

Visit Gainesville Paid Media Scope of Work

This document outlines a proposed media plan and scope of work for Visit Gainesville's marketing efforts for FY 25/26, with the goal of increasing awareness, visitation, lodging room nights, and commerce in the destination.

Proposed Media Tactics (9.5 months - December 15, 2025, to September 30, 2026):

TACTIC	MONTHLY	ANNUALLY
SEM	\$1,800	\$17,250
Google Performance Max (Pmax)	\$2,400	\$23,000
Google Responsive Display Remarketing	\$600	\$5,650
Meta Prospecting	\$1,800	\$16,500
Meta Remarketing	\$600	\$5,500
Account Strategy	\$460	\$4,600
Media Buying Services & Reporting	\$1,800	\$17,100
Content Support	\$540	\$5,400
TOTAL	\$10,000	\$95,000

** All paid media tactics are direct pass-through spends with no markup. All services are based on estimated hours to support the client's objectives.*

Strategic Planning:

Strategic planning is included in Madden's services. The process involves data analysis and market research to help Visit Gainesville gain a deeper understanding of its target audience and identify emerging markets. Madden designs media plans that flex with your goals, align with your audience behavior, and adapt with your seasons. Using insights from Voyage Atlas, the planning considers audience behavior + planning cycles, visitor motivations across leisure and business segments, and performance data, not platform pressure. In short, it starts with audience before content and media, focusing on geo locations (primary and secondary audiences), interests / behaviors / intent / purchase patterns (key traveler segments, trip motivators, behavioral patterns), and psychological drivers (desire, appeal, interest)

The process starts with Visit Gainesville's established goals (KBOs and KPIs), then aligns media messaging to support the traveler's journey.

- **Data-Informed Planning:** Tourism intelligence, historical performance, and behavioral insights to map out smart, goal-driven strategies are used.
- **Real-Time Optimization:** Daily monitoring and in-flight adjustments ensure budget and creative stay focused on what's working.
- **Strategic Collaboration:** The team works hand-in-hand across teams—and with yours—to ensure seamless execution and shared success.
- **Clear Value:** No markups. No confusion. Just transparent reporting and measurable impact.

The media plans are developed by understanding how consumers interact with tourism and travel media, taking into account their buying behaviors and the factors that influence their decisions across the entire communication ecosystem. Media plans are designed to inspire audiences in channels that will drive action.

Creative Development:

This SOW relies on creative assets supplied by the VCB including images, videos, and display ads. SEM and Pmax campaigns will be guided by the Madden Media team.

Resource Allocation:

The monthly service fee covers all services related to the contract, including account management, strategic planning, media planning, buying, and placement. The estimated monthly agency hours are:

- **Account Strategy:** 2 hours/month
- **Media Buying Services & Reporting:** 10 hours/month
- **Content Support:** 9 hours/quarter (season)

Campaign Timeline:

A proper onboarding process, allowing for asset collection, account setup, campaign build, QA, and client approvals, will typically take approximately 4 weeks from contract signing to full launch. Creative can be refreshed, as needed with the recommendation of seasonal shifts versus monthly shifts.

Ads will run throughout each month from launch through the remainder of the fiscal year. Budget distribution can (and should) be allocated based on seasonal needs to create demand when it's needed most.

Management & Optimization:

Campaigns are constantly monitored and tweaked for peak performance. We deploy media to solve specific problems and select and modify tactics based on performance goals. Budget reallocations are handled flexibly to ensure funds are shifted to top-performing channels, maximizing return on investment. A/B testing is a part of the optimization process to continuously improve ad performance and engagement.

- daily monitoring of trends, pacing, and buzz
- weekly touchpoints to optimize impact
- monthly reviews of performance and growth
- quarterly strategic deep dives to stay ahead

KPIs/Reporting:

Overall VCB KPIs are set by Visit Gainesville and the media will align accordingly. A live dashboard will be created using the Madden Voyage system to allow transparency for all campaign efforts tracking media Impressions, Clicks, CTRs, Engaged Sessions, Engagement Rate, Average Session Duration, Video Views, Keyword optimization, amongst others depending on the media tactic and needs to the VCB. Madden will include strategic recommendations during monthly reporting to ensure campaigns are continuously optimized for success. If adjustments are needed beyond standard optimizations between reporting calls, the Madden team will contact the VCB directly.

Creative Refresh:

Creative can be refreshed as needed, however, it is the agency's recommendation that changes happen based on 4 seasonal shifts.

Strategic Reviews:

Strategic reviews are conducted as part of the ongoing monthly services. These reviews provide insights into campaign performance, audience behavior, and emerging trends to ensure the media plan remains effective and aligned with your goals.

Scope:

- **Inclusions:** The scope includes strategic media planning, traditional and digital media planning and buying, and other marketing services as agreed upon. The service fee covers account management, strategic planning, media planning / buying / placement, and editorial.

Terms:

- **Contract Length:** The agreement term is from **December 15, 2025, to September 30, 2026**
- **Payment Terms:** All services are billed monthly at the start of each month, with **Net 30 payment terms**
- **Cancellation Policy:** Either party can terminate the agreement without cause by providing **thirty (30) days' written notice**
- **Ownership of Creative Assets:** All work products, including campaigns, creative, social media channels, slogans, artwork, and digital assets, are the **property of the Client**
- **Proposed Start Date:** The agreement will commence on **December 15, 2025**