2023 Co-Op Webinar Questions and Answers

Portal/Planning Sessions/Webinar Replay:
With this new portal, can we have more than one log in for our account?
No, there can only be one login per organization at this time. That said, if an individual has more than one business/attraction, they can create multiple organizations under their login.

I work with multiple destinations for their marketing. Do they need their own account?
No, you can have multiple destinations under one login.

Are the prices listed on the PowerPoint slides the total cost or the cost that the partner pays?
Prices listed in the PowerPoint and on the portal are what the partner will pay. The state match has already been accounted for.

How do I sign up for a media planning session.
Please sign up for planning sessions via Calendly.

Is there a way to replay this webinar?
Please click here for a recording of the webinar. The co-op PowerPoint presentation, questions and answers from the webinars, and information about media planning sessions can be found at www.ohio.org/coop.

Will the presentation be shared/ emailed to us later?
The presentation is available at www.ohio.org/coop.

For new co-op partners, do we give you our current budget, then sit down and discuss best use of funds?
Planning sessions with Ohio. Find It Here. and the media team at Marcus Thomas are available for partners who would like to talk through the options that are best suited for your budget and business objectives. Media planning sessions are available via Calendly.

If we are new to the co-op are we automatically selected to be part of this by using the Ohio. Find It Here. logo?
The Co-Op Program is available to any Ohio organization that contributes to a healthy tourism economy. The Ohio. Find It Here. logo must be present on your advertising. You will need to create an account on the co-op portal and make your selections by November 18.

I participated in the co-op a few years ago. Will my login still work?
It’s likely that you will need to create a new account for yourself.

Cable:
Where is the pricing located for the new Cable TV option?
Cable television prices are listed by market on the portal at https://tocoop.mtlc.com.

Only summer months are listed for cable. Would you consider other months of the year?
Please reach out to us with the months and markets that you are interested in, and we will work with the vendor to put together a package for you.
Paid Search:
Our CVB has an active paid search advertising program. What's the value of also committing to paid search with Ohio. Find It Here.? 
By placing your paid search campaign through the co-op you have the opportunity to double the media value of your current spend (for instance, turn your $2,000 paid search campaign into a $4,000 paid search campaign with the state’s $2,000 in matching funds), or you may reduce by 50% the amount your CVB spends on paid search while still maintaining the same overall investment once you account for the state contribution. The latter frees dollars for investment in other advertising or content creation channels.

What is the threshold to qualify for paid search for conversion optimization? 
$550 partner investment + $550 state match is required for conversion tracking.

If we already have a search campaign running can a second search campaign be run through the co-op? How do we ensure the two campaigns aren’t competing against each other? 
This is possible. We recommend you devote a specific section of your website to the search campaign that runs through the co-op while devoting a separate section of your website to the other search campaign so that the two campaigns aren’t bidding against each other and driving the cost per click higher.

Social:
Are Facebook and Instagram campaigns separate? Not run across platforms for a campaign? 
Correct, you will need to sign up for both Facebook and Instagram if you wish to run an ad on both platforms.

CTV:
What's the length of video is required for CTV? 
Spots must be :15 or :30 seconds.

iHeart:
Do you assist with production of the ad for Podcast advertising? 
iHeart offers radio recording services as a value add.

Do the audio spots have to be recorded with iHeart radio for the radio or the podcast? Or can we have it recorded and submit it? 
You may provide a spot that you have created. iHeart provides recording services as a value add for those who wish to take advantage of it.

eBlasts:
How many partners are included in each eBlast? 
Approximately 4-6 partners.

Targeting:
Location wise, how is the target market determined for radio/podcast and cable TV? Can we determine a targeted audience or are they set?
For each type of advertising, you may select your target audience and target markets. This is required information when making your advertising selections on the portal.

**Storytelling:**
Is Great Lakes Publishing able to create the storytelling landing page in WordPress so it is native to our website?
Great Lakes Publishing recommends that they supply the partner with a story, photos and a sample landing page as a go-by, and the partner can use the files to build the page on their website.

Are my storytelling stories on Ohio.org or used somehow? What about my videos I shot? Ohio. Find It Here. is committed to using partner content in our marketing. Storytelling may be used on Ohio.org as blog content or promoted on our social media. Video footage is added to our asset library and leveraged when such content aligns with our promoted messaging.

Can you participate in storytelling without photography?
Please reach out to TourismOhio regarding this desire and we will investigate this option and pricing with the vendor.

Would you consider increasing the number of photos included with storytelling?
The number of photos is correlated with the number of shoot locations we can accommodate with a one or two day shoot as well as with the pricing of the storytelling offering. Additional photos may be purchased a la carte for reasonable prices.

Can the storytelling run at one time and the photo shoot take place later?
Yes, you may use existing photography to accomplish your storytelling landing page and dedicate the photo shoot to capture assets for another purpose.

**Photography:**
How many photos are included in the photography only option?
A one-day shoot includes 12 hi-res, color corrected photos and a two-day shoot includes 24. Additional photos may be purchased a la carte.

What if we want to take photos this holiday season to use for a campaign next holiday season? Do we have to wait until next year to utilize the match (meaning we wouldn't be able to run the campaign until 2024's holiday season)?
Please reach out to us and we will work with you to understand the feasibility of accomplishing your request.

**Influencer:**
Do the influencers have a minimum number of followers? Following the campaign do we receive a performance report?
Influencers have a minimum of 10,000 followers, though that isn’t the only criteria we use when vetting influencers for the activations. We also look at quality of content and content engagement. Furthermore, you will receive a comprehensive report regarding the influencer engagement following your campaign.

**Video Production:**
Is the creative team new that is involved with the video productions?
There is a new creative team that will work with both video production vendor partners. As more and more co-op participants choose video production, the involvement of a consistent creative team will ensure we are developing a strong script and shoot list in advance, capturing distinctive and compelling footage, and producing videos that are well suited for the video channels offered through the co-op.

Are we able to get/own the b-roll footage from the video shoot?
Yes, you own the footage from your shoot. If this is something you would like to receive following your shoot, please bring this up with the video production company during your kickoff call so that they are aware.

Is the increase in the price of video production because of the addition of the creative team?
The increase is a combination of labor and material price increases as well as the addition of the creative team.

Is there an option for repackaging video footage that was captured via the co-op in recent years?
Yes, we can work with either video vendor to put together an estimate to edit a :15 or :30 video.

Can video be shot in both vertical and horizontal formats?
Yes, please bring this need up to the video production company during your kickoff call so they are aware ahead of time.

Do we own the video?
Yes, you and the state of Ohio own the video footage and you may use it however you wish.

Can we do a :60 video through the Co-op?
Only :30 and :15 videos are available through the co-op in 2023.

Live in Ohio:
Can we start now crafting Live in Ohio content, or does it start at the first of the year?
Content creation and advertising offerings begin January 1. If there is content that you want to capture early in 2023, please contact us now so that we can begin discussions with vendor partners and plan accordingly.

Where are the Live in Ohio ads running?
The ads are targeting likely movers in Ohio. Find It Here’s. out-of-state markets which include Indianapolis, Detroit, Ft. Wayne, Louisville, Charleston, Lansing, Wheeling, Parkersburg, Pittsburgh, South Bend, Evansville, Harrisburg, Johnstown, Erie, Wilkes-Barre, Lexington, Grand Rapids, Flint, Bluefield, Clarksburg.

Are there specific Live in Ohio co-op selections to sign up?
The same offerings that are available for “visit” messaging and content are also available for “Live in Ohio’ messaging. Similarly, content creation offerings may be utilized to develop Live in Ohio assets.
Other:
Are there out of home or billboards co-op offerings?
At this time we don’t offer this type of advertising through the co-op.