

WCVB Board Meeting

Meeting: February 11, 2021

Item: Madden Media Marketing Agreement- Missouri Division of Tourism Marketing Matching Grant 2.0

Overview:

The only eligible expenses for reimbursement from the MDT Marketing Matching Grant 2.0 is advertising.

The campaigns must be completed before June 30, 2021. Application deadline is February 19, 2021.

The WCVB has worked with Madden Media on several campaigns-print and digital. They oversaw the digital advertising for the WCVB with the Show Me Strong Grant. They WCVB has signed an agreement with them to administer the digital campaign for the MMG running March through April. They also administer the search engine marketing (SEM) program the WCVB participates in offered by MDT.

Madden Media will provide:

Digital Ads: (Campaign would run May -June 2021)

FB/Instagram Ads Click to Site	\$7,196	10,000+ Clicks
FB/Instagram Remarketing	\$7,347	8,300+ Clicks
FB Video Distribution	\$7,196	60,000+ Views
Total:	\$21,741	

Additional Resources:

Madden Media Advertising Quote (Attached)

Staff Recommendation:

Staff recommends the board approve the tourism director to sign the agreement for services in the amount of \$21,741 with Madden Media pending approval of the Marketing Matching Grant 2.0.