

The Incredible Age Expo

E.W. Scripps – Tucson

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Give light  and the people will find their own way

SCRIPPS

About E.W. Scripps

- E.W. Scripps is one of the nation's largest independent TV station owners.
- 33 television stations and 34 radio stations.
- Working to stay ahead of the ways in which people use technology to find news and information.

The Incredible Age Expo

- Planning a first time event called, The Incredible Age Expo in Tucson, AZ.
- It's about health & wellness, travel, sports, leisure, recreation, upgrading & downsizing.
- It's designed for late- career & early retirement baby boomers.
- This expo will explore the multitude of options available as these "Incredible Agers" make choices for themselves, their grown children, and their own aging parents.

Personas



- Generation, adults 50+ years of age.
- Develop a campaign plan targeted towards **millennials**, and identify how it would be utilized across multiple channels (website, social, etc.).
- This would include all aspects of our marketing strategy with digital, radio and TV.

Pre Events

Bear Down Friday

- Main Gate Square
- Date(s): September 1st, 8th

Coca-Cola Fan Fiesta

- Intersection of University Blvd and Cherry Ave
- Date: September 2nd

Interactive Booth

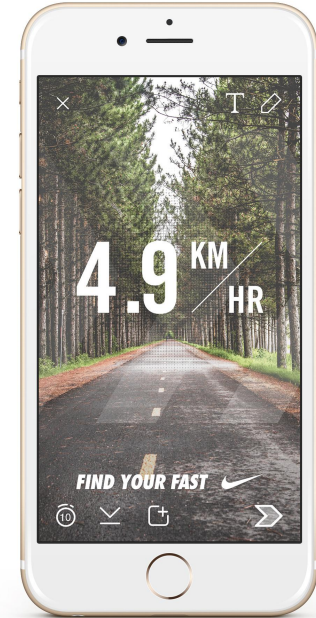
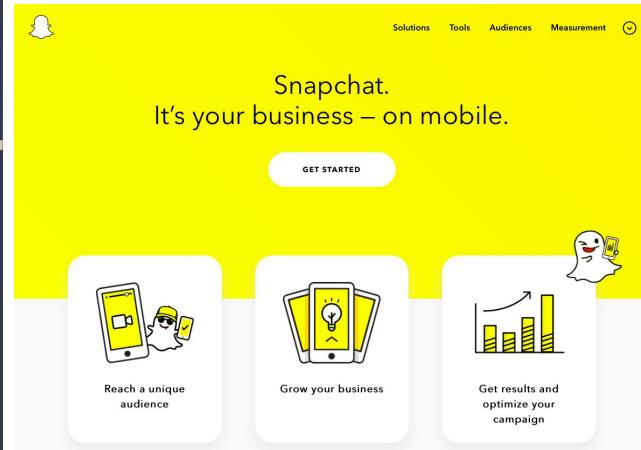
- T-Shirt Giveaway ~\$520
- Photo backdrop/props ~\$400
- #IncredibleAge



Snapchat Campaign

Advertisement via Snapchat Geofilter

- Introduction
- Estimated cost: \$500-\$1,000
- Run times
- Process



Snapchat Campaign

The screenshot displays the 'On-Demand Geofilters' app interface. At the top, a yellow navigation bar contains the app name and a dropdown arrow. Below this, a progress bar indicates four steps: 'STEP 1 Upload or Design', 'STEP 2 Choose Filter', 'STEP 3 Choose Area', and 'STEP 4 Submit'. The main content area is divided into two columns. The left column, under 'STEP 1', offers two options: 'Upload Your Own' (highlighted with a red circle and an 'Upload' button) and 'Design Online' (with a grid of filter templates including 'Blank Template', 'BACHELOR (ETTE)', 'BIRTHDAYS', 'BABY SHOWER', and 'MISS 2017'). A tooltip box explains that users can design their own filters using creative tools like Photoshop or Illustrator, with specific file requirements (1080px wide by 1920px high, under 300 KB, saved as a .PNG file with transparent background). The right column, under 'STEP 3', shows a 'Choose Area' section with a large grid for selecting the geofilter area. Below this, there are sections for 'COLOR' (a grid of color swatches) and 'ELEMENTS' (a grid of text and graphic elements). At the bottom, a 'Next' button is visible, and a 'Submission Guidelines' link is located at the bottom left.



1

Upload Creative and
Select Ad Type



2

Choose an Objective

3

Set Audience and
Budget

4

Schedule and Run
Campaign

5

Measure and Optimize

The screenshot displays the Snapchat Ad Manager interface. At the top, there's a green header with 'Ad Manager' and 'Business Manager' tabs. Below the header, a modal window titled 'Create your Snap Ad' is open. The modal has a green top bar with '1' and '2' in circles, and 'CHOOSE' and 'CREATE' buttons. The main content area of the modal is white and contains the following fields:

- Top Snap**
 - BRAND NAME @: Bit
 - HEADLINE @: Your Catchy Headline
 - CALL TO ACTION @: Select...
 - MEDIA FILE @: Upload Create Browse
- Web View**
 - URL @: https://www.yourdomain.com/

At the bottom of the modal, there are 'CLOSE DRAFT' and 'PUBLISH' buttons. In the background, a smartphone screen displays the 'Upload your Top Snap' instruction.

1

Upload Creative and
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Choose an Objective



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Schedule and Run
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Measure and Optimize

Choose an Objective for your Campaign



Send people to your website



Drive App Installs



Increase Brand Awareness



Get people to view my content

Advanced Budget and Schedule...

CAMPAIGN NAME My Campaign

Use an existing campaign

1

Upload Creative and
Select Ad Type

2

Choose an Objective

3

Set Audience and
Budget



4

Schedule and Run
Campaign

5

Measure and Optimize

The screenshot displays the Facebook Ads campaign setup interface, specifically the 'Set Audience and Budget' step. The interface is divided into several sections:

- Location Selection:** A list of locations with checkboxes. 'Washington' and 'Los Angeles, California' are checked (green), while 'Spokane' is unchecked (red X).
- Demographics:** A section with three rows: 'AGES' set to '25-34', 'GENDERS' set to 'All', and 'LANGUAGES' set to 'All Languages'.
- Audiences:** A section with two rows: 'INTERESTS' set to 'Auto Targeting' and 'CUSTOM AUDIENCES' set to 'Include' with a dropdown menu for 'Select an Audience'.
- Devices:** A section with three rows: 'MOBILE DEVICES' set to 'Android Only', 'SPECIFIC DEVICES' set to 'All Android Devices' (with 'OnePlus Devices' and 'Samsung Note 7' unchecked), and 'SPECIFIC OS VERSIONS' set to '5.0 Lollipop - 6.0 Marshmallow'.
- Potential Audience Size:** A horizontal bar chart showing the potential audience size. The values are 1,365,354 and 7,452,556 people per day.
- Buttons:** At the bottom left, there are two buttons: 'Close & Save' and 'Next' (highlighted in green).

1

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5

Measure and Optimize

May 2017

SCHEDULE

☐ Start immediately and run indefinitely

☒ Set start and end dates

START

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

18:00 PDT

END

14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

18:00 PDT

STATUS

Active

1

Upload Creative and
Select Ad Type

2

Choose an Objective

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Campaign

5

Measure and Optimize



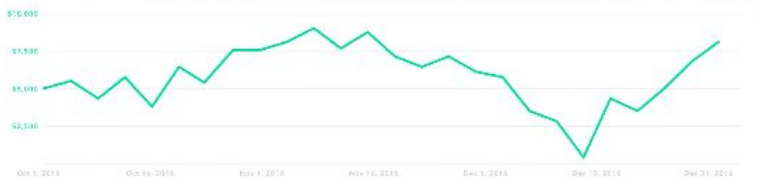
Ad Account: Nucleus | 3 Active Campaigns

Oct 1, 2018 - Dec 31, 2018

Create Campaign

Metrics

Spend	Impressions	eCPM	Swipes	Cost per Swipe
634K	49.6K	2.6M	32.1K	12.5%



Campaigns

STATUS	NAME	DAILY BUDGET	SPEND	IMPRESSIONS	eCPM	SWIPES	COST PER SWIPE
☒	Launch Awareness Ad	\$10,000	\$36,457	7,132,567	\$5.12	11,484	\$3.12
☒	App Install Ad	\$5,000	\$12,169	1,811,148	\$6.73	4,742	\$2.57
☐	Frequency Campaign	\$20,000	\$130,665	22,447,546	\$5.91	51,802	\$2.56
☐	Brand Awareness Campaign	\$30,000	\$6,950	1,236,187	\$7.24	4,786	\$1.87

Media Properties



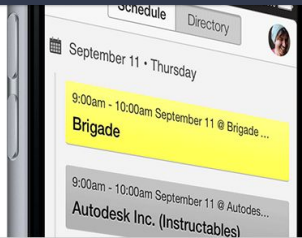
Radio & TV

- TV
 - The Morning Blend
 - ESPN Tucson
 - On demand
 - CW Tucson
 - On demand
- Radio
 - The Mix, 94.9
 - The Groove, 106.3
 - ESPN Tucson, 104.9

Digital

- The Incredible Age App
- #IncredibleAge, #IncredibleAgeExpo2017, #IncredibleAdventure, #IAE2017

Digital Properties



Lightning Fast Mobile App

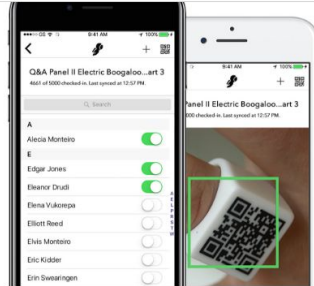
Embrace last minute schedule updates, speaker additions and sponsorships with your own, fully-branded Mobile App. You'll even be safe if the wifi goes down.

[Learn more >](#)

Reservations & Check-in

Offer attendees a casual planning tool or require them to book seats in advance. Limit capacities, offer waitlists and check them in at your event.

[Learn more >](#)



● Welcome Reception

● Keynote Speaker

● Team Building Workshop

Personal Agendas

Help attendees get everything they hope to get out of your event by letting them plan their schedule and

The Incredible Age app

- Event information
 - Maps, presenters, and schedule.
- Make and save your event schedule
 - Login captures email.

[The Incredible Age App - Click for Commercial!](#)



Digital Properties (cont.)



- **Choose Your Own Adventure!**
 - **Travel & Leisure**
 - Hiking With Pets
 - Roadtrip Fundamentals
 - Round The World, Easy
 - **Personal Finance**
 - Midlife Financial Planning
 - Estate Planning
 - **Health & Wellness**
 - Organic Kitchen
 - Local Breweries
 - DIY Craft Beers
 - 2 wk Vegan Starter Kit
 - **UA vs Houston Pre-Game Experience**
 - Zipline / rock climbing
 - BMX Throwback
 - The Real World (your 1-day personal reality show)
 - VR Football
 - Facepainting
 - **Casino Gaming Room & VR**
 - Intro to Casino Gaming
 - Table and slots
 - GenNext (table games and new age slot games)

Sched

How many participants are you expecting?

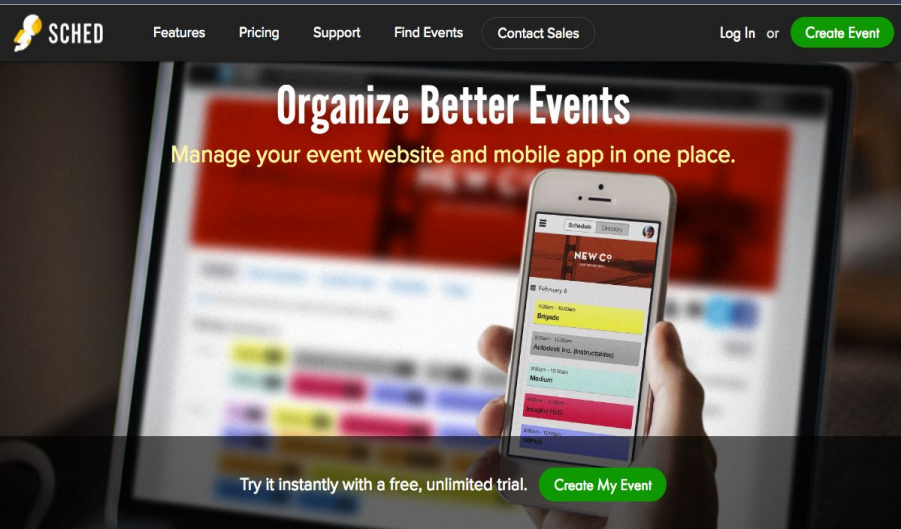
2000 – 2500

Plan	Price	Includes	Additional Cost
Communicate	\$725	2,500 participants	+\$25 per 100 participants
Sponsorship	\$949	2,500 participants	+\$50 per 250 participants
Native Apps + Check-in	\$2,799	2,500 participants	+\$75 per 500 participants

[Compare plans or chat with us.](#)

- **DIY app platform**
 - Supports desktop and native Android and Apple interfaces.
 - Login capture
 - Allows guests to save unique event information across multiple platforms
- **Customizable**
- **Budget-conscious**
 - \$3,000.00
 - Supports download and login for 2,500 users across desktop, Android, and Apple platforms.

Sched (cont.)



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Try it instantly with a free, unlimited trial. [Create My Event](#)

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From single-track meetings to global conferences and festivals with 100,000+ attendees.



PrettyLinks (@ prettylinks.com)

- Unique web addresses for Radio, TV & CW Tucson On Demand CTAs
- Analytics (helps to monitor and segment traffic)
- \$47, \$97, and \$197 per year.

Follow-up

- Captured emails segment to Pre-Event and Meet & Greet email campaigns (with further segmenting within)
- #IncredibleAge meet your #IncredibleAdventure

Email Outreach



Call to Action:

- Attract “snowbirds” to the event

Email:

- Reach out to older people who are not currently residing in Arizona prior to the event.
- Partner with Green Valley residences to share email listserv.
- Work with Green Valley housing to incorporate Incredible Age Expo ad to their newsletter.
- Social media partnership: have residences share Facebook posts on their social media accounts.

Meet and Greet and Giveaways

Call to Action:

- Engage “baby boomer” audience with a meet and greet with Delilah and James Supp while engaging millennials.

Marketing:

- KMXZ Radio ad
- Millennial listeners and older adults

Giveaways to first 100 people:

- Fidget spinner, ~ \$300
- Tote bags / drawstring bags, ~ \$240
- Food vendor coupons, promotional

Thank you!

Questions?

