

SEATTLE
NORTHCOUNTRY

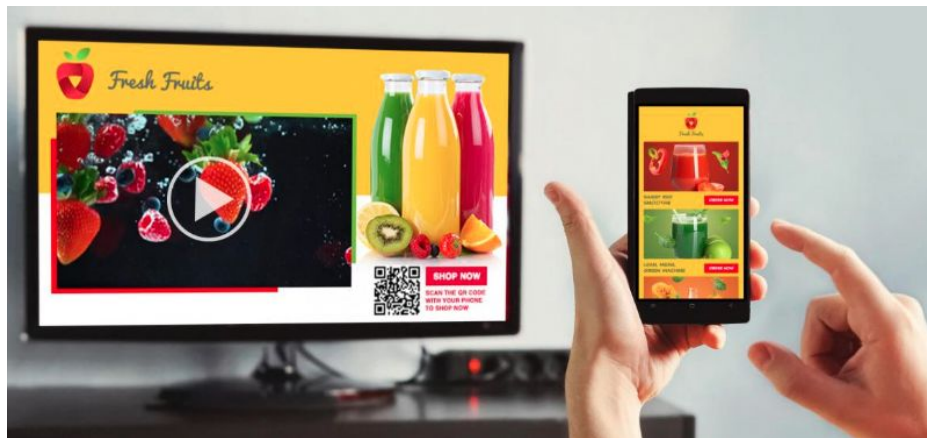
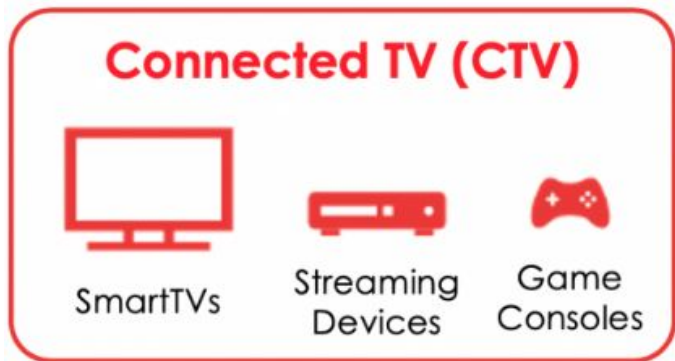


CONNECTED TV

TPA PROPOSAL

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Existing tactics currently focus on internet delivery (mobile and desktop). CTV would extend our audiences to Smart TVs, streaming (as mentioned above), or even gaming consoles, creating a more holistic Visitor Journey. Integrating CTV as part of our upper funnel awareness tactics builds a larger audiences for our mid and lower funnel remarketing.



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Market Focus

Key flight markets with direct flights to PAE and drive markets will be the sole focus.

The current ARPA-funded budget does not cover this tactic, as we're more focused on elements that work lower in the visitor sales funnel.

- Phoenix
- Las Vegas
- San Francisco
- San Diego



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Timing

May-December



Momentum

Additional funding for CTV placements would not be a standalone effort. Rather, if funded, the CTV buys would work within a strong mix of efforts as part of our upper funnel awareness tactics, critical in building larger audiences for our mid and lower funnel remarketing. Additionally, this would be the second year of CTV channel advertising, providing additional sustained consistent outreach.



ROI/ROAS

The addition of the CTV effort in 2023 generated **an estimated 6,454 trips** to the destination.

With an average spend/trip at \$213, that is a **direct economic impact of \$1.374M.**

The effort generated **681 room nights** in the destination for a total of **\$80,358 in hotel economic impact.** The 2023 CTV effort was a **total of \$1.45M in economic impact.** We expect this year's effort will generate similar value creation.



Production

In addition to the existing assets, the DMO is building new video assets that will come on line early in the media buy timeframe.

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Budget

To maximize our effectiveness and ensure sustainable progress, we are seeking funding support amounting to \$12,000 per month, with a cumulative target of \$96,000 spread over the course of eight months. This allocation will enable us to execute our initiatives with continuity and thoroughness, fostering long-term impact and meaningful outcomes.

Thank You!

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