



MEMORANDUM

To: Mayor and City Council

From: Mike Land, City Manager

Date: December 13, 2022

Reference: Discover Coppell Campaign Update and additional funding request by the Coppell Chamber of Commerce.

2040: Sustainable City Government

The Chamber of Commerce will be presenting an update to the campaign as well as discussing a proposed amendment to the existing agreement. The current agreement comes to an end January 31, 2023. The proposed extension would start in February 2023 and conclude on September 30, 2023.

The initial contract began on February 1, 2022 and is in the amount of \$165,000.

If the City Council supports the extension of the contract, the amendment will be presented during one of the January 2023 City Council meetings.



Discover Coppell Strategic Plan-2023



OBJECTIVES



Business Objective:

- Drive more visitors to Coppell – yielding a positive economic impact

Media Objectives:

- Generate awareness of the new “Discover Coppell” brand
- Establish Coppell as a must-visit / must-return destination within the Dallas-Ft. Worth metroplex

BRAND CONVICTION
More than a mission statement...the guiding ethic behind how the brand behaves every day

BRAND PROMISE
The differentiated assurance of performance

CENTRAL TRAITS & TONALITIES
Persona points

TARGET AUDIENCE
Who we are talking to

TARGET AUDIENCE
What we want them to do

PROOF POINTS
Reasons to visit

WHY COPPELL

CHAMPIONING IMMERSIVE EXPERIENCES THAT REFLECT THE VALUES AND INTERESTS OF TODAY'S EVER-EVOLVING FAMILIES*

Coppell is a place to choose your own adventure and make lasting memories and meaningful connections, one visit at a time.

FAMILY-ORIENTED. INCLUSIVE. UNDISCOVERED.

PRIMARY | ON-THE-GO FAMILIES
Family-first is the mantra of these On-The-Go Families. This segment is primarily couples with children who lead busy, active lives often centered around the sports schedules and interests of their children. Continually on the go, they are always busy, and need to be constantly productive. They dislike anything they feel is a waste of time, especially when it comes to family outings.

SECONDARY | ACTIVE ENTHUSIASTS
Primarily younger married couples, these ambitious Active Enthusiasts pride themselves on their unique and exciting lifestyles. They value authentic connections with people and experiences over material possessions. Sticking closer to home these days, they are seeking regional adventure opportunities that provide dynamic options that they can curate for a one-of-a-kind day trip.

TERTIARY | ACTIVE EMPTY NESTERS
70 is the new 50. A far cry from stay-at-home, cookie-baking, sweater-knitting seniors, Active Empty Nesters are physically fit, financially stable, healthier, more active, and living longer. With their grown-up children out of the house, they pursue active lifestyles that include exercise, time with their grandkids, and living their best lives now. They tend to be socially active and do not wish to sit home idle.

We want them to recognize Coppell as a great place filled with family-friendly activities for time well spent.

We want to pique their interest and discover that Coppell is a great regional option for an active day trip.

We want them to think of Coppell when planning their skip-gen day out or when looking for an active senior escape.**

Coppell Arts Center

Coppell Farmers Market

Andy Brown Park

Trinity River Kayaks Co.

Biodiversity Education Center

Coppell Senior & Community Center

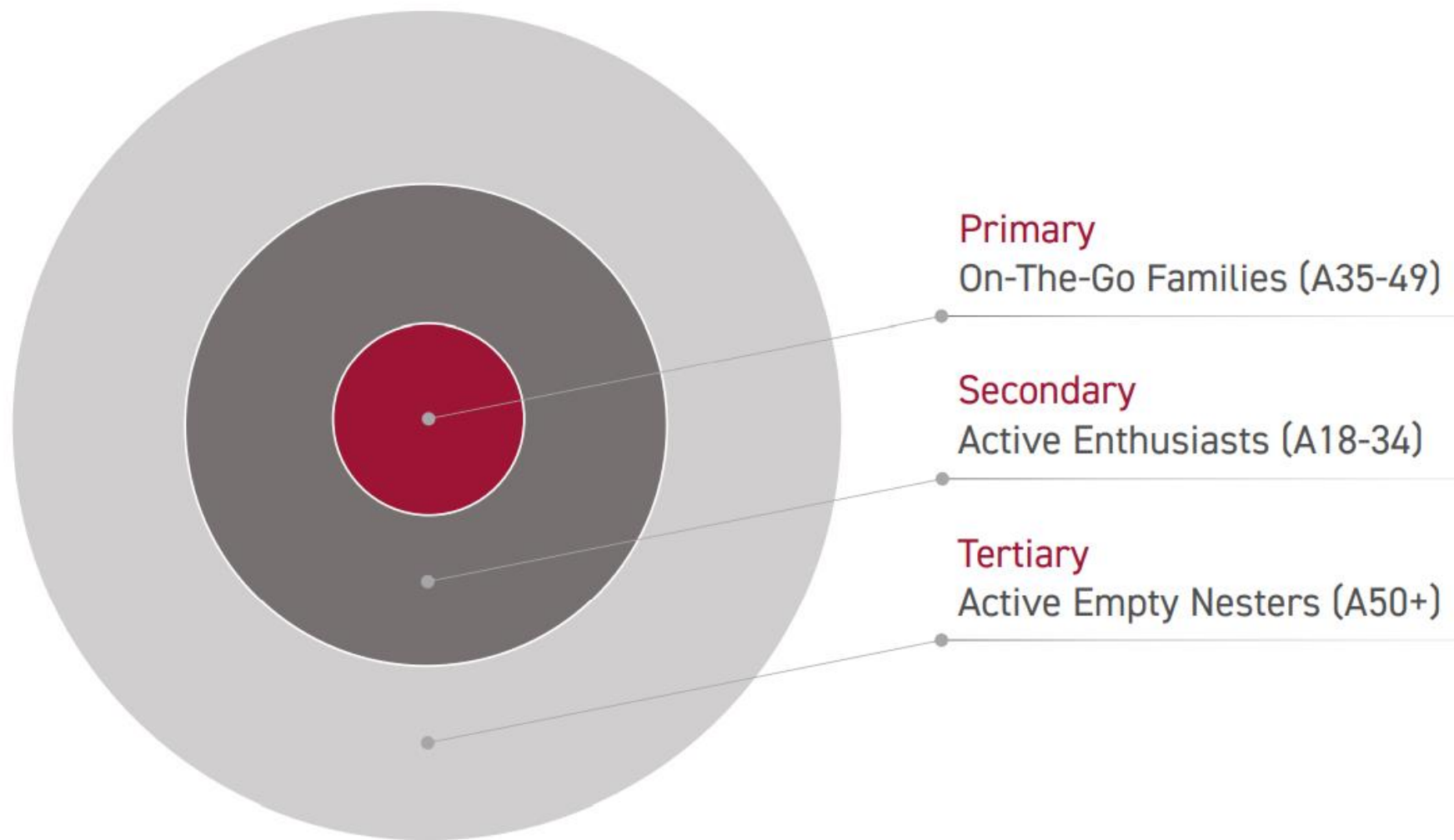
HIGHLY RELATABLE, AUTHENTIC, LIVELY, WELCOMING

*The ever-evolving family comprises of all tribes, from traditional families to skip-gen travelers, to active enthusiast couples.
**Skip-gen travel: grandparents traveling with grandkids without the parents along (i.e., skipping the "middle" generation).

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****Skip-gen travel:** grandparents traveling with grandkids without the parents along (i.e., skipping the “middle” generation).

TARGET MARKET



PRIMARY | ON-THE-GO FAMILIES

Family-first is the mantra of these On-The-Go Families. This segment is primarily couples with children who lead busy, active lives often centered around the sports schedules and interests of their children. Always on the go, always busy, need to constantly be productive, and dislike anything they feel is a waste of time, especially when it comes to family outings.

Target Age: Adults 35-49



75% say their children have a significant impact on the activities they choose		I'm always on the lookout for family-friendly activities
	Family is my top priority	
I consider myself to be very sociable		Keeping up with family & friends on social media is important

TRAVELER SEGMENTATION



FAST FOLLOWERS



ADAPTERS

- 67% authentic experiences
- Online destination and tourism research

DEMOGRAPHICS



46% | 54%



45%

- Median age: 42
- Marital status: 7.3%
- Median HH income: \$94K

DEVICE OWNERSHIP



Smartphone
92% - 105i



Desktop / Laptop
90% - 103i



Tablet
57% - 112i

MEDIA USAGE

Video



Native



Audio



OOH



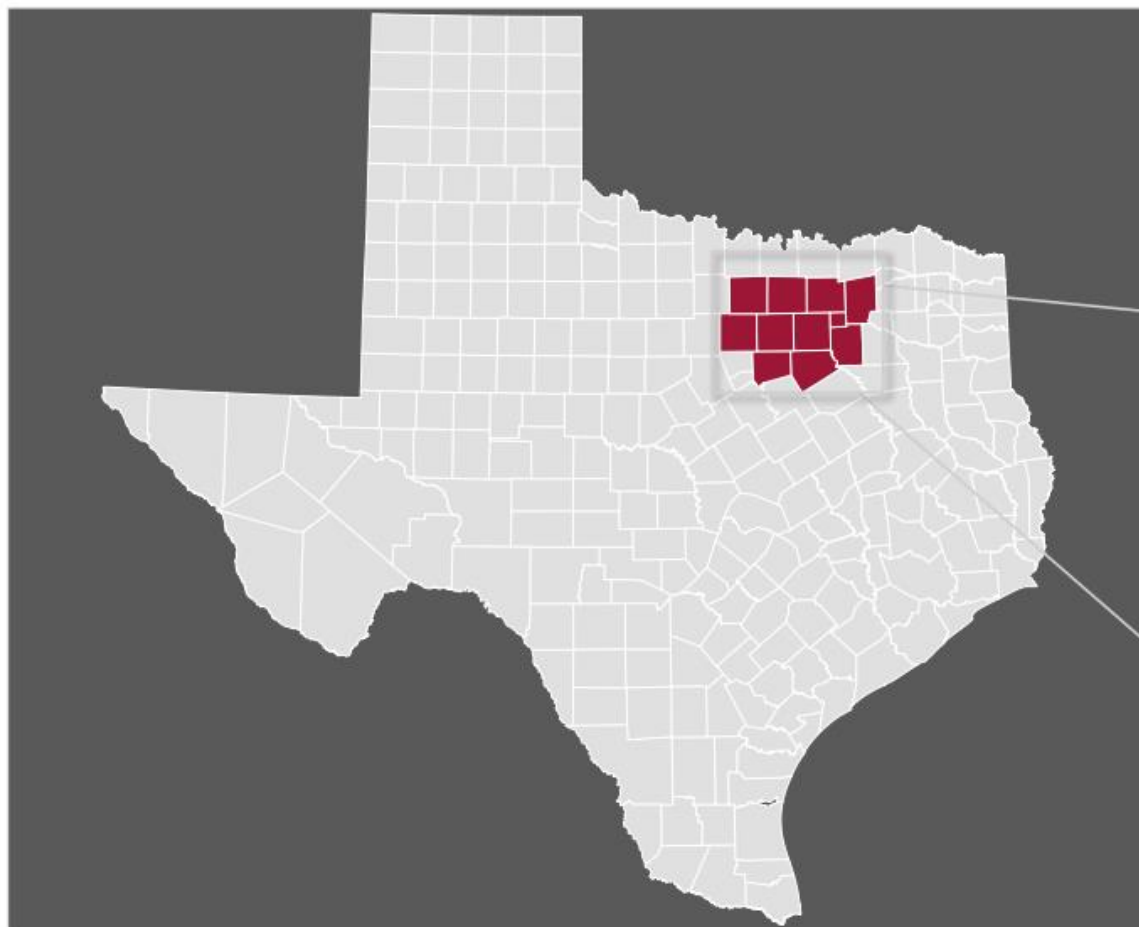
Display



Print

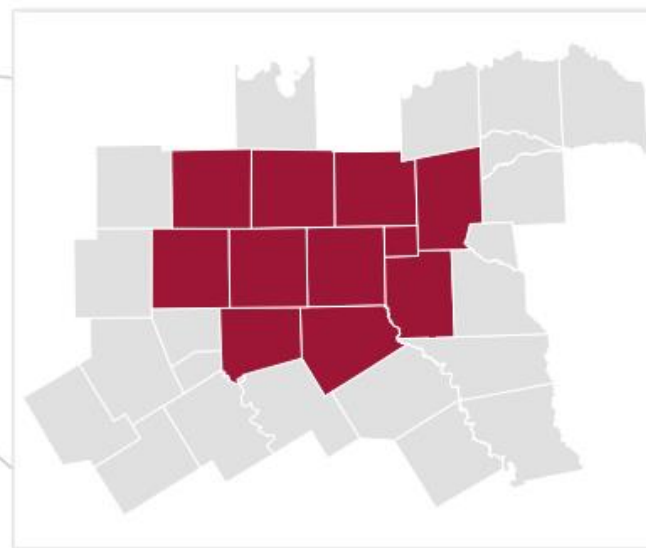


TARGET GEOGRAPHY



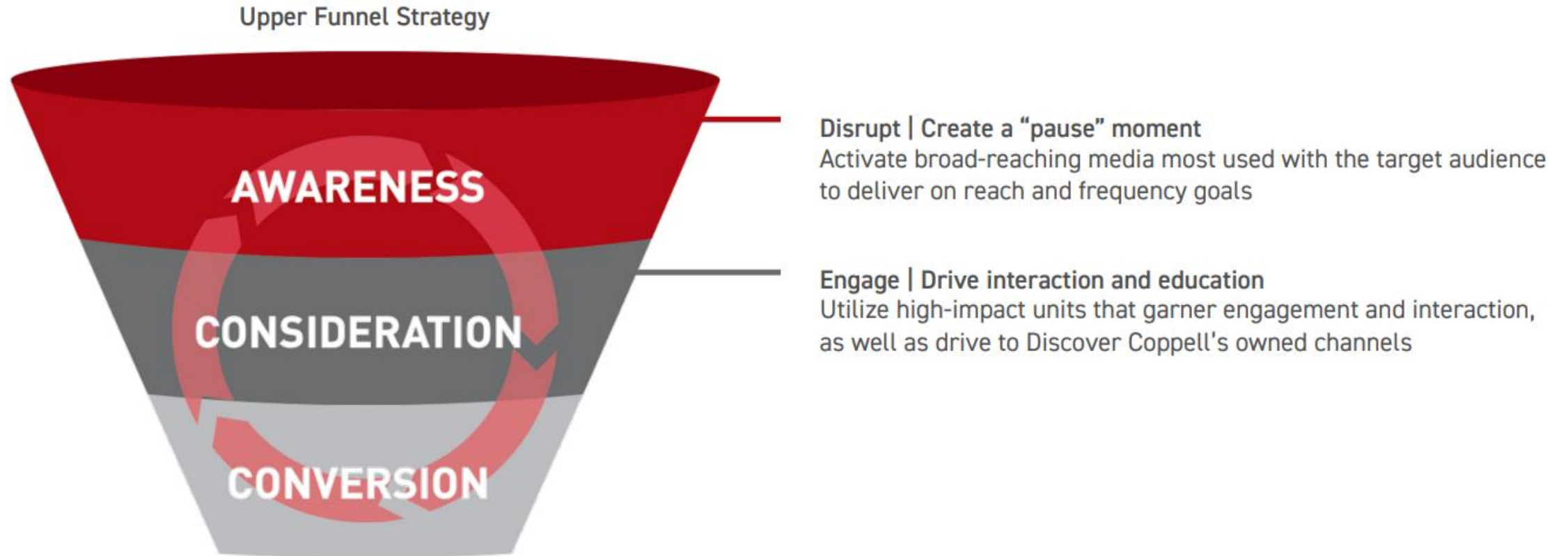
Location Targeting

Utilize geo technology that gives us the ability to create custom locations targeting our audience within defined counties:



Collin
Dallas
Denton
Ellis
Hurst
Johnson
Kaufman
Parker
Rockwall
Tarrant
Wise

PARAMETERS



STRATEGIC PILLARS

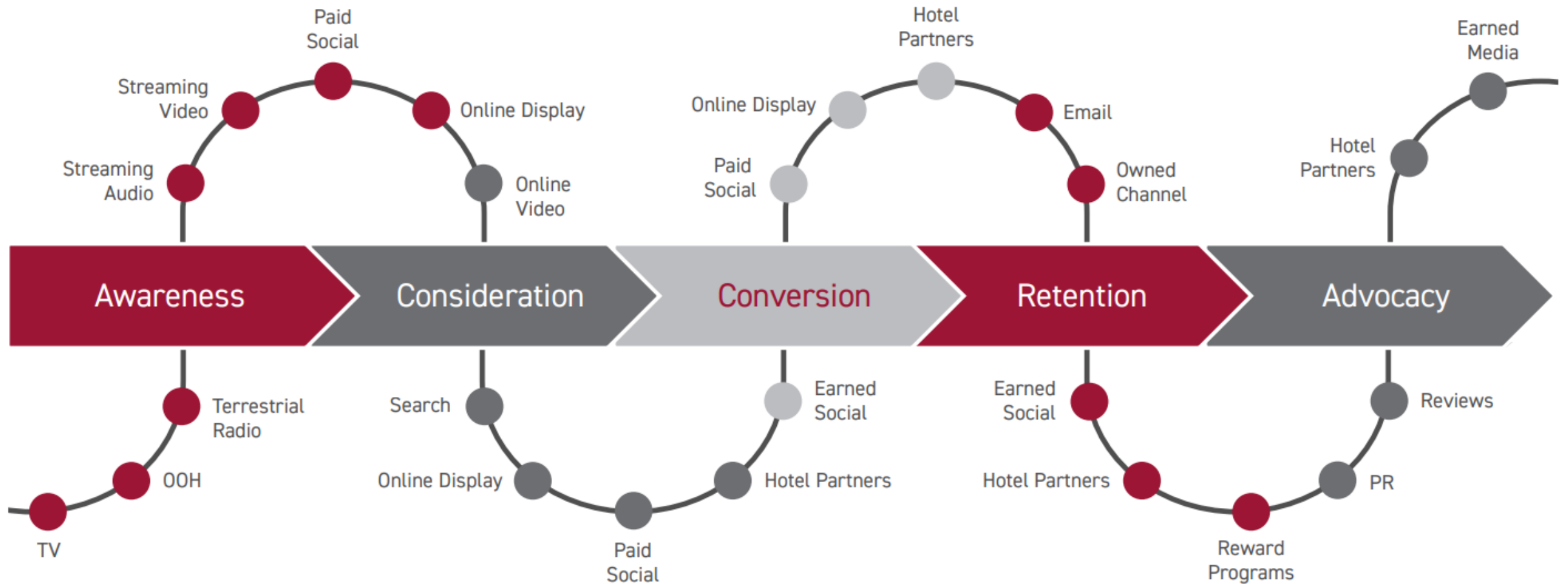
Establish New Brand	Prioritize Behavior	Cross-Channel	Elevate Brand Engagement
<p>Utilize paid media channels and tactics that will introduce and establish the new Discover Coppel brand in the DFW metroplex</p>	<p>Behavior-first targeting based on users who enjoy leisure traveling</p> <p>Align with media consumption – utilizing high-indexing verticals of the three targets</p>	<p>Follow consumer journey at various touchpoints throughout the day</p> <p>Take advantage of cost-efficient media for effective reach across all audience segments</p>	<p>Leverage investment with high-impact and social tactics that promote higher engagement and interaction with Discover Coppel</p>
			

CHANNEL STRATEGY



- Activate broad-reaching media most used with target audience to deliver on reach and frequency
- Utilize high-impact units that garner engagements and interaction, as well as drive to Discover Coppel's owned channels

CHANNEL STRATEGY



CHANNEL STRATEGY – On-The-Go Families

How do *On-The-Go Families* consume media?

Media Vehicles	On-The-Go Families	
	%	Index
Social	98%	109
Streaming Video	95%	109
Search	94%	109
Streaming Audio	85%	117
Online Display	73%	107
OOH	68%	113
Online Video	68%	117
Terrestrial Radio	41%	103
Newspaper	41%	102
TV	32%	79

> 50% media consumption | > 100 Index:

- Social
- Streaming Video
- Search
- Streaming Audio
- Online Display
- OOH
- Online Video

CHANNEL STRATEGY – Active Enthusiasts

How do *Active Enthusiasts* consume media?

Media Vehicles	Active Enthusiasts	
	%	Index
Social	100%	110
Streaming Video	100%	114
Streaming Audio	93%	127
Search	90%	105
Online Display	77%	113
Online Video	75%	130
OOH	64%	106
Terrestrial Radio	37%	92
Newspaper	36%	89
TV	20%	51

> 50% media consumption | > 100 Index:

- Social
- Streaming Video
- Streaming Audio
- Search
- Online Display
- Online Video
- OOH

CHANNEL STRATEGY – Empty Nesters

How do *Active Empty Nesters* consume media?

Media Vehicles	Active Empty Nesters	
	%	Index
Social	92%	101
Search	84%	98
Streaming Video	83%	96
Streaming Audio	67%	92
Online Display	66%	120
OOH	64%	106
TV	59%	148
Online Video	56%	96
Newspaper	47%	116
Terrestrial Radio	46%	114

> 50% media consumption | > 100 Index:

- Social
- Online Display
- OOH
- TV

CHANNEL STRATEGY – Channel Strategy

What efficiencies can be made due to *multi-target* consumption?

Media Vehicles	On-The-Go Families		Active Enthusiasts		Active Empty Nesters	
	%	Index	%	Index	%	Index
TV	32%	79	20%	51	59%	148
Streaming Video	95%	109	100%	114	83%	96
Online Video	68%	117	75%	130	56%	96
Terrestrial Radio	41%	103	37%	92	46%	114
Streaming Audio	85%	117	93%	127	67%	92
Online Display	73%	107	77%	113	66%	120
Social	98%	109	100%	110	92%	101
Search	94%	109	90%	105	84%	98
OOH	68%	113	64%	106	64%	106
Newspaper	41%	102	36%	89	47%	116

SELECTED MEDIA CHANNELS

Audio



**Intercept & Disrupt
Daily Routines**
(storytelling & sound)

Display



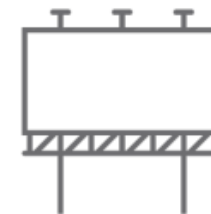
Immersive Experience
(behavioral & contextual
relevance, nuanced)

Native



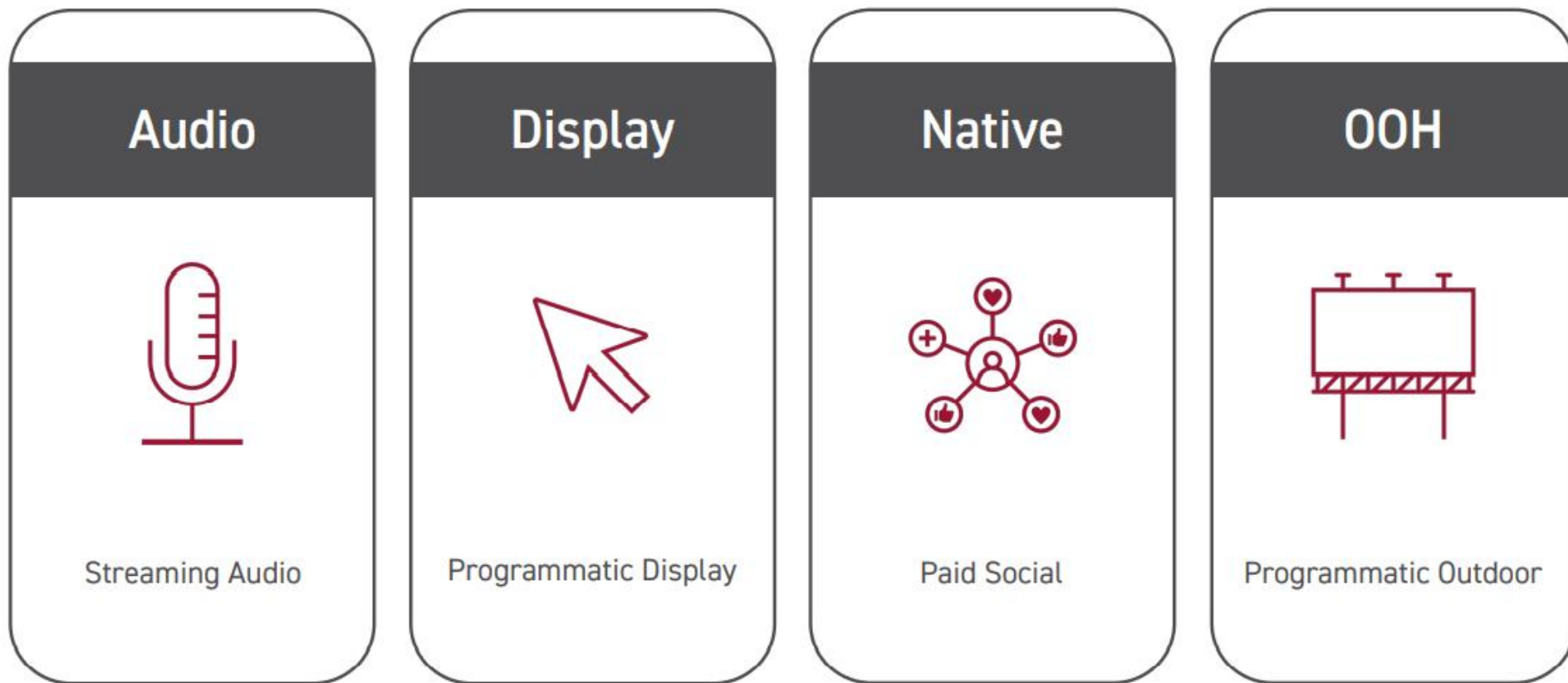
**Personal Interactions
& Connections**
(visual story & engaging)

OOH



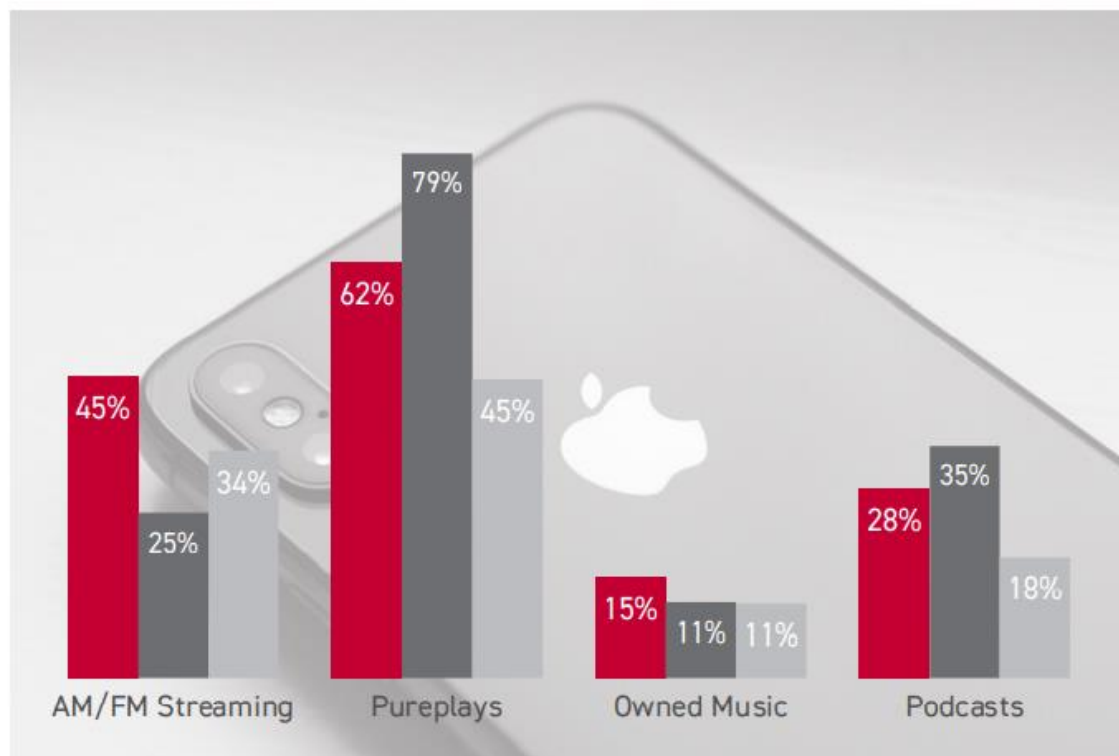
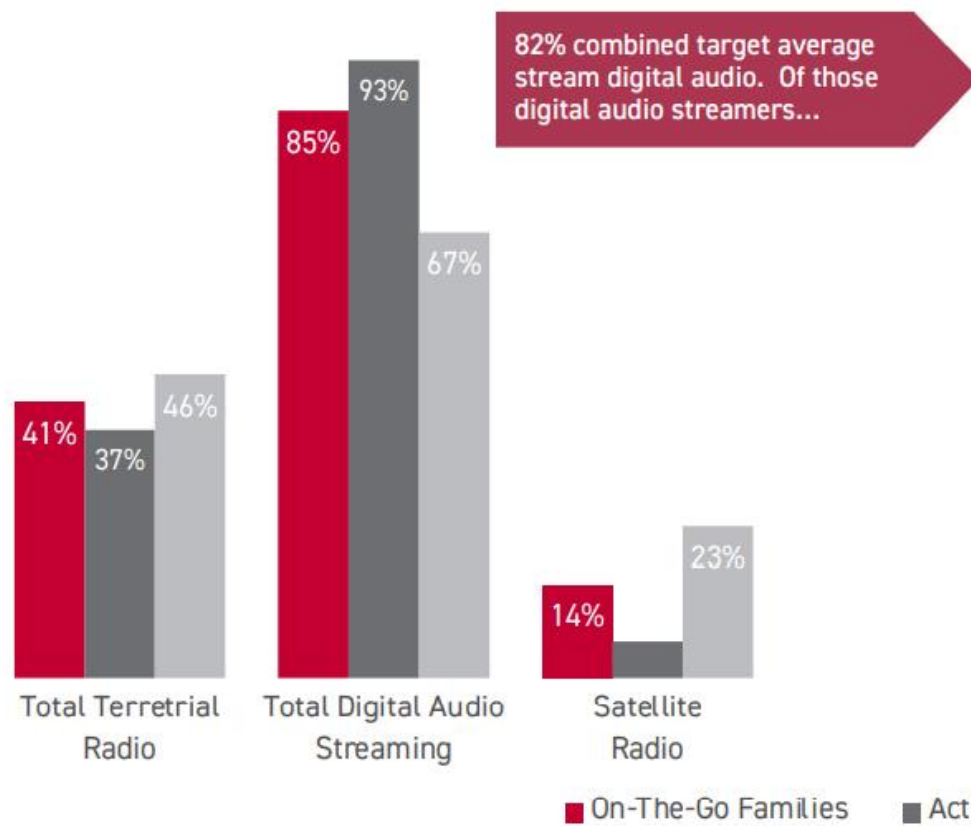
**Brand Recognition
& Innovation**
(high visibility, creative impact)

MEDIA TACTICS

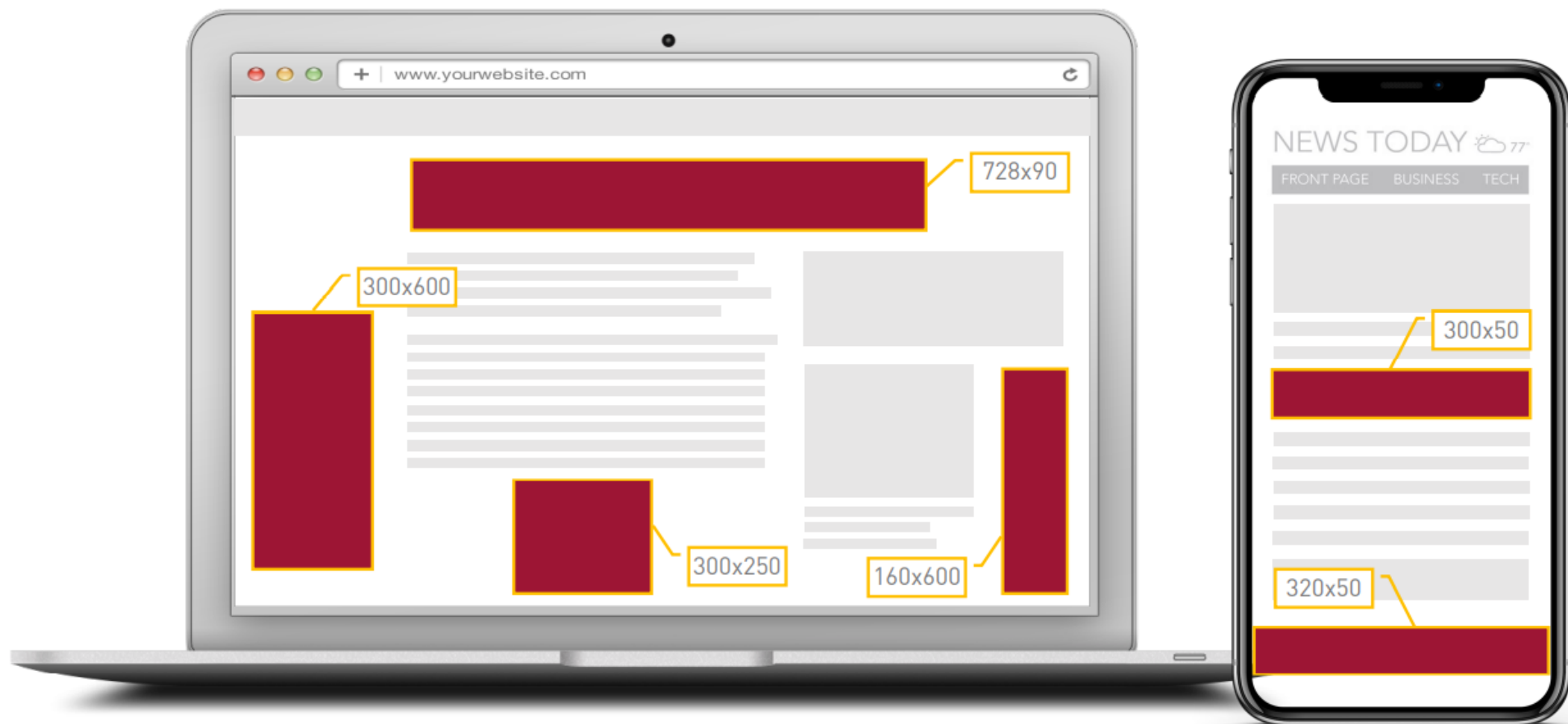


MEDIA TACTICS - STREAMING AUDIO TRENDS

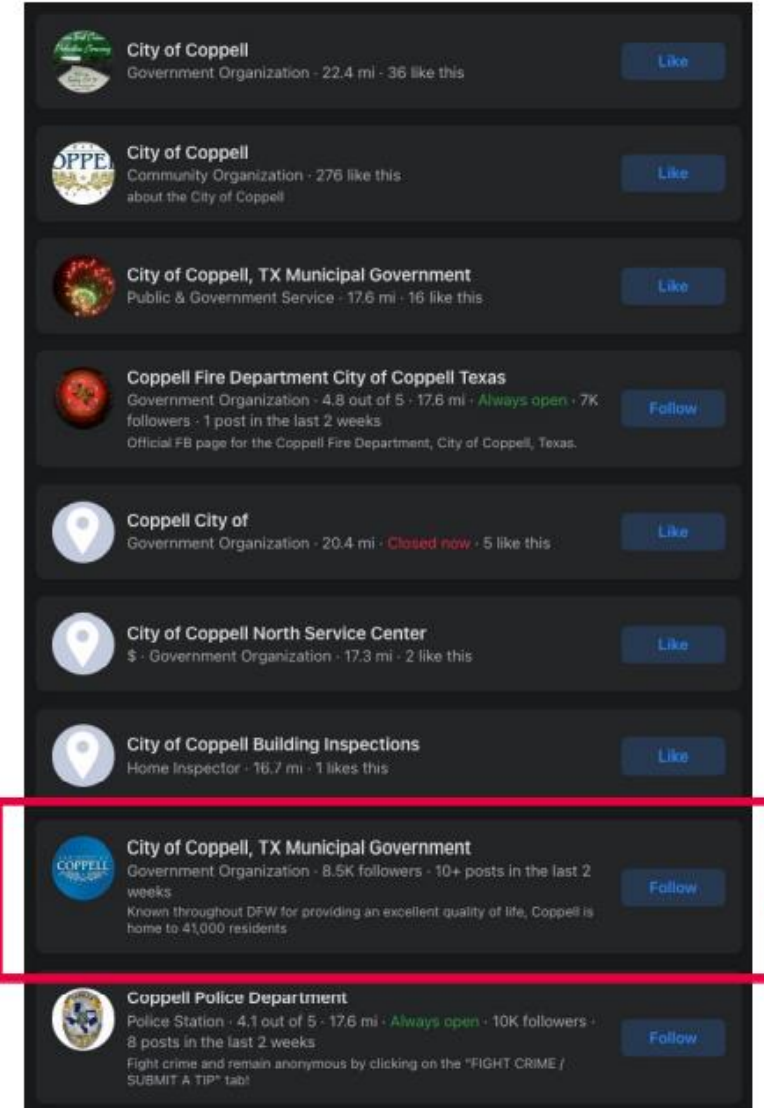
How do *On-The-Go Families*, *Active Enthusiasts*, and *Active Empty Nesters* use audio today?



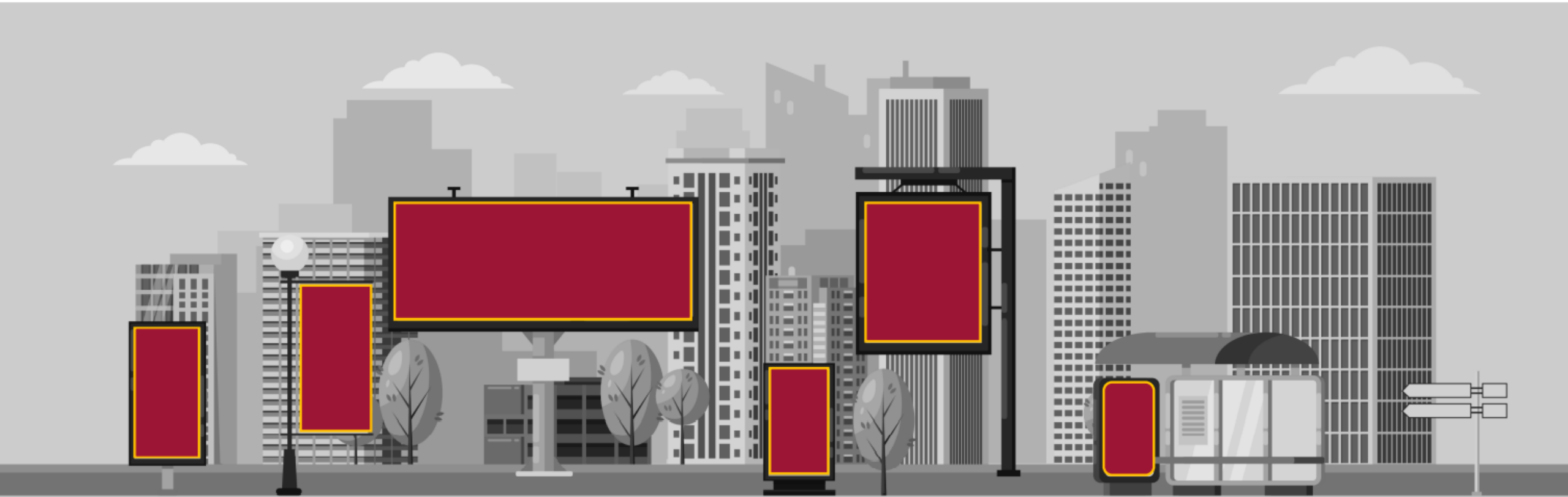
MEDIA TACTICS- PROGRAMMATIC DISPLAY UNITS



MEDIA TACTICS- PAID SOCIAL



MEDIA TACTICS- PROGRAMMATIC OUT-OF-HOME (OOH)



Programmatically rotate digital assets across billboards and bulletins in restaurants, bars, retail centers, gas stations, etc.

DISCOVER COPPELL BUDGET

FEB - SEPT 2023

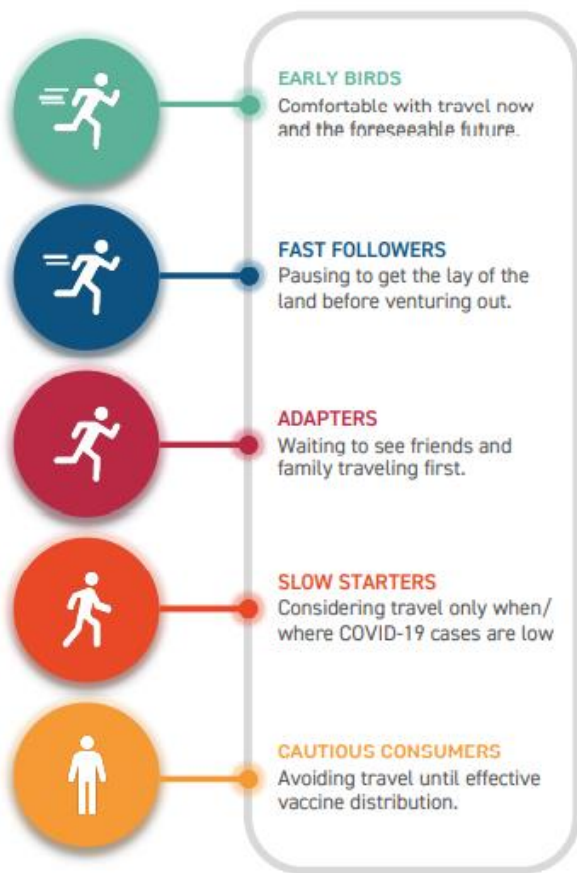


Paid Media		\$133,340.00
Audio, Display, OOH		
Agency Services & Creative Production		\$66,660.00
Refreshing creative, creating ads for new tactics such as video ads, photoshoot, etc		
Contractor Management - 12%		\$24,000.00
(includes oversight/management of production agency & website/social media management and staff interaction with local corporations to promote using Coppel when scheduling conferences)		
Total Expenses		\$224,000.00

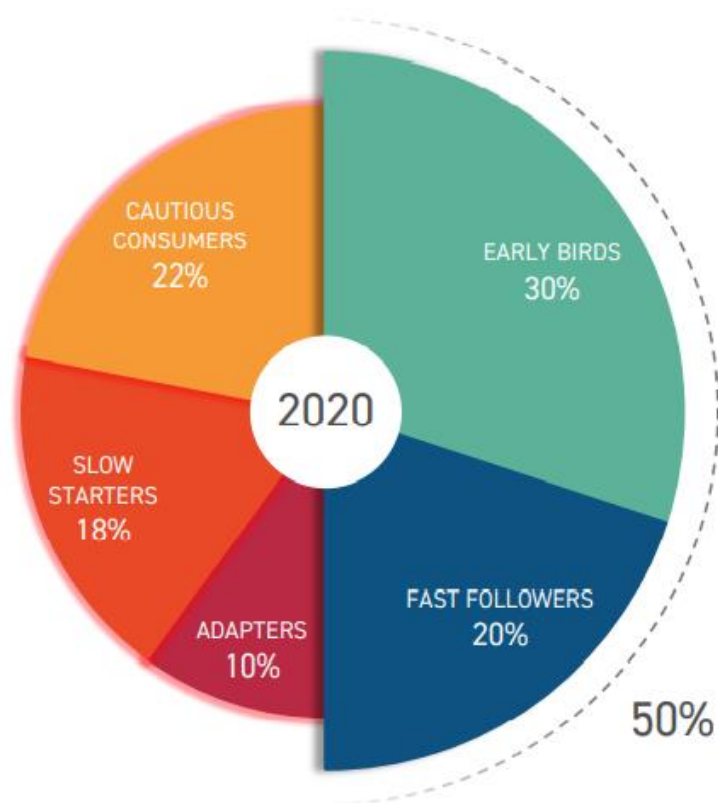
APPENDIX

TRAVELER SEGMENTS

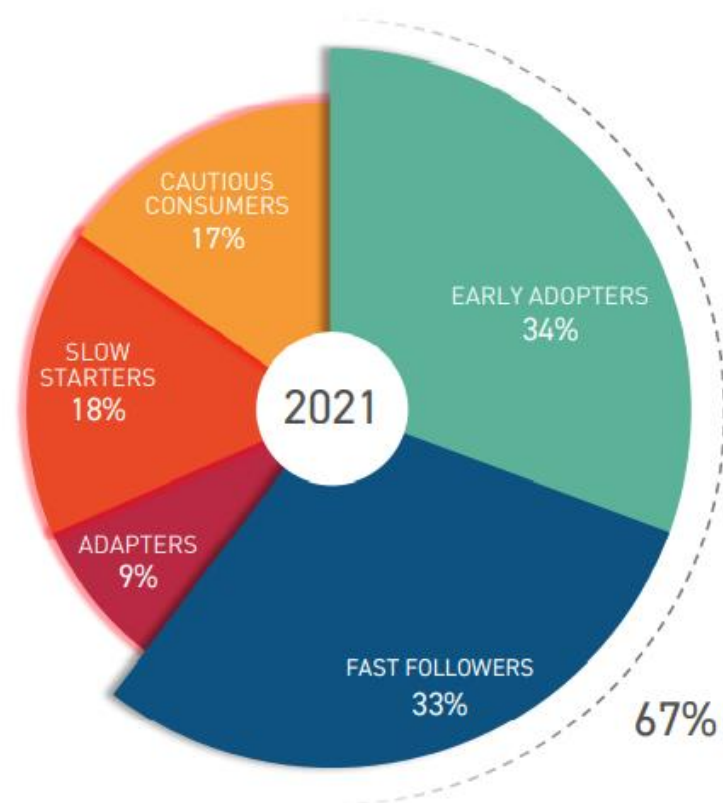
TRAVELER RISK TOLERANCE GROUPS



2020 VISITOR RISK TOLERANCE POPULATIONS



INTENT TO VISIT



SECONDARY | ACTIVE ENTHUSIASTS

Primarily younger married couples, this ambitious segment, Active Enthusiasts, pride themselves on their unique and exciting lifestyle. They value authentic connections with people and experiences over material possessions. Sticking closer to home these days, they are seeking regional adventure opportunities that provide dynamic options that they can curate for a one-of-a-kind day trip.

Target Age: Adults 18-34



	My philosophy is: Life should be as much fun as possible	Physical fitness is a top priority
Outdoor adventure is very important to me		Juggling family / work demands is very stressful for me
	I post ratings / reviews for others to read on social media	
70% like to pursue new challenges		88% value authenticity over all else
	67% participate in events like 5Ks	

TRAVELER SEGMENTATION

EARLY BIRDS

FAST FOLLOWERS

- 69% exploration hungry
- User-generated content

DEMOGRAPHICS

44% | 56%

29%

- Median age: 25%
- Marital status: 22%
- Median HH income: \$68K

DEVICE OWNERSHIP

Smartphone
98% - 112i

Desktop / Laptop
86% - 98i

Tablet
46% - 90i

MEDIA USAGE

Video

Audio

Display

Native

OOH

Print

TERTIARY | ACTIVE EMPTY NESTERS

A far cry from the stay-at-home, cookie-baking, sweater-knitting seniors, Active Empty Nesters are physically fit, financially stable, healthier, more active, and living longer. With their grown-up children out of the house they pursue active lifestyles that include exercise, time with their grandkids and living their best life now. They tend to be socially active and do not wish to sit home idle.

Target Age: Adults 50+



	I'm a heavy TV consumer; it's my main source of entertainment	
67% exercise on a regular basis		87% want to make the most of their retirement years
	Spending time with my grandkids is very important to me	
73% like doing things that are new and different		I frequently choose active outings with lots to do

TRAVELER SEGMENTATION

ADAPTERS

SLOW STARTERS

- 51% daytrippers
- User-generated content

DEMOGRAPHICS

44% | 56%

28%

- Median age: 62
- Marital status: 62%
- Median HH income: \$64K

DEVICE OWNERSHIP

Smartphone
83% - 94i

Desktop / Laptop
85% - 97i

Tablet
50% - 98i

MEDIA USAGE

Video

Native

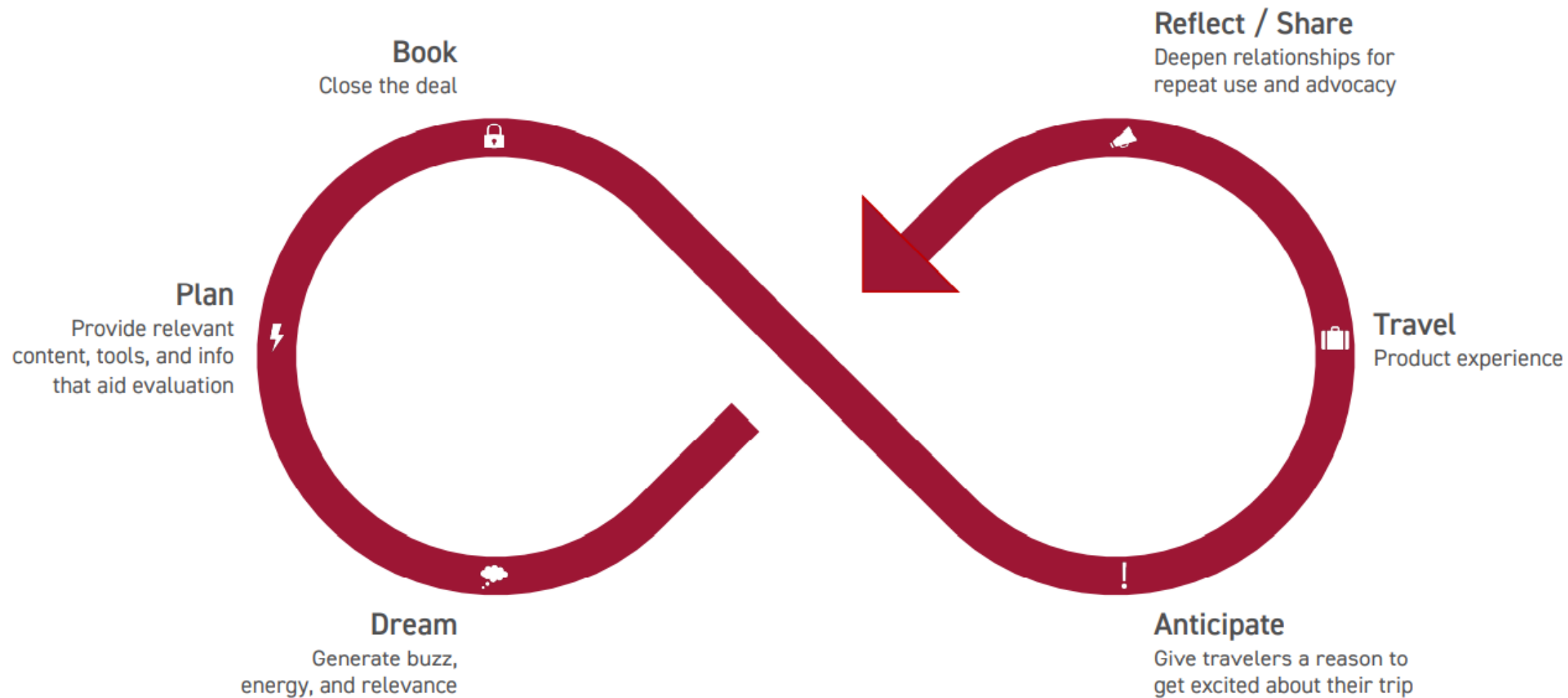
Audio

OOH

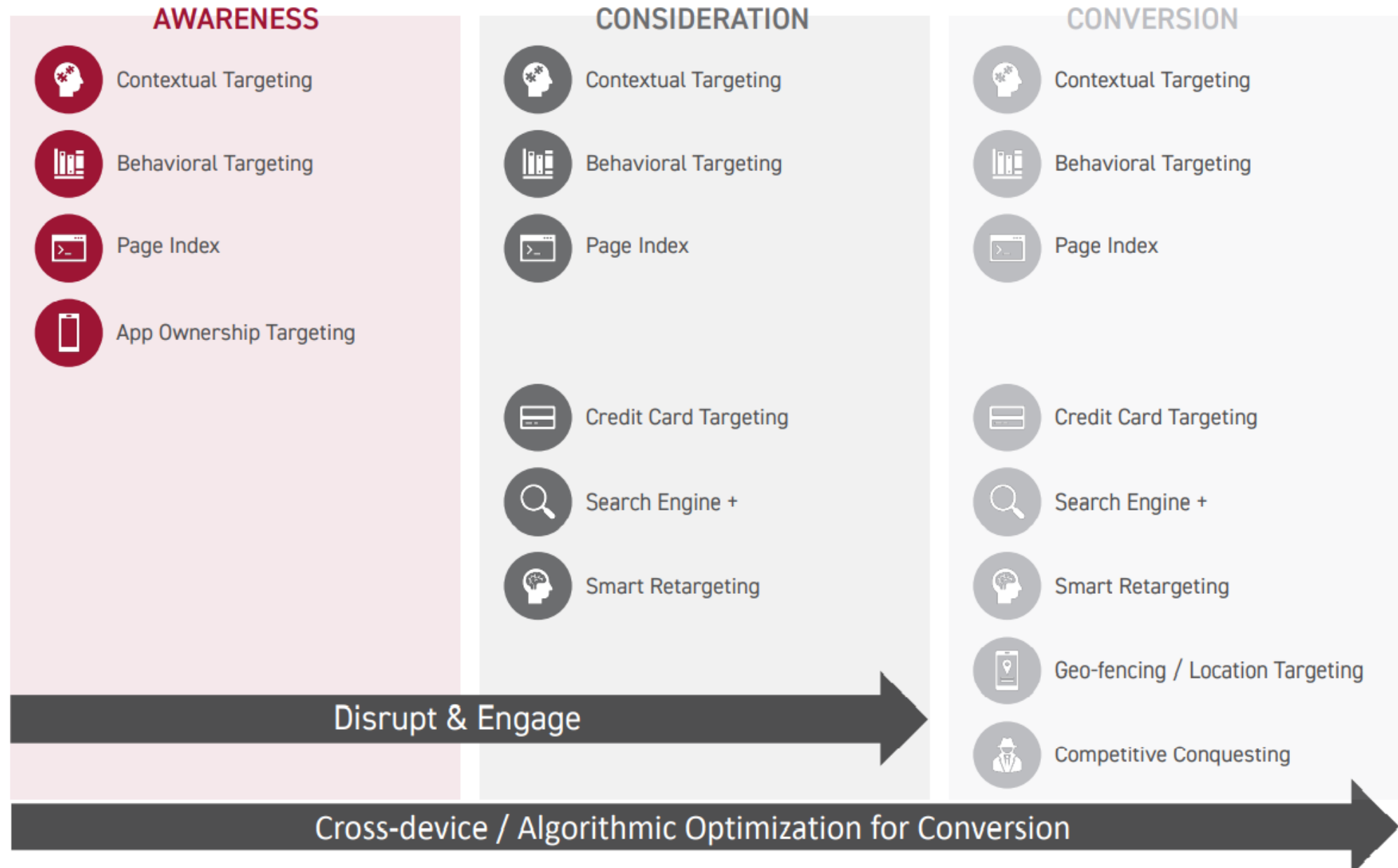
Display

Print

CUSTOMER JOURNEY

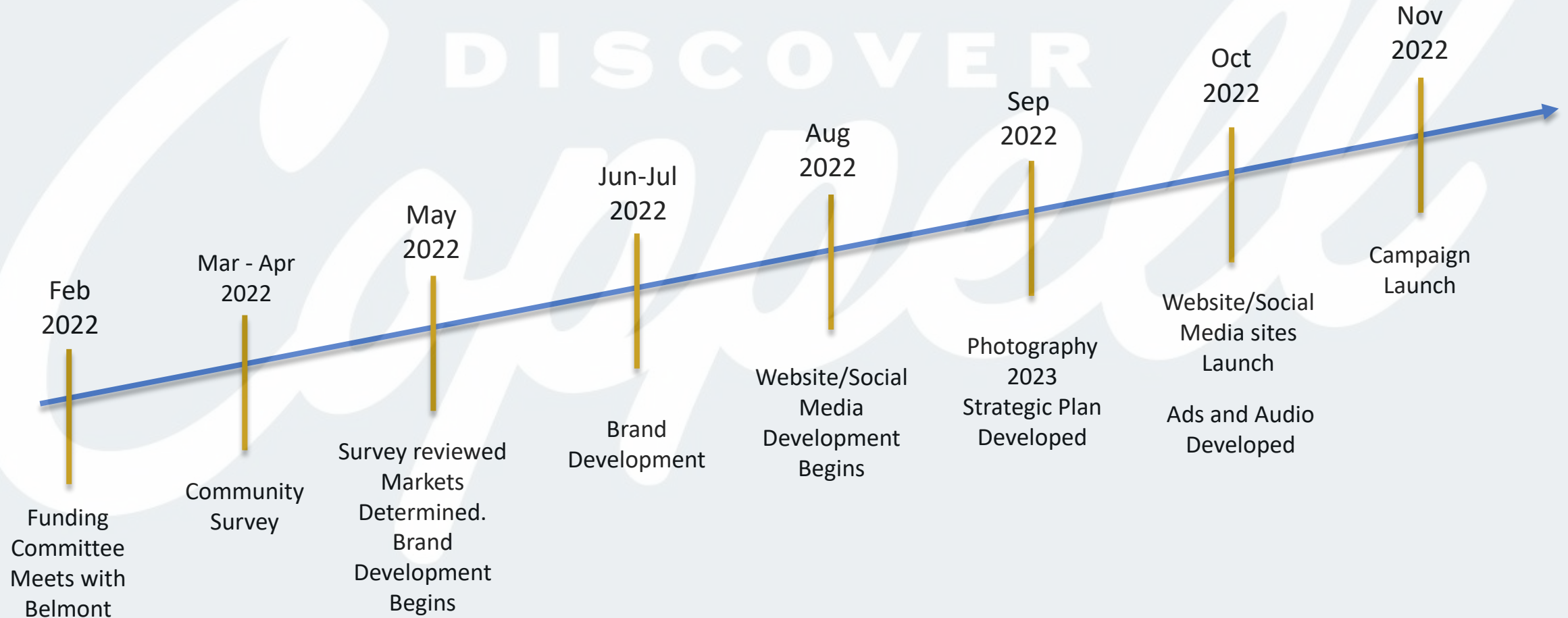


FUNNEL SPECIALIZATION

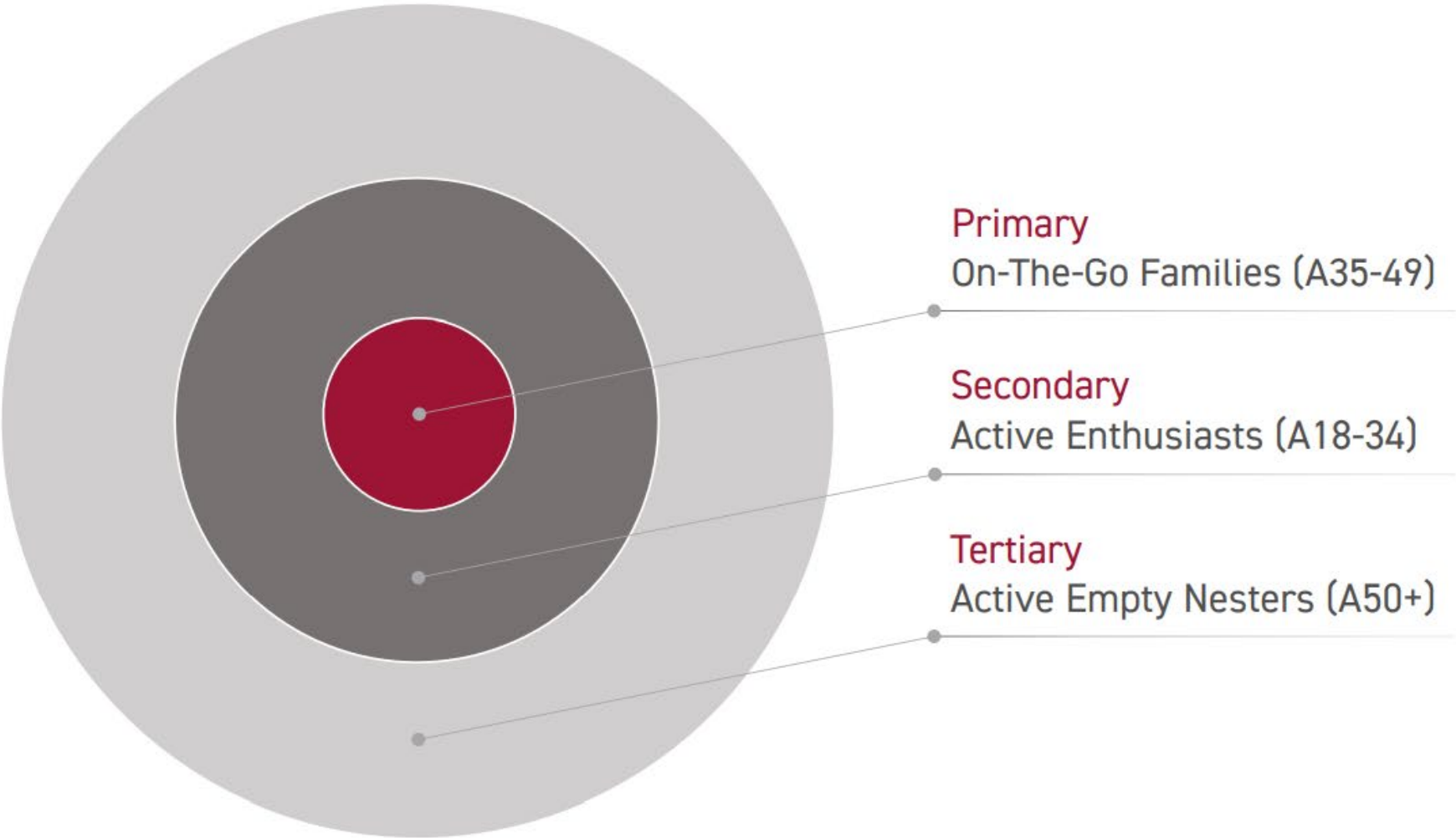




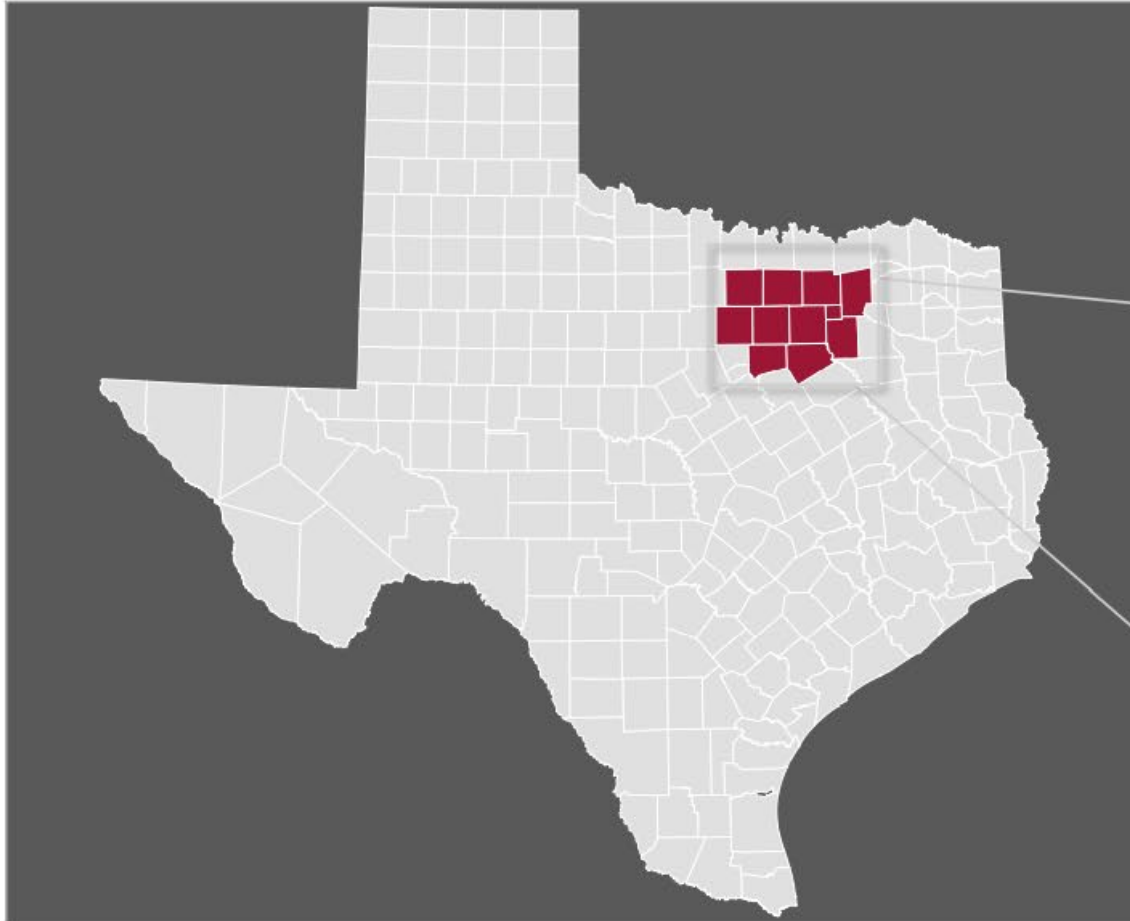
Discover Coppel Timeline



PLANNING PARAMETERS | WHO?

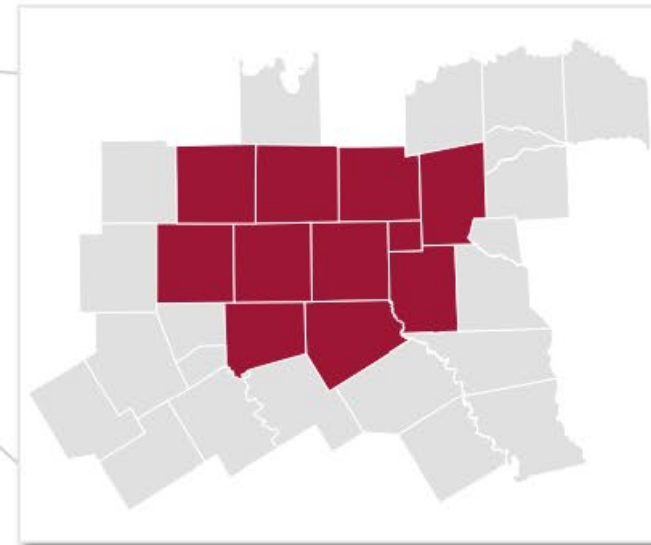


PLANNING PARAMETERS | TARGET GEOGRAPHY



Location Targeting

Utilize geo technology that gives us the ability to create custom locations targeting our audience within defined counties:



Collin
Dallas
Denton
Ellis
Hurst
Johnson
Kaufman
Parker
Rockwall
Tarrant
Wise

EAT

SHOP

STAY

MEET

DISCOVER
Coppell

THINGS TO DO

EVENTS



Advertising has been designed to drive traffic to the Discover Coppel Website and Social Media for Information and Direction.



- Version 1 runs on entertainment environments such as bars, casual dining, hotels, movie theaters, QSR, recreation, sports entertainment



1280x960



772x400

Advertising has been designed to drive traffic to the Discover Coppel Website and Social Media for Information and Direction.



- Version 2 will run in the outdoor billboard space



Advertising has been designed to drive traffic to the Discover Coppell Website and Social Media for Information and Direction.

- Version 3 is running in retail environments such as convenience stores, grocery and malls



728x90



Discover Coppel

Sponsored (demo) · 🌐



With 17 parks around town, kids (and imaginations) can run wild. All just a short trip down the road – and close to perfect.



[DISCOVERCOPPELLTEXAS.COM](https://discovercoppelltexas.com)





Streaming audio plays on streaming audio platforms such as Spotify, Pandora, iHeart, etc. It is served up to people who fall within our target parameters. The audio spots are served with a companion banner

DISCOVER COPPELL BUDGET 2022



Paid Media		\$ 77,000.00
Nov 2022 - Jan 2023		
Website, Social Media development		\$ 18,000.00
Photoshoot & Agency Management		\$ 25,000.00
Agency Services & Creative Production		\$ 30,000.00
Community Survey, Survey Study, Brand Development, Ad Development, Audio Development, Paid Advertising Management		
Contractor Management - 10%		\$ 15,000.00
(includes oversight/management of production agency & website/social media management and staff interaction with local corporations to schedule conferences)		
Total Expenses		\$ 165,000.00

DISCOVER COPPELL BUDGET

FEB - SEPT 2023



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