

Special Plans: CB (May 16th, 2024)

Carolina Beach: Proposed Paid Media Support for 100th Centennial



Planning Assumptions

- The official Kickoff to the Centennial Celebration at Town Hall is scheduled for March 6, 2025. There will be a series of in-market “events” scheduled throughout CY 2025.

Recommended Paid Media Support

- **Objective:** Build awareness & familiarity of the Centennial Celebration as a key support point for all the great things to do while vacationing in Carolina Beach
- **Target Audience:** Primary: residents of NC (excluding New Hanover County)
- **Timing:** Kick-off the campaign in March 2025, aligning with the Celebration at Town Hall. Sustain activity through May to create top-of-mind awareness of the Celebration. Note: we recommend continuing the successful elements of the campaign into the second half of 2025; this would be evaluated for FY25-26 and funded by rollovers if applicable.
- **KPIs:** impressions/CPM (awareness), clicks/landing page traffic (familiarity).
- **Media Channels:** To ensure maximum effectiveness, we recommend allocating the majority of the paid media budget to digital/social. This will enable us to measure the effectiveness of the campaign, optimize the campaign in real-time, leverage digital/social targeting capabilities and focus on channels that have historically performed well. eBlasts and eNewsletters with an event and family focus (for example, Axios Charlotte, Axios Raleigh, Charlotte Parent) will be considered and used to supplement awareness efforts with a North Carolina audience. In terms of specific tactics, we recommend:
 - **Paid Social (Meta):** Incorporate multiple formats (video, image, carousel) and targeting tactics (prospecting, retargeting).

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- **Programmatic (Sojern):** Using the CVB's preferred programmatic partner, leverage both display and pre-roll video. Schedule programmatic to align with paid social for optimal impact.
 - **Paid Search:** Incorporate relevant keywords within the existing Carolina Beach search campaigns to leverage the effectiveness of paid search without incremental spending.
 - **eBlast/eNewsletter:** Paid eblasts targeting beach vacation interests in NC; Leverage existing engaged email audiences with North Carolina-based media outlets to promote the series of events related to the Centennial celebration.
 - **PR:** Leverage existing PR and influencer campaigns to incorporate Centennial celebration/events where applicable.
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- **Total Budget:** \$100,000