TENNESSEE
Vacation
MATCHMAKER

COOP
Vacation
MATCHMAKER

silver cannes lion award

Bronze cannes lion award

Media budget breakout

	Payment Source	Spend*
Spongecell	TDTD	$360,500
	Partners (16 @ $7,500)	$120,000
Total Spongecell		***$480,500***
Social (Sweeps)	TDTD	$20,000
Total Social		***$20,000***
Ad Serving	*TDTD*	*$6,000*
Total Matchmaker		***$506,500***

Campaign Execution

NAME: Emily

lives in: St. Louis

AGE: 31

status: Single

HHI: $105,000

Behavior data learned:

Purchased and/or listened
to country music online

Recently used OpenTable
(or like apps)

WHAT WE Match to Emily

CMHOF
CounTry Music Focus

Nashville cvc
Foodie Focus

Grand ole opry
counTry music focus

I BELIEVE
IN
NASHVILLE

NAME: Diane

lives in: ATlanTa

AGE: ThirTy SomeThing

status: Mother of 5

HHI: $175,000

Behavior data learned:

Searched for or read about horseback riding

Checked in at a theme park in the
last year.

WHAT WE Match to Diane

Sevierville
ouTdoor leisure focus

Dollywood
water park focus

Ripley's
museum focus

Hollywood

matchmaker co-op ecosystem

PERFORMANCE

Performance

Awareness

40MM Video Views

2.5MM Social Impressions

Engagement

Video CTR
0.21%

Video Complete Rate (at :30)
75%

Social Engagement Rate
2.6%

Email CTR
5.7%

Intent to Travel

92% of respondents indicated they intended to travel to Tennessee in the next 12 months

WHAT'S NEXT

TENNESSEE
TENNESSEE
Thanks you
Get The Free Vacation Guide