

Turn Up Downtown Summer 2021 Campaign Cumulative Report

revised 11:08:2021



MISSION

Officially launch the #TurnUpDowntown campaign (summer 2021 edition) by targeting leisure visitors and locals within the Orlando market to promote visitation of downtown's businesses and novel experiences



STRATEGIES

Prospective Customers Are Targeted Via Digital Media According to Age Demographics, Location, Lifestyle, and Behaviors — Which Are Then Matched to Overall Media Content

Targeted audiences see ads, which causes them to take action via the digital environment or in the physical environment (often times concurrently). Digital retargeting follows the user for a designated number of days.

Ad placement for all media will promote:

- > Driving traffic to specific content within the website that supports audience targeting (Ex. events, Top 10 things to do, and potentially new content which will be created specific to the summer season and current happenings)
- > General awareness of Downtown Orlando and all that it has to offer, specific to each target market cell



Outdoor: Billboards



Social Media:
Video and Display Ads



Mobile/Online:
Video and Display Ads



Retargeting Digital Ads



Geo-fencing areas of Orlando with
high rates of tourists/visitors



Print and email media advertorials



TURN UP DOWNTOWN - SUMMER 2021 MARKETING PLAN - FRONT LOADED		Target audience segments: 1.) families 2.) young adults 20s-30s 3.) mature adults mid 30s-mid 50s Is A+; Locals – drive market within 45 minutes' drive time of Downtown; Tourists: Contextual with focus on geofencing areas with high hotel concentration					
	DESCRIPTION	JUNE	JULY	AUG (5-wk mo)	TOTAL ESTIMATED IMPRESSIONS	TOTAL COST	MEDIA TOTALS
		IMPRESSIONS					
Digital: Mobile/Online		1,558,074	1,558,074	495,751	3,611,898		
Locals	Targeted video and display ads, plus keyword search ads	\$ 12,000	\$ 12,000	\$ 4,000		\$28,000	\$51,000
Tourists	Targeted video and display ads, plus keyword search ads. Geofencing to be incorporated to include hotels along I-Drive, Airport, and other tourist areas.	\$ 10,000	\$ 10,000	\$ 3,000		\$23,000	
Outdoor/OOH		7,418,766	8,194,216	0	15,612,982		
Units -- Week of August 23 to be BONUSED at no charge	Digital or Static Selected Locations Rotation - Paid Units	4	3	0		\$49,410	\$49,410
	Digital BONUS Locations Rotation - Bonus Units - As Available	4	3	0			
	I-4, I-Drive, Airport, and Surrounding Corridor - to reach locals and tourists	\$ 23,777	\$ 25,633	\$ -			
TOTAL MEDIA		\$45,777	\$47,633	\$7,000	19,224,980	TOTAL	\$100,410
VERSION: 5-10-21		46%	47%	7%			

Media Spend

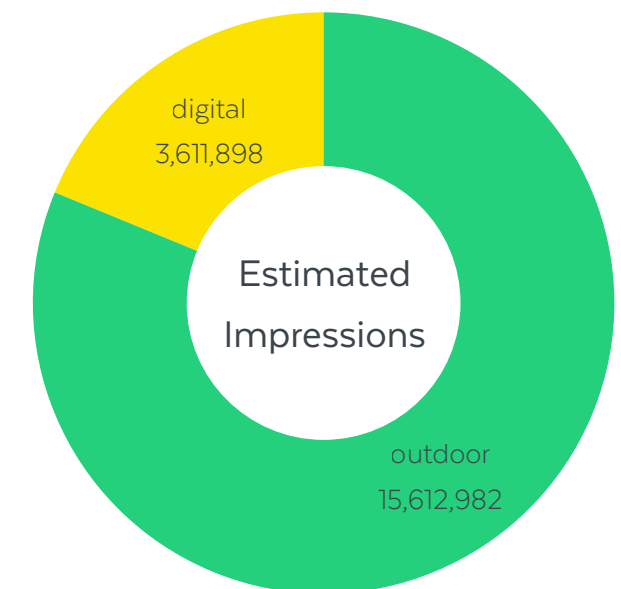
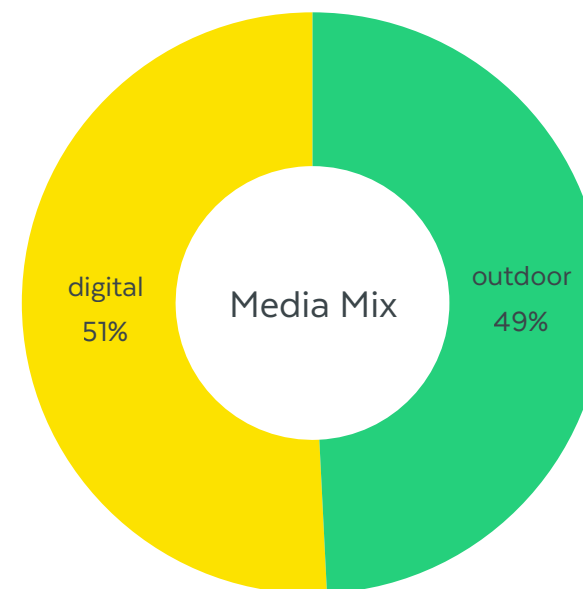
\$100,410

Flight Dates

6/7 - 8/29

Audience

In-market leisure visitors and locals



Supplemental advertorial buys

CHANNEL	DESCRIPTION	WEEK 1	WEEK 2	WEEK 3	WEEK4	TOTAL ESTIMATED IMPRESSIONS	TOTAL COST
		IMPRESSIONS					
BUNGALOWER + ORLANDO MAGAZINE ADVERTORIALS		60,667	60,667	60,667	60,667	242,668	
DIGITAL: E-NEWSLETTER + ONLINE: Breakout Box in Top Ten Things	Will place a clickable graphic/ infographic/ or list of hyperlinks in a breakout box in the Top Ten Things e- newsletter and the Top Ten Things story on the website each week to call attention to the initiatives Downtown Orlando is wnting to promote. Includes x4 newsletter placements for Orlando Magazine as well (BOGO with each publication - combo deal). Content will remain online indefinitely. https:// bungalower.com/?s=top+ten+things	\$368	\$368	\$368	\$368		\$1,470
ORLANDO MAGAZINE ADVERTORIAL		437,500	437,500	437,500	437,500	1,750,000	
DIGITAL: 150,000 Digital Display Ad Impressions per month on orlandoweekly.com PRINT + DIGITAL: 4x Full Page Page Advertorial	Creative can be changed out weekly. Content must be marked with #4 font as “SPONSORED CONTENT” All content stays online permanently. Link to latest e-version of weekly print edition : https://issuu.com/ euclidmediagroup/docs/ orlando_weekly_july_21_2021/1? ff&pageLayout=singlePage	\$883	\$883	\$883	\$883		\$3,532
TOTAL MEDIA		\$1,251	\$1,251	\$1,251	\$1,251	1,992,668	\$5,002



Advertorial Actual Delivered

TURN UP DOWNTOWN - SEPTEMBER/OCTOBER 2021 ADVERTORIAL MEDIA PLAN -- DIGITAL + PRINT -- ACTUAL DELIVERED								
MEDIA CHANNEL	DESCRIPTION	WEEK 1 - Week of 9/13/21	WEEK 2 - Week of 9/20/21	WEEK 3 - Week of 9/27/21	WEEK 4 - Week of 10/4/21	WEEK 5 - Week of 10/11/21	TOTAL DELIVERED IMPRESSIONS	TOTAL COST
BUNGALOWER + ORLANDO MAGAZINE (BOGO COMBO)		60,667	60,667	0	60,667	60,667	242,668	\$1,470
DIGITAL: E-NEWSLETTER + ONLINE: Breakout Box in Top Ten Things	Top Ten Things e-newsletter and the Top Ten Things story on the website each week to call attention to the initiatives Downtown Orlando is writing to promote. Includes x4 newsletter placements for Orlando Magazine as well (BOGO with each publication + combo dest). Content will remain online indefinitely.	\$ 368	\$ 368	\$ -	\$ 368	\$ 368		
ORLANDO MAGAZINE		450,000	450,000	450,000	450,000	449,941	2,249,941	\$3,532
DIGITAL: 150,000 Digital Display Ad Impressions per month on orlandoweekly.com PRINT + DIGITAL: 4x Full Page Advertorial Placements	150,000 Digital Display Ad Impressions Ordered: (199,941 delivered) Print: 4x Full Page Advertorial	\$ -	\$ 883	\$ 883	\$ 883	\$ 883		
TOTAL MEDIA		\$0	\$1,251	\$883	\$1,251	\$1,251	2,492,609	\$5,002
							125.09%	
							Delivery	

The advertorial campaign **over-delivered impressions by 25% – 2,492,609 actual v. 1,992,668 projected impressions.**



Key Takeaways

- > Throughout the duration of the campaign, we realized month-over-month (MoM) gains across all digital advertising channels except for YouTube in August.
- > Audience Targeting was the strongest performing digital advertising tactic over the course of the campaign.
- > An immediate and strong spike in website traffic was generated upon the launch of the campaign. After the spike, web traffic remained high throughout the course of the campaign resulting in triple digit lifts in website users, new users, and sessions when compared to 2020 website data.
- > Organic visits (+156%) and direct visits (+76%) are insights that speak to induced interest and demand in downtown Orlando generated in part by outdoor.
- > We were successful in inducing interest and demand in downtown Orlando's leisure offerings as evidenced by visitor behavior and content consumption.
- > The campaign was short but successful in forging a solid foundation to continue to optimize and leverage in future campaigns for downtown Orlando.
- > Advertorials would only be recommended in the future as part of a multi-channel campaign. These advertorials ran after the summer campaign had concluded so we reaped no benefit of cross-channel impressions with our local audience.

Media Spend
\$105,412

Total Estimated Impressions
21,217,548

Flight Dates
6/7 -8/29*

*Campaign results through 10/15
inclusive of print/digital combo advertorial
buys will be reported in November 2021

