



HOFFMAN YORK



FY24 Joint Venture Offers

Brand MT & Hoffman York

April 2023

Thank you to
FY23 partners!



Yellowstone Country
MONTANA



VISIT
BIG SKY



WHITEFISH
MONTANA



HOFFMAN YORK

FY23 Joint Venture by the numbers



26 Joint Venture Partners

+30% v. previous year!



4 Media Vendors

4 Research Sources



48 Media Buys



120+ Creative Executions*



20+ Monthly Paid Media Reports*

*to-date – November 2022 through March 2023

Major Initiatives for FY24

1. Maintain tried and true media partnerships and increased flexibility within targeting



2. Include new paid media option of streaming audio via Pandora



3. Continue to expand research suite and data sharing with JV partners



4. Expand participation within custom JV offerings



Opportunity Overview

FY24 JV Opportunities

Paid Media:

Presented by Hoffman York

Research:

Presented by Hoffman York and Brand MT

Special Initiatives:

Presented by CrowdRiff and Locl

Paid Media Features & Updates

1. **No sellouts:** All packages are available to all
 - JV partners are limited to one (1) package per media partner offered (5)
2. **Expanded audience flexibility:** 10 custom audiences
 - Partners can help customize audiences further as requested* - details in appendix
3. **Customizable geotargeting:** National, state or DMA targeting available
 - Minimum five (5) geotargets selected*
4. **\$10K max package size:** Media partner packages range from \$2,000 to \$10,000
 - Campaign durations will range between 1-3 months

Geotargeting Offerings



National

National targeting

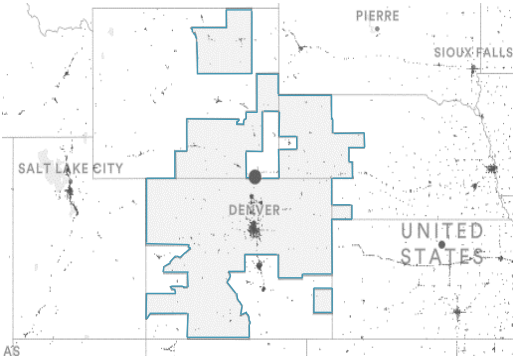
All corners of the country plus AB, SK, BC and new to the program, ON



Regional

State level targeting

Primary target States for Brand MT: WA, OR, NE, ID, UT, WY, ND, SD, CO, MN plus AB and SK



DMA

DMA level targeting

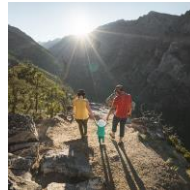
Primary target DMAs for Brand MT: Denver, Fargo, Las Vegas, Minneapolis, Minot, Portland, OR, Rapid City, Salt Lake City, Sioux Falls, Spokane

Note: All costs and impressions are shown for a National geotarget. Costs and estimated deliveries are subject to change with adjustments to geotargeting. Hoffman York and JV partners will work through actual contract quantities once order details are finalized.

Audience Targeting Offerings

Four “high value” Brand MT target audience(s):

Affluent Families



Educated Travelers



Winter Enthusiasts



Family Winter Enthusiasts



Six niche audiences who have high affinity for Montana:

Snowmobilers



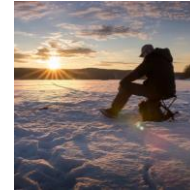
History Buffs



Dino-fans



Ice Fishing



Park Enthusiasts








Field & Streamers



Note: All costs and impressions are shown for a standard high-value audience. Costs and estimated deliveries are subject to change with adjustments to audience targeting. Hoffman York and JV partners will work through actual contract quantities once order details are finalized.

Audience Targeting Capabilities

Audience Targeting Capabilities by Partner											
Partner	Prequalification Survey	Affluent Families	Educated Travelers	History Buffs	Field & Streamers	Park Enthusiasts	Dino-Fans	Winter Enthusiasts	Family Winter Enthusiasts	Snowmobiling Interest	Ice Fishing Interest
		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓										
		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		✓	✓	✓	✓	✓	✓	✓	✓		
		✓	✓					✓	✓		

Sojern | Tried and True



Sojern Overview:

- Long standing partner for Brand MT with successful campaign executions
- Digital programmatic partner with flexible and cost-efficient CPMs
- Has direct access to first party travel data from 100+ large travel companies
- Additional customizable audience targeting to home in on key interests/behaviors

Available Media Tactics:

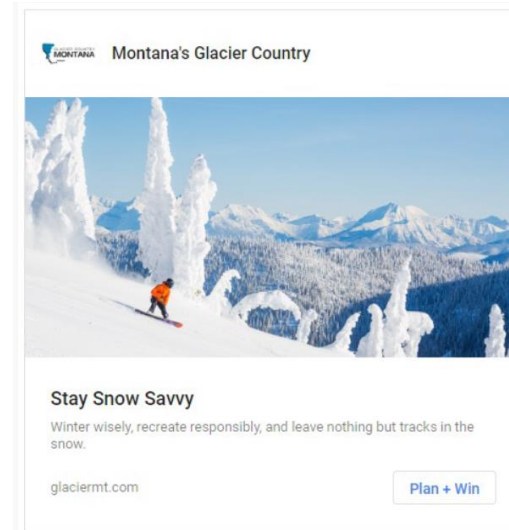
- Display banners
- Native display
- Pre-roll video

71% of JV partners
bought Sojern in FY23

Data Partners Include:



Sojern | Media Tactics Overview



Est. Metrics	Display Banners	Native Display	Pre-roll Video
CPM	\$5	\$6	\$14
CPC	\$2.43	\$5.05	\$3.11
CTR	0.19%	0.11%	0.33%
CPCV	-	-	\$0.02

At benchmark

Above benchmark

No FY23 comparable

Sojern | Package Options



Total Package Cost + Campaign Length Maximums

Package Total	\$2K	\$5K	\$10K
JV Partner Cost	\$1K	\$2.5K	\$5K
Month(s)	1x	1x or 2x	1x or 2x

Estimated Impressions by Package Cost + Media Tactic

Display	400K	1.0MM	2.0MM
Display + Native	-	917K	1.8MM
Display	-	500K	1.0MM
Native	-	416K	833K
Display, Native + Video	-	-	1.4MM
Display	-	-	666K
Native	-	-	555K
Video	-	-	238K

Jun Group | Tried and True



Jun Group Overview:

- Continuous partner for Brand MT
- Mobile advertising partner that specializes in high-impact media
- High engagement because of opt-in nature
- Audiences are determined by prequalification question(s)

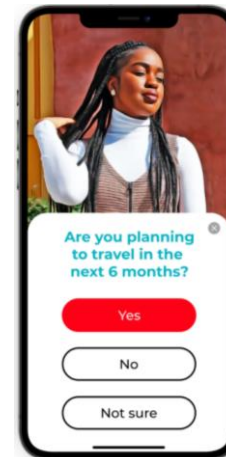
Available Media Tactics:

- High-impact display
- Display banners (AV)

59% of JV partners
bought Jun Group in FY23

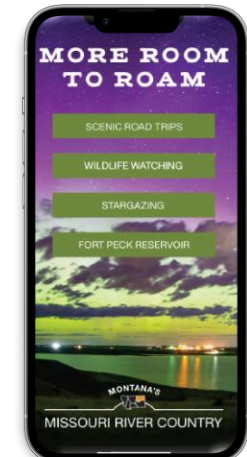
Step 1:

Users that fit within your selected targeting are then proposed a custom prequalification question

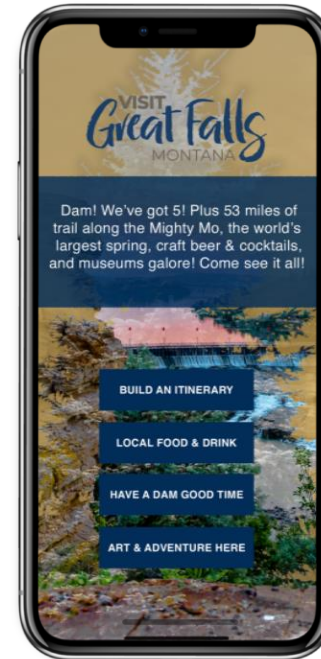
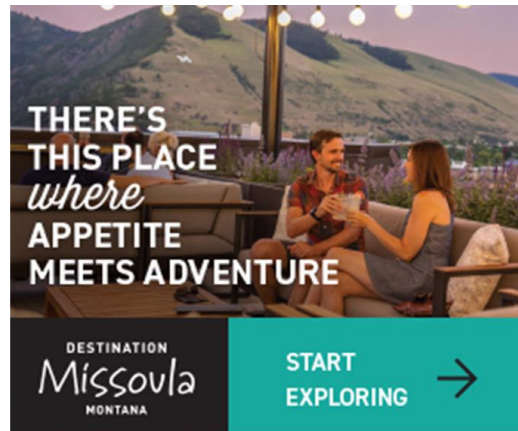


Step 2:

Any users that answer the prequalification question correctly will receive your ad, all other responses will not (served other ad)



Jun Group | Media Tactics Overview



Est. Metrics

Display Banners

High Impact

CPM

AV

-

CPC

AV

\$0.32

CTR

0.07%

88.07%

At benchmark

Above benchmark

No FY23
comparable

Jun Group | Package Options



Total Package Cost + Campaign Length Maximums

Package Total	\$5K	\$7.5K	\$10K
JV Partner Cost	\$2.5K	\$3.75K	\$5K
Month(s)	1x or 2x	1x or 2x	1x or 2x

Estimated Clicks by Package Cost + Media Tactic

Value Exchange Display	14K	22K	29K
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Estimated Impressions by Package Cost + Media Tactic (Not Guaranteed)

Value Exchange Display	20K	30K	40K
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Teads | Tried and True

Teads

Teads Overview:

- #1 native display partner for Brand MT
- Direct access to premium inventory at top of programmatic waterfall
- Direct supply path to first-party data
- Flexible and cost-efficient CPMs
- Ad is delivered in a non-invasive environment

Available Media Tactics:

- Native display
- Native video

65% of JV partners
bought Teads in FY23

Premium Publishers Include:

Forbes

VOGUE

Outside

The Atlantic

CNN

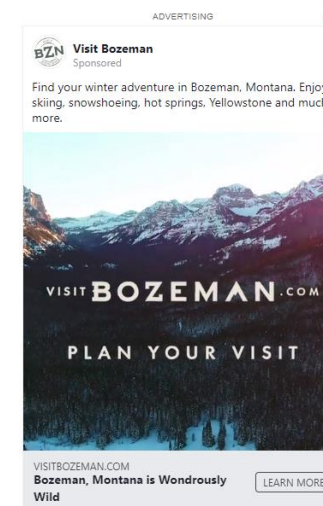
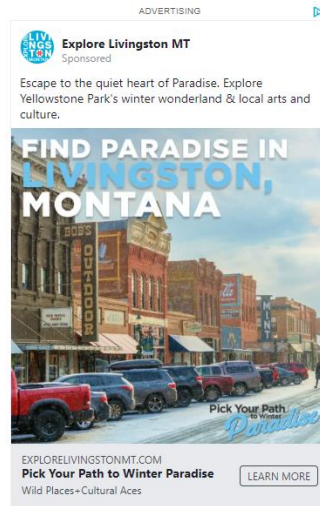
bon appétit

**BUSINESS
INSIDER**

ESPN

Teads | Media Tactics Overview

Teads



Est. Metrics	Social Extension w/ Display	Social Extension w/ Video
Max CPM	\$7*	\$10*
CPC	\$1.10	\$1.01
CTR	0.30%	0.31%
CPCV	-	\$0.06
	At benchmark	Above benchmark
		No FY23 comparable

Teads | Package Options



Total Package Cost + Campaign Length Maximums

Package Total	\$2K	\$5K	\$10K
JV Partner Cost	\$1K	\$2.5K	\$5K
Month(s)	1x	1x or 2x	1x or 2x

Estimated Impressions by Package Cost + Media Tactic

Display	285K	714K	1.4MM
Video	200K	500K	1MM
Display + Video	-	607K	1.2MM
Display	-	357K	714K
Video	-	250K	500K

Pinterest | Tried and True



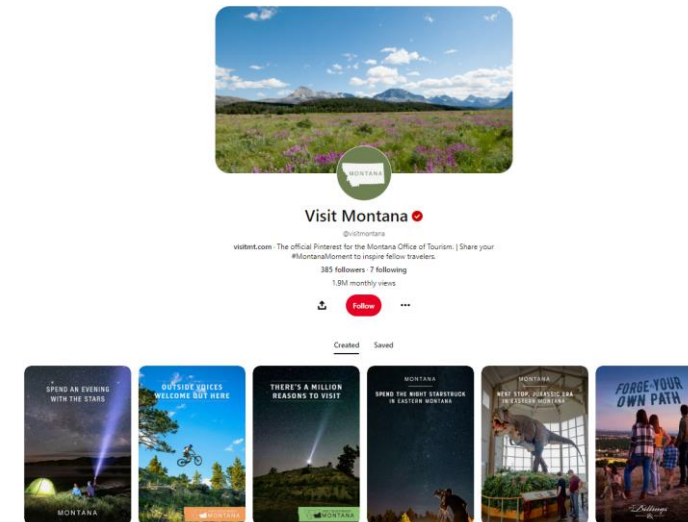
Pinterest Overview:

- One of the primary social channels for Brand MT averaging well over 1MM monthly pin views for FY23
- 20% of Montana's primary audiences use Pinterest
- 36% use social to inspire leisure trip destination ideas
- Specific to interest-based targeting
- Above benchmark performer for FY23 JV partners

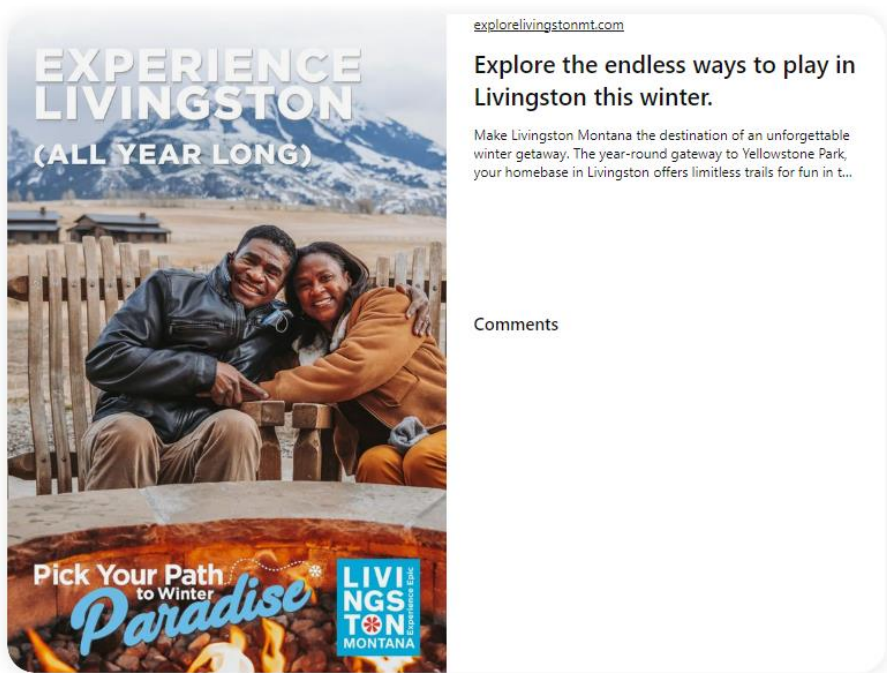
Available Media Tactics:

- Native display/social

53% of JV partners
bought Pinterest in FY23



Pinterest | Media Tactics Overview



Est. Metrics

Promoted Pin

Max CPM

\$10*

CPC

\$3.09

CTR

0.29%

CPCV

-

At benchmark

Above benchmark

No FY23
comparable

Pinterest | Package Options



Total Package Cost + Campaign Length Maximums

Package Total	\$2K	\$5K	\$10K
JV Partner Cost	\$1K	\$2.5K	\$5K
Month(s)	1x	1x or 2x	1x or 2x

Estimated Impressions by Package Cost + Media Tactic

Native Display/Social	200K	500K	1MM
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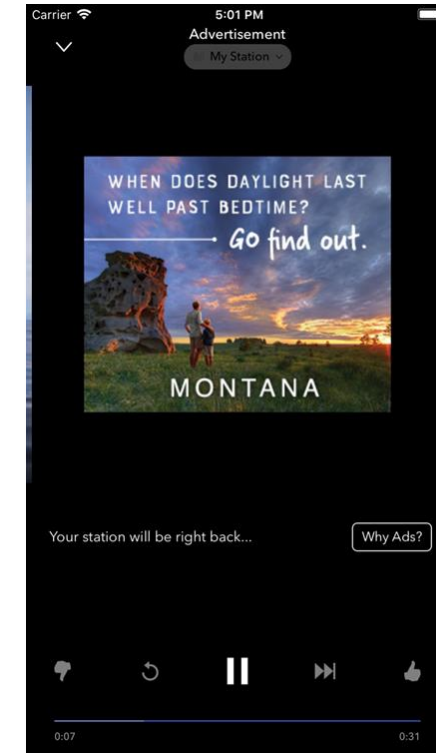
*CPM is estimated based on past performance – JV partners who participate will have any savings reinvested into more impressions/media

Pandora Overview:

- #1 ad-supported streaming audio service for Brand MT's high-value audiences (reach/index)
- Free creative services for audio spots for any partner spending \$2.5K
 - Spots can only run on Pandora
- Flexible geotargeting
- Strong performance from Brand MT campaigns

Available Media Tactics:

- Streaming audio
- Display banners (AV)



Pandora | Creative Assistance Process



Step 1: HY will send over creative template after KOC

Step 2: Fill out and return creative template to HY that includes:

- Desired gender of talent
- Final script
- Any pronunciation notes
- Target audience
- Desired music tempo/genre

Step 3: Pandora produces spot(s)

- Lead time: 2 business days

Step 4: Partner receives and reviews spot(s)

- 1x free revision (if necessary)

Step 5: Partner gives final approval on spot(s) and campaign launches

AUDIO INTAKE FORM

GENDER (Choose 1)	<input type="checkbox"/> Male <input type="checkbox"/> Female
FINAL SCRIPT :10 ad = ~25 words :15 ad = ~40 words :30 ad = ~80 words	CAPITALIZE words to be emphasized and please SPELL OUT NUMBERS (phone numbers, addresses, car models, years, etc.) <input type="text"/>
PRONUNCIATION NOTES	Please include PHONETIC SPELLING or provide reference link. <input type="text"/>
TARGET AUDIENCE	Please be as specific as possible. <input type="text"/>
ADDITIONAL NOTES & RESOURCES	Do you have an example that Pandora should use as a reference? <i>Set the scene – the more details the better!</i> <input type="text"/>

A note on casting: Studio Resonate stands against racism. We are committed to representing the diversity of our staff and our audiences through the casting of BIPOC voices and production of ad campaigns that amplify our values of inclusion, equity, and community. Together, we can redefine the sound of the American voice.

MUSIC

Pandora is happy to supply a music bed to play under the voiceover in your audio ad.

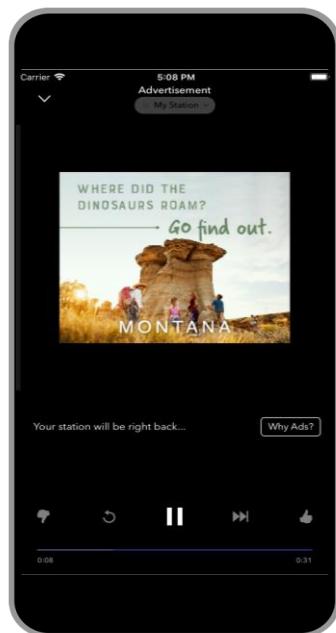
Note: Pandora cannot provide music from our radio library.

You may also provide your own music bed if you have secured the licensing rights.

- Please provide in **WAV**, or **AIF** format.
- Pandora will place under the voice-over copy.

MUSIC TEMPO (Choose 1)	<input type="checkbox"/> Slow, mellow <input type="checkbox"/> Medium-paced <input type="checkbox"/> Fast, upbeat
MUSIC GENRE (Choose 1)	<input type="checkbox"/> Pop <input type="checkbox"/> Rock <input type="checkbox"/> Jazz <input type="checkbox"/> <input type="checkbox"/> Dance/Electronic <input type="checkbox"/> Latin <input type="checkbox"/> Country <input type="checkbox"/> Classical <input type="checkbox"/> Hip-Hop <input type="checkbox"/> Other: <input type="text"/>

Pandora | Media Tactics Overview



Est. Metrics

Audio Spots (:15 or :30)

Display Companion Banners

Max CPM

\$16.80

AV

CPC

--

AV

CTR

--

0.05%

At benchmark

Above benchmark

No FY23
comparable

Pandora | Package Options



Total Package Cost + Campaign Length Maximums

Package Total	\$5K	\$10K
JV Partner Cost	\$2.5K	\$5K
Month(s)	1x or 2x	1x or 2x
Creative Variation(s)	1	1 or 2

Estimated Impressions by Package Cost + Media Tactic

Audio	298K	596K
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FY24 JV | Packages Offered

Media Vendor	Media Type	Media Tactic(s)	Package Levels (JV Partner Cost)	Packages Available
Sojern	Programmatic	Display, Native, Video	\$1K, \$2.5K, \$5K	One per JV partner
Jun Group	High Impact	Display w/ Prequalification	\$2.5K, \$3.75K, \$5K	One per JV partner
Teads	Native Programmatic	Display, Video	\$1K, \$2.5K, \$5K	One per JV partner
Pinterest	Social	Display	\$1K, \$2.5K, \$5K	One per JV partner
Pandora	Streaming Audio	:15 or :30 Audio	\$2.5K, \$5K	One per JV partner

Research Features & Updates

1. **Free, free, free:** Maintaining three (3) free partnerships
 - DA State of American Traveler
 - DA Brand MT Rolling Study
 - VISITMT.COM Listings Page Dashboard
2. **Zartico dashboards available:** Built with mobile location and spend data trends and insights
 - Regional, county and city filters available to home in data
3. **Visa Destinations Insights:** Data available for purchase
 - Discounted rates available with Brand MT's larger commitments to VDI
4. **Quarterly webinars:** Brand MT will host series of webinars to share relevant insights throughout year
 - Opportunity for cross-sharing insights

Survey of American Traveler

Destination  Analysts

Brand MT subscribes to the monthly survey results on national travel trends.

- Reports include information like:
 - Leisure travel sentiment
 - Travel expectations
 - Travel planning resources
 - Top U.S. destinations of interest
 - Traveler motivations
 - Top travel activities
 - Media use trends for travel inspiration/planning
- **Cost:** Free!
- **Availability:** Upon request
 - Note: Reports cannot be shared outside of JV partner's organization – please reach out if you have questions.

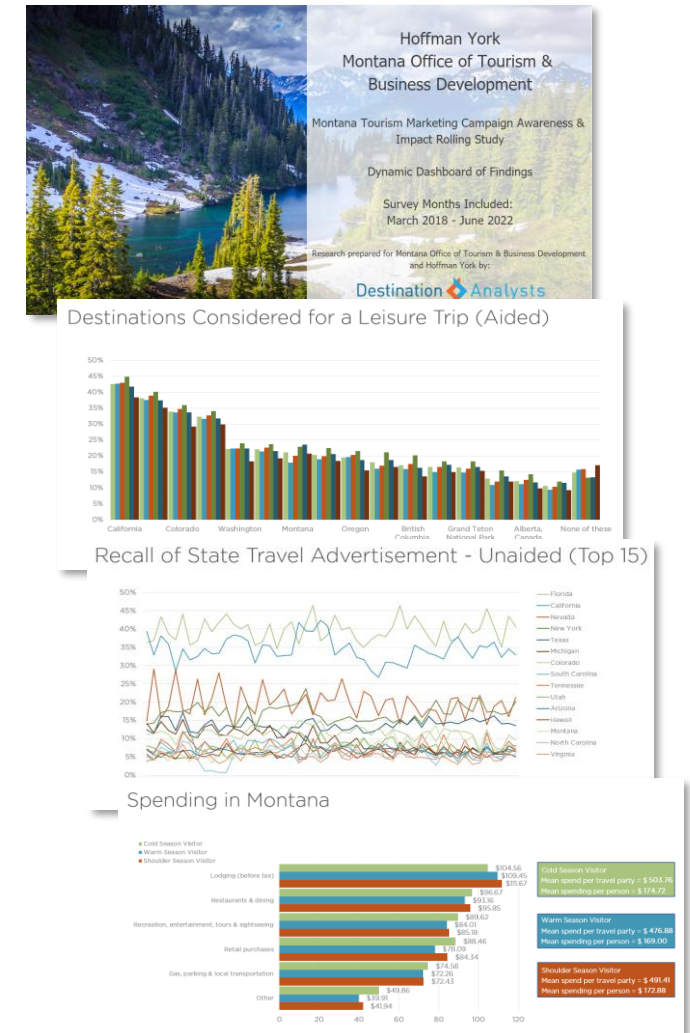


Brand MT Rolling Study

Destination  Analysts

Brand MT has maintained a consistent analysis of consumer behaviors, interests and awareness of Montana as a travel destination.

- Monthly survey results and trends from 2018 - present
- Report includes information like:
 - Competitive monitoring
 - Ad recall
 - Seasonal visitor analysis
 - Top activities/motivations to visit
 - Travel consideration
- **Cost:** Free!
- **Availability:** Upon request
 - Note: Reports cannot be shared outside of JV partner's organization – please reach out if you have questions.



VISITMT.COM Regional Dashboards



Brand MT and HY have created a custom-built dashboard that highlights Listing page traffic to nearly all 7K total listings on VISITMT.com. Listings pages have nearly 2MM page views each year.

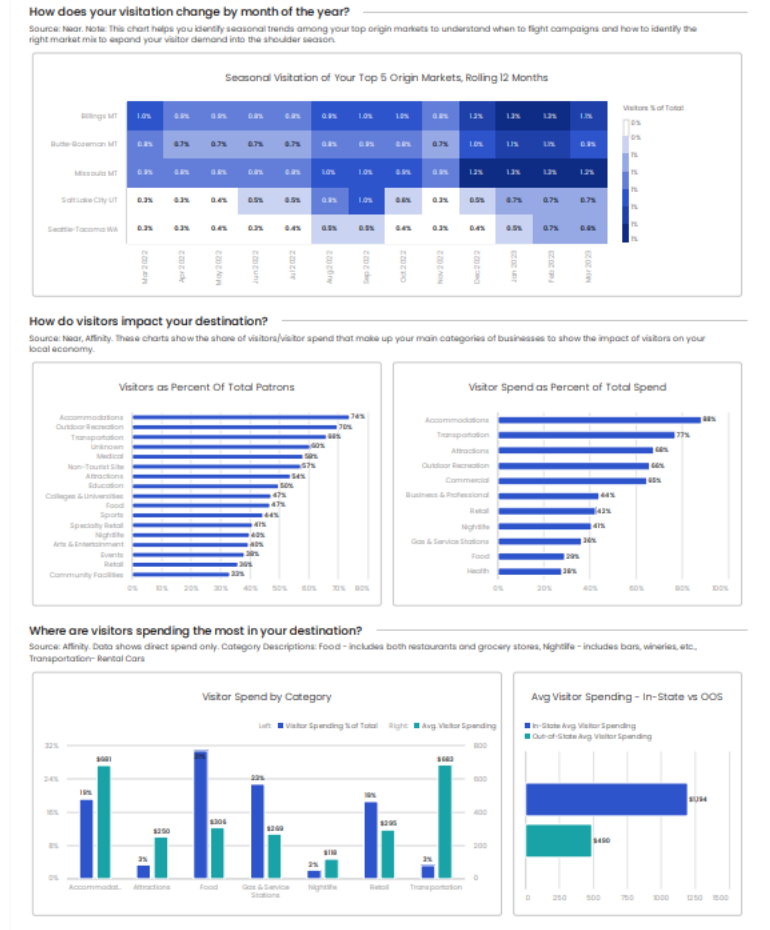
- Dashboard is updated monthly – data is sortable by month, region and county
- Highlights top listings, top listing categories, exit link click activity by click type
- **Cost:** Free!
- **Availability:** Upon request
 - Note: Reports cannot be shared outside of JV partner's organization – please reach out if you have questions.



Research: NEW Zartico Dashboard

Brand MT upgraded its partnership with Zartico to allow partners direct dashboard access and filters for their respective area (counties/cities).

- Primary data sets include mobile location (Near) and credit card spend (Affinity Solutions)
- Dashboard templates are in development – access to be provided directly to partners
- Training forthcoming via webinars and an educational session at Governor's conference in Helena
- Sign-up for dashboard by emailing Jim Auer: jim.auer@mt.gov

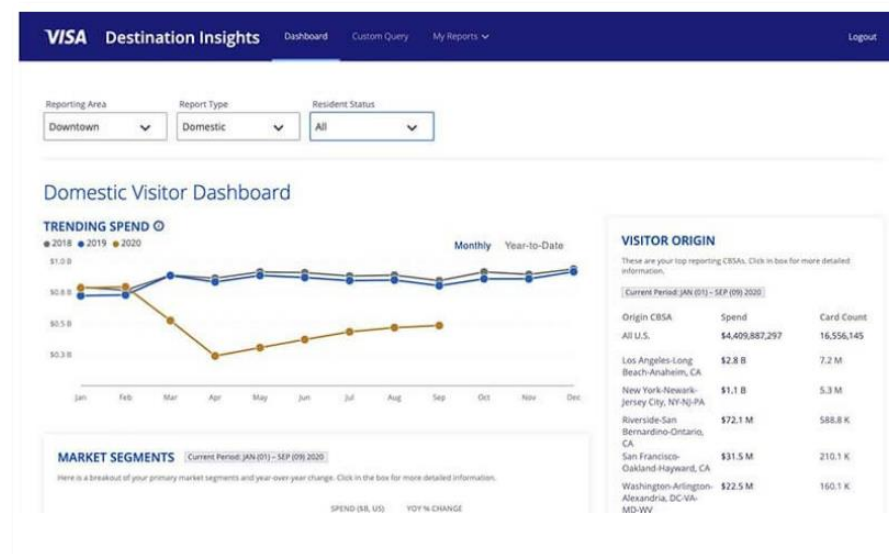


- Partners can secure spend data directly from Visa at reduced costs due to Brand MT's existing relationship with VDI
- Significant sample size in spend compared to Zartico
- Can secure monthly or quarterly data for residents and visitors
- Ability to secure domestic only or international data
- Availability: Partners work with VDI rep directly to arrange direct contracts
 - Rep contact for securing data: Tiffany Burnette tiburnet@visa.com
 - Cost varies by partner (\$4K - \$7K annual commitment)
- Past JV participation: Ten (10) JV partners committed in FY23

Visa (VDI) VISA Destination Insights



VDI dashboard



Quarterly Research Webinars

- HY/Brand MT would host a quarterly webinar to provide on-going updates across a variety of data sets accessed through the state's research suite
- Presentations to be prepared for each webinar with open Q&A sessions available
- Opportunity for featured speakers from JV partners or research partners (i.e. Zartico, DA)
- Webinar schedule to be sent out prior to FY24



Special Initiatives Features & Updates

1. **CrowdRiff - Organic messaging delivery:** Custom social story style creative developed which is indexable via organic search and discovery channels
 - Includes opportunity to integrate into VISITMT.com.



2. **Locl - SEO for tourism businesses:** Provides local businesses with assistance in improving SEO across a variety of searchable websites and apps.



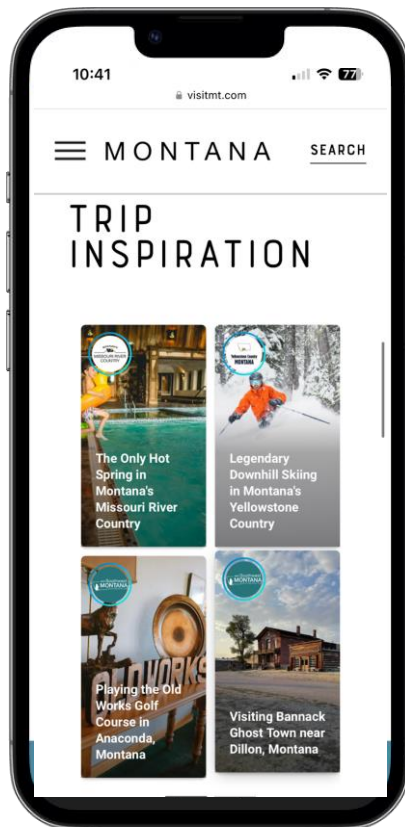
Hello! 🖐️



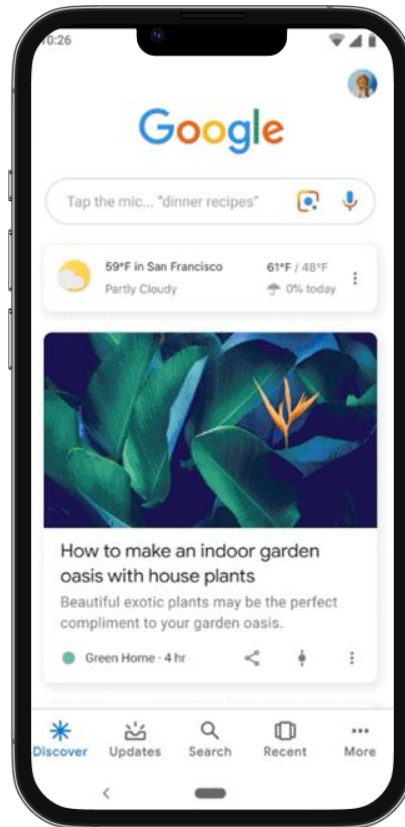
Andrea DeLong
Client Partner



Web Stories on Google

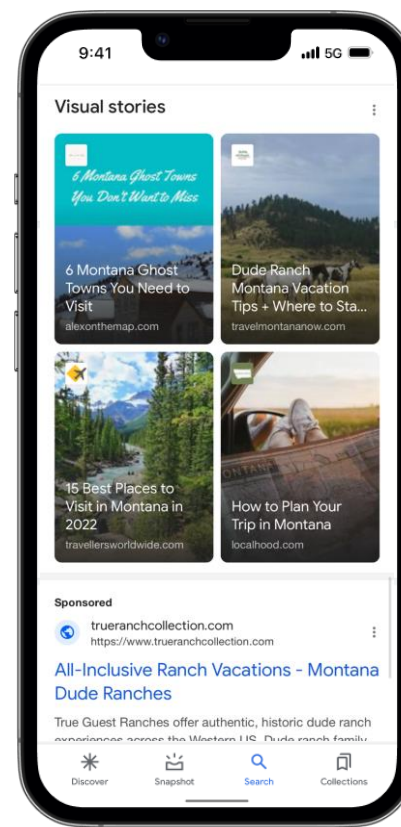


Embedded on websites

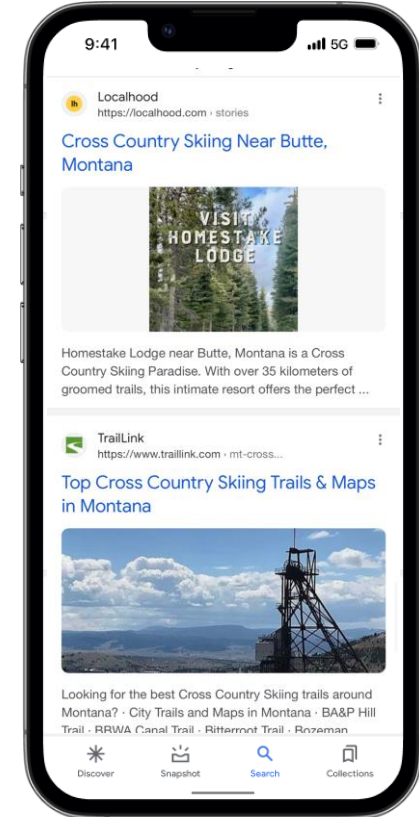


Google Discover

Image Source: [Google Stories](#)



Google Search
Visual Stories

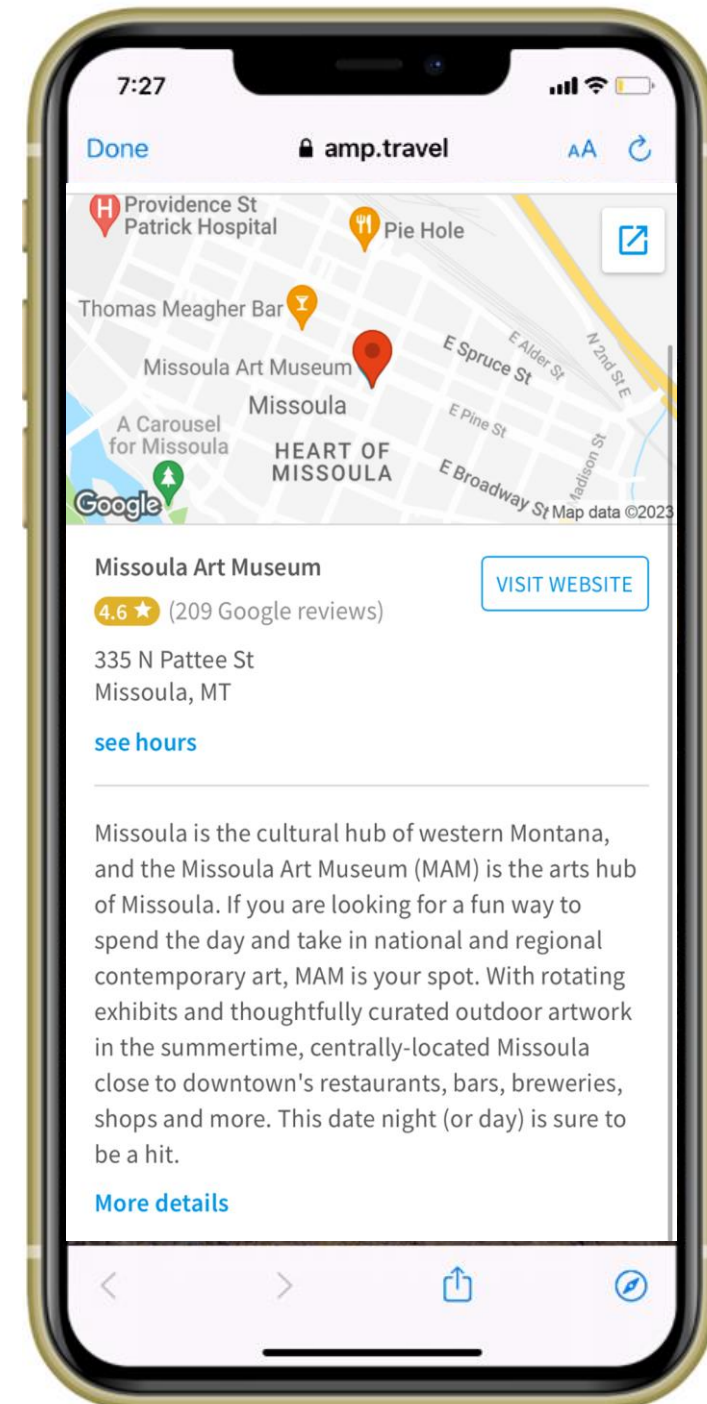


Google Search

Localhood Stories

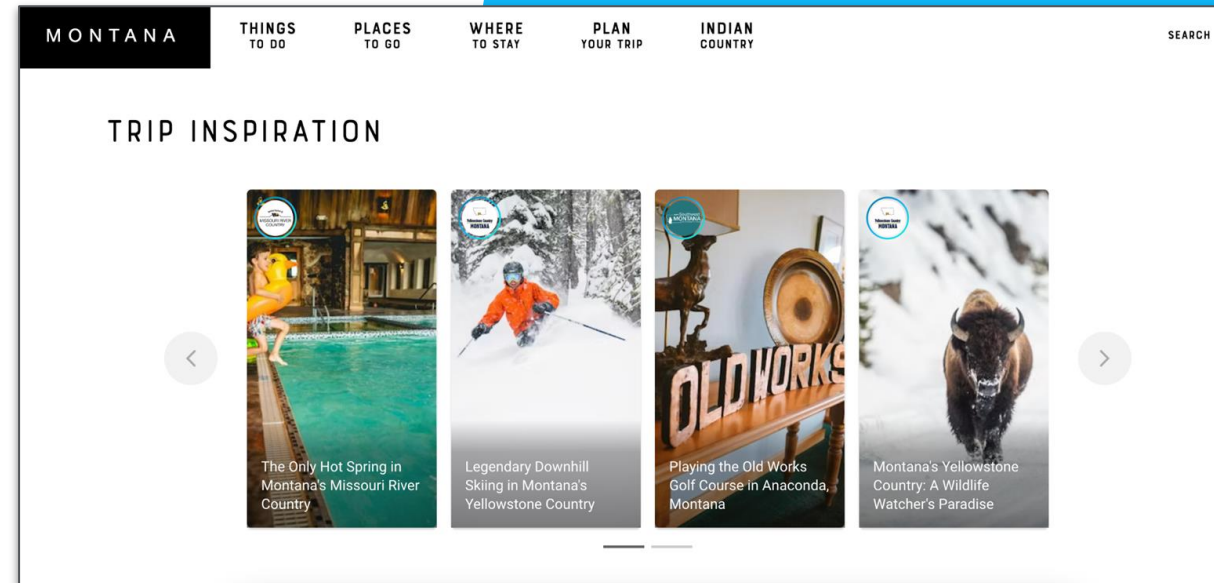
The new organic channel to inspire travelers with amazing visuals and give them the information they need in the swipe-up:

- Google Maps location
- More details
- Links out to a website

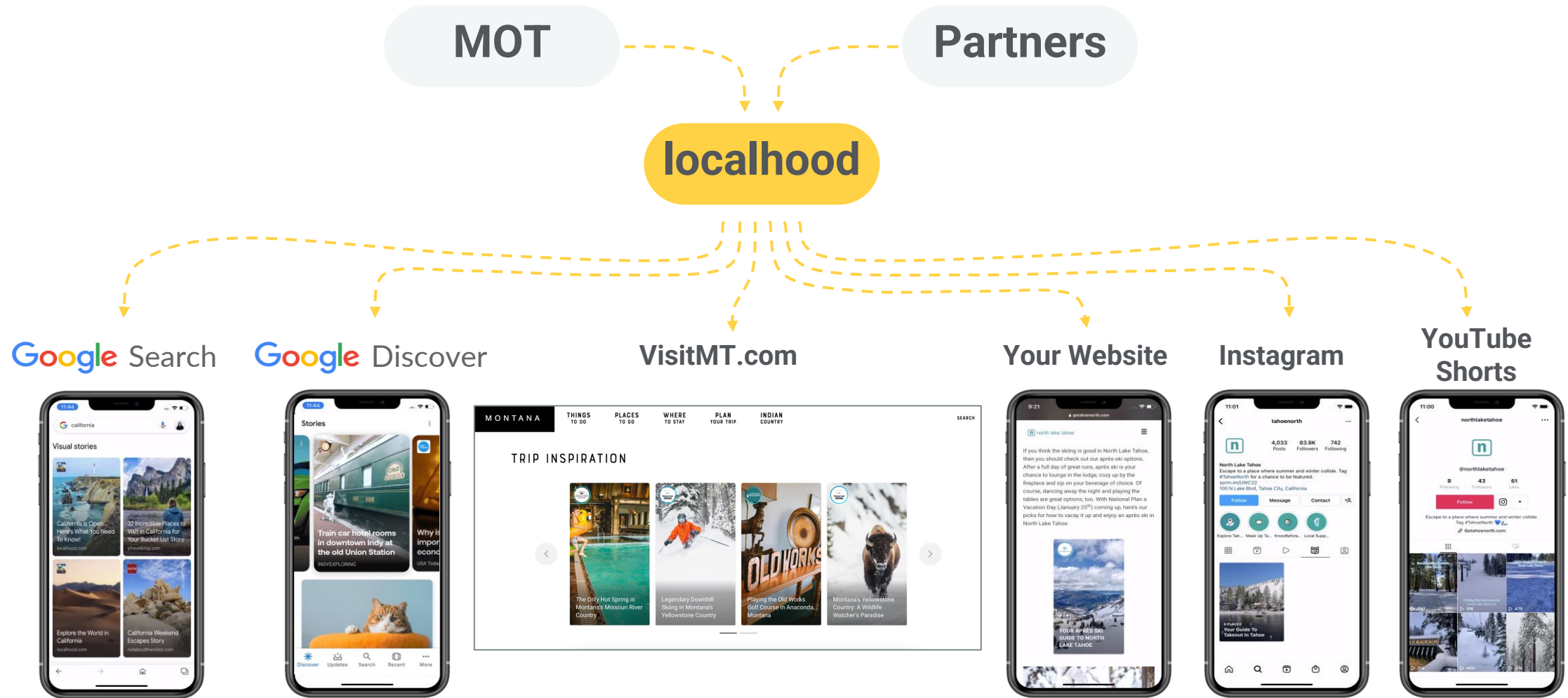


Montana's Localhood Program

- Paid for by Montana Office of Tourism
- Gives you access to CrowdRiff Studio to create your stories
- Have your stories featured on **VisitMT.com**
- Use these stories on your own website and social channels
- Drive organic traffic from Google to your website



Create Once, Distribute Everywhere



Instagram



VISIT SOUTHEAST
MONTANA





MONTANA.GOV
OFFICIAL STATE WEBSITE

[SERVICES](#)

[AGENCIES](#)

[LOGIN](#)



MADE IN MONTANA INSPIRATION



Early Adopter Success

Organic Performance

66

Stories Currently
Published

107K

Total Gallery
Impressions

2.4M

Total Google
Impressions

1.70%

Avg. Google CTR

Story Results

92K

Total Story Views

61%

Interaction Rate

4.21%

Handoff Rate

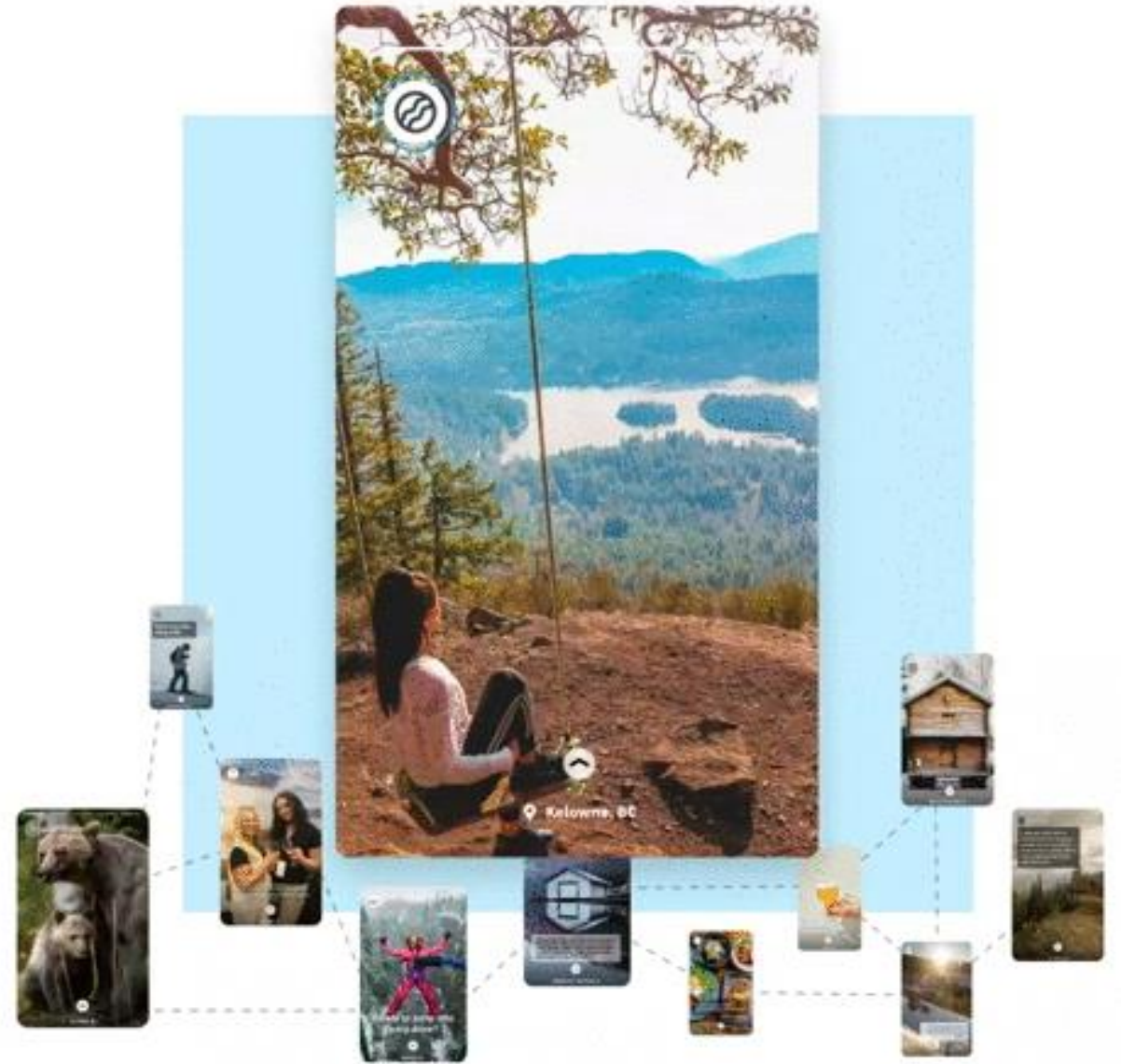
57%

Completion Rate

A solid blue horizontal bar with rounded corners on the left side, spanning the width of the page at the bottom.

Ready to join?

[Click here to sign up](#) and select a Training Session to get started!





Destination Elevation Program

About us



Joel Siedenburg
Founder and CEO

- Software startup founder and advisor
- Former marketing agency owner
- Experience with 100s of SMBs and global brands



- Founded in 2018
- 3,000+ customers, across eight countries
- 26,000+ locations on the platform
- Customer Types:
 - Travel and Tourism
 - Local businesses
 - Marketing agencies
- Investing in Tourism



Our Why: Every Destination's Digital Front Door

93%

of all online search
happens on Google

45%

are local searches for
a product or service

78%

of local searches result
in an online purchase

Google Maps is used **77%** of the time when searching for a nearby business.

Initial Three-Year VisitMT Partnership

MONTANA

“With the substantial investment we put towards advertising the state, it’s important that our businesses show up accurately when visitors do their research and easily way find when they’re in market. Locl’s platform makes it easy and even teaches our businesses and POIs how to elevate themselves online.”



Current Montana Participants:

MONTANA

VISIT BIG SKY
^ MONTANA ^



Locl Helps DMOs

<div>Engage</div> <div>with their local businesses and provide value</div>	<div>Support</div> <div>recovery for their local business owners</div>	<div>Enhance</div> <div>rural area tourism and experience</div>
<div>Educate</div> <div>local business owners to build a better online presence</div>	<div>Improve</div> <div>traveler experience for everyone that visits your state</div>	<div>Provide</div> <div>innovative and industry leading technology</div>

Solution and Program

An online platform that teaches and supports businesses to grow and enhance their online visibility, grow their revenue, and elevate the destination as a whole.



Overview

Analytics

Photos & Videos

Posts

Reputation

Manage Locations

My Account

Knowledge Base

Log Out

Free trial ending soon

Good afternoon, Niktia

SHARE Tuesday, January 18, 2022

You've been a member since January, 2022.You have saved 0.15 hours with Locl.

Tasks (9)

Sample task

Not a Google Business Profiles expert? No problem! Follow these tasks for the best performance and check off when complete.

IGNORE

Respond to a poor customer review

You have a new poor customer review awaiting your response. If they've had a poor experience, responding gives you the chance to turn this into a positive.

Respond to customer reviews

You have 165 new customer reviews awaiting your response.

Understand your Analytics

Discover and understand how customers are finding and interacting with your listing(s).

Upload new Photos & Videos

For best performance, this should be done weekly or at least monthly.

Create a Post

Create a promotional Post (with details on offers, events, or business updates) to engage potential customers.

Review and respond to customer review

Responding to reviews lets both your current and future customers know they are being heard.

Connect your Facebook and Instagram accounts

Connect these accounts to quickly reuse published social posts to Google.

Create a location group

Creating a custom group of locations is an easy way to update and view analytics of the locations in that segment.

Wins

You've Saved

0.15 hours

You've Saved

0.15 hours

locl

"I'm in! Now what?"

G

f

Apple Maps

Instagram

Google Assistant

Circle K

Walmart

amazon alexa

yp

Bing

yahoo!

mapquest

nextdoor

whitepages

aws

waze

OnStar

lyft

Uber

Allstate

Cheers,
Alexa and the Locl Team

Two-minute Signup and Setup

Partners: Travel Oregon - Locl

locl.io/traveloregon/

locl MONTANA

GET STARTED

Montana businesses in travel, tourism, and hospitality:

Turn visitors into customers – no marketing experience necessary! FREE through 2023.

GET STARTED

Paid for and offered in partnership with Visit Montana.

Consumer Actions Overview

Website Views193,038

Phone Calls1,228

Direction Requests5,582

Calculated Revenue\$7,486,191

Number of Reviews105

Avg Rating4.7/5

Search Score77%

302,474

PERFORMANCE AND RESULTS

Everything You Need, Only What You Need.

Locl provides a clean data-driven experience that starts with direction & education, the tools that scale time & effort. It makes performance/ROI easy to understand and share. Additional direction on what to do next creates the system for wins at scale.

GET STARTED

CUSTOMER ACQUISITION

Outperform Your Competition.

You don't need to be perfect, you just need to outrank and outshine your competitors. With Locl you can do this in just minutes each month, whether you are one or many locations.

GET STARTED

locl

Good afternoon, Junaid

Tuesday, October 25, 2022

SHARE

Onboarding

Overview

Analytics

Photos & Videos

Posts

Reputation

Manage Locations

My Account

Log Out

You've been a member since October, 2022. Check off Tasks below and start saving time!

We want to ensure you're getting the most out of Locl, please enable the following:

Connect your Google Account(s)

Google Business Profile

1 Google Account - 1 Location Verified

Add New Accounts

Top Sources of Traffic: Enable Ranking

Profile Lock: Enable

Make sure your business location name(s) are correct

1 Location Unlocked

Skip for now

Seperate Listings & Maps Traffic

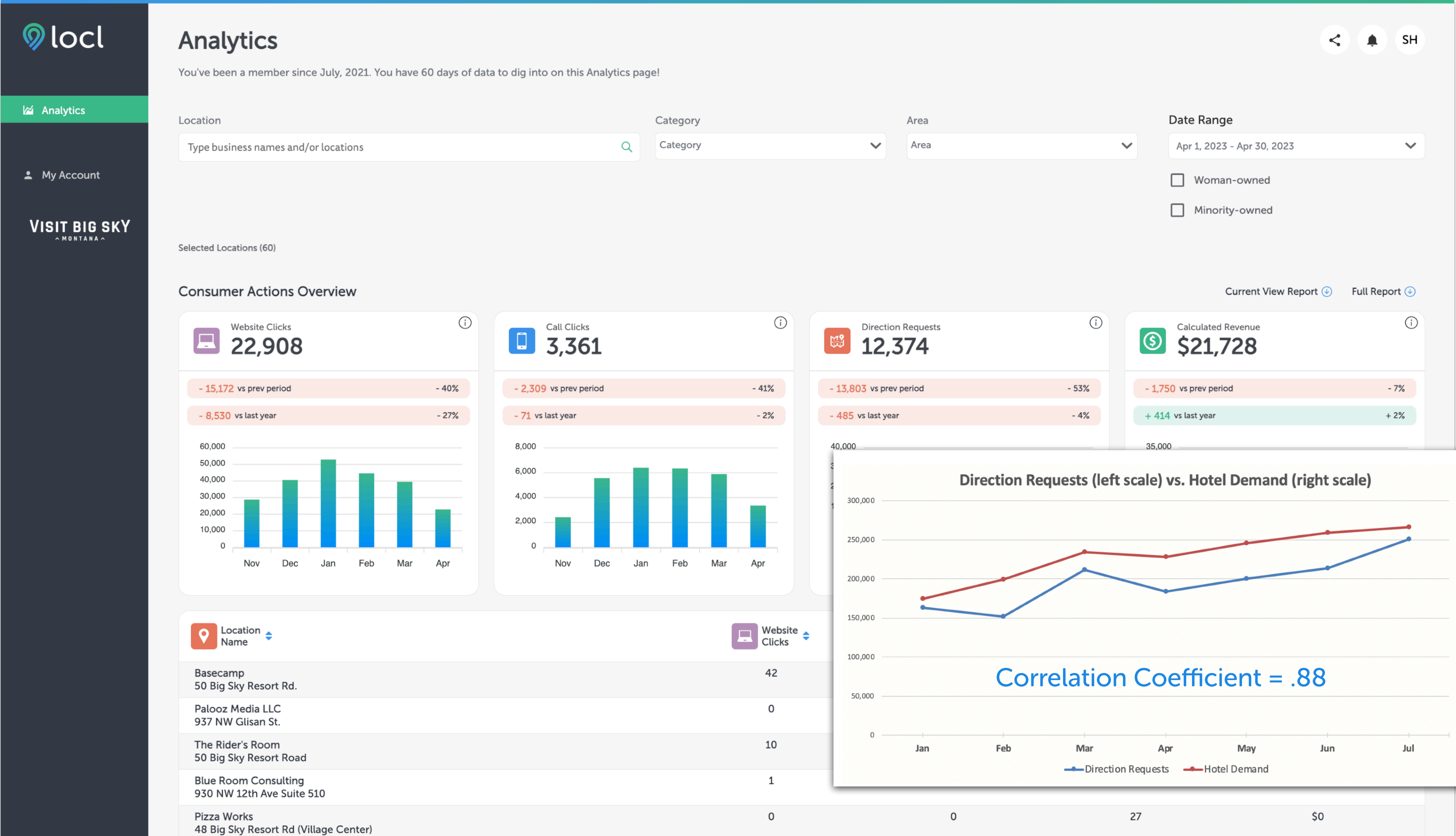
The flip of a switch separates and begin tracking GBPs as its own traffic source. This is most businesses top source of traffic but its currently hidden within "Google Organic" in Google Analytics!

Skip for now

Skip for Now

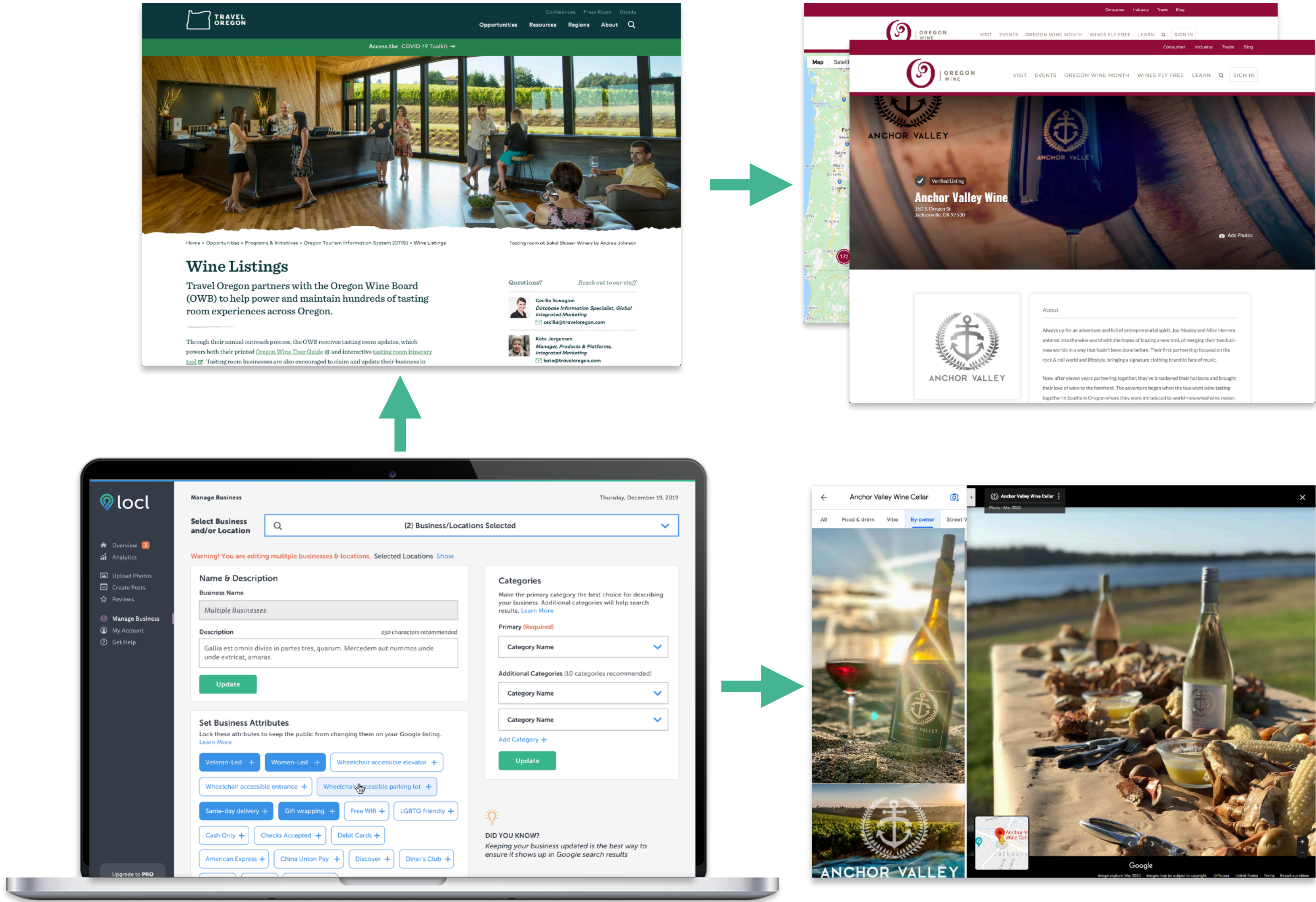
Done

Destination-level Data and Analytics



Directory API Integration

When businesses use Locl to update their information, hours, add photos, etc. across their Google, Apple Maps, and other business profiles, this information is also updated automatically on your website(s).



Thank you!

success@locl.io



Returning Partner: Participation Within Year One

MONTANA

VISIT BIG SKY
^ MONTANA ^



Our Why

MONTANA

“With the substantial investment we put towards advertising the state, it’s important that our businesses show up accurately when visitors do their research and easily way find when they’re in market. Locl’s platform makes it easy and even teaches our businesses and POIs how to elevate themselves online.”

Every Destination's Digital Front Door

93%

of all online search
happens on Google

45%

are local searches for
a product or service

78%

of local searches result
in an online purchase

Google Maps is used **77%** of the time when searching for a nearby business.

Challenges



Engaging with every
business is impossible



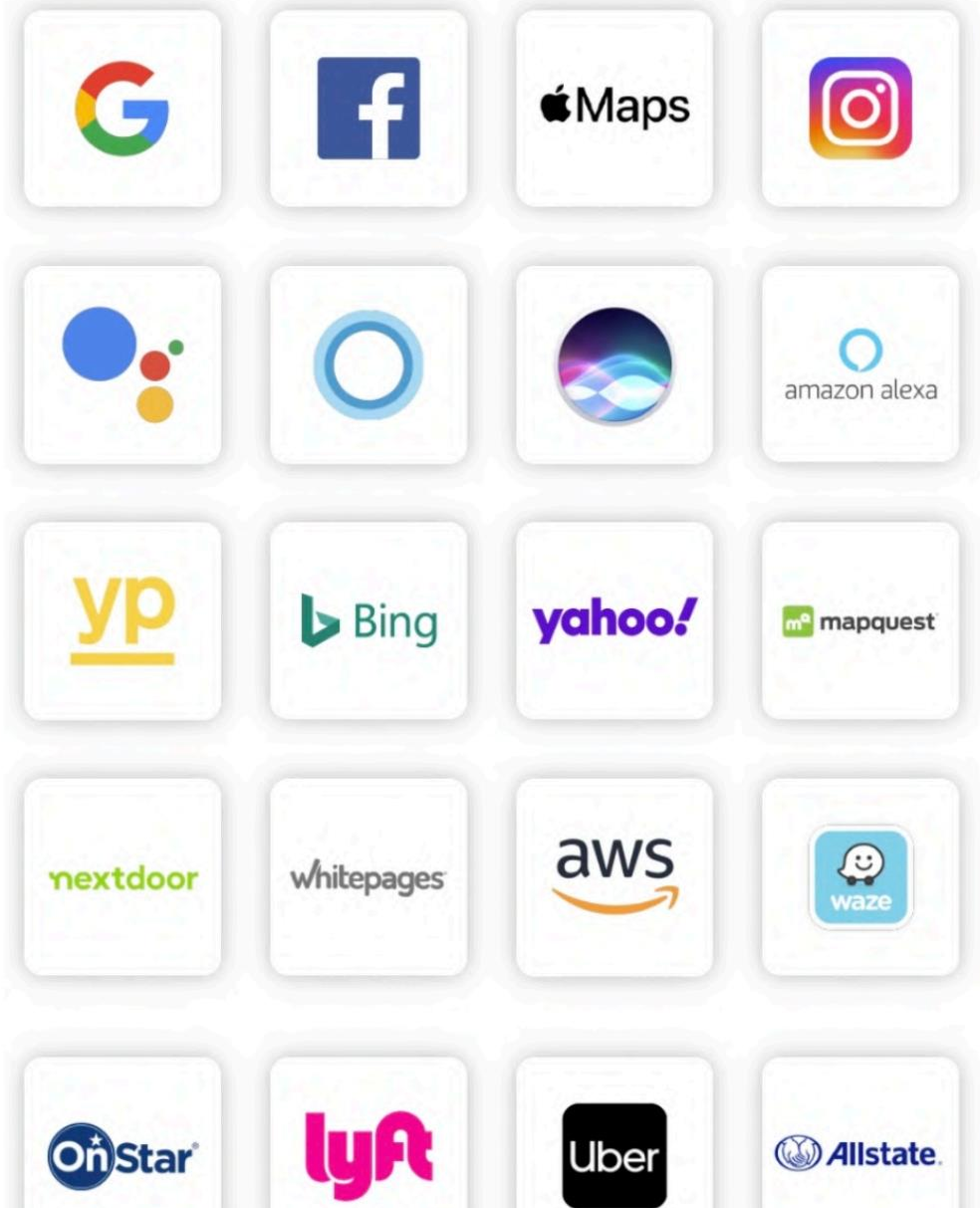
Google Business Profile
is not user friendly



No systems or process
to help manage

Solution and Program

An online platform that teaches and supports businesses to grow and enhance their online visibility, grow their revenue, and elevate the destination as a whole.

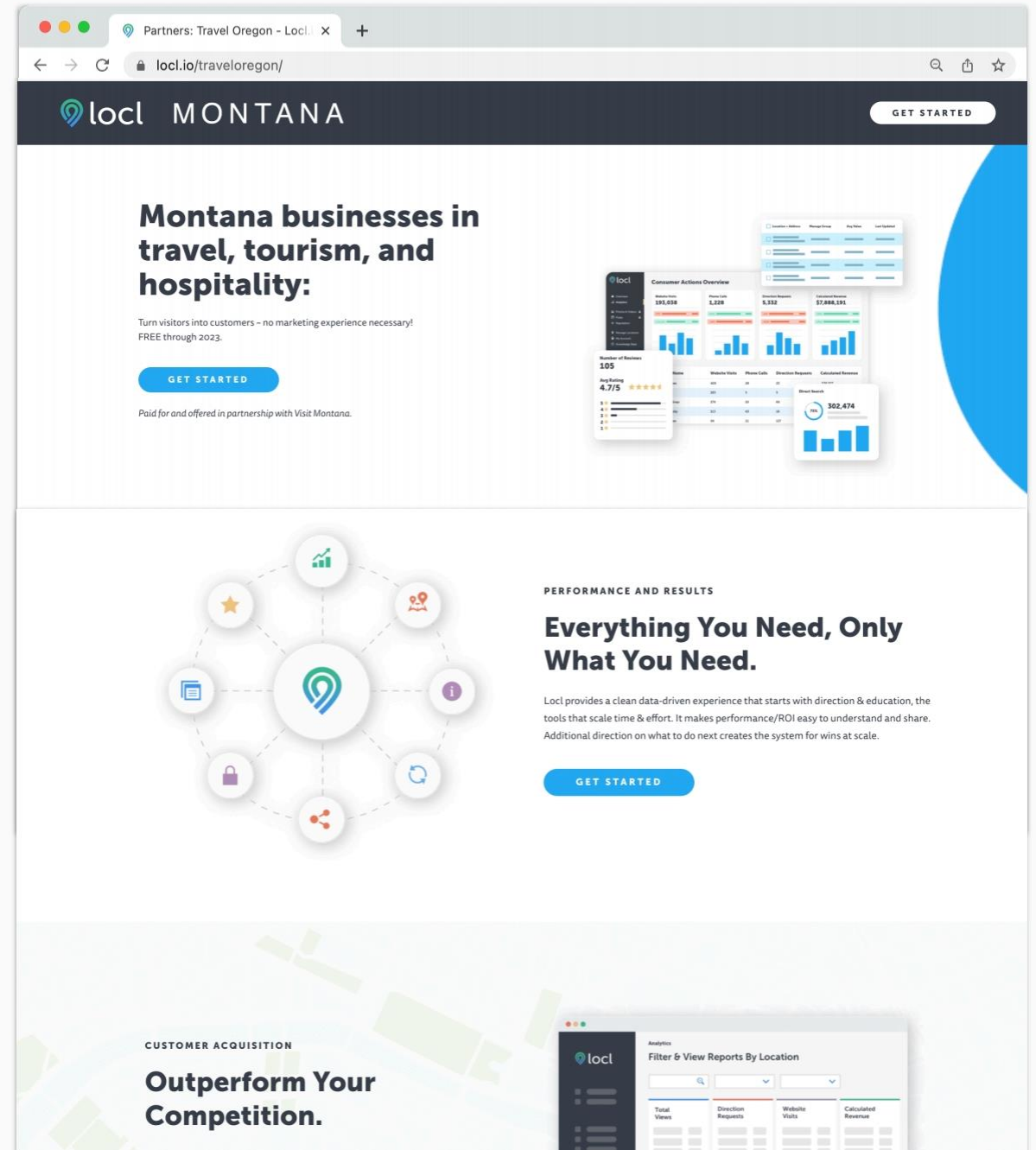


Locl Helps DMOs

Engage with their local businesses and provide value	Support recovery for their local business owners	Enhance rural area tourism and experience
Educate local business owners to build a better online presence	Improve traveler experience for everyone that visits your state	Provide innovative and industry leading technology

Collaboration

- Locl provides a co-branded landing page that showcases all relevant partnership details including the ability for companies to sign-up.
- This landing page will incorporate program details to support the marketing strategy with key testimonials if desired.



Communication

Promotional and educational content that DMOs can share to promote the program. This includes:

- A best practices guide and support on how to inform and drive program participation.
- Promotional and educational emails for continued DMO newsletters and outreach.
- Email automation and outreach to partners.



The screenshot shows the Travel Oregon website with a dark green header. The main content area features a large image of a street scene at night. Below the image, the text reads: "Home > Opportunities > Marketing Opportunities & Toolkits > Toolkits >". The headline is "Take Advantage of Locl" in a large, bold, dark green font. Below the headline, it says "Save time, eliminate redundancy, maximize your budget, and drive business." To the right, there is a quote from a user: "Locl cuts the amount of time I spend managing and optimizing my Google My Business profile by 75%." Below the quote, there is a section titled "Today's customer journey begins with Google and ends with Google Maps." which includes a diagram showing the flow from "Search/Decide" to "Directions/Contact" to "Visit/Purchase". The diagram uses three smartphone screens to illustrate the process. Below the diagram, it says "Sign up for free at locl.io/travelportland". To the right of the diagram, there is a section titled "Attract and convert more customers using Google My Business / Maps" which includes a list of items that restaurants should ensure are correct: Business name, Listing pin placement, Fresh profile photos, Business categories, Amenities, Listing is published, Social media-style posts, Reservation system integration, Event posts, and Products (beta). The footer of the page includes the Travel Oregon logo and the locl logo.

Account Creation and Setup

The business receives:

- Their own self-service Locl account
- Self-serve User account creation, sign-up, sign-in, and password reset functionality
- "In-app" and email notification system for education, best practices, and action items
- Technical and Customer support
- Updates on new Locl features and relevant Google updates and/or changes



The image is a composite of two screenshots from the Locl application. The background screenshot shows the main dashboard for a user named Niktia. It includes a sidebar with navigation options like Overview, Analytics, Photos & Videos, Posts, Reputation, Manage Locations, My Account, Knowledge Base, and Log Out. The main content area displays a 'Tasks' list with items such as 'Sample task', 'Respond to a poor customer review', 'Respond to customer reviews', 'Understand your Analytics', 'Upload new Photos & Videos', 'Create a Post', 'Review and respond to customer review', 'Connect your Facebook and Instagram accounts', and 'Create a location group'. To the right of the tasks, there are 'Wins' cards showing 'You've Saved 0.15 hours' twice. An overlay window is positioned in the foreground, titled 'locl' and 'I'm in! Now what?'. It shows the 'Manage Locations' section with search filters and a form to add a new location, including fields for 'Location Name' and 'Envi Adventures'. Below the overlay, there is a text block with a greeting 'Hi there,' followed by a paragraph explaining the importance of accurate Google Maps listings and a list of three steps: 1. Be sure your Business Name is correct, 2. Update and confirm your business hours, and 3. Set your categories - choose a primary category and up to 9 secondary categories. At the bottom right of the overlay, there is a blue button labeled 'Do This Now'.

Education and Support

For the local business

- In-app Smart Recommendations — what-to-do, when...
- Best practices emails to participating businesses.
- A bank of YouTube education videos
- Messaging for new features and releases

For the Destination

Education and Support

For the local business

- In-app Smart Recommendations — what-to-do, when...
- Best practices emails to participating businesses.
- A bank of YouTube education videos
- Messaging for new features and releases

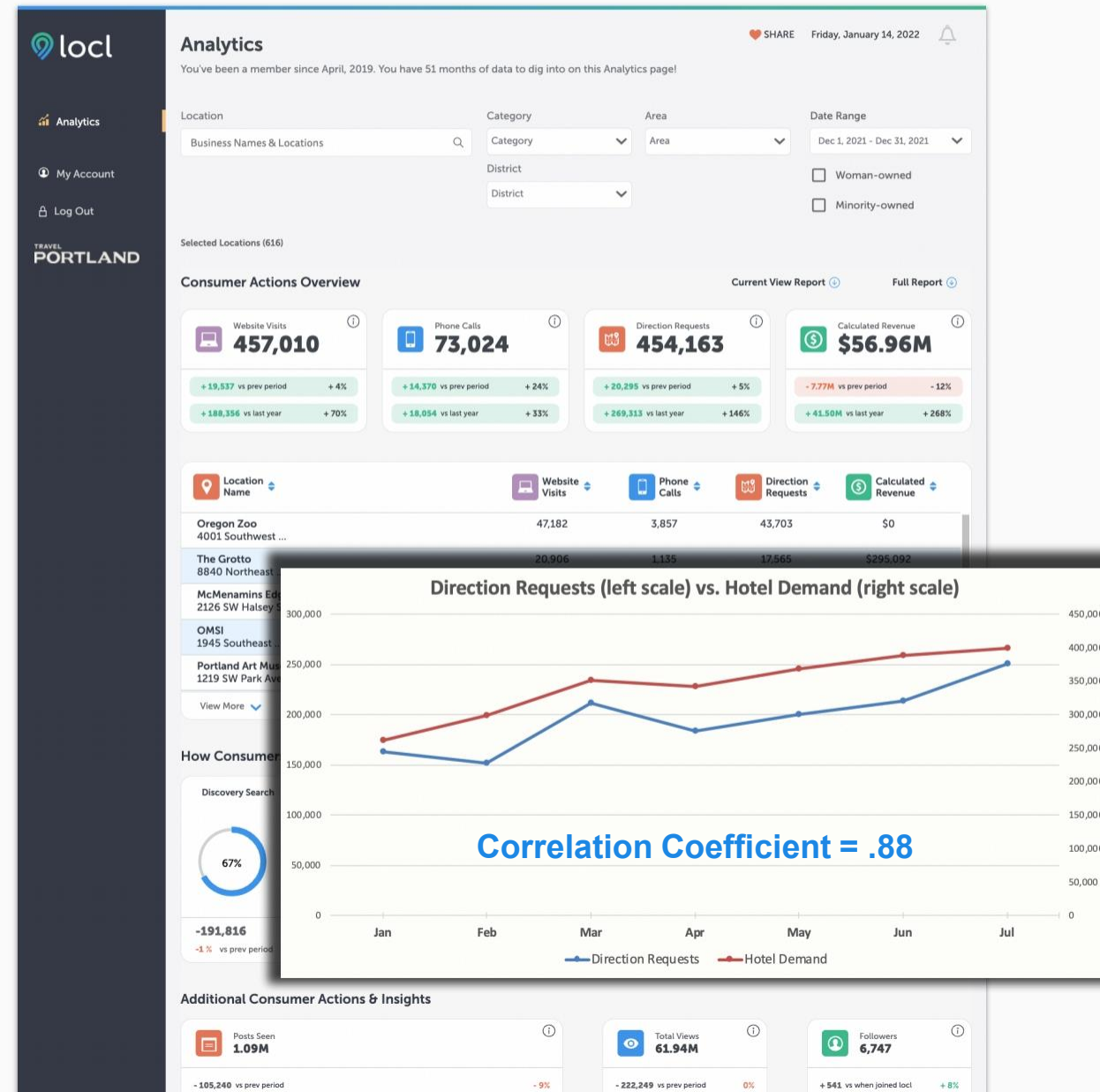
For the Destination

- Access to Locl's team for guidance and strategy on running the program
- Locl will lead quarterly education webinars to help engage your local businesses and rural areas
- Locl will keep the DMO informed as developments are made regarding optimization tracking within the Google Maps.



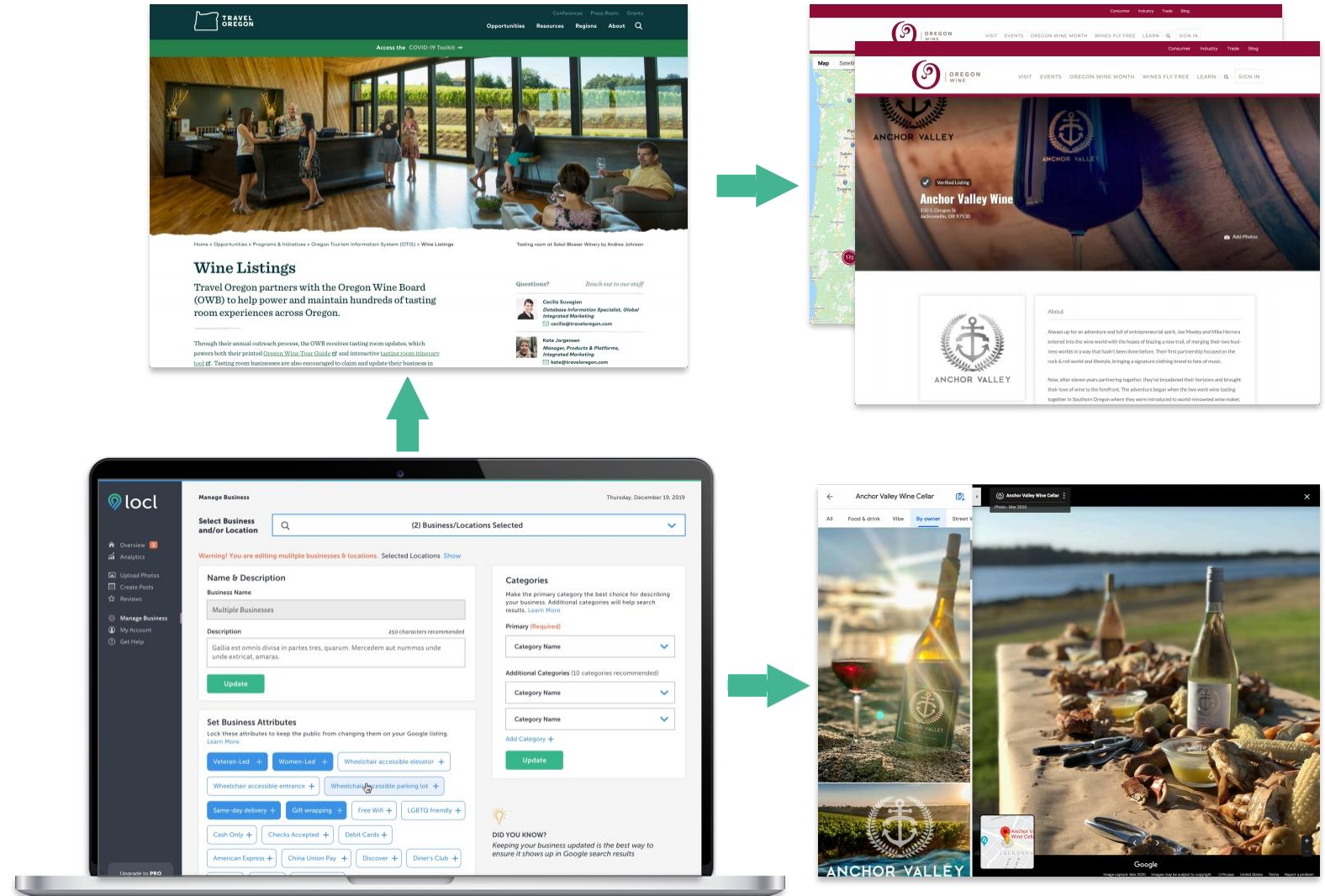
Data and Analytics

- Destination-level analytics and insights dashboard with personalized business filters.
- Access to 18 months of historical data vs 90-days. (Simply better).
- We provide metrics that correlate to actual performance and forecasting.
- Measure and understand the economic impact tourism is having on geographies and industries.
- Develop new tourist consumption and behavior insights that measure the economic impact tourism.



Directory API Integration

When businesses use Locl to update their information, hours, add photos, etc. across their Google, Apple Maps, and other business profiles, this information is also updated automatically on your website(s).



Thank you

We're excited!



Your FY24 Joint Venture Team

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MONTANA

Research Manager Jim Auer

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MONTANA

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Client Services Cassidy Dale

Senior Account Executive
cdale@hoffmanyork.com | 406.879.3074



Client Services Vanessa Castillo-Curiel

Account Executive
vcastillocuriel@hoffmanyork.com | 414.225.9573



Key Dates and Deadlines

- Sign-ups start now!
- Sign-up period concludes: 6/30/23
- Programs can begin: 8/1/23
- All media must conclude by: 6/30/24
- Final creative assets due: 2-weeks prior to campaign launch

FY24 JV Package Order Form

JV Partner Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____



Media Tactic(s)	Est	Total	JV Partner	Max
Display	400K	\$2,000	\$1,000	1x
	1.0MM	\$5,000	\$2,500	2x
	2.0MM	\$10,000	\$5,000	2x
Display, Native	97K	\$5,000	\$2,500	2x
	1.8MM	\$10,000	\$5,000	2x
Display, Native, Video	1.4MM	\$10,000	\$5,000	2x
Desired Package (select from drop down)				
First Desired Audience (Required) (Select from drop down)				
Secondary Desired Audience (Optional) (Select from drop down)				
Ideal Start Date (write in)				
Ideal End Date (write in)				

Teads

Media Tactic(s)	Est	Total	JV Partner	Max
Social Extension Display	285K	\$2,000	\$1,000	1x
	71K	\$5,000	\$2,500	2x
	1.4MM	\$10,000	\$5,000	2x
Social Extension Video	200K	\$2,000	\$1,000	1x
	600K	\$5,000	\$2,500	2x
	1.0MM	\$10,000	\$5,000	2x
Social Extension Display + Video	607K	\$5,000	\$2,500	1x
	1.2MM	\$10,000	\$5,000	2x
Desired Package (select from drop down)				
First Desired Audience (Required) (Select from drop down)				
Secondary Desired Audience (Optional) (Select from drop down)				
Ideal Start Date (write in)				
Ideal End Date (write in)				

Deadline to submit is June 30, 2023

HY Contact: Vanessa Castillo-Curiel, vcastillocuriel@hoffmangork.com
Full details: <https://brand.mt.gov/Programs/Marketing/Joint-Venture>
Each JV partner is limited to ONE package per media vendor
V-9 must be submitted along with completed order form
All bids must end on or before June 30, 2024



Media Tactic(s)	Est. Clicks	Total	JV Partner	Max
Value Exchange Display	44K	\$5,000	\$2,500	1x
	22K	\$7,500	\$3,750	2x
	28K	\$10,000	\$5,000	2x
Desired Package <i>(select from drop down)</i>				
First Desired Audience <i>(Only Audience Available)</i> <i>(select from drop down)</i>				
Ideal Start Date <i>(write in)</i>				
Ideal End Date <i>(write in)</i>				



Media Tactic(s)	Est.	Total	JV Partner	Max
Static Promoted Pins	200K	\$2,000	\$1,000	1x
	500K	\$5,000	\$2,500	2x
	1MM	\$10,000	\$5,000	2x
Desired Package <i>(select from drop down)</i>				
First Desired Audience (Required) <i>(Select from drop down)</i>				
Secondary Desired Audience (Optional) <i>(Select from drop down)</i>				
Ideal Start Date <i>(write in)</i>				
Ideal End Date <i>(write in)</i>				

FY24 Billing Practices + Protocols

HY will reconcile all media invoices for partners.

- ✓ Brand MT can continue to offer lower package costs by reducing the number of contracts/insertion orders with media vendors
 - ✓ JV partners will reduce time spent managing invoices and payments
1. Partner will provide W9 to HY with completed order form
 2. HY to send authorizations for all JV packages secured
 3. HY to issue one invoice directly to the JV partner for all packages secured – invoices will be sent the month prior to any media running

Buy



Review available packages on <https://brand.mt.gov/Programs/Marketing/Joint-Venture>



From 5/11 to 6/30, partners will select their package(s) by emailing their completed form and W9 to vcastillocuriel@hoffmanyork.com



HY will provide the partner an authorization form for their packages which must be returned and signed to officially secure media.



HY will issue one pre-bill invoice for the total buy with NET 30 payment terms.

Setup / Launch



HY/Partner will have a KOC** to discuss timing, targeting and creative.

***Priority of KOC timing is based on ideal launch date of digital package.*



HY issues one IO to the vendor for all secured packages.



Partner sends^ non-custom content creative assets for approval 2 weeks before launch.

^If HY is creating display banners, the process will be discussed on the KOC. Refer to the timeline for specific deadlines.



HY traffics all campaign assets to vendor and will confirm with the partner when the campaign officially launches.

Reporting



HY monitors and tracks campaign performance weekly via Sizmek. Pinterest will report via the Pinterest API.



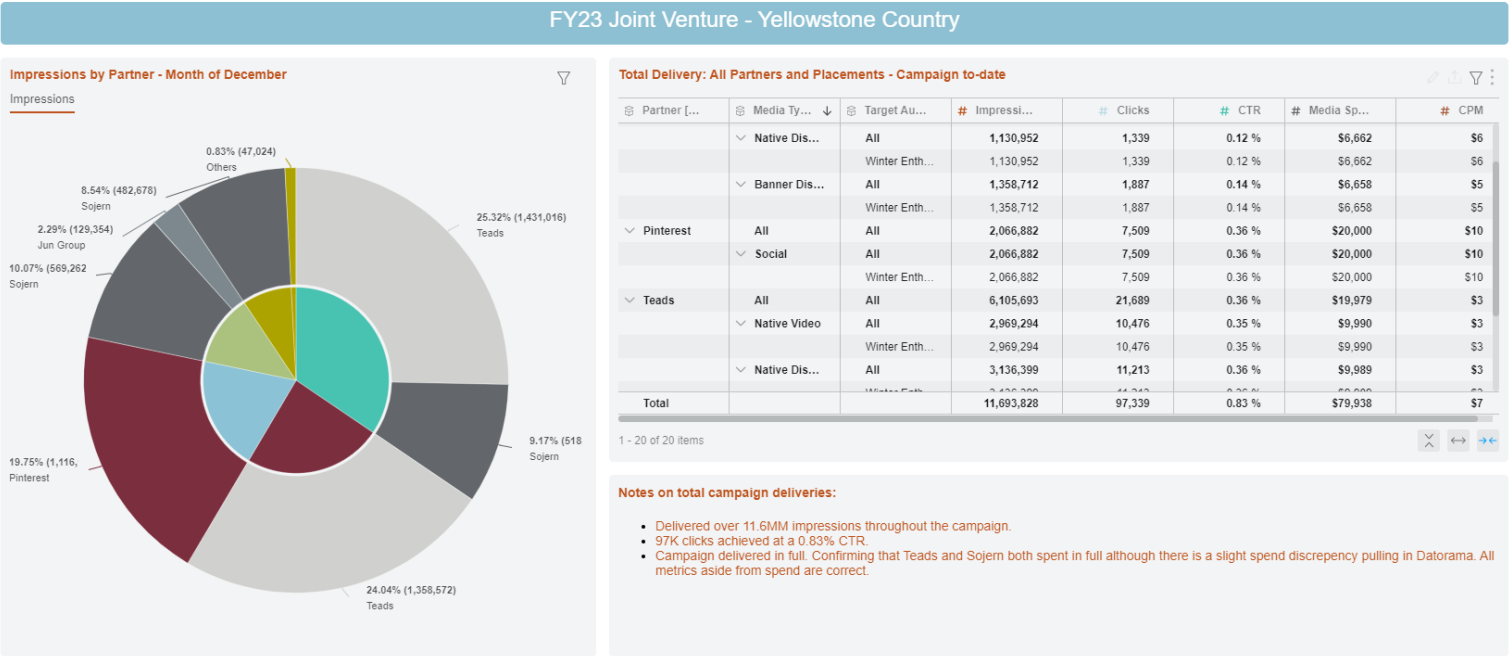
HY provides standard^^ monthly reports for all months with active digital media campaigns.

^^Standard reporting includes impressions, clicks, click-thru rate, percent delivered and impressions within audited geography. Any additional reporting needs or ongoing metric requests (e.g. VersaTag, conversions etc.) will be on a case-by-case basis and potentially subject to additional fees.

Sample Standard Report

Monthly digital reporting includes impressions and click performance metrics for active digital packages*.

FY24 JV reporting will be powered by Datorama



Additional Details



RESERVATIONS

Vanessa Castillo-Curiel
vcastillocuriel@hoffmanyork.com



COMPLIMENTARY HY CREATIVE SERVICES

Concepting
Design
Copywriting
HTML5



Brand MT RESOURCE WEBSITE

[https://brand.mt.gov/Programs/
Marketing/Joint-Venture](https://brand.mt.gov/Programs/Marketing/Joint-Venture)

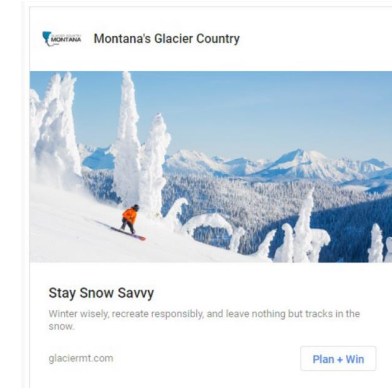
- Details of today's presentation
- Billing details
- IAB Standards
- Sample reporting document

Thank you.



Sojern | Media Specs Overview

Media Type	CPM	Specs
Display Banners	\$5	<p>Sizes: 160x600, 300x250, 300x600, 728x90, 300x50, 320x50</p> <p>Type: Static, HTML5, GIF</p> <p>Max Size: 200K</p> <p>Animation: up to :15</p> <p>Tracking: via Sizmek</p>
Native Display	\$6	<p>Sizes: 1200x627, Square</p> <p>Type: completed spreadsheet with images</p> <p>Max Size: 200K</p> <p>Animation: n/a</p> <p>Tracking: via Sizmek</p>
Pre-roll Video	\$14	<p>Sizes: :15, :30</p> <p>Type: mp4, mpg</p> <p>Max Size: 1 GB</p> <p>Animation: :15, :30</p> <p>Tracking: via Sizmek</p>



Sojern Audience Targeting Capability Details



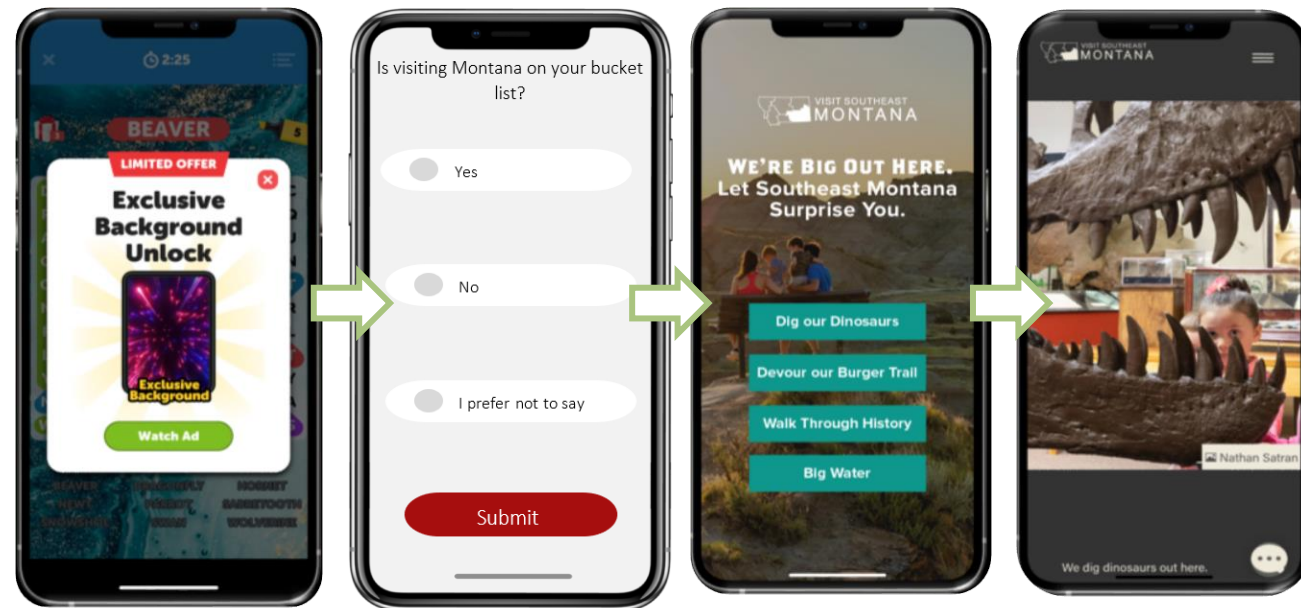
General Audience Targeting	
Affluent Families: A25-54, HHI \$75K, Married, Children in HH	Sojern has the ability to utilize their internal data partnerships to identify users searching for travel with 3+ people in their party. This could be coupled with contextual targeting to serve to sites with relevant content to families.
Educated Travelers: A25-54, HHI, \$75K, College Graduate, Travel for Leisure +1/year	Utilizing third party data from Google Demographic, Google Category and Keyword Contextual Targeting, audience can be specifically targeted by age range, HHI, education level, etc. to serve impressions to those that fall within this targeting criteria.
Niche Audience Targeting	
History Buffs: Native American History, American History, Landmark Tour and/or Historic Site Interest	Audience targeting would mainly rely on third party data from Google Category and Keyword Contextual targeting to serve to sites that have relevant content relating to American history, historical sites & buildings, museums, etc.
Field & Streamers: Hunting and/or Fishing Interest	Audience targeting would mainly rely on third party data from Google Category and Keyword Contextual targeting to serve to sites that have relevant content relating to outdoor enthusiasts.
Park Enthusiasts: National Parks, State Parks, Camping Interest	Sojern has the ability to utilize their internal data partnerships to identify users showing intent to travel to National Parks. Then an audience would be created based on travel intent signals shown. Third party data could also be layered on to contextually target sites with relevant content.
Dino-Fans: Adults' w/ Children in HH, Interest in Science, Dinosaurs, Nature, Parks and/or History	Audience targeting would mainly rely on third party data from Google Category and Keyword Contextual targeting to serve to sites that have relevant content relating to the dino-fans criteria.
Niche 'Winter Specific' Audience Targeting	
Winter Enthusiasts: Skiing/Snowboarding	Sojern has the ability to identify users searching for travel during peak winter months, and/or searching for travel to top ski destinations in real-time. They then create custom audiences based on these travel intent signals to build out the audience. Third party data can also be utilized to serve impressions on sites with content related to winter sports.
Family Winter Enthusiasts: Skiing/Snowboarding and Active Families w/ Children in Household	Reiterating the above and adding in the identification of users searching for travel with 3+ people while layering on winter sports intent audiences using "and" logic, meaning the targeted would fall under both audience segments to apply. Third party data can also be used to contextually reach users with children in the household.
Snowmobiling Interest	Audience targeting would mainly rely on third party data from Google Category and Keyword Contextual targeting to serve to sites that have relevant content relating to winter activities.
Ice Fishing Interest	Audience targeting would mainly rely on third party data from Google Category and Keyword Contextual targeting to serve to sites that have relevant content relating to winter activities.

Jun Group | Media Specs Overview

Media Type	CPC	Specs
Value Exchange Display (Prequalification Question)	\$0.34	Sizes: 1080x1920 or 1600x1080 Type: PSD Max Size: 50MB Tracking: via Sizmek Body Text: 150 Characters Max Call to Action: 20 Characters Max Prequalification Question: 1x/Partner

Example Prequalification Question:

1. Is visiting Montana on your bucket list?
2. Need a little adventure in your life?
3. Are you interested in visiting Montana this year?



Jun Group Audience Targeting Capability Details



General Audience Targeting	
Interaction Based Targeting: Questionnaire Respondents	Jun Group will ask consumers the pre-qualification prior to serving them the ad, thus only showing the advertisement to those who self-identify as the proper target audience.

Teads | Media Tactics Overview

Media Type	CPM	Specs
Social Extension w/ Display	\$7	<p>Sizes: 540x540 px, 540x960 px</p> <p>Type: .jpg, .png</p> <p>Max Size: 200 KB</p> <p>Call to Action: 15-character max</p> <p>Logo: 70x70 px, 25-character max</p> <p>Tracking: via Sizmek</p>
Social Extension w/ Video	\$10	<p>Sizes: 540x540 px, 540x960 px</p> <p>Type: .mp4</p> <p>Max Duration: 15s</p> <p>Max Size: 100 MB</p> <p>Call to Action: 15-character max</p> <p>Logo: 70x70 px, 25-character max</p> <p>Tracking: via Sizmek</p>



Teads Audience Targeting Capability Details

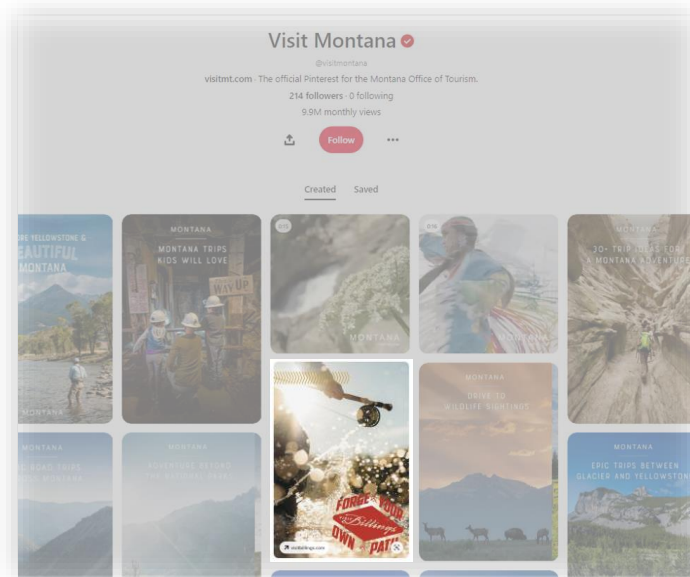
Teads

General Audience Targeting	
Affluent Families: A25-54, HHI \$75K, Married, Children in HH	Teads would utilize their internal audience profiles to target the specific age, HHI, children in household and marital status to fit the criteria OR contextually target family travel and parenting content.
Educated Travelers: A25-54, HHI, \$75K, College Graduate, Travel for Leisure +1/year	Teads would utilize their internal audience profiles to target the specific age, HHI, education and travel intent to fit the criteria AND contextually target travel content.
Niche Audience Targeting	
History Buffs: Native American History, American History, Landmark Tour and/or Historic Site Interest	Teads would utilize their internal audience profiles to target history and history show interests AND target contextually based on historic sites and landmark tours and North American travel content.
Field & Streamers: Hunting and/or Fishing Interest	Teads would utilize their internal audience profiles to target hunting and fishing, travel, outdoor activities interests OR target contextually based on fishing sports, hunting and shooting, outdoor activities, and travel content.
Park Enthusiasts: National Parks, State Parks, Camping Interest	Teads would use their second and third party data to target camping propensity, National and State Park travelers, hiking, etc. AND contextually target adventure travel, camping, road trips, and family travel content.
Dino-Fans: Adults' w/ Children in HH, Interest in Science, Dinosaurs, Nature, Parks and/or History	Teads would utilize their internal audience profiles to target households with children, high HHI, travel, outdoor activities, science, and travel interests AND target contextually based on books and literature, outdoor activities, parks and nature, travel, science, geology etc. content.
Niche 'Winter Specific' Audience Targeting	
Winter Enthusiasts: Skiing/Snowboarding	Teads would utilize their internal audience profiles to target winter sports, travel, outdoor activities, travel intent, travel credit card high spenders, frequent travelers, and adventure traveler interests OR target contextually based on skiing, ice skating, honeymoons & getaways, winter vacationers, road trippers, and adventure travelers' content.
Family Winter Enthusiasts: Skiing/Snowboarding and Active Families w/ Children in Household	Teads would utilize their internal audience profiles to target winter sports and outdoor activity interest with family travelers and households with children OR target contextually based on skiing, ice skating, honeymoons & getaways, winter vacationers, road trippers, adventure travelers with the added layer of parenting content.
Snowmobiling Interest	Teads would utilize their internal audience profiles to target winter sports, travel interest/intent interests AND contextual audiences for sites with winter vacationer content, OR Teads could utilize their second and third party data to target snowmobiling audiences overall.
Ice Fishing Interest	Teads would utilize their internal audience profiles to target winter sports, travel interest/intent, outdoor activities, and hunting/fishing interests OR contextually target sites with fishing sports and winter vacationer content.

Pinterest | Promoted Pins Overview

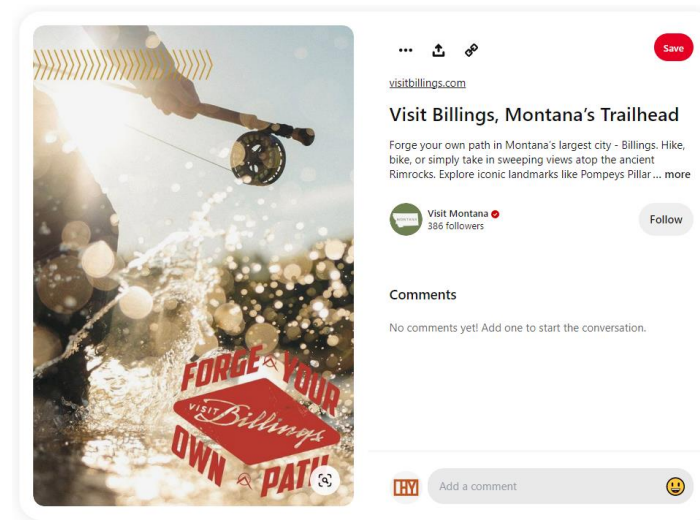
Step 1:

All JV Partner pins will be posted on Visit Montana's account. Pin is then viewed on users Pinterest feed(s)



Step 2:

After being clicked on, Pin expands to provide more details to user

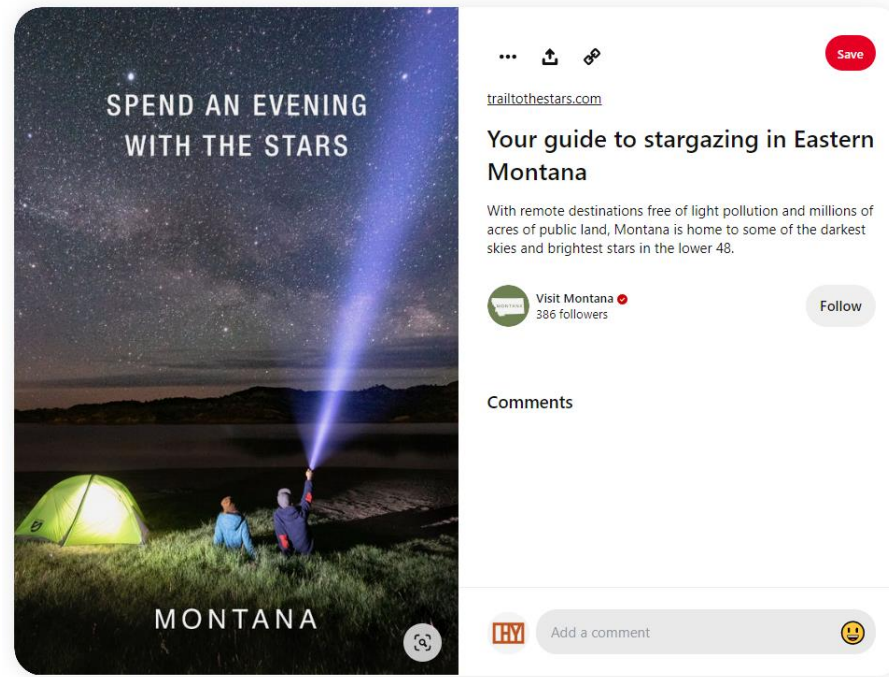


Step 3:

Ads click through to desired landing page (i.e. JV partner website)



Pinterest Creative Assets

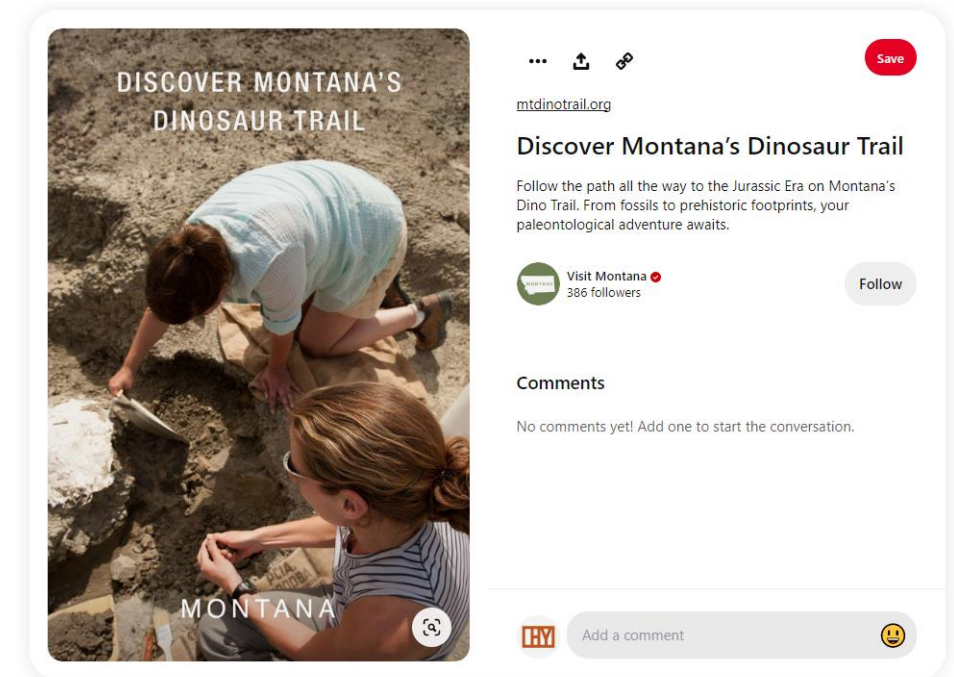


- ✓ All ads will run from Visit Montana's Pinterest account
- ✓ JV partner can provide 2-3 image selects and bullet points for headlines and descriptions
- ✓ All ads can have JV partner preferred click through URL
- ✓ HY/Brand MT will build final assets – JV Partners will review and approve

Pinterest | Media Tactics Overview

Media Type	CPM	Specs
Promoted Pin	\$10*	Aspect Ratio: 2:3 (1000 px, 1500 px) Type: Static - .jpg, .png Headline: 15 words max Description Copy: 500 characters max File Size: 10 MB

*CPM is estimated based on past performance – JV partners who participate will have any savings reinvested into more impressions/media



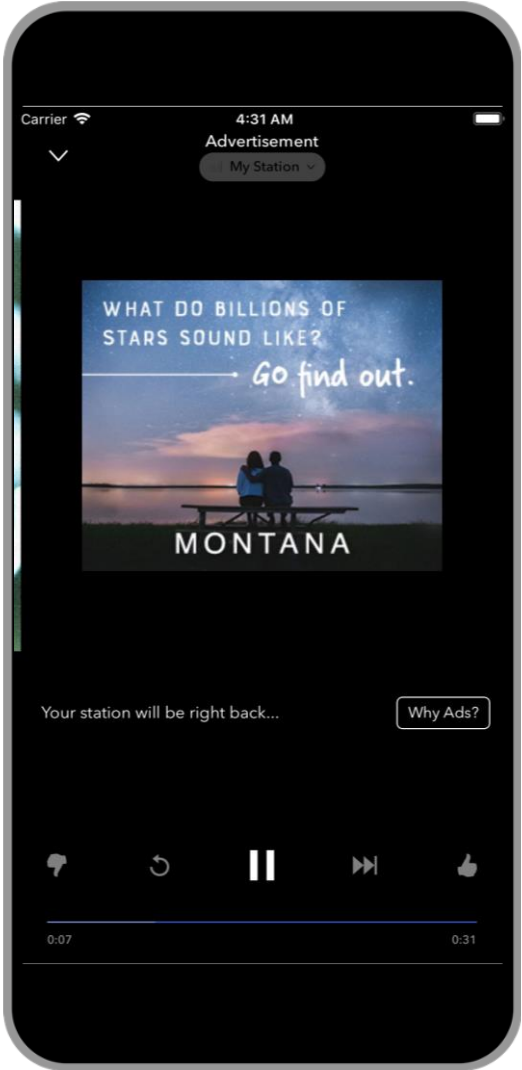
Pinterest Audience Targeting Capability Details



General Audience Targeting	
Affluent Families: A25-54 and English Speakers w/ Family	Pinterest interests include flights, hotels, restaurants, Colorado, Grand Canyon National Park, Idaho, Michigan, Montana, North Dakota, Oregon, south Dakota, Utah, Washington, Wyoming, Yellowstone national park, Yosemite national park adventure travel, bucket list, camping holiday, foodie travel, glamping, outdoor travel, road trip, romantic getaways, train trip, weekend getaways, travel guide, travel hacks, travel tour, family activities, parenting preteens, parenting teens, family destinations, and summer vacations.
Educated Travelers: A25-54, English Speakers	Pinterest interests include flights, hotels, restaurants, Colorado, Grand Canyon National Park, Idaho, Michigan, Montana, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming, Yellowstone National Park, Yosemite National Park, adventure travel, bucket list, camping holiday, foodie travel, glamping, outdoor travel, road trip, romantic getaways, train trip, weekend getaways, travel guide, travel hacks, travel tour, and summer vacations.
Niche Audience Targeting	
History Buffs: A25-54, English Speakers	Pinterest interests include history terms, contemporary history, early modern period, late modern history, history fun facts, American history, historical figures, history books and geology.
Field & Streamers: A25-54, English Speakers	Pinterest interests include Colorado, Grand Canyon National Park, Idaho, Michigan, Montana, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming, Yellowstone National Park, Yosemite National Park, adventure travel, bucket list, camping holiday, outdoor travel, road trip, solo travel, travel guide, travel hacks, travel tour, camping, hiking, fly fishing, and hunting.
Park Enthusiasts: A25-54, English Speakers	Pinterest interests include camping, hiking, mountain biking, types of climbing, canoeing, paddles, swimming, Grand Canyon National Park, Yellowstone National Park, Yosemite National Park, camping holiday, glamping, outdoor travel, campers and RVs, and watercrafts.
Dino-Fans: A25-54, English Speakers	Pinterest interests include dinosaur, prehistoric age, geology, earth science and outdoor travel.
Niche 'Winter Specific' Audience Targeting	
Winter Enthusiasts: A25-54, English Speakers	Pinterest interests include flights, hotels, restaurants, Colorado, Grand Canyon National Park, Idaho, Michigan, Montana, North Dakota, Oregon, south Dakota, Utah, Washington, Wyoming, Yellowstone national park, Yosemite national park adventure travel, bucket list, camping holiday, foodie travel, glamping, outdoor travel, road trip, romantic getaways, train trip, weekend getaways, solo travel, travel guide, travel hacks, travel tour, figure skating, skiing, ski trips, Alaska and Canadian destinations.
Family Winter Enthusiasts: A25-54 and English Speakers w/ Family	Pinterest interests include flights, hotels, restaurants, Colorado, Grand Canyon National Park, Idaho, Michigan, Montana, North Dakota, Oregon, south Dakota, Utah, Washington, Wyoming, Yellowstone national park, Yosemite national park adventure travel, bucket list, camping holiday, foodie travel, glamping, outdoor travel, road trip, romantic getaways, train trip, weekend getaways, solo travel, travel guide, travel hacks, travel tour, family destinations, ski trips, skiing, figure skating, family activities, parenting preteens, and parenting teens.

Pandora | Media Tactics Overview

Media Type	CPM	Specs
Audio	\$16.80	Final Script: :15 ad = 40 words or less :30 ad = 80 words or less * Capitalize words that need to be emphasized and spell our numbers
Companion Banner	AV	Sizes: 300x250 Type: Static Max Size: 200K Animation: N/A Tracking: via Sizmek



Pandora Audience Targeting Capability Details



General Audience Targeting	
Affluent Families: A25-54 and English Speakers w/ Family	1P: College Graduate, Blended: Frequent Travelers with Household Income >\$75K; Content Targeting: Music
Educated Travelers: A25-54, English Speakers	1P: Household Income \$75K-\$150K, 1P: Household Income >\$150K, Blended: Leisure Vacationing Families; Inventory Source: SoundCloud, Pandora; Content Targeting: Music, Non-Music
Niche 'Winter Specific' Audience Targeting	
Winter Enthusiasts: A25-54, English Speakers	3P: Winter Sports Enthusiasts; Inventory Source: SoundCloud, Pandora; Content Targeting: Music, Non-Music
Family Winter Enthusiasts: A25-54 and English Speakers w/ Family	3P: Winter Sports Enthusiasts, Blended: Parents of Children Age 0-17; Inventory Source: SoundCloud, Pandora; Content Targeting: Music, Non-Music