





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.







Connected TV & Online Video















Paid Social



Paid Search/SEM

Custom Content Partner

National Geographic

- Extend our successful partnership by returning to Maine to showcase the state's transcendent beauty, unique experiences, and spirited locals

 highlighting throughout how both the land and people of Maine have been Forged By Nature
- Idea starter: Local Lens showcase the essence of Maine through the eyes of locals- the storytellers, the keepers of hidden gems, the curators of flavors, and the guides to the soul of Maine
- Extend our message to print, reaching 25M engaged magazine readers utilizing narrative from the photographer, quotes, and photos taken from the shoot



- Custom Video & Photo Shoot
- Social First Vertical Video
- Custom Articles
- Maine Destination Guide Sponsorship
- NEW Print Spread:





Custom CTV/OTT

Hulu/Disney+

- **Expand reach of the engaging National** Geographic video content with a streaming extension, distributing :30 cut-downs of the custom hero video across Hulu and Disney+, using Disney's audience segments
- 3x:30 cut-downs of the hero video can live in a Hulu Max Selector unit, each highlighting a different key pillar – giving viewers the choice of which story to engage with

hulu 🕁 🕏





- :30 CTV/OTT
- **Hulu Max Selector Unit**



Custom Content Partnership

Conde Nast/Bon Appetit

- Introduce Maine's story through the lens of hero discovery titles: Bon Appetit and Conde Nast Traveler
- Interactive Video "Copy, Paste, Travel"
 allows us to use our owned video content and
 leverage Condé Nast's creativity and clout to
 create a custom, branded video for Maine to
 tell their unique story with CNT as their guide
- Video will live in a custom interactive brand article
- Additional media distribution across Conde Nast and Bon Appetit digital, social, and unduplicated print

CONDÉ NAST 💠 bon appétit

- Custom Interactive Video
- Custom Interactive Brand Article
- Bon Appetit High Impact Crown Unit
- Print x3 between CNT & BA





Custom Content Partnership

Outside

- With an ongoing partnership, adding our story within print provides unique reach, with less than 10% duplication between print and digital
- In the Road Less Eaten, this original Outside Studios production features Chef Biju Thomas eating and adventuring across the country
 - Past interest from Allagash Brewing on a shared partnership with the Maine Office of Tourism
- Outside Festival and Gear Testing previously committed for 2025 reach

Outside

- Print Spread x3
- Road Less Eaten 1 x 22-min Episode +
 :60, :30, :15 Cutdowns



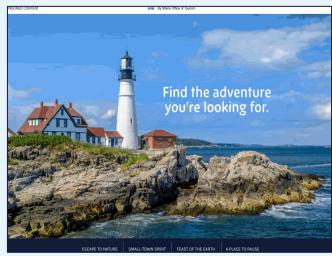
Content Distribution

Nativo

- Continue building momentum with Nativo's seamless storytelling experience to create awareness and engage with our audience within a trusted publisher environment
- Distribute Maine's Forged By Nature messaging at scale, in an interactive, full page experience on Canvas
 - 2024 CTA Rate of 16.40%, 8.37x the benchmark
- Vertical Video to serve as added value



- Updated Canvas
- Vertical Video





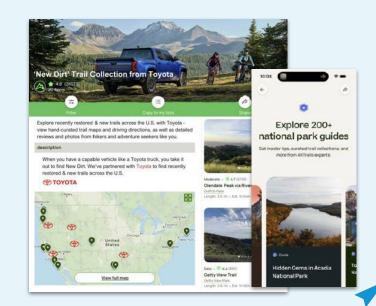
Custom Content Partnership

AllGear Digital/AllTrails

- AllGear Digital is the exclusive advertising partner of AllTrails, the leading app for outdoor adventures tracking and sharing
- Custom Trail Collection Sponsorship provides a curated list of trails highlighting 5-100+ trails
- The Collection is then distributed across
 AllTrails and AllGear through custom content, co-branded ads, social, and enewsletters
- Ability to highlight and educate on guided vs. unguided trails
- Ability to highlight lesser-known trails throughout Maine

AllTrails

- Custom Trail Collection
- Digital Distribution



Print

Yankee Magazine

- Highest reach of this lucrative audience is found in their print publication, with 1.8 million readers per issue compared to 400K sessions per month in digital
- Print readers spent 64% more time on travel in the past 12 months compared to the average magazine consumer
- Weekends With Yankee Season 9 previously committed to for 2025

YANKEE

- Print 4-Page Section x3
 - July/August
 - September/October
 - November/December

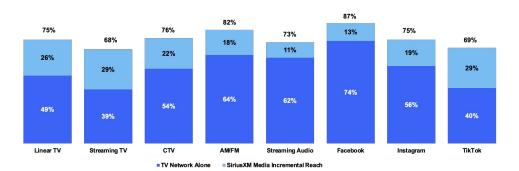




Audio

SXM Media

- Building on the success from our past audio campaign, we'll introduce a new way to reach our audience, through host-read podcast advertising
- 89% of listeners are planning to travel for leisure either domestically or internationally in the next year
- Audio provides incremental reach to other media tactics:



SXM MEDIA

- Selection/Ranking from the following:
 - Conan O'Brian Needs A Friend
 - Freakonomics Radio
 - Where Everybody Knows Your
 Name With Ted Danson and Woody
 Harrelson
 - Sporkful
 - 99% Invisible
 - Hidden Brain
 - The Rachel Hollis Show
 - Ologies with Allie Ward
 - The School of Greatness
 - Mel Robbins
 - <u>Smartless</u>
 - Dateline NBC



Dynamic CTV

Origin

- Origin allows us to personalize messages by geo/flight info/weather conditions
- Based on the 2024 MOT LoopMe brand study results, Origin can build on that success and create new active segments to optimize performance for the 2025 campaign
- In addition to brand surveys, Origin tracks the visual attention your ads get thanks to a partnership with TVision Insights.
- Flight info to be served to expansion markets, while weather conditions to be served to primary/drive markets



CAMPAIGN TACTICS

Customized:30 CTV







Out Of Home

Outfront Static OOH

- Supplement Digital Out of Home with static billboards in key Boston locations
- Includes two static bulletins on I-93 north of the city, a major highway in the market
- Both units reach traffic leaving the city and heading north towards Maine
 - I-93 WS 200ft N/O Storrow Drive Exit 18
 F/S F/S
 - I-93 W/S 3000 ft S/O Exit 18 (Leverett Connector/ Storrow Drive) SF F/S

OUTFRONT/

CAMPAIGN TACTICS

Static Billboards x2







Programmatic

DOOH/Streaming Audio

- With the advancements of technology, Digital OOH has a strategic approach of leveraging advanced data sources to understand behavioral trends and consumer movement patterns.
- Audio spot to run across top/trusted partnerships with preferred deals on Spotify, Pandora, and iHeart (for example)
- Serving both, to Boston and key expansion markets, will provide unduplicated impact and reach

VISTAR MEDIA

- DOOH
- Streaming Audio







Rich Media

Teads/Kargo

- Rich Media units will build brand awareness & site engagement through elevated creative and targeting strategies
- Teads social extend will amplify our existing social posts within premium publishers at scale
- Kargo's Runway unit remains persistent at the bottom of the user's screen for maximum attention and memorability even after scroll



- Teads Social Extend
- Kargo Runway







Skippable Online Video

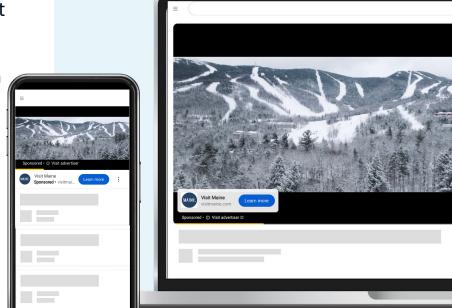
YouTube

- Deliver highly viewable and audible instream video ads on the world's most popular video website
- Leverage Google Affinity Audiences, In-Market audiences, and custom keyword-based intent audiences to reach relevant users who are more likely to watch videos to completion
- 15s and/or 30s creatives will run across all device types



CAMPAIGN TACTICS

• :15/:30 Skippable Video



Inclusive Partnership

Green Book Global

- Build off our past partnership, Lawrence Phillips and Green Book Global will return to Maine to inspire travel and promote diverse discoveries
- Leveraging content captured in Maine, Green
 Book Global will execute a cross-channel
 marketing campaign to maximize engagement
 and visibility
- 2 to 3-day Itinerary to be defined by MOT/Miles in collaboration with Green Book Global



- Press Trip
- Social Media Promotion
- Annual Display
- Destination Guide
- Email









Inclusive Partnership

Equalpride

- Equalpride is the largest and leading certified
 LGBTQ+ media and entertainment company,
 that connects with multicultural audiences
 and consumers across diverse platforms
- This collaboration will leverage high-impact digital media across Equalpride's platforms—
 Out, Advocate, PRIDE, and Out Traveler
- Branded editorial feature highlighting Maine as a place where nature and community come together to create an inclusive travel experience



- Branded Content (Optional)
- Display
- Online Video





Add'l Digital Partnerships

Low funnel partnerships reaching our audience while they are in-market to travel:

Tripadvisor

- Maine's 2024 campaign led to an Ad exposed economic impact of over \$7M - 29x the media investment
- NEW: Outdoor Adventure Media Takeover will drive awareness of Maine's plethora of nature activities with prominent placements around outdoor adventure themed pages for mass scale and high saturation of relevant content

Expedia

 GWI's Outdoor Leisure Traveler, across our primary markets, in the Core & Travel questionnaires, reported Expedia ranked as the top travel service for this audience across a variety of questions (service used for booking accommodation, service used for booking transport, preferred service, etc.).



Add'l Print Partnerships

National publications with audience alignment



- ORIGIN is a national travel magazine featuring where to go, eat, sleep, and play.
- Their readers are multi-layered travelers who love a good culinary and vibrant art scene while also embracing the great outdoors and exploration in nature
- Full Page in April

GARDEN GUN

- Garden & Gun is a national magazine focusing on the American South, aligning with our southeast expansion markets
- It's a field guide to living a life more engaged with the land, literature, music, arts, traditions, and cuisine
- Full Page Ad in the Travel Issue (June/July) & Best New Restaurants (Aug/Sept)



Print

In-State/Regional Promotion

Publication	Placement
Down East	Print Spread x2 in August & January
Activity Maine	Full Page + Bonus Content/Editorial x2
MAINE TOURISM ASSOCIATION	Bottom Banner Maine State Hwy Map + Full Page MIY
MECON .	Full Page in 2026 Maine Camping Guide
MAINE BOATSHOMES CHARBORS	Full Page Ad in July & September
Green Healthy Maine	Full Page Ad in June & November
Eäst Coast Traveler	Pending 2026 Options



Multi-Channel

Boston Promotion

Publication	Placement
WCVB	Extending Reach from the Q1 On-Air Ski Report, we'll add a Fall Foliage Report
Boston	Best performer from 2025 based on conversions, we'll run display across Boston Magazine's Travel Channel
VISTARMEDIA	Digital Out of Home in prominent locations



Additional Partnerships

Continued Developments

- Atlas Obscura- streamlining media plan and revisiting Forged by Nature messaging and how this could align with media and activations
- Lonely Planet- media dollars set aside to promote the Best in Travel 2026 award announced in October 2025
- Travel & Leisure/Food & Wine- developing partnership surrounding Best New Chef 2026 to be announced in September 2025. Also included Dotdash inventory into our programmatic online video campaign to build awareness leading up to potential 2026 Classic activation.





FOOD&WINE





Thank You.