Negotiate final buys for Winter and Summer Kickoff
- Set up digital campaigns and tracking



The background is a textured blue surface with various geometric and organic patterns. On the left, there are concentric circles. In the center, there are large, light blue, stylized letters that appear to be 'W' and 'A'. On the right, there is a large, stylized eye graphic with concentric circles for the iris and pupil. The overall aesthetic is modern and abstract.

THANK YOU