



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

Town of Red River
Fiscal Year 2023/2024
Media Recommendation – V2
July 8, 2023

Objectives

- Continue to generate awareness for Red River (reach new audiences) and become more top-of-mind among prospects in select feeder markets during three different seasons.
- Increase traffic to the new website 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.
- Promote seasonal events.
- Track and optimize as we go.



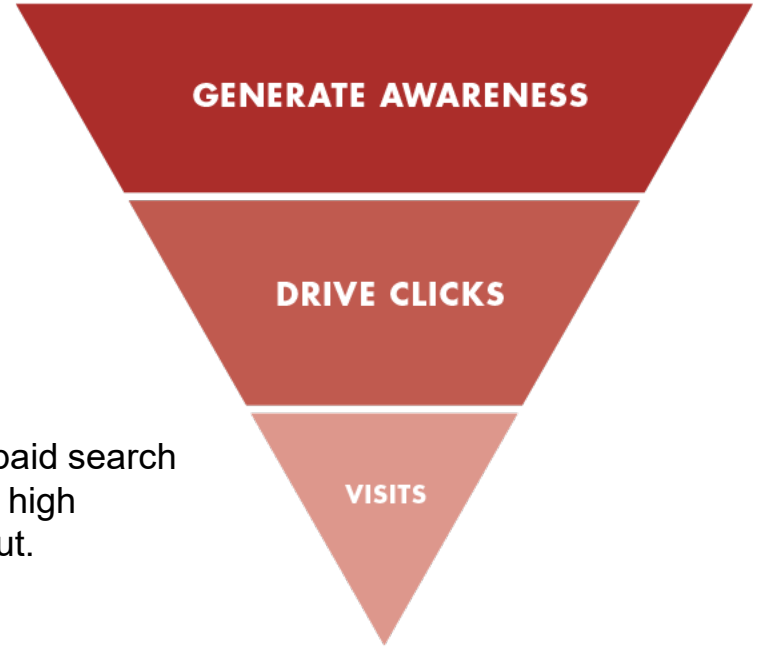
Media Strategy

Upper Funnel Awareness

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

Lower Funnel Direct Response

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



Media Planning Parameters

Budget \$300,000 (plus \$3,010 for incremental NM Magazine Sept Issue and \$22,000 for mini Event Promo campaigns)

Timing July 2023 – June 2024

Flights Fall; Winter; Summer Kickoff



Targeting

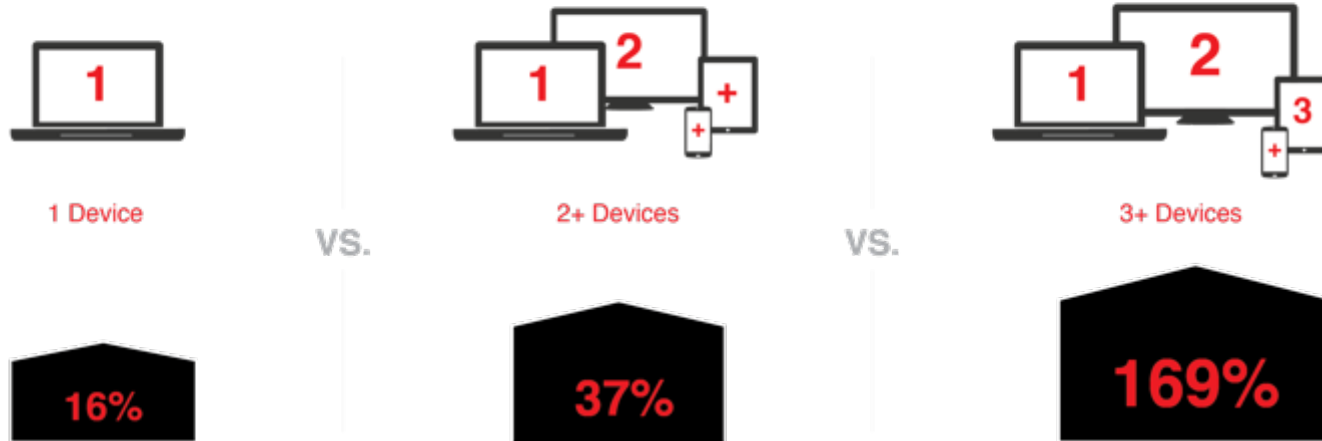


Multiple Device Approach

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

Site Visitation

BY EXPOSURE ON NUMBER OF DEVICES



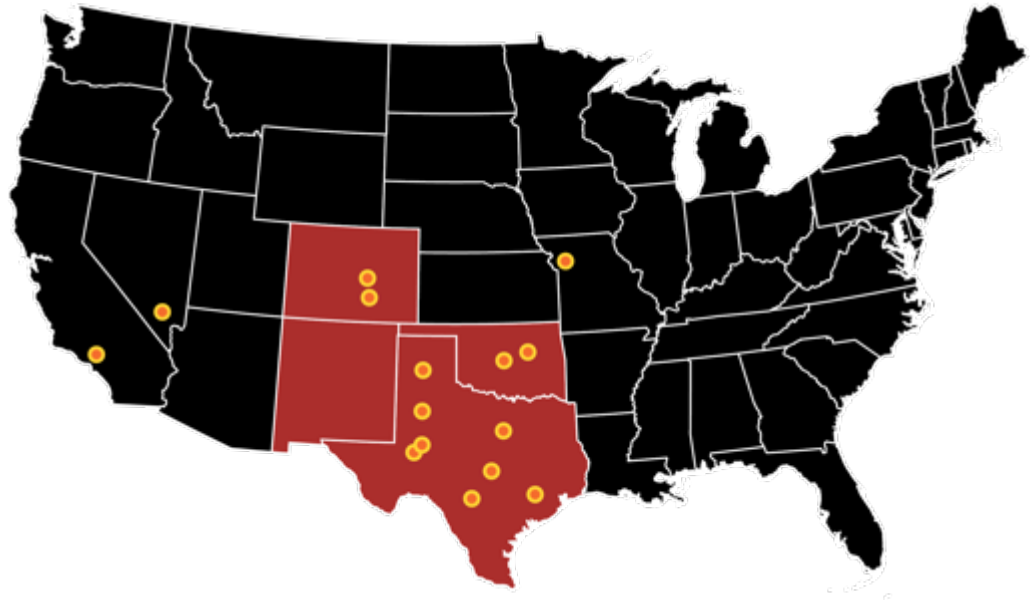
Targeting Capabilities

- 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
- Los Angeles
- Las Vegas
- Kansas City



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



Targeting Criteria

Geography and Demographics

- **Feeder Markets:** Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- **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



Creative Platform



Creative Samples



**JOY, TUGGING
AT YOUR SOUL.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**TELL YOUR TRUCK
IT'S ONLY CHEATING
IF YOU NEVER
COME BACK.**

RR
REDRIVER, NM


PLAN YOUR TRIP



**THIS IS OUR SNOW.
AND WE'RE HAPPY
TO SHARE IT.**

RR
REDRIVER, NM


PLAN YOUR TRIP



**NO AGENDAS
ARE THE BEST
AGENDAS.**

RR
REDRIVER, NM

PLAN YOUR TRIP



**NOTHING BUT
FOUR-WHEEL
SMILES.**

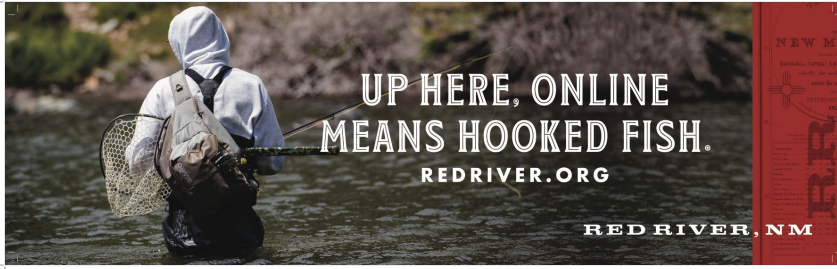
RR
REDRIVER, NM

PLAN YOUR TRIP

Note: New creative will be developed for 23/34



Creative Samples



Recommended Paid Media Plan



Fall 2023

| Fall Campaign | Date | Budget | % of Buy | Est. Impressions |
|---|----------------------|-----------------|-------------|-------------------|
| ConnectedTV (CTV) | Mid-Sept. - Mid-Oct. | \$20,000 | 24% | 800,000 |
| | | | | |
| Streaming Audio - Dallas, OKC, LA | Mid-Sept. - Mid-Oct. | \$10,000 | 12% | 555,556 |
| | | | | |
| Programmatic Pre-Roll Video | September - October | \$15,000 | 18% | 1,500,000 |
| | | | | |
| Programmatic Display | September - October | \$10,000 | 12% | 5,000,000 |
| | | | | |
| Facebook/Instagram Video | September - October | \$10,000 | 12% | 1,000,000 |
| | | | | |
| Facebook/Instagram Static | September - October | \$10,000 | 12% | 1,666,667 |
| | | | | |
| Google Paid Search | September - October | \$5,000 | 6% | 250,000 |
| | | | | |
| Print - New Mexico Magazine - Full Page | September | \$3,010 | 4% | 340,000 |
| | | | | |
| Total | | \$83,010 | 100% | 11,112,222 |



Winter

| Winter Campaign | Date | Budget | % of Buy | Est. Impressions |
|--|---------------------|-----------------|-------------|-------------------|
| Accretive Programmatic Out-of-Home - Dallas, OKC, LA | Mid-Nov. - Mid-Dec. | \$10,000 | 13% | 1,000,000 |
| ConnectedTV (CTV) | Mid-Nov. - Mid-Dec. | \$10,000 | 13% | 400,000 |
| Programmatic Pre-Roll Video | December - February | \$5,000 | 6% | 500,000 |
| Programmatic Display | December - February | \$5,000 | 6% | 2,500,000 |
| Facebook/Instagram Video | December - February | \$5,000 | 6% | 500,000 |
| Facebook/Instagram Static | December - February | \$5,000 | 6% | 833,333 |
| Google Paid Search | November - February | \$4,500 | 6% | 225,000 |
| AccuWeather Triggered Display - Dallas | January | \$10,000 | 13% | 1,000,000 |
| Print - Texas Monthly - Full Page | November | \$9,215 | 12% | 2,700,000 |
| Print - New Mexico Magazine Winter - Full Page | December | \$3,879 | 5% | 340,000 |
| Print - New Mexico True Adventure Guide - Full Page | January | \$10,410 | 13% | 1,000,000 |
| Total | | \$78,004 | 100% | 10,998,333 |



Summer Kickoff

| Summer Kickoff Campaign | Date | Budget | % of Buy | Est. Impressions |
|--|------------|------------------|-------------|-------------------|
| Billboards - Dallas | May | \$42,250 | 30% | 10,562,500 |
| | | | | |
| Accretive Programmatic Out-of-Home - Dallas, OKC, LA | May | \$10,000 | 7% | 1,000,000 |
| | | | | |
| ConnectedTV (CTV) | May | \$20,000 | 14% | 800,000 |
| | | | | |
| Streaming Audio - Dallas, OKC, LA | May - June | \$10,000 | 7% | 555,556 |
| | | | | |
| Programmatic Pre-Roll Video | May - June | \$8,000 | 6% | 800,000 |
| | | | | |
| Programmatic Display | May - June | \$9,000 | 6% | 4,500,000 |
| | | | | |
| Facebook/Instagram Video | May - June | \$5,515 | 4% | 551,500 |
| | | | | |
| Facebook/Instagram Static | May - June | \$4,805 | 3% | 800,833 |
| | | | | |
| Google Paid Search | May - June | \$5,302 | 4% | 265,100 |
| | | | | |
| AccuWeather Display | June | \$10,000 | 7% | 1,000,000 |
| | | | | |
| Print - Texas Monthly - Full Page | May | \$9,215 | 6% | 2,700,000 |
| | | | | |
| Print - AARP 2-4-1 | April/May | \$7,909 | 6% | 306,500 |
| | | | | |
| Total | | \$141,996 | 100% | 23,841,989 |



Totals

| GRAND TOTALS | Date | Budget | % of Buy | Est. Impressions |
|------------------------|---------------------|------------------|-------------|-------------------|
| Summer/Fall | July - October | \$83,010 | 27% | 11,112,222 |
| Winter | November - February | \$78,004 | 26% | 10,998,333 |
| Summer Kickoff | May - June | \$141,996 | 47% | 23,841,989 |
| Paid Media Contingency | July - June | \$0 | 0% | 0 |
| Total | | \$303,010 | 100% | 45,952,544 |
| | | | | |
| MEDIA CHANNEL BREAKOUT | | Budget | % of Buy | Est. Impressions |
| Out-of-Home | July - June | \$62,250 | 21% | 12,562,500 |
| Digital | July - June | \$197,122 | 65% | 26,003,544 |
| Print | July - June | \$43,638 | 14% | 7,386,500 |
| Total | | \$303,010 | 100% | 45,952,544 |



ConnectedTV

Digital Videos Served on Smart TVs

- Flights: Fall 2023, Winter 2023, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- Upper-funnel awareness tactic targeting users who are streaming content via Smart TV, connected device or game console, such as Apple TV, Roku or Amazon Fire
- Behavior targeting to family and outdoor adventure
- :15 and :30 brand videos, non-skippable spots served and reported on like digital display ads
- Est. CPM \$25
- Est. Impressions 2,000,000
- Cost \$50,000 net



Programmatic Out-Of-Home

Digitally-Served OOH Ads

- Flights: Winter 2023, Summer Kickoff 2024
- Geo-target: Dallas, Las Angeles, Oklahoma City
- Mass media awareness tactic to reach prospective travelers via digital billboards, gas station pumpers, grocery store checkouts and movie theaters
- Creative units include static ads and :15 videos
- Tracking can be tied to multiple sites to measure lift in site traffic from people who were exposed to the ads along with reporting on impressions, reach and frequency
- Est. CPM \$10
- Est. Impressions 2,000,000
- Cost \$20,000 net



Streaming Audio

Digital Audio Ads

- Flights: Fall 2023, Summer Kickoff 2024
- Geo-target: Dallas, Las Angeles, Oklahoma City
- Upper-funnel awareness tactic targeting prospective travelers who are listening to relevant streaming audio genres and podcasts
- Behavior targeting to family and outdoor adventure
- :30, pre-recorded audio spots served and reported on like digital display
- Est. CPM \$18
- Est. Impressions 1,111,111
- Cost \$20,000 net



Outdoor – OutFront Outdoor

Digital & Static Billboards

- Flights: Summer Kickoff 2024
- Geo-target: Dallas
- Mass media awareness tactic to reach commuters on highways
- Can run multiple creative executions on digital units
- 14x48 units only, right-read highway
- Total Facings TBD
- Est. CPM \$4
- Est. Impressions 10,562,500
- Cost \$42,250 net



Programmatic Pre-Roll

DV360 Pre-Roll Video

- Flights: Fall 2023, Winter 2023/2024, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- 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
- :15 and :30 brand videos
- CPM Goal \$10
- Est. Impressions 2,800,000
- Cost \$28,000 net



Programmatic Digital Display

DV360 Display Network

- Flights: Fall 2023, Winter 2023/2024, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- 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 \$2
- Est. Impressions 12,000,000
- Cost \$24,000 net



Facebook/Instagram Video

ThruPlay Video Views (when a video is viewed for 15 seconds or longer)

- Flights: Fall 2023, Winter 2023/2024, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- Awareness tactic to reach engaged audiences - brand focused
- :15 and :30 brand videos
- CPM Goal \$10
- Est. Impressions 2,051,500
- Cost \$20,515 net



Facebook/Instagram Static

Clicks to Website

- Flights: Fall 2023, Winter 2023/2024, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- Direct response static and carousel ads designed to pique interest and drive clicks; brand-focused ads (not event specific)
- CPM Goal \$6
- Est. Impressions 3,300,833
- Cost \$19,805 net



Google Paid Search

Google Ads Text Ads

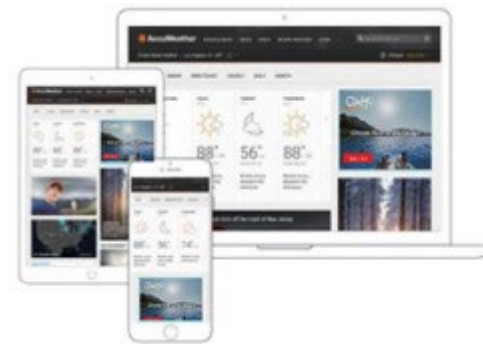
- Flights: Fall 2023, Winter 2023/2024, Summer Kickoff 2024
- Geo-target: Amarillo, Dallas, Lubbock, Odessa/Midland, Austin, San Antonio, Houston, Oklahoma City, Tulsa, Colorado Springs/Pueblo, Los Angeles, Las Vegas, Kansas City
- Target two primary audience segments throughout select feeder markets 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 740,100
- Cost \$14,802 net



AccuWeather Display

Weather Triggered Targeting

- Flights: Winter 2024, Summer Kickoff 2024
- Geo-target: Dallas
- Lower-funnel tactic targeting consumers with “snow alert” ads before and during storms and cool-weather ads during the heat of summer (current temp in RR)
- Cross-platform 300x250 banners and mobile web and in-app 320x50 banners
- CPM \$10
- Est. Impressions 2,000,000
- Cost \$20,000 net



Texas Monthly Magazine

Print

- November 2023 Winter Travel and May 2024 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



New Mexico Magazine

Print

- September and December 2023 Winter Magazine
Upper-funnel awareness tactic targeting local New Mexico residents in a contextually-relevant content issue
- Full-page print and digital package
- Circulation 340,000 each insertion
- Cost \$3,010 net for September
- Cost \$3,879 net for December



New Mexico True Adventure Guide

Print & Digital

- January 2024 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 \$10,410 net



AARP

Print Advertorial

- April/May 2024
- Upper-funnel awareness tactic targeting AARP members in Texas households, including leads
- Half-page print and half-page editorial
- Circulation 273,900
- Cost \$7,909 net (subject to changed based on final rate card)

BRANDAMP BY AARP PAID CONTENT RED RIVER

Escape To Red River, New Mexico

Mountainside recreation and relaxation

When you want to unwind, Red River is a small town **mountain vacation destination** with huge appeal. Beginning as a mining outpost at the southern end of New Mexico's **Sangre de Cristo Mountains**, Red River is now the perfect place for hiking, fishing, horseback riding, camping, skiing, four-wheeling, and mountain biking.

Once you settle into your comfy accommodations, lay tracks in any direction for adventure and exploration in the great outdoors. At your feet is the 1.5-million-acre **Carson National Forest**. Serene backcountry trails lead to **Wheeler Peak**, the highest point in the entire state.

In town, you'll find everything from unique shopping to local restaurants and historic bars serving award-winning wines, craft beer, and distilled spirits. The country **music scene** buzzes with visiting artists in the summer and fall.

For more than a century, travelers have come to Red River to get away amidst **breathtaking natural beauty**. Now it's your turn.

Plan your getaway at RedRiver.org



THE PINES. THE LAKE. THE WILDLIFE.
THEY'RE ALL GLAD YOU DID THIS.

RR
REDRIVER.ORG

NEW
ESTABLISHED 1891

Event-Specific Paid Social



Event-Specific Paid Social (from Special Event Budget)


| July 2023 - June 2024 Special Events | Flight Dates | Budget | % of Buy | Est. Impressions |
|--|-------------------|----------|----------|------------------|
| FB/IG 4th of July (7/4) | 6/13/23 - 7/3/23 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Enchanted Forest Trail Races (7/29) | 7/8/23 - 7/28/23 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Corn Hole Tournament (8/11 - 8/12) | 7/21/23 - 8/10/23 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG 8750' BBQ Festival (8/17 - 8/20) | 7/27/23 - 8/16/23 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Aspencade (9/28 - 10/1) | 7/17/23 - 9/27/23 | \$5,000 | 19% | 833,333 |
| | | | | |
| FB/IG Oktoberfest (10/6 - 10/8) | 9/15/23 - 10/5/23 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Songwriters' Festival (1/31 - 2/3) | 1/10/24 - 1/30/24 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Mardi Gras in the Mountains (2/8 - 2/13) | 1/18/24 - 2/7/24 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Memorial Day (5/23 - 5/27) | 5/2/24 - 5/22/24 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Red River Car Show (6/1) | 5/11/24 - 5/31/24 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Vino In the Valley (6/14 - 6/16) | 5/24/24 - 6/13/24 | \$2,000 | 7% | 333,333 |
| | | | | |
| FB/IG Corn Hole Tournament (6/TBD) | TBD | \$2,000 | 7% | 333,333 |
| | | | | |
| Total | | \$27,000 | 100% | 4,500,000 |



Next Steps

- Review media recommendation and Q&A
- Once approved, HAPI to build year-long media flowchart
- HAPI to evolve creative campaign, including new imagery and video
- Negotiate and set up final buys and tracking for Fall, Winter and Summer Kickoff campaigns





THANK YOU