## **VISIT SARASOTA COUNTY**

2024 MARKETING CAMPAIGN FINAL REPORT

**October 2, 2024** 



## **MEDIA SCHEDULE**

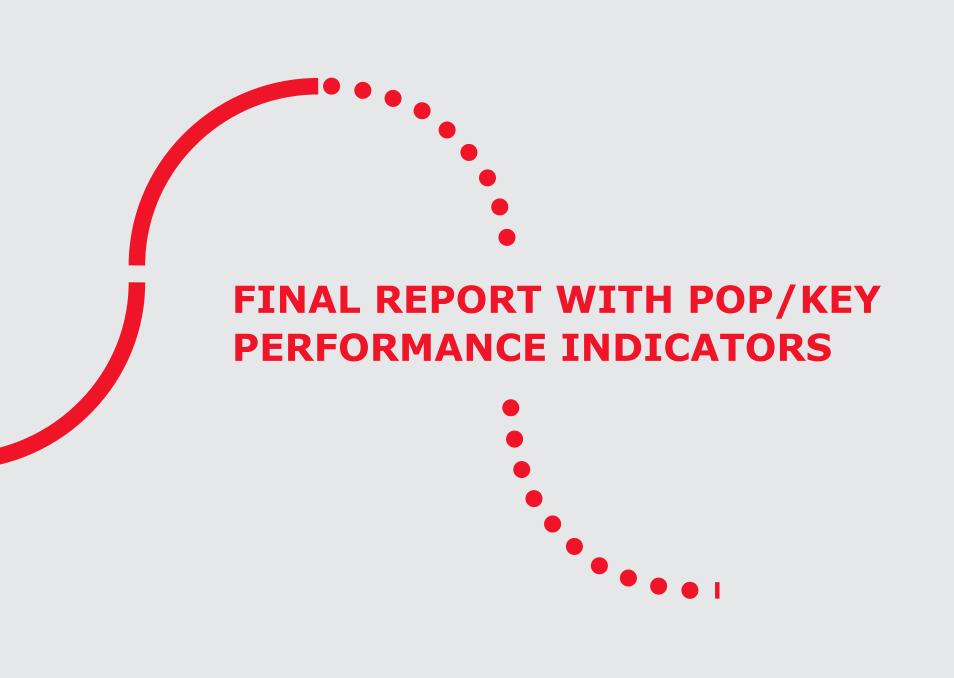
2024

Visit Sarasota County and Air Canada Vacations Co-op Schedule

Visit Sarasota County - 8/1/2024-9/30/2024

						2024				
						Sep	Sep	Sep	Sep	Sep
Ad Type	Media	Description	# of Ins.	ACV	Visit Sarasota	2	9	16	23	30
				Contribution	County Contribution					
ACV Internet	aircanadavacations.com - Banner	Destination Page - Secondary Banner - US	3	\$42,000						
	aircanadavacations.com - Carousel Banner	Carousel Banners "Handpicked Offers"	1	1 \$8,000	\$0					
	Acv.com - Plan Your Trip- Featured Fav.	Plan Your Trip - Featured Favourites	1	\$3,300	\$700					
Digital Media	District M	Programmatic Display Ads - Pkg 1	1	1 \$0	\$10,000					
	Facebook Promoted Posts	Facebook Promoted Posts	1	1 \$0	\$10,000					
	The Weather Network/Meteo Media	Display Banners - 500K Impressions - Full Width	2	2 \$0	\$15,000					
Direct Marketing - Consumer	Air Canada Vacations e- newsletter - ACV Favourites	Featured	1	\$5,000	\$5,000					,
Out of Home	Astral	Video Wall - YYZ	1	1 \$0	\$14,000					
Radio Traffic Tags	Canadian Traffic Network - YY	Z Traffic Tags - 10 sec/30 words		1 \$0	\$15,300					
Trade - Eflyer	Trade - Eflyer	E-flyer	1	\$20,000	\$0		-			
Creative/Production Fee	Creative/Production Fee (Digital Media)	20% Creative Fee		\$9,800	\$0					
Total Campaign (USD\$)				\$88,100	\$70,000					

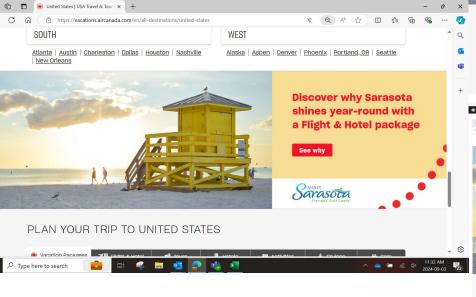


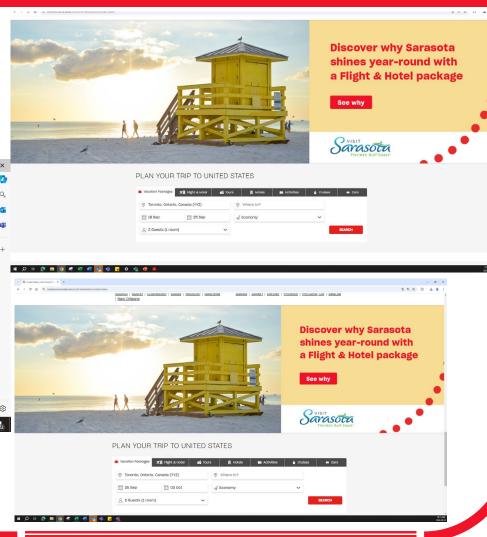


## **AIR CANADA VACATIONS WEB**

#### DESTINATION PAGE- SECONDARY BANNER - US

Weeks of September 2 -23 Views: 1,943 | CTR: 0.41%



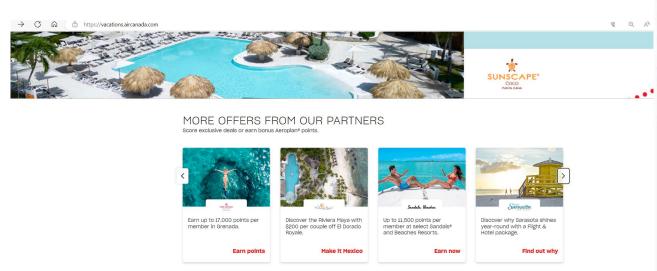


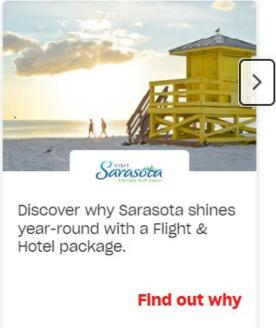
## AIRCANADAVACATIONS.COM

#### CAROUSEL BANNERS "HANDPICKED OFFERS"



Views: 139,561 | CTR: 1.03%





#### DESTINATIONS TO DISCOVER













Week of Sep 2

















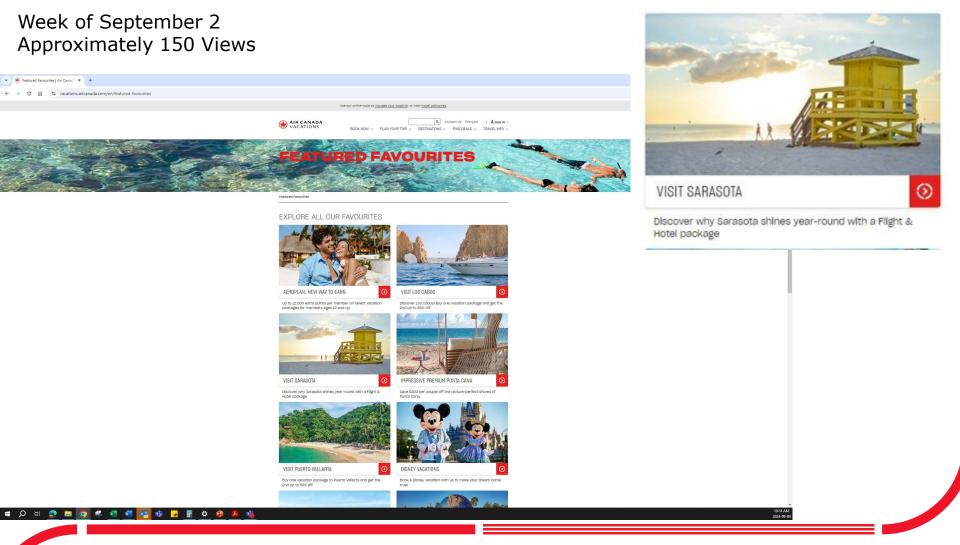






## **AIRCANADAVACATIONS.COM**

#### PLAN YOUR TRIP - FEATURED FAVOURITES



## **DIGITAL MEDIA - DISTRICT M**

#### PROGRAMMACTIC DISPLAY ADS - PACKAGE 1

Week of September 9

Impressions: 2,619,568 | Clicks: 4,162 | CTR: 0.16%



Take Yourself On A Solo Honeymoon. You Deserve It.

By Hannah Orenstein

More women are jetting off alone than ever before.

**MENU** 



T\'.\ NOUVELLES Q



Soucis environnementaux

Au Parc Safari en camion électrique



LE GUIDE ULTIME

31 mini-chalets à louer au Québec cet été

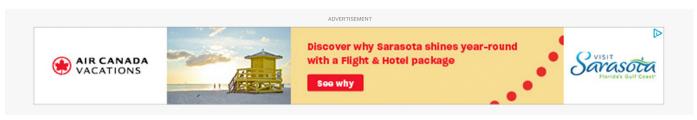














Visiting Cannes Rekindled My Love Of The French Riviera

The Côte d'Azur hotspot ticks every

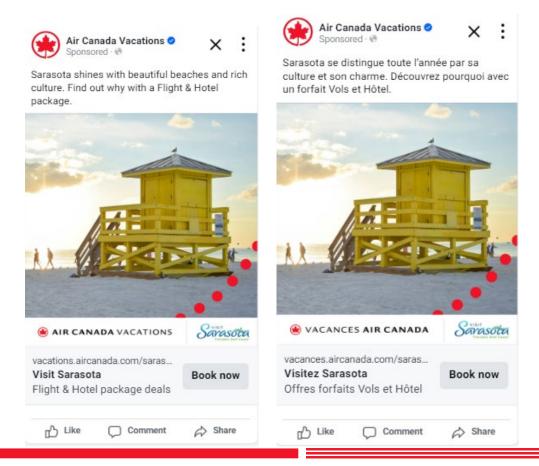
## **DIGITAL MEDIA**

#### FACEBOOK PROMOTED POSTS

Weeks of September 9-23

Impressions: 734,874

Clicks: 5,710 | CTR: 0.54%

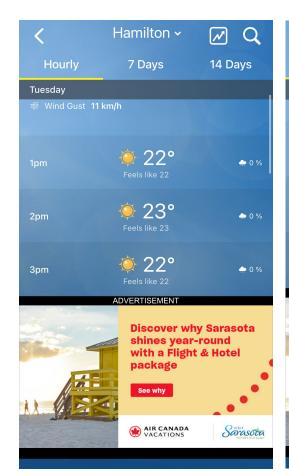


## **DIGITAL MEDIA**

#### THE WEATHER NETWORK/METEO-DISPLAY BANNERS-500K IMP. - FULL WIDTH

EN & FR | September 2-8 Impressions: 500,061

Clicks: 2,226 | CTR: 0.45%





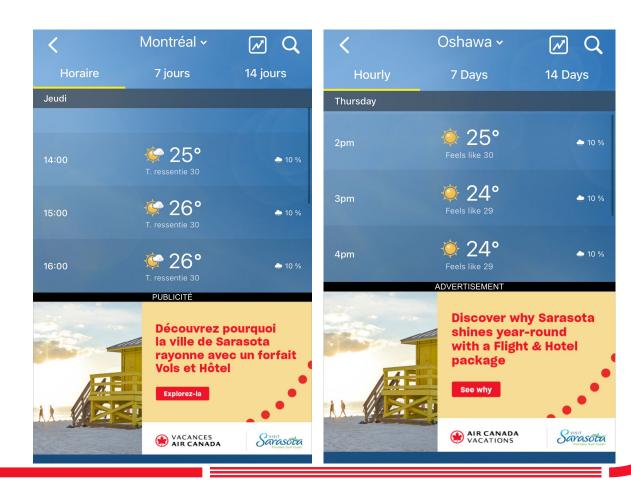
## **DIGITAL MEDIA**

#### THE WEATHER NETWORK/METEO-DISPLAY BANNERS-500K IMP. - FULL WIDTH

EN & FR | September 23-29

Impressions: 500,039

Clicks: 2,364 | CTR: 0.47%



## **DIRECT MARKETING - CONSUMER**

#### ACV E-NEWSLETTER - FAVOURITES - FEATURED BANNER

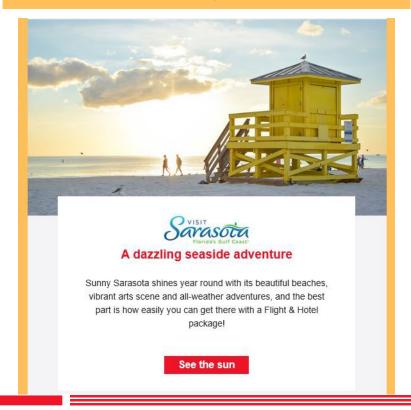
Sent September 11

Total Reach: 370,619 recipients

CTR: 1.98%

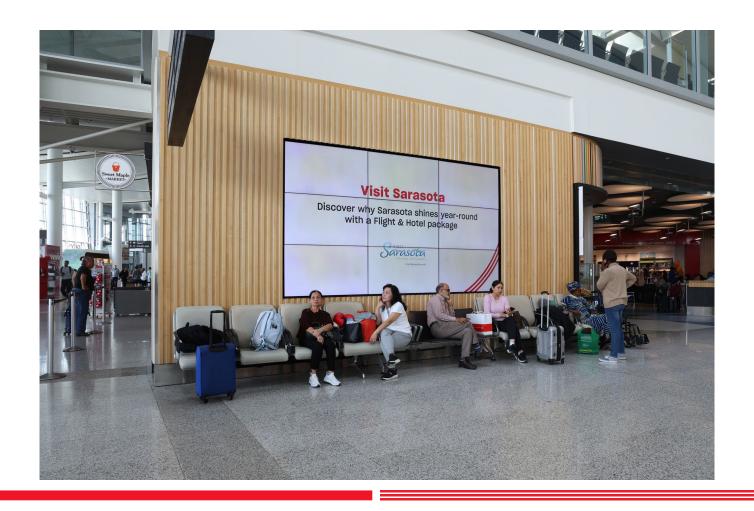


## **Dream planner**



## **OUT OF HOME**

#### VIDEO WALL - LOCATED AT TORONTO PEARSON AIRPORT



## RADIO TRAFFIC TAGS

### CANADIAN TRAFFIC NETWORK - YYZ - TRAFFIC TAGS - 10 SEC/30 WORDS

Week of September 2-8

#### ACV EN script:

Discover why Sarasota's stunning beaches and vibrant arts scene make it the ultimate year-round destination. To book, contact your travel agent or visit Air Canada Vacations DOT com.

Toronto Radio Aircheck



Estimated Radio Reach/Frequency

Paid campaign spots: 100 | Bonus campaign spots: 100 | Total delivered campaign spots: 200

(before bonus spots)

Market	# of Client Messages	A35+ Schedule Reach	% Reach A35+CMA	Frequency A35+CMA	FC Impressions A35+
TORONTO	100	565,829	14.5%	1.4	1,092,000
	100	565,829			1,092,000

(with bonus spots)

Market	# of Client Messages	A35+ Schedule Reach	% Reach A35+CMA	Frequency A35+CMA	FC Impressions A35+
TORONTO	200	843,732	21.6%	1.8	2,057,000

## **TRADE**

#### E-FLYER

Total Agent Reach: 26,179 recipients

Open Rate: 33%



# THANK YOU

