



Florida Attractions 2022 Annual Conference

LET THE SUNSHINE IN

Leveraging Digital Creative and Advertising
to Effectively Reach Travelers

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LET THE SUNSHINE IN

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Leveraging Digital Creative and Advertising to Effectively Reach Travelers

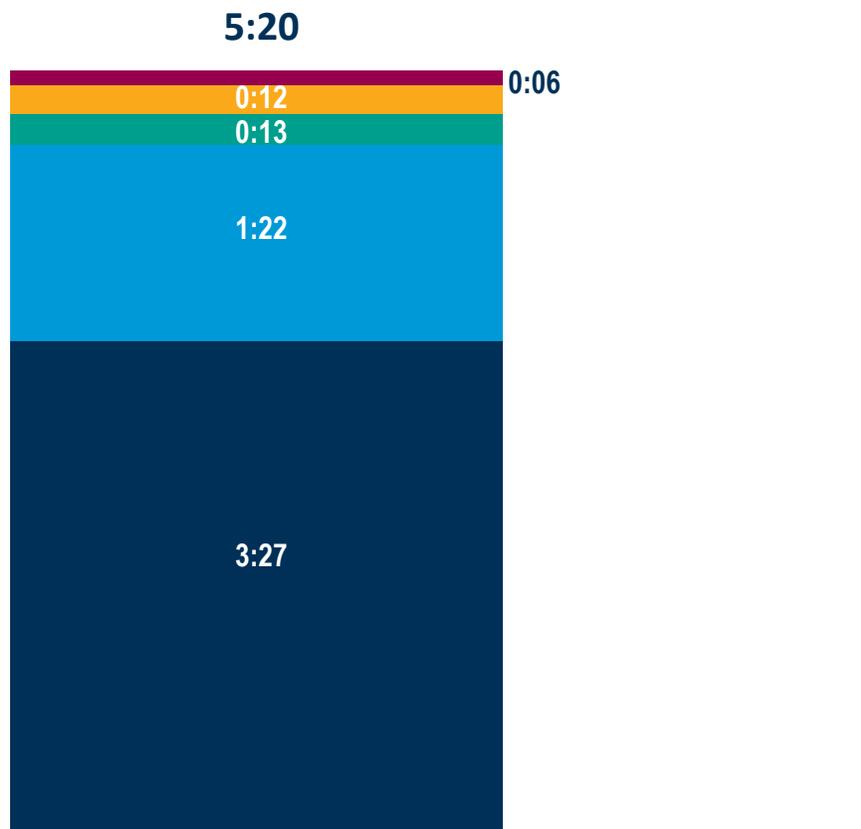
Creating Effective Video Across Platforms

Kernel



Importance of Video in the Marketing Mix

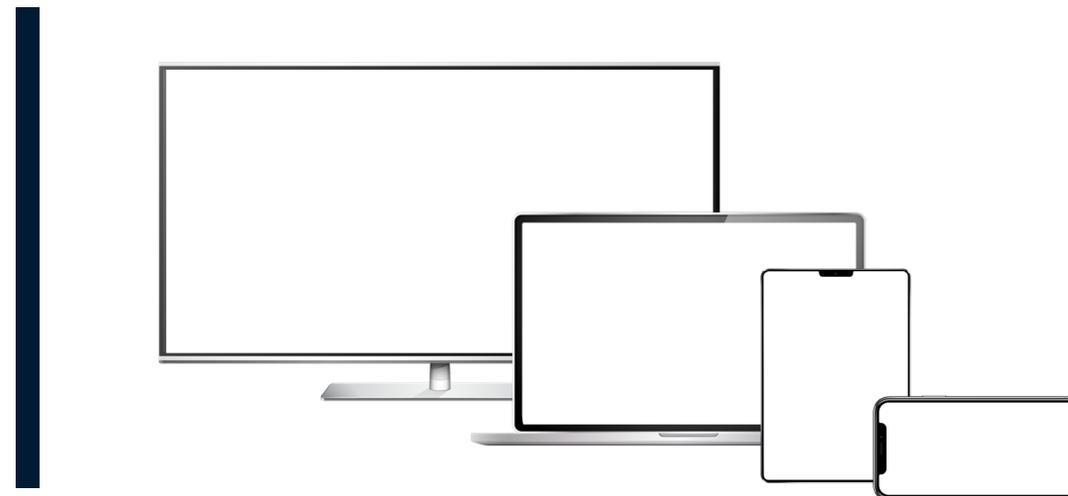
Average Time Spent Per Adult 18+ Per Day on Video Based on Total U.S. Population



Q4 2021

- Live+Time Shifted TV
- Video on Computer
- Video Focused App/Web on a Tablet
- TV-Connected Devices
- Video Focused App/Web on a Smartphone

U.S. adults spend more than 5 hours per day on video across devices



Video – The Common Denominator

Video delivers the most amount of information in the least amount of time in advertising, branding, or educating, onboarding, or operating.

Video is an effective medium to engage prospective visitors with storytelling and to showcase the experience your destination offers.¹



PEOPLE REMEMBER...

20%

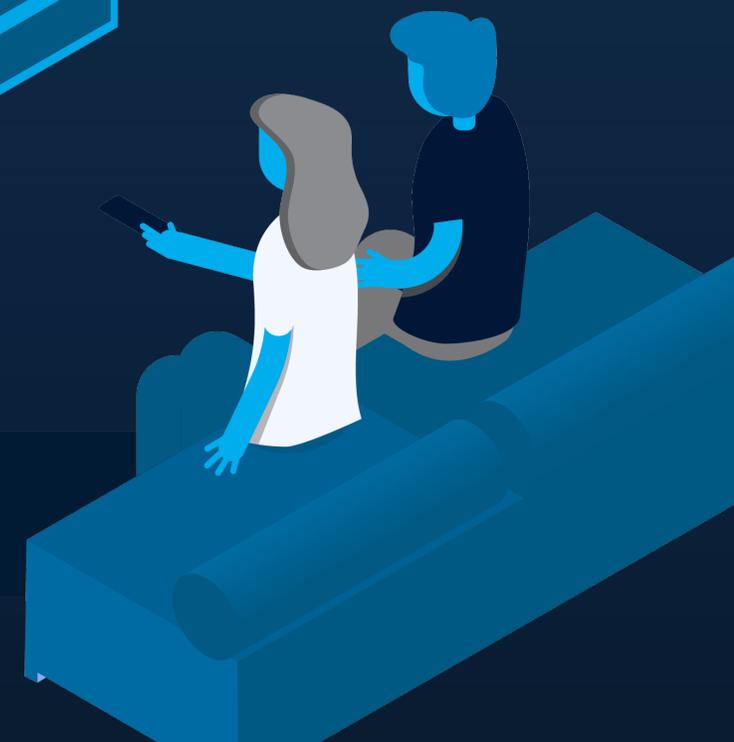
OF WHAT THEY HEAR

OF WHAT THEY SEE

30%

70%

OF WHAT THEY SEE AND HEAR





Where We Watch Matters

Why creative needs to be
developed for each platform

Video By Platform

TV

- Don't try and say too much
- Big visual impact
- Strong call to action
- Don't be generic

Online Ads

- Need to grab attention quickly in skippable ad environments
- The shorter the better
- Make it fun and interesting
- Clear call to action

Social Media

- Mind the length
- Need to work without sound
- Include text/subtitles
- Length should be based on platform

Top 5 Videos Every Business Needs

B R A N D

- Introduce yourself
- Tell your story
- Speak in the first person

L E A R N E R

- How to Videos
- Explain your destination
- Replace hard to read instructions

P R O M O

- Drive people to an event
- Drive traffic to a contest
- Explain approach

E X P E R T

- Let someone else talk about you
- Discuss industry issues
- Establish expertise

I N T E R N A L

- Training video
- Onboarding materials
- Consistent communication



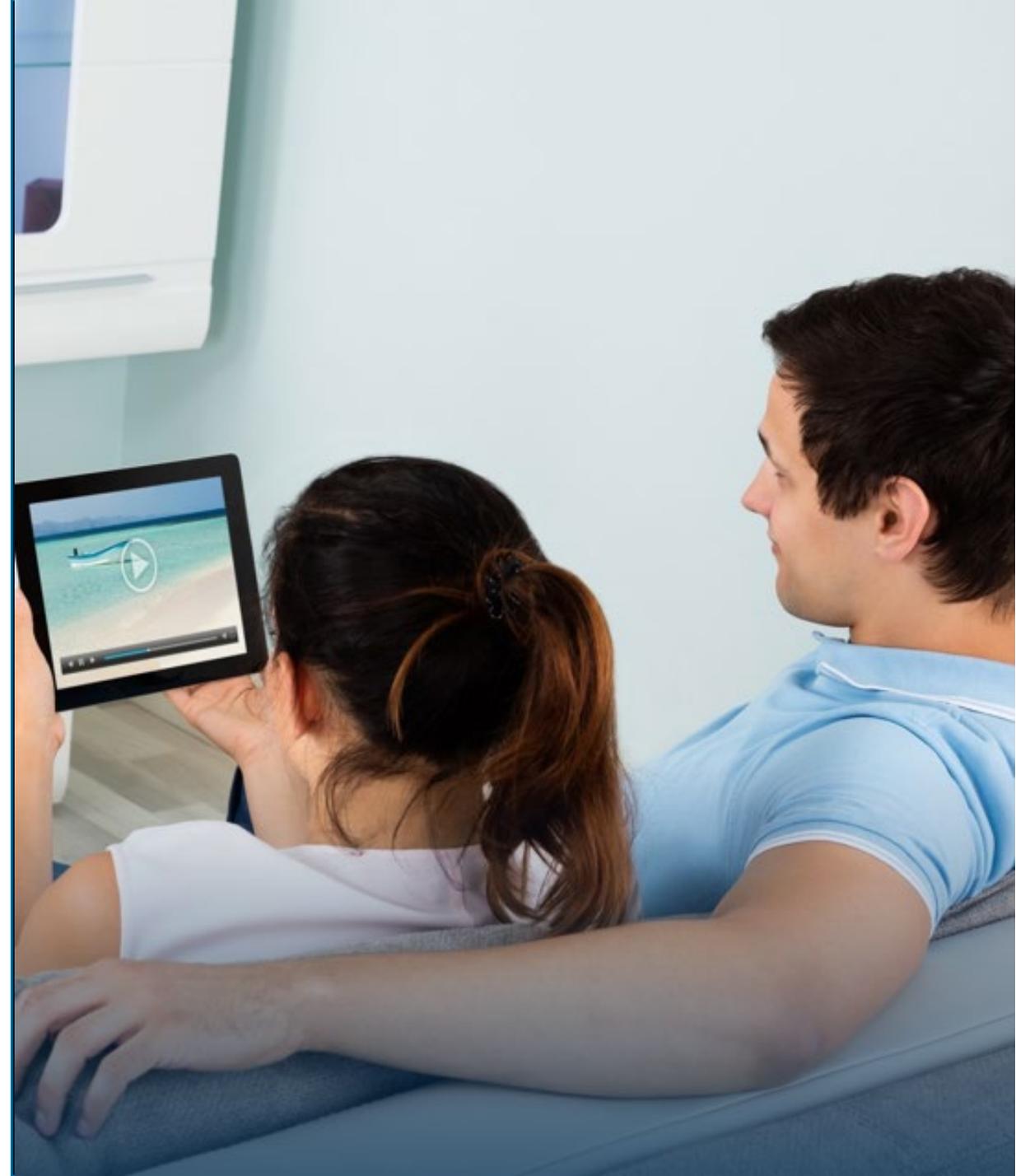
How To Use The Power of Video To Capture Your Audience

3 Essentials to Engaging Video

Quality production value

Creative that resonates

Created for the platform





Invest in Good Production Value

62%

of consumers have a negative perception of a brand after experiencing a poor-quality video

60%

of consumers no longer want to engage with a brand after seeing their poor-quality video

23%

of consumers no longer want to engage with a brand after seeing their poor-quality video

(Source: Storyhunter, "Everything you need to know about video production costs," April 12, 2018)

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Memorable Creative

1

Make a great
first impression

2

Produce creative that
breaks through

3

Remember that every piece
of video you put out speaks
to your company's credibility

Tell the story your
customers **want to hear**,
not the one you want to tell.



Be conscious of Ad Fatigue



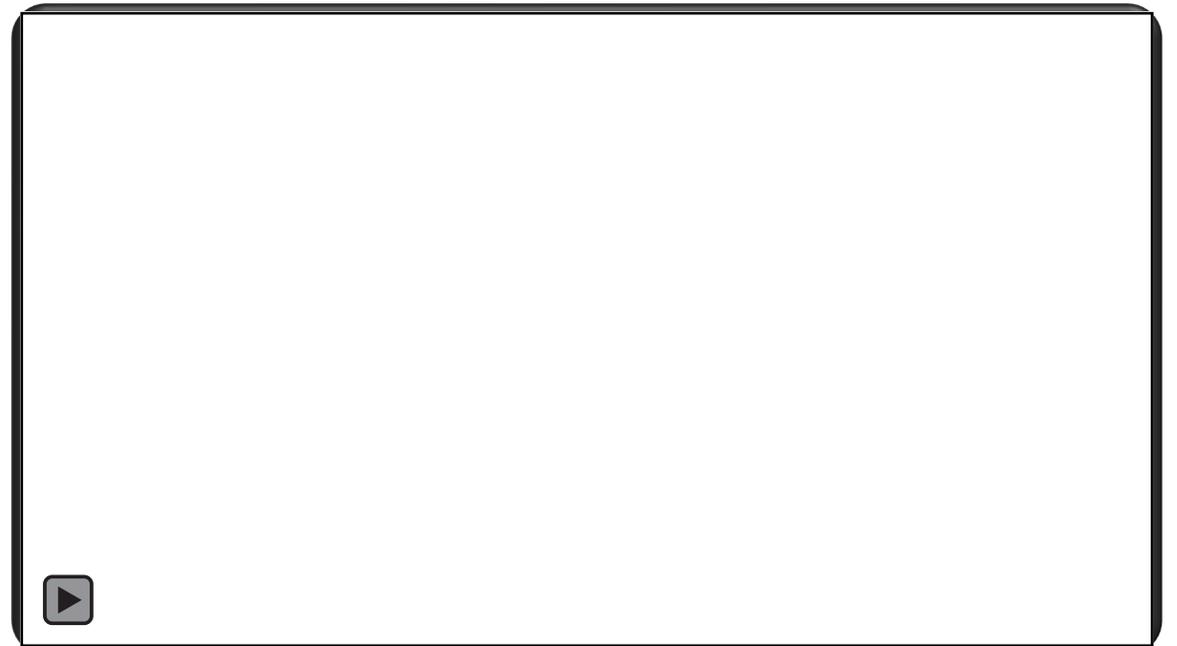


BE
CREATIVE



Video is **POWERFUL.**

Use it to build your brand and your business.



Reaching Consumers Across Screens:

The Convergence of TV, OTT, and Digital Video

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“Watching TV”
means...



Viewers Define TV as:

Anything I can watch
anywhere, on any device.

65%

Traditionally
defined.

35%

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Travel Enthusiasts are OTT Viewers

Today's travel enthusiasts make up a large majority of OTT viewers

- 87% of travel enthusiasts are OTT viewers and 76% have watched ad-supported OTT in the past 12 months
- 77% of those likely to travel in the U.S. in the next 12 months watch ad-supported OTT
- 79% of ad-supported OTT viewers prefer to book a trip online than with a travel agent; 81% say they love doing their own research on a location before going on vacation
- Ad-supported OTT viewers are three times more likely to book a trip one week or less before traveling

2. Consumers are
in control of
tune-in time.



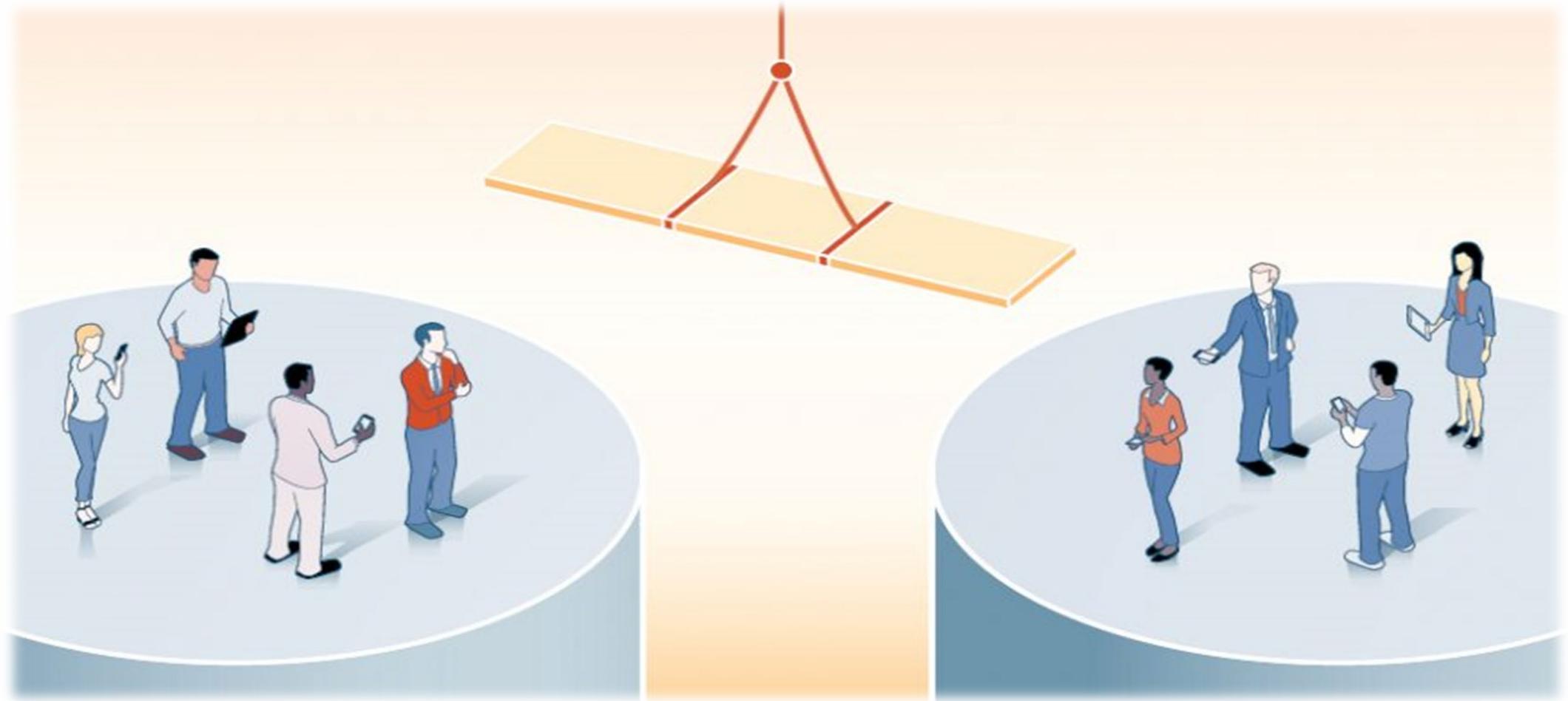
Audience fragmentation
is challenging for
advertisers and marketers.



3. **Data and impressions**
are the only currency.

Digital vs. AND TV

Remove silos to build more impactful multiscreen campaigns



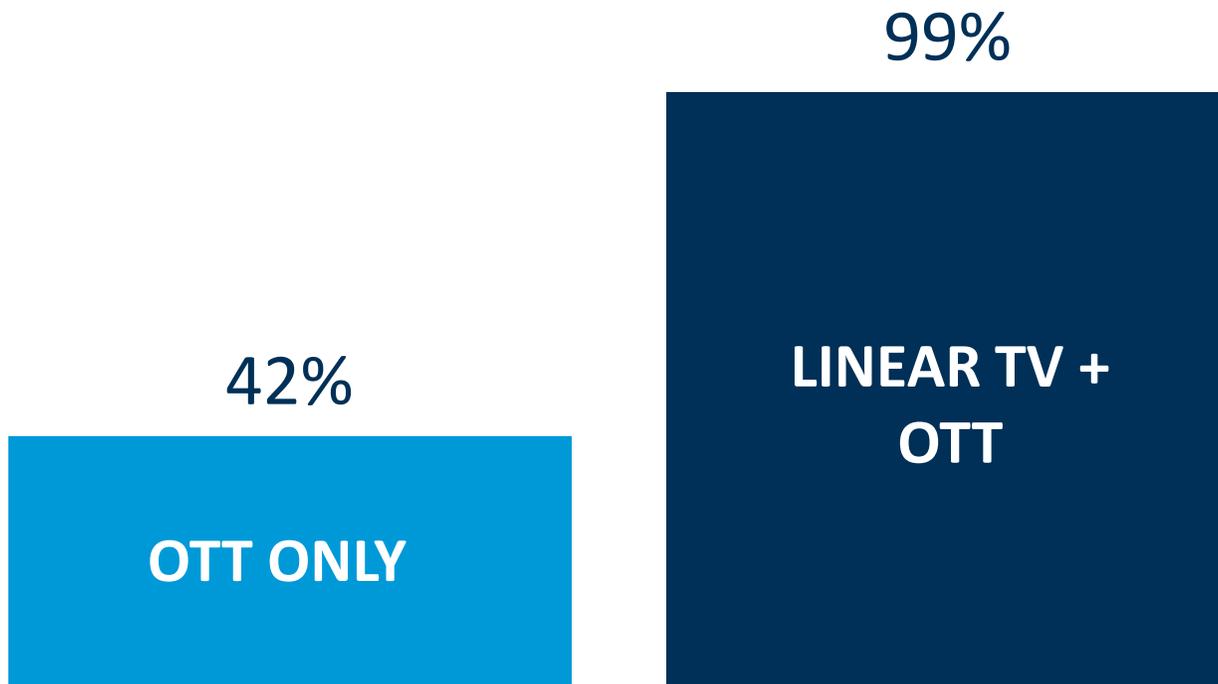


4. TV, OTT, and digital are complementary, **not contradictory.**

Viewing an ad on both OTT and TV platforms leads to more than **two-fold increase in brand favorability lift.**

Brand favorability lift:

Exposure to ad in OTT-only vs. linear TV + OTT

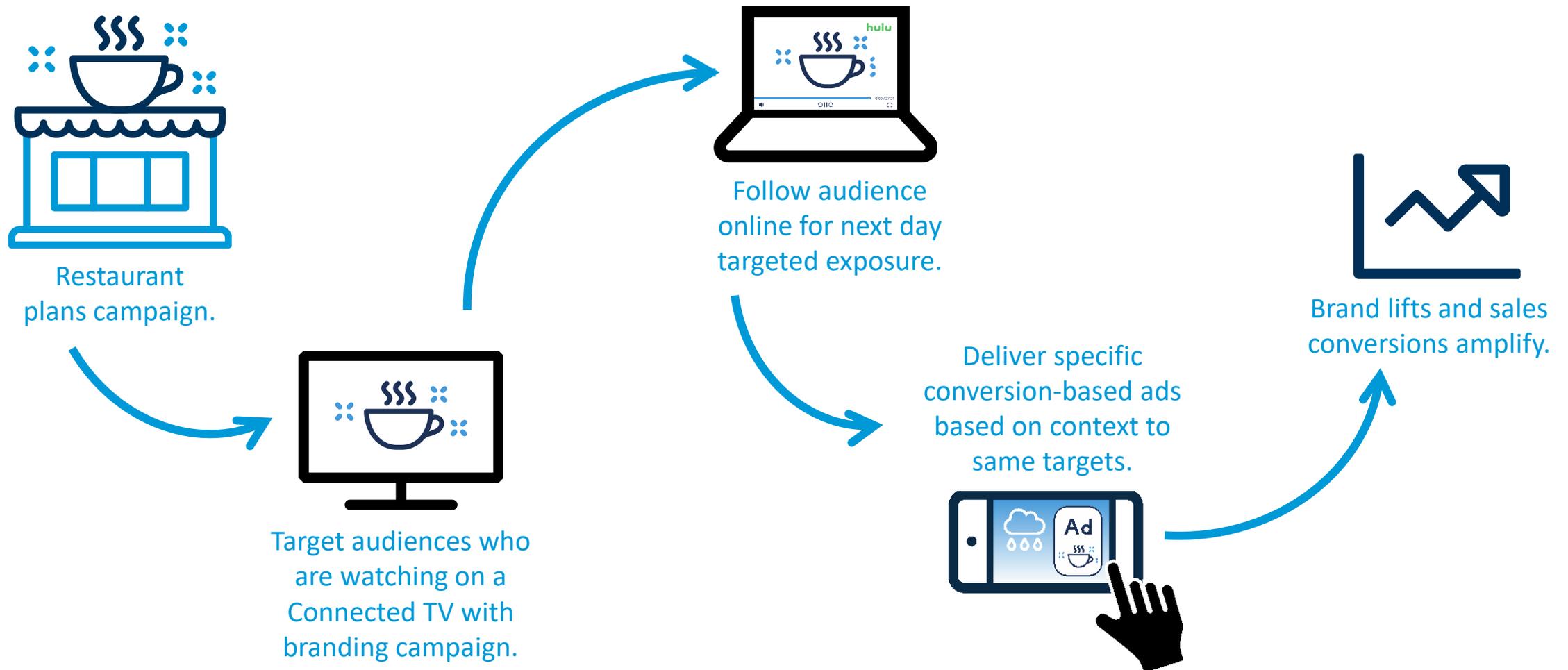




Advertising is more effective...

HOW IT WORKS:

Building brand recognition + driving sales



**Audience data is aggregated and deidentified.*

With this
knowledge,
how do we begin
to plan and
create **impactful**
campaigns?



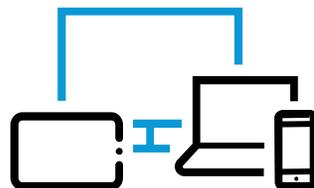
Media planning and execution



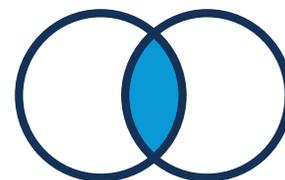
— 01 —
ESTABLISH
GOALS & METRICS



— 02 —
SPECIFY TARGET
AUDIENCE



— 03 —
DEFINE MEDIA
RATIONALE



— 04 —
DEVELOP
PLATFORM-ALIGNED
MESSAGING



— 05 —
GENERATE &
ACTIVATE
PLAN



— 06 —
CONTINUOUS
IMPROVEMENT



— 01 —
ESTABLISH
GOALS & METRICS

**Bring Everything
Back to Basics.
What is the goal?**

Examples of goals and metrics:



MOST COMPANIES:
**Lift brand and
raise recognition**



FOOD AND BEVERAGE:
**Increase food delivery
or offer curbside pickup**



RETAIL:
**Boost online
visitation
and sales**



ATTRACTION:
**Drive online and
in-person traffic**



Find your Target Audience



— 02 —
SPECIFY TARGET
AUDIENCE



YOUNG FAMILIES



CAREER AND FAMILY



RETIRED AND BOOMING



ADVENTURER



HARDWORKING BLUE COLLAR



UPSCALE URBAN COUPLES



SOPHISTICATED SINGLES

**Audience data is aggregated and deidentified.*

Advertisers can leverage granular information including:

Contextual



Location



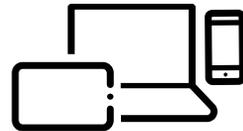
Time of Day



Behavior



Devices and cross-screen viewing



Leveraging Contextual Advertising to Reach Travelers

Contextual targeting uses algorithms to place ads based on keywords, website content and other metadata.

Since the ad appears based on the environment this allows you to show travelers hyper relevant ads.

Contextual advertising is ideal for travelers since they are looking digitally before booking.

- **40%** find out about their destination from travel websites
- **25%** have visited a place they've seen on social media
- **60%** search on multiple sites before booking



Compile data about current customers and identify attributes:



— 02 —
SPECIFY TARGET
AUDIENCE



COMPETITION:
Who is using the competition's products or services



LEISURE:
What they do in their free time



LOCATION:
Where they live.

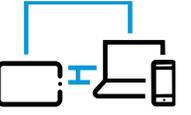


LIFE STAGE:

- **Just out of college**
- **New parents**
- **Planning to retire**



PATTERNS:
**Spending patterns:
what, where, when, value**

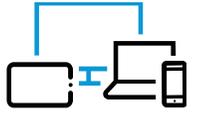


— 03 —
DEFINE MEDIA
RATIONALE

Define the Media Rationale.

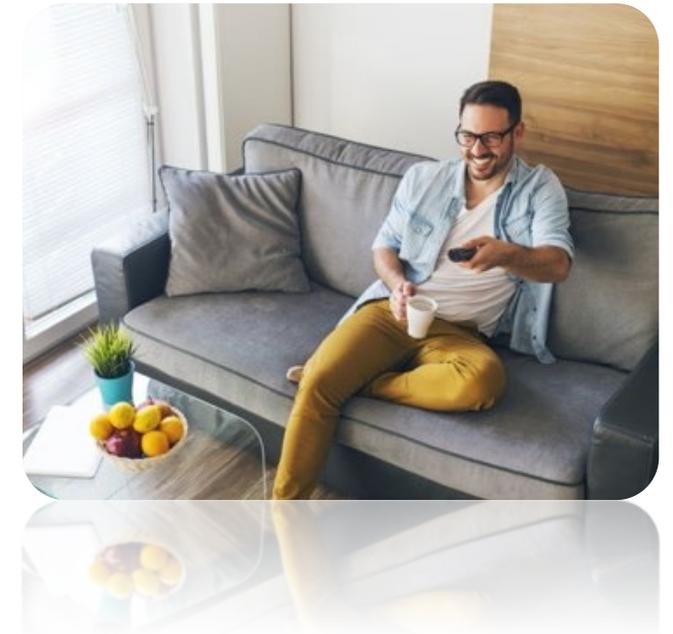
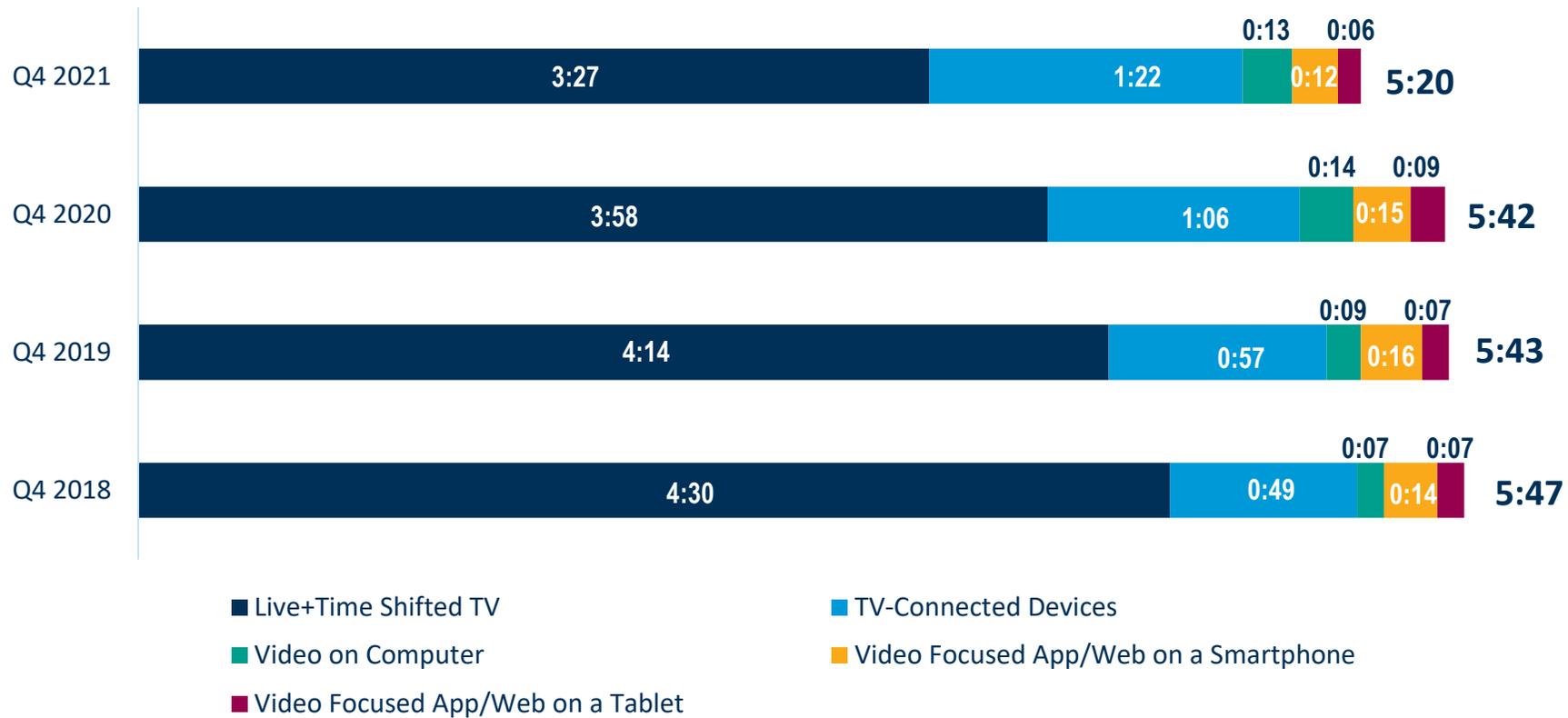
Streaming TV viewing continues to grow

Adults spend over 5 hours a day consuming video across platforms

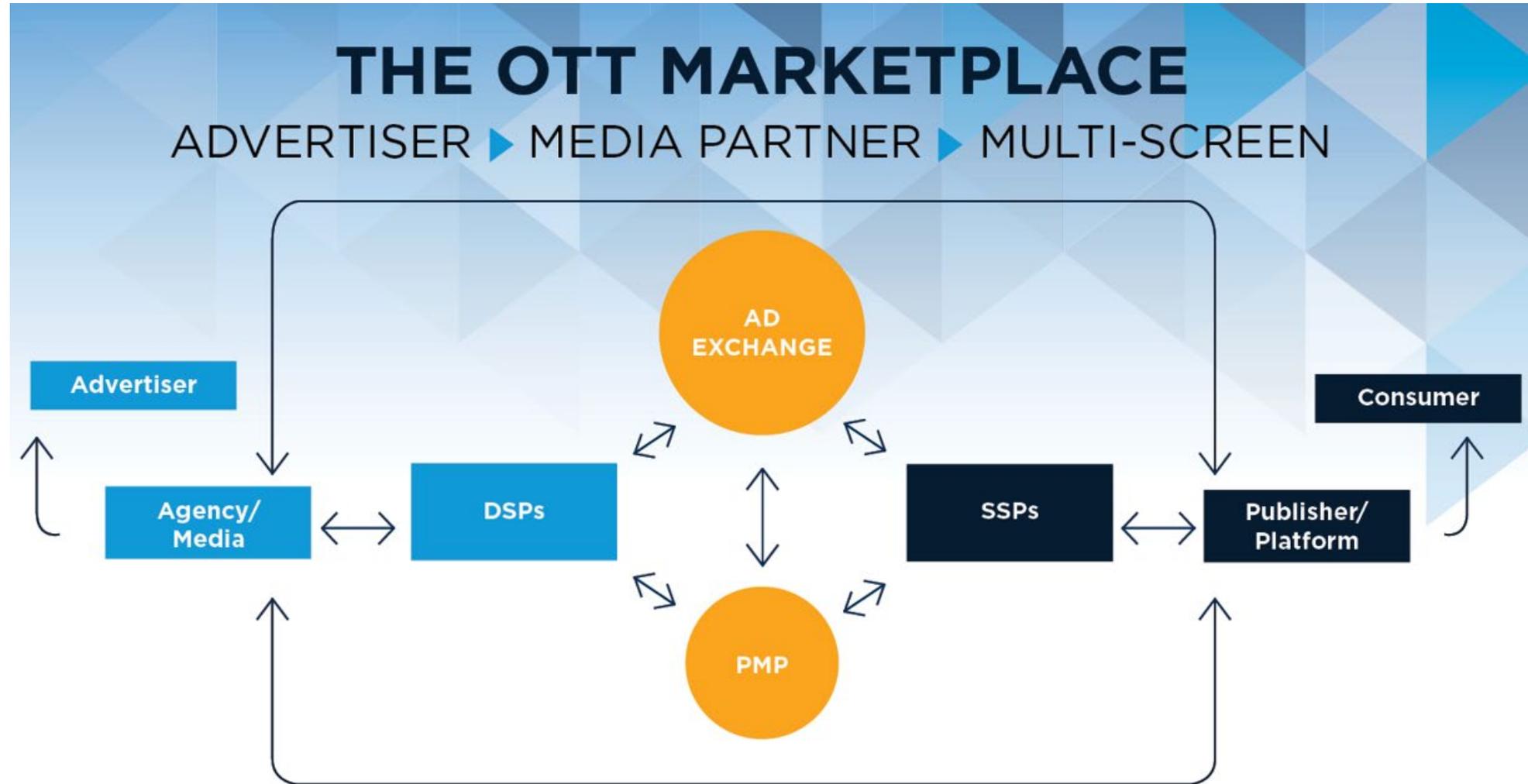


— 03 —
DEFINE MEDIA
RATIONALE

Average Time Spent Per Adult 18+ Per Day on Video
Based on Total U.S. Population



Where do I start?





— 04 —
DEVELOP
PLATFORM-ALIGNED
MESSAGING

Develop **messaging**
that **aligns** with
each platform.

Consistency is key.



— 04 —
DEVELOP
PLATFORM-ALIGNED
MESSAGING



TV/OTT/DIGITAL VIDEO



BANNER

Activate your plan.



— 05 —
GENERATE &
ACTIVATE
PLAN

Capabilities to consider as you plan for activation:



— 05 —
GENERATE &
ACTIVATE
PLAN



Measurement



Brand Safety



Reporting

Review reporting
and refine creative
and media mix
to continually
improve results.



— 06 —
CONTINUOUS
IMPROVEMENT

Sample Client Example



CLIENT: Grocery store chain

MEDIA: Combination of Traditional TV and Streaming

CAMPAIGN: With streaming viewership accelerating due to COVID, the retailer wanted to make sure they were extending reach to homes that were heavy streamers in addition to traditional TV viewers.

STREAMING TV: Targeted general audience with secondary focus on homes with families to promote their weekly specials and promotions.

THE RESULTS:

Over a three month period, the client achieved a +52% lift in unique reach of homes that would not have seen the campaign without the client's streaming campaign!

THANK YOU!



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Feel free to reach out with any questions!