

SURVATA STUDY RESULTS TO 12/4/19

Summary: As of 12/4 Visit Mendocino programmatic media (AXM) is achieving strong lifts in Awareness and Consideration KPIs, with Visit Intent likely limited by the off season. As more events like Crab are underway, we expect Visit Intent to improve. In the interim the Branded Videos are driving awareness. Both the branded videos and Mushroom lifted likelihood to recommend.

| KPI* | VisitMendocino Programmatic | Survata Norm |
|----------------|-----------------------------|--------------|
| Awareness | 15.1ppt | 1ppt |
| Consideration | 10.8ppt | 1ppt |
| Visit Intent | Not significant yet | 1ppt |
| Recommendation | 15.3ppt | 1ppt |

*85% significance with 81 total respondents thus far in the flight

- **Awareness** - VisitMendocino is driving a 15ppt lift in Awareness among exposed users compared to the lookalike control (85% significance)
 - o **Awareness is an opportunity:** 43% of the total respondents are aware of Mendocino as a vacation destination, yet competing regions have awareness levels in the 67%-84% range. This shows room for growth to better compete with other regions that Mendocino's target considers for travel.
- **Consideration** – The campaign is also driving a strong consideration lift, with users exposed showing a 10.8ppt lift in Consideration over the control group
- **Recommendation** – Though not a campaign goal, VisitMendocino is driving a 15.3ppt lift in likelihood to recommend Mendocino to others.
- **Creative** – Users exposed to the branded videos (Starry, Canoes) saw the highest lift in consideration of Mendocino as their next vacation destination (+15.3ppt at 95% significance), with both creative approaches driving likelihood to recommend (Mushroom display driving 12.6ppt lift at 85% sig and branded videos driving a 12.7ppt lift at 95% sig).
 - o **Recommendation:** Focus programmatic media more on video given the study findings to date
 - o **Recommendation:** Test non-event display creative
- **Audiences** - the below audience insights show which audiences the campaign has a positive influence on, and could potentially lean more into when/where it makes sense
 - o Big Sur- Users aware of Big Sur as a vacation destination saw an even higher 17ppt lift in Mendocino Awareness.
 - o Audience strategy - Audience is showing promising performance across Awareness, Consideration and Recommendation thus far. Results not significant yet for other strategies given the impression thresholds required.
 - o Eat out at restaurants – Users who regularly eat out at restaurants were positively influenced by the campaign with lifts in all KPIs except Visit Intent
 - o Enjoy the Outdoors – Users who enjoy the outdoors were also positively influenced to be Aware, Consider and Recommend Mendocino as a vacation destination