

Explore Minnesota Tourism FY21 Media Flowchart FY21 Fall Media Budget



Date: 9/3/20

Campaign	Sept				Oct				Nov
	31	7	14	21	28	5	12	19	26
GENERAL									
AWARENESS									
PRINT									
Midwest Living	[Green bar]								
VIDEO									
CTV/OTT		[Green bar]							
Online Video (YouTube)	[Green bar]								
VDX Video	[Green bar]								
DISPLAY									
Standard Display	[Green bar]								
Contextual Display	[Green bar]								
PAID SOCIAL									
Facebook Likes Campaign	[Green bar]								
CONTENT PARTNERSHIP									
Trips to Discover	[Green bar]								
CONSIDERATION									
VIDEO									
Interactive Video	[Green bar]								
DISPLAY									
Scroller/Performance Display	[Green bar]								
Rich Media	[Green bar]								
PAID SOCIAL									
Facebook/Instagram	[Green bar]								
Pinterest	[Green bar]								
NATIVE									
Native Ad Units	[Green bar]								
CONTENT PARTNER AMPLIFICATION									
Social/Native Promotion	[Green bar]								
CONVERSION									
DISPLAY									
Retargeting Display	[Green bar]								
Display AI Test	[Green bar]								
PAID SOCIAL									
Facebook/Instagram Retargeting		[Green bar]							
DOG LOVERS NICHE									
AWARENESS									
VIDEO									
Online Video (You Tube/Programmatic)	[Green bar]								

DISPLAY			
Standard Display			
INFLUENCER NETWORK			
MN Tails Influencers			
CONTENT PARTNERSHIP			
Daily Beast			
CONSIDERATION			
DISPLAY			
Performance Display			
PAID SOCIAL			
Facebook/Instagram			
NATIVE			
Native Ad Units			
CONTENT PARTNER AMPLIFICATION			
Social/Native Promotion			
CONVERSION			
DISPLAY			
Retargeting Display			
PAID SOCIAL			
Facebook/Instagram Retargeting			
FAMILY ROADTRIPPERS NICHE			
AWARENESS			
VIDEO			
Online Video (You Tube/Programmatic)			
DISPLAY			
Standard Display			
CONTENT PARTNERSHIP			
Tripsavvy			
CONSIDERATION			
DISPLAY			
Performance Display			
PAID SOCIAL			
Facebook/Instagram			
NATIVE			
Native Ad Units			
CONTENT PARTNER AMPLIFICATION			
Social/Native Promotion			
CONVERSION			
DISPLAY			
Retargeting Display			
PAID SOCIAL			
Facebook/Instagram Retargeting			
DIVERSITY			
AWARENESS			
VIDEO			

Programmatic Video				
DISPLAY				
Standard Display				
EMAIL				
Curve Email (LGBTQ+)				
DIRECT PARTNERSHIPS				
Chicago Defender				
Minnesota Spokesman Recorder				
CONSIDERATION				
PAID SOCIAL				
Facebook/Instagram				
CONVERSION				
DISPLAY				
Retargeting Display				
PAID SOCIAL				
Facebook/Instagram Retargeting				
ADSERVING				
ANNUAL CAMPAIGNS*				
Paid Search and Adserving				
Opportunistic Paid Social				