



# Proposal for Integrated Marketing Services

**FORT BRAGG + THE ABBI AGENCY**  
**AUGUST 2018**



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# Letter From Abbi

## FIRST OFF, THANKS!

Dear Aspen and the Visit Fort Bragg Team,

I want to thank you for taking the time to review and consider our proposal for marketing services to promote Fort Bragg as a tourism destination.

My team and I have had the opportunity to explore Fort Bragg, and it's clear that the city has something special to offer to its target visitors. Our few days visiting were filled with stunning coastal views and fun family activities, delicious seafood and untamed interactions with nature. It's clear to us that this is not a cookie cutter coastal town, but a personality-rich and quirky spot that has quite a bit to offer. We're thrilled for the chance to share it with the world.

Destination marketing is an extremely challenging and ever-evolving beast. Today's traveler has more information at their fingertips than ever before, and is juggling a flood of unique motivators. And in the highly competitive landscape of the California coast, the battle for attention becomes even greater.

At The Abbi Agency, our team is passionate about connecting destinations with their travelers. Our experience in working with destinations throughout the state of California - from rural to metropolitan; snowy to coastal - makes us an ideal fit to tell the stories of Fort Bragg.

Throughout this proposal, we hope you get a feel not only for our strategic approach and array of relevant experience, but for our genuine zeal in destination marketing. We would love the chance to continue this conversation with you in person, and are excited at the prospects of what we can achieve, together.

Sincerely,

*Abbi Whitaker*

Abbi Whitaker  
President and Co-Founder

abbi@theabbiagency.com  
The Abbi Agency | 775.323.2977

# About The Abbi Agency

Natural  
Storytellers,  
Skilled  
Connectors



The Abbi Agency is a performance-driven integrated marketing communications firm that works to **connect** destinations with their target audiences. With a team of fierce experts in public relations, social media, web design, creative development, content marketing and paid media, the agency is skilled at uncovering the individual identifiers of a destination and weaving those into compelling and targeted stories.

Incorporated in 2008, The Abbi Agency was founded on the backbone of president Abbi Whitaker’s public relations expertise. As the agency expanded, clients in the tourism, business-to-business, technology, food and beverage, healthcare, and nonprofit sectors were added—diversifying the firm’s expertise and perspective across verticals and service offerings. In celebration of our 10th anniversary, the agency pays homage to its initial roots in storytelling, and its evolution into a fully-integrated marketing team.

The Abbi Agency prides itself on out-of-the-box thinking and creating individualized solutions for each of its clients. No two projects are approached the same, just as no two destinations offer an identical visitor experience. The agency is committed to providing top-notch service, and we supply our partners with transparent communication, cutting-edge reporting, dedicated project management, and authentic, solutions-oriented direction every step of the way.

## THE AGENCY AT A GLANCE



31 Team Members



10 Years in Business



3 Office Locations  
*Reno, Las Vegas, New York City*



Integrated Capabilities

# ONE AGENCY, MANY SERVICES

The Abbi Agency is a **full-service communications agency**, featuring a team with a wide array of skills and expertise. Offering all services under one roof allows each project to be as integrated as possible, cutting down on back-and-forth time and focusing on what is important: the work.





## Marketing & Advertising

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



## Design & Creative

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



## Public Relations

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



## Social Media

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



## Web & Digital

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



## Content Development

- Copywriting
- Audio/Visual Production
- Expert Articles
- Infographic Development
- Email Marketing
- Blog and Content Strategy

# Destination Marketing Expertise

The Abbi Agency's wide range of experience within the destination marketing space provides the perfect foundation for Fort Bragg's array of needs.





A photograph of a rocky coastline with waves crashing against the shore under a cloudy sky.

## COASTAL CALIFORNIA

The agency understands the fierce competition that exists on the coast of California, and the need for each destination to align with travelers based on vibe and culture.

A photograph of a long, straight asphalt road stretching into the distance towards mountains under a cloudy sky.

## RURAL DESTINATIONS

The team's experience with rural destinations allows us to maximize resources and highlight compelling aspects for traveler consideration.

A photograph of a snowy landscape with large rocks and a few people in the distance under a sunset sky.

## SEASONAL DESTINATIONS

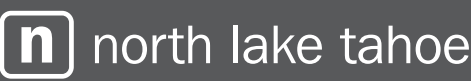
The agency is equipped to build and execute seasonal destination marketing strategies, and creates thoughtful content campaigns that help support in shoulder seasons.

A photograph of a green golf course with several tall pine trees in the foreground and mountains in the background under a sunset sky.

## LODGING PROPERTIES

In working directly with hotels and resorts, the agency has an on-the-ground understanding of the critical needs and goals of a destination's lodging properties.

OUR PAST & CURRENT PARTNERS





# Case Studies

The Abbi Agency's fresh approach to destination marketing relies not on flashy creative campaigns that exists in a silo, but on compelling stories and content. By leading with content to connect with visitors, destinations can offer value that moves a consumer from consideration to visitation seamlessly.

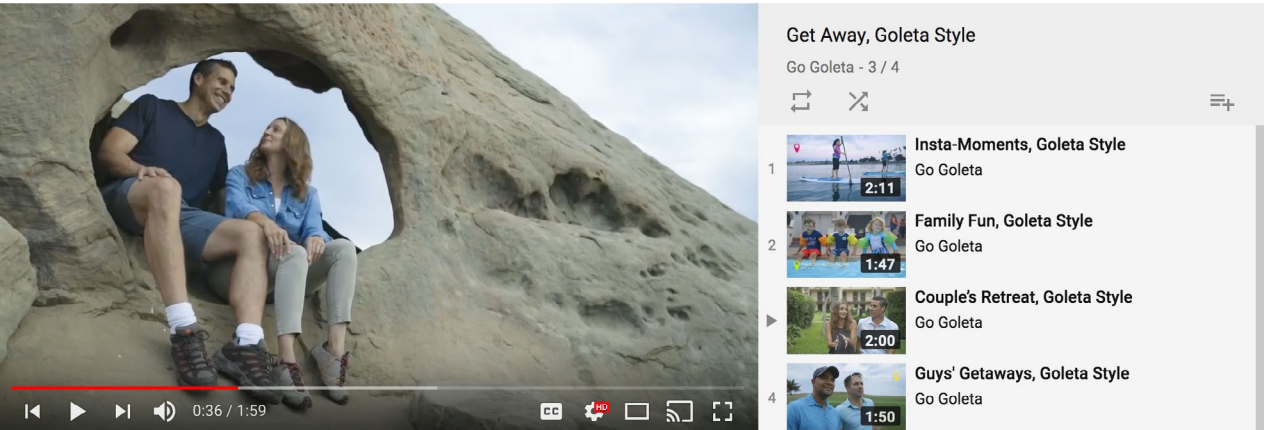
# Go Goleta - Goleta Style

## CREATIVE CAMPAIGN | MARKETING & ADVERTISING

As Go Goleta approached the launch of its new destination brand, The Abbi Agency was tasked with development of a creative campaign that would maximize resources and introduce the brand to its array of target audiences. The team coined the "Goleta Style" campaign to illustrate the destination's essence, then developed stories with real people at the heart of them.







Today's traveler follows and idolizes social media "influencers"—92% of consumers trust influencer recommendations over brands. To leverage this, The Abbi Agency activated four influencers to experience Goleta and bring "Goleta Style" to life.

Each influencer's experience was turned into a story, centering on video content, as a personalized itineraries and first-person experiences from each influencer. The campaign was leveraged for social media engagement tactics, partner efforts, and a digital ad buy with some of the most engaging formats in today's marketplace.

### Channels

To leverage the "Goleta Style" stories as advertising content, The Abbi Agency launched a digital campaign centered on the most engaging content format: video. Video ads were launched through programmatic channels, native ads and social media, and videos saw some of the highest engagement and performance in their competitive set.

### Success Measures

To date, the Goleta Style campaign has generated:

- **1+ million impressions** among target audiences
- **440k video views**
- **2.3k website visitors** to gogoleta.com

Activated influencers published 80+ social media posts and created 70+ photos, contributing to

- **420k social media users reached**
- **22k engagements on social channels**

**See more at** [http://bit.ly/abbi\\_goletastyle](http://bit.ly/abbi_goletastyle) and [http://bit.ly/abbi\\_goletarecap](http://bit.ly/abbi_goletarecap)



# Fly Reno-Tahoe

## CREATIVE CAMPAIGN | DIGITAL ADVERTISING

Fly Reno-Tahoe is the marketing cooperative of regional destinations working together to promote flights into the Reno-Tahoe Airport. In the long-term, The Abbi Agency works with Fly Reno-Tahoe to promote incoming flights to the region, developing and launching creative campaigns to increase flight bookings.

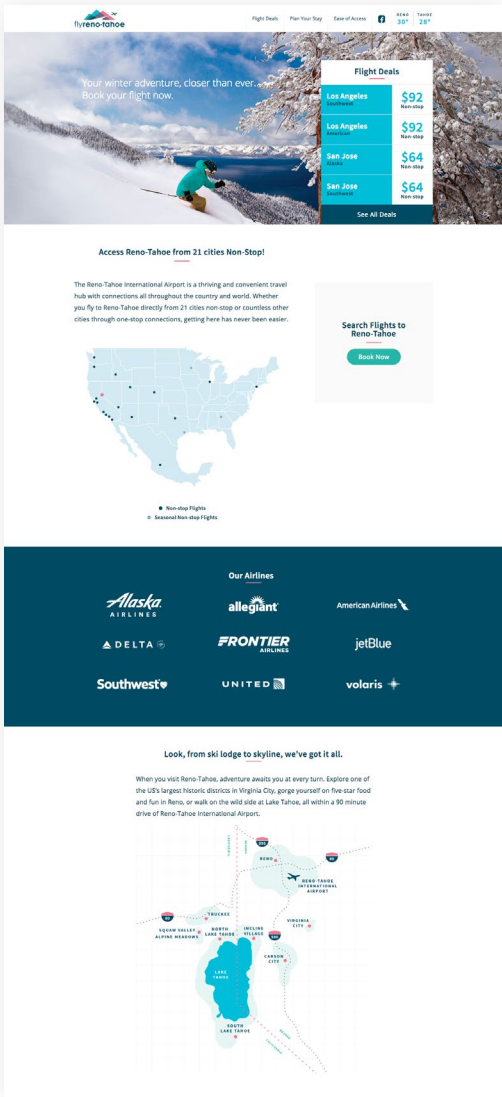
In each campaign, The Abbi Agency has uncovered the most compelling reasons to visit for each specific flight market, and has led creative with those messages..







Brand Refresh



The Abbi Agency has worked to shift Fly Reno-Tahoe’s messages from one of pure bookings to one highlighting the “wow” factors of the region. “Proof in the Powder” and “DAL to OMG” were two campaigns created as part of this strategy, both of which highlighted the incredible experience of flying to the region and experiencing its unique qualities.

As new flights launch in the marketplace, The Abbi Agency supports paid media with earned, executing targeted public relations outreach to authentically reach target audiences. Public relations efforts in the Dallas marketplace resulted in 17 targeted media placements, providing Reno with editorial validation that turned the heads of Dallas residents.

The Abbi Agency has also revitalized the Fly Reno-Tahoe brand and website, maintaining core visual elements but up-leveling the brand identity to consist of sleeker, more engaging marketing assets. This was matched with development of a website for Fly Reno-Tahoe that features interactive maps and content for optimum usability by target audiences.

Channels

Advertising was executed via a strategic blend of airport placements and digital ads, targeting users on a granular basis through targeted email, programmatic digital ads, SEM, TripAdvisor, and weather-triggered ads on Open Snow and Weather.com.

Success Measures

The DAL to OMG campaign alone generated **5.5 million impressions** in the Dallas DMA, and created a **social media reach of 84.1k**.

See more at [http://bit.ly/abbi\\_flyreno](http://bit.ly/abbi_flyreno)



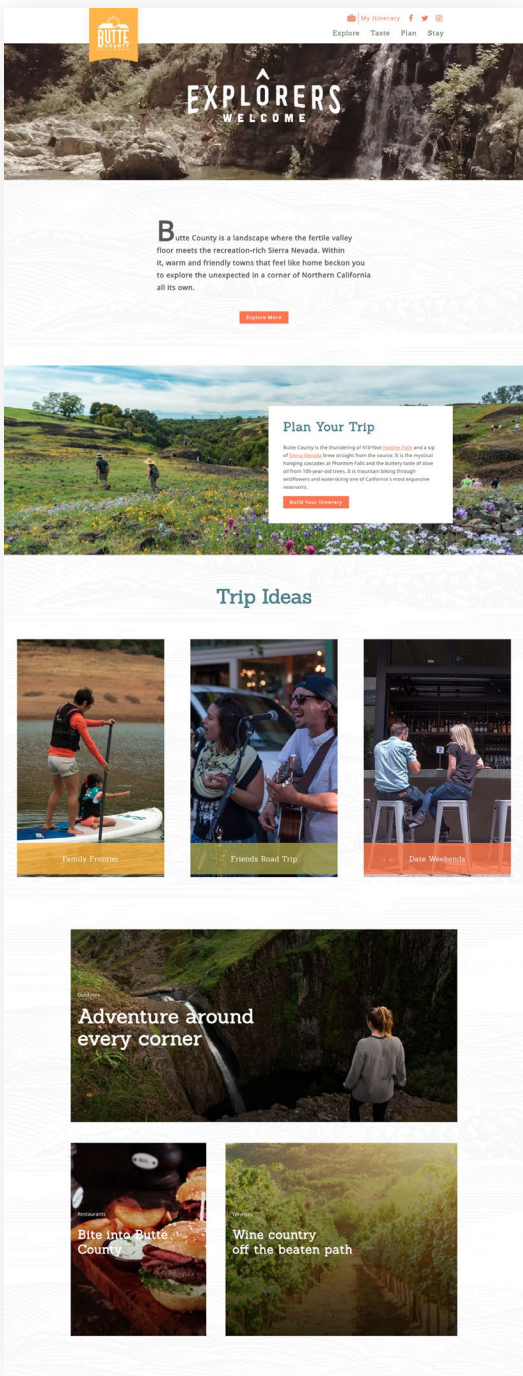
# Explore Butte County

BRAND IDENTITY | WEBSITE DEVELOPMENT | BRAND LAUNCH

Butte County, California sought to establish a brand that would set it apart from California destinations, and would accurately articulate the special features of the region—a rugged frontier with an innovative attitude and agricultural roots. The Abbi Agency set to work to create a brand that would connect with all targeted travelers—families and millennials alike.







The Abbi Agency developed a custom brand identity for Butte County, combining visual elements to feature the destination's iconic Buttes, as well as a compass' needle as the sun's ray. To complement this, the tagline "Explorers Welcome" was coined to connect with today's ever-connected traveler, inspiring urban drive market audiences to Explore Butte County without barriers and to become "explorers" in their own right.

In an effort to create "explorers" out of Bay Area and other urban dwellers, visual assets were developed to create desire for the vast greenery throughout Butte County. Videos added to the impressive sense of place, inspiring audiences to learn more.

When it came time to showcase this "explorer spirit" through a website, The Abbi Agency developed an inspirational tool that would allow visitors to explore on their own terms. The site's Itinerary Planner lets each visitor plot their own trip in a digital setting, allowing all potential visitors to experience the sensation of being modern-day explorers.

**Success Measures**

The Explore Butte County brand launched successfully, with an identity that stakeholders believed in and felt truly articulated the brand.

**See more at** [http://bit.ly/abbi\\_butte](http://bit.ly/abbi_butte)



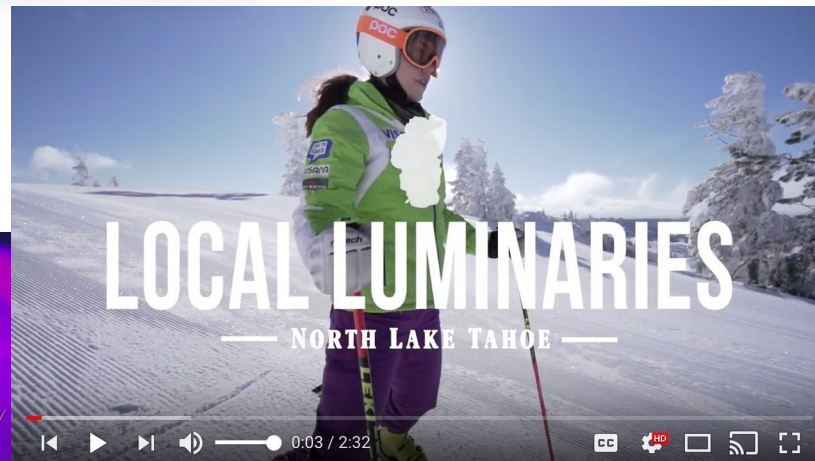
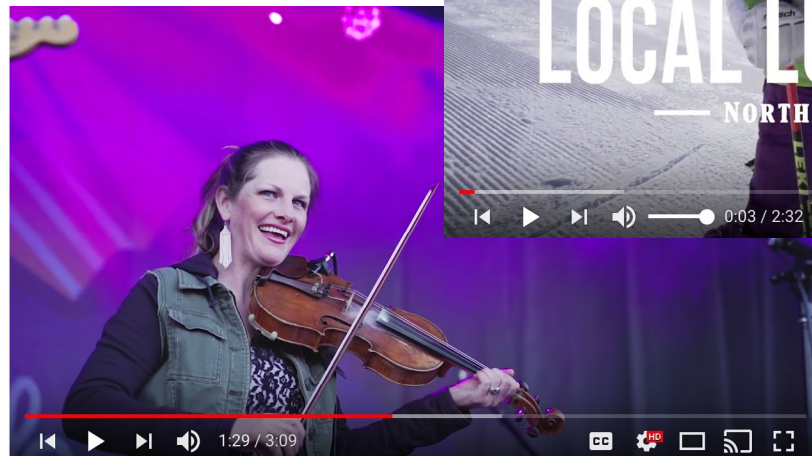
# North Lake Tahoe Local Luminaries

CONTENT & CREATIVE CAMPAIGN | SOCIAL MEDIA

After a number of years in partnership, The Abbi Agency was charged with creating a compelling content campaign that would shed light on the shoulder seasons and lesser-known activities in North Lake Tahoe. Our team landed on an approach that would play off of the passions of travelers and connect them to something they actually cared about — people who share their passions.







The Abbi Agency team opted to use Tahoe residents as the centerpiece for the *Local Luminaries* campaign, developing content that told of a select group of locals' stories, passions and love for Lake Tahoe.

**This approach connected with travelers on a real, human level** to create an emotional tie to the destination, and to connect each brand pillar with an individual who could bring it to life.

### Channels

The Local Luminaries campaign told stories through a video docu-series, personal bio-style blogs, social media teaser videos, branded Spotify playlists and real-time social media features. The six locals featured in the campaign were leveraged as ambassadors within their own dedicated followings, allowing for personal promotion of the destination.

### Success Measures

Throughout North Lake Tahoe, locals were honored by the Local Luminaries campaign, and embraced it as a community identity piece, further extending the ambassadorship within the campaign. Within the target audiences and over a 6-month roll-out, the campaign achieved:

- **430.2k** Impressions
- **5.5k** Social Engagements
- **200.1k** Video Views
- **3.4k** Website Visitors and 1.2k Shares on Blog Content
- **4.1%** growth in Facebook Audiences and 3.1% Growth in Instagram Audiences

See more at [http://bit.ly/abbi\\_luminaries](http://bit.ly/abbi_luminaries)

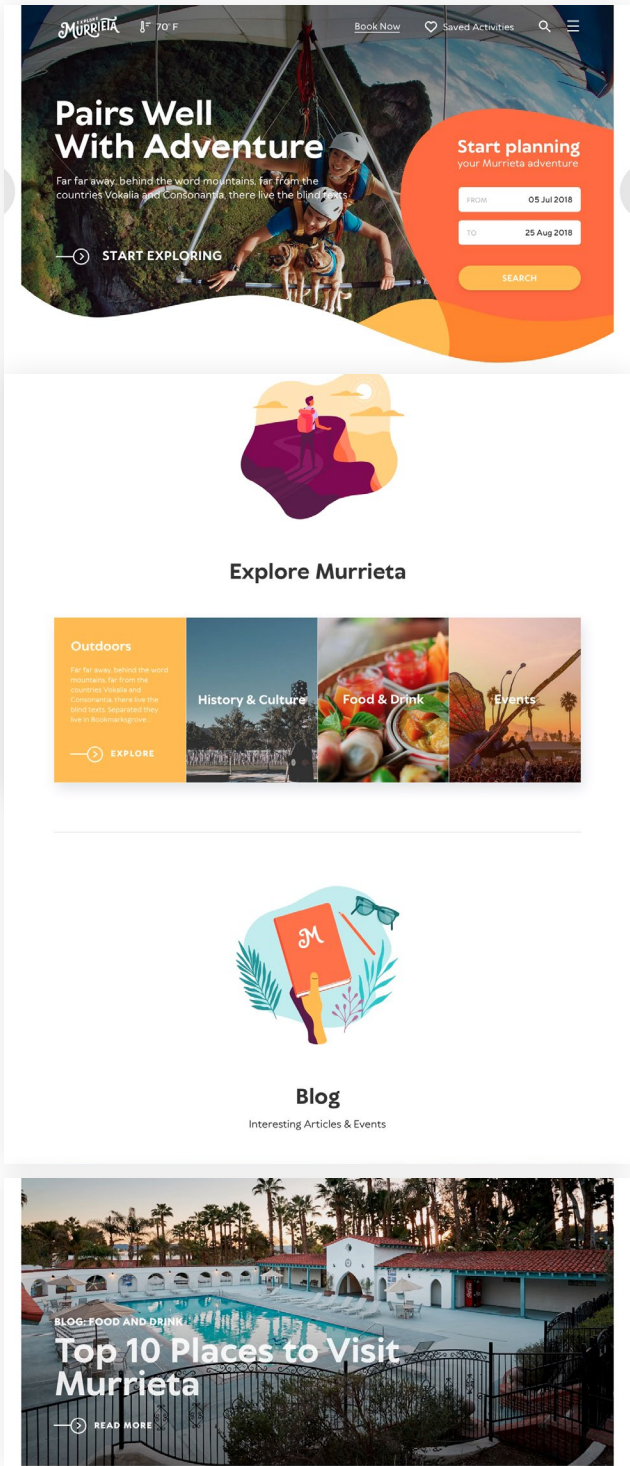


# Explore Murrieta

BRAND IDENTITY | WEBSITE DEVELOPMENT | CREATIVE CAMPAIGN

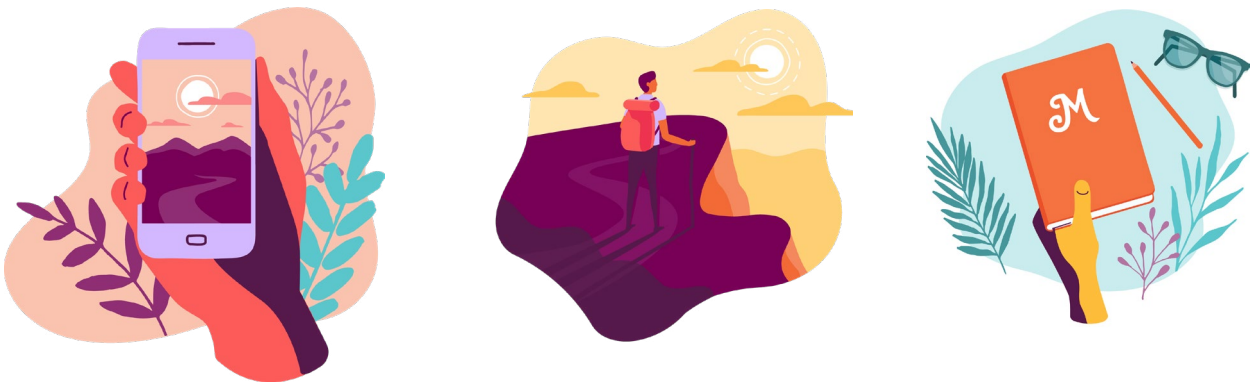
Murrieta required a destination brand that would introduce it to its Southern California drive market. With heavy competition and a barrage of lookalikes, The Abbi Agency honed in on something Murrieta alone had to offer: **the feeling of being on higher ground** due to elevation gain and sunny skies.





EXPLORE  
MURRIETA

Brand Board



A playful, engaging brand identity and logo were crafted for Murrieta, highlighting the destination’s friendliness and feeling of “higher ground.”

As a destination that offers access to many regional experiences—wine, outdoors, gaming, extreme sports—the team built a creative campaign around pairing experiences and sharing them with friends. This creative concept brought “pairings” to life through colorful illustrations that combine the real-life with the imaginary for an imaginative campaign.

Digitally, Explore Murrieta’s website will highlight the different types of experiences offered throughout the destination, regionalizing all activities to provide personalized brand experiences. Each website touchpoint is highly visual and engaging, inspiring potential travelers to learn more about the destination.

*In Development – Brand and Website will launch late Fall 2018.*



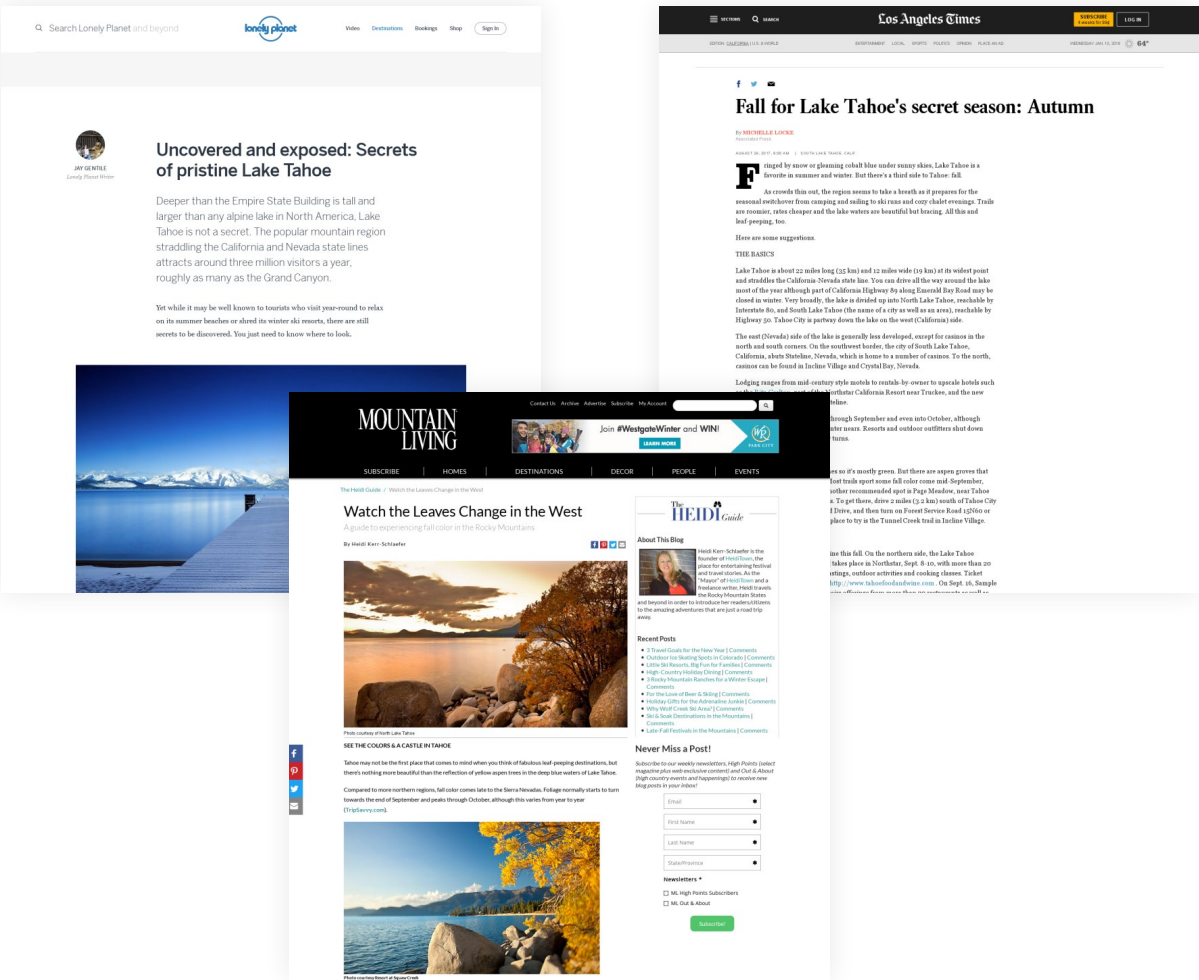
# North Lake Tahoe - Secret Season Coverage

## PUBLIC RELATIONS | SOCIAL MEDIA

North Lake Tahoe experiences a high volume of visitors during the region's peak seasons, summer and winter. The Abbi Agency has worked with the destination for a number of years, and has been tasked with promoting the shoulder seasons—fall and spring—as valuable timeframes for the destination equally worthy of visitation by Tahoe's broad audiences.







To create demand around Tahoe’s shoulder seasons, The Abbi Agency rebranded fall and spring as Tahoe’s “Secret Seasons,” building a sense of exclusivity previously unexplored during these times of the year. This effort, combined with a number of creative content campaigns—like the North Lake Tahoe Ale Trail, Human Powered Sports Guide and Local Luminaries campaign—has turned these seasons into highly sought after periods for tourism.

By positioning shoulder seasons as “secret seasons,” North Lake Tahoe has dramatically increased its year-round social media engagement and PR coverage.

Success Measures

Due to the agency’s PR efforts, key national and flight market publications have covered North Lake Tahoe’s Secret Seasons, including **Lonely Planet, Forbes Travel Guide, Mountain Living, the LA Times, Brides Magazine, Elite Daily, the Washington Post, the OC Weekly, the Boston Herald** and **The Huffington Post.**

In total over the last year, due to The Abbi Agency's outreach, North Lake Tahoe recieved:

- **311** placements
- **873.9M** est. impressions
- **\$8.4M** in Advertising Equivalency

See more at [http://bit.ly/abbi\\_tahoepr](http://bit.ly/abbi_tahoepr)

# References

## NORTH LAKE TAHOE

Services: Public Relations, Social Media, Content Marketing

**Andy Chapman, President/CEO Incline Village Crystal Bay Visitors Bureau**

775-832-1612

andy@gotahoe.com

**Daphne Lange, Tourism Director North Lake Tahoe Resort Association**

530-581-8709

daphne@gotahoenorth.com

## GO GOLETA

Services: Creative Campaign, Social Media, Content Strategy

**Kristen Miller, President/CEO Goleta Chamber of Commerce**

805-967-2500 ext. 8

kristen@goletachamber.com

**Kiki Ander, Kiki Ander Consulting, LLC**

773-209-2912

kiki@kikianderconsulting.com



# EXPLORE MURRIETA

Services: Brand Identity, Website Development,  
Creative Campaign

**Patrick Ellis, President/CEO Murrieta Chamber of Commerce**  
951-677-7916  
patrick@mwcoc.org

# FLY RENO-TAHOE

Services: Creative Campaign, Public Relations,  
Advertising

**Jennifer Cunningham, Executive Vice President RSCVA**  
775-827-7750  
jcunningham@renotahoeusa.com

# VISIT CARMEL BY-THE-SEA

Services: Public Relations, Social Media

**Amy Herzog, Executive Director Visit Carmel by-the-Sea**  
831-238-1849  
amy.herzog@carmelcalifornia.com

# HENDERSON ECONOMIC DEVELOPMENT

Services: Brand Identity, Creative Campaign, Website Development

**Barbra Coffee, Director, Henderson Economic Development & Tourism**  
702-267-1654  
barbra.coffee@cityofhenderson.com

# Key Personnel

The Abbi Agency is made up of a skilled, diverse set of individuals whose personal passions intersect with their work. For Fort Bragg, The Abbi Agency has curated an experienced team who will work as a partner to the destination, collaborating and guiding the brand to success.



BRAND STRATEGY AND MANAGEMENT



**ABBI WHITAKER**

President and Co-Founder

Abbi is the heart, soul and creative engine that drives The Abbi Agency. Abbi's innate understanding of storytelling has propelled the agency to expand from a boutique public relations firm to a well-experienced destination marketing agency.

In a partnership with Fort Bragg, Abbi will provide high level strategy and direction, working with the account team to infuse new trends, ideas and approaches into the work where it makes sense.

**Relevant Experience**

- Visit Carmel by-the-Sea
- North Lake Tahoe
- TravelNevada
- Visit Fallon



CONSTANCE AGUILAR

Chief Marketing Officer

Constance has earned numerous national and regional awards for her marketing and public relations work and is recognized for her use of digital channels to create a strong media presence for her clients. Her work with private sector businesses and software clients provide invaluable strategic insights, and she brings a fresh perspective for destination marketing efforts.

As a part of the Fort Bragg marketing team, Constance will work with the team to establish the strategy upfront and to evaluate effectiveness of each project, providing a technical and comprehensive perspective.

Relevant Experience

- TravelNevada
- North Lake Tahoe
- Edgewood Tahoe



ALLEGRA DEMERJIAN

Brand Manager

Meticulous and thoughtful, Allegra innately grasps how destination marketing efforts can connect with travelers. She has led an array of campaigns to launch new destinations, grow awareness, and increase visitation, and her background in social and digital marketing ensures each audience engagement is intentional.

Allegra will act as Fort Bragg’s Brand Manager, communicating between the destination and the agency, developing key plans and strategies and working across teams to bring these to fruition.

Relevant Experience

- North Lake Tahoe
- Go Goleta
- Fly Reno-Tahoe
- Explore Murrieta



CREATIVE



MICHAEL LEONARDINI

Chief Creative Officer

Michael is an award-winning designer and creative director who has created national and international marketing and branding programs for nearly 20 years. Michael has developed branding and creative campaigns for a large number of California destinations, including Visit California, Visit Santa Cruz, Pebble Beach Resorts and Visit San Diego. His skill in the digital space ensures that all brand and creative expressions extend naturally to online efforts.

For Fort Bragg, Michael will oversee all creative and digital efforts, putting his California experience to work to provide the brand with a compelling creative foundation.

Relevant Experience

- Explore Murrieta
- Edgewood Tahoe
- Visit San Diego
- Visit California



THAISON KAWAL

Creative Director

Hyper-focused and a master collaborator, Thaison leads the Abbi Agency’s creative team, communicates its vision to clients and oversees graphic design, multifaceted campaigns and video production. During his four years with the agency, Thaison has played a critical role in the growth of the creative team and has been involved with most of the agency’s creative tourism projects.

Thaison will work as Fort Bragg’s creative lead, conceptualizing higher-level ideas and working day-to-day to bring those to life.

Relevant Experience

- Go Goleta
- Fly Reno-Tahoe
- Explore Butte County
- Visit Fallon



## CAROLINE MCDERMAID

Digital Producer

Caroline manages the agency's largest website and SEO projects and approaches each one from a strategic standpoint. Her commitment to measuring audience engagement ensures that digital experiences are effectively developed to drive conversions.

### Relevant Experience

- Fly Reno-Tahoe
- Explore Butte County
- Explore Murrieta
- Pershing County

In a partnership with Fort Bragg, Caroline will lead the development of the new tourism website, strategically creating and implementing pathways that will move audiences from inspiration to visitation. Her work on more than six destination marketing websites will significantly benefit Fort Bragg's digital presence.



## SHANNON RILEY

Director of Media Buying

Shannon is a digital marketing professional with proven experience in delivering results-driven strategies, tactical campaign creation, and smart implementation. As a veteran in the media buying industry, Shannon has the unique talent of placing, measuring and optimizing buys across channels traditional, non-traditional, digital and social media.

### Relevant Experience

- Lake Tahoe Visitors Authority
- Visit Rancho Cordova
- Lake Tahoe Resort Hotel

For Fort Bragg, Shannon will develop the media strategy and plan, then work across teams to bring that plan to fruition, working strategically to create added value whenever possible.



PUBLIC RELATIONS



**ASHLEY BRUNE**

Public Relations Director

Ashley is an experienced public relations professional who understands that travel and tourism outreach is about more than spreading a destination’s messages – it’s about making meaningful connections with potential travelers. With more than seven years working on lifestyle and tourism accounts, Ashley leads public relations strategies for The Abbi Agency.

Ashley will provide strategic oversight for public relations efforts on behalf of Fort Bragg, working with the team to make meaningful media connections.

**Relevant Experience**

- Carmel by-the-Sea
- North Lake Tahoe
- Powder Mountain
- Visit Reno-Tahoe



**JESSICA PAULETTO**

Public Relations Manager

Jessica is one of The Abbi Agency’s lead public relations experts, working collaboratively with her team members to achieve goals for her travel and tourism clients. While she builds strategic campaigns through writing, media relations and design concepts, she also realizes that genuine human connections are the most crucial component of an effective campaign.

In work with Fort Bragg, Jessica will be the day-to-day PR manager, connecting strategic media opportunities and coordinating journalist experiences to best position the brand.

**Relevant Experience**

- North Lake Tahoe
- Eldorado Resorts
- Explore Butte County
- Visit Fallon

## SOCIAL MEDIA

32/60



### STEVEN SMITH

Social Media & Video Director

With five years of experience in developing and distributing social media across platforms, Steven leads destination social media strategy for The Abbi Agency. He has launched social media campaigns for sizeable brands including Naked Juice, National Geographic and North Lake Tahoe, and his cinematic background provides brands with stunning visual expressions.

#### Relevant Experience

- North Lake Tahoe
- Carmel-by-the-Sea
- Go Goleta
- Explore Butte County

Steven will lead all social media strategy and execution for Fort Bragg, creating an outreach approach that thrives on audience engagement and authentic social media campaigns.



### KAMBRYA BLAKE

Social Media Manager

Kambrya is a digital marketer at heart, working diligently on each campaign to connect all brand elements and create the highest impact—even with limited resources are. She puts those skills to work in managing social media on The Abbi Agency's tourism accounts, providing a meticulous eye for visual details and creative ideas to each.

#### Relevant Experience

- Go Goleta
- North Lake Tahoe
- Visit Fallon
- Henderson Economic Development

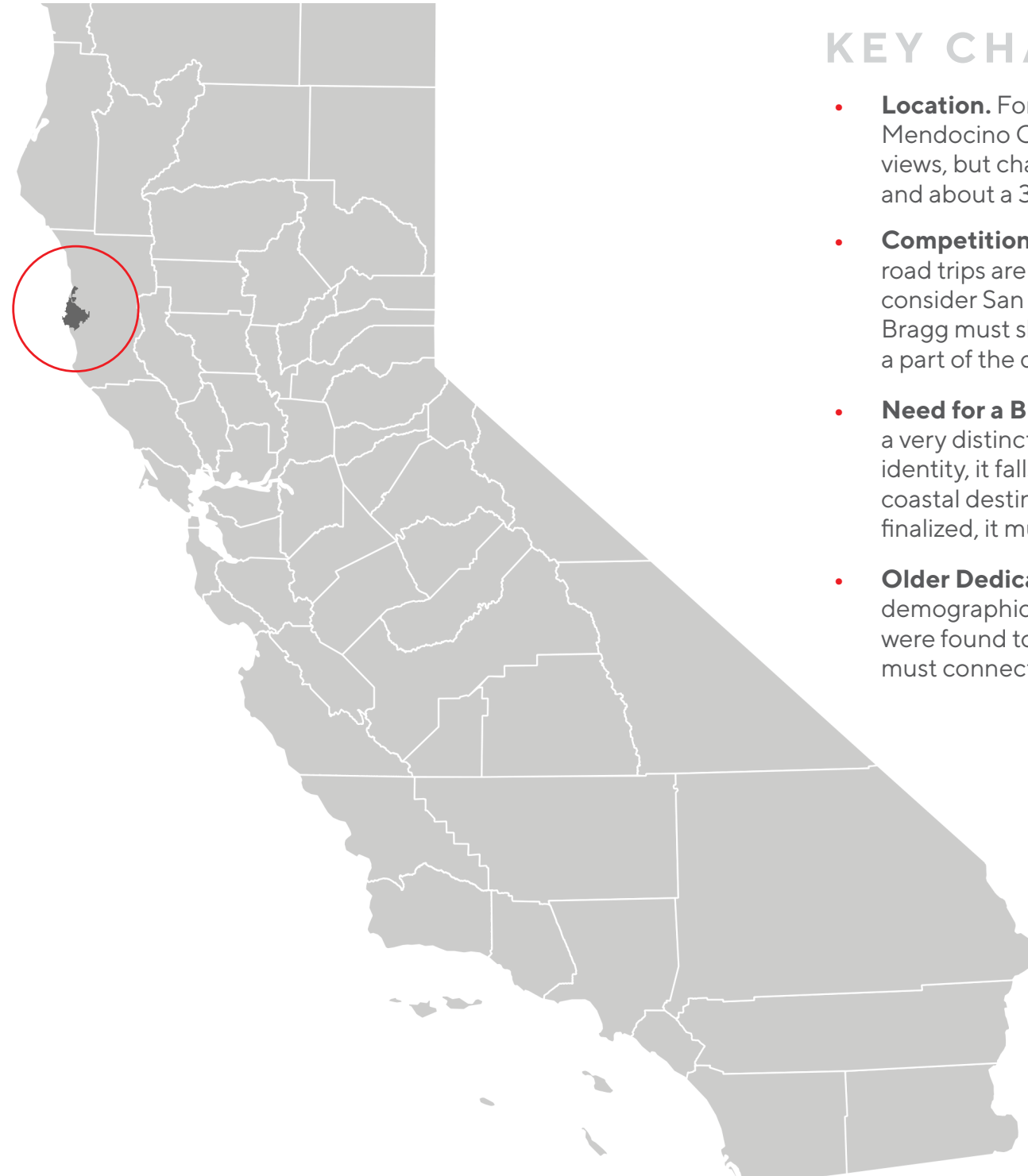
Kambrya will work with Steven to carry out all social media campaigns, and will handle all day-to-day posting and community management for Fort Bragg's social channels.



# Strategic Approach

## MARKETING CHALLENGE

Fort Bragg is a new entry to the crowded California destination marketplace, and many of its target audiences.



## KEY CHALLENGES

- **Location.** Fort Bragg's stunning location on the Mendocino County coast offers phenomenal views, but challenging access, with winding roads and about a 3-6 hour drive from its target DMAs.
- **Competition and Traveler Habits.** California coastal road trips are highly popular, but many travelers consider San Francisco their northernmost stop. Fort Bragg must shift these perceptions, and become a part of the quintessential California road trip.
- **Need for a Brand Identity.** While Fort Bragg has a very distinctive vibe and feel, without a brand identity, it falls prey to becoming "just another coastal destination." As the brand identity is finalized, it must be rolled out strategically.
- **Older Dedicated Audience.** Fort Bragg's visitor demographic skews older — over 83% of its visitors were found to be age 41 or older. The destination must connect with younger audiences for longevity.



## SITUATIONAL ANALYSIS

# Uncover what makes Fort Bragg one-of-a-kind.

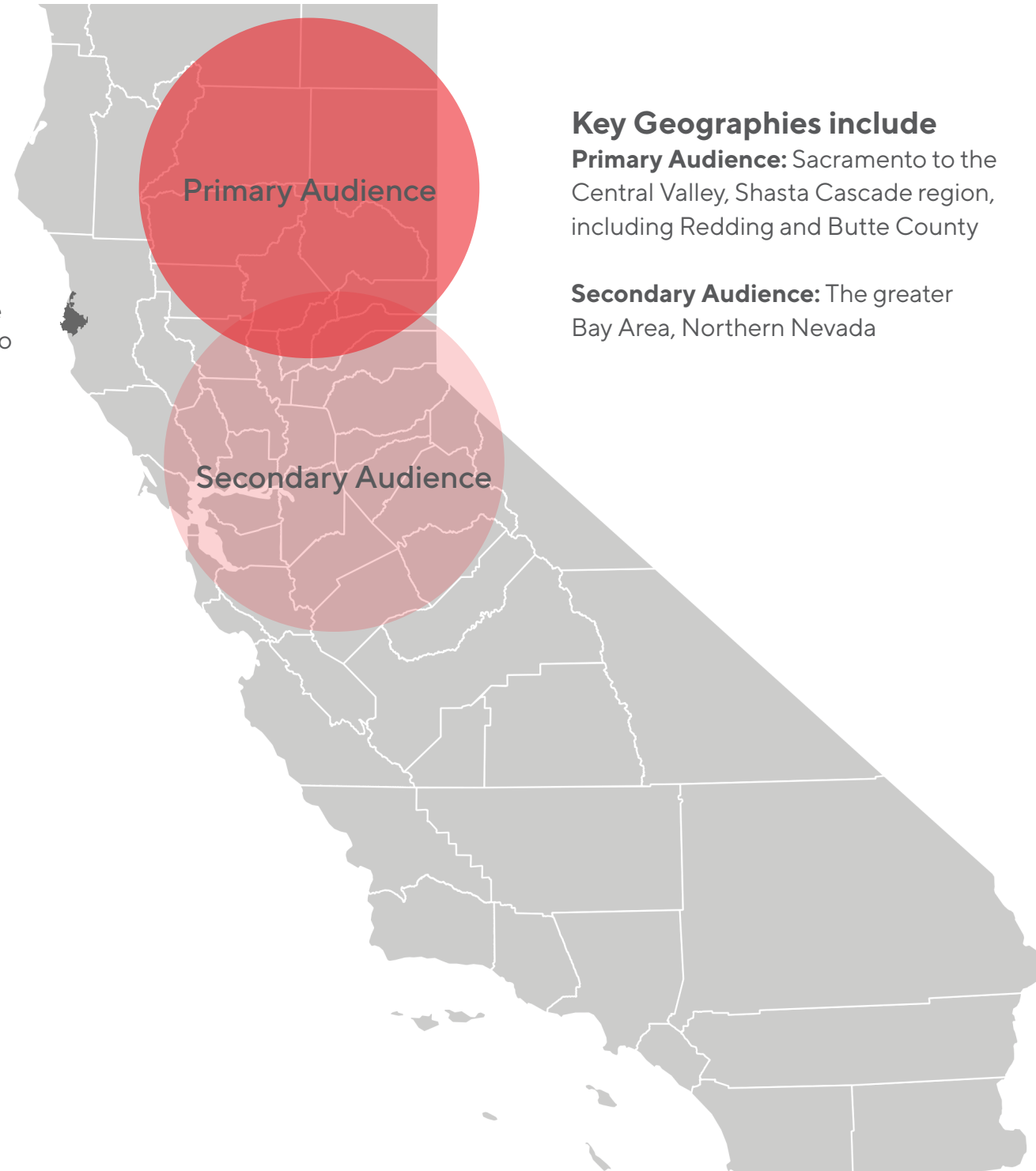
Fort Bragg finds itself in a distinctive marketing situation. The destination has a special vibe—truly unique from the more than 100 destinations it will compete with throughout the state of California. Through our research, The Abbi Agency has identified a few key challenges and opportunities that should be kept in mind during planning.

## KEY OPPORTUNITIES

- **Articulate Unique Vibe.** As all brand efforts are refined and launched, Fort Bragg’s special “feel” should be kept central to marketing efforts.
- **Play on What You Aren’t.** While it can be tempting to adopt the “California coastal” vibe, Fort Bragg should avoid becoming generic and play on the fact that it isn’t an overly-manufactured destination. The opportunity for organic interaction with nature is special and attractive, and can be leveraged.
- **Target Niche Audiences.** From multi-generational families to micro-brewery lovers, Fort Bragg has the makings to target niche audiences who are looking for specialty travel. The dog-friendliness of the destination is a huge opportunity in appealing to younger demographics.
- **Align with Larger Partners.** As Fort Bragg grows and gains its own dedicated audiences, the brand can work with larger partners, including Mendocino County and Visit California, to grow awareness.
- **Become a Road Trip Must.** In becoming a part of the iconic California Road Trip, Fort Bragg can leverage audiences who are already traveling up the coast as part of a road trip.
- **Leverage Nature in Shoulder Season.** Fort Bragg aims to grow its visitors during winter and spring, and can comfortably lean on nature and whale watching during these time frames to draw visitors.

## TARGET AUDIENCES

- **Geographic Audiences:** What are the tipping points for audiences to drive to and, more importantly, stay overnight in Fort Bragg? How can the brand ensure it is pulling in the audiences it needs?
- By targeting audiences within a 3-5 hour drive market range, Fort Bragg can draw visitors who are sure to stay multiple nights in-market.





# PERSONAS

Today’s travelers should be targeted not just by location and demographic specifics, but by their individual interests, thoughts, motivators, and preferences. In its work with destination marketing, The Abbi Agency builds out personas to hone in on these audiences, and to communicate with them as individuals, not “segments.”

Some potential personas for Fort Bragg’s consideration include:



## BUSTLIN' BOOMER

An older, empty nester traveler who is interested in light outdoors experiences, history and nature.

- **Key Opportunities:** Target already-dedicated base of boomer travelers to drive shoulder season and mid-week visits.
- “I want a quieter experience in nature.”



## FUN-LOVING FAMILY

The Gen-X family who is landlocked or road-tripping and wants to escape to the coast; intrigued by accessible and unique family activities.

- **Key Opportunities:** Align Fort Bragg as a California road trip stop; highlight multi-generational experiences.
- “I need to find something for everyone in my group.”



## URBAN EXPLORER

Younger millennials traveling in couples or groups and looking for undiscovered adventures and affordable coastal getaways.

- **Key Opportunities:** Play off of quirky destination vibe and niche opportunities, like breweries and dog-friendliness.
- “I want to discover something new and special.”

## TRAVELER HABITS

38/60

# Understand the mindset of your visitors

Today's travelers are an ever-evolving group, looking for personalized experiences at their demand. The Abbi Agency works hard to stay on top of traveler habits and trends, and will come with collaborative ideas that respond effectively to them.

**37%**

of U.S. travelers think about planning a vacation at least once a month. Fort Bragg should target audiences year-round, scaling up in support of shoulder season.

**39%**

of U.S. leisure travel during this past year included a road trip. Leverage opportunities to tie Fort Bragg into California road trips.

**85%**

of travelers use mobile devices to book travel activities, and mobile ubiquity dominates the in-market experience. Fort Bragg must consider responsiveness and visual impact across all devices.

**2x**

more women book tours and activities online than men. As personas are defined and creative assets articulated, consider each from the perspective of a woman.

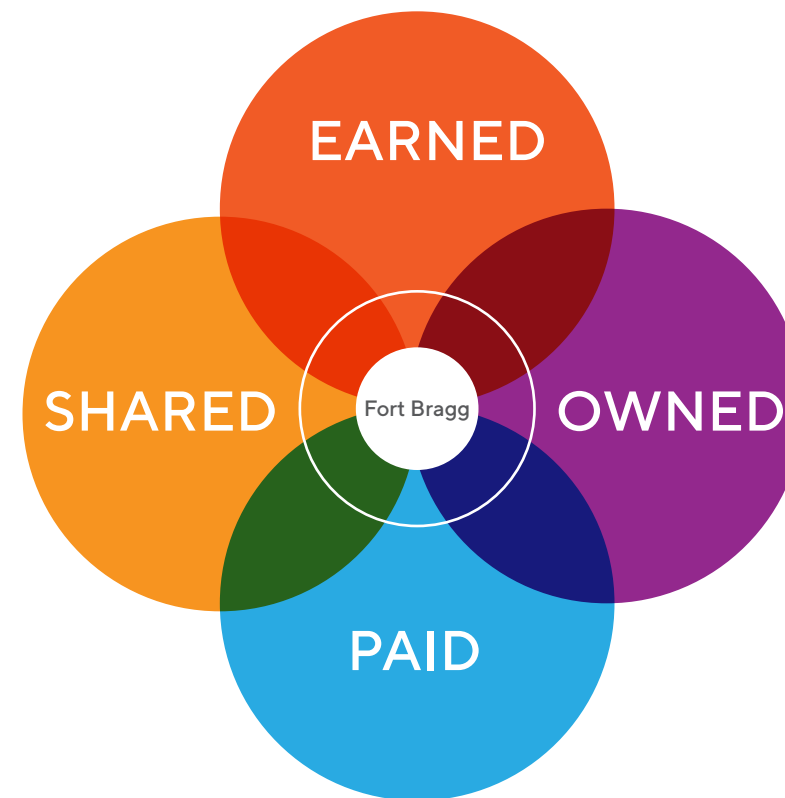
**91%**

of travelers look for deals before booking a trip. Highlight the value within the destination to rise above competitors.



## AN INTEGRATED APPROACH

# Connecting to drive momentum across channels



Our team believes in the power of integration for destination marketing. By executing a cohesive strategy across Earned, Owned, Paid and Shared channels, Fort Bragg will find its highest level of success.

- **Earned** channels, including public relations and digital sharing, allow for an increased validation of Fort Bragg by others.
- **Owned** channels should be used for strong, compelling content that connects visitors with targeted seasonal timeframes.
- **Paid** channels can increase Fort Bragg's pool of impressions, and can work to convert those impressions to visitors.
- **Shared**, or social, channels can highlight individual experiences within Fort Bragg, showcasing the personal aspects of the brand.

The Abbi Agency's ability to execute all services within the scope of Fort Bragg provides the brand with a critical advantage. By selecting our team, you'll be able to leverage key opportunities across channels so that no efforts exist in a silo, each element of your marketing ecology benefits another, and your resources work harder to bring visitors to Fort Bragg.





## MICRO-MOMENTS

# Connect with visitors at key moments

Today's consumers have become easier to reach through a number of channels, but increasingly more difficult to make an impact on and resonate with due to floods of content. When it once took 2-3 brand impressions for a purchase decision, it now requires 7-10 brand engagements to drive action.

To this end, Google has identified that each interaction an individual experiences with a brand is a critical "micro-moment." The combination of these micro-moments moves a traveler from a "Dreamer" to an "Ambassador."





I Want to Know  
**Dreamer**



I Want to Go  
**Planner**



I Want to Do  
**Booker**



I Want to Share  
**Ambassador**

#### **I want to know (Dreamer)**

This is the earliest stage of consideration, when a prospective consumer seeks out inspiration, ideas, and potential solutions. At this stage, potential residents are most open-minded and considering the aesthetic and inspirational elements of a community, rather than the granular details.

#### **I want to go (Planner)**

At this stage, a potential customer begins considering details and logistics of Fort Bragg. They are interested in tangible activities and itineraries, and begin imagining themselves in the environment.

#### **I want to do (Booker)**

When a potential resident is in the “I want to try” stage, they are focused on the experiential aspects of Fort Bragg, and want to envision themselves in the lifestyle. It is key to connect with visitors during this phase to engage them in the optimal destination experience, as this will turn them into repeat visitors and ambassadors.

#### **I want to share (Ambassador)**

Converting visitors to destination evangelists is one of the most coveted goals of travel marketing campaigns, and can be achieved through engaging with a visitor during their time in-market. Social sharing campaigns, in-market activations and post-visit targeting can all contribute to success at this level.

# Scope of Services

Integrated  
Execution,  
Skilled  
Collaboration



The Abbi Agency is excited for the opportunity to propose for all five of Fort Bragg's requested Scopes of Work. Our in-house team has the capabilities for skilled execution across each channel, as well as the passionate experience in destination marketing that will put Fort Bragg on the map.

We believe in streamlined project management systems that hinge around client collaboration. Fort Bragg will be provided a dedicated Brand Manager to be your day-to-day contact and guide each effort to success. We know that you have a neverending set of responsibilities, and our team will set up custom systems to help streamline communications through the project's lifespan. Our goal is to make sure you never have to worry about the stems of initiatives, or expectations of what is coming up next.

Our team's office location will not impose any challenges for a partnership, as the majority of our clients are located over an hour away from our physical offices. With our standard response time set within 24-hours, you will always have timely replies to email and phone communications. We are flexible with travel, and will make time to come meet in person at least once per quarter.



## MARKETING & ADVERTISING

# Leveraging paid channels to tell Fort Bragg's story

The Abbi Agency is prepared to plan, develop, execute and track Visit Fort Bragg's pilot advertising program, strategically selecting channels that will extend the brand's resources to work harder.



## Strategic Approach

In order to stand out from the plethora of other destinations, The Abbi Agency will employ a content-centric media plan that engages audiences authentically. Between our storytelling approach featuring compelling and inspirational creative, coupled with our ability to benchmark and measure campaign metrics, The Abbi Agency is an ideal fit to spearhead on initiative of this magnitude.

While a full media plan will be established in the first few months of a partnership, The Abbi Agency will likely tailor around a digital-weighted split of budgets. This will allow for Fort Bragg's resources to work harder for success, and will create tight targeting of audiences.

## Process

In media planning, The Abbi Agency takes a deep dive on four key factors, analyzing the most effective plan from every front before any dollars are spent. These factors include:

- **Destination Experience** - The Abbi Agency's knowledge, based on experience with other destination marketing organizations
- **Fort Bragg Data Analysis** - Insights will be pulled out of Google Analytics, Bing, ad servers, and other digital platforms to pull a multi-faceted view of advertising effectiveness
- **Competitive Research** - Fort Bragg's competitive destinations will be reviewed for insights on messaging and media spend, so any media recommendations can be vetted competitively
- **3rd Party Research** - Our team works with a number of 3rd party software platforms that give us a behind-the-scenes look at customer habits, and provides invaluable direction

## Optimization and Measuring Success

An effective digital advertiser knows that the moment an ad campaign goes live, the work is not complete—it is just beginning. Throughout all ad campaigns, The Abbi Agency will review the performance of each platform and individual ads, and will identify how ads are meeting the established KPIs.

We will use A/B testing and make modifications to advertisements throughout the campaign in an effort to effectively meet campaign goals. The Abbi Agency will provide monthly updates and reports on ad performance to keep the Fort Bragg team up-to-date on performance and results as they relate to KPIs.

KPIs and metrics will be established in a way that is specific to the media plan, and The Abbi Agency offers dynamic reporting options to present performance in the most convenient way possible.

## DESIGN & CREATIVE SERVICES

# Authentically telling Fort Bragg's story

Creative is the heart and soul of a destination, and can either provide an authentic vibe that draws in travelers, or an over-the-top charade that can turn them off. The Abbi Agency is passionate about developing creative that is authentic to Fort Bragg and, in turn, gives travelers a true taste of the destination that leaves them wanting more.





## DESIGN & CREATIVE SERVICES

# A perfectly-tailored concept

Just like no two destinations are alike, the creative developed by our team is completely original for each campaign. The Abbi Agency is excited for the opportunity to develop a campaign concept that is truly unique to Fort Bragg. This concept will be poised to entice travelers, telling them the story of Fort Bragg in a way that inspires them to become a part of it.

The creative campaign will also be developed in a way that allows for cross-channel integration. This concept will define brand messaging to carry across the website, public relations, social media and content marketing, lending itself to a certain malleability under initial consideration..







## PUBLIC RELATIONS

# Leveraging media across channels

Public Relations is often a misinterpreted element of a destination's marketing mix - for many brands, press release distribution represents the beginning and end of their media efforts.



The Abbi Agency deeply believes in the power of media relations; the validation Fort Bragg can achieve through earning a feature far outweighs paid placements. Our team of seasoned media experts approaches PR from a four-tiered level to connect with audiences at every key touchpoint:

- **Digital Performance-Based PR** – leveraging keywords and connecting SEO impact to PR outreach
- **Endemic PR Placements** – to create targeted conversations around Fort Bragg’s brand pillars
- **Brand Building PR**—To expand upon Fort Bragg’s greater brand reputation
- **Earned Social Media**—To drive ongoing awareness and travel inspiration

This public relations approach is The Abbi Agency’s original equation, and can be considered the fuel behind our team’s media relations success.

## Leveraging Partners and Stakeholders

Based on our team’s extensive public relations efforts with tourism entities, there is one thing our team believes is true: partners are invaluable to PR success.

The Abbi Agency will work with Fort Bragg to forge relationships with key partners, both internal and external. These relationships will be leveraged to Fort Bragg’s advantage, and will be fostered for long-term sustainability.

- **Larger Destinations**, including Visit California and Visit Mendocino County, will be provided information on an ongoing basis for feature opportunities.
- **Local Businesses** will be enlisted as partners, and The Abbi Agency will both provide key messaging points to assist with tourism communications, and will elucidate the destination marketing organization’s value to these partners.
- **Lodging Partners** will work very closely with The Abbi Agency, and our team will find key ways to incorporate them into all efforts.

## FAM Strategy

Our PR team is exceptional at developing immersive, experiential FAM trips for interested journalists, and will work with Fort Bragg to devise compelling itineraries that support story angles. We will regularly connect with Visit California and Mendocino County to collaborate on FAMs wherever possible.

## Opportunities

In visiting Fort Bragg, a few key opportunities in the public relations space include:

- Identify Fort Bragg’s unique vibe and culture while working with Visit California to articulate those in the marketplace
- Play off dog-friendliness, of the city, activities, and lodging properties
- Establish Fort Bragg's own unique food culture from “Harbor to Table”
- Build off well-known nature of Glass Beach, supported with seamless information to target brand personas
- Highlight Fort Bragg's unique connection to nature
- Partner with Mendocino and Mendocino County on FAMs, while providing journalists distinctive experiences
- Tie into storyline of redwoods throughout the state

## Measuring Success

Public Relations is often measured in an antiquated silo, with guesstimates for coverage views and ad value leading the charge for many destinations’ measurement efforts.

The Abbi Agency’s investment in industry-leading software allows our team the ability to dive deeper into media coverage, and to analyze key metrics like **share of voice, message pull-through, brand sentiment** and **SEO impact**. Our team will provide Fort Bragg with insightful reports on PR performance regularly.

## SOCIAL MEDIA CONTENT CREATION

# Growing engagement & creating ambassadors

Social media offers Fort Bragg the ultimate channel for direct interaction with potential travelers. The Abbi Agency's expert social media team will leverage social media marketing in many forms - engaging content, campaigns, contests and influencer partnerships - to build a dedicated following online.

Fort Bragg has established a solid foundation through previous social media efforts, which will be developed upon for long-term success. Our social media team will come with no shortage of creative ideas and out-of-the-box approaches that will result in the ultimate goal: driving brand engagement.

Social media offers a digital centerpiece for all integrated efforts. The Abbi Agency will leverage the website, public relations efforts, creative campaign, design elements and any other assets that are developed across social channels. Conversely, social channels will assist in driving traffic and viewership to all of Fort Bragg's other channels.

### **Influencers and Micro-Ambassadors**

User generated content - or UGC - is the holy grail of social media destination marketing. When an individual creates content on behalf of the brand and shares it to their channels, it offers the most authentic impact for Fort Bragg's brand to grow.

The Abbi Agency will tailor campaigns to encourage user generated content creation, encouraging each "fan" and "follower" to become Fort Bragg's own micro-influencer. This will, in turn, provide Fort Bragg with invaluable visual and inspirational content to use across channels.

Our team is skilled at influencer management, and, after coordinating over 30 influencer trips on behalf of destinations, intimately knows the key elements of a successful influencer campaign. We always ensure that any investment made with an influencer is leveraged to its full extent, coordinating for ownership of visual assets and partnered content.



# SOCIAL MEDIA CONTENT CREATION

## Opportunities:

- Establish branded campaigns playing off “Bragg” – social media users can share their “Bragg-worthy View” or become “#Braggers”
- Play into natural beauty of the region, from an inspirational level
- Show the range of experiences – from Skunk Train greenery to coastal beaches
- Communicate environmental sustainability to visitors, especially with Glass Beach
- Activate influencers to bring the experience to life

## Measuring Success

In measuring Social Media, The Abbi Agency evaluates a destination brand’s effectiveness in a number of key areas:

- Engagement and engagement rate
- Virality
- Hashtag adoption and engagement
- New fans and followers



## WEBSITE

# Bringing Fort Bragg to life digitally

The Abbi Agency believes that a destination's website is its single greatest opportunity to drive visitor engagement. From initial landing to conversions, the time we have a user on-site offers us the most direct engagement with the Fort Bragg brand.

No two destinations are the same, and The Abbi Agency does not approach any two websites in a templated way. In a partnership with our team, Fort Bragg will receive a completely custom website that truly highlights the brands' assets and vibe, and converts potential visitors to brand advocates.

### What You'll Get

In developing Fort Bragg's new website presence, The Abbi Agency is prepared to fulfill each requested element from the "Website Functionality Requirements" as well as the "Wish List." During the research and discovery portion of the website project, our team will consider Fort Bragg's unique situation and recommend website strategies and features that make sense for the brand specifically.

### Website Strategy

The Abbi Agency develops destination websites that are poised to move a user from inspiration to visitation. In a partnership with our team, Fort Bragg can rest assured that each detail of the website is thoughtfully curated as a part of the user engagement process.

Some key strategic factors include:

- Build on the SEO presence and awareness of Glass Beach to increase levels of visitation
- Create seamless user flows through the website to encourage more widespread content engagement, and to capitalize on the more than 40% of website visitors who land on Glass Beach-related pages
- Incorporate social media in an inspirational way, leveraging user generated content to encourage visitation
- Develop interactive elements, like maps, itineraries or other digital experiences
- Lead with impressive visuals and compelling video to heighten user engagement
- Strategically connect shoulder season activities throughout all content, to leverage high season visitors for off-season visitation
- Potentially approach destination from a "district" standpoint, creating distinctive brand experiences around each of Fort Bragg's locations



## How We Do It

Our team works from a five-phase approach in website development, creating a strong foundation for all website needs, then building upon that foundation creatively. By partnering with The Abbi Agency for this process, the Fort Bragg team will be seamlessly moved through a process that makes sense, and one that holds fast to the strategy every step of the way.

1. **Research & Discovery** to analyze current site traffic and performance, consider competitors, and identify recommended website strategy
2. **Framework & Architecture** to map out the user experience (UX), coordinate user flows and develop a strong content strategy
3. **Website Design** to visually articulate Fort Bragg's brand through digital channels
4. **Development** to build the custom site across all responsive screens and incorporate key functionality
5. **Launch & Post-Live** to migrate the site to live servers seamlessly

## Measuring Success

The Abbi Agency works with a number of tools to measure of websites effectiveness, and to hone in on the site's performance over time. In site development, we will work with you to establish specific key performance indicators (KPIs) for long-term measurement.

As our team phases from initial website build to ongoing strategy and maintenance, Fort Bragg can expect a wide array of reporting and analysis:

- Google Analytics to identify on-site engagements and sources of visitation
- SEO Analysis to benchmark key goals around thematic keywords
- Heat Mapping to track users' on-page interactions and increase effectiveness



# Schedule & Budget



## INTEGRATED SCHEDULE OF WORK

The Abbi Agency is committed to efficiently executing across all channels for Fort Bragg. Our team is nimble, and eager to get to work, but is still committed to top-notch quality and strategy.

Fort Bragg can expect a dedicated project manager who is involved with the project every step of the way, guiding it to success.

## INTEGRATED SCHEDULE OF WORK

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6 & ONGOING
MARKETING & ADVERTISING	Onboarding & Immersion; Research	Research & Media Planning	Finalize & Negotiate Media Plan	Media Plan Launch	A/B Testing & Optimization; Reporting	Ongoing Optimization & Reporting
DESIGN & CREATIVE	Onboarding & Immersion; Concepting	Campaign Concept Selection & Refinement	Campaign Production; Photo & Video	Campaign Production; Campaign Launch	Supportive Design Elements	Ongoing Campaign Executions & Needed Design Elements
PUBLIC RELATIONS	Onboarding & Immersion; PR Plan Creation	PR Planning; PR Asset Development	Launch PR Outreach	Tentative FAM Execution; Ongoing PR Outreach	Tentative FAM Execution; Ongoing PR Outreach	Ongoing PR Outreach; Strategic FAM Execution
SOCIAL MEDIA CONTENT CREATION	Onboarding & Immersion; Social Media Plan Creation	Social Media Planning; Launch of Social Content	Ongoing Social Content	Tentative Influencer FAM; Ongoing Content	Launch of Social Contest or Campaign; Ongoing Content	Ongoing Social Content; Strategic Influencer Activations
WEBSITE DESIGN, DEVELOPMENT, DEPLOYMENT	Onboarding & Immersion; Research & Discovery	Research & Discovery; Framework & Architecture	Website Design; Content Development	Website Design; Content Development	Website Development; Website Launch	Post-launch & Ongoing Maintenance



# BUDGET

The Abbi Agency has developed a proposed budget to best leverage Fort Bragg’s available resources, recommending some key shifts in cost allocation for a well-rounded execution of strategic efforts.

In the recommended budget, our team has worked within the +/- 20% cost range as stated in Fort Bragg’s RFP. Our team is flexible and can shift and reallocate funds if necessary.

Other details regarding budget:

- **Personnel Rates:** The team’s blended rate is \$150, with individual billable hourly rates ranging between \$80 and \$350
- **Equipment Charges:** Our team manages our own equipment, and Fort Bragg will not be billed for any charges in usage of softwares or equipment already owned by The Abbi Agency. Should hard costs be necessary as relates to equipment, software or vendors, the Fort Bragg team will be contacted for cost approval before any costs are incurred.
- **Travel Reimbursement Costs:** The Abbi Agency builds travel costs for our team into the overarching budget, creating a quarterly “not to exceed” budget for hard costs and agency travel time.

Sample invoices and budget tracking reports can be provided upon request. During onboarding, The Abbi Agency will work with the Fort Bragg team to identify the best format for cost tracking, billing and other key budgetary efforts.

Fort Bragg Tourism Promotion					Proposed Budget: Sep 2018 - Jun 2019							
Service	Description	Total (10-months)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Marketing and Advertising		\$67,000										
	SEM (Search Engine Marketing)	\$10,500	-	-	-	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
	Digital Advertising	\$24,000	-	-	-	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$2,000	\$2,000
	Social Media Advertising and Boosting	\$10,500	-	\$500	\$500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000
	Traditional Advertising	\$8,000	-	-	-	\$2,000	\$2,000	\$2,000	\$2,000	-	-	-
	Media Strategy, Placement, Management, Reporting, Commission	\$14,000	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400
Design and Creative		\$44,000										
	Creative Concepting	\$13,000	\$5,000	\$5,000	\$3,000	-	-	-	-	-	-	-
	Photo and Video Development	\$20,000	-	-	\$10,000	\$10,000	-	-	-	-	-	-
	Ad Production and Design Execution	\$11,000	-	-	-	\$3,000	\$3,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Public Relations		\$41,000										
	Media Relations and Outreach	\$35,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
	FAM Hard Costs	\$6,000	-	-	\$2,000	\$2,000	\$2,000	-	-	-	-	-
Social Media Content Creation		\$34,000										
	Social Media Management and Content	\$30,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
	Influencer Hard Costs	\$4,000	-	-	-	\$2,000	\$2,000	-	-	-	-	-
Website Design, Development, Deployment		\$45,000										
	Website Design and Development	\$45,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	-	-	-	-	-
	Ongoing Maintenance	\$0	-	-	-	-	-	TBD	TBD	TBD	TBD	TBD
Strategy and Project Management		\$20,800										
Account Management	Inclusive of all client communication, planning, reporting and strategic oversight on a monthly basis	\$16,000	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600
	Meetings + Travel Time	\$4,800	\$1,200	-	-	\$1,200	-	-	\$1,200	-	-	\$1,200
TOTAL		\$251,800	\$24,700	\$24,000	\$34,000	\$45,700	\$34,500	\$19,500	\$20,700	\$17,500	\$15,000	\$16,200



**Insurance**

The Abbi Agency would like to confirm that we have the insurance coverage as outlined in the RFP. Should The Abbi Agency be selected to partner with Fort Bragg, a copy of this insurance can be provided within 24-hours notice.

**Consultant Agreement**

The Abbi Agency does not have any modifications to the Consultant Agreement as outlined in the RFP.

One note of consideration based on the Consultant Agreement: If selected as Fort Bragg’s partner, per item 17.A, The Abbi Agency will attain a Fort Bragg business license immediately following selection.

Key  
Documentation



FORT BRAGG + THE ABBI AGENCY

60/60



# Thank you

the  
abbi  
agency

creative + pr + digital