

Presented by *Augustine*

# Napa TID FY20/21 Proposal

August 2020

# Agenda

ATTACHMENT 1

- Your Team of Experts
- Objectives
- Recap of Recommended Tactics for FY20/21
- Organic Social Media Strategy
- Website Redesign Strategy
- Creative and Content Marketing Ideas
- Budget



# Overview

Augustine



# Your Team of Experts

Think of Augustine as your personal set of experts: we're mining the latest research trends daily to shape the strongest brand strategy for DoNapa.

We leverage industry insights from partners, including:

U.S. TRAVEL  
ASSOCIATION



DiscoverAmerica.com



Harris Insights & Analytics LLC, A Stagwell Company

Destination  Analysts



visit  
California



# Objectives

- Increase occupancy, ADR and RevPAR year-over-year for TID lodging properties, especially during cabernet season and other need periods
- Focus on mid-week messaging during peak season
- Convert day-trippers to overnight guests
- Continue to position the City of Napa as the ideal location for a traveler's next getaway
- Continue to position the City of Napa as the ideal location to call home when traveling to the Napa Valley region
- Continue to support local businesses as the destination navigates COVID-related challenges, Dry Season, etc. and adapt to constant adjustments



# Tactics & Scope

# Tactical Overview

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## **CAMPAIGN DEVELOPMENT**

- Campaign Strategy, Creative Production & Content Marketing Campaigns
- Paid Media

## **WEBSITE MANAGEMENT**

- Website Redesign
- Website Maintenance
- Search Engine Optimization
- Blog Content Development

## **CONTENT DEVELOPMENT**

- Media Visits/Social Influencers

## **OWNED CHANNELS**

- Public Relations Strategy & Management
- Social Media Strategy & Management
- Digital Strategy & Management
- E-blast Marketing
- Ongoing Marketing Strategy



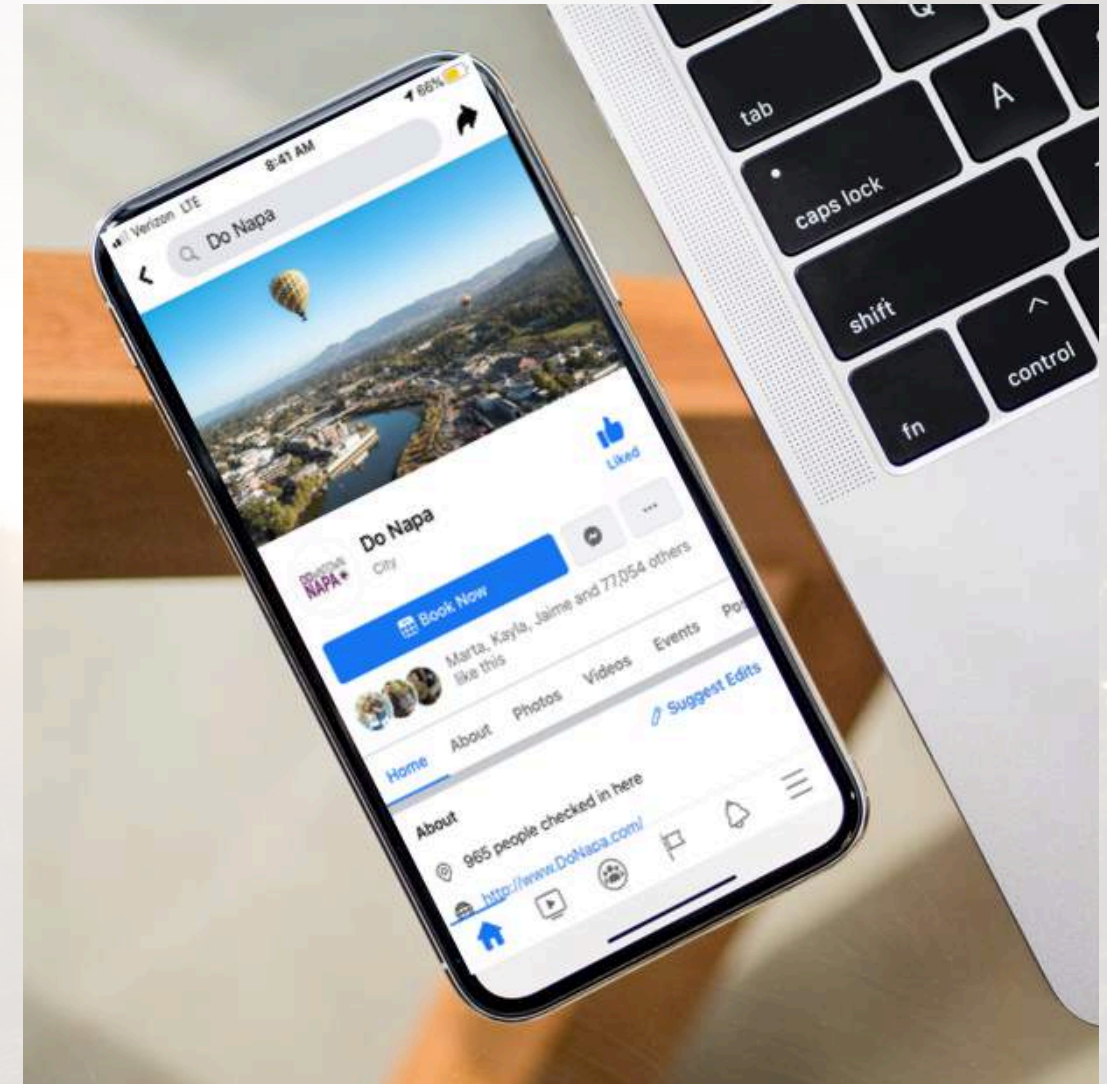
# Social Media

## IN-FEED SOCIAL

- Share shoppable posts from local businesses to promote retail and lodging reservations; work snackable content and long-form content to further engage users.
- Incorporate storytelling through video and longer posts (local features, history, lodging, etc.)
- Add weekly trivia posts to content plans and content strategy to feature local businesses, lodging and history in a fun way that will drive engagement
- Create video content for Instagram TV and partner with influencers to create Instagram Reels

## SOCIAL ADVERTISING

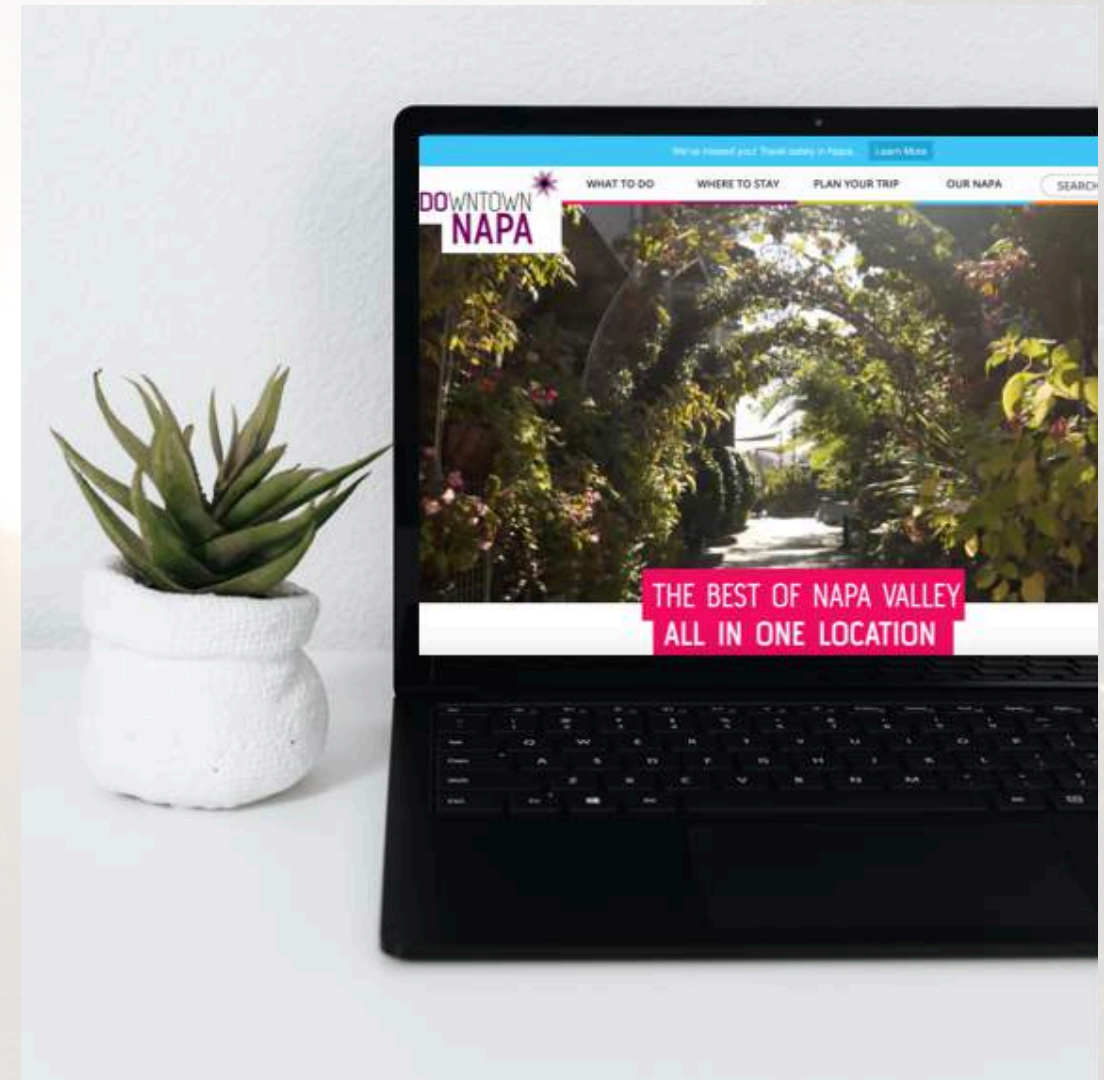
- Incorporate Facebook's new Instant Experiences ads for a more enticing user experience
- Identify user personas and create audience segments within the platforms so we can then develop more targeted messaging based on specific interests of our audiences
- Implement a strategy for Boosted Posts and maximize ad dollars by only boosting posts with links and clear objectives
- Explore sequential messaging based on user behavior on the website or on social platforms.
- Explore foot traffic attribution models to refine targeting capabilities.





# Website Redesign

- Focus on destination experiences, the consumer journey and visitor inspiration as the primary formats of content (evolving away from being listing-forward)
- Redesign overall website look and feel to incorporate new art direction/brand colors and design elements – incorporate user testing to drive an overall better site experience
- Restructure content on homepage to optimize for visitor performance and customization, focusing more on the "storytelling" aspect of the brand and destination
- Add more dynamic content, such as videos, to grab visitor attention quickly
- Optimize backend of website and any on-page SEO optimizations to meet SEO best practices and improve overall search ranking
- Continue security enhancements and improvements to protect data





# Creative & Content Marketing Campaign Ideation



# The Augustine Approach

Living in California, even we sometimes take for granted the abundance of beauty and culture right in our own backyard. People come from all over the world to visit the Napa Valley; to experience the allure of the natural landscape in a perfect California climate, exceptional wines and food, specialty shops and luxury accommodations, all anchored by the unique charm of Downtown Napa. As an agency, we recognize the moment and the opportunity to invite Californians to make Napa their next drivable travel destination.

At Augustine, we pride ourselves on bringing original ideas while being realistic about budgets. For some of our creative strategies, we revisited campaigns that have performed well with existing brand equity. This allows us to keep successful concepts and campaigns alive while adjusting to the challenges we're currently facing as a Destination Marketing Organization. Our concepts provide the flexibility and agility to align to the changing times, while keeping lodging as an important foundation of all ideas.



# Creative Production

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## UPDATED CREATIVE ASSETS

In light of the current climate, we recognize the importance to accurately portray Napa. Assets that depict visitors enjoying the many activities and establishments Napa has to offer, while wearing masks and keeping safe distances, are especially important for current marketing.

We are coordinating a professional photoshoot to create versatile assets (stills and video) to be used in combination with existing assets. Imagery that expresses warmth, experience, activity and safety is especially important right now.









# DoNapa Like a Local, Safely

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## CREATIVE IDEATION

Napa is open and ready to safely welcome visitors. Californians are lucky to be just a drive away from this world-renowned destination and have the unique opportunity to experience Napa like a local. Businesses have gone to extreme lengths to take additional precautions with a guest's safety as a top priority. Downtown has created more outdoor seating options than ever before, so those exploring can get a true taste of Napa in a fresh air setting under the beautiful California sun or under the evening stars. Visitors have the opportunity to explore Downtown Napa with less crowds, less tourists and to DoNapa like a local...safely.

## DONAPA LIKE A LOCAL , SAFELY

It's still a great time to experience how Napa locals live and savor the destination safely. Napa is open and ready to welcome visitors, offering safe wine tasting, dining, shopping and lodging.

## RATIONALE

The rationale is to build on the previous "DoNapa like a local" campaign, driving awareness that Napa is open and most importantly, safe and ready to welcome visitors.

- Napa is following the strictest guidelines to keep visitors safe with adapted open-air tasting and dining experiences.
- DoNapa like a local with inside recommendations from the people who live, work and play in the community.

## THE IDEA

Through a video series, the local Napa ambassadors will roll out recommendations for activities, hidden gems and great deals that only a local would know. Highlighting what is open, how some experiences have changed and what safety measures to expect, the locals will create excitement and awareness about how to DoNapa like a local safely.

- Option A: Revisit local "stars" who participated in the first series.
- Option B: Engage new local "experts" - DoNapa like a wine aficionado, a foodie, a nature lover, a fashionista, etc.

## TACTICS

- Multiple themed short videos (:07/:15) would be created for each Napa local.
- Traffic would be driven to a landing page that would host videos and additional local "insider" information.
- Videos would be applied through paid media, owned channels and an email campaign would be used to profile each local. The hashtag #DoNapaLikeALocal would be introduced.
- Public Relations efforts would also be utilized to strengthen results of the campaign.
- Activities and locations featured in the campaign would be provided with an identifying DoNapa like a local "stamp" to be used on digital and printed media as well as displayed at the business to create more awareness.





# Full Itineraries Booking Now, "Wow, What a Day"

## CREATIVE IDEATION

Despite that the world as we know it has changed a lot the past few months, one thing remains true; there's a lot to do in Napa. With so many activities closed and limited elsewhere, Napa offers full itineraries to fill days with experiences unique to the destination. Visitors can indulge, relax and enjoy Downtown Napa safely.

## FULL ITINERARIES BOOKING NOW

Things may look a little different these days, but there's no lack of things to do in Napa. The destination is open, safe and ready to book your next wine adventure, family getaway, or rejuvenating weekend. Let us show you...

## RATIONALE

The rationale of this idea is to communicate that although things have been adapted, there is still enough to fill a full agenda, and it's all being done safely.

- Napa has open-air wine tasting, dining, massage, hot air balloon rides, etc. to fill your travel itinerary.
- Travel to Napa isn't just for wine lovers, as there are plenty of activities for families and those seeking a little R&R.
- Health and safety are top priorities for all open activities, establishments and accommodations.

## THE IDEA

Create day-in-the-life Napa traveler itineraries through a TikTok-style or "Instagram Reels" video series. Each video would highlight the abundance of activities currently safely open and ready to book to fill your days. These quick snippets that would engage and inspire the viewer with the amount of available activities.

Example: hot air balloon ride with spectacular views, brunch served alfresco, stroll by unique downtown shops and the ARTwalk, open-air wine tasting room, gourmet dinner service, and lastly - head hitting comfortable pillow at a preferred lodging.

Additionally, an open-air guide would be developed to highlight all the available options for activities as well as provide information for what safety measures to expect. Executed digitally or in print, the guide would include various activities: the ARTwalk, kayaking, biking, hiking, hot air ballooning, gondola rides, outdoor dining, wine tasting and more.

## TACTICS

- Multiple videos would be created and used through paid media and owned channels.
- An email series would deliver the same message highlighting the variety of options, while individually focusing on specific itineraries to meet all areas of interest.
- Public Relations efforts will work to earn coverage on these unique video itineraries.
- Organic social efforts would complement paid social to ensure our owned audiences are also being inspired by the content.
- A contest element, featuring traveler's personal Napa experiences, could be implemented to engage visitors and generate more content.



# Full Itineraries Booking Now, “Wow, What a Day”

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CREATIVE SAMPLE





# Culinary Crawl 2.0 Passport Experience

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## CREATIVE IDEATION

With group activities temporarily on hold, we've altered an old favorite to fit new times. Keeping the momentum going for the successful Culinary Crawl, this adapted event would give lodging guests the exclusive opportunity to enjoy local specials in a self-guided food tour. Extending existing locals' specials to visitors, is an added value for guests while bringing business to local establishments.

## CULINARY CRAWL 2.0

Visitors gain access to local specials just by being a guest at participating properties. With a provided culinary "passport," guests can visit multiple establishments tasting local cuisine with a local's reduced price tag.

## RATIONALE

The rationale of this idea is to play off the existing enthusiasm around the past successful Culinary Crawl events while meeting all current safety and health regulations. Because many local restaurants have existing locals-only specials running, buy in will simply be to extend this offer to passport holders.

- Overnight guests have an exclusive opportunity to dine like a local at a discount, an added value to their trip.
- Restaurants gain traffic and awareness.
- At a time when many feel disconnected, this allows guests to feel connected by a similar experience.

## THE IDEA

A physical or digital passport link would be provided to guests at check in. The culinary passport will guide guests through a series of participating dining venues. The pace can be set by the visitor, as they enjoy local fare with a locals-only price. Typically, visitors wouldn't know these special offers exist, but the passport is their exclusive ticket to dine like a local.

## TACTICS

- Paid media and owned channels would be used to market participating lodging properties and restaurants, thus tapping into their existing networks.
- An email campaign would support the event, while a series would allow for a spotlight on individual restaurants.
- Public Relations efforts would gain earned media coverage to drive awareness.
- Organic social efforts would complement paid social to ensure our owned audiences would be engaged in this opportunity.





# Make Napa Your Office for the Week

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## CREATIVE IDEATION

Building on the current recovery campaign, we will introduce creative messaging to stand apart in a competitive environment. With a holistic approach to content, we will develop editorial-style information supporting the need for a change in scenery and why Napa is the change travelers need. Relatable content will highlight the upsides to making Napa your office.

## WORK FROM NAPA

Given the opportunity to work or go to school from anywhere, take advantage of the mid-week lodging deals and exceptional dining just steps outside your door. Making Napa your office for the week is realistic with special mid-week, multi-night deals and extended check-in and check-out hours.

## RATIONALE

The rationale of this idea is that we can all relate to needing a new view by now. A luxurious Napa lodging to work in by day and topnotch happy hours to enjoy by night, sounds pretty appealing. Otherwise budget-conscious travelers can enjoy mid-week deals while taking in a much-needed change of scenery.

- Visitors don't need to wait until the weekend to travel anymore and can benefit from mid-week discounts.
- Workers need a break from their own homes.

## THE IDEA

A holistic approach with playful and conversational editorial content would build on the existing campaign. A "no sweatpants allowed" tone would remind people that Zoom happy hours aren't the real deal and a glass of wine at a sophisticated wine tasting room would make a regular Wednesday night so much better. Working from Napa has emotional appeal while discounts offer sensible indulgence.

## TACTICS

- Full scope approach to paid, organic and earned (PR) media would be key.
- Facebook Shop to book at participating properties.
- 'Book now' links in blog posts.
- Promotional emails would echo editorial-style content and link to specials.
- Suggestions for mid-week specials:
  - Special perks/deals Sunday – Friday
  - Early and late check-ins (8 am check-in, 6 pm check-out) to align with work hours
  - Mid-week room credits for food/wine





## OVERVIEW

While we may currently be in the middle of Dry Season and experiencing triple-digit heat, winter is looming – questions about experiencing Napa, or any destination for that matter, are on the minds of business owners and travelers alike. What COVID restrictions will be in place? How will that impact business and visitation? On the plus side, early insights into traveler sentiment around vacationing during the holiday season is showing promising results. Additionally, with air travel limited likely through the end of the year, many are seeking relaxing destinations closer to home.

## INDUSTRY INSIGHT

Augustine has received insight that the ski resorts in the Tahoe region may not open this year – or at least would open with limited operations. This is an opportunity to encourage visitors to change their plans and instead, book a getaway to Downtown Napa.

## TACTICS

- Holistic approach to media with a strong focus on digital and PR, allowing agile messaging and targeting as regulations shift and evolve.
- Tap into participating partner social media networks and existing email lists to drive awareness to broad audiences.
- Partnering with hotels and B&B's, restaurants and tasting rooms, promote Cabernet Season packages and offerings, as in years past.
- Incorporate holiday travel messaging to capitalize on increasing consumer interest around vacationing during that time of year – encourage lodging properties to create holiday-specific specials or packages to help incentivize overnight stays.
- Visit Napa Valley's "Anywhere But Home for the Holidays" PR initiative aligns with this strategy. Augustine will ensure messaging is aligned and VNV has all partner information to ensure we're taking advantage of their marketing efforts.

## RESEARCH

As Americans look toward upcoming holidays, there is a gradually increasing expectation to travel for these occasions: Thanksgiving (15.8%) and Christmas (20.0%). While these numbers are lower than normal, 1 in 5 are willing to travel for Christmas which is significant given the times.

Top activities travelers are seeking over the holidays this year\*:

- Spending time with loved ones (68%)
- Getting away from crowds (57%)
- Enjoying nature (53%)
- Staying close to home (33%)
- Luxury travel (24%)

\* Data from Destination Analyst





# Wine & Woof...Wags Welcome

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## IDEATION

Californians are dog people and love the opportunity to travel with their furry friends. Napa offers many dog-friendly establishments bringing even more value to guests. Delivering all options in one easy to access guide would be a huge benefit to those traveling with their fur babies. Many establishments even offer special treats for traveling dogs, making their visit extra special.

## WINE & WOOF

Sipping wine, dining outside, a stroll through downtown and cuddling up with my furry friend at the end of it all.... Yes please! The guide offers everything a pet owner needs to know about traveling to Napa in one convenient place.

## THE IDEA

Develop a digital guide specific for dog lovers including pet-friendly accommodations, restaurants and tasting rooms where dogs are welcomed with open arms. Specialty boutiques offering unique gifts and treats for pets and their humans would be included in the guide. Additionally, an emblem would be created to be displayed at establishments that welcome pets and generate awareness around the pet-friendly guide.

## RATIONALE

People currently have more pets at home than ever with pet adoptions up 100% and pet fostering up 197%.\* Appealing to the new and seasoned dog parent audience specifically creates a feeling of exclusivity and confidence that their pet will be welcomed at many locations, while eliminating the stress of finding pet care while traveling.

\*Pethealth Database

## TACTICS

- Strong focus on digital, PR and targeted social media to reach dog lovers.
- Tap into participating partner social networks and existing email lists to drive awareness to broad audiences.
- Develop a window cling for participating establishments to post in windows displaying “Wags Welcome” and the guide URL address.





# DoNapa Bikes & Sites Scavenger Hunt

ATTACHMENT 1

## IDEATION

Bike sales and rentals are currently through the roof as everyone finds new ways to get a little exercise, stay entertained and spend time outdoors. With activities and events limited, people are hungry for exciting activities and Napa offers the idyllic landscape to pedal through, taking in sights, snapping photos, stopping for delicious bites and tastes all in the name of a game.

## Bikes & Sites

Compete against family or friends with this alternative outdoor activity while eating and drinking.

## THE IDEA

Develop a scavenger hunt, a digital download or web-based format, taking participants through Downtown Napa and beyond. Players will follow clues guiding them to landmarks, unique Napa sights and great places for food and wine. They will snap photos and post with an event hashtag as they go. Game can be played at any pace, at any time making it perfect for most anyone. Partnerships with lodging establishments and bike rental and sales shops would be leveraged to reach an enthusiastic audience.

## RATIONALE

Nationwide sales of adult leisure bikes, children's bikes and electric bikes nearly doubled compared with the same period last year (month of March)\*. Bikes are currently having a moment and it's a great time to incorporate bikes into a larger agenda. A scavenger hunt offers an engaging, interactive day activity that can be done safely outdoors while introducing the beauty of Napa and new establishments to participants.

\*N.P.D. Group, a market research company.

## TACTICS

- Heavy PR and earned media tactics.
- Social media would be used to generate interest from our audiences, while participants would create user-generated content by way of a hashtag.
- Social media Influencers would also be engaged, helping to create online content for audiences to use as examples.
- There would be prize component for the winner(s) driving friendly competition and creating a buzz.





# Budget



# Budget

ATTACHMENT 1

Budget Line Item	Monthly Cost	Annual Cost
Account Strategy & Management	\$3,500	\$31,500
Public Relations Strategy & Management	\$4,5000	\$36,000
Social Media Strategy & Management	\$2,500	\$22,500
Digital Management, Strategy, & Optimization	\$3,500	\$31,500
Search Engine Optimization (SEO)	\$1,250	\$11,250
Campaign Strategy, Creative Production & Content Marketing Campaigns		\$53,770 - \$55,770
Blog Content Development	\$1,250	\$11,250
Media Visits / Social Influencers		\$8,000 - \$10,000
Paid Media		\$150,000
eBlast Marketing	\$1,250 for updated template \$750 per email send	\$12,500
Email Marketing Platform Fees		\$1,300
Website Updates	\$15,000 project budget \$1,000/month ongoing updates	\$24,000
Website Security		\$3,538.79
Website Hosting Fee		\$891
	TOTAL	\$400,000



# Thank you!

