Maine Office of Tourism

2025 Media Plan Phase I

Proposal by Miles Partnership April, 2025



PURPOSE

Develop a year-round, integrated paid media campaign for the Maine Office of Tourism to promote travel to Maine.

To ensure prioritization of Spring/Summer travel, we'll launch phase 1 of the campaign while we plan larger partnerships and executions in parallel. MOT 2025

Media Strategy

Media Objectives



Awareness

- Increase brand awareness of Maine as a destination through precise audience targeting/reach and relevant content
- Consideration
 - Engage with our audience through content on the new visitmaine.com highlighting Maine's welcoming experiences for all visitors.
- Response
 - Visitation of Maine through measurable platforms (Adara/Tourism Economics/Zartico)



campaign overview



Ensure we're actively engaging and staying in front of our audience in April to **impact May/June travel** and continue throughout the year. We'll keep **seasonality fluid**, allowing us to focus on immersive Maine experiences.



Build upon success of **key partnerships** from 2024, bringing in new messaging & innovative ideas from our trusted partners. In addition, we'll launch with **new partners/tactics** to reach a new audience.



Targeting

OVERALL APPROACH

- 1. Prioritize Travel Intenders overall
- 2. Layer on geographic targeting:
 - a. Heavy-up in primary markets (New England, Mid-Atlantic)
 - b. Evaluate market conditions in Eastern Canada
 - c. Local Marketing (In-State) when relevant
 - d. Extend Reach in Expansion Markets
 - e. National Expansion where applicable

3. Layer on behavioral attributes

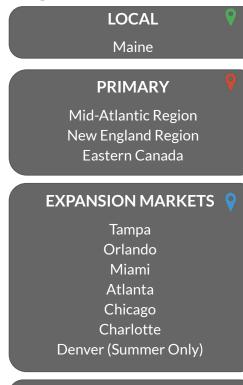
a. Focus on niche segmentation where possible

4. Layer on audience information where possible

a. Families, Couples, DEI

OVERLAYS				
Spring/Summer/Fall		Winter		
 Mountain & Gravel Bikers Hiking Enthusiast Fishers Outdoor Enthusiast Foodies Arts and Culture Enthusiasts Nature & Wildlife Enthusiasts Sightseeing/Touring Environmental and Sustainability 	 Parks/National Park Travelers Family Adventure Travelers Bird Watching Enthusiasts Small Town Shopping Boating Beaches Road Trippers Festival Goers Leaf Peeping (Fall Only) 	 Winter Sports Skiing/Snowboarding Snowmobiling Winter Enthusiasts Foodies Arts and Culture Enthusiasts 		

Target Markets



NATIONAL



Target Markets

Canada Marketing Discussion

The Good:

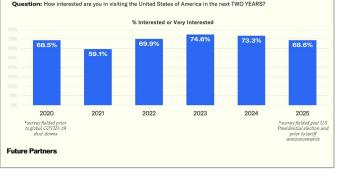
- 90.2% of Canadian international travelers say they will take at least one international trip this year
- 63.5% plan to take the same number of international trips this year as last year
- 39.8% indicate that international travel will be a high priority in their budget this year
- In an open-ended question, 44.8% of Canadian international travelers surveyed named the United States as one of the top 3 international travel destinations they most want to visit this year—more than twice the rate of the closest competitor, Mexico, at 19.9%

The Bad:

- Among Canadians who have visited the U.S. in the last two years, 34.9% say their perceptions of the US declined based on this experience, the highest of all markets studied
- 68.6% of Canadian international travelers are interested in visiting the U.S. in the next two years, placing it in the bottom three of the 16 markets we study
- 29.9% say U.S. politics make them less likely to visit the United States, outweighing the 21.8% that say it makes them more likely

Future Partners

Canadian International Travelers' Interest in Visiting the United States: Jan 2020-Jan 2025



Target Markets

Canada Marketing Discussion



Tourism Economics explored potential impacts to the US travel sector in an expanded trade war scenario

Brand USA Press Release:



Last Updated: 2/12/2025

Marketing in Canada

Many partners have inquired about their Canadian programs with Brand USA. Since Canada is the largest source market for international visitation to the United States, our commitment to the Canadian market remains unwavering and we will take care to ensure continued success while regularly monitoring the conditions in-market. With a new PR agency in place and a series of upcoming travel trade events, we are further strengthening our engagement with Canadian media, industry partners, and travelers. Brand safety is a priority, and we implement the following measures to ensure smooth campaign execution:

- Allow Lists: Instead of relying on blocklists, we have developed a curated allowiist focused on travel content, reputable journalism, and high-quality websites and apps. We actively avoid made-for-advertising sites and low-quality inventory that drive ineffective clicks.
- Brand Safety and Suitability Segments: We customize brand suitability
 protections at the page level, identifying and excluding content based on key
 terms. We currently have the sensitive category exclusions applied as part of
 brand safety for our programmatic campaigns to exclude content related to terms
 such as: sensitive social issues, profanity, tragedy, derogatory, weapons,
 violence, politics, and more. Additionally, we apply Double Verify authentic brand
 safety segment to heighten protection.
- Monitor and Maintain: We monitor and optimize campaigns to ensure both brand safety and media performance.

As a reminder, the Optimized Audience Campaign in Canada includes the following media types to drive summer travel:

- Dedicated programmatic native ad campaigns
- Integrated programmatic carousel ads
- · Onsite Expedia display ads

If you want to further discuss your destination's strategy in Canada, don't hesitate to contact Brand USA's partner engagement team.

Campaigns are subject to change based on market conditions.

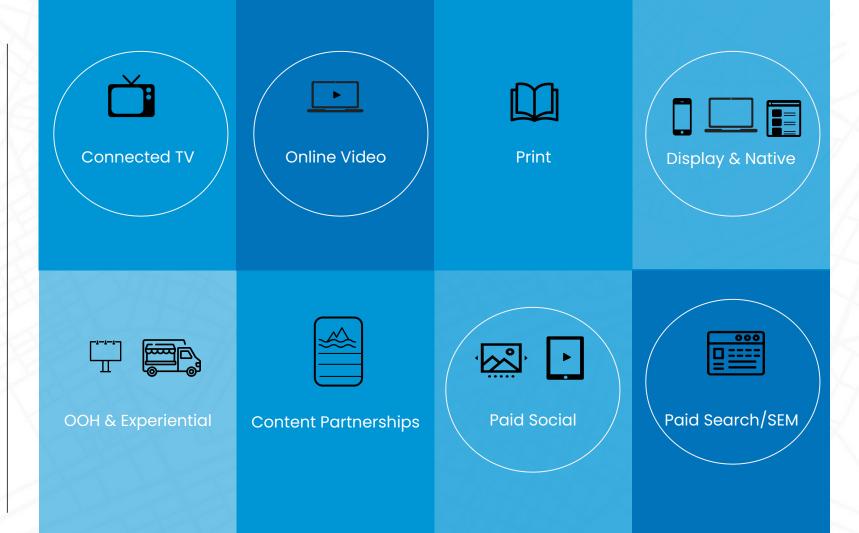
Seasonal Flighting

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Winter	Summer	Fall	Winter
	Always-on SEM		
	Always-on Social		
	Aiways-on social		

MOT 2025 Tactic & Partner Overview

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Preservation D





Organic FB/IG eNewsletters Website/Vacation Guide

Advocacy

Conversion

PMOteness

consideration

Online Video/CTV Audio/Podcasts Static Billboards/DOOH Content Partnerships Activations Meta Video- FB/IG

Direct Travel Sites/Data Paid Search Meta Traffic- FB/IG Display/Native Custom Formats Owned Content Distribution

1

Programmatic



3 Pieces of the Programmatic Puzzle



who we target

where & what kind of ads we run

how we measure success



Programmatic

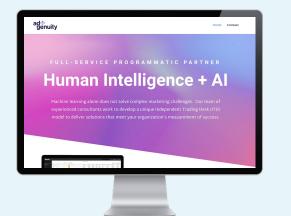
Overview

- Dedicated experienced programmatic team with a deep understanding of the travel industry and travel KPIs
- Because this is a service we have created to provide to our clients, more of your dollars go into impressions vs. managed service fees
- Access to the best data and supply partners, with the ability to layer on multiple data partners and control the quality of traffic we are able to access
- Access to premium inventory across AFAR, T&L, Tripadvisor, Kayak, Conde Nast, and more



CAMPAIGN TACTICS

- NATIVE
- DISPLAY
- стv/отт
- ONLINE VIDEO
- Phase 2: AUDIO + DOOH



Programmatic

Audience Targeting







Advanced Reporting



AN OXFORD ECONOMICS COMPANY

- AdGenuity + Miles provides advanced reporting partnership
- The dashboard provides insight into the campaign performance, focusing on:
 - People who saw our advertising and visited Maine
 - Origin markets
 - The average duration of stay
 - Economic Impact
 - Return on Ad Spend
- All results reported are directly impacted by our media campaign



- Looker Enterprise is an upgraded version of Looker Studio that provides a snapshot of monthly performance
- Enterprise provides Miles and our clients stronger data security, greater reliability in reporting, increased ease of navigation, and access to more first-to-market innovation opportunities through Google
- Roll out to begin in Q2



Digital Partnership



Sojern

Sojern ingests & analyzes billions of live search & purchase signals from travel websites, then curates this real-time data to form hyper-targeting travel audiences

- **Optimization:** display/native only based on 2024 performance in relation to economic impact
- **Optimization:** Foot Traffic reporting to exclude travelers who are only seen at an airport and nowhere else within the destination
- New Addition: Inclusive Targeting to reach LGBTQ+ & ethnic groups to promote inclusivity, diversity & equity
- New Addition: Competitive Conquesting to target travelers interested in other
 New England destinations



Current Summer Partnerships

Working Ahead

Partner:	Details/Execution:
Outside	Activation in Outside Festival in Denver on 5/31-6/1
V02 media	Filmed in summer of 2024 and now launching in April 2025, our content will be featured on over 100,000 fitness machines in hotels, gyms, and apartment complexes
MAINE LIFE*	Renewal of Maine Life in 2025 to feature 8 new episodes throughout the year.
ĥome made	Homemade 2-3 minute segment with Joel Gamoran to film in early June



Continuation of SEM/Social

Always-On

Partner	Overview	
Google/SEM	 SEM will continue to run our full funnel strategy with Responsive Search Ads & Dynamic Search Ads focusing on: Things to Do/Events, Plan Your Trip/Where to Stay, Dining, Brand, and Seasonal focus. Performance Max campaigns will include Brand and Things to Do assets 	
Meta/Social	 Social will continue to incorporate full funnel strategy with awareness, prospecting and retargeting campaigns. Increase spend on National Retargeting campaign with Places to Stay content given strong results. Incorporate social first video content into awareness campaign - vertical & square 6-15s videos. Test B-Roll style content. 	

MOT 2025

Phase 2 Preview



Partnerships

Phase 2 Looking Ahead

- Identify custom partnerships that align with the storytelling of Forged By Nature
- Advance media tactics that provided positive economic impact through audio/podcasts
- Plan out relevant print placements for both in-state and national publication spreads
- Analyze and brainstorm relevant
 experiential activations















Thank You.