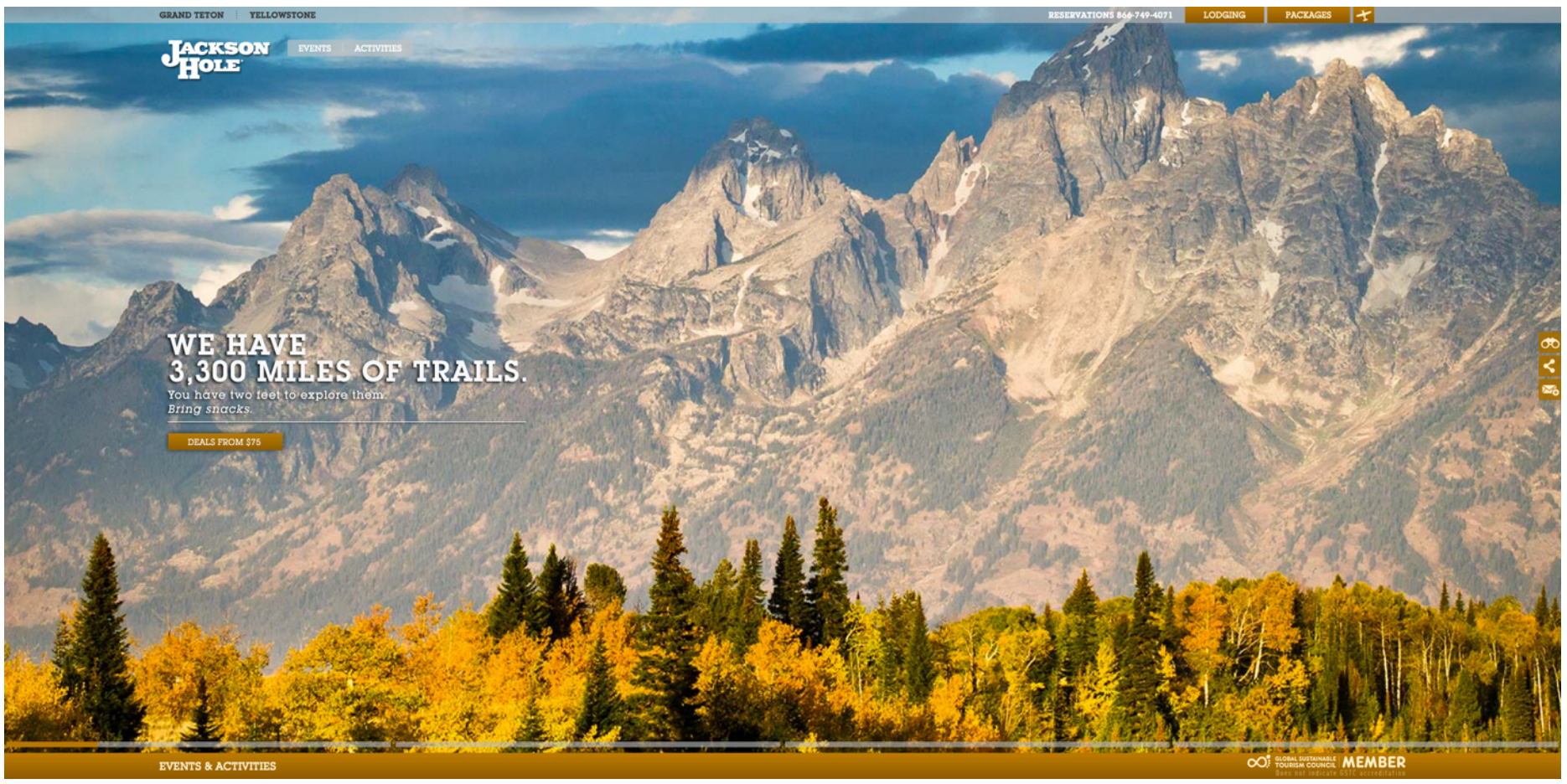
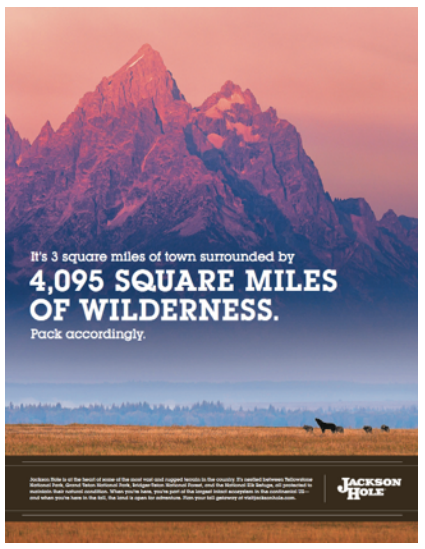
Campaign Objective: Increase awareness and pique interest in the designated markets to elevate Jackson Hole as a premium vacation destination.



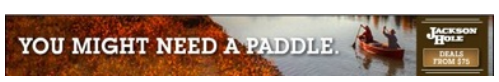
Creative Gallery

Campaign Landing Page

Magazine Print Ad

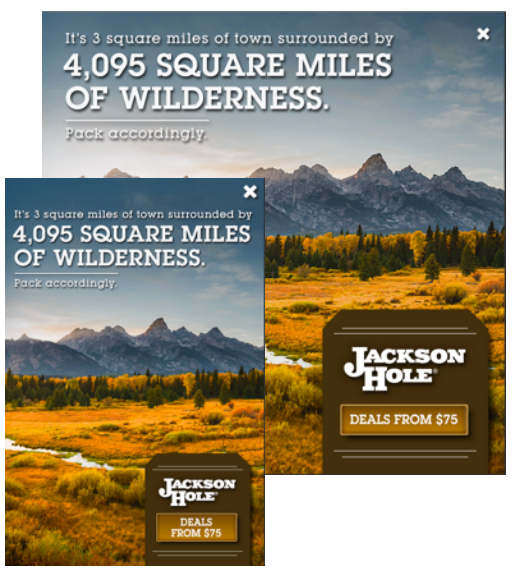


Standard Banners



Standard Mobile/Tablet Banners

Verve Mobile Expandable Banners



Paid Media

FALL 2014 MEDIA PLAN

Glossy Print/ ($10,506)

- Full page insertions in 5280 and Salt Lake Magazines September/October Issues

Interactive Media/ ($144,107)

- Behavioral Targeting Network/ RocketFuel + ShareThis
- Active Lifestyle Targeting/ NationalGeographic.com
- Mobile and Tablet/ Verve Wireless
- Local Activation/ DenverPost.com + KSL.com

8/29 9/5 9/12 9/19 9/26 10/3 10/10 10/17

rocketfuel Artificial intelligence. Real results.

ShareThis

NATIONAL GEOGRAPHIC

VERVE LOCATION POWERED

THE DENVER POST

KSL TV

Performance Overview:

Total Budget: $154,613

Dates Live: August 29 - October 17, 2014

Total Campaign Impressions: 23,988,213

Total Campaign Clicks: 88,168

Total Campaign Click Rate: 0.37%

Total Campaign Cost Per Click: $1.61

9 calls to unique Cen Res phone number 866.749.4071 from 8/29-10/11

Paid Media

23.9 million total digital impressions

Landing Page

88,168 visits to VisitJacksonHole.com from all paid media efforts

[Click thru rate of **0.37%**]

Events clicks:	Activities clicks:	Lodging clicks:	Packages clicks:	Deal clicks:	National Parks:
127	**150**	**262**	**151**	**539**	**146**

Earned Media

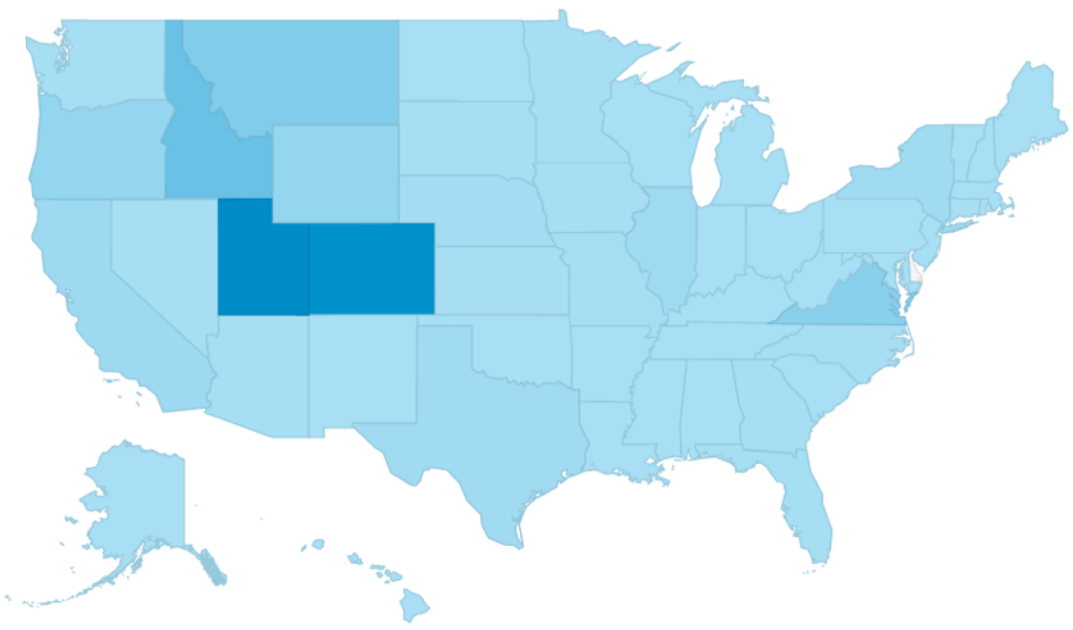
76.3 million impressions from earned media channels

[Excludes Facebook]

Technology Source

Desktop	Mobile	Tablet
20%	44%	36%

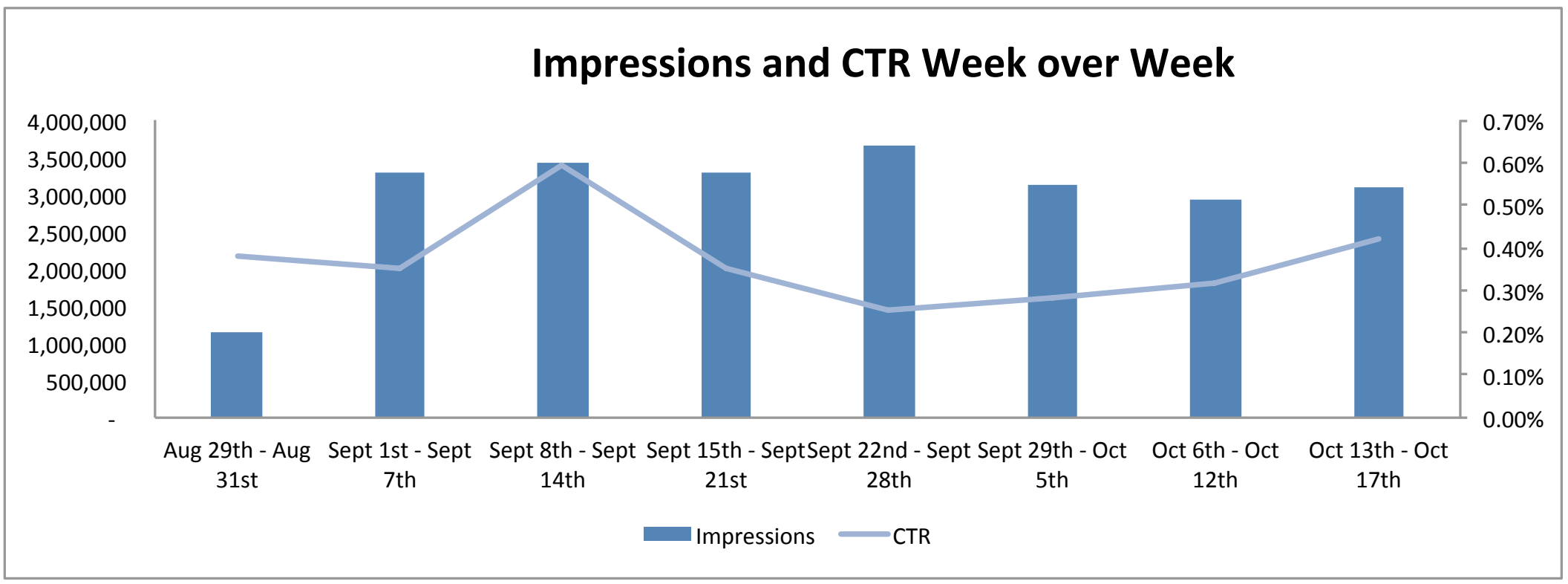
Landing page visits by location



1.	Salt Lake City UT	25.63%
2.	Denver CO	18.24%
3.	(not set)	9.30%
4.	Boise ID	5.76%
5.	Washington DC (Hagerstown MD)	5.45%
6.	Colorado Springs-Pueblo CO	4.57%
7.	Yakima-Pasco-Richland-Kennewick WA	3.36%
8.	Idaho Falls-Pocatello ID	2.42%
9.	Spokane WA	1.99%
10.	Billings Mont	1.94%

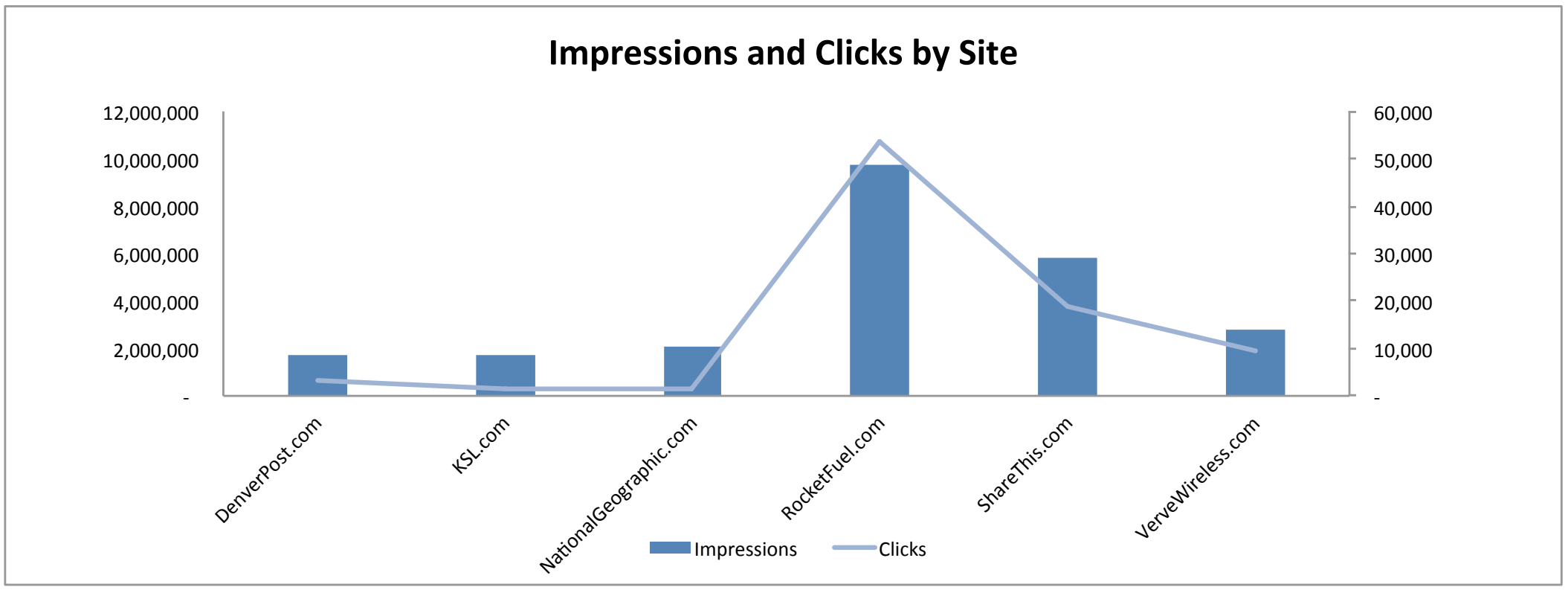
*According to Google Analytics, (not set) is a combination of Denver and Salt Lake City suburbs

Delivery Summary:



23.98 million total digital impressions were served generating **88,168 clicks** completing with a **0.37% click rate** and **$1.61 campaign cost per click.**

Site Traffic Summary:



Rocketfuel completed the campaign as the top performer with a click rate of 0.55% and a cost per click of $0.61. This was due in part to the mobile placement, which produced a very strong click rate of 1.19%.

Year Over Year Campaign Analysis:

FALL 2013	FALL 2014	% DIFFERENCE
Total Budget: $143,543	**Total Budget:** $154,613	+8%
Total Print Circulation: 207,000	**Total Print Circulation:** 207,000	0%
Paid Digital Impressions: 17,472,184	**Paid Digital Impressions:** 23,988,213	+37%
Total Campaign Clicks: 14,426	**Total Campaign Clicks:** 88,168	+511%
Campaign Click Rate: 0.08%	**Campaign Click Rate:** 0.37%	+363%
Campaign Cost per Click: $8.67	**Campaign Cost per Click:** $1.61	-81%

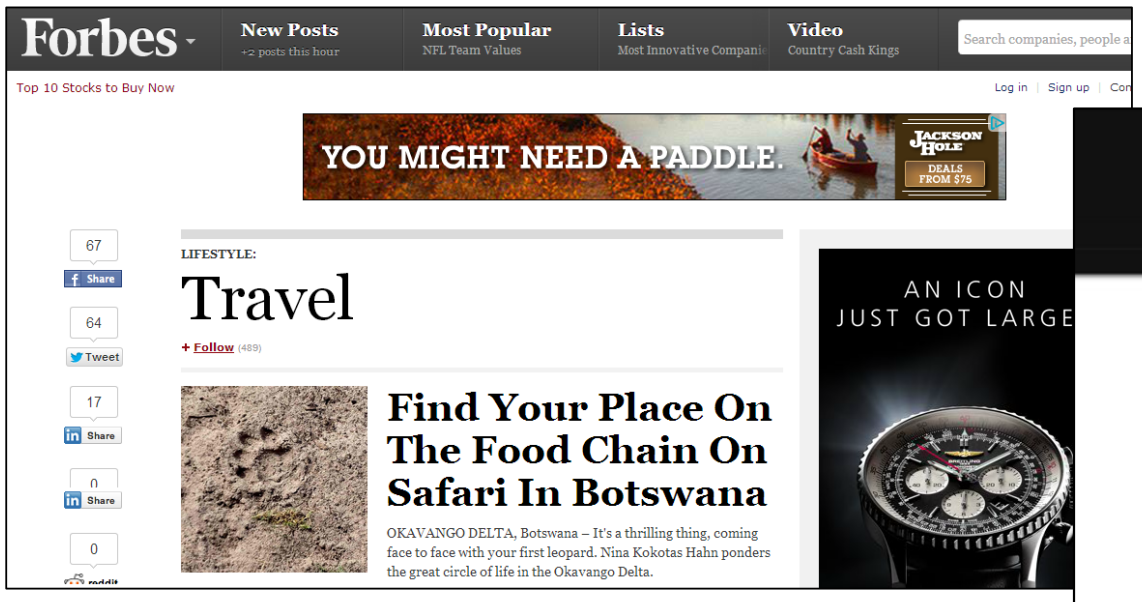
2013 – a combination of deal messaging and more generic call to action rotated

2014 – deal messaging only

Overall, the year over year comparisons are all positive. The greatest improvement is the increase in click volume, which also is shown in the campaign click rate and cost per click. This increase is attributed to the addition of more mobile and tablet budget running across various partners, but most specifically, Verve Wireless. Verve's custom expandable mobile unit was a great generator of these clicks and provided full screen imagery to build that awareness and drive users to the VisitJacksonHole.com landing page.

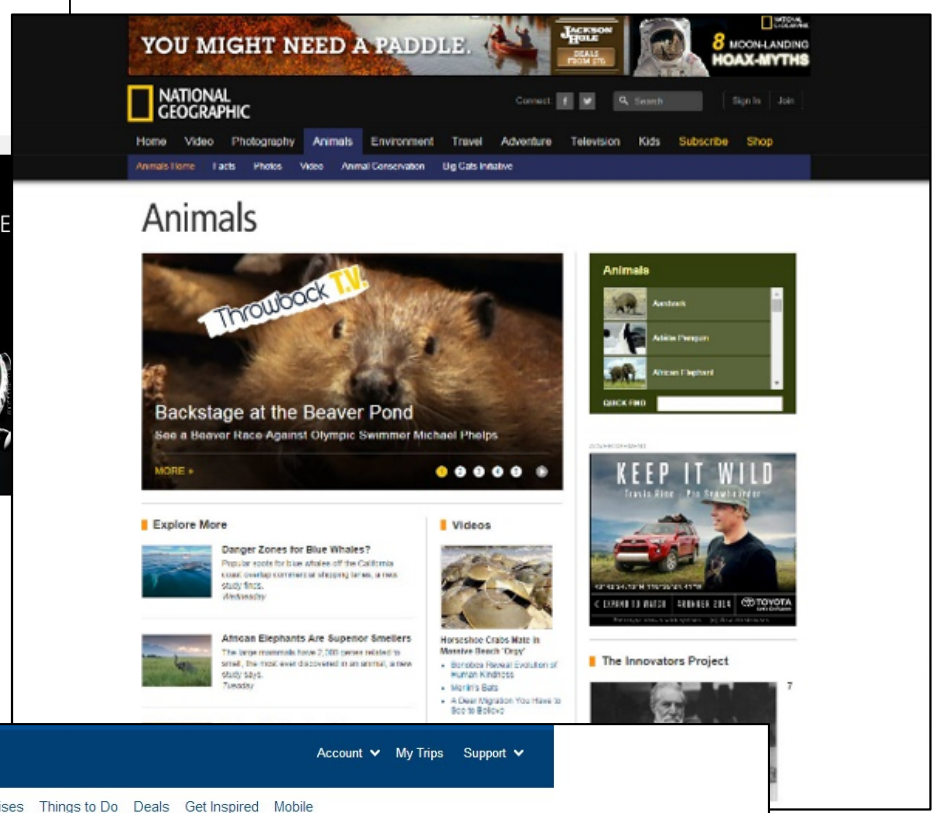
Click performance can also be attributed to the adjustment in creative. In 2013, the digital banners rotated with two different calls to action. One including a sales deal, the other more general messaging. In 2014, we shifted to run only the creative online with the deal messaging. This in turn lends a hand to users being more motivated by sales messaging.

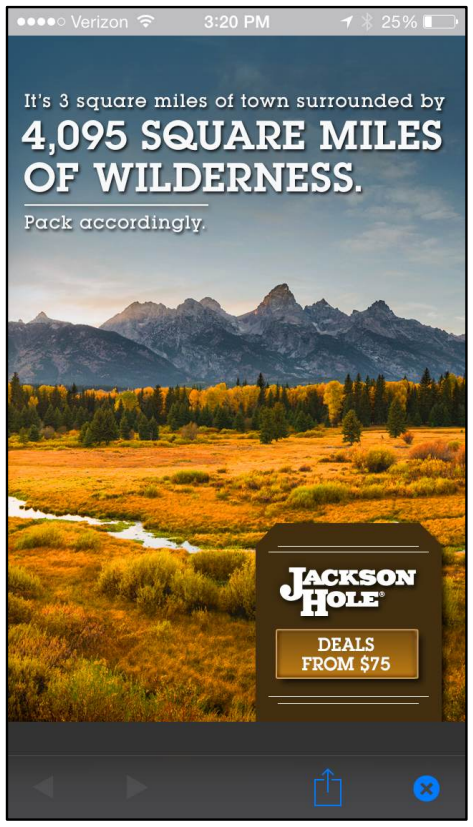
Live Campaign Screenshot:



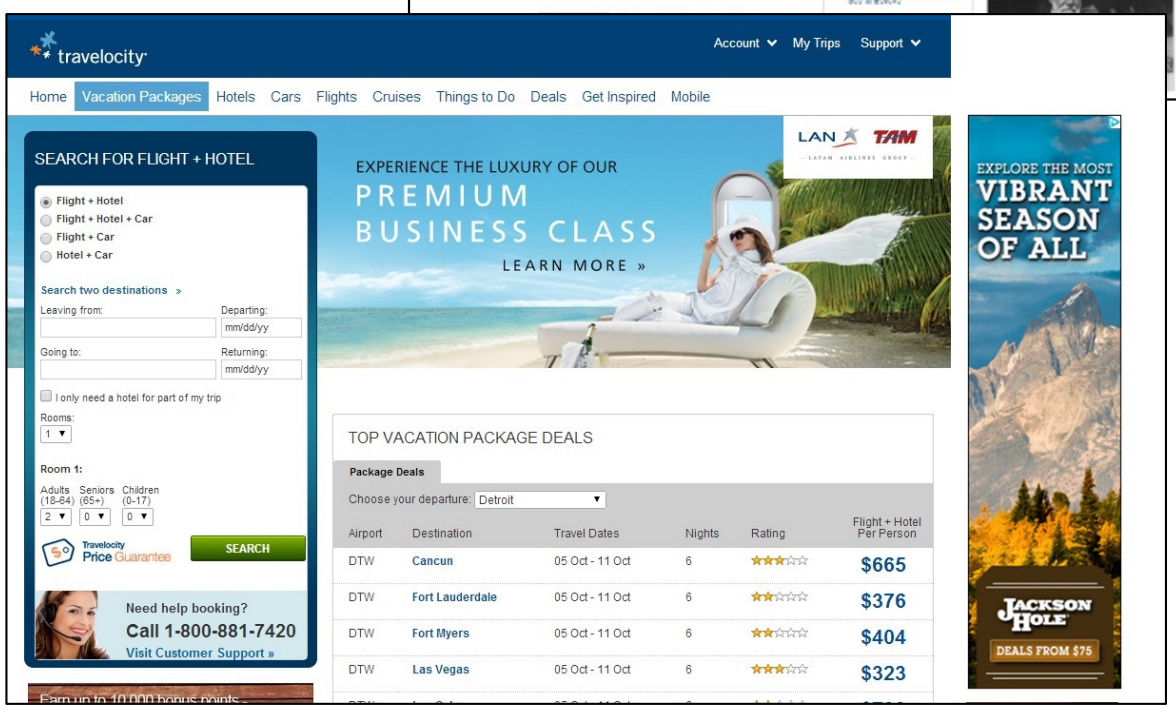
RocketFuel

NationalGeographic.com



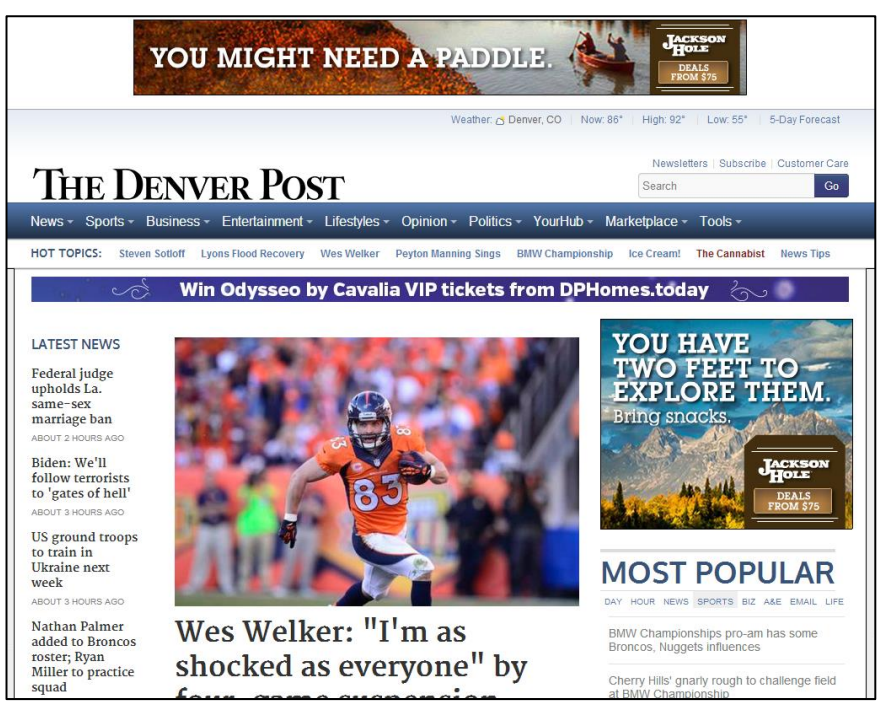


Verve Wireless



ShareThis

KSL.com



DenverPost.com

Total Mentions of Jackson Hole 8/25/14 - 10/17/14

Mentions of Fed meeting have been removed

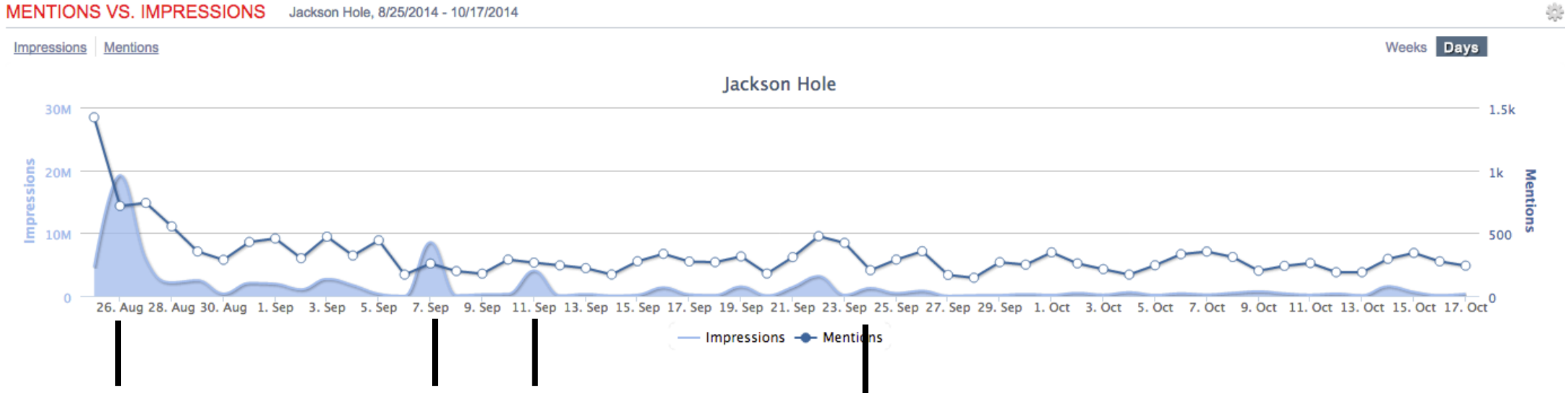
2.3x increase in #JacksonHole mentions year over year

4.7x increase in total open social mentions year over year

76.3M
estimated impressions from **17,500** open web mentions.

+84%
Net Sentiment

45
Passion Intensity

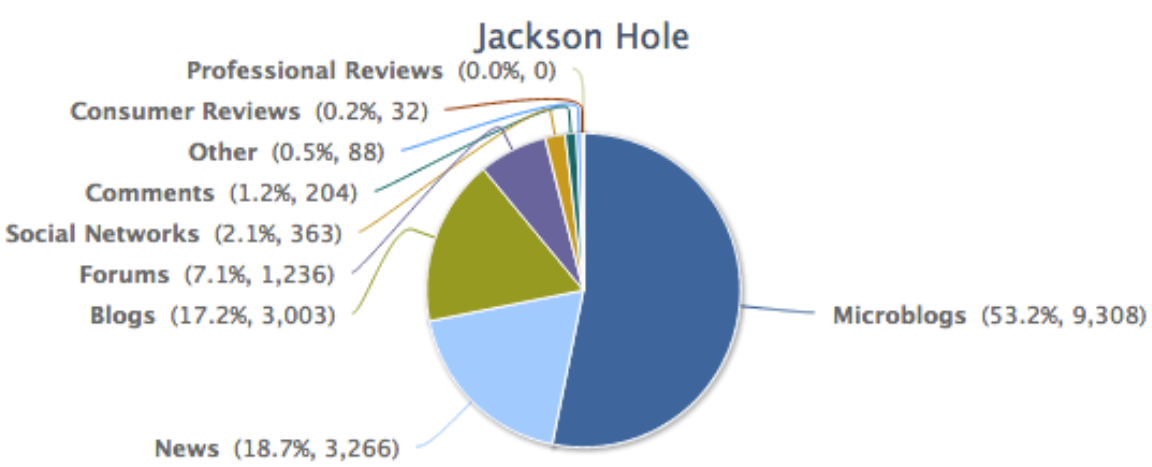


Mentioned by Travel/Leisure

Mentioned by @LVBlake, Prominent Travel Blogger

Tweet from @MicahGrimes, ABC News Social Media Editor

"AP: Grizzly prompts road closure in Grand Teton Park"



Glossary:

- **Impression** – each time an online banner ad is served on a webpage
- **Click** – the action a user takes when they actually click on a desktop ad or tap a mobile/tablet banner that drives the user to the specified advertiser landing page
- **Click Thru Rate (CTR)** – a form of user engagement measurement. It is the number of clicks divided by the number of delivered impressions
- **Cost per Click (CPC)** – a form of cost efficiency measurement. It is the number of clicks divided by the delivered media budget
- **Expand** – a user action, defined specifically for Verve Wireless, when a user engages with an ad that expands to a larger experience
- **Expansion Rate** – a form of user engagement measurement. It is the number of expands divided by the number of delivered impressions
- **Mention** – any time a Jackson Hole-related term is indexed by our search engine
- **Net Sentiment** – a ratio comparing the number of positive mentions to negative mentions (on a scale from -100 to +100)
- **Passion Intensity** – a metric representing the ratio of soundbites with strong emotions to the number of total soundbites (on a scale from 0 to 100)

Digital Vendors:

- **DenverPost.com** – a top local news site affiliated with the Denver Post newspaper.
- **KSL.com** – one of the top local news sites in Salt Lake City featuring local, and national news, along with sports and weather.
- **NationalGeographic.com** – the online extension of National Geographic magazine features news stories accompanied by high quality photography creating a visually appealing desktop and mobile experience.
- **Rocketfuel** – uses technology to target specific audiences based on defined audience segments along with current and previous Jackson Hole campaign learnings. Standard banners ads were served across all verticals, including news, health, travel, sports, and weather.
- **ShareThis** – utilizes first party sharing insights to identify and target an audience actively sharing and seeking information around Jackson Hole and key relevant topics. Desktop and mobile messaging was served to identified audiences on contextually relevant and heavy social sites.
- **Verve Wireless** – a mobile vendor that is able to leverage proprietary audience segments to deliver Jackson Hole key messaging to users that best fit the target audience while using location data to specifically geo-target defined key markets.