Campaign Impact and Updates

August 23, 2016
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Key Takeaways from the Campaign
1

Use of both traditional and digital media maximized visibility and awareness.
The Campaign Has Delivered Widespread Traditional and Digital Media Impressions

Traffic and impressions during the campaign:

• Total media impressions: 9.91 M
  – 4.35 M traditional media
  – 5.56 M digital media

• Landing page traffic:
  – 4,866 total visits
  – Peak performance occurred in May, with 2,337 visits

• 30,000+ printed maps distributed and 590+ landing page map downloads completed
9.91 million impressions

Traditional and digital media produced almost 10 million impressions throughout the life of the campaign.
2

Digital media—especially mobile display ads—outperformed industry averages.
Mobile Is Proving to Be Most Successful for Consumer Engagement

Digital media use:

• Mobile traffic accounted for 50% of landing page visits in April–June. Mobile played a highly significant role in consumer engagement with the online campaign.

• In April–June, mobile display ads received 3,815 total clicks (70% of all display campaign clicks) and had the highest total click-through rate (CTR) of all display banners (0.21% mobile display CTR vs. total campaign CTR of .14%).
The campaign successfully engaged consumers and the business community.
The Campaign Effectively Engaged Consumers and Businesses

Evidence of campaign engagement:

• Overall CTR: 0.16%; average CTR for display is between 0.02%–0.05%.

• The Rio+29 campaign effectively attracted new audiences in June and July, with 93% of website visitors coming from a variety of sources other than “direct” (typing in URL directly).
Campaign Performance Summary
Rio+29 Campaign Performance Summary

Digital Media Performance

- Overall, the Rio+29 Worth the Drive digital campaign served 5,561,168 total impressions and generated 8,626 clicks. The digital campaign concluded on August 2.
- The overall CTR for the campaign was 0.16%. The campaign had strong CTR throughout; average CTR for display was between 0.02%–0.05%.
- Costs per click (CPC) decreased each month, which is attributed to continuous monitoring and optimizations made.
- The 320 x 50 mobile ad generated the highest CTR and lowest effective cost per action (eCPA), along with the most clicks for the duration of the campaign.
- 4,866 total activities generated to date with an eCPA of $3.62.
Rio+29 Campaign Performance Summary

Digital Media Monthly Summary

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Activites</th>
<th>eCPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>519,533</td>
<td>658</td>
<td>0.13%</td>
<td>214</td>
<td>$7.70</td>
</tr>
<tr>
<td>May</td>
<td>1,734,086</td>
<td>2,352</td>
<td>0.14%</td>
<td>1,388</td>
<td>$3.94</td>
</tr>
<tr>
<td>June</td>
<td>1,493,062</td>
<td>2,376</td>
<td>0.16%</td>
<td>1,389</td>
<td>$3.41</td>
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<tr>
<td>July</td>
<td>1,715,966</td>
<td>3,074</td>
<td>0.18%</td>
<td>1,725</td>
<td>$3.16</td>
</tr>
<tr>
<td>August</td>
<td>98,521</td>
<td>166</td>
<td>0.17%</td>
<td>150</td>
<td>$2.07</td>
</tr>
<tr>
<td>Total</td>
<td>5,561,168</td>
<td>8,626</td>
<td>0.16%</td>
<td>4,866</td>
<td>$3.62</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Post Clicks</th>
<th>Post Impressions</th>
<th>Total Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landing Page</td>
<td>4,099</td>
<td>368</td>
<td>4,467</td>
</tr>
<tr>
<td>Other Pages on Site</td>
<td>19</td>
<td>380</td>
<td>399</td>
</tr>
<tr>
<td>Grand Total</td>
<td>4,118</td>
<td>748</td>
<td>4,866</td>
</tr>
</tbody>
</table>

*Please note, the digital campaign ended the first week of August.*
## Rio+29 Campaign Performance Summary

### Digital Media Monthly Summary

<table>
<thead>
<tr>
<th>Placement</th>
<th>Creative Size</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Activities</th>
<th>eCPA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>160x600</td>
<td>322,147</td>
<td>314</td>
<td>0.10%</td>
<td></td>
<td>269</td>
<td>$3.59</td>
</tr>
<tr>
<td>300x50</td>
<td>34,660</td>
<td>31</td>
<td>0.09%</td>
<td></td>
<td>26</td>
<td>$4.00</td>
</tr>
<tr>
<td>300x250</td>
<td>1,194,600</td>
<td>849</td>
<td>0.07%</td>
<td></td>
<td>761</td>
<td>$4.71</td>
</tr>
<tr>
<td>300x600</td>
<td>148,494</td>
<td>162</td>
<td>0.11%</td>
<td></td>
<td>113</td>
<td>$3.94</td>
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<tr>
<td>320x50</td>
<td>380,700</td>
<td>398</td>
<td>0.10%</td>
<td></td>
<td>377</td>
<td>$3.03</td>
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<tr>
<td>728x90</td>
<td>525,743</td>
<td>401</td>
<td>0.08%</td>
<td></td>
<td>332</td>
<td>$4.75</td>
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<tr>
<td>Facebook</td>
<td>298,376</td>
<td>74</td>
<td>0.02%</td>
<td></td>
<td>101</td>
<td>$8.86</td>
</tr>
<tr>
<td><strong>Mobile - In App</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300x50</td>
<td>6,633</td>
<td>24</td>
<td>0.36%</td>
<td></td>
<td>19</td>
<td>$1.17</td>
</tr>
<tr>
<td>300x250</td>
<td>192,714</td>
<td>336</td>
<td>0.17%</td>
<td></td>
<td>199</td>
<td>$3.24</td>
</tr>
<tr>
<td>320x50</td>
<td>2,306,638</td>
<td>5,573</td>
<td>0.24%</td>
<td></td>
<td>2,395</td>
<td>$3.23</td>
</tr>
<tr>
<td>728x90</td>
<td>150,463</td>
<td>464</td>
<td>0.31%</td>
<td></td>
<td>274</td>
<td>$1.84</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>5,561,168</strong></td>
<td><strong>8,626</strong></td>
<td><strong>0.16%</strong></td>
<td></td>
<td><strong>4,866</strong></td>
<td><strong>$3.62</strong></td>
</tr>
</tbody>
</table>

*Please note, the digital campaign ended the first week of August.*
Rio+29 Campaign Performance Summary

Traditional Media Performance

• Overall, the Rio+29 Worth the Drive campaign generated over 4.35 million impressions in traditional media (print, TV, and radio). The campaign concluded on August 7.

• For traditional media, television produced the highest impressions, especially in June, with over 1.5 million impressions. In July–August, television still remained the highest form of generating impressions for traditional media.

• Newspaper impressions remained steady in July and August.
## Rio+29 Campaign Performance Summary

### Traditional Media Summary

<table>
<thead>
<tr>
<th>VDOT / RIO @ 29 / WORTH THE DRIVE</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BROADCAST:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV (IMP A18+)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*RADIO (SPOTS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily Progress (Circ 22,020)</td>
<td>4/18-4/30</td>
<td>5/1-5/30</td>
<td>6/1-6/30</td>
<td>7/1-7/31</td>
<td>8/1-8/31</td>
</tr>
<tr>
<td>C'ville Wkly (Circ 21,863)</td>
<td>21,863</td>
<td>43,726</td>
<td>65,589</td>
<td>22,863</td>
<td>21,863</td>
</tr>
</tbody>
</table>

*CVILLE RADIO IS NOT RATED*

*Please note, the traditional media campaign ended the first week of August.*

**(IMP A18+) means impressions for an audience of individuals 18 and older.
Recap of Media Campaign
Rio+29 Recap of Media Campaign

Campaign Goals and Objectives

• Provide support for affected businesses along the Route 29–Rio Road intersection as construction increased during the summer.

• Inform customers and motorists along the corridor that businesses around the Route 29–Rio Road intersection were still open for business.

• Encourage customers and the community to continue visiting the affected businesses along the Route 29–Rio Road intersection. The tagline “Worth the Drive” offered residents a reason to endure the construction hassles to support local businesses.
Rio+29 Recap of Media Campaign

Message Strategy and Components

The overall approach was to blanket the media and the market with messages to remind residents of the Rio+29 area from April through August.
The paid media plan included radio, TV, print, door hangers, and online display ads.
Rio+29 Recap of Media Campaign

TV and Radio Spots

Eight businesses featured on local TV and radio stations
Rio+29 Recap of Media Campaign

Door Hangers and Car Decals

19,000+ door hangers distributed locally
Rio+29 Recap of Media Campaign

Landing Page

Responsive technology, features local business stories
Rio+29 Recap of Media Campaign

Print Ads

Eight businesses featured in local papers
Rio+29 Recap of Media Campaign

Display Ads

*Rio+29 branded mobile and desktop display ads*

**Desktop:** 300 x 250  
(Medium rectangle)

**Mobile:** 320 x 50
Rio+29 Recap of Media Campaign

Business Assistance Program

Announcement email and print ad templates
Rio+29 Recap of Media Campaign

Partner Social Media

Social messaging guidelines provided to partner organizations
Rio+29 Recap of Media Campaign

Earned Media: News Coverage

Local news covered ongoing progress of construction, helping to keep the conversation going.
Rio+29 Recap of Media Campaign

Social Media Support

Local partners continued to promote campaign messaging

[Images of social media posts showing campaign messaging]
Rio+29 Recap of Media Campaign

TV Media Results

News coverage about construction ahead of schedule kick-started conversations in the community
Rio+29 Recap of Media Campaign

Social Media Conversations

Social media conversations around the intersection opening demonstrated enthusiasm, with sources using live-streaming and sharing updates with their audiences.
Positive sentiment about campaign efforts was not only anecdotal, but also covered “on the record” in print.
Rio+29 Recap of Media Campaign

Construction Ends

Construction at the Route 29–Rio Road intersection was completed mid-July. Campaign ads continued to run the first week of August.
Next Steps
Rio+29 Worth The Drive Campaign

Next Steps: “Thank You” Campaign

Update all campaign tactics with a “thank you” message, expressing gratitude to the community for business support and reengaging those who may have already heard/seen the campaign. Also, messaging will encourage customers, motorists, and the community to continue visiting the local businesses along the Rio Road and Route 29 intersection.
# September Media Schedule

**Rio@ 29- 'Thanks For Yor Patience' Campaign**  
Market: Charlottesville  
Flight: Sept 6-18 (13 days)

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Media Vendor</th>
<th>Programming</th>
<th>Message Delivery</th>
<th># Ad Insertions (not incl. added value!)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>National Public Radio</td>
<td>Morning Edition        Noon News All Things Considered</td>
<td>20 words- LIVE READ</td>
<td>36 Live Reads</td>
</tr>
</tbody>
</table>
| Radio         | Charlottesville Radio Group  
Monticello Radio Group | WINA Talk format  
WQMQ Adult Contemporary  
WCHV News/Talk + Sponsorship  
WCYK Country format | :30 Pre-Recorded Spots | 150+ Spots |
| Print         | Charlottesville Weekly  
Daily Progress | Main News Section or Sunday Business Section | Half Page / Full Color | 4 Insertions  
2 per pub |
# September Media Schedule

## RIO @ 29 - WORTH THE DRIVE - THANK YOU PLAN

<table>
<thead>
<tr>
<th>Media</th>
<th>Description</th>
<th>SEPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlottesville Radio</td>
<td>:30s</td>
<td>29</td>
</tr>
<tr>
<td>Charlottesville Cable TV</td>
<td>:30s</td>
<td>5</td>
</tr>
<tr>
<td>Charlottesville Broadcast TV</td>
<td>:30s</td>
<td>12</td>
</tr>
<tr>
<td>Daily Progress/Cville Weekly</td>
<td>1/4 Page</td>
<td>19</td>
</tr>
<tr>
<td>Door Hangers</td>
<td>5 X 17&quot; 100 lb.</td>
<td></td>
</tr>
<tr>
<td>Facebook Exchange</td>
<td>DISPLAY</td>
<td></td>
</tr>
</tbody>
</table>
Appendix
Click-through rate (CTR) – The ratio of ad clicks to total impressions (in the case of display) or ratio of link clicks to page visits (in the case of landing page activity).

Post click – User who immediately clicks a display banner and visits the website/landing page.

Post impression – User who sees the banner, does not take immediate action, but later visits the site.

Activities summary – KPI (key performance indicator). Audience clicked the calls to actions (CTAs) on the landing page, and then the button to download the free map. This process is defined as the “activity.”