

2021 Community Campaign



Campaign Goals

Leverage the eagerness that travelers are experiencing to grow awareness of existing and new routes.

Campaign Tone

Aspirational, warm, clever, relatable and sincere.

Campaign Strategy

It's good to go.

Social Media Ads

It's good to arrive again. It's good to soak in the sun again. More than anything, it's good to go again. #FlyDLH



It's Good to Go
Here's to safe travels

It's good to explore again. It's good to get dust on your hiking boots again. But more than anything, it's good to go again.



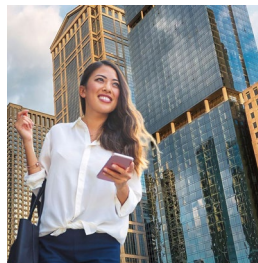
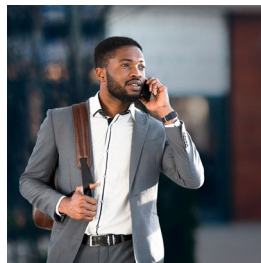
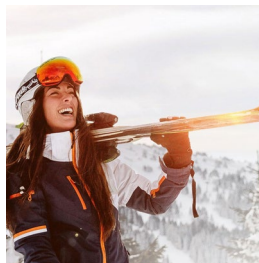
It's Good to Go
Here's to safe travels

It's good to ski on real powder again. To breathe mountain air again. More than anything, it's good to go again. #FlyDLH



It's Good to Go
Here's to safe travels

It's good to pack again. It's good to see new sights again.
More than anything, it's good to go again. #FlyDLH



It's Good to Go
Here's to safe travels

It's good to meet with clients again.
To see colleagues in person again.
More than anything, it's good to go
again. #FlyDLH



It's Good to Go
Here's to safe travels

It's good to meet with clients again.
To see colleagues in person again.
More than anything, it's good to go
again. #FlyDLH



It's Good to Go
Here's to safe travels

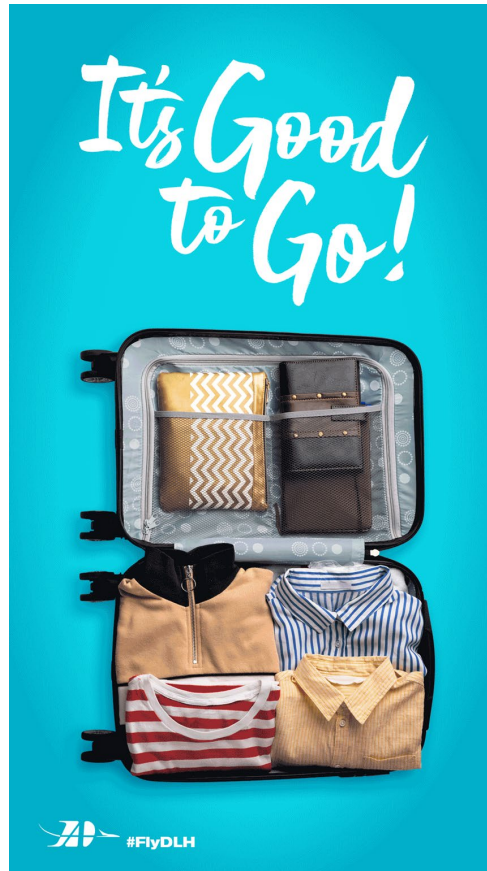
It's good to pack again. It's good to
buy a little toothpaste again. To fly
through an airport committed to safe
travels again. #FlyDLH



It's Good to Go
Here's to safe travels

It's good to roll again. It's good to fold again. No matter what kind of packer you are, it's just good to go again. #FlyDLH

Start Packing



Radio



Radio - Leisure



Radio - Business

Television



Landing Page

Landing Page

Media Schedule

Television															
Duluth International Airport															
8 Week Schedule															
															8/25/21
						W/O	W/O	W/O	W/O	W/O	W/O	W/O	W/O	Total	TOTAL
STATION	DAY	TIME	PROGRAM	COST		Sept 20	Sept 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Spots	COST
WDIO TV	M - F	6A - 7A	Good Morning N	\$75.00	:30	3	3	3	2	3	3	2	2	21	\$1,575.00
(ABC)	M - F	5P - 5:30P	Early News at 5	\$275.00	:30	2	2	2	2	2	2	2	2	16	\$4,400.00
	Preroll									30,000					\$900.00
KBJR-TV	M - F	6A - 7A	News Today	\$80.00	:30	3	2	3	2	2	2	2	2	18	\$1,440.00
(NBC)	M - F	5P - 5:30P	KBJR News at 5	\$125.00	:30	3	2	3	2	2	2	2	2	18	\$2,250.00
	M - F	10 - 10:30P	Late News	\$200.00	:30	1	1	1	1	1	1	1	1	8	\$1,600.00
	Mon	7P - 9P	The Voice	\$350.00	:30	1								1	\$350.00
	Preroll									30,000					\$1,050.00
KQDS -TV	M - Thur	5:30P - 6P	Early News	\$25.00	:30	3	3	2	3	2	3	2	3	21	\$525.00
(FOX)	Sun	9P - 10P	Late News	\$115.00	:30	1	1	1	1	1	1	1	1	8	\$920.00
TOTAL															\$15,010.00

Duluth International Airport															
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13		
	Aug 30	Sept 6	Sept 13	Sept 20	Sept 27	Oct4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22		
Days	7	7	7	7	7	7	7	7	7	7	7	7	7	Totals	Notes/Creative
Digital Media															
Social															
Facebook (\$20/day)	\$140	\$140	\$140	\$140			\$140	\$140	\$140	\$140		\$140	\$140	\$1,400	
Twitter (\$15/day)	\$105	\$105	\$105	\$105			\$105	\$105	\$105	\$105		\$105	\$105	\$1,050	
Instagram (\$15/day)	\$105	\$105	\$105	\$105			\$105	\$105	\$105	\$105				\$840	Only leisure
LinkedIn (\$10/day)	\$70	\$70	\$70	\$70			\$70	\$70	\$70	\$70		\$70	\$70	\$700	Only business
YouTube															
In-Stream Skippable - 15s (\$20/day)									\$140	\$140		\$140	\$140	\$560	
Audio Streaming															
Spotify (\$10/day)	\$70	\$70	\$70	\$70			\$70	\$70						\$420	
Total	\$490	\$490	\$490	\$490	\$0	\$0	\$490	\$490	\$560	\$560	\$0	\$455	\$455	\$4,970	
Creative Requirements	Social Ads (Web Clicks)		YouTube (% Watched)		Spotify (Reach)										
	Leisure	Biz	Leisure	Biz	Leisure	Biz									
Ad Group #1	1	1	1	1	1	1									
Ad Group #2	1	1	0	0	1	1									
Ad Group #3	1	1	0	0	1	1									
Ad Group #4	1	1	0	0	0	0									
Best performing ad	n/a	n/a	n/a	n/a	n/a	n/a									
Totals:	4	4	1	1	3	3									

Sun Country Campaign

Campaign Goals

Increase awareness of Sun Country direct flights to Phoenix and Fort Myers.

Campaign Tone

Carefree, simple, budget-friendly, easy and convenient.

Campaign Strategy

Low fares. Nonstop. Warm Destinations. From Duluth.

Social Ads

When it's cold in Duluth, it's still sunny in Phoenix. Book your direct flight now and catch some winter rays. #FlyDLH

Duluth Direct
Flights to Phoenix
Book Now



#FlyDLH

Try on some winter sun.


Sun Country direct flights to Phoenix starts December 17.



sun country airlines




DULUTH INTERNATIONAL AIRPORT




Extended sun time.

Sun Country direct flights to Phoenix starts December 17.



sun country airlines

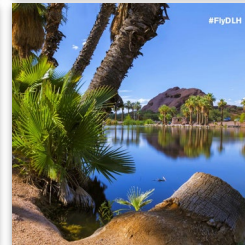
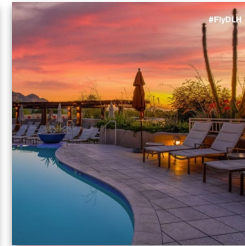


DULUTH INTERNATIONAL AIRPORT

#FlyDLH

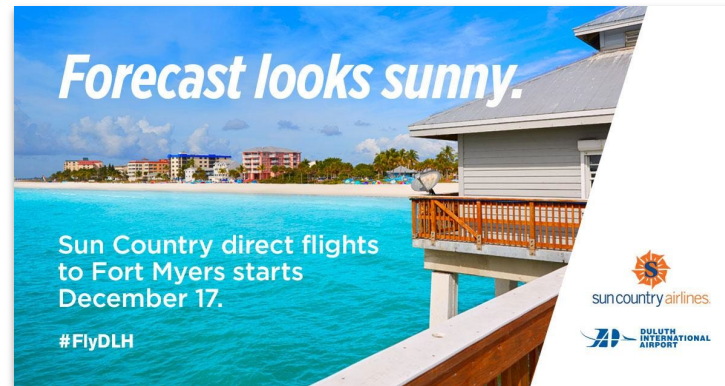
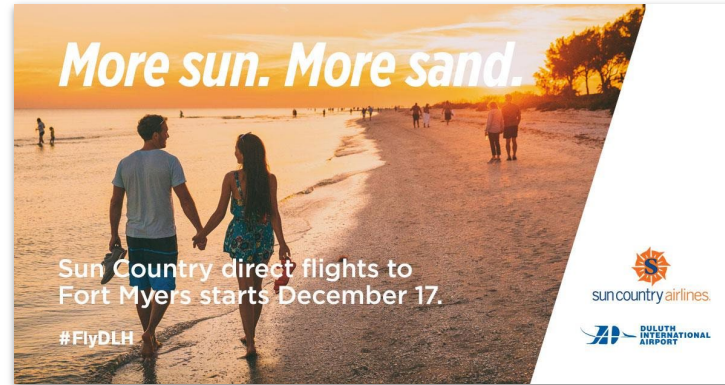
Fly direct from Duluth to Phoenix. One plane ride and your winter getaway is on. Book now, flights start in December! #FlyDLH

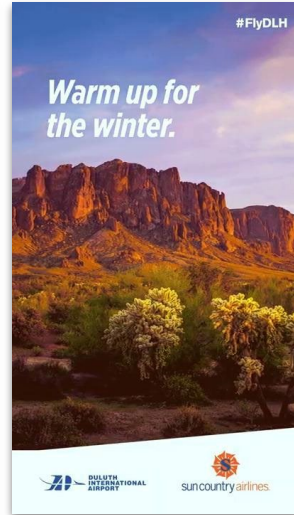
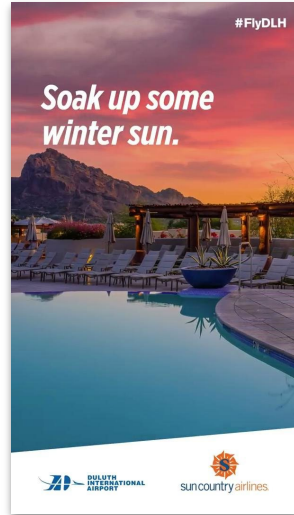
DLH -> PHX
Book Now



Waves and sunshine are just a flight away. Direct flights from Duluth to Ft. Myers start this winter. Book now! #FlyDLH

Duluth Direct
Flights to Ft. Myers
Book Now





What kind of sand are you looking for? Direct flights from Duluth to Phoenix or Ft. Myers start this winter. Book now! #FlyDLH

Billboards

*More flights.
More sun.*

Direct flights from Duluth
to Phoenix & Fort Myers.



*Say hello to
Sun Country.*

Direct flights from Duluth
to Phoenix and Fort Myers.



*Duluth direct to
Phoenix & Fort Myers.*

Here comes Sun Country.



Radio



Radio - Sun Country

Television





The Rest



Banner



Skywalk Board



Electronic Board



UMD Web Banner

Media Schedule

Television															
Sun Country															
8 Week Schedule															
															9/8/21
						W/O	W/O	W/O	W/O	W/O	W/O	W/O	W/O	Total	TOTAL
STATION	DAY	TIME	PROGRAM	COST		Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Spots	COST
WDIO-TV	M - F	5A - 9A	Early Morning R	\$25.00	:15	3	3	3	3	3	3	3	2	23	\$575.00
(ABC)	M - F	6P - 6:30P	Early News at 6	\$100.00	:15	2	2	2	2	2	2	2	2	16	\$1,600.00
	Sun	10P - 10:30P	Late News at 10	\$187.50	:15	1	1	1	1	1	1	1	1	8	\$1,500.00
	Preroll									30,000					\$900.00
KBJR-TV	M - F	7A - 9A	Today Show	\$60.00	:15	2	2	2	2	2	2	2	1	15	\$900.00
(NBC)	Sat	6P - 6:30P	KBJR News at 6	\$105.00	:15	2	2	2	2	2	2	2	1	15	\$1,575.00
	M - F	6:30 - 7P	Wheel of Fortune	\$125.00	:15	1	1	1	1	1	1	1	1	8	\$1,000.00
	Sat	10:30P - 12M	Sat Nite Live	\$70.00	:15	1		1		1		1		4	\$280.00
			UMD Hockey vs	\$250.00	:15							1		1	\$250.00
	Preroll											30000			\$1,050.00
KQDS-TV	M - Thur	5:30P - 6P	Early News	\$24.00	:15	1	1	1	1	1	1	1	1	8	\$192.00
(FOX)	Fri	9P - 9:35P	Late News	\$69.00	:15	1	1	1	1	1	1	1	1	8	\$552.00
WDSE/WRPT															
(PBS)	M - F	6P - 7P	PBS NewsHour	\$58.83		2	1	2	1	2	2	1	1	12	\$705.96
	Mon	7P - 8P	Antique Road Sh	\$147.06			1				1			2	\$294.12
	M - F	9P - 10P	Rick Steves	\$23.53			1			1		1		3	\$70.59
AMC	M - Sun	4P - 10P		Bookend :15	:30	2	2	2	2	2	2	2	2		
BRAVO	M - Sun	4P - 10P		to make :30's	:30	4	4	4	4	4	4	4	4		
Comedy Central	M - Sun	4P - 10P			:30	2	2	2	2	2	2	2	2		
Food Network	M - Sun	4P - 10P			:30	4	4	4	4	4	4	4	4		
FX	M - Sun	4P - 10P			:30	4	4	4	4	4	4	4	4		
HGTV	M - Sun	4P - 10P			:30	2	2	2	2	2	2	2	2		
Paramont	M - Sun	4P - 10P			:30	2	2	2	2	2	2	2	2		
TLC	M - Sun	4P - 10P			:30	4	4	4	4	4	4	4	4		
Travel	M - Sun	4P - 10P			:30	2	2	2	2	2	2	2	2		
Tru TV	M - Sun	4P - 10P			:30	2	2	2	2	2	2	2	2		
														Cable Total	\$1,555.00
TOTAL															\$12,999.67

DULUTH INTERNATIONAL AIRPORT - SUN COUNTRY October 4 - November 28, 2021																
Media		Daypart	Cost Per Spot	September 27		4	11	October 18	25		1	8	November 15	22	Total Spots	Gross Total
KBMX-FM (Current Hits) Mix 108	M - F	6a - 7p	\$23.00			8	8		8		8		8	8	48	\$1,104.00
	Sat/Sun	6a - 7p	\$12.00			3	3		3		3		2	3	17	\$204.00
Tony Hart Endorsement (60 seconds)	M - F	3p - 6p	\$37.00			1	1		1		1		1	1	6	\$222.00
	M - Sun	6a - 12m	\$0.00			12	12		12		12		11	12	71	\$0.00
KLDJ-FM (Classic Hits) KOOL 101.7	M - F	6a - 7p	\$23.00			5	5		5		5		5	5	30	\$690.00
	Sat/Sun	6a - 7p	\$12.00			2	2		2		2		2	2	12	\$144.00
Steve Tanko Endorsement (60 seconds)	M - F	6a - 9a	\$37.00			1	1		1		1		1	1	6	\$222.00
	M - Sun	6a - 12m	\$0.00			8	8		8		8		8	8	48	\$0.00
WEBC-FM (Sports Radio) KFAN Powertrip Morning Show	M - F	6a - 10a	\$23.00			3	3		3		3		3	3	18	\$414.00
	M - Sun	6a - 12m	\$0.00			3	3		3		3		3	3	18	\$0.00
Overall Radio Total															274	\$3,000.00

Sun Country															
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13		
	Sept 7	Sept 14	Sept 21	Sept 28	Oct 5	Oct 12	Oct 19	Oct 26	Nov 2	Nov 9	Nov 16	Nov 23	Nov 30		
Days	7	7	7	7	7	7	7	7	7	7	7	7	7	Totals	Notes/Creative
Digital Media															
Social															
Facebook (\$20/day)	\$140	\$140	\$140	\$140			\$140	\$140	\$140	\$140		\$140	\$140	\$1,400	
Instagram (\$15/day)	\$105	\$105	\$105	\$105			\$105	\$105	\$105	\$105		\$105	\$105	\$1,050	
YouTube															
In-Stream Skippable - 15s (\$20/day)															1 of the :15s spots will be used in ad groups 1 and 3, the other :15s spot will be used in ad groups 2 and 4. Ad group 1 and 3 = Phoenix
	\$105	\$105	\$105	\$105					\$105	\$105		\$105	\$105	\$840	
Total	\$350	\$350	\$350	\$350	\$0	\$0	\$245	\$245	\$350	\$350	\$0	\$350	\$350	\$3,290	
Creative Requirements	Social Ads (Web Clicks)	YouTube (% Watched)													
	Leisure	Leisure													
Ad Group #1	1	1													
Ad Group #2	1	1													
Ad Group #3	1	0													
Ad Group #4	1	0													
Best performing ad	n/a	n/a													
Totals:	4	2													