Explore Minnesota Tourism
FY21 Media Flowchart
FY21 Spring/Summer Media Budget

truemedia®

Campaign	April				May				June					July			
	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26
GENERAL																	
AWARENESS																	
VIDEO																	
TV/Cable																	
VDX OTT/High Impact Video																	
CTV																	
Video Amp (Competitve Conquesting)																	
Online Video (Programmatic/YouTube)																	
PARTNERSHIPS																	
Content Partnership																	
DIGITAL AUDIO																	
Programmatic Podcasts																	
EMAIL																	
Site Impact																	
CONSIDERATION																	
DISPLAY																	
Interactive Display (Teads)																	
Rich Media																	
PAID SOCIAL																	
Facebook/Instagram																	
Pinterest																	
TikTok																	
NATIVE																	
Native Ads (Nativo)																	
CONVERSION																	
DISPLAY																	
AI Display																	
PAID SOCIAL																	
Retargeting FB/IG																	
CAMPING																	
AWARENESS																	
VIDEO																	
Online Video (Programmatic/YouTube)																	
PARTNERSHIPS																	
Outside Magazine (Print, Email, and Display)																	

Content Partnership	
DIGITAL AUDIO	
Programmatic Podcasts	
CONSIDERATION	
DISPLAY	
Endemic Display (Trip Advisor)	
Interactive Display (Teads)	
PAID SOCIAL	
Facebook/Instagram	
NATIVE	
Native Ads (Nativo)	
CONVERSION	
DISPLAY	
AI Display	
PAID SOCIAL	
Retargeting FB/IG	
ROADTRIPPERS	
AWARENESS	
VIDEO	
Online Video (Programmatic/YouTube)	
Video Amp (Competitive Conquesting)	
CONSIDERATION	
DISPLAY	
Endemic Display (Trip Advisor)	
Interactive Display (Teads)	
PAID SOCIAL	
Facebook/Instagram	
NATIVE	
Native Ads (Nativo)	
CONVERSION	
DISPLAY	
AI Display	
PAID SOCIAL	
Retargeting FB/IG	
FOOD + DRINK	
AWARENESS	
VIDEO	
Online Video (Programmatic/YouTube)	
Interactive Video (Clicktivated)	
PARTNERSHIPS	
Beer Dabbler Sponsorship	

Content Partnership				
CONSIDERATION				
DISPLAY				
Endemic Display (Trip Advisor)				
Interactive Display (Teads)				
PAID SOCIAL				
Facebook/Instagram				
Pinterest				
NATIVE				
Native Ads (Nativo)				
CONVERSION				
DISPLAY				
AI Display				
PAID SOCIAL				
Retargeting FB/IG				
DIVERSITY				
AWARENESS				
VIDEO				
Online Video (Programmatic/YouTube)				
PARTNERSHIPS				
Alcance Network (Display and Video)				
PRINT				
Lavender (June Pride Issue)				
CONSIDERATION				
PAID SOCIAL				
Facebook/Instagram				
CONVERSION				
DISPLAY				
AI Display				
PAID SOCIAL				
Retargeting FB/IG				
MN SCOOP EXPIERIENTIAL				
PAID SOCIAL				
Facebook/Instagram				
ANNUAL CAMPAIGNS*				
Paid Search and Adserving				
Opportunistic Paid Social				