



Legislation Text

File #: 22-0417, Version: 1

ITEM TITLE:

Mid-year Marketing Update with Thompson & Co.

SUBMITTED BY: Martha Barberio, Economic Development Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Receive & File

SUMMARY STATEMENT:

Attached is the 2nd quarter report on the Marketing initiative with Thompson & Co. Caitlin will be on hand to answer any questions.

Here is the campaign recap for the ads that ran throughout Q2. A few key highlights:

- Q2 campaign garnered over 2 million impressions and 12,000 clicks!
- Google search performed best in California among men 18-24.
Audio and digital display performed best in California and Florida
- Q2 cumulatively outperformed Q2 of 2021
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