



HONDA

HONDA MARINE CO-OP RECOMMENDATION

CLIENT: Honda Marine Dealers
DATE: April 29, 2024
PROJECT: "Cruise Into Summer" Marketing Campaign

PROJECT SCOPE

Media Venue has developed a digital recommendation for Honda Marine dealers to support Honda Marine's "Cruise Into Summer" promotion. Targeting will be centered around consumers in the dealer's service area who have expressed interest in boating or are identified as a boat owner.

Timing: Campaign to start no earlier than 5/13/24, no later than 5/27/24 and will run through 7/7/24 (6-8 weeks total – depending on start date).

Deadline to Participate: Participation should be declared and submitted to Media Venue by **Monday May 20th**.

CAMPAIGN DIGITAL OPTIONS

GEO-FENCING

Standard Geo-Fence advertising displays advertisements, through apps or websites, to mobile IP addresses that are captured when entering a geographic location. Geo-Fence advertising can monitor IP addresses within this location and a radius of up to 3 miles around the selected location. Each Geo-Fence campaign can include up to 25 monitored areas. Media Venue's Geo-Fencing platform also includes "conversion" monitoring. In short, Geo-Fence reporting will include the number of captured IP addresses that visit a "conversion" location such as your "brick and mortar" storefront of business (*if applicable*). **Addressable Audience Curation** allows us to build a geo-fence campaign around a desired target audience. This can consist of age, Household Income, occupation, etc.

SEARCH & SITE RETARGETING

The Retargeting component will target consumers who have recently searched for business-related keywords on search engines and local directories. The recommendation will include visitors to your local website. Geographic targeting offered at a full DMA, radius around your location or specific zip codes.

SOCIAL PROMOTED POSTS

Facebook advertising focuses on impressions and clicks. Ideal for promotions, launches, events, building pages likes, and driving web traffic.

Social Media Advertising Management is the use of advertisements that are designed to reach new people who are more than likely interested in your content but do not currently follow your Facebook page. Ads are targeted to a specific audience, such as location, interests, etc., along with a customized budget and duration. The advertisement will resemble the Facebook page that it is based on. The advertisement will appear with a "Sponsored" label in the top-left corner.

Advertisements can include a Call-to-Action. Ads are shown on the Facebook Desktop News Feed, Facebook Mobile News Feed, Facebook's right rail, as well as Instagram. **Dealer responsible for responding to comments; the program requires Media Venue to be granted admin access for posting purposes only*



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MARKETING COMPONENTS

Digital Elements	Estimated Total Impressions	Total Campaign Cost Per Dealer**	Campaign Approval
Audience Curation Geo-Fence*	75,000	\$900	☐
Search Retargeted Display	70,000	\$833	
Social Promoted Post (Facebook/Instagram)	50,000	\$1,000	
		\$2,733	

**Total campaign cost is before any Honda Marine group co-op funds are reimbursed

DEALER CAMPAIGN DELIVERABLES AND ADDITIONAL SERVICES

Media Venue must receive the following campaign deliverables from the participating dealer before the campaign can be executed.

Campaign Dealer Deliverables:

1. Dealer signed the agreement
2. Dealer logo
3. Facebook Administrative rights to dealer Facebook page*
4. Ansira access*

*Directions will be emailed to the dealer

Dealer Initial _____

Date

Date

This proposal is good for approximately 30 days. Media Venue reserves the right to review hours performed for services rendered in the description above. Additional assigned performance of service hours more than agreed hours may constitute an additional fee. _____ (initial)

Media Venue provides full analytics at the completion of the campaign. Should analytics be requested prior to the campaign completion, we can provide a 30-day written report with analysis of campaign analytics upon request. This also includes a 20-minute consultation session and is \$ 150.00 per campaign and report. If available, report data may be prepared and owned by third-party providers without input or information from Media Venue showing campaign insertion and completion. The information contained in said reports may differ from each platform and Media Venue is not responsible for any error or indifference relative to any third-party report. _____ (initial)



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DEALER INFORMATION FORM

Dealer Name: _____
Honda Dealer #: _____

Dealer Address: _____

Additional Locations: _____

Dealer Phone #: _____

Contact Name: _____

Contact Phone #: _____

Contact Email: _____

Advertising Area: _____
(zips, cities, or radius)

Landing Page Destination: _____
For co-op reimbursement, dealer must have a designated Honda Power Dealer Page or Honda product specific landing page.

Honda DSM Name: _____

CREATIVE APPROVAL:

Dealer will receive final proof of Ansira approved Honda Marine creative tagged with their individual dealership information prior to campaign launch.

Dealer Initial _____