



**BUCKET**  
**MEDIA**

[WWW.BUCKETMEDIACO.COM](http://WWW.BUCKETMEDIACO.COM)

# ONLINE PROPOSAL



## **Columbia Regional Airport**

**May - September 2017**

### **Denver Flights**

#### **Search Network**

- Geographically targeted
  - Mid-Missouri's 13 county area including Springfield & Laclede County
- Relevant search terms
  - Flights to Denver, CO, Los Angeles, etc.
- Relevance = ad rank = higher CTR = lower CPC
- Served through Google & partner sites
- Includes desktop, mobile & tablet

#### **Display Network**

- Geographically targeted
  - Mid-Missouri's 13 county area including Springfield & Laclede County
- Keyword targeting
  - Denver flights, Denver hotels, snow ski trips, etc.
- Topic targeting
  - Travel, business
- Interest targeting
  - In-market: airline tickets, hotels, etc.
  - Business professionals
- Includes desktop, mobile & tablet

#### **Display Retargeting**

- Recent site visitors eligible to be served display ads
- Frequency caps available
- Includes desktop , mobile & tablet

#### **Display Geofence**

- Display ads served to users at or who are at or have recently visited specific locations
  - Columbia/Jefferson City
    - Large businesses that also have Denver, CO locations
      - CenturyLink
      - Gates
      - Shelter Insurance
      - State Farm Insurance
      - University of Missouri
      - Veterans United Home Loans

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# ONLINE PROPOSAL



- Demographically targeted
  - Business traveler: Adults 35-64
  - Student traveler: Adults 18-25
  - Leisure traveler: Adults 25-64
- Geographically targeted
  - Mid-Missouri's 13 county area including Springfield & Laclede County
- Psychographically targeted
  - Business traveler: Household Income above \$75,000+
  - Student traveler: Attends one of the following schools:
    - Central Methodist University, Columbia College, Missouri State University, Moberly Area Community College, Truman State University, University of Central Missouri, University of Missouri, Westminster College, William Woods University
  - Leisure traveler:
    - Interested in adventure traveling, biking, hiking, skiing, vacations, etc.
    - Interested in Denver, CO
    - Interested in traveling west (destinations beyond Denver)
- Includes desktop, mobile & tablet

## Instagram

- Promoted posts/videos in user's native newsfeed
  - Includes promoted contests i.e. "Tag, Like & Follow" contest
- Demographically targeted
  - Business traveler: Adults 35-64
  - Student traveler: Adults 18-25
  - Leisure traveler: Adults 25-64
- Geographically targeted
  - Mid-Missouri's 13 county area including Springfield & Laclede County
- Psychographically targeted
  - Business traveler: Household Income above \$75,000+
  - Student traveler: Attends one of the following schools:
    - Central Methodist University, Columbia College, Missouri State University, Moberly Area Community College, Truman State University, University of Central Missouri, University of Missouri, Westminster College, William Woods University
  - Leisure traveler:
    - Interested in adventure traveling, biking, hiking, skiing, vacations, etc.
    - Interested in Denver, CO
    - Interested in traveling west (destinations beyond Denver)
- Includes mobile & tablet

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# MEDIA PROPOSAL



**Columbia Regional Airport  
May - September 2017  
Denver Flights**

**Pandora**

- Target: Adults 35-64 with a layer of Business Travelers
  - Columbia-Jefferson City DMA
  - Camden and Laclede Counties
- Mobile Audio
  - Includes :30 Audio Ad and Companion Tile Banner Ads (500x500 and 300x250)
  - 7% Share of Voice per month
  - May through September
- Video Everywhere
  - Includes :30 Video Ad and Companion Tile Banner Ads (500x500 and 300x250)
  - 10% Share of Voice per month
  - Added to the campaign starting in June when video is available through September
  - This component also includes Leisure Travelers
  - Includes desktop, mobile & tablet
- Flights:
  - May – September

**Pandora Investment: \$20,000.00**

**Digital Billboard**

- Monthly (4 week) contract
  - Five-month commitment
- Location (will vary based on availability)
  - Springfield – 1 board
- Creative can be changed as often as we would like
- \$2,354.00 Monthly Investment

**Digital Billboard Investment: \$11,770.00**

**TOTAL MEDIA INVESTMENT: \$31,770.00**

# CREATIVE PROPOSAL



## Two 15-Second Radio Ads

These will have the same messaging and feel as the 30-second video ad, but with some variations.

- Professional music and voice-over
- One set of minor post-production edits

## Two 10-Second Video Ads

HD videos for social media. They will be similar to the 15 and 30-second videos but with a much softer sell and a little more informal with no voice-over.

- Shot in Denver
- Use of actors and locations to enhance the message
- Animated graphics
- Professional music
- One set of minor post-production edits per ad\*

## One 6-Second Bumper

6-Second version of the 30-second video ad to be used for YouTube pre-roll.

- Animated graphics
- Professional music
- One set of minor post-production edits \*

## Blogs and Vlogs Content

Relevant and engaged content to highlight the new direct flights to Denver.

- Bucket Media will create and execute the production of 12 blogs/vlogs
- Content will be used in online and social media campaigns
- Bucket Media will manage all research, writing, pre-production, production and post- production
- Blogs can be posted on Columbia Regional Airport's website
- Vlogs will be uploaded to Columbia Regional Airport's YouTube channel

## Two Cinemagraphs

Eye-catching images for Instagram.

- Shot in Columbia or Denver

# CAMPAIGN SUMMARY



## INVESTMENT SUMMARY

- Online: \$152,600.00
- Social Media: \$45,830.00
- Media: \$31,770.00
- Creative: \$19,800.00

**TOTAL INVESTMENT: \$250,000.00**

All creative components will be property of the client. More than 2 minor edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

## APPROVAL

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_