



## 2010 Campaign Media Plan

# Presentation Outline



- Media Planning Process
- Media Brief
- Media Mix
- Media Budget
- Media Schedule
- Television
- Out-of-Home
- Online
- Radio
- Print
- CTC Incremental Campaign
- Action Plan

# Media Planning Process



- Prepared detailed media brief for suppliers
- Contacted suppliers and sent media brief
- Reviewed initial proposals
- Utilized best proposal to leverage improved pricing
- Selected best combination of pricing and programming / delivery
- Established comprehensive schedule
- Post campaign evaluation to be conducted where possible / practical
  - ✓ Radio – ongoing schedule and GRP monitoring
  - ✓ Online – tracking of delivered impressions, CTR, etc.
  - ✓ Print – tear sheets and post-buy circulation reporting

- Communicated budget, timeline and approx. % split by medium
- Target Audiences:
  - ✓ PRIZM NE 03, 09, 11, 12, 14 and 15
  - ✓ A35-64, \$65K-\$100K HH INC, No children, College Grad, Professional, Mainly White, Suburban, Town / Rural, 2<sup>nd</sup> City
- Positioning:
  - ✓ #1: Fishing & Hunting – unforgettable and unique memories while being safe with all needs met
  - ✓ #2: Outdoor Summer Activities – ability to choose a great adventure
- Key Values:
  - ✓ Security, Proximity, Authentic, Canada as “frontier”, Easy Choice (planning)

- Use of multiple media formats:
  - ✓ To achieve greater awareness during short campaign period
  - ✓ To accommodate the fact that media consumption is more fragmented today
  - ✓ To drive multiple actions (awareness, contest entry, web traffic)
- Recommended media channels
  - ✓ Awareness: Print, Radio, and Online
  - ✓ Usage / Call-to-Action: E-Mail, Web SEM, Radio promotion, and Online
- Recommended mix
  - ✓ Concentrated use of Print and Radio during same time period to act as primary awareness vehicles while leveraging frequency
  - ✓ Additional use of Radio to support contest entry
  - ✓ Significant use of geo / channel targeted Online to drive direct web traffic



- Use a combination of tactics
- Daily SEM budget to drive clicks from Google Adwords
  - Use of both CPC and CPM
- Display advertising through various large online ad network channels
- Value Click (multiple options utilized)
  - ✓ Behavioural targeted - 728x90, 300x250, 160x600 ad sizes
  - ✓ CPM Targeted channels - 728x90, 300x250, 160x600 ad sizes
  - ✓ User retargeting - 728x90, 300x250, 160x600 ad sizes
  - ✓ Total of over 4.7 million impressions @ \$2.31 CDN CPM
- Specific Media
  - ✓ Adult 30+, behavioural, and contextual targeting with retargeting (hunting/fishing/outdoors)
  - ✓ Total of 6.0 million impressions @ \$2.88 CDN CPM
- Display advertising with Midwest Outdoors to specific key audience

- Casale Media (premium branded site network)
  - ✓ Channel and demo targeted
  - ✓ Total of 3.125 million impressions @ \$3.20 CDN CPM
- World Fishing Network
  - ✓ 728x90, 300x250 ad sizes
  - ✓ Pre-roll 15 seconds
  - ✓ Total of over 600K impressions @ \$9.31 CDN CPM
  - ✓ Two month page sponsorship
  - ✓ Four TV spots / week x 8 weeks
- Total online campaign: approximately 14.5 million impressions
- Total online campaign: \$3.03 CDN CPM
- Very significant level of frequency across targeted channels over a two month flight period

- Change to WSCR 670 Score
  - ✓ One of six stations identified as top 20 in market and fits CGO demo
  - ✓ September-November share that was 22% higher than the WLUP (the Loop)
  - ✓ The Loop lost Johnny B as their morning show personality
  - ✓ Spot pricing and promotional proposals were best received
  - ✓ Improved pricing over 2009
- Total of 440 spots across eight weeks
- Weekly media buy to deliver 45 GRPs (360 for eight-week campaign)
- Guaranteed supply of GRPs
- Campaign exclusivity
  - ✓ No major campaigns by any other tourism provider during February or March 2010 on WSCR

- Promotional Value Add (no cost)
  - ✓ 20 x :30 pre-recorded mentions (across two weeks)
  - ✓ 80 x :10 live or pre-recorded mentions (across two weeks)
  - ✓ 60,000 VIP Score listener email blasts (across two weeks)
  - ✓ 10 x \$50 gift certificates given away (across two weeks)
  - ✓ Logo, link and description on Score contest page online
  - ✓ WSCR to manage all legal requirements, contest administration, winner selection and awarding associated with the campaign
  
- Online Value Add (no cost)
  - ✓ Run-of-Site 300x250 Banner ad: 100,000 impressions over eight weeks
  - ✓ Upload of podcasts / video of Babe Winkelman shows WSCR site
  - ✓ 600 x :60 streaming commercials online across eight week campaign
  - ✓ Logo and link / ad on The Score home page for campaign duration

### ■ Chauncey's Great Outdoors on ESPN

- ✓ Great success with radio interview program in 2009 – operators saw immediate impact
- ✓ Same format for 2010
- ✓ One 5-to-8 minute interview per week during the Saturday show with an Ontario operator
- ✓ 2 x 60 second spots each week during the show
- ✓ Opening and closing sponsorship mentions

- Chicago Tribune selected as print channel
  - ✓ Most significant print medium within Chicago market
  - ✓ With limited awareness budget – need to leverage big impact
  - ✓ Pricing negotiated was extremely competitive
  - ✓ Eight full colour insertions (4 columns x 7.0”) across eight weeks in February / March
  - ✓ Sunday Travel section
  - ✓ \$231.03 CDN cost per column inch
  - ✓ Over 80% savings from 2008 open ad rate (2009 / 2010 rates not published)

# CTC Incremental Campaign



- Running April through July (specific dates still to be determined)
- Chicago Gold Package purchased (47% of total cost from CGO campaign budget)
- Online components:
  - ✓ Co-branded CTC / CGO expandable ad units - 2 million impressions + 5,800 clicks
  - ✓ CGO online CPC ad units - 7,800 clicks
  - ✓ CTC website package page listing (5 packages)
- Print components:
  - ✓ Chicago Tribune – 3 x Full colour 1/2 page ad in Sunday Travel section
  - ✓ Chicago Tribune – 1 x Full colour 1/2 page print wrap with other partners and CTC
- OTMPC Free-Standing Insert will also hit the Chicago market during the CTC Incremental Campaign (750,000 distribution) promoting the CGO campaign

- OTMPC has approved all media buys
- Lucidia has submitted and received signed insertion orders for all media buys (excluding some online orders which are in-progress)
- Lucidia has submitted credit applications – great history now based on 100% on-time payment to all media suppliers in 2009
- Working with Winkelman productions for radio commercials which will leverage ongoing use of Babe's voice
- Approved creative must be submitted over next two weeks to media partners (excluding CTC campaign)