

# ARIZONA HOTEL & RESORT

## *STAYCATION 2020*

May 28, 2020





**THEY'RE WATCHING**

# WHEN TIMES GET TOUGH... We're Better. Together.

## Don't Lose Your Momentum – Stay Top of Mind

As we move into and through uncertain times –  
3 things are certain:

### Media consumption will rise

With more people staying at home and avoiding public gatherings, video and content consumption is expected to be at an all time high. Nielsen estimates an almost 60% increase in content watched.<sup>1</sup> People are watching Fox News or CNN to get the latest information – or binging HGTV or Better Call Saul to distract themselves.

### Reassuring messages work

A local business confirming its commitment to continuing to serve the community during this time can be reassuring to people. Or maybe think about shifting focus on a specific product or service that could be appealing to customers such as interacting with a salesperson online or purchasing directly from a website.

### Brand equity matters

Now more than ever, it's important to have a consistent presence and create top of mind awareness. Research has consistently shown that short-term profitability gains achieved by reducing advertising spending during a downturn are dwarfed by the profitability gains enjoyed by companies that maintain or increase their ad spending.





# ARIZONA FAMILIES

## HH INCOME



HAVE AN AVERAGE  
HH INCOME OF  
\$76,200

## HOMEOWNERS



66% OWN THEIR  
RESIDENCE

## COLLEGE EDUCATED



25% HAVE A COLLEGE  
DEGREE OR HIGHER

## MARRIED



61% TIED THE KNOT

## ETHNICITY



39% ARE HISPANIC





# Hotel Enthusiasts

## Targeting Tactics

- Existing guest database and/or people that look like your guests
- Facebook/ Instagram who like similar resorts, hotels, restaurants and activities
- Boost awareness with Cox.com WebMail impressions

## Paid Search Booster Details

Keywords like “staycation”, “relax locally”, “AZ resorts”, “yelp reviews”, “local getaways,” “day trips”

## Your Campaign

- Impressions: 200,000
- Investment: \$1,000 Net

## Paid Search Booster

- Est. Clicks: 200
- Investment: \$1,000 Net



# Family Targeted Television Campaign

COX  
MEDIA



195 ON-AIR SPOTS

INVESTMENT | \$1,500  
per month

\*All spots placed M-Su 5a-12m and subject to availability.  
Makegoods on any of the networks on the buy within flight.



# Creative Package

One [1] 30-second television commercial

## Production Services Include:

- Client Consultation  
*One [1] phone call with a CCS producer to discuss commercial*
- Scripting
- Up to eight [8] hours of editing with graphics/animation
- Professional voiceover
- Music licensing
- Stock imagery\*
- Revisions\*\*  
*Upon completion of commercial, client receives one [1] opportunity to make revisions within the current theme.*

This package does not include a video shoot.

Client to provide materials including high resolution video or photos, company logos.

\*if client has no materials, then CCS will do its best to use stock imagery. Additional charges may apply.

\*\*Any revisions after first review and approval with client or any changes outside of the current creative theme will result in additional charges to the client.

**COX** **CCS**  
creative studios

**COX**  
MEDIA



**INVESTMENT | \$1,000**



COX  
MEDIA

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