

FY'25 Cooperative Marketing Program

September 12, 2024



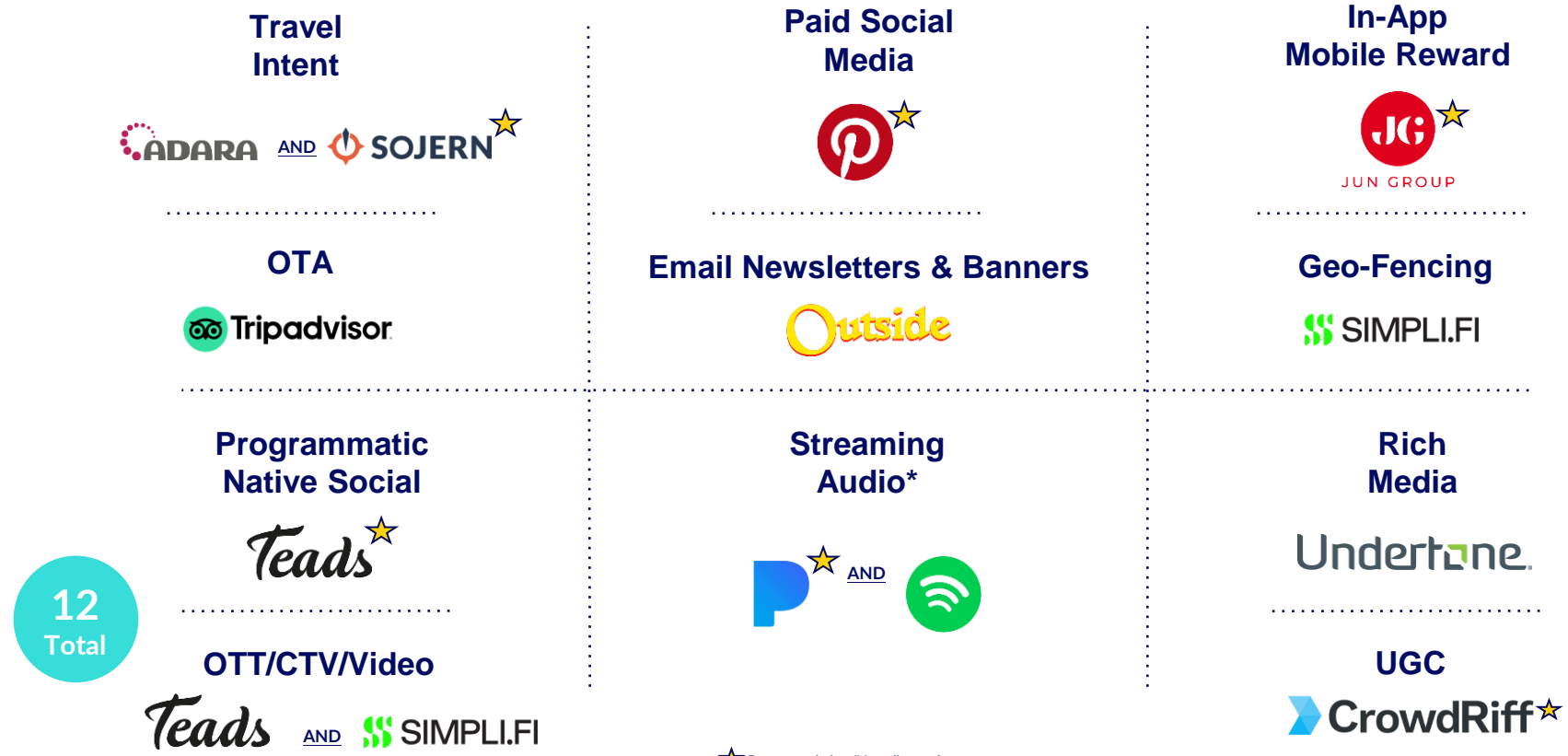
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FY'25 Program Parameters



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Optimized Program - Existing & New Media Vendors



12
Total

* Denotes existing JV media vendors



Optimized Program: Co-Op Contribution Breakpoints

Co-Op Investment	\$750	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000
OTAs/ Travel Display		X*	X*	X	X	X	X
Streaming Audio			X*	X	X	X	X
In-App/ Mobile Rewards				X	X	X	X
Mobile Geo- Fencing	X*	X*	X	X	X	X	X
Pinterest Promoted Pins	X*	X*	X	X	X	X	X
Programmatic Native Social		X*	X	X	X	X	X
Programmatic CTV/OTT				X	X	X	X
Rich Media				X	X	X	X
Outside Email Newsletter & Run of Sie (ROS)		X* (\$1,250)	X* (ROS)	X	X		



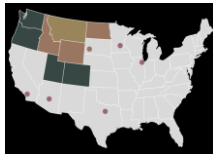
Various minimum requirements will be outlined using rules-based criteria (by month, IO amount, targeting options)



*Restrictions on flight length will be provided
Yellow shading denotes new elements and pricing options

Optimized Program - Current & Considered New Media Vendors

Geographies (Any Season)



North Dakota
Idaho
Wyoming
Rapid City
Calgary
Edmonton
Saskatchewan

Washington
Oregon
Utah
Colorado
Vancouver
Minot-Bismarck-Dickinson
Minneapolis

Chicago
Dallas
Houston
Austin
Phoenix
Los Angeles
Toronto

Target Personas/Interests

Winter & Warm activities/targeting will vary by season for these personas.
(Camping/RV may only apply to Warm season).

On the Go Families (OTGF)



Exploring for Adventure (EFA)



Our Time for Travel (OTFT)



Camping/RV



History Buffs

We will not be proceeding with priority, secondary, etc. targeting options

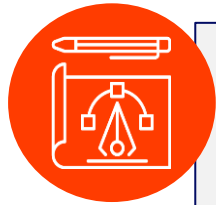


Personas Defined

Exploring for Adventure	Our Time for Travel	On the Go Families	History Buffs	Camping/ RV
<p>AUDIENCE TARGETING</p> <p>Age: 25 - 54</p> <p>Traveling w/ significant other and/or friends; no kids in travel the party</p> <p>AUDIENCE DETAILS</p> <p>High frequency of travel and overnights during winter months</p> <p>Mix of drive and fly transportation</p> <p>WINTER AUDIENCE ACTIVITIES</p> <p>Skiing, snowshoeing, snowmobiling, ice fishing, etc..</p> <p>SUMMER AUDIENCE ACTIVITIES</p> <p>Visiting a National Park, Hiking/Backpacking, Other Advanced Outdoor Recreation</p>	<p>AUDIENCE TARGETING</p> <p>Age: 55+</p> <p>Age should naturally account for no kids in the home</p> <p>AUDIENCE DETAILS</p> <p>High spend audience</p> <p>More likely to travel farther from home during the winter season</p> <p>WINTER AUDIENCE ACTIVITIES</p> <p>Soft adventure focused on sightseeing and national parks</p> <p>SUMMER AUDIENCE ACTIVITIES</p> <p>Sightseeing, Shopping Local, Hiking, Visiting Cultural/Historical Sites</p>	<p>AUDIENCE TARGETING</p> <p>Age: 35-50</p> <p>Travel with children: Aged 9-17</p> <p>AUDIENCE DETAILS</p> <p>Average likelihood of traveling in the winter months</p> <p>High likelihood of considering a future Montana trip</p> <p>WINTER AUDIENCE ACTIVITIES</p> <p>Focus on skiing, outdoor recreation and other nature experiences</p> <p>SUMMER AUDIENCE ACTIVITIES</p> <p>Hiking/Backpacking , Sightseeing, Stargazing, Visiting a National Parks</p>	<p>AUDIENCE TARGETING</p> <p>Age: 35+</p> <p>Children in the HH of all ages</p> <p>AUDIENCE DETAILS</p> <p>Curious about the past, discovering how people/cultures have evolved</p> <p>Some involve their children while others choose to primarily travel with a significant other</p> <p>AUDIENCE ACTIVITIES</p> <p>Visiting Cultural/Historical Sites, Visiting Museums, Sightseeing, Visiting a National Park, Hiking/Backpacking</p>	<p>AUDIENCE TARGETING</p> <p>Age: 45 and Under</p> <p>Children in the HH of all ages</p> <p>AUDIENCE DETAILS</p> <p>Engages in a variety of outdoor activities, but the draw is simply being outside and enjoying nature.</p> <p>Affinity toward camping, RV or camper ownership</p> <p>AUDIENCE ACTIVITIES</p> <p>Outdoor Recreation that aligns with Camping and RV interests</p>



Optimized Workflow - Set Up



- Access to Materials: Co-Op
- Program Details
- Order Form
- Media Authorization
- Ad Specs
- Ad Demo*/Examples
- QA Checklist*
- CrowdRiff Details
- Commerce Media Plan

Advanced Planning To Secure Budgets

View Program

Opt-In to Participate

Select Partner Investment w/ Commerce Co-Op Match

Choose Media Partner(s)

Select Rules-Based Targeting Parameters

Order is Created Copy Sent to MG/ Partner Emails

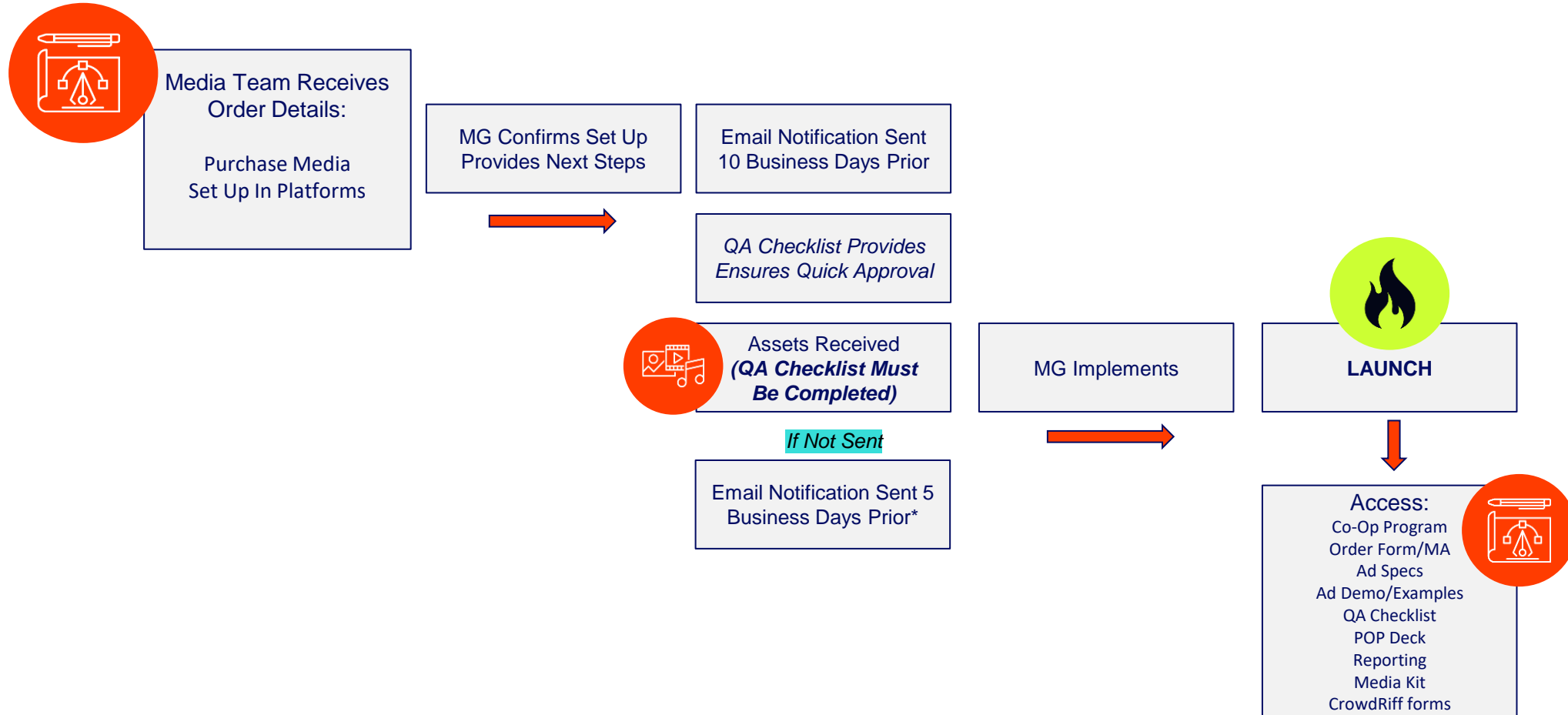


Signed & Countersigned Media Authorization



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Optimized Workflow - Activation



*NOTE: Delay in asset delivery (or out-of-spec ads) will result in launch delay

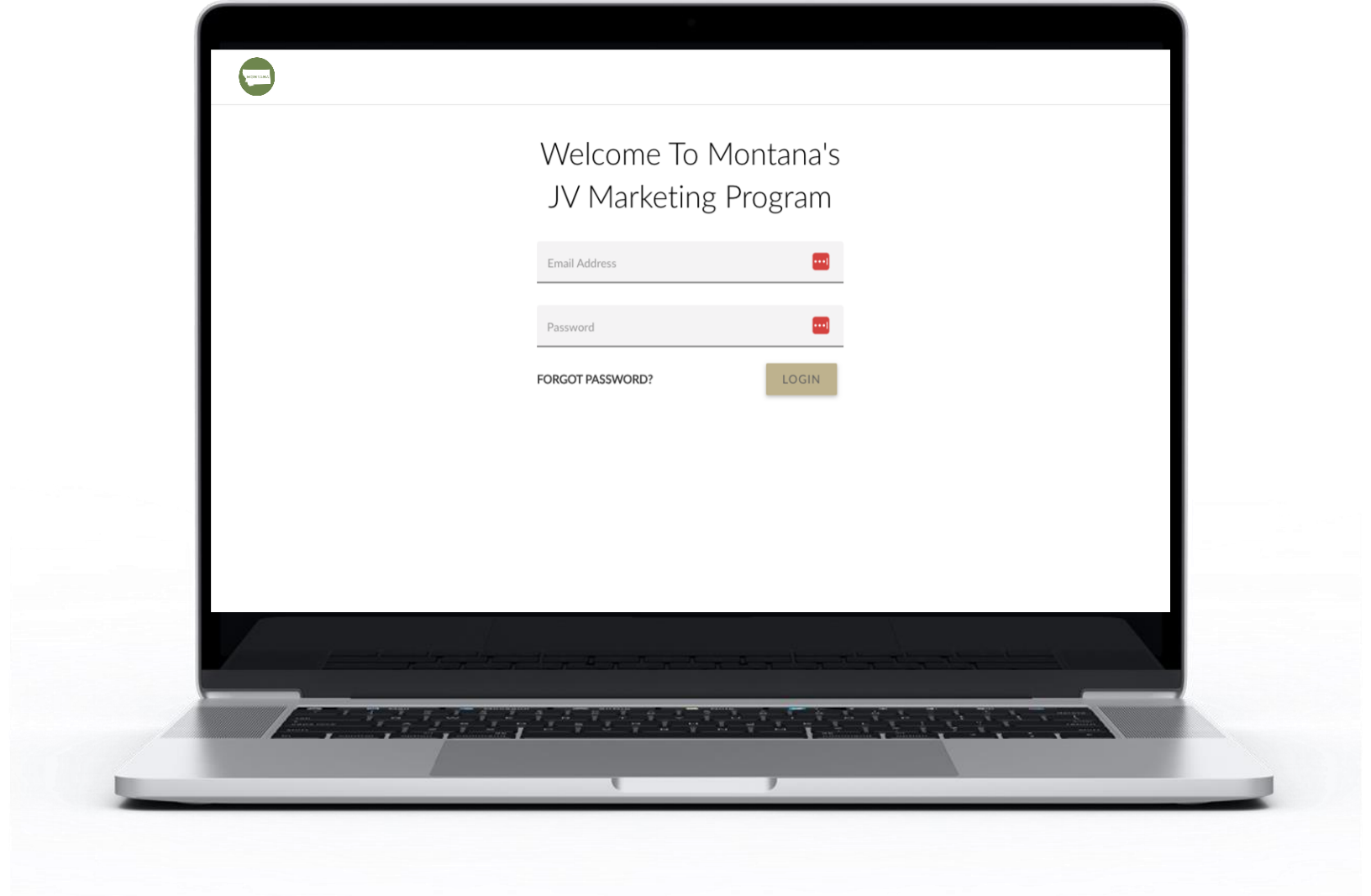
User Experience (concept)



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Portal View

Technology will help us organize and make your life easier.



Timeline



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Onboarding Timeline

Note: given timing, we may need to proceed with a hybrid manual/Commerce Partners workflow

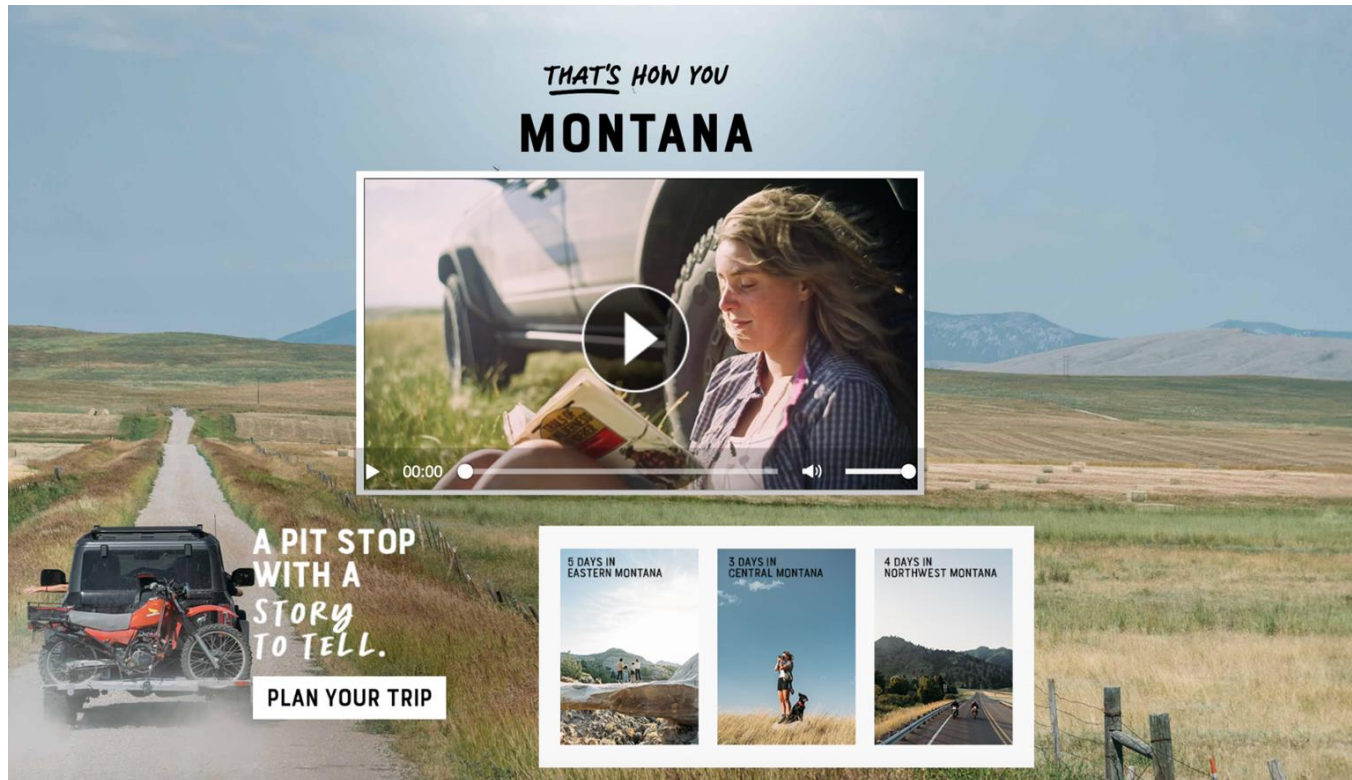
Deliverable	Due Date
Kick-off call with Co-Op Partners	9-12
Media partner details/selections available	w/o 9-16
Winter Season order forms to be submitted	9-20
Review & approval by Commerce	w/o 9-23
Specs to be submitted	w/o 9/23
MT Commerce Partners platform launch	w/o 10-14
MT Commerce Partners training sessions	w/o 10-28
Warm Season order forms to be submitted	Dec/Jan
Standard creative due for Winter Season Program	10 days prior to launch
Rich Media assets due for Winter Season Program	5 weeks prior to launch

Appendix



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Rich Media Demos



[Cross-Screen Page Grabber](#)

[Brand Reveal](#)



[Visit Kentucky Mobile Page Grabber](#)

[Visit Vail](#)

