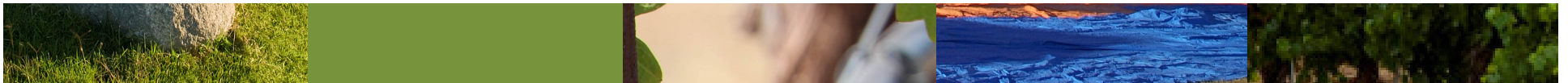




## SPRING 2018 SEASONAL CAMPAIGN RECAP





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## CAMPAIGN OVERVIEW: MNI

### *Spring Advertising Program 2018*

- Markets: Las Vegas and Phoenix
- Demographic Target: Adults 45+ (skews female), Food and Travel Enthusiasts
- Promotion Dates:  
2/1/2018 - 3/31/2018
- Campaign Elements:  
Digital Banners and Pre-Roll Video through MNI Networks
- Campaign Success Metric:  
Target Banner ads: .15+ CTR (double national average)  
Video Completion rate: 75% (75% of all viewers watch the full video)
- Campaign Total: \$29,058.83



## CAMPAIGN RESULTS: MNI

**Overall Success Metric for Banner Ads = .15% CTR**

**Overall Delivered CTR for Banner Ads = .23% CTR**

- **DataMatch banners:**

Ordered 812,500 impressions. Received 889,328 impressions and 3,612 clicks. CTR: .41%.

- **Display/keyword retargeting banners:**

Ordered 649,351 impressions. Received 650,690 impressions and 436 clicks. CTR: .07%.

- **Display/Mobile Adara banners**

Ordered 764,904 impressions. Received 766,020 impressions and 1,629 clicks. CTR: .27%.

- **Added Value:**

Ordered 268,458 impressions. Received 271,656 impressions and 380 clicks. CTR: .14%.

- **Pre-roll (success metric .75% VTR):**

Ordered 457,823 impressions. Received 480,809 impressions and 2,820 clicks. Received 335,654 views. VTR: 70%

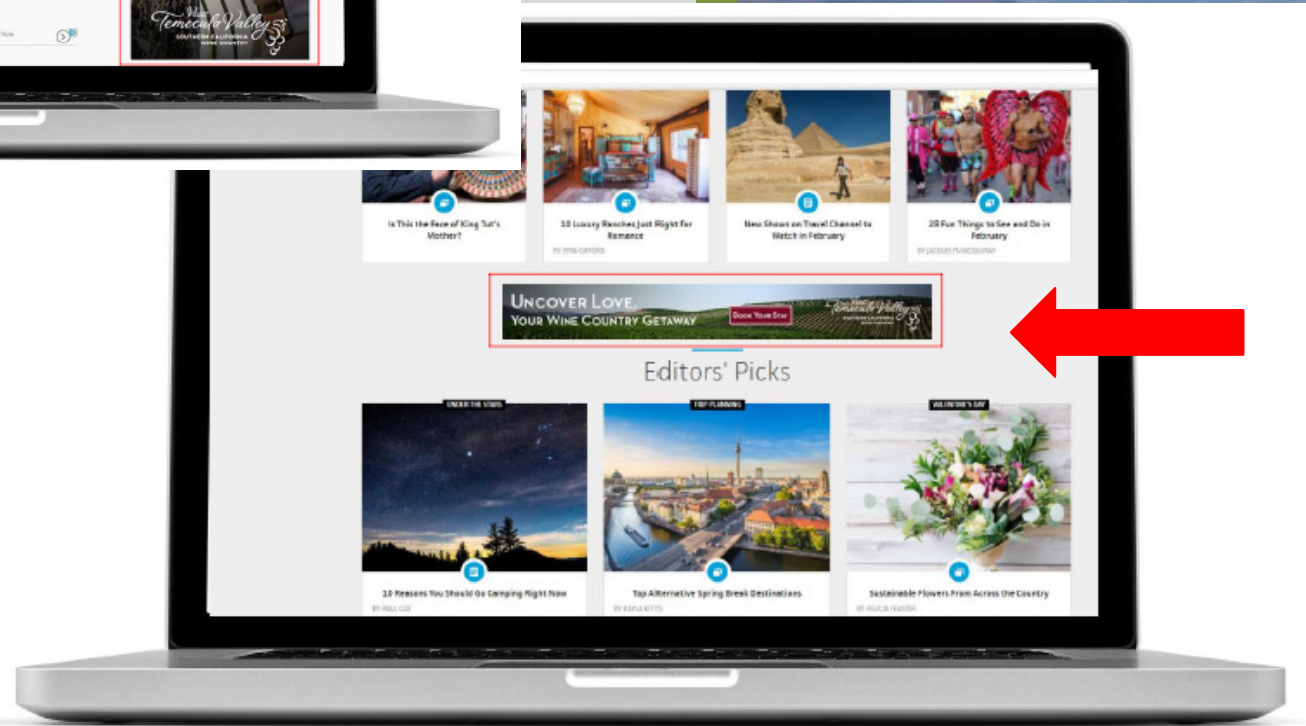
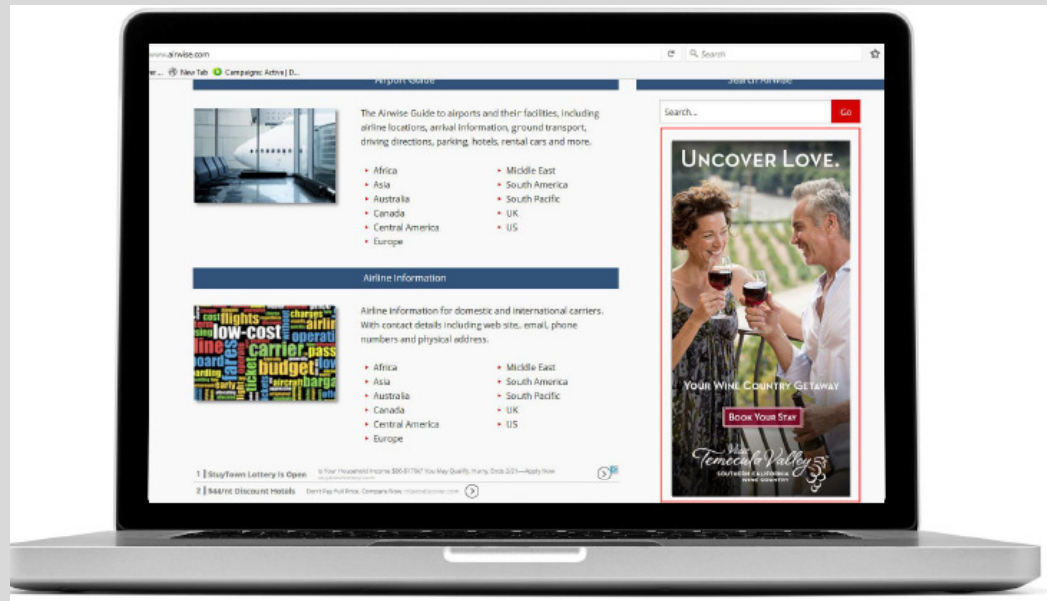
**Total Imps Delivered: 3,058,503**

**Total Video Views Delivered: 335,654**

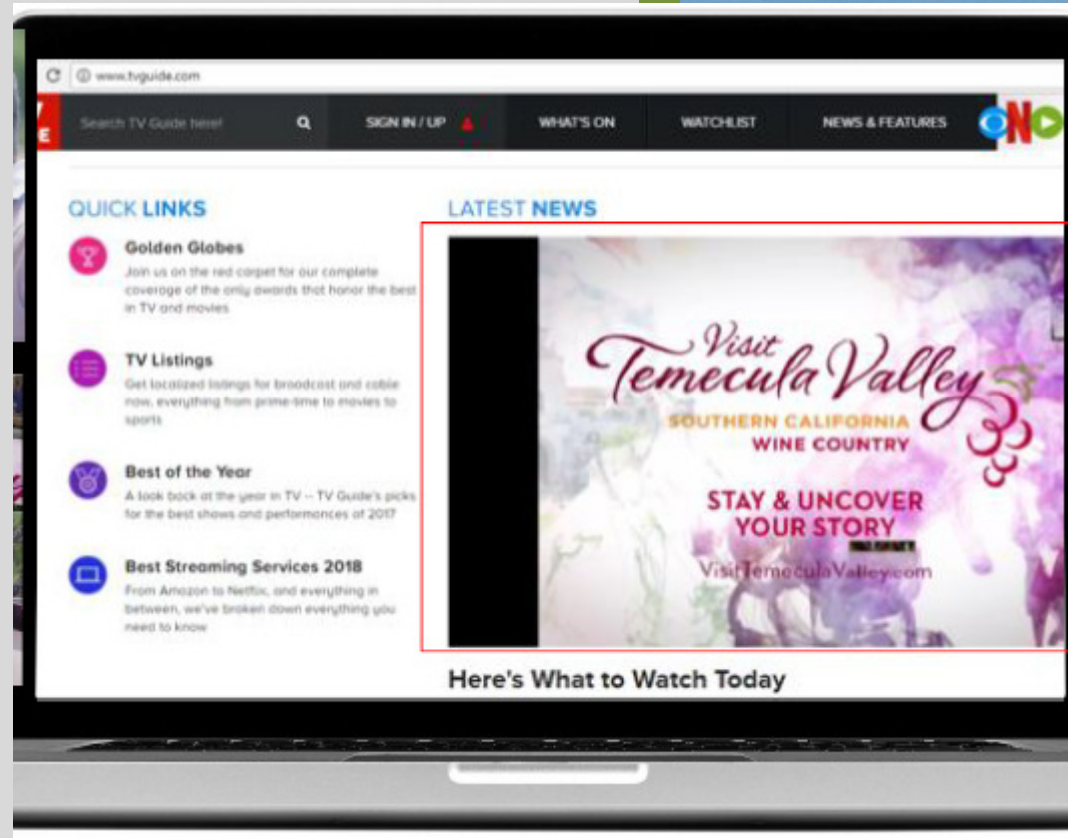
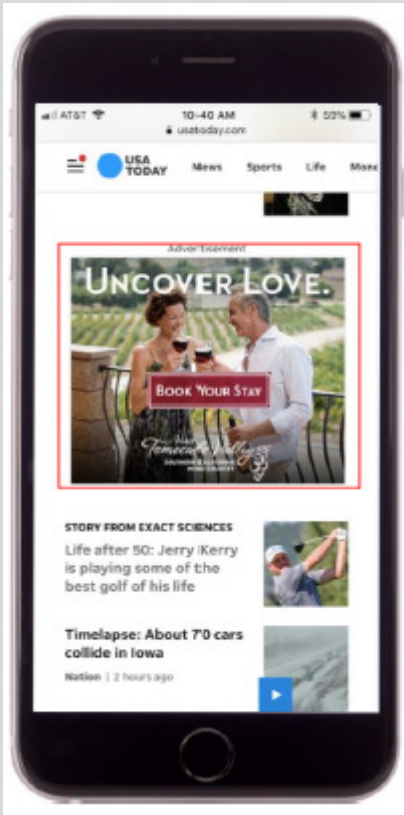
**Total Clicks Delivered : 8,877**



# MNI-Artwork Examples



# MNI-Artwork Examples







# CAMPAIGN OVERVIEW: MADDEN MEDIA

## *Spring Advertising Program 2018*

- Markets: Los Angeles County, Orange County, Palm Springs, San Francisco, Phoenix, Tucson, Las Vegas and Seattle
- Demographic Target: Women 45+
- Dates:  
1/1/2018 – 3/31/2018
- Campaign Total: \$12,750

## **Elements:**

### ***Distributed and Digital Media***

- The campaign included prospecting and retargeting banner ads, story-telling, and YouTube video views.



## CAMPAIGN ELEMENTS: MADDEN MEDIA

### Elements

- Amplified Storytelling
  - Ordered 5,500+ clicks. Received: 8,147 clicks and 2,374,818 impressions. Over-delivered by 48%
- You Tube
  - Ordered 2,500+ views. Received 6,141 views, 9,960 impressions and 33 clicks. Over delivered by 145%.
- Display Banner Ads
  - Ordered: 780,000 impressions. Received: 1,394,757. Over-delivered by 78%.
  - Ordered 1,170 clicks. 5,497 clicks received. Over-delivered by 369%

**Total Imps Delivered: 3,779,535**

**Total Video Views Delivered: 6,141**

**Total Clicks Delivered: 13,677**



## MADDEN MEDIA-Artwork Examples



YouTube



# MADDEN MEDIA-Storytelling Example

Complete story: <https://www.visittemeculavalley.com/wine-trails/>

## Follow the Fruit of the Trails

Your guide to Temecula Valley wine trails

By Heather Raftery

Temecula Valley is the Southern California wine community's secret spot; the place all the locals know and love.

With more than 40 wineries blanketing the softly rolling hills northeast of Old Town Temecula, framed in the the gray-blue silhouette of the Santa Ana and San Jacinto Mountains, Temecula Valley is an oasis of premium including dark, full-bodied Syrahs and Cabernet Sauvignons, juicy Sangiovese, luscious Zinfandels and crisp Blancs.

But with so many wineries to choose from, where do you start?

For those looking to lose themselves among the gnarled vines and rich, oak-scented tasting rooms, Temecula offers four self-guided wine trails

### Rancho California Trail



**Location:** Rancho California Road. Where the wine tasting begins.

**Number of wineries:** 19

The first trail you'll encounter as you drive along Rancho California Road from Old Town Temecula is Rancho California Trail offers a delightful mix of small and large wineries, with a variety of wine styles from traditional to modern, World style or contemporary vibes.

Start at family-owned-and-operated Hart Winery, boasting the oldest vines in the valley, before meandering over to the sprawling estate of Callaway Vineyard & Winery, whose wines have even been sipped by Queen Elizabeth II of England herself. Enjoy the Old World traditions of Thornton Winery, with its elegant French-style chateau, and Europa Village Wineries, Resort & Spa—which offers a selection of French, Spanish and Italian-style wines under a single roof.

Creek Winery & Vineyard. Tease your palate with Chapin Family Vineyards' small lots of handcrafted vintages. Or browse the vintage motorcycle collection at Doffo Vineyard & Winery. Don't be surprised if your planned day trip extends into a weekend getaway on this trail.

### Calle Contento Trail



**Location:** Calle Contento. Runs north/south between east and west Rancho California trails.

**Number of wineries:** 8

Not a fan of crowds? Then take the road less traveled with the Calle Contento Trail. This trail has a decidedly family feel, with family-owned-and-operated vineyards: Vindemia Vineyard & Estate Winery, Lumiere Winery, Longshadow Ranch Vineyard & Winery, Peltzer Family Cellars, Alex's Red Barn Winery, Falkner Winery, Bella Vista Winery and Briar Rose Winery.

Feast your eyes while you reward your palate with a hilltop view of the Temecula Valley at Lumiere Winery, or from The Pinnacle, Falkner Winery's 360-degree-view restaurant. Bring grandparents and the kids to family-friendly Longshadow Ranch Vineyard & Winery. You might feel like you're miles (and years) away from the city bustle at Peltzer Family Cellars, featuring a 100-year-old tractor collection, vegetable garden, farm animals and "micro winery." Enjoy handcrafted European and California blends, sustainably grown at Vindemia Vineyard & Estate Winery, which also offers complimentary bread and olive oil from the estate's own olive trees. If you really want to get away, head back south to Briar Rose, which looks like it came straight out of a Brothers Grimm fairytale; but call ahead for reservations.

### De Portola Trail



## SUMMARY/INVESTMENT

### MNI

Campaign Investment: \$29,058.83

Total Imps Ordered: 2,953,036

Total Imps Delivered: 3,058,503

Total Video Views: 335,654

Total Clicks: 8,877

CTR: .29%

CPM: \$9.50

### Madden Media\*:

Campaign Investment: \$12,750

Total Banner Imps. Ordered: 780,000. Delivered: 1,394,757

Total Video Views. Ordered: 2,500. Delivered: 6,141

Total Story Clicks. Ordered: 5,500. Delivered: 8,147

Total Clicks: 13,677

CTR: .36%

CPM: \$3.37

\*Broke out each element since some were purchased based on views or clicks, vs. impressions.

