Explore Minnesota Tourism

Media Buy Recap | Fall FY20
Campaign Overview

**Campaign Timeline**

**Timeline:** 7/1/19 – 10/31/19
- Fall General: 9/1-10/31
- X Games: 7/22-8/4

**Niche Campaign:**
- Golf: 7/8-9/30
- Hiking: 7/25-10/31
- Biking: 7/8-9/30

**Target Geography**

**General:** Instate (25%) Outstate (75%)
- WI, IA, ND, SD, Omaha, Winnipeg, CA
- Des Moines, Omaha, Sioux Falls, MSP (DMA level)

**Niche Campaign:** National
- 95% outside MN
  - Bid strategy based on Spring/Summer performance

**Budget**

**Total Budget:** $845,000
- General Budget: $420,000
- X Games: $30,000
- Niche Campaign: $395,000

**Target Audience**

**General:** “Cultural Explorers” and “Spontaneous Adventurers”

**Niche:** People who have already found their “True North” and are willing to travel to experience it.
- **Biking:** Mountain biking, traveling + MN Affinity
- **Hiking:** Hiking, outdoors, traveling + MN Affinity
- **Golf:** Golfing, outdoors, traveling + MN Affinity
Media Breakdown

62,500,000
Estimated Impressions

Budget Breakdown – General & Niche
by Channel

General

- Partnerships: 2%
- TV/CTV: 7%
- SEM: 11%
- Social: 12%
- Native: 16%
- Display: 16%
- X-Games: 19%
- Video: 4%
- Diversity: 11%

Niche Total

- Native: 36%
- Social: 10%
- Content: 13%
- Video: 8%
- Display: 5%
- SEM: 1%
- Digital OOH: 1%
GENERAL CAMPAIGN
Standard Display | Coegi

Initial Banners

- 160x600
- 300x600
- 300x250
- 320x50
- 728x90

Retargeting Banners

- 300x250
- 300x600

Estimated Impressions: 3,517,176
InPowered:

- Purchased on a cost per engagement basis
- Estimate 2.5MM impressions
Rich Media | Trion

Display Banners 320x50

1,250,000
Estimated Impressions
Low Wages, Sexual Harassment and Unreliable Tips. This Is Life in America's Booming

While the economy is strong, the Administration is examining various options to bolster the economy. Still, whenever the next recession comes, more workers will have to turn to the booming service industry, where low wages and unstable hours are the norm.
Video & YouTube | Coegi

:15 & :30 Spots

Fall Spot:
• Connecting with Nature
• Anthem Video

750,000
Estimated Impressions
“Support comes from Explore Minnesota where you can follow the fall colors and discover getaway ideas. Scenic drives, colorful hikes, and harvest festivals bring the season to life. Find more ways to find your true north at explore Minnesota dot com.”
Coegi | Social – Facebook

1,943,000 Estimated Impressions

Link Ads

Video Ad

Carousel Ad
Coegi | Social – Instagram

Cinemagraph Ad

Video Ad

Carousel Ad

2,321,429
Estimated Impressions
NICHE CAMPAIGN
Standard Display – Hiking | Coegi

1,287,903
Estimated Impressions

Initial Ads

160x600

300x600

300x250

320x50

728x90

Retargeting GIF

TRUE Views
TRUE Inspiration
TRUE Escape
TRUE Views
TRUE Inspiration
TRUE Escape
TRUE Views
TRUE Inspiration
TRUE Escape
Standard Display – Biking | Coegi

1,276,377 Estimated Impressions

Initial Ads

160x600

300x600

300x250

320x50

728x90

Retargeting GIF
InPowered:
- Purchased on a cost per engagement basis
- *Estimate 18MM impressions*
Out of Home

- Digital OOH – Top Golf Locations across US
  - Lobbies, Spectaculars, Posters, Digital Bays
Partnership Includes:

• Destination Article with photos on Pinkbike.com homepage
• 4-5 minute video within article on and on Pinkbike.com homepage
• Share article on Pinkbike Facebook, Instagram, and Youtube channel
• ROS Display on Pinkbike.com homepage
Partnership Includes:

• Written content, video, and photography to be published on Backpacker.com within the trips channel

• Support content with robust traffic driving tactics including email, social and digital will help enhance the experience of the bloggers trip to the Backpacker audience
Content Partnership – Golf | Golfweek

**Partnership Includes:**

Three article series promoted through:

- Mobile in-article units on Golfweek.com and targeted to golf enthusiasts across USA TODAY Sports’ sites
- Social extension on Golfweek’s accounts
- Golf Life e-newsletters (x2)
- Dedicated e-blasts to 150k opt-in subscribers (x2)
- High-Impact units across Golf.com network
- Golfweek Raters program

5,300,000 Estimated Impressions
Social – Biking | Coegi

Video Ad

Instagram Story

Carousel Ad

Link Ads
Social – Hiking | Coegi

7,072,428
Estimated Impressions

Link Ad

Video Ad

Instagram Story

Carousel Ad

Explore Minnesota Tourism

Take in the view with the ones you love.
#OnlyInMN

Explore Minnesota Tourism

Find Your True North

Learn More

ExploreMinnesota Minnesota is ready to put on a show. Find Your True North this fall.

Learn More

ExploreMinnesota Minnesota is ready to put on a show. Find Your True North this fall.

Learn More

ExploreMinnesota Minnesota is ready to put on a show. Find Your True North this fall.
Social – Golf| Coegi

6,128,428
Estimated Impressions

Instagram Story

Link Ads

Carousel Ad
X GAMES CAMPAIGN
Video:
• 0:15 and 0:30 spots
  • Discovering New Passions
  • Free Falling
  • Trying New Things

Audio:
• 0:30 spot
Placements:

- 0:30 audio spot + Companion Banner
- Display Everywhere + Mobile Display

:30 EMT FALL RADIO

ANNCR: In Minnesota, you can take 10,000 different routes to adventure. One path leads you to bluff-country cycling and world-class hiking trails. Head in a different direction and explore modern art... on your way to a historic brewery. Navigate by boat to a lakeside restaurant... or cruise down river with friends on a paddle board.

No matter which route you take... from star-studded concerts to camping under the stars... you’re destined to Find Your True North. Only in Minnesota. Visit Explore Minnesota dot com.
DIVERSITY
Diversity | Display & Social

Display

- 160x600
- 300x600
- 300x250
- 320x50
- 728x90

Social

821,429 Estimated Impressions
E-Newsletter - Curve

- 80,000 sends
- 2 email deployments: September and October
BROADCAST
Broadcast – CTV & OTT

CTV
- Contextual targeting based on interests and lifestyle characteristics
- 700,000 impressions

OTT
- Premium cable content on demand
- 1,011,763 impressions
PARTNERSHIPS
Partnerships

MBA Radio & MBA TV
• :30 spots

Radio + Digital
• Baseline Program
• KCMP, The Current

In-Game Billboards
• Twins Sponsorship
# Social Targeting Audiences

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## General

<table>
<thead>
<tr>
<th>Audience Name</th>
<th>Saved Audience Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore Minnesota Tourism - General Out of State</td>
<td>Location: Canada; Winnipeg, Manitoba, United States: Iowa, North Dakota, South Dakota, Wisconsin, Chicago (DIA), Kansas City (DIA), Omaha (DIA), Denver (DIA)</td>
</tr>
<tr>
<td>- Age: 25 - 54</td>
<td></td>
</tr>
<tr>
<td>- People Who Match:</td>
<td>Interests: Adventure travel, Outdoors, Outdoor recreation, Outdoor enthusiasts, Road trip, REI, Adventure, Camping, Travel Adventures, Tourism, Outdoor Life or Travel, Behaviors: Frequent Travelers</td>
</tr>
<tr>
<td>- Interest expansion: Off</td>
<td></td>
</tr>
</tbody>
</table>

## Hiking

<table>
<thead>
<tr>
<th>Audience Name</th>
<th>Saved Audience Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out of State - Hiking</td>
<td>Location: Living In: United States</td>
</tr>
<tr>
<td>- Exclude Location: United States: Minnesota</td>
<td></td>
</tr>
<tr>
<td>- Age: 25 - 54</td>
<td></td>
</tr>
</tbody>
</table>

## Biking

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<tr>
<th>Audience Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Out of State - Biking</td>
<td>Location: Living In: United States</td>
</tr>
<tr>
<td>- Exclude Location: United States: Minnesota</td>
<td></td>
</tr>
<tr>
<td>- Age: 29 - 64</td>
<td></td>
</tr>
<tr>
<td>- People Who Match:</td>
<td>Interests: SRAM Corporation, Giant Bicycles, Road bicycle, Canyon Bicycles, Nino Schurter, Mountain biking, Kona Bicycle Company, Cervelo, USA Triathlon, Road cycling, Mountain bike, Colnago, USA Cycling, Cannondale Bicycle Corporation, Cross-country cycling, Mountain bike racing, Racing bicycle, Singletrack Mountain Bike Magazine, Downhill mountain biking, Assos, Team Sky, Mavic, Surly Bikes, Shimano, Bike (magazine), Mountain bike orienteering, Bicycle commuting, Bicycle touring, Bicycling (magazine), Track cycling, Triathlons, Specialized Bicycle Components, Cycling shorts, Cycle sport, Singletracks.com - Mountain Bike Trails &amp; Reviews, Tour de France, Mountain bike trails, Single track (mountain biking), Cycling, Bianchi Bicycles, Marathon mountain bike races, Cycling team, Trek Bicycle Corporation, Peter Sagan, GoPro, World Triathlon Corporation, Bicycle, Cycling club, Wiggle Ltd, Yetti Cycles, Enduro (mountain biking), Cyclingnews.com, Rapha (sportswear), Flow Mountain Bike, Fatbike or UCI Mountain Bike</td>
</tr>
</tbody>
</table>

## Golf

<table>
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<tr>
<th>Audience Name</th>
<th>Saved Audience Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore Minnesota Tourism - Fall 19 Golfing Out of State</td>
<td>Location: United States</td>
</tr>
<tr>
<td>- Exclude Location: United States: Alaska; Hawaii; Minnesota</td>
<td></td>
</tr>
<tr>
<td>- Age: 35 -65+</td>
<td></td>
</tr>
<tr>
<td>- And must also match:</td>
<td>Interests: Playing card, Saturday Night Live, Walking, Jogging, Swimming, Dining Out, Buick, NBC Sports, Board games, Ford Fusion (Americans), Buffalo Wild Wings, Barbecue, Arlestream or Family Feud</td>
</tr>
</tbody>
</table>
MN Affinity Audiences

Must follow at least 3 of the following:

- Mall of America
- Star Tribune
- Vikings Buzztap
- Pioneer Press
- MSP Airport
- Minnesota Wild
- Minnesota Vikings
- Minnesota Gophers
- Minnesota Football
- Minnesota Twins
- Minnesota Lynx
- Minnesota Timberwolves
- MN United
- Gopher Hockey
- MSU Hockey
- SCSU Hockey
- UMD Hockey
- St. Paul Saints
- Bemidji State University
- Macalester College
- Minneapolis Institute of Art
- Minnesota State University, Mankato
- Minnesota State University, Moorhead
- Lake Superior College
- St. Cloud State University
- University of Minnesota Duluth
- University of MN
- Winona State University

AND

Must follow at least 2 of the following:

MN & Biking

- @ridecannondale
- @iamspecialized
- @mbaction
- @bikemag
- @mbrmagazine
- @BicyclingMag
- @SRAMmtb
- @HikingLady
- @dayhikingtrails
- @modernhiker
- @T_RooseveltNPS
- @WindCavesNPS
- @HikingAndNature
- @travelchannel
- @outsidemagazine
- @REI
- @natgeotravel
- @NatlParkService
- @AmericanHiking
- @HikingLady
- @dayhikingtrails
- @modernhiker
- @T_RooseveltNPS
- @WindCavesNPS
- @HikingAndNature

OR

Must tweet using at least 2 of the following:

MN & Biking

- Mountain Biking
- #mountainbiking
- #mtb
- #biking

MN & Hiking

- #hiking
- #FindYourPark
- #dayhikingtrails

MN & Golf

- @bubbawatson
- @jordanspieth
- @themasters
- @pgaTourcanada
- @rydercup
- @theopen
- @themichelewie
- @pgachampionship
- @webdotcomtour
- @tomwatsonpga
- @skysportsgolf
- @championstour
- @espncaudie
- @pgatourcanada
- @rydercup
- @love3d
- @rydercupfinaleurope
- @rydercupusa
- @usga
- @bettinardi2000
- @pingtour
- @taylormadegolf
- @titleist
- @bombtechgolf
- @callawaygolf
- @cubagolf
- @golfgalaxy
- @bridgestonegolf
- @odyseygolf
- @clevelandgolf
- @golfpridegrips
- @trueTempergolf
- @visioputting
- @projectxgolf
- @giantstrike
- @dacidgolf
- @MNGolfAssn
- @PokegamaGC
- @TCC_CLUB
- @RoyalGolfClubMN
- @InterlachenCC
- @NorthStarPGT

OR

Must tweet using at least 1 of the following:

MN & Golf

- #golf
- #firsttee
- #hittingthelinks
THANK YOU!