

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE®**



FOR THE LOVE OF TENNESSEE  
PARTNER BUY-IN CREATIVE



# CONCEPT 1: PAID FACEBOOK/INSTAGRAM

**Buy-in: \$10,000 - \$25,000 options**

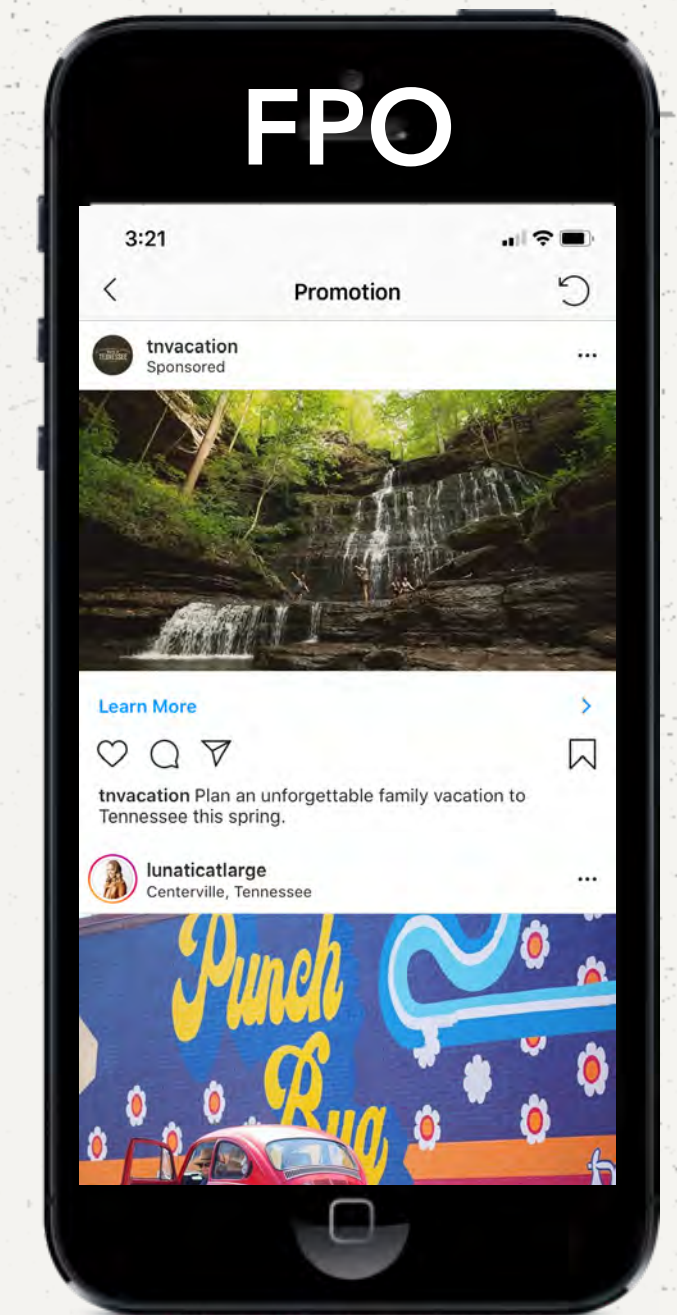
**Benefit:** For partners who are not set up with an existing credit line on Facebook/Instagram, VMLY&R can implement for you, rather than placing \$10,000 - \$25,000 on a credit card to purchase paid social on your own, along with the agency support.

## Included:

- One static post (image + copy)
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- Can be Facebook only, Instagram only, or both Facebook and Instagram (recommended for best performance)
- \$10,000 min, \$25,000 max
- Est. 1,000,000 - 2,500,000 impressions (\$10 CPM)



*Facebook ad example*



*Instagram ad example*



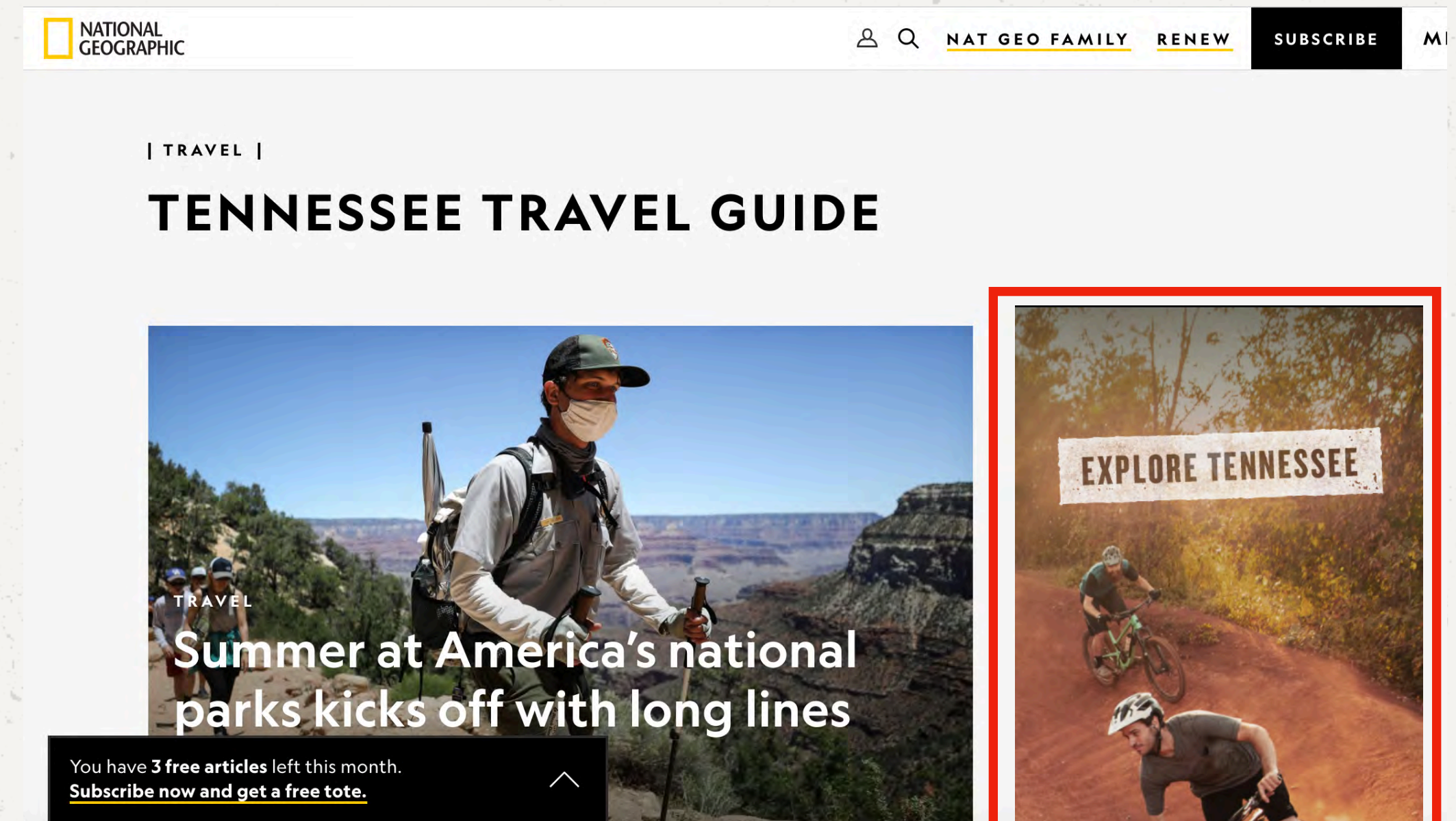
# CONCEPT 2: SOJERN BANNER ADS

**Buy-in: \$10,000 - \$25,000 options**

**Benefit:** TDTD is utilizing Sojern as a media vendor as part of the state-wide campaign. DMO's can match the look & feel of the larger campaign through their own banner ads. The vendor can also manage ad distribution from TDTD and DMO partner as to not compete with one another, along with receiving the agency's rates.

**Included:**

- One static banner version (4 sizes) created from a template
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- \$10,000 min, \$25,000 max
- Est. 1,666,667 - 4,166,666 impressions (\$6 CPM)



*Banner ad example*



## FACEBOOK/INSTAGRAM: FOR THE LOVE PARTNER IMAGE, OPTION 1 & 2



*Facebook image example*



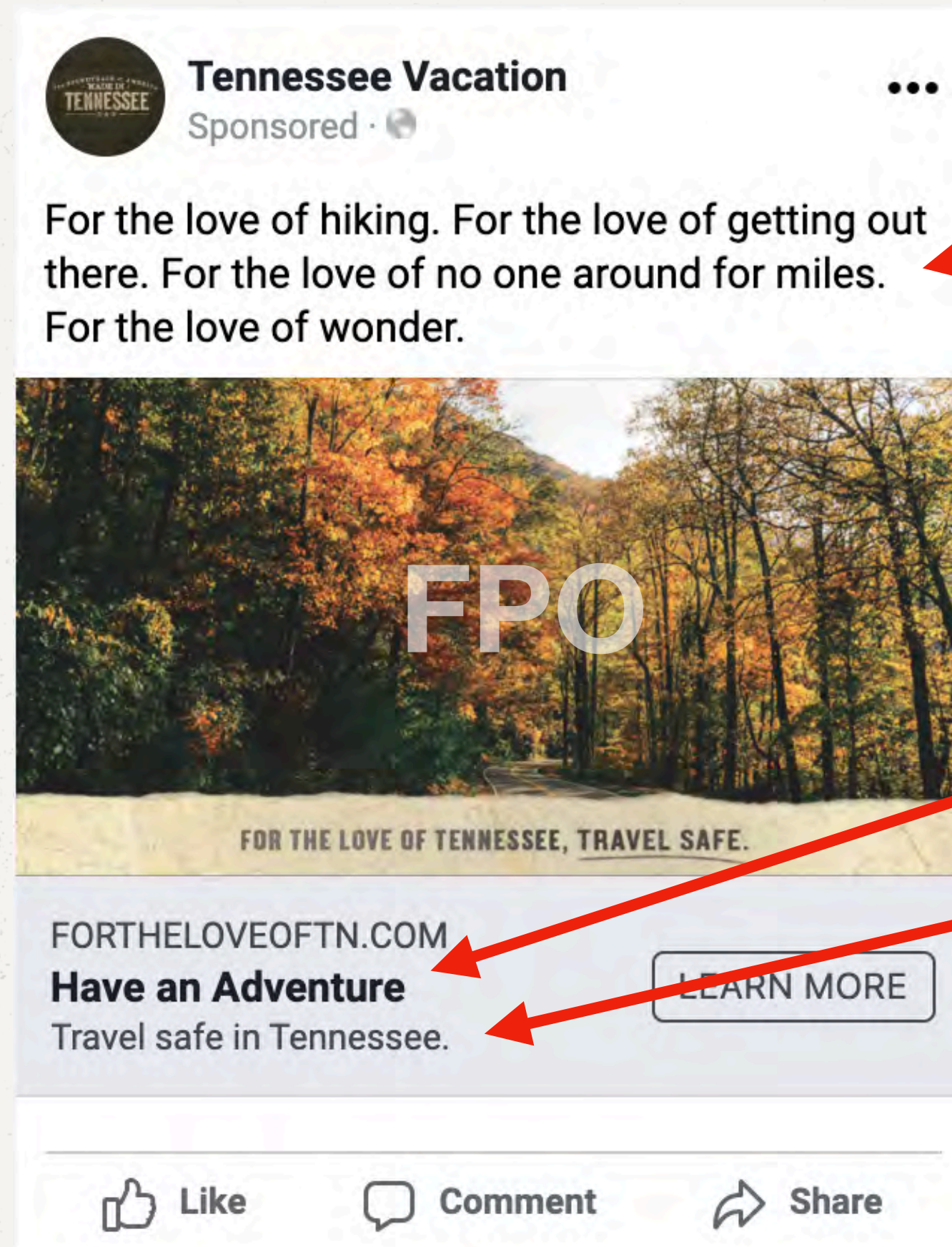
*Instagram image example*

**IMAGE WILL BE CHANGED TO REFLECT IMAGE THAT PARTNER PROVIDES**

Note: More than 20% of the image cannot be text. Best practice is to use images that do not contain text. Images provided must be fully released to use in advertising. 20% rule adherence can be checked on [https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay) — image text rating must be “OK” for the ad to run properly.



# PAID FACEBOOK/INSTAGRAM



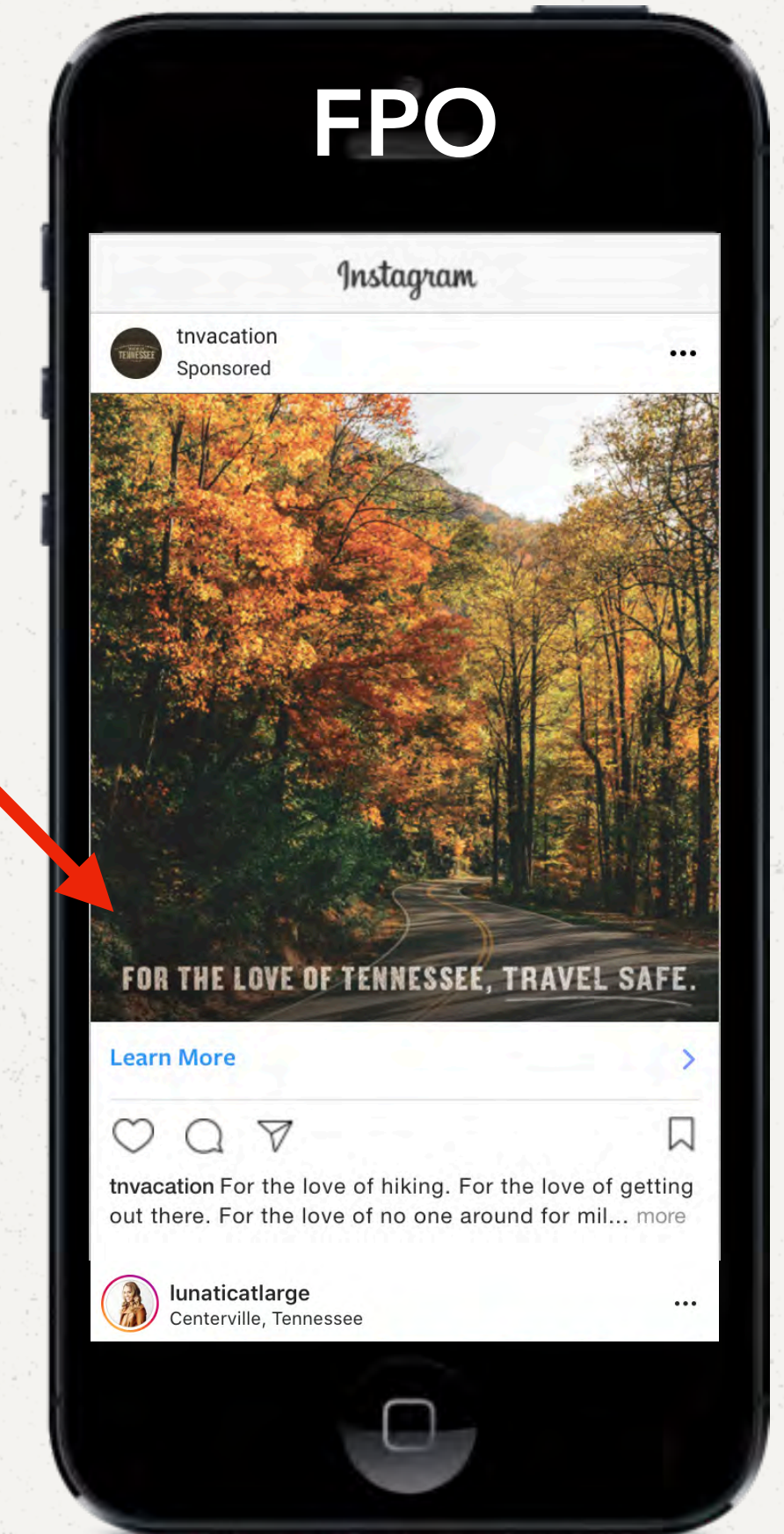
Facebook ad example

Primary text (125 characters max)

Headline (25 characters max)

Description (30 characters max).

Note: "Learn More" CTA will be used by default.



Instagram ad example



# SOJERN

## FOR THE LOVE STATIC BANNER TEMPLATES

160X600, 300X250, 300X600, 728X90

MAX 35 CHARACTER COUNT.

LOGO MUST BE VECTOR OR PNG, 200px WIDE MINIMUM.

IMAGE AND COPY WILL BE REPLACED  
TO REFLECT WHAT PARTNER PROVIDES





# IMAGE REQUIREMENTS

- We recommend high-quality images, with options that can be cropped horizontally or vertically to accommodate for all ad formats.
- Please ensure images are at least 1.5 - 2MB in size
- We encourage you to send images that best represent your destination.
  - Things your photo could include:
    - A diverse range of people and families enjoying your destination or service
    - a strong sense of place that ties your image back to your location
    - authentic reaction or experience photos that look candid and unposed
- Logos with transparent backgrounds
- Logo must be vector or png, 200px wide minimum
  - Full Color
  - Black and White

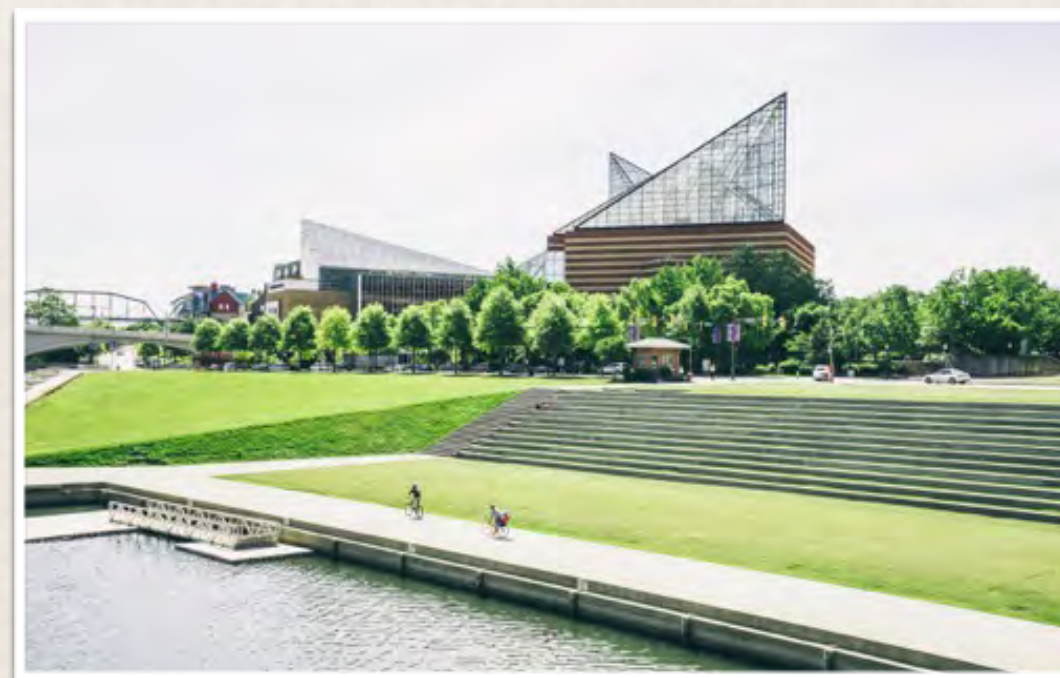


# CONTENT GUIDE: ESTABLISHING A SENSE OF PLACE

## CITY



Could be any building in any city. Doesn't show what is unique about it. No compelling reason to visit city.



Unique architecture, shows activity (cycling) along the city-specific riverwalk.

## FOOD



Lacks emotion; no real context of location.



Has personality while showing off a great local spot.

## OUTDOOR



Too much focus on dog, no real context of location.



Shows stunning view, unique spot, and says "you have to come see this for yourself!"

## ATTRACTION



Lacks emotion and reason to visit; no real context of location.



You can see name of city in photo plus a compelling activity (whiskey flight).





**FOR THE LOVE OF PEAK COLOR,  
MARVEL 6 FEET APART.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆

0185



# FOR THE LOVE OF RURAL TENNESSEE

93% of Tennessee is considered to be rural. And we think all 93% is beautiful enough to get lost in.

Let's place print ads in rural publications, inviting visitors and locals alike to get on the back roads and do a little safety-first exploring.

Sample Headline: We've been social distancing since before social distancing was a thing.

Tag: For the love of Tennessee, travel safe.

Sample Headline: Social distancing is in our DNA.

Tag: For the love of Tennessee, travel safe.







**FUN HAS DEFINITELY NOT  
LEFT THE BUILDING.  
NEITHER HAS SAFETY.**

**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE.**

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆



**GRACELAND**



FALL COLOR HERO BANNER



Text will be animated on. Images will have panning motion.



FAMILY HERO BANNER



Masks will be photoshopped on to first and third frames.  
Text will be animated on. Images will have panning motion.



# APPENDIX



# TDTD STATE-WIDE CARES ACT CAMPAIGN

TDTD is launching a state-wide campaign to promote safe travel utilizing Cares Act funding. TDTD has created partner buy-in opportunities for other DMOs to participate in the state-wide campaign through media buys, production needs, PPE and customizable creative.

Partners are not required to buy-in to any of these opportunities to utilize messaging of the state-wide campaign. Partners can choose any vendors they wish to work with to utilize Cares Act funding per guidelines outlined by Horne.

Partners can visit the following HORNE website links for details and FAQs:

<https://tncaresact.tn.gov/tourism>

<https://tncaresact.tn.gov/tourism-faqs>

Tentative Timing for State-Wide Campaign: 10/1 - 12/30 (Rolling launch)



A scenic view of rolling mountains at sunset or sunrise. The sky is a mix of orange, yellow, and light blue. The mountains are layered, with the foreground being dark green and the background fading into a hazy blue. The text "FOR THE LOVE OF TENNESSEE, TRAVEL SAFE" is overlaid in a white, bold, sans-serif font, centered horizontally and spanning across the middle of the image.

FOR THE LOVE OF TENNESSEE,  
TRAVEL SAFE



CUSTOMIZING THE MESSAGE

Overarching:

FOR THE LOVE OF TENNESSEE, TRAVEL SAFE

Customizable for Region/Partner  
location or offering:

FOR THE LOVE OF MEMPHIS  
CHATTANOOGA  
HOT CHICKEN  
NORRIS LAKE  
DOLLYWOOD  
KNOXVILLE

Customizable safety message  
for contextual placement:

WEAR A MASK  
WASH YOUR HANDS  
SOCIAL DISTANCE  
STAY 6 FT APART  
ETC...



# TARGET MARKETS

TENNESSEE (STATEWIDE)

+

TN DRIVE MARKETS:

ATLANTA

CHICAGO

DALLAS

INDIANAPOLIS

CINCINNATI

BIRMINGHAM

CHARLOTTE

LOUISVILLE

LITTLE ROCK

ST. LOUIS

JACKSON

GREENVILLE





# PARTNER BUY-IN OPPORTUNITIES



# CONCEPT 1: PAID FACEBOOK/INSTAGRAM

Facebook/Instagram ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them.

Facebook/Instagram offers rich targeting capabilities in order to reach audiences that are most interested in travel and the activities offered within your destination.





# CONCEPT 1: PAID FACEBOOK/INSTAGRAM

**Buy-in: \$10,000 - \$25,000 options**

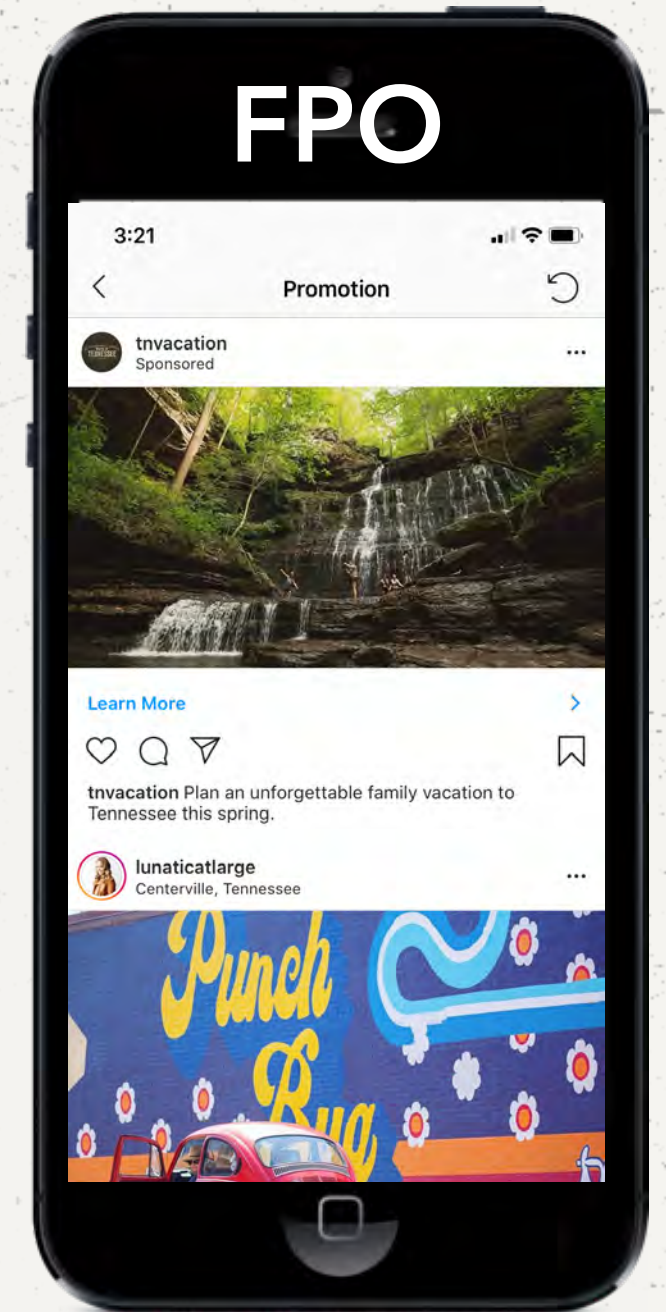
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## Included:

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- Can be Facebook only, Instagram only, or both Facebook and Instagram (recommended for best performance)
- \$10,000 min, \$25,000 max
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*Facebook ad example*



*Instagram ad example*



# CONCEPT 1: PAID FACEBOOK/INSTAGRAM

## What you'll be asked to provide:

- Budget
- Select Demo target.
  - Adults 25-65+
  - Adults 25-54
  - Adults 25-44
  - Adults 25-34
  - Other - please specify
- Pick (2) two audiences to target. Note: all campaigns will have "Frequent Travelers" as an interest target in addition to the selections below.
  - Family
  - Outdoor
  - Food & Drink
  - History
  - Road trip
  - Music
  - More specific activities or interests - please list
- Please select (5) five cities to geo-target. Note: targeting will include a 25-mile radius of selected cities.
- Ideal launch date. Note: a 10-business day lead time is required ahead of launch. Ads will run for a max of 4-weeks.
- Facebook post and description copy (if applicable). Primary text (125 characters max), Headline (25 characters max), Description (30 characters max). Note: "Learn More" CTA will be used by default.
- Landing Page URL (where you would like to drive web traffic to):
- Image for Facebook/Instagram  
Recommended image size of 1080x1080px.





# CONCEPT 1: PAID FACEBOOK/INSTAGRAM

## To get started:

TDTD will be creating a Marketing Cares Act form for media buy-in options on [industry.tnvacation.com](http://industry.tnvacation.com)

Partners will be directed to complete the form for their buy-in preferences.

TDTD will pass along partners ready to buy-in to VMLY&R for execution.  
[jenna.pate@vmlyr.com](mailto:jenna.pate@vmlyr.com) & [kelly.price@vmlyr.com](mailto:kelly.price@vmlyr.com)





## CONCEPT 2: SOJERN BANNER ADS

Sojern leverages the power of programmatic ad-buying technology across a wide-range of media channels including mobile, social, native, video, and the open web. And with the Sojern Traveler Platform, they're able to execute next generation campaigns at global scale, with local expertise, in real-time.

They specialize in the traveler path to purchase, with access to millions of traveler data points across the web, giving them an advantage in reaching consumers that are most likely to be in-market for trip planning.





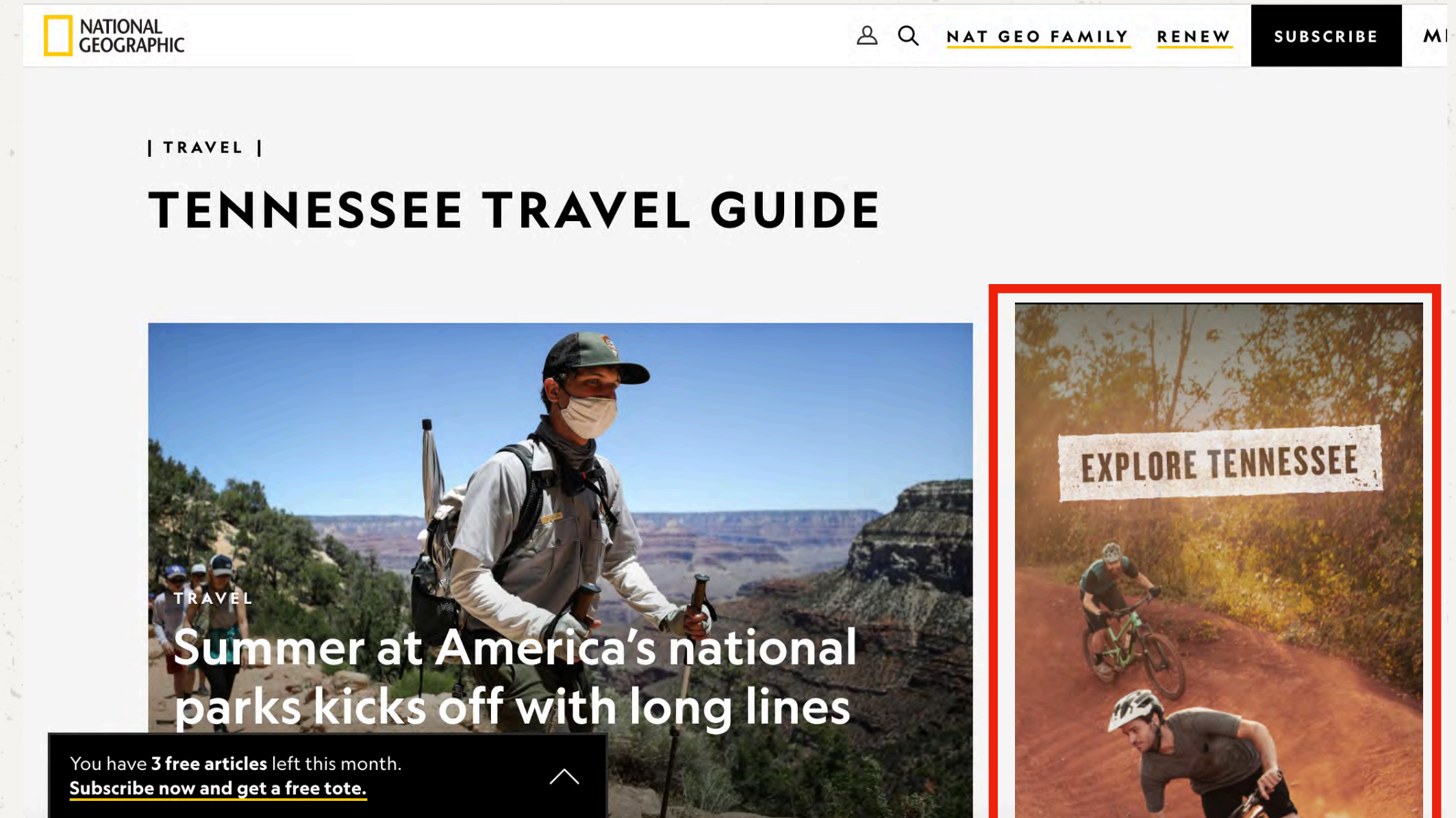
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**Included:**

- One static banner version (4 sizes) created from a template
- DMO can select up to 2 audiences (ie interests, demographics) and 5 markets (cities) to promote within
- \$10,000 min, \$25,000 max
- Est. 1,666,667 - 4,166,666 impressions (\$6 CPM)



*Banner ad example*





# CONCEPT 2: SOJERN BANNER ADS

## What you'll be asked to provide:

- Budget
- Select Demo target.
  - Adults 25-65+
  - Adults 25-54
  - Adults 25-44
  - Adults 25-34
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- Pick (2) two audiences to target. Note: all campaigns will have "Frequent Travelers" as an interest target in addition to the selections below.
  - Family
  - Outdoor
  - Food & Drink
  - History
  - Road trip
  - Music
  - More specific activities or interests - please list
- Please select (5) five cities to geotarget. Note: targeting will include a 25-mile radius of selected cities.
- Please indicate ideal launch date. Note: a 10-business day lead time is required ahead of launch. Ads will run for a max of 4-weeks.
- Landing Page URL (where you would like to drive web traffic to):
- File Upload: Please provide image(s) for Sojern banners

### Banner Ad Specifications:

- Standard Ad Sizes: 160x600, 300x250, 300x600, 728X90
- Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
- Maximum file size: Each exchange is different but the IAB cites 200K max initial load.



## CONCEPT 2: SOJERN BANNER ADS

### To get started:

TDTD will be creating a form for media buy-in options on [industry.tnvacation.com](https://industry.tnvacation.com) for DMO partner to provide creative direction for banner ad creation.

Partners will be directed to complete the form for their buy-in preferences.

Partner will be instructed to contact Sojern rep to get the buy initiated once creative is ready.

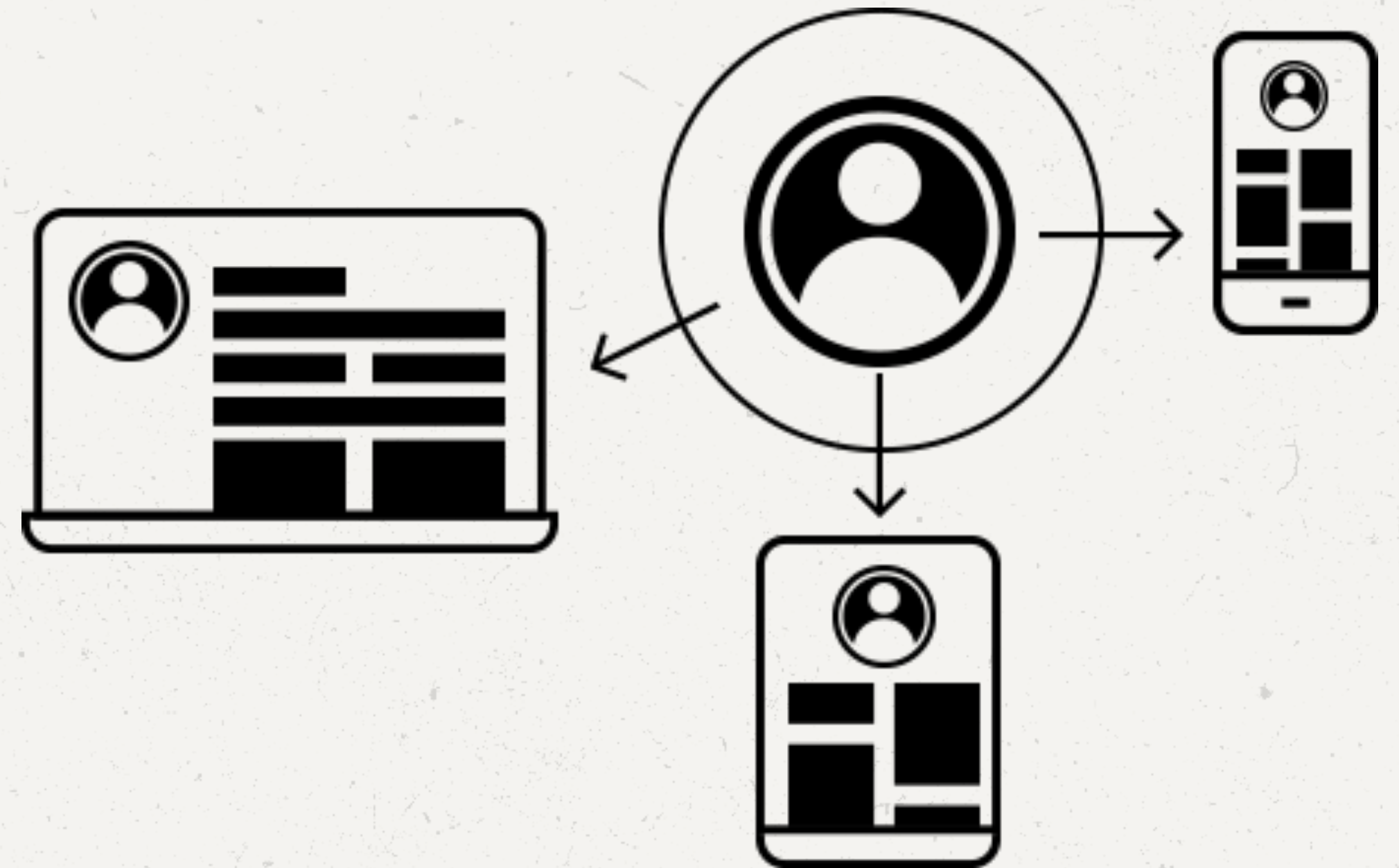
Stephanie Dunford  
stephanie.dunford@sojern.com  
402.968.7543





MiQ is a programmatic media company that has built a system of connected programmatic tech that lets them access the right data, unearth the smartest insights, then activate them across all the platforms and channels you need.

Media capabilities include: standard display banners, digital video (desktop and mobile pre-roll, Connected TV), native advertising and more.







**Buy-in: \$1,000 minimum per line item**

**Benefit:** Utilize VMLY&R negotiated rates on your campaigns.

- Display: \$3.75 dCPM, 18% below rate card
- Standard Video: \$0.03 CPCV, 28% below rate card
- OTT (Connected TV + Full Episode Players): \$0.04 CPCV, 22% below rate card

**Ad Specifications:**

- Banners:
  - Standard Ad Sizes: 120x600 160x600 180x150 300x250 300x600 468x60 728x90
  - Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
  - Maximum file size: Each exchange is different but the IAB cites 200K max initial load.

**Ad Specifications, cont:**

- Video:
  - Aspect Ratio: 4:3 or 16:9
  - Resolution: 480x360, 640x360, 640x480, 1920x800
  - Max file size: up to 1GB
  - Video length: :15 or :30
  - File type: .mov or .mp4

*For additional ad specifications, please contact MiQ rep*





### **To get started:**

Contact MiQ rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

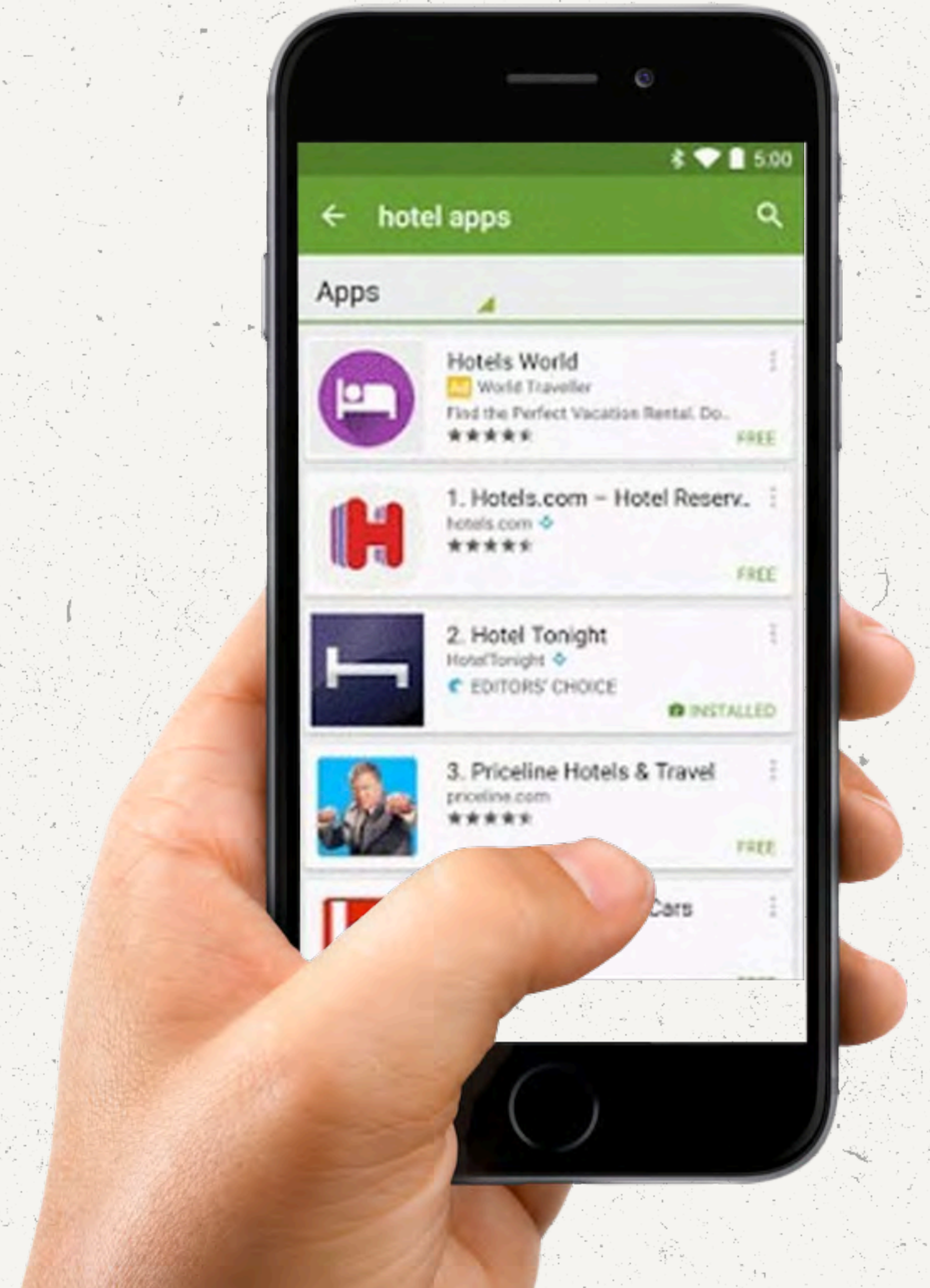
Cassie Musfeldt  
Senior Account Executive  
[cassie@miqdigital.com](mailto:cassie@miqdigital.com)





MobileFuse is a leading, mobile-first advertising company focused on delivering real-time insights and results to agencies and brands. Through cutting-edge analytics, precision targeting capabilities, and sophisticated proprietary technologies, MobileFuse delivers unique and impactful campaigns for DMO clients.

Media capabilities include: standard mobile banners, mobile rich media and mobile video





**Buy-in: \$1,000 minimum per line item**

- *Note: Mobilefuse's regular campaign minimum is \$25k as a longterm vendor for Tennessee Vacation they have agreed to waive this requirement for Tennessee partners*

**Benefit:** Utilize VMLY&R negotiated rates on your campaigns.

- 15% below standard rate card. Mobilefuse will pass this savings along to Tennessee partners.
- Proprietary Mindset Targeting solutions

**Ad Specifications:**

- Banners:
  - Standard Mobile Ad Sizes: 300x25, 210x50
  - Acceptable media types: GIF, JPG/JPEG, PNG, HTML5
  - Maximum file size: 50kb

**Ad Specifications, cont:**

- Video:
  - Aspect Ratio: 4:3 or 16:9
  - Resolution: 480x360, 640x360, 640x480, 1920x800
  - Video length: :15 or :30
  - File type: .mov or .mp4

*For additional ad specifications, please contact Mobilefuse rep*





### **To get started:**

Contact MobileFuse rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

Lauren Brickley  
Senior Director of Sales  
[LaurenB@mobilefuse.com](mailto:LaurenB@mobilefuse.com)





Strike Social harnesses the power of artificial intelligence to drive the best outcomes in YouTube and social media advertising. Through media-buying software and service, Strike Social helps agencies and brands scale their campaigns by 25x while achieving 30–70% better performance.

Media capabilities include: YouTube advertising, social media advertising (Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat).





**Buy-in: \$5,000 minimum**

- Note: Strike Social's regular campaign minimum is \$10,000/month, they have lowered this to allow Tennessee partners to execute YouTube campaigns using their proprietary Campaign Lab platform.

**Benefit:** Utilize VMLY&R negotiated rates on your campaigns.

- Take advantage of decreased minimum investments and take advantage of their Campaign Lab to optimize campaign performance.

**Ad Specifications:**

- Video:
  - Aspect Ratio: 4:3 or 16:9
  - Resolution: 480x360, 640x360, 640x480, 1920x800
  - Video length: 3 minutes max is recommended
  - Format: provided in [YouTube.com](https://www.youtube.com) URL
  - Companion banner: 300 x 60 JPG, static GIF, or PNG; maximum 150 KB.

*For additional ad specifications, please contact Strike Social rep*





**To get started:**

Contact Strike Social rep to get the buy initiated and discuss ad format and targeting options best for specific DMO:

Cameron Wallin  
VP of Strategic Sales  
[cwallin@strikesocial.com](mailto:cwallin@strikesocial.com)



# PHOTOGRAPHY OPTION 1

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Ed Rode

- Estimated 40 photos (depending on subject/locations to shoot)
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available.
  - *Video cost estimate to be determined based on individual requests. Not included in \$2,950*

## Contact & Portfolio:

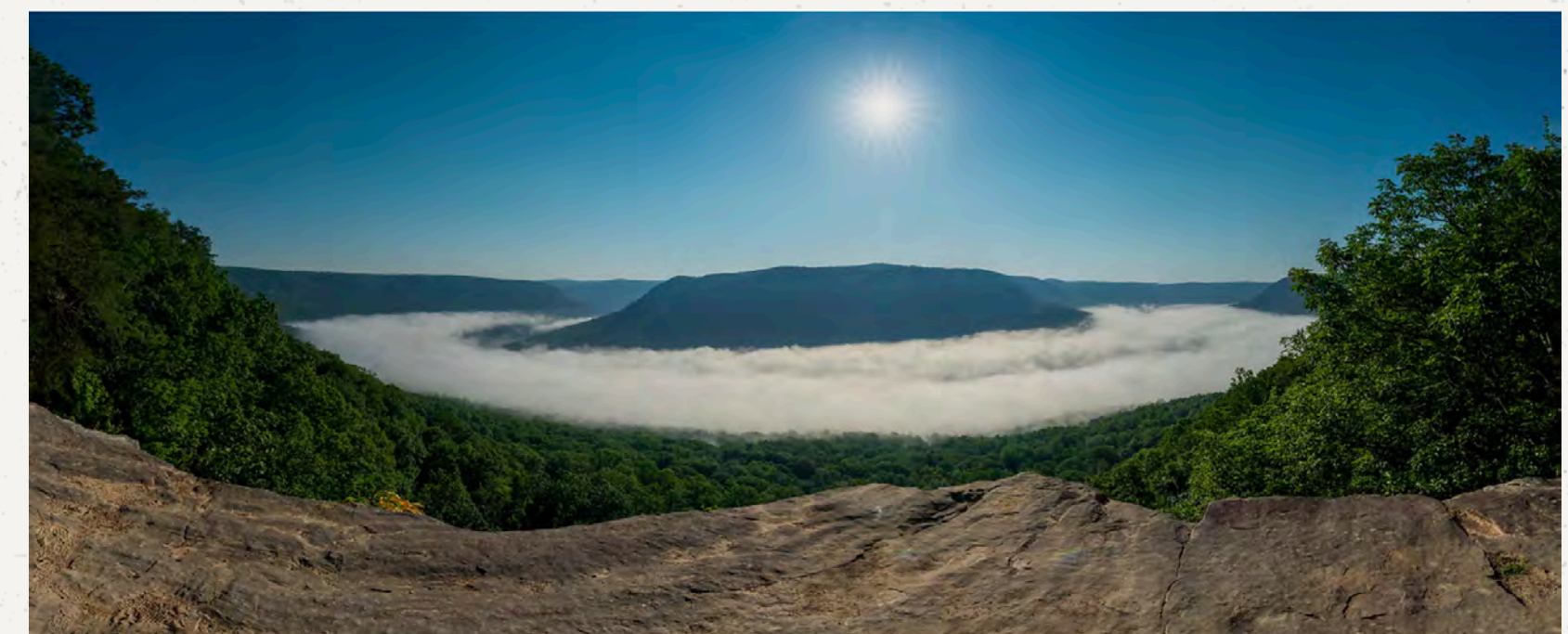
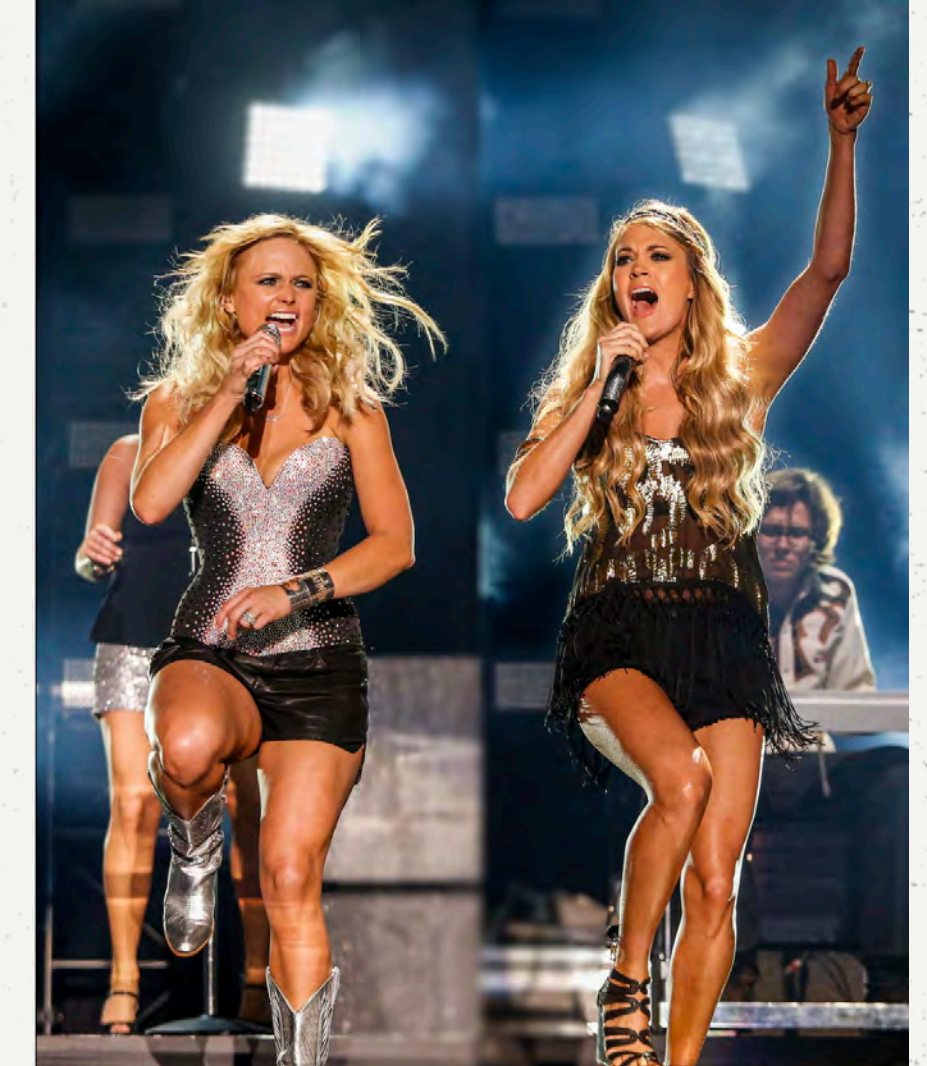
<http://www.edrode.com>

[photorode@gmail.com](mailto:photorode@gmail.com)

615-300-5684

## Production

**Buy-in: \$2,950**



*Photos by Ed Rode*



# PHOTOGRAPHY OPTION 2

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Sean Fisher

- 40 photos
- Up to 10 different locations per DMO
- Retouched and edited photos, all 40
- This includes gas/driving to TN location, admission to attraction, props, etc.
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Would require 50% down (\$2,500) and 50% on delivery of photos (\$2,500)
- Partner to work directly with photographer on scheduling and invoicing
- Video capabilities also available for a minute long highlight video or other needs/requests.
  - *Video cost estimate to be determined based on individual requests. Not included in \$5,000*

## Contact & Portfolio:

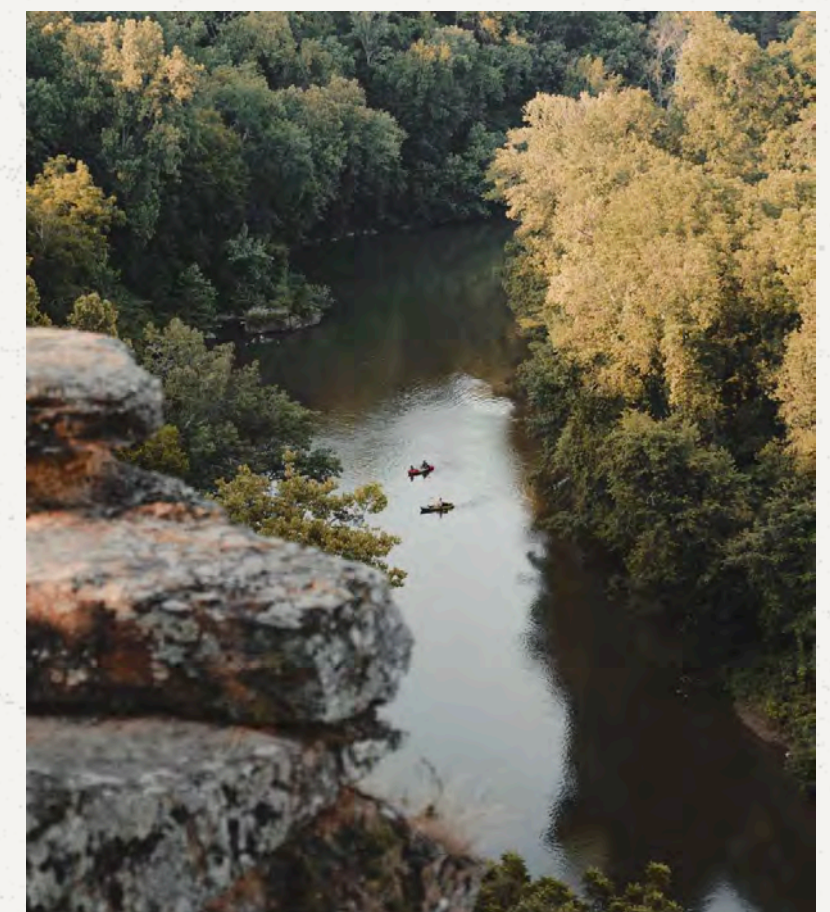
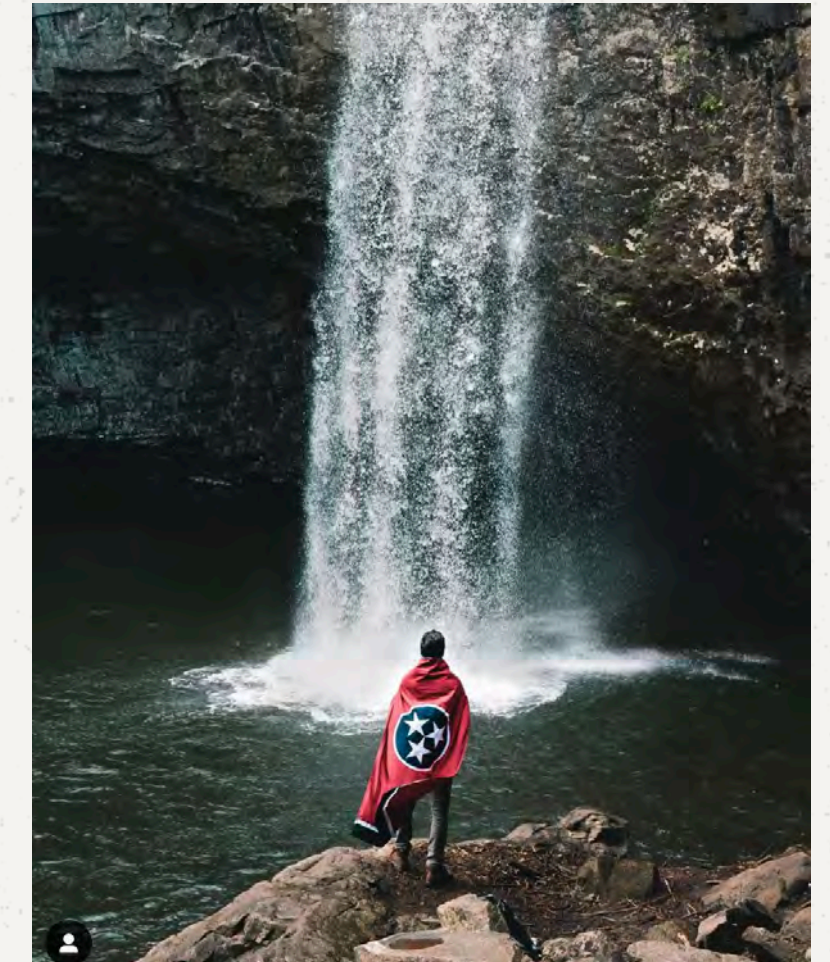
<https://www.instagram.com/mr.bootstraps/>

seanfisher11@gmail.com

615-838-8808

## Production

**Buy-in: \$5,000**



*Photos by Sean Fisher*



# PHOTOGRAPHY OPTION 3

Tourism partners can choose to work with any photographer they like. If searching for photographers, partners can reference the state's vendor website and a few photographers have created packages for consideration:

## Photographer: Silas Miller

- 40 photos
- Up to 3 different locations per DMO
- Retouched/Edited photos
- Photos will be owned by the partner for use in perpetuity, providing photo credit where applicable
- Includes mileage to TN location, admission to attraction, props, etc.
- Partner to work directly with photographer on scheduling and invoicing
  - \$850 deposit required, remainder paid upon delivery of photos
- Video capabilities also available.
  - *Video cost estimate to be determined based on individual requests. Not included in \$3,450*

## Contact & Portfolio:

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

<https://shotsxsi.pixieset.com/tourism/>

[shotsxsi@gmail.com](mailto:shotsxsi@gmail.com)

615-500-3866

**Production**

**Buy-in: \$3,450**



*Photos by Si Miller*



# PPE - MASK MOVEMENT

**Join the State's TN Strong Mask Movement by ordering branded masks featuring your community's name or preferred logo.**

This is a great way to build community pride amongst both local residents and visitors. The State has negotiated special rates for branded masks with multiple suppliers.

If you would like to learn more about the Mask Movement or to order branded masks, contact **lyndi.Berrones@tn.gov**.

You can also visit:

<https://www.tn.gov/governor/covid-19/economic-recovery/mask-movement.html>

## PPE

**Buy-in starting at: \$1,250**

### Mask Pricing Structure:

#### **500 – 2500 Masks**

\$2.50 each

Set-up and design cost included

#### **2500+ Masks**

\$2.00 each

Set-up and design cost included

\*Order must be a quantity of 2500+  
to be considered part of the  
TN Strong Mask Movement



**THANK YOU**