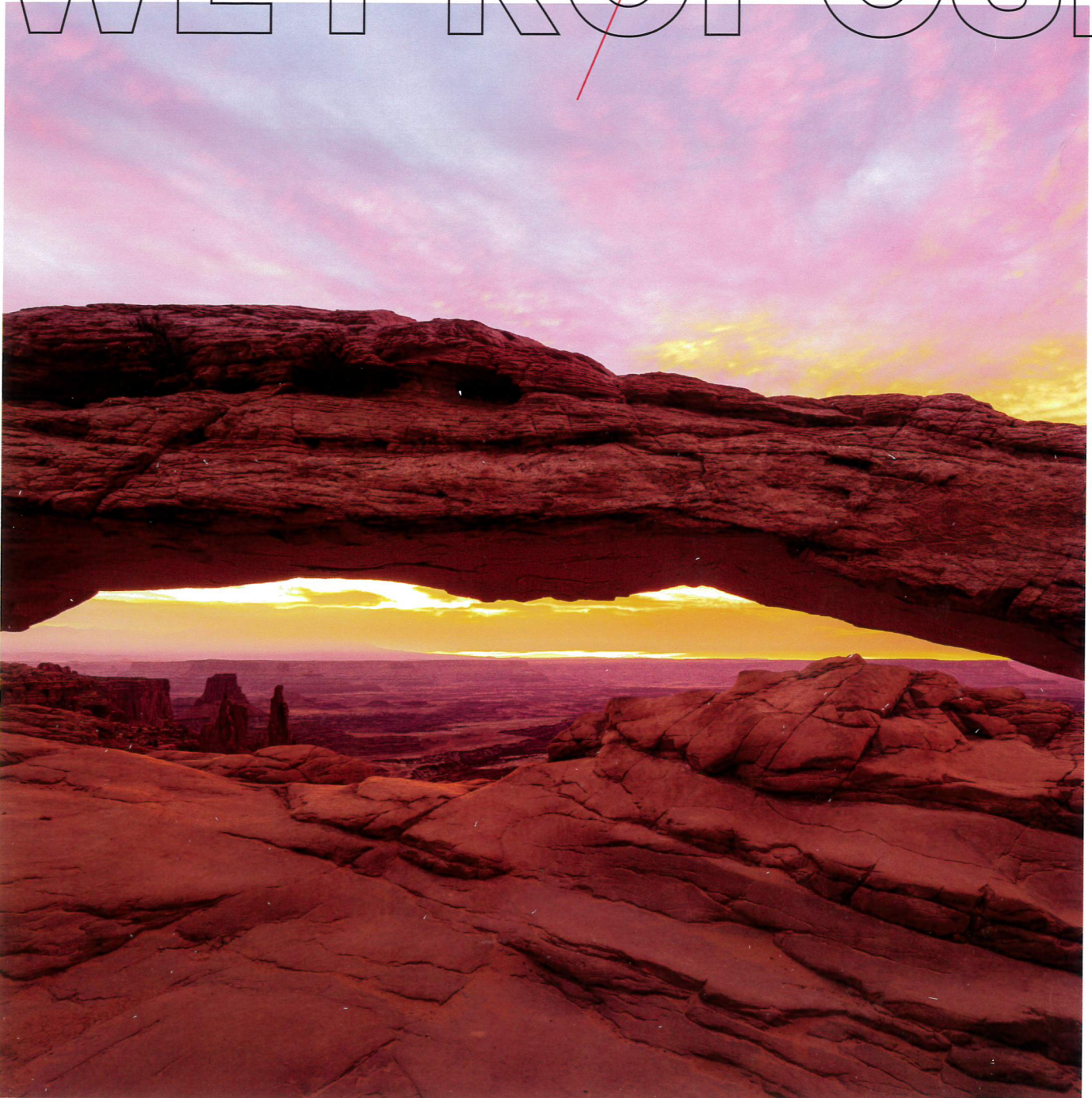


# THIS IS WHAT WE PROPOSE



## TO THE GRAND COUNTY ECONOMIC DEVELOPMENT DEPARTMENT (EDD)

On behalf of The Abbi Agency, I want to express my sincere gratitude for the opportunity to share a proposal to serve as lead agency to support the execution of its Destination Management Organization (DMO) goals to promote responsible recreation. In conveying this proposal, our firm expresses our keen interest in representing Grand County and the Moab area through the execution of integrated advertising services, specifically development of marketing strategy, media planning, and media buying.

As an agency with tightly integrated expertise in tourism and the travel industry, The Abbi Agency is adept at building behavior-altering campaigns beginning with research and strategy through execution and optimization. We understand that tourism marketing is no longer about simply driving visitors to a destination to recreate. It is about educating, inspiring and engaging travelers to preserve, respect and restore the places they love.

The Abbi Agency knows that a trip to Grand County, often for places such as Arches National Park, may be a once-in-a-lifetime highlight for a family, couple or individual. The awe-inspiring beauty of one of the world's most iconic natural wonders is an unparalleled travel experience. Educating and engaging the traveler about visitation and recreating

responsibly in a way that does not detract from the visitor experience is key to a successful campaign. Leveraging insightful marketing strategy, delivering clever and memorable creative, and effectively targeting and converting key audiences through paid media and frictionless digital experiences will lead the charge to drive the behavior change, and educated and informed travel, that the EDD desires.

We look forward to working with the EDD to power a truly exceptional, sustainable and responsible travel experience in Grand County and the Moab area for visitors and park employees, preserving and enhancing the wonder that visitors have when they enter the borders of one of the world's most majestic natural landmarks and the beauty that surrounds it.

Best Regards,

**Abbi Whitaker**

775-323-2977 | [abbi@theabbiagency.com](mailto:abbi@theabbiagency.com)

**Chani Knight**

775-446-4677 | [contracts@theabbiagency.com](mailto:contracts@theabbiagency.com)

**The Abbi Agency Offices**  
Reno, Nevada  
Las Vegas, Nevada



## ABOUT US

Founded in 2008, The Abbi Agency is a woman-owned and operated integrated marketing communications firm with significant experience across a wide variety of business verticals, including destination and hospitality marketing, economic development, professional services, technology and consumer lifestyle products. We do this work by developing and managing diverse, multi-channel media buys that are both innovative and compelling for the many constituent groups our clients intend to reach, and by building performance touchpoints into our marketing programs to ensure that we are nimble, agile, responsive and effective in our outreach methodologies.

Our team is made up of 45+ full-time experts across various marketing disciplines. We're headquartered in Reno, Nevada and hold offices in Las Vegas, with satellite employees across the nation - allowing our distributed team to work effectively across time zones near the borders of Nevada and beyond and to travel as necessary for client engagements.

We are a full-service shop with broad capabilities, fiercely dedicated to leaving the places we enter better off than we found them. As a disadvantaged

business enterprise, we understand the importance of elevating voices that are not always readily heard and of practicing cultural humility as we navigate the nuanced needs, wants and perspectives of a vibrant and varied constituency - namely, those who travel from far and wide to see the natural beauties of this world. Central to our values is sustainability and supporting our employees and the communities we serve. This commitment runs deep - we have recently become a certified B-Corporation, joining the likes of Patagonia and Toms, ensuring the work we do and the clients we serve meet rigorous social and environmental performance standards to benefit all people.

## Experts In Destination Marketing & Management

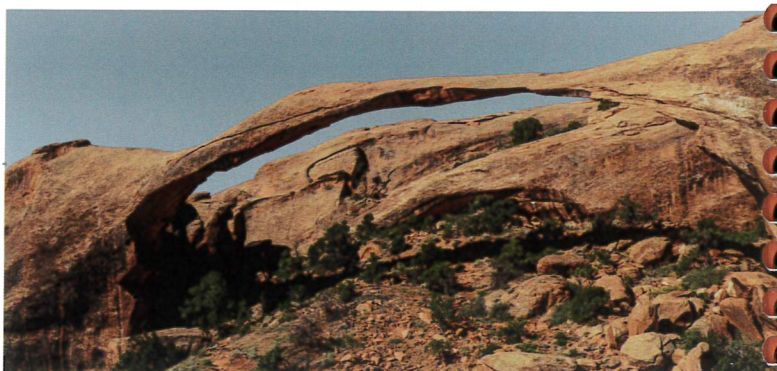
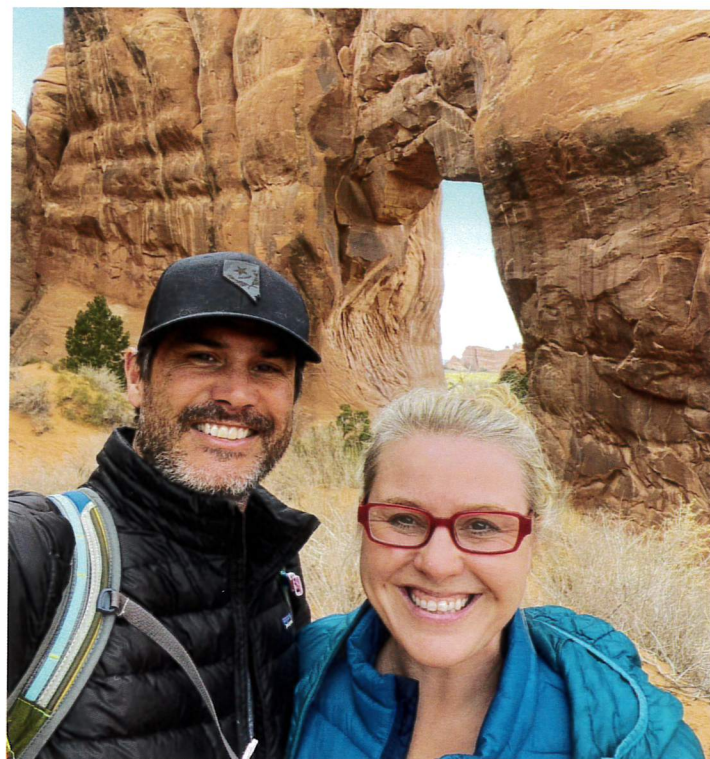
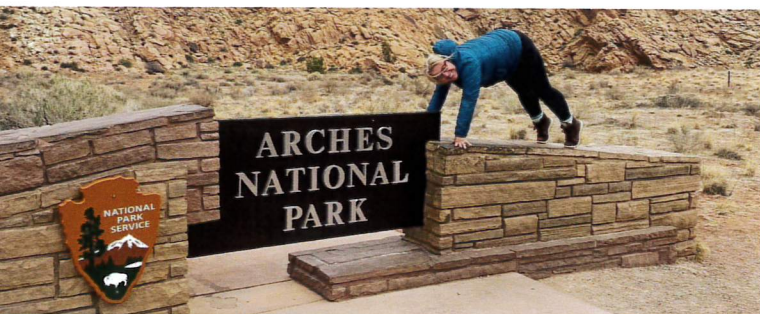
We build destination brands that inspire desire and provoke wanderlust. We find their essence and bring it to life through media, transforming audiences into participants, sharing the siren-song stories that set places apart and pull people in. But as the tourism landscape has been transformed by overtourism pressures, our agency has also led the charge in sustainable tourism practices, destination management programs and responsible travel efforts.

The Abbi Agency is well-versed in working within all facets of the tourism industry; tourism business improvement districts (TBIDs), Destination Marketing Organizations (DMOs), chambers of commerce and hospitality organizations to develop effective marketing programs in alignment with organizational goals. Our firm understands that entities such as these must often manage complex priority matrices that address the concerns of numerous stakeholders. We are expert at managing these multifactorial demands toward a destination's sustained success.

A selection of clients in our working portfolio includes destinations like Yosemite National Park & the Yosemite Conservancy, Travel Nevada (managed by the Nevada Department of Tourism and Cultural Affairs); North Lake Tahoe (which is overseen by a marketing cooperative comprised of two DMOs and two boards of directors that spans two states); Murrieta, California (which is managed by the Explore Murrieta Tourism Business Improvement District); Goleta, California (managed by the City of Goleta's Business Improvement District); Placer County, California (a partnership consisting of local business owners, county officials, and representatives from the various regions that make up the county); the City of Henderson, Nevada (a City led initiative for which we developed the foundational branding on which it now relies); and Kalispell, Montana.

And our outcomes speak for themselves.

Our work for these destinations has created targeted off-season campaigns that evened out peak-and-valley tourism fluctuations in popular destinations — alleviating overcrowding during busy tourism seasons while driving sustainable visitor volumes during off-peak periods as well as mitigating the impact to the environment with more education surrounding recreation. Working with world-renowned destinations like North Lake Tahoe, and National Park gateway communities like Kalispell, Montana (entryway to Glacier National Park) The Abbi Agency has fine-tuned strategies that relieve the strains of overcrowding while driving predictable and impactful tourism volumes that sustain local businesses throughout shoulder seasons and effectively messaging responsible travel to destination visitors.



OUR SERVICES

# HERE'S WHAT WE DO

RESEARCH  
& STRATEGY

- Market Research
- Brand Analysis
- Brand Strategy
- Strategic Plans
- Audience and Persona Sketching
- Message Identification and Mapping

DESIGN  
& CREATIVE

- Campaign Concepting
- Campaign Execution
- Strategic Brand Collateral
- Video Production
- Graphic Design Execution
- Brand Identity and Messaging

SOCIAL MEDIA

- Social Media Strategy
- Community Management
- Engagement Campaigns
- Content Development and Campaigns
- Social Media Giveaways
- Influencer Activations

PUBLIC  
RELATIONS

- Media Relations
- Articles and Releases
- Press Trips and Media Visits
- Crisis Management
- Media Training
- Partner Management

WEB & DIGITAL

- Website Development
- User Experience (UX) Strategy
- Website Design
- Content Management
- Search Engine Optimization (SEO)
- Database Development

MARKETING  
& ADVERTISING

- Strategic Media Planning
- Traditional Media Buying
- Digital Media Buying
- Search Engine Marketing (SEM)
- Social Media Advertising
- Guerilla Marketing

## AWARDS

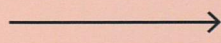


## PR Daily



- **Gold ADDY Award 2021**, American Advertising Federation (AAF), Regional & Local Consumer Website, Nine Dot Arts
- **Silver ADDY Award 2021**, American Advertising Federation (AAF), Social Media Campaign, Edgewood Tahoe Resort-Puzzle
- **Gold ADDY Award 2021**, American Advertising Federation (AAF), Consumer Website, Edgewood Tahoe Resort
- **Silver ADDY Award 2021**, American Advertising Federation (AAF), Social Media Campaign, Fall Under the Spell
- **Bronze ADDY Award 2021**, American Advertising Federation (AAF), Public Service Message Campaign, SmogSpotter
- **Bronze ADDY Award 2021**, American Advertising Federation (AAF), Brochure, Edgewood Wedding Guide, Edgewood Tahoe Resorts
- **PRSA Silver Spike 2021**, Programs: Community Relations, Responsible Travel Campaign
- **PRSA Bronze Spike 2021**, Programs: Issues Management, SendCutSend
- **PRSA Bronze Spike 2021**, Programs: Multicultural Communications, Gay & Lesbian Chamber of Commerce Nevada
- **PRSA Bronze Spike 2021**, Strategies & Tactics: Media Relations – Earned: Online, Print, Expert Positioning, Bidstack
- **PRSA Award of Excellence Spike 2021**, Strategies & Tactics: Media Relations – Earned: Online, Print, Expert Positioning, Prominence Health Plan
- **PRSA Award of Excellence Spike 2021**, Strategies & Tactics: Media Relations – Earned: Online, Print, Expert Positioning, EXO
- **PRSA Award of Excellence Spike 2021**, Strategies & Tactics: Media Relations – Audio, Video, Webcasts, etc, Breast Cancer Screenings
- **PRSA Award of Excellence Spike 2021**, Strategies & Tactics: Media Relations – Corporate Social Responsibility, #LocalFoodLove
- **2021 Bulldog Awards, Gold**, Best Use of Social Media, Edgewood
- **Platinum Hermes Creative Award**, Electronic Media- Website Design, Nine dot ARTS
- **Platinum Hermes Creative Award**, Strategic Campaign- Integrated Marketing Campaign, Nevada Health Link
- **Gold Hermes Creative Award, Electronic Media-** Website Design, Edgewood Tahoe Resort
- **Hermes Creative Award**, Honorable Mention, Electronic Media- Website Redesign, Nevada Department of Wildlife
- **Hermes Creative Award**, Honorable Mention, Print Media-Logo, Kalispell
- **2020 Bulldog PR Awards**, Gold “Best Brand Launch” - Explore Murrieta
- **2020 Bulldog PR Awards**, Gold “Best Use of Social Media” - North Lake Tahoe, Tahoe Treasures
- **2020 Bulldog PR Awards**, Silver “Best Business to Consumer Campaign” - Go Goleta
- **PR Daily’s Marketing & Social Media Awards**, Winner Public Relations Campaign - Visit Carmel, Visit Carmel Digital PR Campaign
- **Gold ADDY Award 2020**, American Advertising Federation (AAF), Advertising Industry Self-Promotion Online/Interactive - The Abbi Agency, TAA

# OUR APPROACH WITH YOU



First and foremost we're a family of inspired marketers, experienced strategists, dedicated destination warriors, and passionate explorers who live for the tourism destinations we work with.

We know that in order to be a high-performing agency we must cultivate an inclusive work culture and create environments that reflect the diversity, beliefs, passions, and cultures of our clients. This involves leveraging the diversity of our own workforce and empowering our employees to be fully engaged and to contribute to the agency's mission: inspire people to discover places, ideas, and opportunities that impact their lives.

So with our experience across National Parks, stunning coastal destinations, and middle-of-nowhere gems, we see Moab and see a beautiful destination worthy of visitation, and even more importantly worthy of protection. Grand County, with its myriad visitors each year, brings not only their wide-eyed interest in Arches National Park and the surrounding areas, but also their network of friends and family in their pocket that they will share special moments with during the trip - we want to be a part of those moments too. Through paid media we can show them ads that make them want to come back, to show them ways that they can stay in the Moab area overnight, in a hotel, campground, or a short term rental, or even provide educational direction on recreating responsibly.

And we see Moab in the photos of our team, behind their eyes as they remember their first trip, and we are excited at the opportunity of being alongside EDD to give that joy to other visitors through a creative and effective

strategy that achieves the goals of Grand County within a Responsible Recreation and Education framework and with specific understanding of the TRT and the Co-op program and how important it is to spend this money wisely to make a difference.

And through that, we hope to encourage those visitors, tourists, locals and guests to come to Grand County and recreate, explore, and make it a part of their story too.

So, in addition to our passion for your destination in particular, how do we achieve and maintain the level of excellence that we promise clients?

- ✓ Revisit internal agency goals, objectives, and initiatives often and foster an environment of open communication.
- ✓ Internally align departments to streamline workflow, information, and deadlines.
- ✓ Measure and drive employee engagement and satisfaction through inclusion and personal immersion in the destination to ensure the highest level of investment and understanding.
- ✓ Empower our leaders and team members to openly brainstorm and strategize each assignment.
- ✓ Actively engage all staff in travel, client presentations, brainstorming and strategy sessions to see first-hand the impact of their work.



## PAID MEDIA

At The Abbi Agency, paid media and advertising are two of our core competencies. Our team has helped numerous clients across varied industries improve and achieve their business goals. Critical to any paid media advertising campaign is engaging the right audience, at the right time, via the right channel. Whether the channel is tried and true, like print and television, or is freshly minted, like TikTok and Spotify, we'll match the audience and the message to deliver results.

Our paid media strategies and tactics deliver for our clients. Leveraging both first-party and third-party data, we develop highly effective strategies and tactics that seamlessly move customers through their decision journey. We gently guide our clients' customers from awareness and inspiration to decision and advocacy. While doing so, we drive up return on investment and return on ad spend. How do we do this? For traditional campaigns, our paid media team leverages relationships, negotiates and delivers on added value, and maximizes your reach and impact.

As well, we carefully monitor and optimize our digital campaign performance towards goal events. These data-informed strategies and tactics such as audience segmentations go beyond "the click" bringing data to life. We fine tune our digital advertising efforts continuously throughout the entirety of the campaign by evaluating key performance indicators and for opportunities to improve. Beyond this, the successes of our ad campaigns are judged by the offline outcomes realized by our clients. Click-Through Rates and Impression Counts would be worthless without seeing a marked impact on the number of travelers aware of and using the reservation system.

### Our Phased Paid Media Cycle



**Initial Research & Situation Analysis** — Operating in a highly competitive space, the Grand County brand will need highly effective paid media strategies. We'll develop this strategy by taking our existing travel expertise, years of media knowledge and diving deeper into the competitive landscape. Like each of our clients, each media strategy and plan is unique. Once we immerse ourselves in understanding the client's needs we will move towards marketing objectives. Furthermore, we dive into the market's media consumption habits to make sure we reach our target audience with the right tactics.

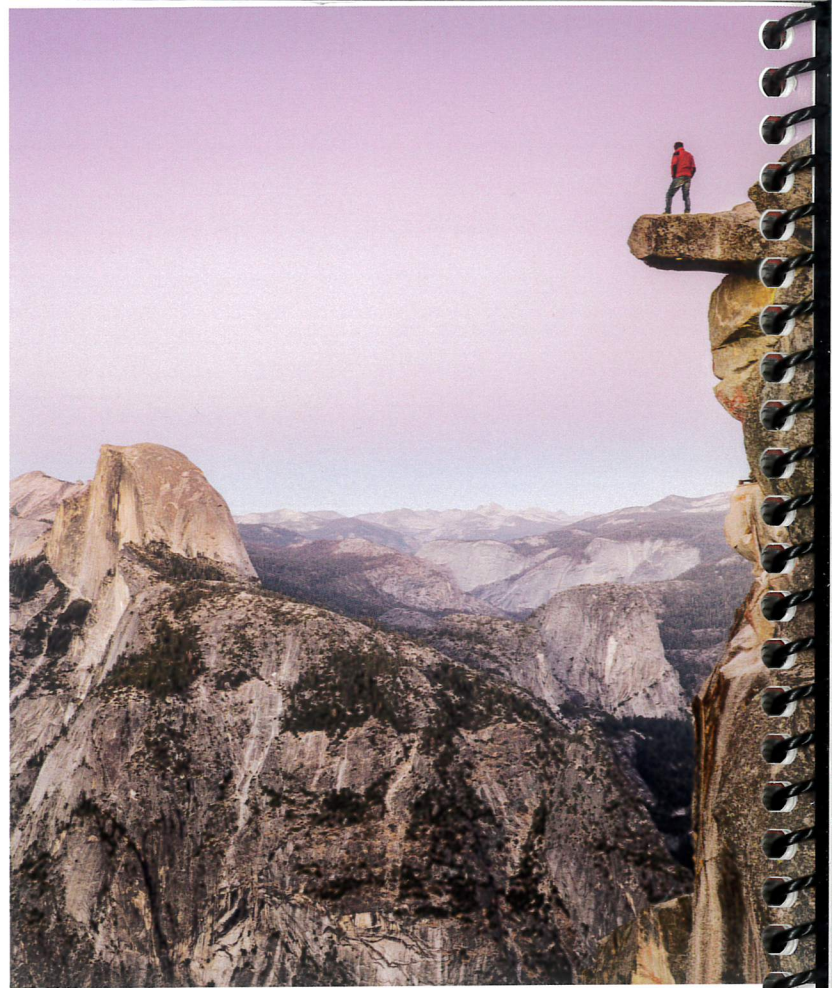
**Media Strategy & Planning** — Utilizing the insight and information gathered previously, we craft a unique media strategy and plan that highlights where, when and how we will speak to Grand County's target audiences. Additionally, our strategy will align with Grand County's business objectives and measurable goals will be set to assure success.

- The research phase will validate our hypothesis, but we anticipate a fully integrated media buy that will include a healthy media mix containing digital and traditional outlets.

**Campaign Placement** — Where the rubber meets the road, proper placement ensures every dollar of paid media spent moves the needle towards the goal. For traditional media campaigns, we'll research and vet partners and negotiate tirelessly on behalf of Grand County by leveraging our relationships and media knowledge to receive the best ad rates, while maximizing reach and impact.

**Campaign Monitoring & Optimization** — As digital efforts progress, we implement ongoing management, monitoring performance trends, identifying and using our insights for improvement while running.

**Performance Analysis** — As the campaign draws to a close we review performance holistically, influencing strategy and planning for future phases. Our tenured team brings the data to life with visual aids and easy to digest reporting.



We're proud of how well we perform for our clients. New creative we designed for Visit Kalispell (a gateway town to Glacier National Park), combined with our buying expertise, saw click-through rates jump to 5.74%, and conversions more than doubled from 1.1% to 2.48%. KPIs were three times greater on average for display and social. For example, we dropped the cost-per-referral on social from \$1.99 to 7 cents.

We also integrate paid, social and public relations to achieve massive results. Our Tahoe Treasures campaign (for North Lake Tahoe) saw an engagement rate 451% over goal and drove traffic to what became the most-visited page on the destination's website for months.

# YOUR TEAM



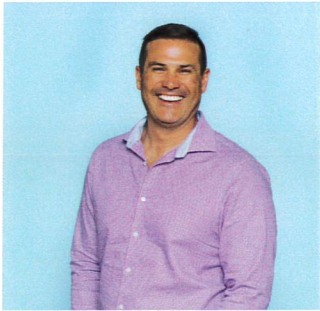
## LEADERSHIP

### BIOS



#### **Abbi Whitaker | President & Co-Founder**

Abbi is the heart, soul and creative engine that drives The Abbi Agency. A veteran of international media campaigns for some of the nation's largest tourism and business-to-business companies, Abbi innately understands what drives media coverage and has put those skills to work for almost two decades. She has secured feature coverage in the world's most prestigious publications and television programming — The New York Times, The Wall Street Journal, Forbes, Fortune Small Business and MSNBC—and has established relationships with world-class reporters and writers to show for it.



#### **Ty Whitaker | Chief Executive Officer & Co-Founder**

Precise, analytical and organized, Ty is the operational brains of The Abbi Agency. A former water quality scientist, he approaches projects with the same statistical eye for data collection and results tracking that he perfected while documenting traces of minerals and chemicals in groundwater across Northern Nevada and Lake Tahoe watersheds. Ty's systematic approach puts him at the helm of some of the company's largest and most complex projects and leads them to success.



#### **Connie Anderson | Chief Strategy Officer & Partner**

If you asked us what a results enthusiast looks like we might suggest someone who looks a lot like Connie Anderson. And if you asked us what a true, through-the-roof, clinically diagnosed results fanatic looks like, well, we'd have no other choice than to show you a beautifully rendered portrait of Connie herself. She's a fiercely dedicated mastermind of brand strategy and client service who'll stop at nothing to ensure that those under her care achieve the benchmarks they need in order to thrive.



#### **Caroline Sexton | VP of Digital Strategy & Partner**

With years of SEO experience behind her—earned through content development, the execution of on-page tactics as well as the implementation of advance tracking mechanisms—Caroline currently serves as the VP of Digital Strategy at The Abbi Agency, where she is tasked with managing all large-scale websites and ongoing content strategy projects for the firm's digital department. Caroline will use her skills in the digital realm to master all deployment strategies conducted by The Abbi Agency on behalf of Grand County.

## LEADERSHIP

### BIOS



#### **Thaison Kaiwal | Creative Director & Partner**

Thaison Kaiwal is a master at investigating the features of a destination that matter most to people, and conveying those features beautifully through multimedia assets and creative design. In concert with The Abbi Agency's creative team, Thaison builds robust creative campaigns that blast past the basic amenities, turning assets like video advertisements and photography into vehicles through which hearts and minds are moved. He's done this for countless destinations throughout the western United States and beyond, branding or *rebranding* regions in the nation as experiences that leave visitors feeling changed—and all the better for it.



#### **Nicole Tucker | Office Manager & Partner**

If we had to describe Nicole Tucker, we would say she's a jack of all trades, and a master of each and every one of them. In addition to juggling the ins and outs of office procedures and human resources, she also manages accounts receivable and payable, and is a vital part of contract creation and budget management. If there's a question of numbers or technical account details, you can bet Tucker will know the answer.



## **JULIAN TALLENT**

### **DIGITAL MARKETING DIRECTOR**

Certified in: All Google Ads + Analytics | TheTradeDesk | Nielsen Global Solutions | Data Integration Solutions

With a hungry spirit, and a curious mind, Julian Tallent is a relentless problem solver. Through both marketing transformation and digital business models, Julian combines creativity, media, and data-driven solutions. In addition, his advertising experience has enabled the skillset of bringing data to life with compelling storytelling.

#### **Client Experience**

Generated awareness for visitor flow and preserving quality of the visitor experience for Yosemite National Park

Drove Awareness and Occupancy campaigns for an International resort in Dubai for a leader in the hospitality business

Stateside campaigns include(d) overseeing media strategies for 10+ properties to drive ROI, tailored unique campaigns for boutique properties, travel partners, and luxury resorts

Additionally, worked with fortune 500 companies, and sponsorships with the NFL, Good Morning America, and Live Nation

## **HENRY MERSCHEL**

### **DIGITAL MARKETING STRATEGIST**

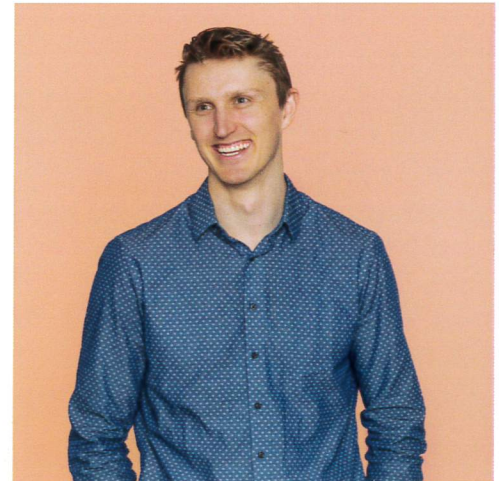
Certified in: Google Ads + Analytics, Hubspot, Data Analytics and Visualization and SEO.

Working as an experienced marketing strategist, Henry helps to increase brand awareness and conversions for businesses through strategic inbound marketing campaigns. In addition, Henry works to understand clients goals, unique selling propositions, buyer personas and geographic targeting via in depth digital audits to allow for efficient campaign creation and execution. Henry works deeply on both the organic and paid efforts, and understands how a fully integrated content strategy can be most effective.

#### **Client Experience**

Digital media management and optimization for various travel destinations that include: Explore Murrieta, Go Goleta, Visit Fallon, Edgewood Tahoe Resort, Visit Morro Bay.

Research and strategy for website design and development  
SEO research and Keyword strategy for destinations such as Discover Kalispell, to develop intent based content strategies.





## NATE IMELLI

### DIGITAL MARKETING STRATEGIST

Certified in: Digital Advertising from Hubspot, Digital Marketing Professional certificate from Digital Marketing Institute, and American Marketing Association.

Utilizing years of experience in outside sales, Nate makes it a priority to clearly understand the client and their needs in order to present an effective marketing solution. Nate has a passion for implementing and optimizing digital campaigns to deliver upon the goals that have been set and communicate the marketing results to the client in a way that is easy for them to understand.

#### Client Experience

Negotiating print advertising placements across the country for a manufacturer in Northern Nevada.

Created, launched, and managed social media platforms for a publishing company.

## TAYLOR HOLASH

### MARKETING ANALYTICS SPECIALIST

Certified in: Professional Data Analyst from DataCamp, Google Analytics, Python, SQL, and Data Visualization

Taylor recently joined the team to delve deeper into the data to extract meaningful insights and drive decision making. Taylor obsesses over the “why?” and “so what?” behind every business question, which allows him to utilize his background in Market Research and Data Analytics to do just that.

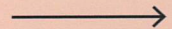
#### Client Experience

Ran several linear regressions for various clients across many different social platforms to identify what type of content was driving engagement.

Assisted in dashboard visualization and automated data reporting.



# EXPERIENCE





## CASE STUDY

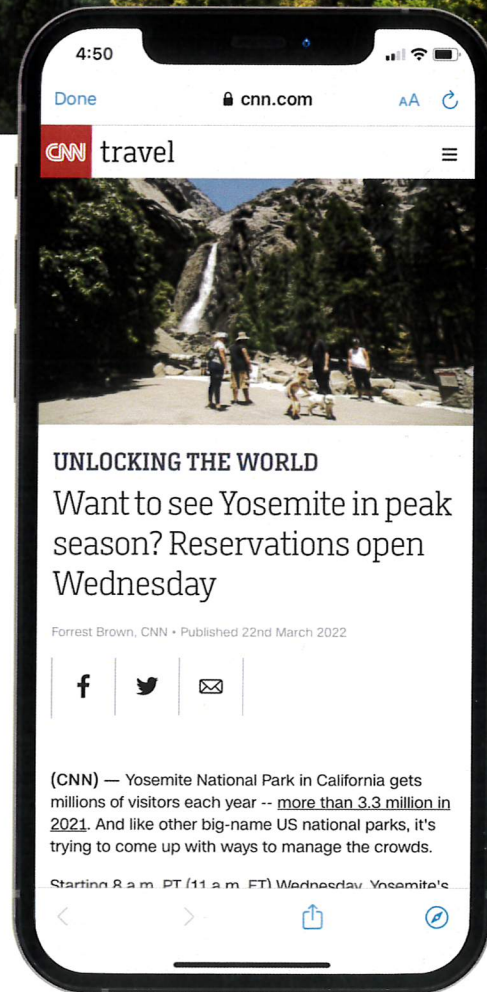
# YOSEMITE

### Summary

With Yosemite National Park welcoming over four million visitors a year, we know one thing to be true: these visitors are expecting pure magic. Whether that be catching the sun at just the right moment against Horsetail Falls, peacefully strolling under the shade of Giant Sequoias in Mariposa Grove, or embracing the breathtaking views of Half Dome and Glacier Point, travelers who are packing their bags to head to the Park already have a vision in mind.

Yosemite National Park speaks for itself. Among the top 25 most visited in the National Park system, and with overall park visitation across the country seeing a 20% increase (source: National Parks Conservation Association), it's important now more than ever to educate travelers who plan to see all that Yosemite National Park has to offer.

Those who plan to visit Yosemite already have set high expectations for their trip - it's why they planned a trip here in the first place. Our goal wasn't to change their impression of Yosemite, but quite the opposite. Our goal was to make sure Yosemite was everything they expected it to be (and more) - and by doing so, we needed to make sure guests were completely educated and prepared on navigating the Park well before their plane lands or their car is gassed up - all through media storytelling.



**The challenge? Educating travelers before they arrive to ensure their expectations are met.**

## The Challenge

In recent years, National Parks across the country have implemented a reservation system for travelers given the skyrocketing growth in visitation since the start of COVID-19. Underlying the need for reservations and managing visitor flow this season are a smattering of major infrastructure projects, which will impact access to some areas of the park (such as Glacier Point) and also has big impacts on parking – and thereby traffic and congestion.

Yosemite National Park also started to test messaging around sustainability and resource protection. They may eventually consider moving to reservations being required to protect the park itself — the wildlife, the wild places, and all the natural beauty that makes it iconic and incredibly special.

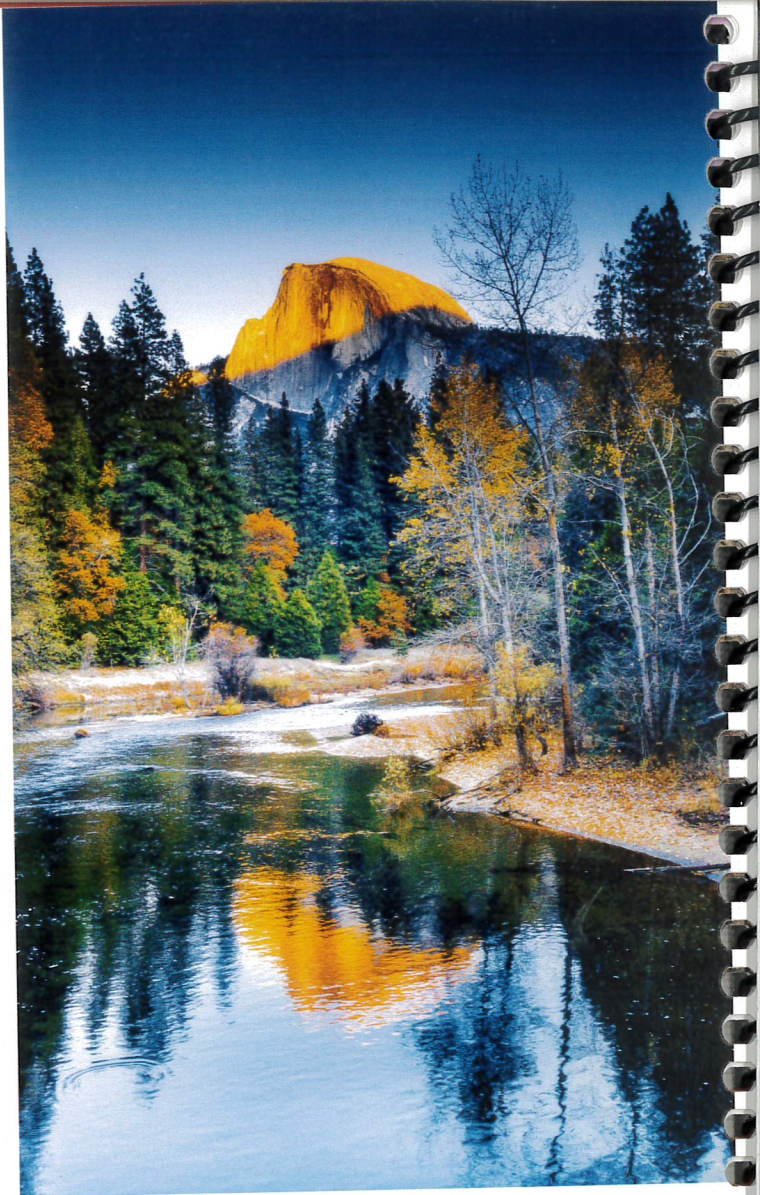
Some parks and communities (such as Hawaii and Jackson Hole) are moving this direction. So, this isn't a new concept. But it's definitely a move that could take a lot of education and buy-in, and a shift in perception around park accessibility vs. the needs of protecting lands by limiting access. This conversation has inherent equity issues embedded in it, so focused on introducing the idea and concept to people, as it relates to Yosemite.

## Goals

- ✓ Enhance the visitor experience by increasing awareness of the launch of the peak-hour reservation system
- ✓ Enhance the visitor experience by informing local and regional travelers who are planning to make the trip to Yosemite during peak season

### The specific PR focused goals were for the initial launch were:

- 25 media placements (10 digital article placements & 15 broadcast TV and radio placements)
- Reach an estimated audience of 10,000,000
- 100,000 estimated coverage views
- Earn media placements that will bring more eyes to the Yosemite National Park page through SEO-driven PR.



While this perspective on the campaign showcases our strategies and results from our PR efforts, The Abbi Agency was contracted for an integrated marketing program including advertising and creative services because of our expertise in the destination, travel and tourism industries. The Abbi Agency's integrated marketing program is continuing through October 2022. The following case study is representative of the first 10 days of the campaign launch.

## Strategies and Tactics

In a world saturated with advertising, we know that earned media reaches audiences through a different lens and when combined with paid media tactics, has the highest net positive impact through the eyes of a consumer. A story published on a media platform provides credibility and trust— it's educational and adds something valuable to people's lives – and it's that kind of content that wins the largest and most loyal audiences, all while inspiring travel.

The Public Relations team served as the main message partners and guiding strategists throughout the campaign. Our team of seasoned media experts approached PR for Yosemite Conservancy from a five-pronged approach to connect with audiences at every key touchpoint:

**Digital Performance (SEO)-Based PR** - Garnering stories in digital media outlets with an emphasis on using terms with strong search intent as well as links back to the website. Examples include MSN, Forbes, and CNN Travel.

**Brand Building PR** - Choosing travel media outlets that will provide increased awareness and education around the need of reservations. Examples of media outlets are Today Show, Good Morning America, Travel + Leisure, Condé Nast Traveler, Lonely Planet, Sunset and Forbes Travel.

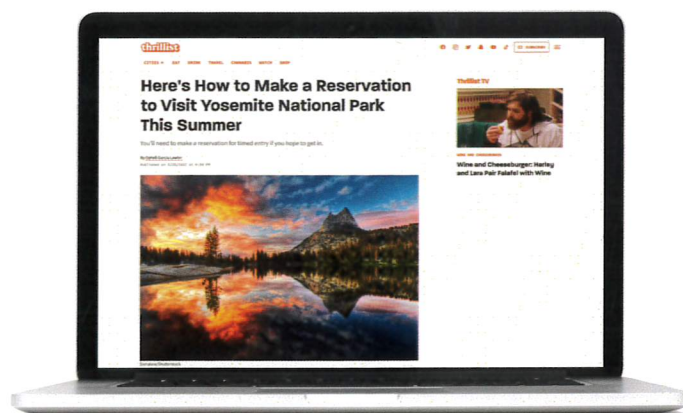
**Endemic PR** - Securing stories in niche publications that support the Yosemite Conservancy's messages. These stories will appeal to a reader's natural interest while ensuring the educational message of reservations is highlighted. Examples of media outlets include Hatch Magazine, National Parks Magazine, Backcountry Magazine, RV Life, Backpacker, and more.

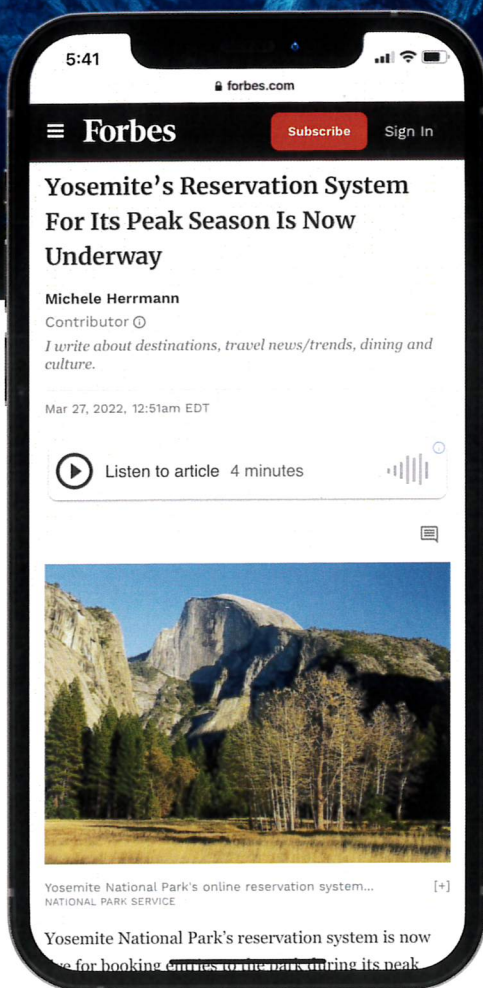
**International PR** - With about 40% of visitors coming from overseas, The Abbi Agency recognizes the importance of targeting international audiences. The Abbi Agency has public relations representation in the United Kingdom, and we will distribute the media release there to support international awareness efforts.

## PR Tactics supporting this included:

- Media list creation and development
- Individualized outreach to journalists
- Media alert and press release creation and distribution
- Recommendations for enhancing owned assets (press links with photos & b-roll; content on press room)

While The Abbi Agency's efforts have just begun, we had a quick turnaround to notify and alert media on local, regional and national audiences of the reservation system 48 hours before the site went live. Our messaging was focused on the "know before you go" approach, gently reminding recipients of the new adjustment while also educating them on the purpose of these systems.





## Results

- In the first 10 days of media outreach, The Abbi Agency was able to secure 106 digital article placements, 170 broadcast TV and radio placements and one social media placement. This led to a total of 277 media placements total.
- These placements were targeting our regional drive markets along with national champagne publications such as Forbes, CNN and Sunset Magazine.
- Digitally, we reached an estimated audience of 2.13 billion with 3,160,000 estimated coverage views.
- As a result of our SEO-driven PR, we saw an average domain authority of 66 for our digital placements. The Yosemite National Park page rank is 59.



CASE STUDY

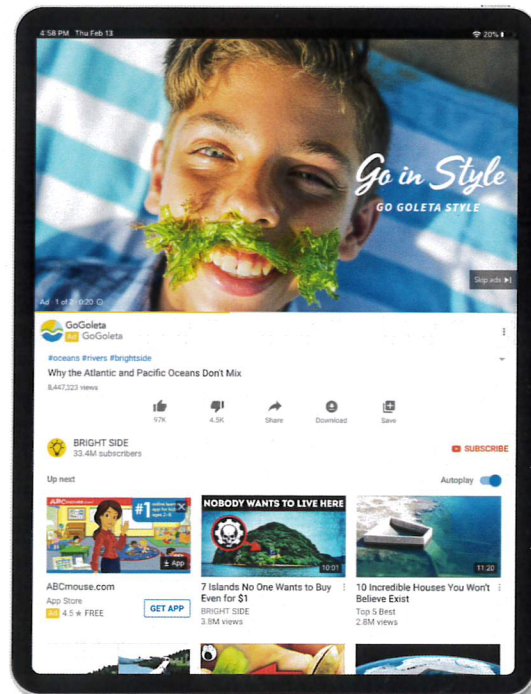
# GOLETA STYLE

**Challenge**

Goleta is a smaller California town that is 18 minutes away from the nearby and better known Santa Barbara. It boasts several beaches, nature preserves, golf courses and other classic Golden State amenities. The city sought to establish itself as a competitive California destination and approached The Abbi Agency to help create brand awareness, drive visitation to its local lodging vendors and generate foot traffic for business members of its Chamber of Commerce.

**Solution**

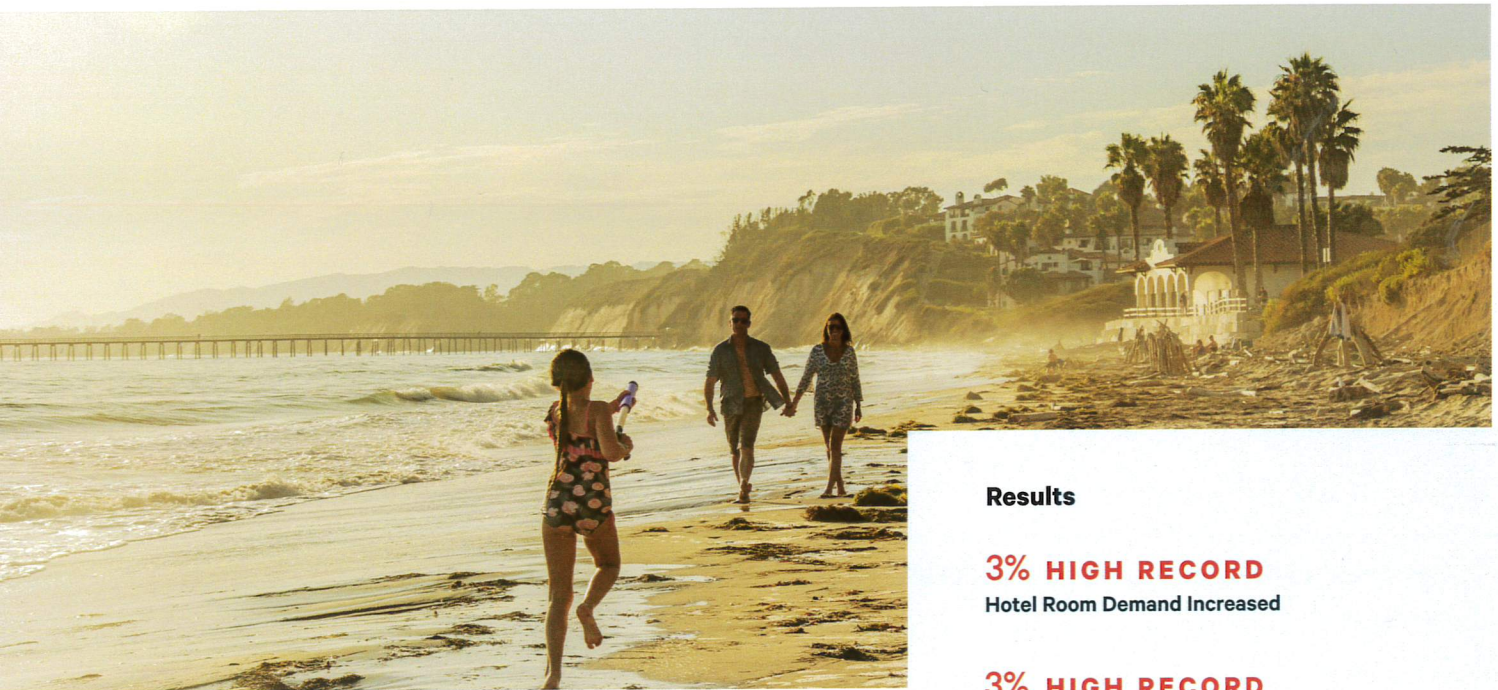
After conducting research and gathering consumer insights about California flight and drive market travelers, The Abbi Agency developed a multi-pronged digital engagement campaign focused on visitation, brand awareness and consumer introductions.



## The Integrated Idea

The Abbi Agency determined that Goleta's visitors travel two to four hours to get to Goleta and then return home. The firm therefore leveraged the inclusion of destination drivers/partners and utilized early morning and late afternoon activities/excursions to further encourage an extended overnight stays, and to discover or rediscover the beauty of Goleta for more than just one day. This messaging was deployed through social media, digital advertising (including paid search), content marketing, creative asset development (photography and video) and public relations channels.

To bolster these consumer introduction efforts, The Abbi Agency piloted an influencer marketing approach. Influencers then shared original content on social media and blogs that perfectly mirrored the Goleta Style campaign, providing authentic messages for their audiences — and the stories of their visits to the region were captured via photo, video and audio documentation which was both incorporated into the long term Goleta asset database and employed to further drive traffic.



## Results

The Abbi Agency's novel approach to executing the "Goleta Style" campaign yielded meaningful results that saw the destination outperform nearby competing markets like Santa Barbara – which command a much larger budget and greater brand recognition. This accomplishment is illustrated in the following results:

### Results

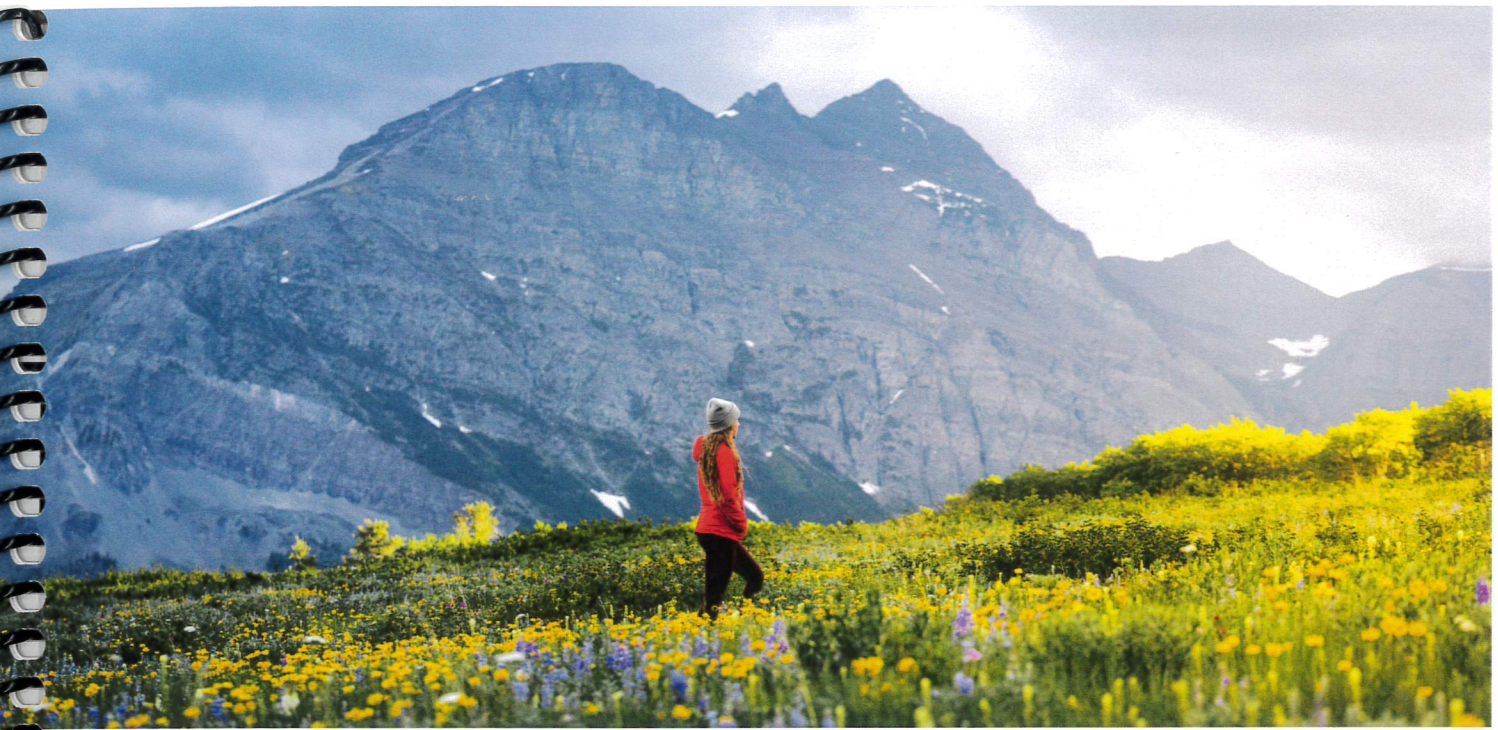
**3% HIGH RECORD**  
Hotel Room Demand Increased

**3% HIGH RECORD**  
Occupancy Increased

**4% HIGH RECORD**  
Revenue Increased

**1% NEW RECORD HIGH**  
ADR Grew

- + Significant engagement and conversion of women ages 25 - 34, the primary travel decision makers
- Campaign received 933,000 targeted impressions
- Campaign videos received 744,000 completed video asset views



**CASE STUDY**

**FALL UNDER THE SPELL**

**Services**

Creative Concepting, Advertising, Photo & Video  
Asset Collection

**Challenge**

Discover Kalispell wanted The Abbi Agency to tackle their initiative to launch a creative campaign for the destination in a time of uncertainty during the COVID-19 pandemic. Discover Kalispell requested a campaign that captured the essence of the destination while evoking travel - once it's safe to do so. The campaign needed to capture travelers in the dreaming state of their planning journey and be compelling enough to follow them through to a completed trip itinerary.

**Solution**

It could have been easy to launch just any campaign, but a deep dive into their brand guidebook for strategic planning and an immersion trip for asset collection and experience in the destination provided the foundation for truly understanding their brand pillars and messaging and aligning them with the campaign.



Video & Photo Production

## The Integrated Idea

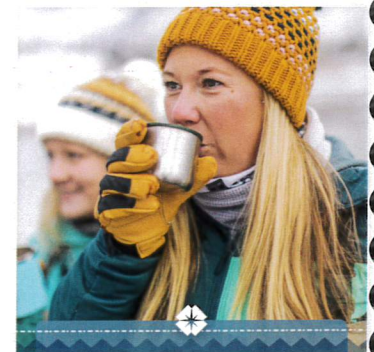
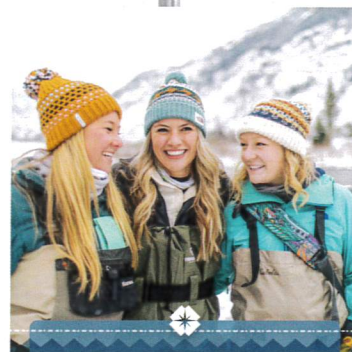
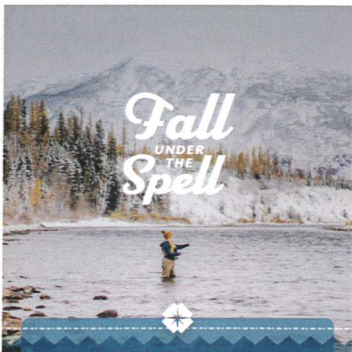
The Abbi Agency conceptualized and developed *Fall Under The Spell*, a seasonal campaign to capture the magic of Kalispell, Montana. We launched the campaign in fall of 2020 which aligned with the time of year we envisioned. Fall is a time for reflection, connection and introspection and a time to fall under the spell of travel's most meaningful moments. Kalispell captivates, especially in autumn months, inviting visitors to become spellbound by a destination that delivers those spectacular cooler weather adventures and immerse themselves in the moment. The phrasing of the campaign both calls out the season "Fall" while focusing on the unique spirit of Kalispell that enralls travelers and the "spell" it casts on those who visit. We launched the campaign within our advertising efforts along with collaborating with Discover Kalispell's content team to curate content that ties in the messaging of *Fall Under The Spell* in their social channels, also introducing the hashtag #FallUnderTheSpell.



Print Ad

## Results

With the new campaign creative, CTR was 5.74%, and conversions jumped from 1.1% to **2.48%**. KPI were **three times greater** on average for display and social, e.g. CPR for social was \$0.07, down from \$1.99.



Carousel Ads

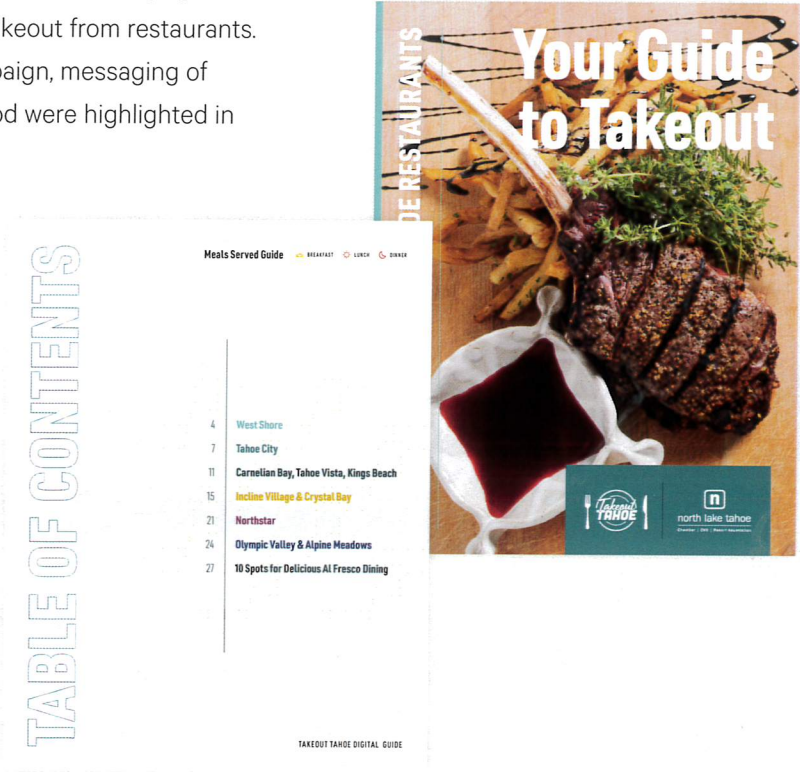
Below are a few examples of work completed on behalf of clients focused on responsible travel.

**WORK SAMPLES**

**North Lake Tahoe**

Takeout Tahoe Guide & Takeout Tahoe Social Media Ads

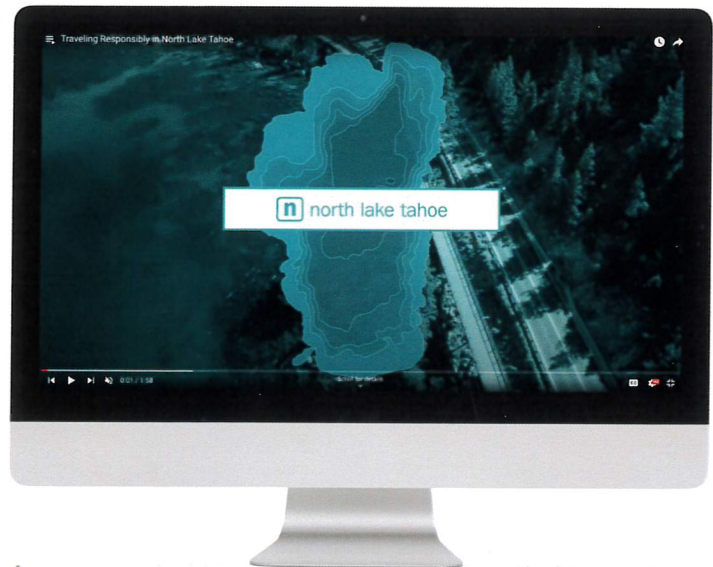
The Abbi Agency assisted North Lake Tahoe in a content campaign focused on supporting local small businesses by encouraging visitors in-market to travel around and try takeout from restaurants. Throughout a content and advertising campaign, messaging of recycling, and wildlife safety surrounding food were highlighted in tandem with restaurant options.



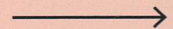
**North Lake Tahoe**

Responsible Travel Video Series

Proactive education is critical to the success of responsible travel campaigns. The Abbi Agency worked with North Lake Tahoe to create a series of seasonal-based responsible travel videos. These videos focused on key activities that individuals would participate in as well as new experiences they might encounter that they may not be expecting.



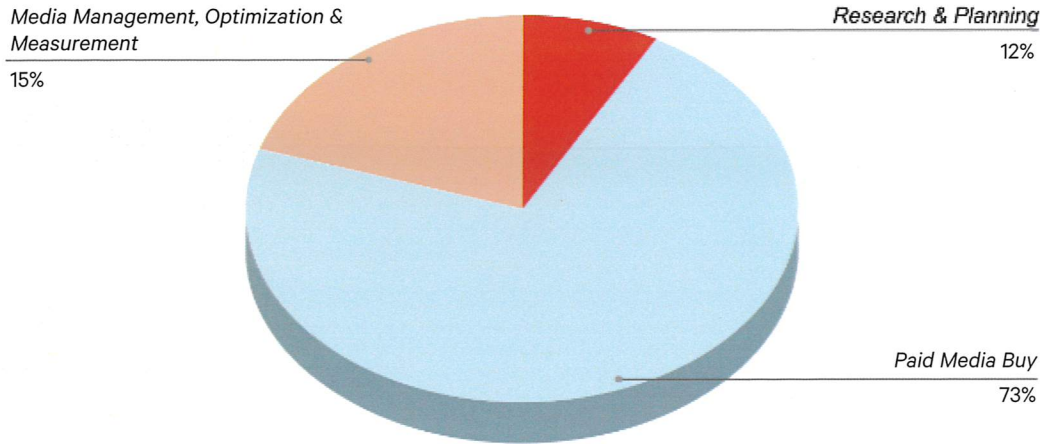
# PROPOSED COST



### ***Paid Media, Planning, and Optimization Budget Recommendation***

The Abbi Agency works well with any budget - understanding that at the root of all strategy is truly the way that we manage your funds and reach your goals not only the number on paper. With that being said, the given budget range provided in the Q&A stage of the RFP The Abbi Agency is confident in being able to provide a marketing strategy, planning, paid media buy, and optimization. And on top of that exceed expectations for Grand County and the EDD, and encourage meaningful change from day 1 in the responsible recreation, sustainability and resource preservation sphere.

### **Cost Analysis**



12% Research, Planning, & Marketing Strategy

73% Paid Media Buy

15% Media Management, Optimization and Measurement

Once contracts are awarded, we will work collaboratively to create a final scope of work that outlines the tasks and responsibilities for each team - as well as the exact cost breakdown within the awarded budget. Depending on the final award date, we will develop an exact timeline based upon availability to factor in meetings, presentation dates to walk through the final buy, and approvals. These are subject to change, but are a guide for staying within the margin of error for timeline and consequently, budget as well. The Abbi Agency feels confident that we can produce the work outlined in this RFP in the requested timeline provided and be a key partner for Grand County and the EDD as their agency for these services.

# SIGNATURES



# FORM I

## Public Records Law

THIS FORM MUST BE COMPLETED AND RETURNED WITH YOUR PROPOSAL

Upon selection of the award, submittals become “public records” and shall be subject to public disclosure consistent with the Governmental Records Management Act. Those who submit must invoke the exemptions to disclosure provided by law in the response to the solicitation, and must identify the data or other materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary.

If you submit information exempt from public disclosure, you must identify with specificity which page(s)/paragraph(s) of your proposal package is (are) exempt from the Governmental Records Management Act and identify the specific exemption section that applies to each. The protected information must be submitted to the County in a separate envelope marked accordingly. By submitting an offer in response to this solicitation, you specifically agree to defend and indemnify Grand County, County Commission, and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore.

Company Name: The Abbi Agency

Authorized representative (printed): Patrick Ty Whitaker

Authorized representative (signature): Patrick Ty Whitaker

Date: June 14, 2022

THE ABBI  
AGENCY™

THANK YOU

OFFICES IN

Reno

Las Vegas