

PROPOSAL FOR BRANDING & MARKETING SERVICES

Submitted to Mendocino County Tourism Commission

DECEMBER 2, 2016



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INTRODUCTION

Verdin has a passion for the tourism industry.

We understand how to pull compelling messages and visuals together to influence the buying decisions of travelers and get heads in beds.

Marketing a countywide destination is all about finding the commonality of geographically-related communities and defining their essence, and getting the right message, to the right person, at the right time. And we've got that wired.

Based on the Central Coast of California, Verdin is a full-service marketing agency established in 2003 that has grown into a national award-winning firm of 15 employees with clients throughout the state of California.

Aside from being a crackerjack team of motivated people who love their jobs, many of our employees take it upon themselves to volunteer for client industry and business organizations, as well as nonprofit agencies. Verdin is an active member of several regional and statewide tourism organizations, national industry trade groups and business groups.

At Verdin, we have a proprietary Verdin 360 Approach that we successfully apply to create deliverables from identity and brand messaging to advertising, web and social media campaigns.

We would love to be your marketing partner, helping you launch a successful rebrand and effectively tell the Mendocino County story.

Thank you for this opportunity.



Mary Verdin

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WHERE WE CAN START:

- Solicit stakeholder and visitor input to encapsulate the area's most compelling points of differentiation.
- Develop the MCTC brand message to more effectively tell the Mendocino County story.
- Utilize new technology that enables us to track online media exposures to our target audiences, and determine which messages and channels are working best and leading to conversions.
- Take Verdin's strategic approach with clearly defined goals and metrics, and detailed reporting.

LET'S TALK ABOUT YOU

HAPPEN UPON



...THE SMELL OF
REDWOODS, SUNSHINE
AND SALTY OCEAN AIR.



...THE PEACE AND
BEAUTY OF NATURE.

...THE THRILL OF A
NEW ADVENTURE.



...THE TASTE OF CULINARY
AND WINE DISCOVERIES.



...THE HEALING POWERS
OF REJUVENATION.



This concept appeals to today's traveler who seeks out special experiences and new things to explore. We will showcase the natural beauty of Mendocino County and illustrate the rugged refinement of the area, with its untouched open coastline and wilderness trails for all fitness levels, combined with an its unpretentious and sustainable wine county and unique dining experiences. There are many opportunities for drive market travelers to plot a new course to Mendocino County, or add a pin drop if they were originally planning to drive through. Once they "happen upon" the serendipitous offerings of this memorable destination, they are sure to stay and enjoy...and come back for more.

MENDOCINO PERSONAS

Persona (n.): A representation of one of our target audiences. We don't mean just age and geography. We mean lifestyle. Appealing to the travelers we want to reach means understanding their interests, motivations and behaviors.

In the competitive landscape of destination marketing, targeting is more than just a strategic option; it's defining the industry. Changes in technology and the abilities of the digital space make it possible to cater messages to small niche target audiences. And it's what those audiences expect.



The Adventurer: Outdoor Enthusiast

Josh, age 28, is an avid outdoorsman who collects REI coupons so that he can afford the latest technology in Patagonia outerwear. He makes a solid income working at Deloitte in San Francisco, California, but lives for the weekends to escape the congested city and embark on his next adventure. Josh's eye for photography makes for a pretty spectacular Instagram feed that documents his travels and gains him envy from his Bay Area friends.

Josh is less concerned about his getaway budget as he is about environmental issues. When he travels, he always looks for ways to minimize negative environmental impact and conserve resources to take care of the nature that feels like home to him. He is a loyal customer to businesses and organizations that follow through on their pledges to care for the environment and give back to their communities. Similarly, Josh seeks a deeper connection when searching for travel destinations - he's looking for something transformative. He thrives on trips where the isolation of his environment allows him to soak in the sights, sounds and smells of nature.

Josh was served an ad for Mendocino County on his Instagram feed. He was intrigued by the new-to-him outdoorsy destination that wasn't a crowded getaway like Tahoe. The number of adventurous activity options and proximity to home won him over and three days later, he was packed up and ready for the weekend. His specific itinerary? It'll depend on what he ***happens upon*** once he gets there.



The Leisurists: Cultured Couple

Jim and Paula are living in Bakersfield, California and have their eyes on retirement. With still a few years to go, they like to treat themselves by augmenting their work life with long weekends away. To feel healed and rejuvenated, they look for getaways that provide fun and refreshing activities that don't feel too fast-paced.

Jim and Paula like being able to drive to their destination of choice. Their itinerary includes biking routes, music festivals, dining and wine tasting options, and shopping. To them, a vacation is a time to relax, recharge and be inspired by natural beauty and new sights. When they can, they like to travel with their children and grandchildren. They consider footing the bill a small price to pay for this quality time with their family members.

Recently, Jim and Paula did some internet research looking for a location in California for their anniversary. Mendocino County caught their eye because of its coastal location and the artsy vibe of the individual communities. After finding a B&B with wellness options that appealed to them, they planned an agenda of dining and activity options for each day. They plan to refine that list once they arrive, depending on what sounds enjoyable and what other refreshing opportunities they *happen upon*.



The Crew: Decision-Making Mom

37-year-old Sara is a mother of two living in Sacramento, California, who is always on the go. When her kids were younger, she enjoyed following lifestyle and mommy bloggers for parenting tips, but now she hardly has the time. She gravitates toward any kind of activity that keeps her energetic children occupied and happy for a few hours.

She and her husband share the travel bug, but their budget keeps family vacations limited to road trips around their side of the country. When planning these trips, Sara looks for itinerary items that will be fun and memorable for her family while maximizing her dollar. That's why one of their favorite getaways is a road trip up to Washington State to visit Sara's brother. The family loves this trip, but used to approach the long drive with a "grin and bear it" attitude.

When planning their most recent trip, Sara and her husband decided that the drive would be more enjoyable if they found somewhere to stop along the way to minimize the number of sibling fights and excessive bathroom breaks. Hoping to *happen upon* some hidden treasures in Northern California, Sara turned to Facebook, asking her friends where they had been in Northern California and what they enjoyed. Sara was intrigued by the recommendations for Mendocino County, and her husband was excited about visiting the Anderson Valley Brewery. Their decision was made when Sara received a great lodging deal in her email, and they jumped on the deal to book a night's stay.

MEET THE TEAM



MISSION STATEMENT

TO CREATE SUCCESS
AND INSPIRE, THROUGH
THE POWER OF OUR WORK.

VERDIN TEAM



MARY VERDIN

President/Chief Strategy Officer

MCTC STRATEGIC LEAD

Mary has more than 25 years of marketing experience. An innate problem solver, she is an expert when it comes to public outreach. Her experience enables her to generate consensus among municipal stakeholders to move projects forward with efficiency.



ASHLEE AKERS

VP/ Client Services & Partner

MCTC ACCOUNT SUPERVISOR

Ashlee came to Verdin from the agriculture industry, a background that enables her to craft effective messages relating to environmental and water issues. She leads our account team with an energy and dedication that sees stellar results.



STEPHANIE GOODWIN

PR Specialist

MCTC ACCOUNT MANAGER

Stephanie's love of travel and discovery makes her the ideal account manager for Verdin's tourism clients. Hailing from New York, Stephanie's bright city spirit helps clients to think bigger and aim higher. Her added PR expertise gives our clients access to pro communications strategies.



STEPHANIE SAWYER

Social Media Specialist

A world traveler, Stephanie has worked with businesses of all sizes on multiple continents. Her adventures have gifted her with refreshing perspectives that weave through her marketing style.



ADAM VERDIN

Principal

Adam is deeply involved in all aspects of the business. He provides vision and strategy and helps keep the creative efforts of the firm focused on clients' objectives.



MICHELLE STARNES

Operations Manager & Partner

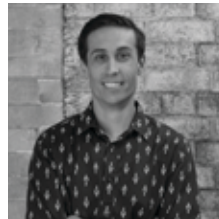
The cog that keeps us running, Michelle navigates behind the scenes with style and ease. Her oversight of office operations keeps the firm striding forward as a strong partner for clients and an incubator for innovative ideas.



MEGAN CONDUCT

Art Director

Megan leads our design team with more than a decade of design experience. Her successes across a variety of industries demonstrate that her design has a knack for meeting project goals and bringing understanding to complex ideas.



ADAM MORGAN

Marketing Specialist/Account Manager

Through his work in the nonprofit and government sectors, Adam has developed extensive marketing intel that he tailors thoughtfully to each account. He thrives in client relationships and his attention to detail ensures every project is done to its very best.

VERDIN TEAM



AMY WATSON
Copywriter

With a communications background and pure love for writing, Amy creates strategic, consumer-focused messaging through the written word. Amy's ability to break big ideas down into consumable pieces achieves natural reader understanding.



LISA CAMPOLMI
Media/Research Strategist

Lisa's devotion to research drives her spirit for marketing. Her hunger to learn spurs her to uncover and understand industry-specific data, supporting our team with the most up-to-date research.



ELIZABETH TUCK
Graphic Designer

Liz came to Verdin with six years of design experience and the desire to surpass client expectations. Her spirited creativity is matched by her dedication to meeting project goals, resulting in sophisticated and on-target designs.



KATIE PEDERSEN
Junior Designer

Katie supports our design team with a background in print design and a propensity for perfection, approaching projects big and small with thoughtfulness and adaptability. Her strong organizational abilities keep all design work moving forward with care.



REBECCA SCOTT
Administrative Assistant

Becca's hard work and dedication ensures that the office runs smoothly, and her friendly personality sets the tone for a welcoming client experience. In addition her entrepreneurial spirit contributes to the solutions we create for our clients.



CONNIE CLEMENTS
Bookkeeper

Connie brings enthusiasm and competence to Verdin's accounting activities. Her organization and knack for numbers ensures accurate billing and timely payments.

We work with a number of partners for photography, videography and website development, and always make sure to select the right partner for the specific project and budget.

COMPANY EXPERIENCE

| <i>Area</i> | <i>Detail</i> | <i>Rating</i> |
|---|---|---------------|
| CREATIVE PARTNERSHIPS | Verdin is built on strategy and partnerships. We believe in our clients and work hard to be an active participant in all levels of the brand. We are Brand Advocates. | 5 |
| CRISIS COMMUNICATIONS | Verdin is built on strategy and partnerships. We believe in our clients and work hard to be an active participant in all levels of the brand. We are Brand Advocates. | 5 |
| DESTINATION MARKETING/PR | Verdin is built on strategy and partnerships. We believe in our clients and work hard to be an active participant in all levels of the brand. We are Brand Advocates. | 5 |
| DIGITAL, PRINT, BROADCAST MEDIA (ADVERTISING) | We have a dedicated research and media strategist who keeps up on changing technology and updates to all advertising platforms to keep our clients on the forefront of the media landscape. We also track metrics and actively monitor and manage all media buys (i.e., there is never a “set it and forget it” philosophy with Verdin!). | 5 |
| INDUSTRY PARTNERS (CALTRAVEL, VISIT CA, DMAI, DISCOVER AMERICA) | We actively engage with tourism industry partners and continue to expand our network and contacts within this space. It is a priority for us to attend conferences, participate in webinars and proactively seek out the latest information and research. | 4 |

| <i>Area</i> | <i>Detail</i> | <i>Rating</i> |
|---|---|---------------|
| ONLINE PORTALS (TRIP ADVISOR, VISIT CA, GAY TRAVEL, ETC.) | We have an active relationship with TripAdvisor (in fact, they came to meet with us in San Luis Obispo this year) and Visit California, and are building our use and proficiency in all online portals that are appropriate for our client base. A big area of focus moving forward is niche advertising and resources. | 4 |
| PHOTOGRAPHY & VIDEOGRAPHY | We have a full complement of resources in the areas photo and video, from authentic Instagram images and YouTube-like videos to high end commercial production. In addition to providing quality at all levels, we are agile, flexible and cost-effective. | 5 |
| WEBSITE PRODUCTION | Though coding is not done in-house, we have a full complement of developers at every level to handle straight-forward to highly complex requests. | 4 |
| TRADE MEDIA (GROUP TRAVEL, SPORTS, MEETINGS & EVENTS) | We have invested in technology and tools to allow us to efficiently identify media in specific geographic areas, industries and by topics. This ability serves our clients both for advertising and PR services. | 4 |

BRAND DISCOVERY



TOURISM BRANDING PROCESS: VERDIN 360

Using the proprietary Verdin 360 approach, our team can dive into a brand and withdraw the qualities that will create brand success. We will determine your brand positioning, defining what makes you unique and desirable to your target audiences. From here, we can assess strategies to expand the reach and credibility of your brand, turning your employees into Brand Ambassadors and customers into Brand Advocates.

We're ready to dream up and develop the Ventura County Coast brand. But, our approach requires your participation and insight. Our process is not built upon guesswork; it is built upon the needs and goals of our clients. We cannot wait to watch your new brand unfold as we work together to identify your strengths and needs. Here's how it works:

1. Explore

DISCOVER WHERE YOU ARE NOW.

We research and analyze the current perception of your brand and of competitors' brands. We identify attributes, functional benefits and emotional benefits that help your destination stand apart, assess all internal and external representations of the brand, and recognize the unique challenges that you face. How do you attract midweek and offseason travelers? We also take into account your industry landscape. What is happening in the world of tourism this year, this month and this week?

2. Envision

PLAN WHERE YOU WANT TO BE AND HOW TO GET THERE.

We set goals and define metrics to set a path forward. This is accomplished through the creation of a Brand Map and development of a strategic approach to achieve your brand goals. We develop and refine your positioning statement, mission statement and core values. We don't make assumptions about the right ways of reaching your target audiences; we research their behavior and find out exactly where they get their information.

3. Execute

BRING THE PLAN TO LIFE.

We implement the strategic approach, transforming the visuals and messaging developed into the external manifestation of the brand. We establish your brand and your voice through consistency across all of your platforms. At the same time, we create personal advertising to cater messages to small niche target audiences. This is how we tell your brand's story.

4. Evaluate

MEASURE PERFORMANCE AND ADJUST AS NEEDED.

We perform ongoing monitoring to track metrics and adjustments, as needed, to reach goals. The new generation of travelers is staying digitally connected at each touch point in the travel experience, and we're tracking with them. Evaluation is built into every step of our process, and we don't let a single number slip by.

5. Enhance

RECOGNIZE SUCCESS AND LEVERAGE FOR GROWTH.

Based on our evaluations, we determine next steps forward through the analysis of results. We strive to continually build on successes, assess goals, and adapt the plan to meet new or updated goals. You know better than anyone else how quickly the tourism landscape shifts and develops. With the thousands of pages of new research and constant influx of patterns and data that mark the industry, our tourism strategies are not static, but constantly refined to stay on top of current trends.



BRAND MAP

Verdin's Brand Map is a tangible representation of the insights gained from the Explore and Envision phases of the Verdin 360. The Map will guide all marketing and branding efforts moving forward to ensure a consistent, effective brand.

BRAND EXPLANATION (INTERNAL STRATEGIC CHOICES)

Brand Attributes

This part of the brand foundation defines the brand's unique physical characteristics. What are the basic attributes that make up the destination?

Functional Benefits

Also a part of the brand foundation, the functional benefits build on brand attributes and look at what the physical characteristics do for the consumer/target audience. What role does each bring to the target audience when they visit?

Emotional Benefits

This is a very important part of the brand's foundation because it examines the emotions that come from the visitor who experiences the functional benefits of your brand. How will the target audience feel when they interact with the VCLA brand?

BRAND POSITIONING STATEMENT

A tight and descriptive statement that captures the uniqueness of the brand in the hearts and minds of the target audience. Compelling, differentiated core benefit, used for internal guidance of all marketing and revisited often.

Brand Reputation

For existing brands, this includes current reputation and perception of brand among consumers.

Brand Promise

The emotional component of the brand and the reason to believe: its promise. This may include your core values and mission statement.

BRAND EXPERIENCE (EXTERNAL CONSUMER COMMUNICATIONS)

Next we bring the brand to life through different elements that make up the brand experience (visuals, sounds, scents, etc.) that all support the overall brand and elicit certain feelings in the target audience. Determine what we want our audiences to do/feel/say after exposure to our messages.

HELLO

**WE ARE A BAND OF SPIRITED
STORYTELLERS IN SEARCH OF
BRANDS WITH PERSONALITY
AND POTENTIAL.**

It's nice to meet you.

Verdin is a full-service marketing agency that embraces a Corporate Social Responsibility. We focus on the “triple bottom line” – a fine balance between the economic, social and environmental aspects of business. Based in San Luis Obispo, California, Verdin was established in 2003 and has since grown from a one-person company to a national award-winning firm of 16 employees with clients throughout the state of California. Many of our employees take it upon themselves to volunteer for local nonprofit organizations and give back to the community. Verdin is also an active member of the Public Relations Society of America and is involved in numerous business and community organizations. Please visit verdinmarketing.com for more information.

TECHNICAL APPROACH: BACKGROUND & PROCESS

Verdin offers full-scale marketing communications services:

MARKETING & BRAND MANAGEMENT

- Marketing Plans
- Strategic Planning
- Corporate Identity & Branding
- Image Perception Assessment
- Customer Relationship Management

ADVERTISING

- Print, Broadcast and Digital Creative Development
- Media Strategies
- Media Buying

WEBSITE DEVELOPMENT

- Information Architecture
- Writing, Design & Programming
- Search Engine Optimization
- Ongoing Maintenance

SOCIAL MEDIA & ONLINE MARKETING

- Social Media Strategies & Management
- Search Engine Marketing
- Blogging & Podcasts
- Mobile Marketing

PUBLIC RELATIONS SERVICES

- Public Relations Strategies & Programs
- Press Release & Story Generation
- Online Release Distribution
- White Paper Development & Publication
- Cause-related Marketing
- Internal Communications
- Trade Show Booth Management
- Crisis Communications

PUBLIC RELATIONS

98%

run rate of distributed
press release topics
in targeted media.

**Image
Awards**

from the Public
Relations Society
of America

**ADDY
Awards**

from the
American
Advertising
Federation

Get noticed with Verdin PR.

**TRUST THE EXPERTS AT VERDIN TO HELP
GET YOUR MESSAGE OUT.**

In today's noisy, over-saturated media landscape we can get your message heard. We provide individualized comprehensive branding and media relations programs with creative and proactive storyline development as unique as your brand. Our team can get results at the local and national level built from our trusted relationships with members of the media.

Public Relations Services:

- Compelling brand storylines
- Creative press release writing
- Targeted and optimized press release distribution
- Traditional media outreach
- Event media coordination
- Ongoing media visibility for mature companies
- Press tours
- Reputation management and crisis communications
- Guaranteed immediate exposure online
- Media monitoring and reporting



SOCIAL MEDIA

Socialize your brand with Verdin.

Verdin harnesses the power of social media to help clients reach their specific business goals. Social media marketing encompasses strategic communications and branding efforts to help increase brand awareness, customer loyalty, customer base and sales.

By using Verdin's highly customized and affordable strategic services, companies of all sizes and experience can grow their business.

Leverage the power of the ever-changing social media-sphere.

Choose from our range of social media marketing services:

- Social media audit
- Competitive analysis
- Custom social media marketing strategies
- Tailored social media content calendars
- Online brand management and monitoring
- Implementation guidelines
- Online video marketing campaigns
- Social account design and development
- Custom Facebook app design and development
- One-on-one consultations
- In-house training



WE WILL WORK WITH CLIENTS AT ANY LEVEL TO HELP THEM REACH THEIR GOALS BY USING PROVEN SOCIAL MEDIA MARKETING TACTICS.

MEDIA PLANNING & BUYING SERVICES

AT VERDIN, WE HAVE A DEDICATED MEDIA & RESEARCH STRATEGIST TO HANDLE ALL OF OUR CLIENTS' MEDIA PLANNING AND PLACEMENT NEEDS. RESEARCH TASKS KEEP US ON THE FOREFRONT OF CHANGES, ALLOWING US TO EXPERIMENT WITH NEW OPPORTUNITIES THAT ARE DEVELOPING WITHIN TRADITIONAL AND DIGITAL MEDIA OUTLETS.

Up-to-Date Research

We meet with the media on a regular basis and our clients reap the benefits of this relationship and knowledge.

We evaluate media options based on objective data and research, and can assess reach, frequency and gross rating points to determine the best value for our clients' budgets.

We stay up-to-date on the most important changes in both traditional and digital media including advancements in technology and products.

As the digital advertising world expands, Verdin keeps on top of all channels and can determine which technologies are best to meet a client's goals. Our knowledge and day-to-day experience in all fields allows us to quickly assess options and make strategic recommendations.

Negotiating and Placement Experience

Media strategists who have worked on the media side of the business, as ours has, bring credibility and typically can get the best deals from media vendors.

We are an objective third party that does not benefit from the purchase of one medium over another, so our client's best interest is always driving decisions, and we have the big picture of all media being placed.

We assign metrics and create client reports to measure success based on these metrics.

Media strategists that have worked on the media side of the business bring credibility and typically can get the best deals from media vendors. Most media representatives know that a media strategist will more heavily scrutinize pricing or placement of their media than a direct client, and respond accordingly.

We bring media buying power to clients. Cumulatively, we represent large media spending and are able to negotiate discounts and added-

value based on agency volume. We are educated buyers who understand the media platform's specifics and will provide creative to most successfully enhance that platform. Most direct-to-media clients find they get more for the same budget by using our services.

Many clients appreciate that the media buying service includes reconciliation of media invoices. Each month all media invoices are reviewed and compared to what was ordered to ensure accuracy. When inconsistencies are found, Verdin will contact the media and secure the appropriate solution, by either an adjustment on the invoice or "makegoods" on the advertising that was missed or ran incorrectly.

Media Commissions

Most media offer commission to recognized advertising agencies, making the cost the same to the client, but giving us 15% for our services.

This commission typically covers our time to reconcile and cover all invoicing of the media, and can offset time spent on research, planning recommendations and placement.

PROJECT MANAGEMENT

We have a staff of 16 people with expertise in all areas of marketing available for development and implementation of projects and programs. To keep things organized and efficient, each client will have special attention from one main source of contact, a Marketing Specialist through whom all communication flows. The Marketing Specialist manages the account under the guidance of our Account Supervisor, and is supported by an Account Coordinator. This ensures that there is always someone moving things forward, and available to the client. Creative, production and other staff will accompany the Marketing Specialist to meetings as needed, for presentation or input. All activities are streamlined to make things as simple and straightforward for the client as possible.

CREATIVE BRIEF:

This is written in conjunction with the client and provides the basis for every project initiated on the client's behalf. The creative brief ensures overall accountability and campaign consistency.

PRE-BID ESTIMATING:

Initial estimates are provided with recommendations, so clients may consider pricing options.

PROOFING SYSTEM:

Our project "TLC" includes a two-person process to eliminate mistakes and misspellings.

TRAFFIC DEPARTMENT:

The traffic department monitors and controls all jobs to ensure timely delivery.

CLIENT SIGN-OFF:

Our policy is clear and uncompromising: no actions are undertaken without the client's approval.

BILLING PROCEDURES

Verdin uses progress billing for all ongoing clients. Invoices are sent by the 10th of each month for the month prior, to include any related hard costs (photography, printing, media, etc.).

Hard costs are marked up per industry standard by 20%, and vendor invoices can be included in billing if requested.

Media commissions of 15% go toward media invoice reconciliation and billing and, depending on budget, can also cover media planning and placement.

HOURLY RATES

| | |
|---------------------------------------|----------|
| President/CSO: | \$165/hr |
| Account Supervisor/ Art Direction: | \$145/hr |
| Account Management: | \$138/hr |
| Digital/Design/Copywriting: | \$128/hr |
| Clerical: | \$95/hr |

REPORTING: SAMPLE STAT SUMMARY

JULY-DECEMBER STAT SUMMARY

MORRO BAY TOURISM BUREAU

February 22, 2016

WEB ANALYTICS (JUL-DEC 2015)

WEBSITE TRAFFIC

Website Visits: 159,439
Desktop Visits: 114,633
Mobile Visits: 41,136
Total Unique Visitors: 133,181
Total Page Views: 327,936
New Visitors: 122,906
Returning Visitors: 38,302
TOS (Time on Site): 1:38
Bounce Rate: 55%

LODGING PAGE STATS

Total Lodging Views: 23,462
Deals and Promotions: 2,668
Hotels-Motels: 7,443
Vacation-Rentals: 2,765
Bed-Breakfast: 1,685

TOP REFERRING URLS

Old Desktop Site:
m.morrobay.org: 39%
morro-bay.ca.us: 17%
morrodunes.com: 6%
centralcoast-tourism.com: 5%
m.facebook.com: 3%
travel.nationalgeographic.com: 2%
facebook.com: 2%
tripadvisor.com: 2%
visitsanluisobispo.com: 2%
bing.com: 2%
Old Mobile Site:
m.facebook.com: 43%
lm.facebook.com: 20%
morro-bay.ca.us: 8%
search.yahoo.com: 3%

visitsanluisobispo.com: 3%
morrodunes.com: 3%
morrobay.org: 2%
avomargfest.com: 2%
centralcoast-tourism.com: 2%
morro-bay.net: 2%
New Site:
visitsanluisobispo.com: 20%
m.facebook.com: 18%
morro-bay.ca.us: 13%
morrodunes.com: 5%
lm.facebook.com: 5%
centralcoast-tourism.com: 5%
facebook.com: 4%
travel.nationalgeographic.com: 3%
tripadvisor.com: 2%
morrobay.bookdirect.net: 2%

SOCIAL MEDIA

Facebook Likes YTD: 35,678
Monthly Change (JUL-DEC): +1,103
Avg. Weekly Reach: 67,136
Avg. Weekly Engaged Users: 3,517
Twitter Interactions: 700
Retweets: 71
Twitter Mentions: 191
Total Instagram Followers: 3,127
Monthly Change: +1,450



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ADVERTISING ANALYTICS (JUL-DEC 2015)

JULY

While most of the Morro Bay Tourism advertising ended in May, we are still seeing activity in July through a short summer campaign. Trip Advisor showed a 16.5% increase in viewership of the sponsorship pages this month.

The remaining platforms have the following results:

Trip Advisor:

Page Views: 4578 Video Views: 206 Photo Views: 948 Map Views: 34 Link Clicks: 20
Promo Clicks: 15

Insights: The Trip Advisor display ads concluded. The numbers reported for July reflect the sponsorship pages only.

Facebook:

Impressions: 111,622 Clicks: 4,961 CTR: 4.44% Actions: 4,133

Insights: Facebook numbers decreased in conjunction with the reduced budget. While the budget was reduced 83% the clicks only dropped 63%. The CTR greatly improved from 2.45% to 4.44%.

Google AdWords:

Clicks: 1489 (up 40%) CTR: 3.02% Impressions: 68,773

Insights: Google AdWords clicks were up 40% this month. "Morro Bay Camping," "Morro Bay events" and "Morro Bay Aquarium" were the top searches.

AUGUST

The summer campaign consisted of Adwords and Facebook ads only, although tracking of activity on TripAdvisor is still possible.

The remaining platforms have the following results:

Trip Advisor:

Sponsorship Pages Ads:

Impressions: 4,596 Clicks: 24 CTR: .52% Page Views: 3,722 Video Views: 113
Photo Views: 644 Link Clicks: 21

Insights: The numbers reported for August reflect the sponsorship page visits and ads on those pages only.

Facebook:

Impressions: 183,092 Clicks: 5,283 (6.5% increase) CTR: 2.89% Actions: 4,083

Insights: Two ads ran in August, one with Quickie Vacay featuring a young couple and one with a Summer Camp message with young kids.



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VERDINMARKETING.COM

MENDOCINO BUDGET

Explore & Envision

- Intake & Research
- Collaboration & Interface with Coraggio Group
- Positioning & Brand Development
- Marketing Plan
- Concept Development
- Media Planning

Execute, Evaluate & Enhance

- Creative Services
- Photography & Videography
- Website Refresh
- Collateral Development
- Social Media
- Website Content, Updates, Management
- Media Placement & Management
- Seasonal Promotions
- Account Management: Project Management, Budget Management and Meetings

CONTRACT TOTAL: \$500,000

**Budget allocation will be part of planning process.*

Timeline

JANUARY-JUNE, 2017

Research, planning, development

JULY, 2017-JUNE, 2018

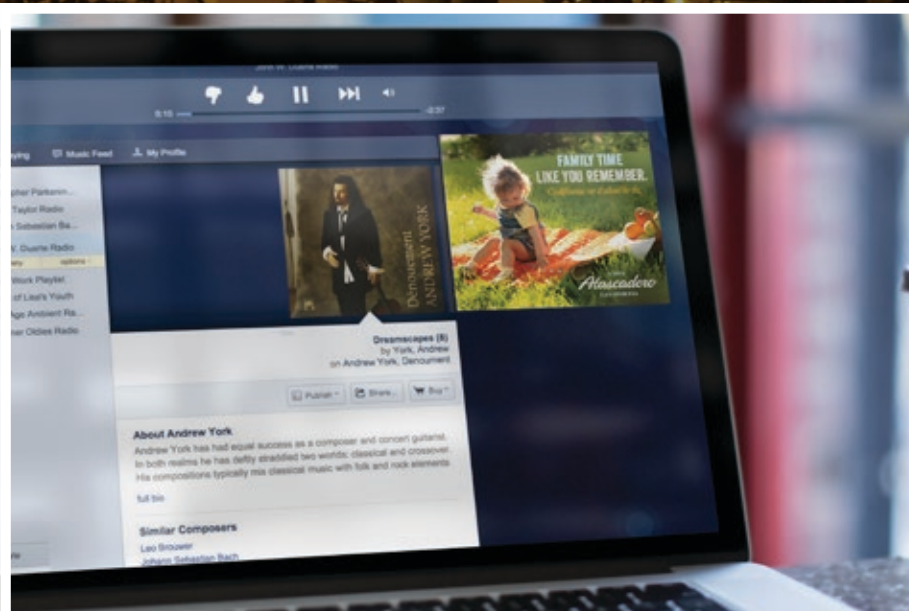
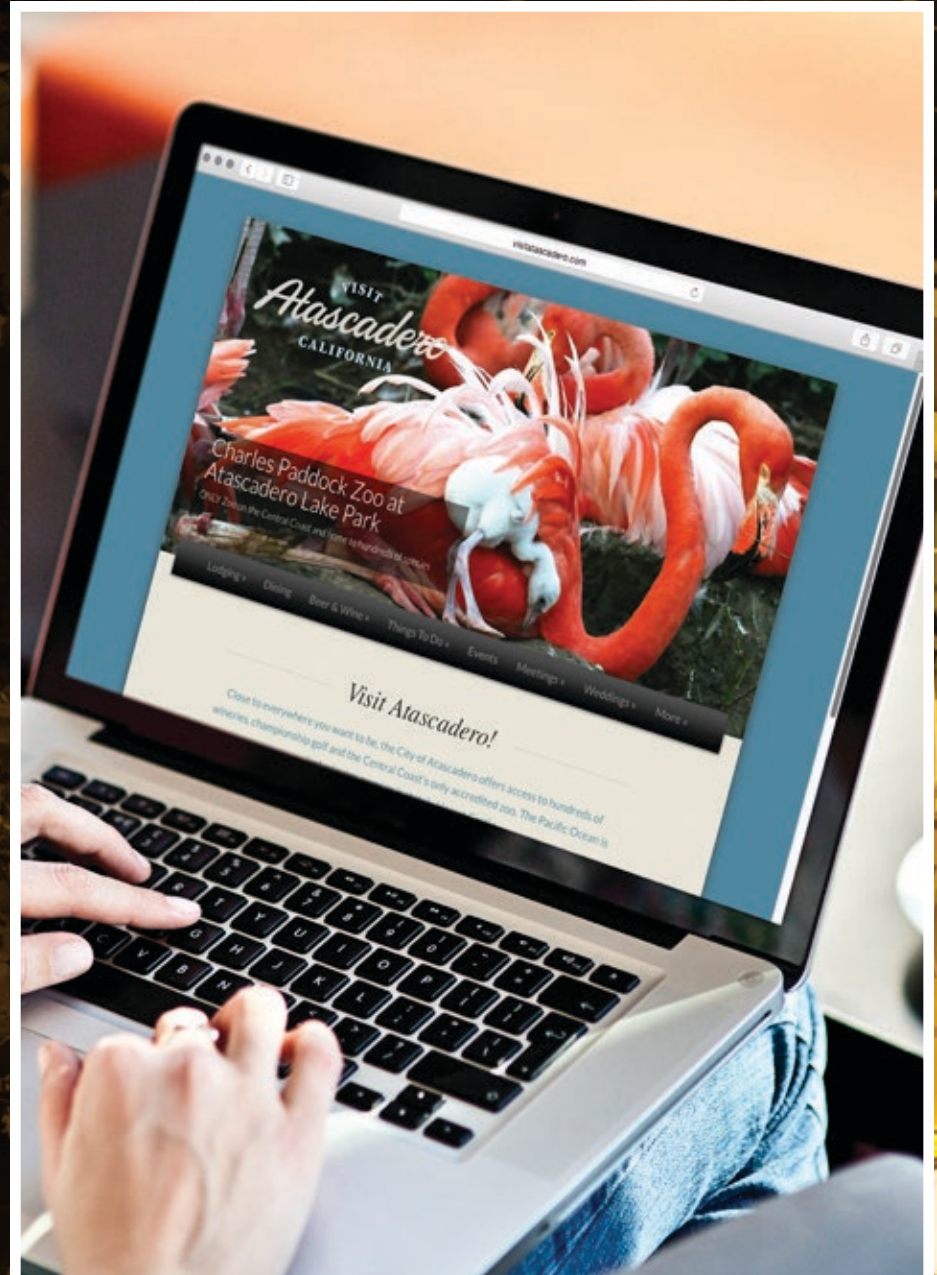
Plan implementation, ongoing evaluation and management

CASE STUDIES

ATASCADERO TOURISM

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VISIT
Atascadero
SIMPLY GENUINE



When people think San Luis Obispo County, they think rolling vineyards and crashing waves. They don't think Atascadero. This inland town was struggling to obtain "top of mind" space in comparison to its neighboring (and better known) communities of San Luis Obispo, Paso Robles, Morro Bay and Pismo Beach. Our branding and advertising sheds light on the rural beauty, genuine hospitality and sweet simplicity that make Atascadero an integral part of any San Luis Obispo County getaway.

Goal: to increase overnight stays for hotel and motel accommodations.

OBJECTIVES

- Create and implement a new brand and marketing strategy to position Atascadero, CA as a desirable destination on the Central Coast.
- Build Atascadero brand awareness and target new visitors to engage in programs and increase awareness.

APPROACH

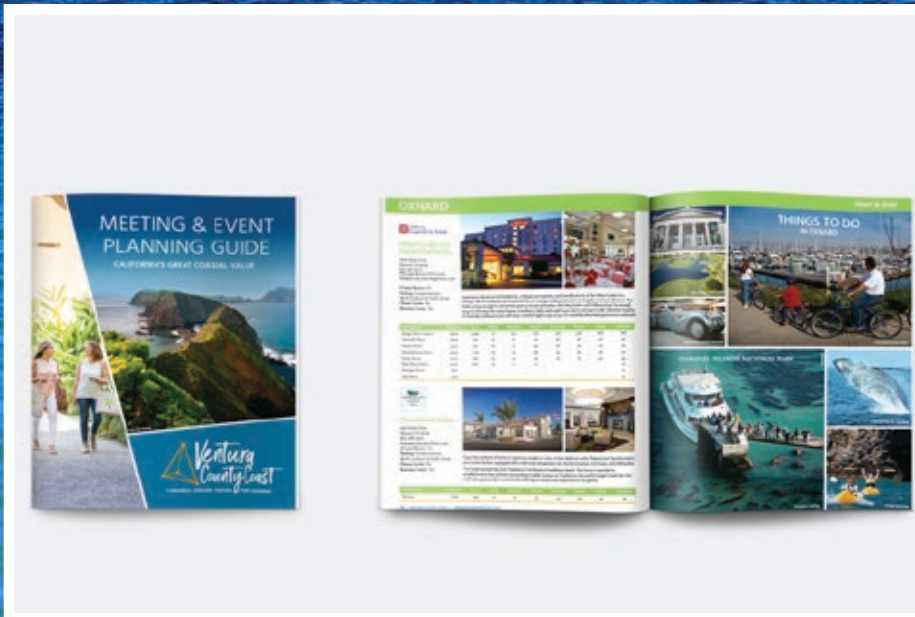
- Developed new branding which included a new logo, brand guidelines, and clear messaging.
- Worked with Coraggio Group and assembled a marketing strategy that identified geographic and behavioral markets of millennials, families, boomers, couples and "bleisure" (business/leisure) travelers.
- Rolled out the new brand through advertising, social media, public relations, and e-marketing.
- Created and launched four marketing campaigns, including "California As It Used To Be," "The Un-Vacation," and "The 101 Road Trip" contest.
- Began updating the visitatascadero.com website in July 2015, including a full website assessment, SEO and content enhancements, implementation of new branding and colors, updated restaurant listings, and a landing page for the Road Trip 101 contest.

RESULTS

- 38% total TOT increase from 2015 Fiscal Year to 2016 Fiscal Year.
- Since taking on the website in July 2015, we have seen 98,737 visits to the site, a 176% increase from the same period in time from 2014-2015.
- Marcom Gold Award for Visit Atascadero brochure and Bronze Addy Award for Visit Atascadero logo design.
- 43% increase in Facebook fans (3,398 to 4,857).
- Facebook advertising from November 2015 - October 2016 led to 1,837,460 total impressions and a 2.96% CTR.
- Pandora and Trip Advisor advertising from November 2015 - October 2016 led to a combined total of 2,518,919 total impressions and an average 0.34% CTR.

VENTURA COUNTY COAST

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How do you market four diverse locations as one experience? Conversely, how do you give equal attention to all participating locations in a collaborative tourism effort? Ventura County Coast was lacking nothing in regards to natural beauty and desirability, but was in need of careful strategy to position the right balance of diversity and cohesiveness. Our branding and messaging showcases this location as the treasure that it is, while communicating that its four distinct communities complement one another to create one enriching experience.

Goal: to increase visitors to Ventura, Oxnard, Camarillo and Port Hueneme.

OBJECTIVES

- Create a new brand to position Ventura County Coast as a desirable, adventurous, and affordable travel destination.
- Equally represent the four cities that compromise the association.

APPROACH

- Worked with VCLA's public relations agency to develop a cohesive strategy for all marketing communications.
- Developed a new logo balancing all that Ventura County Coast represents.
- Created brand guidelines and a color palette that reflects the region's experience.
- Crafted a new positioning statement that clearly and succinctly presents the area.
- Implemented the new brand in all marketing touch points, including a brand new website.
- Created marketing messaging for both a leisure audience and B2B audience in "The Whole Point" ad campaign.
- Developed library of new photography and video reflective of three identified target personas.
-

RESULTS

- Marcom Platinum award for the new Ventura County Coast brand (highest honor in competition).
- Incredible success in digital advertising for both leisure and meeting campaigns since launching. Numbers for our most recent report of September 26 through October 25, 2016:
 - Facebook video ads garnered 126,731 impressions and saw a CTR of 3.60%, which is far above the industry standard. Actions on video (including shares, clicks and comments) totaled 17,728.
 - Digital banner ads saw 2,467,332 impressions with 9,685 engagements. 51% of viewers watched the spot to the end.
 - Pandora and Trip Advisor advertising had a combined total of 1,274,857 impressions and an average CTR of 0.47%.

MORRO BAY TOURISM BUREAU

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Marketing a unique town like Morro Bay was an exciting challenge we were thrilled to jump into. We already knew they had the Rock. (It's well known, and not just for people illegally hiking it.) But as we dove into the brand, we found that there was so much more to discover and be shared. It's a way of life any traveler would love to experience. Whether you are SUPing (Stand Up Paddle Boarding) in the bay or shopping along the Embarcadero, you're encountering a vibe that's refreshing and relaxing. It's the Morro Bay Way, and it was a story that needed to be told.

Goal: to increase overnight room stays in Morro Bay.

OBJECTIVES

- Increase mid-week stays in Morro Bay.
- Increase visits during the low season (October-April) for hotels, restaurants and entertainment.
- Reach Millennials and Gen Xers, who are historically not well reached by traditional media.

APPROACH

- Developed new branding, which included a new logo, brand guidelines and clear messaging.
- Conducted extensive research to identify key tourism trends and determine the best way to reach our target audiences of Millennials and Gen Xers.
- Identified specific lifestyles ("verticals") that would respond to what Morro Bay has to offer targeted them on digital and social media.
- Developed and implemented "The Morro Bay Way" digital advertising campaign, utilizing static and animated banner ads in a variety of places to attract outdoor enthusiasts, baby boomers and young families, including Facebook, Sunset.com, Trip Advisor, The Enthusiast Outdoor Network, The Gay Travel Network and YouTube.

RESULTS

- In 2015, Morro Bay saw a 14% year over year increase in TOT.
- Paid media impressions totaled 14,559,272 with 442,081 visits to the website.
- Facebook fans increased by 5,402 over the span of 2015.
- Website referrals from social media went up 336% in 2015, from 8,186 in 2014 to 32,698.
- Website has had 469,530 visits since we took on the account, a 43% increase from prior period.

PORTFOLIO & REFERENCES

Verdin has extensive experience in brand development and brand management.

Verdin has created messaging, developed brands, and implemented communications plans for many clients, including Visit Atascadero, Ventura County Coast, Cayucos, Madonna Inn, Old Juan's Cantina and Morro Bay.

NAMES WE STAND BEHIND



CENTRAL COAST TOURISM COUNCIL

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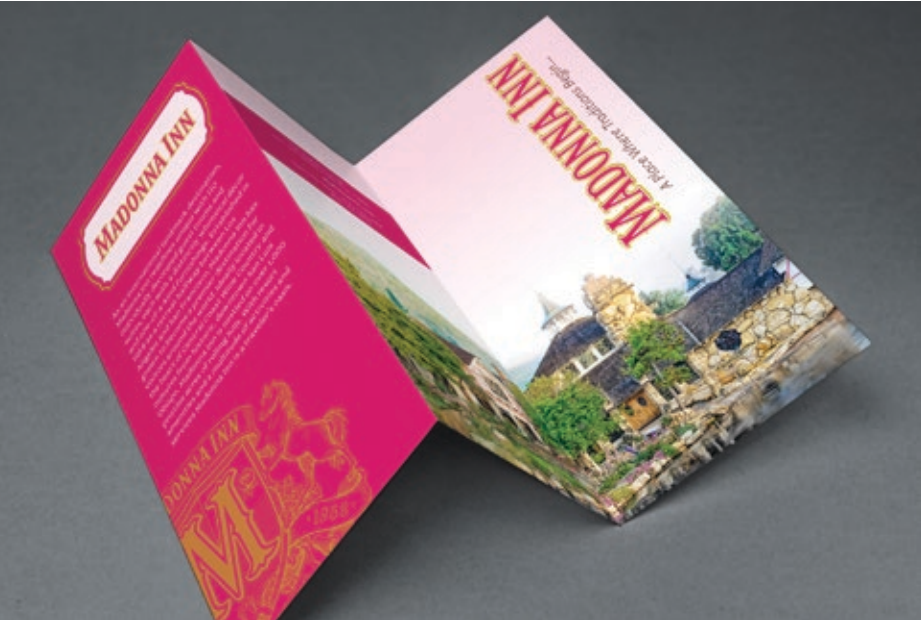
CAYUCOS BRAND

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**WE CAN'T WAIT TO
GET STARTED!**

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