

Title: Visit St. Petersburg/Clearwater Digital Media Program

Client: VSPC

Date: 10/1/2017 – 9/30/2018

Submitted by: Nicole Brownell and Gray Lawry

Project Description

Miles will work with the Visit St. Petersburg/Clearwater to develop and implement a total Display/Video strategy which highlights the VSPC destination in the travel marketing funnel. As your partner, we will work with you to identify maximum impact buys, target audience and geographic locations. From there, a program will be developed to include specific research and media buys; landing page analysis, strategy and recommendations; and measurement after the click using advanced web analytics and reporting.

Deliverables and Components Include:

- A cross channel media buy to inspire and inform travelers, focusing on the VSPC primary target and markets.
- Once recommendations are approved, Miles works with vendors to confirm asset requirements for the approved campaign. Miles works with VSPC to confirm the assets, putting together a delivery timeline to ensure start dates are met.
- Monitoring and adjustment of the media spend on a weekly basis to maximize response and conversion.
- Detailed monthly reporting on campaign results. Using a single platform allows Miles the ability
 to pull in data from across your channels including DoubleClick, Bing, Google, Facebook,
 Twitter, Google Analytics, Adobe Analytics, Offline Data and more. Insights pulled from this
 report will lead plan optimizations to strengthen campaign performance moving forward. This
 report will be issued with monthly billing around the middle of the month.
- Continued strategy improvements and enhancements. Once a proper set of data has been
 collected and analyzed from our monthly reports, use the insights learned and apply them in a
 meaningful way. Miles will ensure results are tracking back to campaign goals to ensure
 campaign success, applying a heavier emphasis the elements that are working.
- Coordination with other VSPC programs to compliment the entire destination platform.

Project Cost

Display/Digital Investment\$1,585,000.00

A key tenant of who we are as a partner is the transparency in which we work with our clients. That is why we bill all media in net and not gross. This figure represents your net media investment in defined channels generating brand awareness and website engagement. Partners include:

- Connected TV (Hulu, Xaxis): pre-roll and mid-roll video units
- YouTube: pre roll units, :06 bumper ads
- Pandora: streaming campaign across all devices
- Site Direct: local site high impact takeover
- Media IQ: programmatic demographic targeting

- Drawbridge: cross device platform, target travelers with unified and coordinated messages across all devices
- Nativo: content around key summer events/promotions
- Social Platforms (Facebook, Instagram, Snapchat, Twitter): standard ad, canvas, carousel, filters
- Here Media, Grindr: LGBT focus
- Travel Spike: Travel Network contextual and email
- Adara: travel Intenders to SPC and competitive markets; layered with audience targeting
- Trip Advisor: St. Pete/Clearwater content
- Expedia: St. Pete/Clearwater content, competitive markets
- Reserve: set aside to try new partners and heavy up partners that have strong performance

Total Acceleration/Ad Serving Charge	\$77,250.00
Our partners charge a 3-5% fee to manage your account through their platform. W cost is easily recouped by leveraging their advanced bid rules, shared floodlights,	e believe that this
Total Monthly Management, Optimization and Reporting Hours\$2 (1828 hours x 130 annually)	37,750.00
The management of your digital program is a crucial part of its success. You're de will monitor all channels, monitor and adjust media spend on a weekly basis to ma and conversion, analyze your reporting, create negative keywords, generate ad co	ximize response

will monitor all channels, monitor and adjust media spend on a weekly basis to maximize response and conversion, analyze your reporting, create negative keywords, generate ad copy, make new timely campaigns, and provide ongoing monthly reports to showcase performance. Additionaly your Miles Team creates all assets, collects partner assets and generates all ads, banner, HTML5 and layouts to be trafficked.

Total Amount

\$1.900.000.00

<u>Customer Signatur</u>	9:	Date.	_
		Date:	
	ow to indicate your approval of the project so ectronic signature and maintained and trans	•	
Timeline October 1, 2017 – Sept 30, 2018			
Timolino			
Total Amount	\$1,900,000.00		