

A person with long dark hair, wearing a dark jacket and blue pants, stands on a rocky cliff overlooking the ocean at sunset. The sky is a mix of deep blue and orange, with the sun low on the horizon. The ocean is calm, and the rocks in the foreground are dark and textured.

# HIGHWAY 1

*Road trip*



*JUST COAST*

FY'25 Media Plan

June 26, 2024



**JUST COAST Is the Message, but when it comes to the Medium (aka Media) we are NOT just coasting.....**



## FY'24 Key Achievements in Paid Media

- **Remarkable Paid Media Growth** in Traffic Volume, Conversions, Database Names, and Cost Efficiencies
- **Massive Reach:** 57 million impressions, 1 million clicks (highest CTR ever), leading to 422k site arrivals with 75% taking action.
- **Top KPIs Achieved:**
  - **Time on Site:** CP4+ minutes, 30% of arrivals to site converted to this!
  - **Engagement:** Record volume at the lowest CPE.
  - **Database Growth:** Highest names collected at the lowest CPL.
- **Strategic Success:** Continuous optimization, strong publisher relationships, and creative/content collaboration across Social, Google Ads, Email/newsletters, Print, Video, CTV, use of QR codes, and Retargeting.

# Examples of What Worked Best



# Google to the “Max”

This year a new ad type from Google ad was tested, Performance Max.

- **All-In-One Ad Powerhouse:** P-Max integrates images, text, video, YouTube, Maps, Gmail and Search, optimizing retargeting and creative strategies with AI insights.
- **Stellar Results:** Higher conversions at lower costs. A stunning 30% conversion boost from May '23 to Apr '24.
- **Looking ahead to:**
  - **Expand use for CBID and Supercharge LFAs** with P-Max to enhance Search, replace Discovery Ads.
  - **Enhance Ad Engagement:** Monitor placement to keep ads prominent as Google expands AI in search results.
  - **Explore** upcoming AI tools for 3D images of the central coast and other dynamic elements in ads. Later we may consider creating immersive experiences for users on platforms like Android ARCore and Apple Vision Pro.



# dB Building - doubled the dB base in last few years - now at 125k names

At a time where first party data rules, building our database has been key

## Media We Tried:

- Facebook Carousels, Lead forms, Video, Retargeting, lead-forms and look-a-likes
- Email (Did not work)
- Indirectly:
  - Google ads SEM & Performance Max
  - QR codes in Print ads and CTV

## Looking Ahead

- **Heavier weighting** on the KPI for CPL
- **Optimize Existing Channels:**  
Enhance Facebook campaigns using newest personalization and retargeting techniques

**ADVERTISING FEATURE**

SAN FRANCISCO CHRONICLE | SFCHRONICLE.COM

San Luis Obispo County Wildflower Super Bloom 2023

### SPRING BLO A HIGHWA

The sun is out, and breezes roll effortlessly off the Pacific, across the beaches, and onto the central coast filled with wineries, hiking trails, and points of interest. Whether you prefer to scan the skies for hawks and the rare California condor, pedal along a paved trail with the family, or find a floral explosion during the Superbloom, your Highway 1 Road Trip is calling.

**The Superbloom & Spring Birds Are Back!**

An inspection of California beaches reveals much more than sand. Uniquely adapted to thrive in an arid, ever-shifting environment, coastal strawberries and other flora appear just above the beach line. Download the Wildflowers on Highway 1 Map and head out to survey a kaleidoscope of color including swaying lupines, seaside daisies, and, of course, waves of California poppies.

Rolling hills are blackbirds, and several hummingbird species if you look closely. Claim Point San Luis Lighthouse as your sunset spot. Ready for a break from the beach? Stretch your legs with a hike in Elfin Forest, watch herons hunt for food at Sweet Springs Nature Preserve, or catch a glimpse of foxes, bobcats, and other mammals roaming beneath the Los Osos Oaks.

**Back to the Beach**

Beach treasure appears in every direction here, and we have your treasure map. Download the Highway 1 Beaches Map to launch your adventure. Head south from the shipwreck below Estero Bluffs to Morro Rock. You'll encounter tidepools to investigate, potential sea otters, migrating whales, and other marine mammals, just posed with stunning sunlight and shadows of the granite dome in the distance. Share your images over a sunset beverage on one of many patios located steps from the beach.

**Wildflowers on Highway 1 Map**

Springtime on a Highway 1 Road Trip comes into bloom without having to travel far at all. Anchor your crew in Avila Beach, then head out and back on the 5-mile Bob Jones Trail from town to sea. Dismount to observe migrating songbirds and seek nests of resident sparrows, red-winged

**Highway 1 Beaches Map**

The 437-acre Fiscalini Ranch Preserve hides in plain sight just outside of Cambria. It is a trail-rich environment with Monterey pines and wetlands teeming with reptiles and amphibians, just steps from the beach and only a few minutes from the Moonstone Beach boardwalk.

Farther south, Oceano Dunes offers yet another breathtaking sandscape. The largest dune complex in California is also a habitat for an array of coastal wildflowers and the rare snowy plover, which nests each spring in a protected area here.

Whatever beach, meadow, or headland you wish to explore, the California Highway 1 Road Trip will take you there. ■

CREATED IN PARTNERSHIP WITH  
**THE STORYSTUDIO**

**California Highway 1 Road Trip**

**Small Towns, Big Wildlife**

Scan the Code to Get Map and Start Exploring

**HIGHWAY 1 Road trip**  
JUST COAST

# General Overall success w/ LATimes Handshake ad

- **One of the most efficient tactics** on the buy across all metrics.
  - **Top Conversion Driver:** 5th highest, just below Search and direct traffic.
  - **Drove hundreds** of map downloads.
- **Looking ahead:** CBID will increase its use and offer it to the LFA's.



**LA Times** Los Angeles Times with California Highway 1 Road Trip. Sponsored

The ten small towns on our stretch of Highway 1 are small places for big adventurers. Just pull over, and you will have arrived.



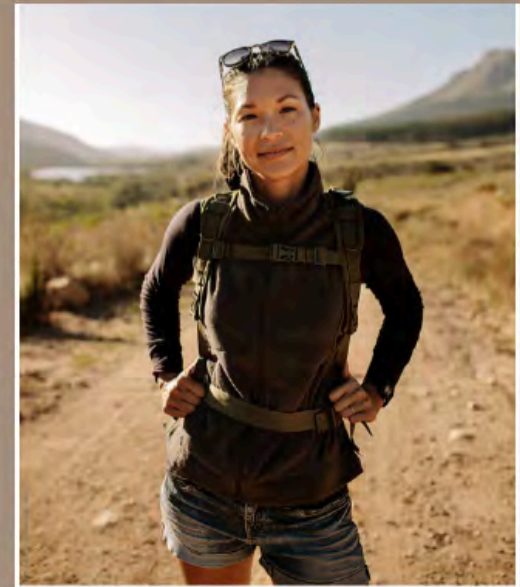
highway1roadtrip.com  
**Take the long view**  
Experience awe. [Learn more](#)

1.2K 58 comments 111 shares

Like Comment Share

# Video driven engagement soared

- **Record Engagement:** 3.8 million engagements at our lowest CPE ever.
- **Top Performers:** Facebook, YouTube, Spotify Video and Amazon CTV drove massive engagement and volume.
- **Amazon CTV** drove huge volume and quality engagement with its extensive reach, quality content, advanced targeting and integration into the Amazon ecosystem. Between Amazon and Spotify, they drove 20% of all engagements by using only 10% of the dollars (remember they are in test mode).



Age 35 Professional  
Lives in LA but from SF.  
Loves hiking, being in and  
caring about the  
environment.

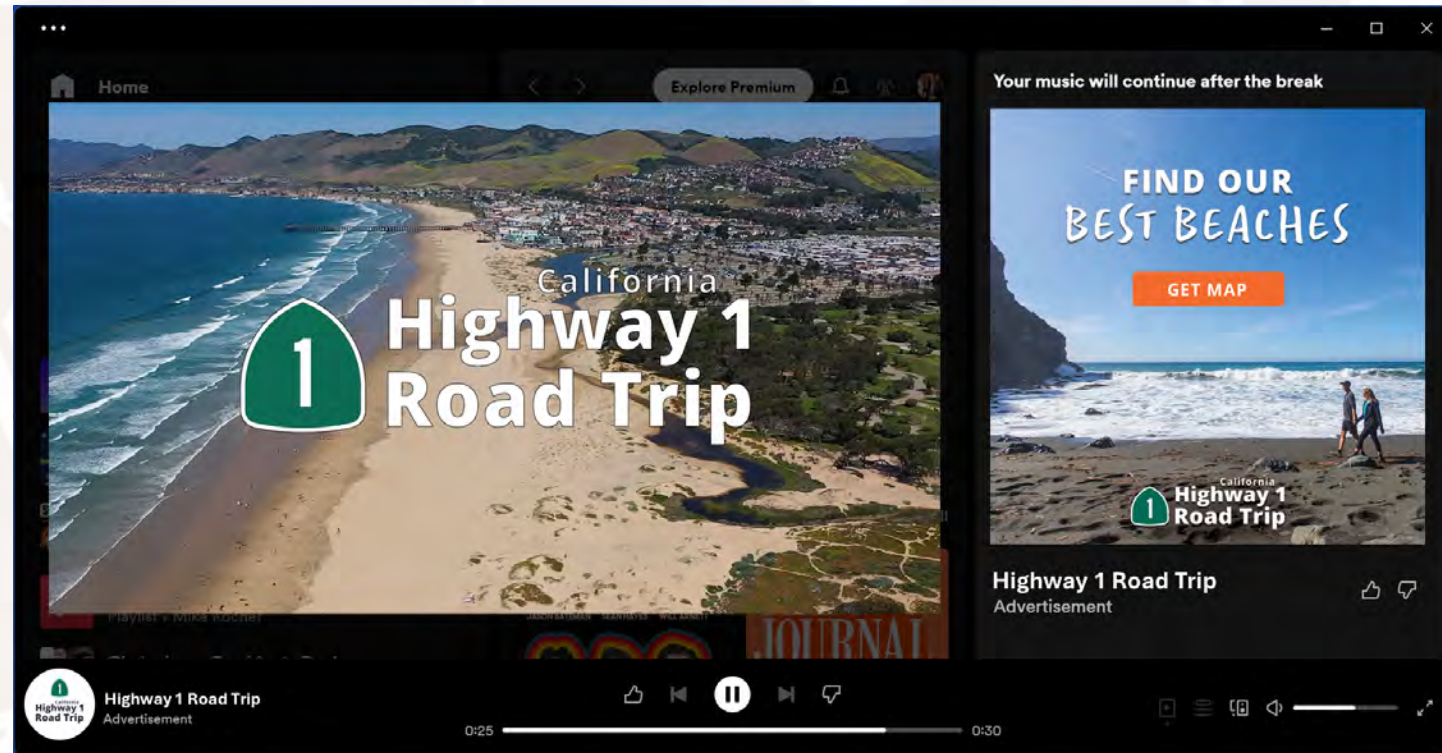


# Mike and Ami (NWMP + Amazon)



# Spotify Video

- 30-second non-skippable videos that appear when engaging with the app.
- Beautiful imagery leading to 0.89% CTR, exceeding Spotify benchmark of 0.55% CTR.
- Quality traffic with 97% engagement rate (GA4).



# Amazon Connected TV

- Promoting video content across Amazon Streaming TV services.
- Massive audience, unique data and premium inventory.
- QR codes bridge gap between TV viewers and website visitors. While fewer visitors, engagement is also very high with 94%.



A woman and a child are standing on a beach, holding hands and looking out at the ocean. The woman is wearing a wide-brimmed hat and a long-sleeved shirt, while the child is wearing a pink swimsuit. In the background, a sailboat is visible on the water. The scene is bright and sunny, with a yellow decorative shape in the top left corner.

# Amazon Ads

Ami Roh

Account Executive, Local Ads

[amirohz@amazon.com](mailto:amirohz@amazon.com)







# Reach customers across Amazon properties

—

**223MM**

U.S. monthly  
unique visitors<sup>2</sup>

—

**Over 300MM+**

worldwide active  
customer accounts<sup>3</sup> and  
200 million  
Prime members  
worldwide<sup>4</sup>

—

**135MM**

unduplicated US viewers  
on Amazon OTT and  
Twitch<sup>5</sup>

# Audiences for every stage of the journey

## In-Market

What are Amazon customers shopping & browsing for right now?

## Interest

What have they bought in the past?

## Lifestyle

What does the **content they consume** and **retail behavior** tell us about them?

## Life Stage

What **important events** are going on in their lives?



# Finding Jane with Amazon first-party audience insights

Initial Audience

Unique Amazon Insights

Results

Subscriber List  
Website Visitors  
Age: 35+  
HHI: 175K+  
Beach Intenders

Lifestyle  
Video Streamers

Lifestyle  
Interested in Golf

Owner  
Electric  
Vehicles

Lifestyle  
Camping & Hiking

In-Market  
Family  
Travel Books

In-Market  
FloridaTravel Books

Lifestyle  
Leisure Travelers

In-Market  
Luggage & Travel  
Gear

Lifestyle  
Sports & Outdoors

Third-Party  
Online  
Vacation  
Rentals High  
Spenders

In-Market  
Travel  
Guidebook  
Series

Lifestyle  
Families  
with Young  
Children

Third-Party  
Expedia  
Customers

Lifestyle  
Fitness & Outdoor  
Activities



Jane



# Engage with Amazon Audiences everywhere



## Streaming TV

FreeVee, Prime Video and Amazon Publisher Direct offerings put your brand on the biggest screen in the house during some of the most “distraction free” moments of the day and **connect your brand with a valuable audience of engaged, hard to reach streamers.**



## Audio

Brand engagement beyond the screen with Amazon Audio ads across **Amazon Music Free on Echo and Alexa enabled** devices, Fire TV, mobile/ tablet and desktop. **Engage your audience throughout their day.**



## Display & Video

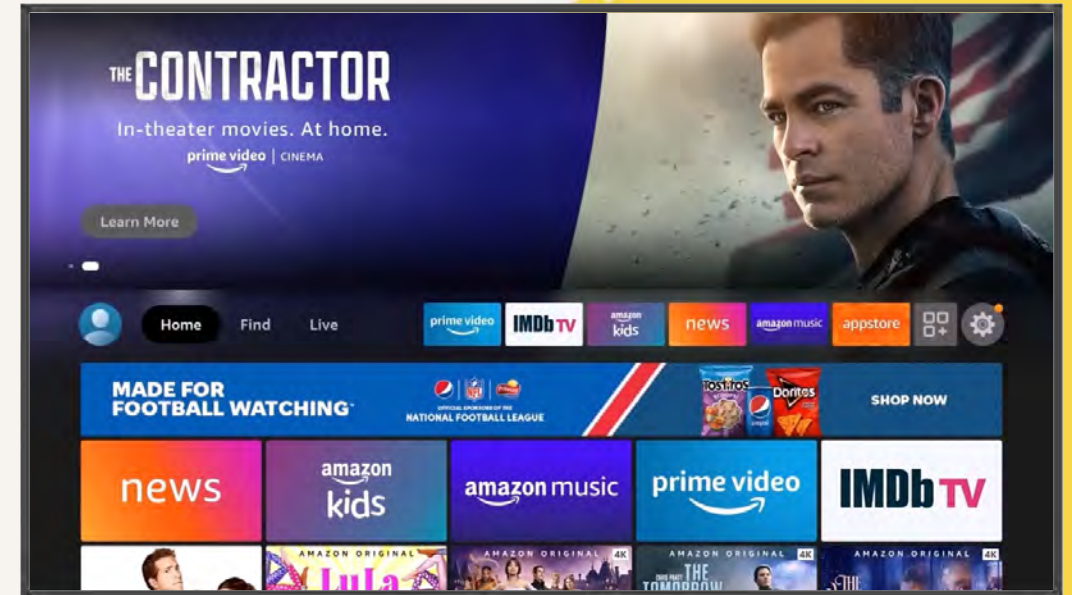
Utilize Amazon’s demand side platform to reach your **curated audience** while they are shopping on Amazon and while they are **off Amazon browsing and consuming content.**



**HIGHWAY**  
*Road trip*  
JUST COAST

# Amazon Streaming TV Ads Experience

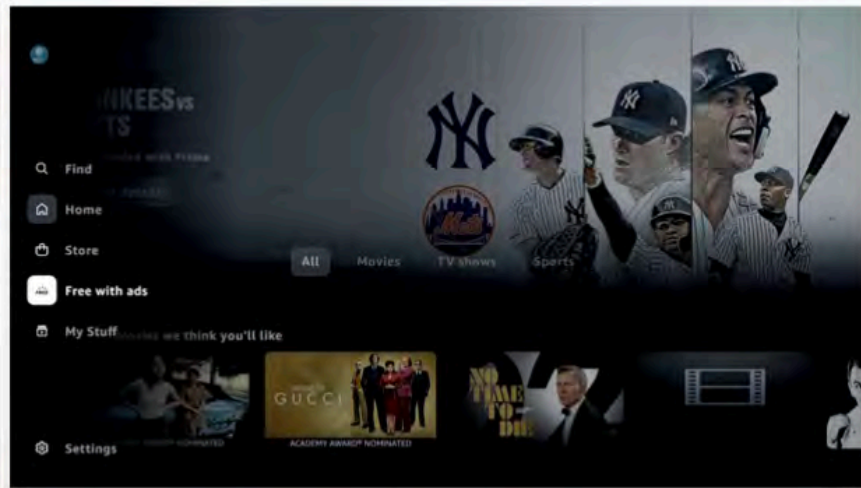
- Full-screen video ads typically viewed on the largest screen in the home
- Non-skippable ads to tell your brand story
- Show up alongside premium content like TV shows and movies



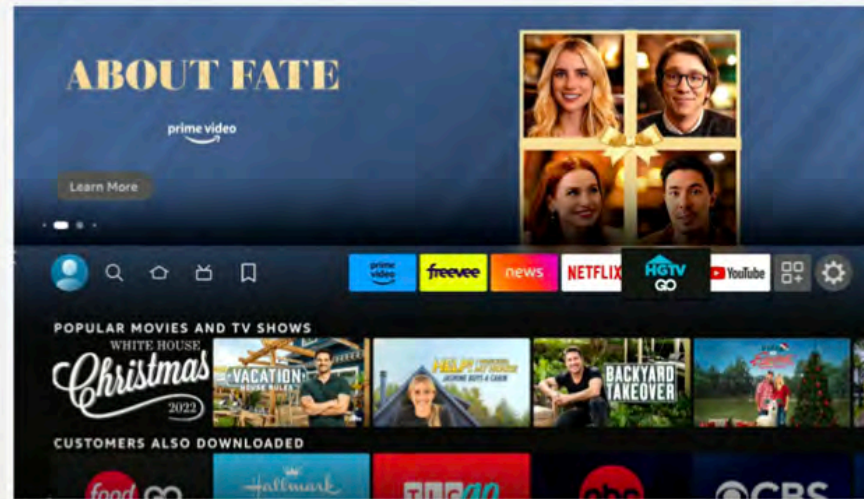
# Amazon Streaming TV ads show up where CBID's audience are streaming

prime video

"Free with ads" section



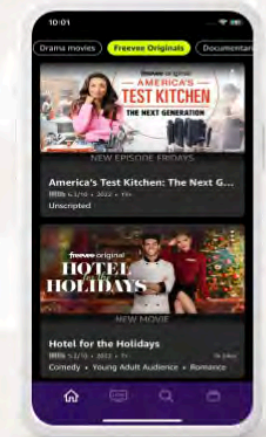
Leading 3P publisher apps



66%

of Prime Video viewers watch Freevee content<sup>1</sup>

freevee app



## Prime Video

# 115MM+

average US monthly  
ad-supported reach

Hulu

## 112MM

ad-supported  
viewers

Peacock

## 72MM

users reached by  
premium content

Warner Bros.  
Discovery

## 54MM

subscribers on  
HBO, Max,  
Discovery+








Netflix

## 23MM

global  
monthly active users

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# Media Strategy Highlights for FY'25

- **Build on our continuous improvement strategy using:**
  - **Data:**  Supercharge targeted ads with first-party data to grow CBID's Database and use data to deliver tailored messages to relevant audience segments.
  - **Effective Retargeting** : Multiple types especially retargeting using map downloads across all media types and personalization. A Retargeting "Summit" amongst BidBunch teams will reveal more plans.
  - **No Cookies, No Problem**  : Expand audience targeting with Google Audiences, Amazon audience and other publisher sets.
  - **CTV and Google Video Expansion** : Boost CTV and YouTube content, perhaps with cool 3D effects.
  - **Measure What Matters** : Let automation and AI handle data and reporting where possible. Focus on optimizing, brand lift and attribution.
  - **LFA Program Extension** : Extend programs with best cost efficiency and metrics to LFAs.

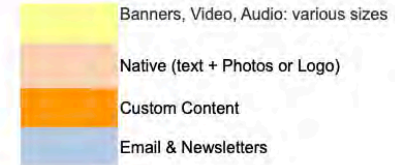


June 26, 2024

## H1RT: Fy'25 Media Plan — 360 Brand Effort

46+m Impressions, 3x min Frequency

SOV against Targets is TBD



STRATEGIES / MIX	PARTNER EXAMPLES	LIVE SEPT 4	OCT	NOV	DEC	JAN - MAY 15 2025	CPM/ CPC	IMPRES- SIONS/ CLICKS	SPEND	% Allocation
<b>DRIVE TRAFFIC/ CONSIDERATION</b>										
PREMIUM VENDOR FOR NORTHERN TARGETS	HEARST MEDIA: STORIES, EMAIL, PRINT, STORY RETARGETING						\$7	17,520,000	\$130,000	25.49%
PREMIUM VENDOR FOR SOUTHERN TARGETS	LATIMES MEDIA: PROGRAMMATIC DISPLAY (Including Dynamic and Mobile) Email & RETARGETING						\$11	12,500,000	\$134,000	26.27%
AGNOSTIC VENDOR FOR Programmatic	NORTHWEST MEDIA PARTNERS: PREMIUM NEWSLETTERS and RETARGETING,						\$10	5,000,000	\$50,000	9.80%
TARGETED HIGH INTENT TRAFFIC ACROSS ALL TARGETS	GOOGLE ADS (SEM +P-MAX + YOUTUBE						\$0.44	422,727	\$186,000	36.47%
		Impressions from SEM Efforts						11,100,000		
<b>DRIVE TRAFFIC &amp; ENGAGEMENT</b>										
SOCIAL MEDIA	LATIMES & HEARST Including Facebook, Instagram	Costs and impressions Included Above								
CTV and VIDEO	NWMP (AMAZON PRIME, Spotify audio ETC), LAT PROGRAMMATIC	Costs and impressions Included Above, Video ads :15/:30 each								
<b>Research</b>										
Brand Lift and /or Attribution	TBD								\$10,000	1.96%
							<b>\$11.06</b>	<b>46,120,000</b>	<b>510,000</b>	<b>100.00%</b>



THANK YOU!