2023 Ohio. Find It Here.
Co-Op Program

October 19, 2022
Ohio. Find It Here. Team

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Media Planner

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Madison Foulkes
PR Account Executive
Agenda

• Co-Op Advertising Program Overview
• Ohio. Find It Here. 2023 Messaging
• Returning Offerings for 2023
• New Offerings for 2023
• Planning Sessions
• Questions
Program Overview

• The Co-Op Program is available to any Ohio organization that contributes to a healthy tourism economy

• Provides Ohio destinations and attractions professional support for strategic advertising and content creation that aligns with Ohio. Find It Here.’s target audiences and markets

• Ohio. Find It Here. will match $1.5 million for the tourism industry to promote traveling and living in Ohio
Program Benefits

- Matching funds up to $25,000 per partner
  - Dollar-for-dollar match for advertising and content creation (digital, social, paid search, storytelling, photography, etc.)
- Affordable opportunities starting at $250/month
- Campaign planning sessions with Marcus Thomas to develop customized media plans supporting your business objectives
Program Benefits (cont’d)

• Campaign optimization throughout flight and analytics reporting at the conclusion

• Involvement of creative team for elevated video quality

• Commitment to use partner content in Ohio. Find It Here. marketing
2022 Co-Op Program Success

- One of the top three co-op programs, as recognized by the U.S. Travel Association
- Has grown from 81 to 112 partners since 2018
- Significant media campaign growth promoting Ohio attractions
- Extensive custom content creation production to tell Ohio’s distinctive stories
"...I appreciate and love the co-op program the team has assembled with Ohio Tourism. It really is fantastic, and having worked on a number of tourism brands, have never seen anything like it."

– Brian Klein, Corporate Director, Resorts Marketing & Brand Management, Cedar Fair Entertainment Company

"We've just wrapped up Sunflower Festival - it was a really big success, and we know you all were a big part of that!"

– Tad Fannin, Marketing Consultant, The Pickwick Place

“TourismOhio's Co-Op Advertising Program helps Trumbull County Tourism extend our marketing budget and allows us to invest and assess the latest marketing strategies.”

– Beth Carmichael
Executive Director,
Trumbull County Tourism
2023 Visitor Messaging

Continue promotion of Ohio’s Inviting Regions

- Liked by the tourism industry
- Timely given higher gasoline prices
- Shows visitors the abundance within specific regions
- Leverages partner content
- Opportunity to elevate specific regions based on seasonality and notable events
  - 2023: Special focus on the Birthplace of Aviation, 120th anniversary of Wright Brothers’ first flight
Live in Ohio Campaign Overview

• Launched in September, campaign encourages likely movers to choose Ohio by showing them Ohio has what they need – **affordability and thriving economy**

• Promotion includes videos on CTV and YouTube, digital and social ads, liveinohio.org website, and influencer activations

• **New this year, you may use the Co-Op to promote or create Live in Ohio messaging!**
Live in Ohio Video

#1 MOST AFFORDABLE STATE IN THE U.S.

– U.S. NEWS & WORLD REPORT

https://ohiofindithere.canto.com/s/KTE5H?viewIndex=0
Digital and Social Advertising

Learn which state is the most affordable in the U.S.
Ohio. Find It Here. | Sponsored

Find your dream home in Ohio—the #1 most affordable state.
Ohio. Find It Here. | Sponsored
QUESTIONS?
2023 CO-OP ADVERTISING PROGRAM
2023 Targeting Options

- Culture Buffs/Event Goers
- Family Fun
- Nature Lovers
- Thrill Seekers/Adventurers
- City Lovers
- Foodies/Drinkies
2023 Targeting Options (cont’d)

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<thead>
<tr>
<th>In-State</th>
<th>Out-of-State</th>
<th>New!</th>
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<tbody>
<tr>
<td>Cleveland</td>
<td>Indianapolis</td>
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<td>Clarksburg/Weston</td>
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Offerings Returning in 2023

- Digital
- CTV
- Paid Search
- eBlast
- Paid Facebook
- Paid Instagram
- YouTube
- iHeart Podcast
- Storytelling
- Photography
- Influencer Program
- Video
Digital

- Customizable campaigns to help you achieve your objectives
- Display, native, CTV/OTT
- Cross-device
  - Desktop, mobile, tablet
- Cost range: $5,000-$25,000
Paid Search

• Drive site traffic through paid search listings on Google
• Reach consumers when they are actively searching on keywords relevant to a partner’s service or offerings
• Effective tactic for partners’ website traffic goals, or on-site goals such as sales, leads or reservations
• Cost: Minimum $250/month
Paid Search Case Study

Click-through rate: 24%
Outperformed benchmark of 4.10%

Average cost-per-click: $0.28
Outperformed benchmark of $2.00
Paid Search Case Study (cont’d)

With the state match, Burning River Adventures achieved a cost-per-conversion of $1.02
eBlasts

- 425,000 emails per blast
- 300+ partner travel publishers
- Sent on weekly basis
- Cost: $625/eBlast

Plan your Fall Getaway to Gervasi Vineyard!

Experience Ohio’s premier destination winery resort located in Canton, Ohio. Dine in one of Gervasi’s three distinct restaurants, experience live music, and retreat to luxurious accommodations.
Facebook Paid Social

- Customizable campaigns to help you achieve your objectives
- Ability to engage with audience
- Cost range: $250-$5,000

2022 campaign performance through September 2022
- Impressions: 55,439,864
- Link Clicks: 843,463
- CTR: 1.52%

*The primary benchmark for paid social is a click-through rate (CTR) of 0.90%; the secondary benchmark is an engagement rate of 0.47%
Instagram Paid Social

- Customizable campaigns to help you achieve your objectives
- Great medium to tell your story with high-quality, engaging imagery
- Ability to engage with audience
- Cost range: $250-$5,000

2022 campaign performance
- Impressions: 14,191,583
- Link Clicks: 125,003
- CTR: 0.88%
Content Creation Offerings

A First Among Presidents
By Rich Warren

There are many "firsts" associated with Rutherford B. Hayes, the nation's nineteenth president whose single term lasted from 1877 to 1881. He was the first president to travel to the West Coast, the first to have a telephone and typewriter in the White House, and he was the first and only president whose disputed election was decided by a congressional commission. And it was Hayes who initiated the annual Easter Egg Roll on the White House lawn, a tradition that continues both in Washington and on the grounds of his home in northwest Ohio.

These are just a few of the many facts you'll learn when you tour Spiegel Grove. Hayes' stately 30-room Victorian mansion in Fremont, which stands alongside a presidential library and museum giving even more insights into his presidency. You'll learn of his efforts to introduce civil service reforms; of his sound monetary policies that helped turn the country's economy around during his single term and of his attempts to reconcile the bitter divisions inside the country after the Civil War. His work extended beyond domestic affairs. In fact, in Paraguay, Hayes is revered as a national hero for settling a border dispute with Argentina. An entire department of the country is named for him.

Paid partnership with OhioLeathers
Contact us today for the opportunity to take a rooftop trip over Columbus and explore everything Ohio.
Storytelling and Photography

• Turnkey program that produces all the assets needed to run a targeted campaign promoting a destination, attraction or event
  – Custom story written by GLP
  – Created and presented via a landing page hosted on your website that reflects your brand
  – Photography included; one-day shoot with access to 12 photos

![Image of a cabin in the woods]
Storytelling and Photography (cont’d)

• Supported by a paid social campaign that delivers qualified traffic to your storytelling page
  – Facebook ad based on your landing page
    > Four weeks’ paid media on Facebook
• Cost: $5,750

Cabins by the Caves Results:
Impressions: 853,341
CTR: 1.2% (benchmark 0.90%)
Photography

- Allows participants to buy into high-quality photography
- You will work with a professional, Ohio-based photographer. GLP Creative will provide art direction.
- Cost range: $2,250-$4,500
Video

• Allows participants to buy in to quality video production that can be used for social, digital, etc.

• Cost range: $2,725-$7,750
Influencer Program

Objective: Leverage Ohio-based influencers to encourage travel to specific destinations across the state with inspirational content

Primary social channel: Instagram

Deliverables:

- Teaser content (in-the-moment):
  - At least five real-time Instagram Stories
  - Add Stories to a designated Instagram Highlight

- Inspiration content (post-trip):
  - One blog post
  - One Instagram Reel or Instagram carousel
    > Cross-share Instagram Reel on TikTok, if applicable
  - One Instagram Story (swipe-up to blog post)

- Winter content; repurposed trip content:
  - One Instagram feed post
  - One Instagram Story

Cost: $4,750
Podcast Advertising

• Partnership with iHeartRadio
  – Run across the iHeart Podcast Network on all major platforms (iHeartRadio, Apple, Google, Stitcher, etc.)

• Tap into the audio revolution with podcast advertising – streamed or downloaded
  – An estimated 125 million people will listen to at least one podcast a month by 2022
  – Podcast ads have the highest completion rate out of any skippable ads
  – Great for generating brand awareness and recall

• Producer-read spot to run pre-, mid- and post-show

• iHeartRadio will record spots as added value, as needed

• Cost range: $5,000-$7,000
YouTube In-Stream Ads

- Reach your audience by promoting video content before, during or after other videos on YouTube
- Must have brand YouTube channel
- Skippable ads:
  - Recommended length is 30 seconds
  - Use for awareness/consideration
- Non-skippable ads:
  - Length is 15 seconds or shorter
  - Use for awareness/reach
- Minimum investment of $1,000/month by partner for either ad format
QUESTIONS?
NEW PROGRAM OFFERINGS
Cable TV

• Cable TV is a high-reach, high-influence medium that will allow Co-Op users to reach potential trip planners across key demos
  – 15 total markets at either 35% reach or 50% reach
  – Four-week flights available during key summer months

• Top stations and networks
  – Examples: CNN, ESPN, USA, Discovery, OWN, Travel, History, Food Network and more
Streaming Radio

• Radio, now targeted
• Reach your target audience with audio spots across the entire iHeartRadio network
• Live radio, artist playlists and more, on demand
• Available on connected speakers, digital auto dashes, tablets, wearables, mobile devices and more
• Partnership with iHeartRadio
  – Reach on-the-go audience in select target markets
  – Fifteen-second partner spot will be paired with 15-second Ohio. Find It Here. spot
  – iHeartRadio will record spots as added value, as needed
  – Spend levels for every budget, across all Ohio. Find It Here. markets and audiences
QUESTIONS?
# Planning Sessions

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*Make sure to come prepared with your Questionnaire filled out in advance!
January 1 Start Date

- 2023 Co-Op Advertising Selection Form due **November 18**
- Planning sessions available by appointment
QUESTIONS?
CO-OP PARTICIPATION
RESPONSIBILITIES
New Co-Op Portal!
https://tocoop.mtllc.com
Checking Monthly Reports

Metrics Reports

Please find below your metrics report for your 2022 advertising programs.

- My Digital Report
- My Search Report

If you have any questions regarding your metrics reports, please contact us via the Help page.

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This program is run in partnership with the Ohio Department of Development, TourismOhio.
Mike DeWine, Governor, Jon Husted, Lt. Governor.
Receiving Invoices

mtadvan@mtllc.com

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**Total**

| Total            | $500.04 |

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Marcus Thomas LLC
470 Richmond Road
Cleveland, Ohio 44118
Tel: 314.202.4400
Fax: 314.202.4401

Please remit payment to:
Marcus Thomas LLC
P.O. Box 75507
Chicago, IL 60675

Electronic Payment Information:
Account Name: Marcus Thomas LLC
Bank: PNC Bank
ABA Routing No.: 061000057
Swift Code: PNCFUS33
Account No.: 101349797
QUESTIONS?
Key Dates

• Co-Op Webinar Presentation Dates
  – Wednesday, October 19, 1 p.m.
  – Thursday, October 20, 10 a.m.

• Advertising Selection Period
  – October 20-November 18
  – Submit 2023 Co-Op Advertising Selection Form by **November 18**

• Sign up for planning sessions via [Calendly](#)

• 2023 Co-Op Program Begins January 1

• Contact [lauren.seckel@development.ohio.gov](mailto:lauren.seckel@development.ohio.gov) with questions
QUESTIONS?