

# SV FY21 Media Report

July – September 2021

# Agenda

- Media Overview
  - Media Approach & Goals
  - FY21 Paid Media Campaign Run Dates
  - Media Performance and Best Ads
- Paid Social
  - July-August
  - September
- Organic Social
  - Organic Facebook
  - Organic Instagram
- Findings, Insights & Recommendations

# FY21 Media Overview

# Approach & Goals

# Media Goals

- Our primary media goal was to help **increase sales tax revenues** by driving traffic, trial and repeat shopping in Sunset Valley.
- As part of this shopper outreach, our primary messaging goals included:
  - Establishing a memorable and **unique identity** for Sunset Valley through new branding
  - Raising **awareness of our location**, and our four shopping centers
  - Emphasizing our **proximity and convenience**

# FY21 Paid Media Campaign Run Dates

- **Back To School Campaign + SV Branding: July 26 – August 30**
- **Labor Day Campaign + SV Branding: August 30 – September 20**

**Note: Organic social began on July 21 and continued with 2 posts per week throughout both campaign periods, ending on September 20<sup>th</sup>.**

# Overall Media Performance & Best Ads

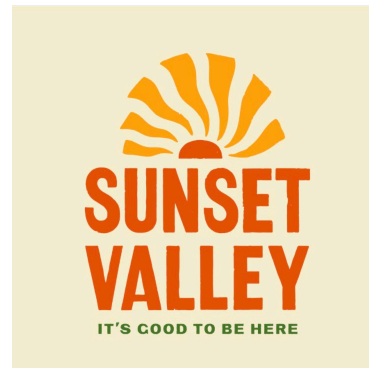
# Media Performance & Best Ads



Our Sunset Valley Branded, Back To School and Labor Day campaigns **exceeded our goals** and expectations.

Our reach goal was 70% and the campaign exceeded that, delivering **above 80%**. Our campaign **frequency of 16** surpassed our goal of 12-15. As a result, our click through rate was at or above industry average and the number of clicks were very strong.

- **Estimated Reach:** 325,000
- **Impressions:** 5,113,325
- **Frequency:** 16
- **Clicks:** 27,057
- **Total Spend:** \$47,000



# Paid Media

# July-August

Back To School & SV Branded

# July-August Media Creative

WHAT'S  GOOD?



**THE PERFECT CUT**  
▶ GREAT CUTS ◀

WHAT'S  GOOD?



**AFTER SCHOOL SWEETS**  
▶ BOUGIE'S DONUTS ◀

WHAT'S  GOOD?



**SCHOOL IN STYLE**  
▶ NORDSTROM RACK ◀

WHAT'S  GOOD?



**COOL GEAR FOR THE SCHOOL YEAR**  
▶ BARNES & NOBLE ◀

WHAT'S  GOOD?



**MAKING BACK TO SCHOOL BETTER**  
▶ KOHL'S ◀

WHAT'S  GOOD?



**THE PERFECT CUT**

WHAT'S  GOOD?



**AFTER SCHOOL SWEETS**

WHAT'S  GOOD?



**SCHOOL IN STYLE**

WHAT'S  GOOD?



**COOL GEAR FOR THE SCHOOL YEAR**

WHAT'S  GOOD?



**MAKING BACK TO SCHOOL BETTER**

WHAT'S GOOD?  
**BACK TO SCHOOL SHOPPING**  
▶ IN SUNSET VALLEY ◀



**DINE.**



**SUNSET VALLEY**



**SUNSET VALLEY**  
IT'S GOOD TO BE HERE

# July-August Top Performing Paid Ads

## Paid Social



Link CTR: 1.80%



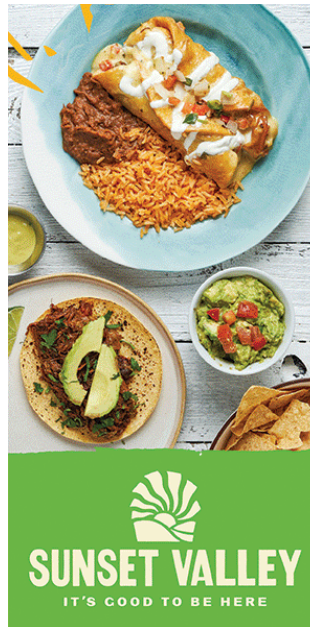
Link CTR: 1.18%

*\*Platform CTR Average:*

*Facebook: 0.89%*

*Instagram: 0.88%*

## Digital



Link CTR: 1.43%



Link CTR: 1.47%

*Programmatic Display: 0.10%*



Link CTR: 1.53%



# July-August Paid Media Performance Overview

Jul 26 – Aug 30					
Media Platform	Facebook	Instagram	Display		Streaming Audio
Audience	SV Primary Zips 18+	SV Primary Zips 18+	SV Primary Zips 18+	SV Shoppers	SV Primary Zips 18+
Reach	301,423	219,183	324,712	90,314	84,537
Impressions	826,998	625,575	890,742	387,332	126,356
Link Clicks	5,513	2,602	1,449	420	N/A
Link CTR*	1.05%	0.86%	0.200%	0.184%	N/A
Frequency	2.74	2.74	2.95	4.28	1.49
Spend	\$8,045	\$5,355	\$3,825	\$3,330	\$2,700

**\*Platform CTR Average:**

Facebook: 0.89%

Instagram: 0.88%

Programmatic Display: 0.10%.

Streaming Audio: N/A

# September

Labor Day & SV Branded

# September Media Creative

**LABOR DAY SHOPPING TO-DO LIST**



**KICKSTART WITH COFFEE**



**DISCOVER FALL FASHION**



**HAVE FUN WITH THE FAMILY**



**COME SEE WHAT'S GOOD!**

SUNSET VALLEY



**WHAT'S GOOD?**




**WHAT'S GOOD?**



**SPRINKLES**



**SALSAS**



**SALTED RIMS**



**SUNSET VALLEY**

IT'S GOOD TO BE HERE

**LEARN MORE**

**FAMILY! FOOD! FUN!**

LABOR DAY IN SUNSET VALLEY

**WHAT'S GOOD?**



**FAMILY! FOOD! FUN!**

LABOR DAY IN SUNSET VALLEY

**LEARN MORE!**

**WHAT'S GOOD?**



**FAMILY! FOOD! FUN!**

LABOR DAY IN SUNSET VALLEY

**LEARN MORE!**

**WHAT'S GOOD? LABOR DAY DEALS**

SHOP SUNSET VALLEY



# September Top Performing Paid Ads

## Paid Social



Link CTR: 0.96%

*\*Platform CTR Average:*

*Facebook: 0.89%*

*Instagram: 0.88%*

## Digital



Link CTR: 1.48%

Link CTR: 1.10%

Link CTR: 0.8%

*Programmatic Display: 0.10%*

# September Paid Media Performance Overview

Aug 30 – Sep 20					
Media Platform	Facebook	Instagram	Display		Streaming Audio
Audience	SV Primary Zips 18+	SV Primary Zips 18+	SV Primary Zips 18+	SV Shoppers	SV Primary Zips 18+
Reach	97,202	89,339	220,666	131,330	122,368
Impressions	563,360	407,340	758,668	155,420	149,710
Link Clicks	4,132	3,459	2,101	366	N/A
Link CTR	0.715%	0.82%	0.256%	0.163%	N/A
Frequency	5.80	4.56	2.92	1.18	1.22
Spend	\$6,590	\$5,720	\$3,300	\$1,320	\$2,120

**\*Platform CTR Average:**

Facebook: 0.89%

Instagram: 0.88%

Programmatic Display: 0.10%.

Streaming Audio: N/A

Organic Social

# Organic Facebook

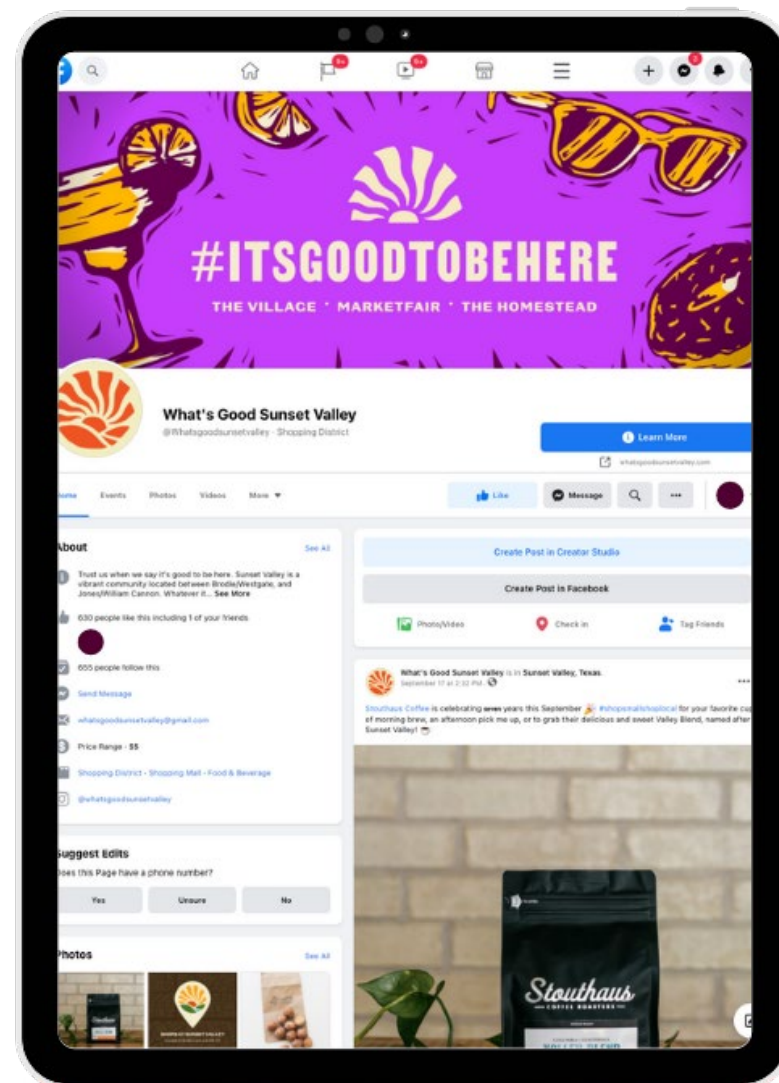
## Social Posts Insights

- **Total Reach: 36,385**
- **Boosted Post Spend: \$625**
- **Number of Posts: 22 (2 Post Per Week)**
- **Number of Page-Likes: 630**
- **Number of Followers: 655**
- **All Clicks/ Engagements: 2,647**
- **Engagement Rate: 6.03%**

## Engaged Audience Insights

- **Gender & Age**
  - 75% female, 25% male
  - **58% ages 35-54**
  - 25% ages 55+
  - 17% ages 18-34

We exceeded our original goal of 100-150 followers on Facebook and the key audience on organic Facebook is women ages 35-54.



# Top 5 Social Posts: Facebook



- **Date:** September 5
- **Engagement Rate:** 8%
- **Likes:** 121



- **Date:** September 8
- **Engagement Rate:** 8%
- **Likes:** 93



- **Date:** August 31
- **Engagement Rate:** 7%
- **Likes:** 66



- **Date:** August 7
- **Engagement Rate:** 7.50%
- **Likes:** 31



- **Date:** July 23
- **Engagement Rate:** 14%
- **Likes:** 28

**Engagement rate** is a metric that measures the number of interactions (likes, comments, shares, saves, clicks) on a social media post versus how many people saw it to help determine how actively engaged your audience is with content. **Likes** on Facebook, reports on all emoticon reactions such as like, heart, and wow which users can select to indicate their feelings about post content.

# Organic Instagram

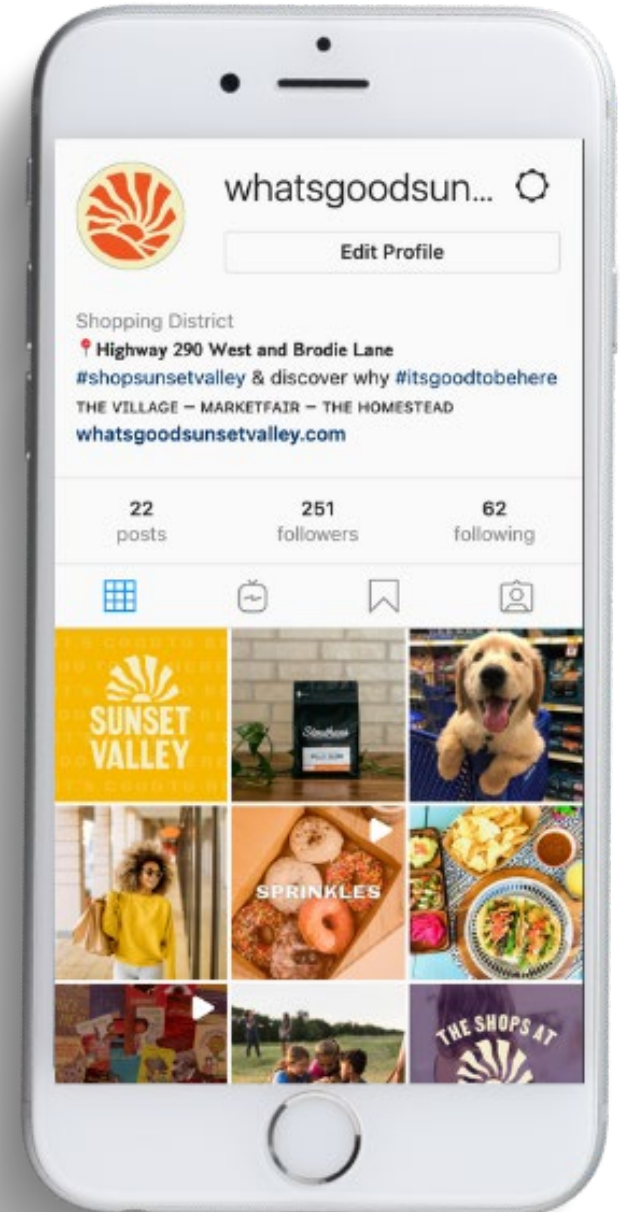
## Social Posts Insights

- **Total Reach: 18,601**
- **Boosted Post Spend: \$625**
- **Number of Posts: 22 (2 Post Per Week)**
- **Number of Followers: 251**
- **All Clicks/ Engagements: 1,368**
- **Engagement Rate: 5.19%**

## Engaged Audience Insights

- **Gender & Age**
  - 78% female, 22% male
  - **47% ages 35-54**
  - **43% ages 18-34**
  - 10% ages 55+

We exceeded our original goal of 100-150 followers on Instagram and the key audience on organic Instagram is women ages 18-54.



# Top 5 Social Posts: Instagram



- **Date:** September 8
- **Engagement Rate:** 12.10%
- **Likes:** 18



- **Date:** July 23
- **Engagement Rate:** 8.50%
- **Likes:** 26



- **Date:** July 21
- **Engagement Rate:** 7.57%
- **Likes:** 72



- **Date:** July 29
- **Engagement Rate:** 7.50%
- **Likes:** 17



- **Date:** August 11
- **Engagement Rate:** 4.88%
- **Likes:** 15

**Engagement rate** is a metric that measures the number of interactions (likes, comments, shares, saves, clicks) on a social media post versus how many people saw it to help determine how actively engaged your audience is with content.

# Findings, Insights & Recommendations

# Findings, Insights & Recommendations

- With the 27,000+ link clicks from paid and organic we have successfully established contact with an online community. By connecting with these people, we have established that there is a sizable base of potential shoppers with which we can continue to grow.
- For all paid media campaign performance, we saw a link CTR above industry average.
- For FY21 campaigns we were able to exceed our 70% goal by reaching over 80-90% of the 350,000-400,000 people we targeted who live within 10-15 miles of SV.
- We also exceeded our 12-15 frequency goal with 16 touches per campaign period.
- For SV organic, audience engagement is often higher for posts that focus on highlighting local businesses within SV Shopping Centers and content that showcases the new SV branding.

# Findings, Insights & Recommendations

- We were able to identify three customer profiles that can help drive foot traffic and revenue to the four Sunset Valley Shopping Centers:
  - Women 18-34
  - Women 35-54
  - Women 55+
- The three customer profiles, listed above, are also the core audiences online that will help us continue to grow SV organic pages and building engagement across platforms.
- Male audience plays a smaller role in SV engagement for paid. The largest and most common age breakout for men is those ages 18-34 but are still fewer than women on both paid and organic social for SV media. For this reason, we recommend continuing to focus more dollars and creative content on women than men.
- Moving forward, we recommend targeting women ages 18-34 and 35-54 on Instagram and targeting women ages 35-54 and 55+ on Facebook. As you can see, the combination of both platforms is necessary to successfully reach consumers.

Did It Work?



# Sunset Valley Sales Tax Allocation Summary

## FISCAL YEAR

	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ 479,737	\$ 485,100	\$ 493,183	\$ 463,808	\$ 491,236	\$ 465,420	\$ 433,705	\$ 537,953
NOV	\$ 489,261	\$ 497,492	\$ 509,333	\$ 533,899	\$ 489,434	\$ 495,228	\$ 497,739	+1.7%
DEC	\$ 506,341	\$ 495,764	\$ 459,870	\$ 440,419	\$ 540,146	\$ 517,793	\$ 476,091	-11.9%
JAN	\$ 549,517	\$ 519,779	\$ 535,108	\$ 536,750	\$ 496,433	\$ 525,321	\$ 492,702	-0.8%
FEB	\$ 668,782	\$ 715,822	\$ 659,119	\$ 684,587	\$ 652,244	\$ 679,963	\$ 673,293	+3.4%
MAR	\$ 428,522	\$ 443,134	\$ 452,440	\$ 451,270	\$ 444,118	\$ 462,568	\$ 430,956	-3.0%
APR	\$ 442,133	\$ 409,074	\$ 447,500	\$ 442,078	\$ 438,610	\$ 387,192	\$ 360,765	-18.8%
MAY	\$ 503,245	\$ 531,559	\$ 513,096	\$ 549,709	\$ 504,872	\$ 388,573	\$ 652,949	+22.7%
JUN	\$ 544,803	\$ 462,500	\$ 478,966	\$ 501,082	\$ 512,957	\$ 294,578	\$ 570,943	+11.2%
JUL	\$ 463,154	\$ 482,707	\$ 503,723	\$ 533,027	\$ 491,551	\$ 390,053	\$ 572,801	+14.1%
AUG	\$ 573,336	\$ 571,622	\$ 553,650	\$ 523,730	\$ 518,181	\$ 487,412	\$ 640,545	+19.2%
SEP	\$ 503,341	\$ 462,349	\$ 491,445	\$ 493,832	\$ 497,138	\$ 440,434	\$ 579,028	+14.2%
<b>YEAR</b>	<b>\$ 6,152,171</b>	<b>\$ 6,076,902</b>	<b>\$ 6,097,434</b>	<b>\$ 6,154,191</b>	<b>\$ 6,076,919</b>	<b>\$ 5,534,535</b>	<b>\$ 6,381,516</b>	<b>\$ 537,953</b>
<b>YoY Char</b>	<b>7.1%</b>	<b>-1.2%</b>	<b>0.3%</b>	<b>0.9%</b>	<b>-1.3%</b>	<b>-8.9%</b>	<b>15.3%</b>	

# Key Takeaways

- Using 2019 (pre-COVID year) as a baseline, we can see that 2021 is generally stalled or negative until an unusual spike in May. June drops again (fairly significantly but is still in the black). This is the first time we see a spike outside of February, which is historically the best month.
- The **months that coincide with the campaign** start to tell a more positive story, with the **highest increases YTD** coinciding with the start of the ad campaigns. With only 4 days of paid ads in July, its inconclusive to say that the 14% increase there is driven by the introduction of the ads, without a week-by-week breakout.
- However, its pretty clear that **all three months that overlap with the media campaigns** show the **biggest increases YTD in 2021**, and more stability than previous months.

# Key Takeaways

- Its equally clear that **the blockbuster month of August**, which **overlapped the most** with campaign timing and spend, produced the **biggest jump in revenues** from 2019 to today, and is also the **biggest grossing month of the past 6 years**. That is probably not a coincidence.
- Total **incremental revenue gained over these three months from 2019** is **\$285K**. Total revenue gained **over 2020** is **\$475K**. Total media dollars invested in this time frame was only **\$47K**.

Thank You