

WCVB Board Meeting

Meeting: May 13, 2021

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

Overview:

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

The campaigns must be completed before June 30, 2022. Application deadline is May 28, 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 also administer the search engine marketing (SEM) program the WCVB participates in offered by MDT.

Madden Media will provide:

Digital Ads: (Campaign would run July 1, 2021-June 30, 2022)

FB/Instagram Ads Click to Site	\$34,868	29,000-40,000+ Clicks
FB/Instagram Remarketing	\$21,643	18,000-20,000+ Clicks
FB Video Distribution	\$17,763	2.4 Million+ Views
Google Remarketing	\$4,810	1.013+ Million Views
Total:	\$87,500	(MDT Grant \$70,000; WCVB \$17,500)

Additional Resources:

Madden Media Marketing Proposal (Attached)

Staff Recommendation:

Staff recommends the board approve the tourism director to sign the agreement for services in the amount of \$87,500 with Madden Media pending approval of the Marketing Matching Grant.