

An aerial photograph of Ocean City, New Jersey, showing the beach, boardwalk, and buildings. The image is used as a background for the text.

*Ocean City Partners Present*

**2022**

**SEASON KICK-OFF**

**BY: DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT**



# What does Tourism look like for Ocean City, Maryland in 2022?

1

A change in direction for Ocean City's marketing.

2

A new brand is being developed, driving an updated look and feel for our destination and increasing engagement and excitement with new and existing audiences.

3

A hard-working, well-informed media plan has been created to support the current campaign, and establish a new baseline from which future efforts will be measured.

# TRAVEL TRENDS & RESEARCH

**Travelers continue to find comfort in traveling close to home as a form of risk management.**

Travel Research shows how comfortable vacationers are taking a vacation to the following places today? (Very/somewhat comfortable)

**39%**

**Are comfortable traveling to another country by plane.**

**59%**

**Are comfortable traveling to another state in the country.**

**v.**

**73%**

**Are comfortable traveling to a nearby state.**

**81%**

**Are comfortable traveling to a nearby city**

**\$4+  
Gallon  
of gas**



# Media Trends

## Digital Media Costs

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**18%**

YOY average increase in digital display & social media costs.

## Streaming Video

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**7%**

Increase in Streaming Video in 2022 while linear TV viewing is down 11%

## Digital Audio & Podcasts

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**vs. Radio**

Streaming audio reach was on pace to overtake radio in 2020, widening the gap.



# PLAN OVERVIEW

Market selection is one of the most critical components of a media plan. But it's not always a straightforward proposition.

There are questions about whether you fish where the fish are, with the hopes of gaining within already strong markets. Or developing markets with potential, assuming you'll continue to meet goals from core markets with limited support.



# FOUR ELEMENTS OF OCEAN CITY'S MARKET MODEL

Using data sources including Zartico, SQAD (media costs) and MRI (consumer behavior/consumption) Ocean City developed a proprietary market model consisting of four elements to identify which markets offer the best ROI to OC.

## **VISITATION**

Where do visitors come from?

## **AUDIENCE COMPOSITION**

Should media support strong markets or developing ones?

## **GEOGRAPHY**

Do economic factors/gas prices play into selection?

## **CONSUMER SPENDING**

Do we want to prioritize markets that exhibit higher spending?

# OCEAN CITY'S MARKET MODEL



## PRIMARY MARKETS

Baltimore, Washington, Philadelphia, Harrisburg, Wilkes-Barre/Scranton, Johnstown-Altoona, Pittsburgh

\*Represent 78% of total visitation

## EXTEND PRESENCE GEOGRAPHICALLY

Instead of focusing solely on individual markets, we will pursue high-propensity audiences wherever they are within a wider radius. This information is driven by intent data, interest in OC and competitive beach destinations, and content consumption that would indicate vacation planning mindset.

# MEDIA MIX & STRATEGY

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## Audience First

Leverage all attributes of our audience persona to guide targeting, while maintaining base layer of travel intenders



## High-Impact

Support high-impact executions (including ads and content) maximizing efficiencies and content opportunities across seasons



## Balance Impact & Flexibility

Build in flexibility where possible, allowing shifts with market conditions or opportunistic placements



## Top of Mind Frequency

Maintain frequency building tactics among key audiences, driving site visitation, social engagement and partner referrals





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## MODERN MARKETING APPROACH

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Rather than casting a wide net, Ocean City's marketing plan will use multiple tactics to target new and returning visitors, while also developing a proprietary market model to establish priority and regional markets.



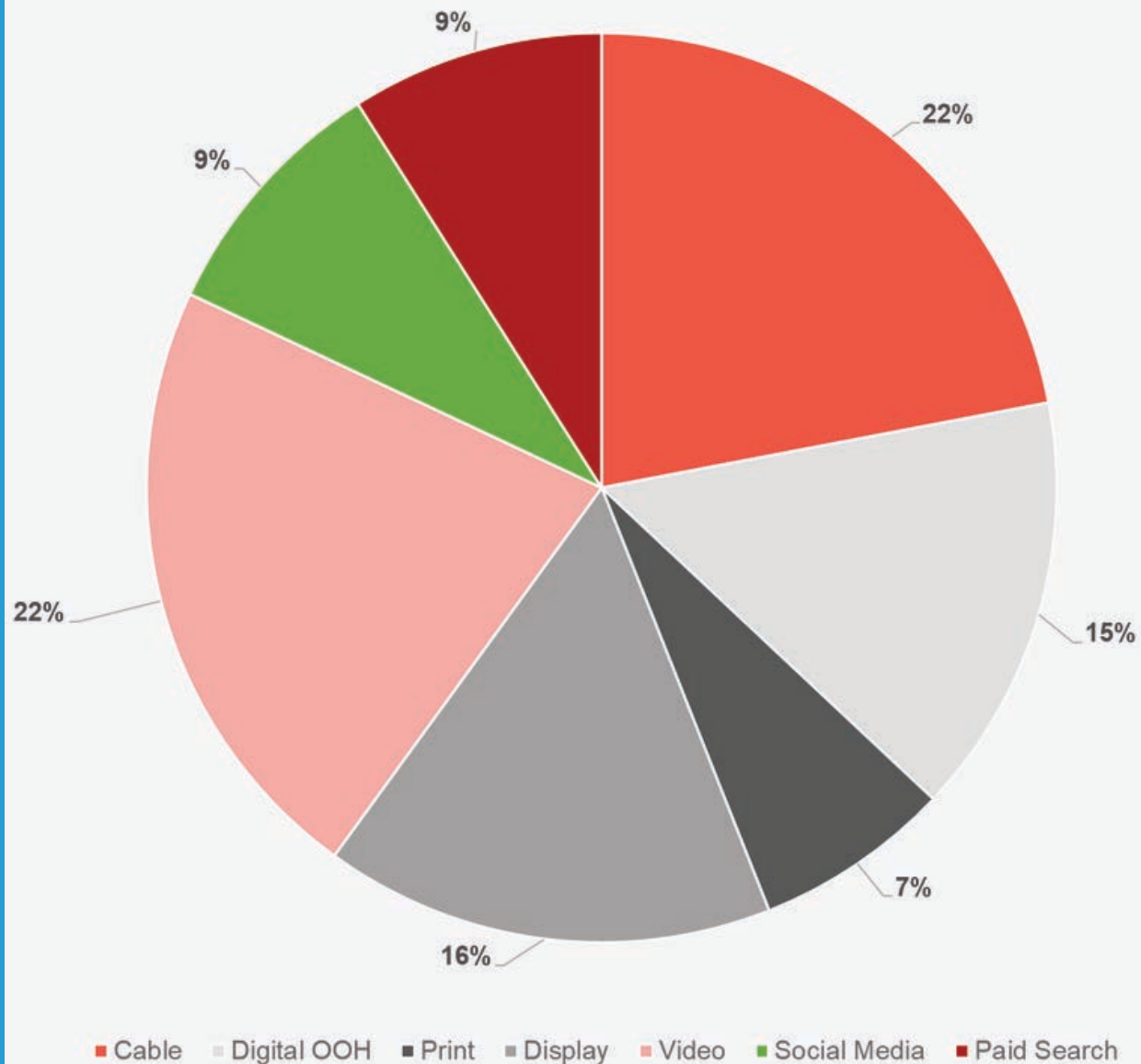


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## MEDIA MIX

The 2022 campaign was developed to maintain flexibility among tactics and to align with estimated performance and goals.

Channel Breakout



# Media Mix Highlights

## Local Cable-CTV

- Combining local cable and CTV to reach our target audience with high indexing programming
- Hyper-Targeted, High reach - Low Duplication
- Key Priority Markets

Over 58.3M Impressions

## Digital OOH

- Programmatic approach to OOH
- Focuses on target audience reaching across multiple OOH screens in areas with highest propensity to travel to Ocean City
- Flight the timing of the ad message to reach peak traffic periods

Over 96.1M Impressions

## Print

- National Magazine Titles - Targeted to Key Priority Markets
- Lifestyle Networks
- Focus on Local City Magazines in Balt, Pitts, Philly

Reaches subscribers with a combine circulation of over 1.0M



# Media Mix Highlights

## Streaming Video & Audio

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- A more targeted extension of the TV experience, expanding reach
- Maintain a combination of video tactics, including programmatic Online Video (pre-roll), Connected TV, and YouTube.
- Target active travel intenders, including layers to engage audience persona.
- Promote visitation through a variety of audio partners
- Leverage audience targeting across varied formats (music, podcasts) through programmatic.

## Digital Targeting

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- Leverage new technology and targeting strategies to engage the right audiences.
- Include general Travel Intender and our target audience, the East Coast Beach Traveler.
- Testing specific travel digital partners, providing efficiency through unique audience targeting.
- Target travelers actively searching for hotels or flights to Ocean City.

## Paid Social

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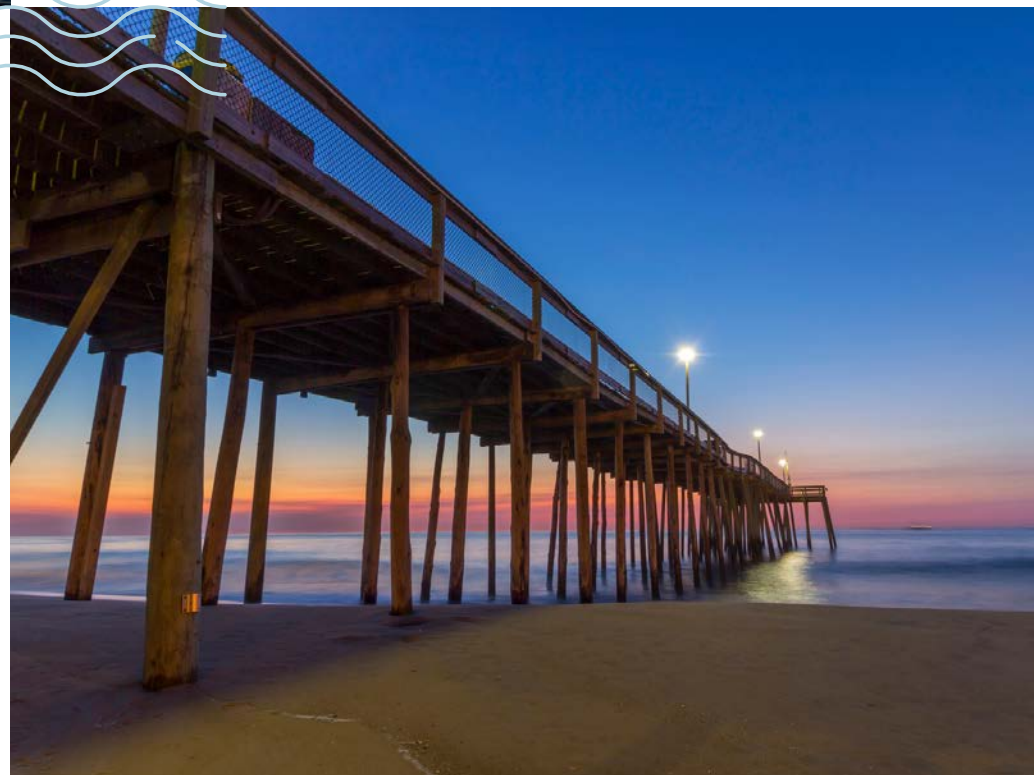
- Create immersive environments on social that can be targeted to consumers
- Leverage proven social channels in driving efficient, high-intent web traffic to support OCMD research and trip planning.
- Test and learn on platforms and placements, underutilized by DMOs.



- Our research showed that travel craving remains high, despite cost increases.
- Outdoor-oriented travel and drivable destinations continue to provide valuable travel opportunities. ● ● ● ●
- People who visited in the last 12 months agreed that Ocean City is fun, relaxing and offers something for everyone.

# Campaign Creative

We studied both travel trends and perception study results to develop a campaign we thought would inspire visitors to live lighthearted in Ocean City, MD.



# Enjoy Summer.

Life can ask a lot of us. So, this summer in Ocean City we only ask you to do one single thing: Enjoy.

Enjoy the rides. Enjoy an afternoon at the ocean.

Enjoy focusing on your family, friends and that extra-large bucket of fries.

Because here, there are no high stakes. Just hi scores. There are no to-do lists. Just plenty to do.

So come lighten. Live it up. And enjoy.



**OCEAN CITY ORANGE**

**SANDY ORANGE**

**SUNSHINE YELLOW**

**COTTON CANDY PINK**

**DEEP OCEAN BLUE**

**OCEAN BLUE**

**OCEAN SPRAY**

**SEAFOAM GREEN**

**LIGHT SEAFOAM GREEN**

**GOLF GREEN**

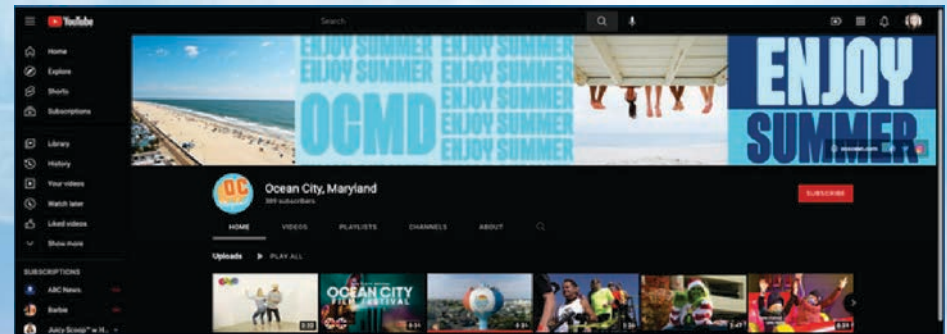




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# Enjoy Summer

Website & Social Media Pages





# Enjoy Summer

video

## :30 Video

**SCENE:** To showcase both the exciting context of summer activities and the emotions they create, we'll use a split screen. One side of the screen will show a wider shot of the activity (e.g. a wide shot of a beautiful golf course or children building a sandcastle), and the other will show a tighter shot that communicates the joyful mood (e.g. a tight shot of two friends' hands high-fiving after a great shot on the course or a tight shot of a child smiling at their sibling as they construct a sandcastle).

**SUPER/VO:** Enjoy stepping out.

**SCENE:** Family on the boardwalk. / Fingers digging into cotton candy.

**SUPER/VO:** & digging in.

**SCENE:** Friends fishing. / Tight shot of hand on reeling in.

**SUPER/VO:** Enjoy the catch.

**SCENE:** Friends dancing. / Drinks toasting.

**SUPER/VO:** & the release.

**SCENE:** Wild horses on Assateague National Seashore / Hooves in the sand.

**SUPER/VO:** Enjoy wild days.

**SCENE:** Family at a brightly lit arcade. / Facial expressions of family on roller coaster.

**SUPER/VO:** & electric nights.

**SCENE:** Surfer or boogie boarder. / Tight shot of feet balancing on board.

**SUPER/VO:** Enjoy every big wave.

**SCENE:** Family on the beach. / Siblings smiling at one another.

**SUPER/VO:** & every little moment.

Enjoy summer in Ocean City, Maryland.

[Enjoy OCMD graphic] [Logo]





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# Enjoy Summer

Banner Ads

**ENJOY SUMMER**

PLAN YOUR GETAWAY

OCEAN CITY Maryland

A banner ad with a yellow background. The text "ENJOY SUMMER" is in large, bold, orange letters. Below it, a blue button contains the text "PLAN YOUR GETAWAY". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a Ferris wheel.

**ENJOY SUMMER**

PLAN YOUR GETAWAY

OCEAN CITY Maryland

A banner ad with a light blue background. The text "ENJOY SUMMER" is in large, bold, dark blue letters. Below it, a dark blue button contains the text "PLAN YOUR GETAWAY". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a child with a yellow inflatable ring.

**ENJOY SUMMER**

PLAN YOUR GETAWAY

OCEAN CITY Maryland

A banner ad with a light green background. The text "ENJOY SUMMER" is in large, bold, green letters. Below it, a green button contains the text "PLAN YOUR GETAWAY". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a person fishing.

**ENJOY SUMMER**

PLAN YOUR GETAWAY

OCEAN CITY Maryland

A banner ad with a dark blue background. The text "ENJOY SUMMER" is in large, bold, light blue letters. Below it, a dark blue button contains the text "PLAN YOUR GETAWAY". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a sunset over the ocean.

**ENJOY SUMMER**

PLAN YOUR GETAWAY

OCEAN CITY Maryland

A banner ad with a green background. The text "ENJOY SUMMER" is in large, bold, green letters. Below it, a green button contains the text "PLAN YOUR GETAWAY". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a man in a white shirt and shorts golfing.

**ENJOY BOARDWALK BITES**

DISCOVER DINING

OCEAN CITY Maryland

A banner ad with an orange background. The text "ENJOY BOARDWALK BITES" is in large, bold, pink letters. Below it, a pink button contains the text "DISCOVER DINING". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a woman holding an ice cream cone.

**ENJOY OCEAN VIEWS**

FIND LODGING

OCEAN CITY Maryland

A banner ad with a dark blue background. The text "ENJOY OCEAN VIEWS" is in large, bold, light blue letters. Below it, a dark blue button contains the text "FIND LODGING". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a beach with a pier.

**ENJOY SUNNIER SAVINGS**

SAVE NOW. PLAY LATER.

OCEAN CITY Maryland

A banner ad with a yellow background. The text "ENJOY SUNNIER SAVINGS" is in large, bold, orange letters. Below it, an orange button contains the text "SAVE NOW. PLAY LATER.". The Ocean City Maryland logo is in the bottom right corner. A vertical strip on the right shows a person's legs hanging from a beach chair.



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# Enjoy Summer

Out of Home Billboards

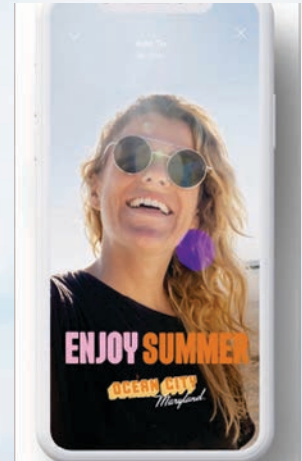
OOH





# Enjoy Summer

Paid Social Media



**Ocean City Maryland**  
10,000 followers  
Promoted

Summer essentials include warm sand, sunny surf, and excellent eats. Go ahead and enjoy them all in Ocean City.

- Enjoy a beach break.** Image shows a person surfing on a wave.
- Enjoy making a splash.** Image shows a person in a kayak on the water.
- Enjoy summertime treats.** Image shows a large crab and a family eating at a table.

**Ocean City Maryland**  
10,000 followers  
Promoted

We think sunny beach days are best paired with refreshing spa days. Ready to kick back and relax on 10 miles of one of America's Top 10 Beaches?

- Enjoy Unwinding.** Image shows a woman drinking a smoothie and a person with cucumber slices on their eyes.



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# Enjoy Summer

Print Ads



- Target National Magazine Titles in Key Priority Markets
- Lifestyle Networks (Food, Luxury Travel, Living Well)
- Target Local City Magazines

**ENJOY**

**EVERY LITTLE MOMENT**

ENJOY SUMMER  
ENJOY SUMMER  
ENJOY SUMMER  
ENJOY SUMMER  
ENJOY SUMMER  
ENJOY SUMMER

Enjoy the sun and surf on 10 miles of one of America's Top 10 Beaches. Enjoy thrill after thrill along three miles of a classic boardwalk on the edge of the Atlantic. And enjoy the challenge of 17 championship coastal golf courses. This summer, enjoy summer how it's supposed to be in Ocean City.

**OCEAN CITY**  
Maryland

PLAN YOUR TRIP [OCOCEAN.COM](http://OCOCEAN.COM)



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# Enjoy Summer

## Campaign Activations:

- Meeting & Conventions
- Social Media Influencers
  - Family Focus
  - Golf
  - Girls Getaway
  - Millennial Traveler
- OC Stickers





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# Enjoy Summer

## Campaign Activations

This or That Influencers

Surprise & Delight (Meetings & Conventions)

Help me plan my Ocean City, Maryland day on the water!



VOTE BELOW FOR MY DAY ON THE WATER

Catamaran Excursion

Deep sea fishing, OC is a top US destination!



@oceancitymaryland #ad #enjoysummer

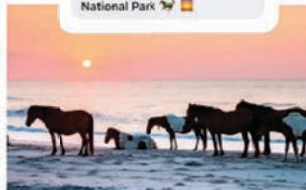
Help me plan my Ocean City sunset adventure tonight!



WHERE SHOULD I EXPLORE?

OC Boardwalk, boasting 3 miles of fun! 🎡 🎢

Assateague Island National Park 🐎 🌅



@oceancitymaryland #ad #enjoysummer





**THANK YOU**



An aerial photograph of a coastal city, likely Ocean City, Maryland. The image shows a wide sandy beach in the foreground, crowded with people and colorful umbrellas. A long wooden pier extends into the ocean on the right. The city buildings and a large Ferris wheel are visible in the middle ground. The ocean is a deep blue, and the sky is bright with scattered clouds.

# SUMMER TOOL KIT REMINDERS

**BY: JESSICA WATERS & ASHLEY MILLER**