



Fly YKM 2018 Marketing Report

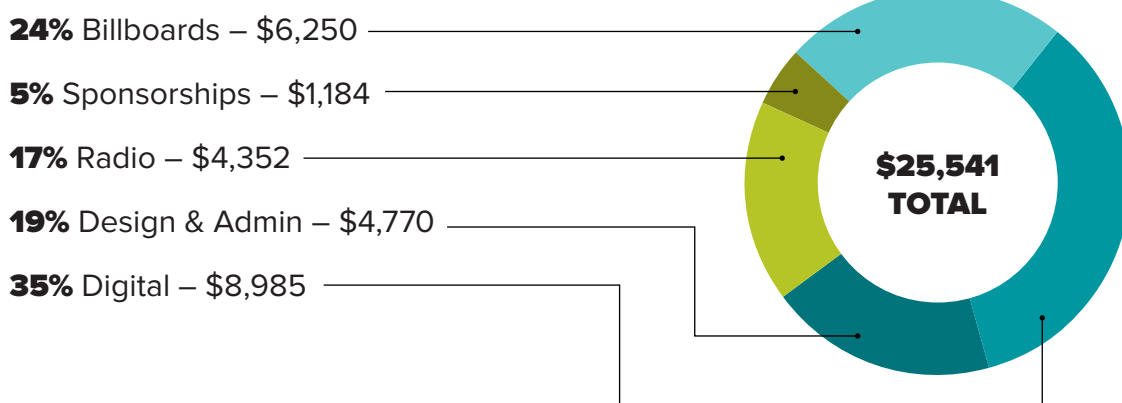
Radio, Sponsorships, Outdoor, Digital/Social

Marketing Strategy

Use existing creative to reduce the number of hours and funds spent on developing new creative and messaging, with a focus on everyday fare sales. Creative was updated each month to focus on popular places people travel for a low cost to make sure it was an eye-catching deal.

Goal	Target Audience	Competitors	Challenges
To promote outgoing flight travel for end of the year via the Yakima Airport	<ul style="list-style-type: none">• Yakima upper and lower valley• Adults 18-54• Sub-Audience: Hispanic demographic	<ul style="list-style-type: none">• Tri-Cities Airport• Airport shuttle• Car rentals• Seattle Airport	Short turnaround time to promote

Budget Allocation (Primarily Oct - Dec)



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Radio

Through radio, we were able to market twice a week through on-air chatter, talking about the everyday fare sales. This messaging was used on the top local stations such as 107.3 KFFM, 99.3 KIT, 94.5 KATS, 92.9 The Bull, 104.1 KXDD, 100.9 Cherry FM, The Hawk 105.7, 96.9 KZTA & 98.7 KMNA (Spanish).

October 2018

- Stephens Media Group: KXDD and KARY – 74 spots
- Townsquare Media: KFFM, KDBL, and KATS – 88 spots
- Bustos Media: KZTA – 44 spots

November 2018

- Stephens Media Group: KXDD and KARY – 40 Live read spots
- Townsquare Media: KFFM, KDBL, and KATS – 40 Live read spots
- Bustos Media: KZTA & KMNA – 30 spots

Sponsorships

Print sponsorship opportunities were evaluated on a case-by-case basis, depending upon the expected audience each publication would reach. Given the limited reach and relatively expensive placement costs, print sponsorships were not a significant portion of the 2018 campaign.

Chamber Buyer's Guide – January 2018

Civil Air Patrol Magazine – November 2018

Yakima Valley Tourism Guide – 2019



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FASTER**

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Outdoor

Billboards are an effective outdoor medium when they are in a populated or heavy traffic location. We placed Fly YKM creative on billboards located on Valley Mall Boulevard, on Nob Hill and 1st Street, and 1st and I Street. These locations receive heavy traffic, especially during the commuting hours. These boards are digital, which allows us to avoid the expensive and slow production process involved with traditional vinyl boards, and lets us update creative monthly to match the everyday fare sales being promoted through other media.

October 2018 – December 2018

YAKIMA TO

DECEMBER ONE-WAY FARES AS LOW AS

\$109*

*Fares can change based on availability, and some restrictions may apply.

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LOS ANGELES



YAKIMA TO

FEBRUARY ONE-WAY FARES AS LOW AS

\$113*

Fares can change based on availability and some restrictions may apply.

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SEATTLE



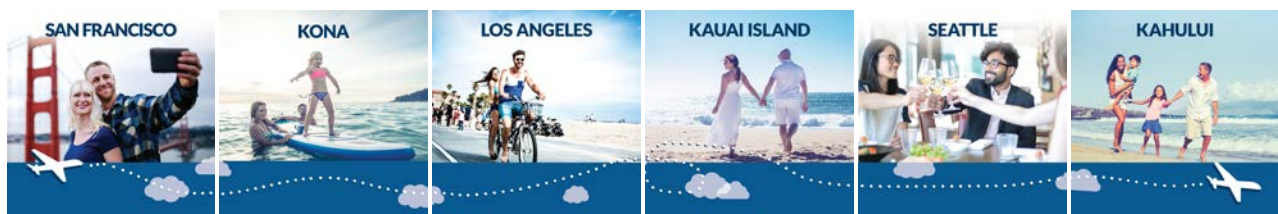
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Digital & Social

Social media marketing and Google Ads have become more effective than ever with the new parameters and provided reporting that allow us to target specific audiences. These ads were updated on a monthly basis to consistently showcase the best everyday fare sales deals available.

Facebook Targeting:

- Genders: All
- Ages: 19-65
- Interests: Business travel, commuters, frequent travelers
- Locations: Ellensburg, Naches, Prosser, Selah, Tieton, Toppenish, Wapato, Yakima



**YAKIMA TO
SEATTLE**



FEBRUARY ONE-WAY FARES AS LOW AS

\$84*

*Terms apply. See site for details.

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**YAKIMA TO
LOS CABOS**



DECEMBER ONE-WAY FARES AS LOW AS

\$191*

*Terms apply. See site for details.

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YAKIMA TO **LOS ANGELES**

DECEMBER ONE-WAY FARES AS LOW AS

\$109*

*Terms apply. See site for details.

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YAKIMA A **SAN JOSE**

VIAJES EN FEBRERO EMPIEZAN A SOLO

\$119*

*Aplican algunas restricciones visita el sitio web para ver detalles.

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Digital & Social Campaign Reports (October 1, 2018 - December 31, 2018):

Google Ads						
Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	CPM
October 2018 Display	7,047	1,192,660	0.59%	\$0.28	\$2,000	\$1.68
November 2018 English	4,279	643,312	0.67%	\$0.23	\$1,000	\$1.55
November 2018 Spanish	2,539	276,372	0.92%	\$0.39	\$1,000	\$3.62
December 2018 English	3,098	424,253	0.73%	\$0.19	\$592.50	\$1.40
December 2018 Spanish	1,692	140,868	1.20%	\$0.35	\$592.50	\$4.21
Total	18,655	2,677,465	0.70%	\$0.28	\$5,185	\$1.94

Facebook Ads						
Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	CPM
October 2018	932	653,470	0.14%	\$1.61	\$1,500	\$2.30
November 2018 English	1,315	82,046	1.60%	\$0.48	\$640.65	\$7.81
November 2018 Spanish	1,088	94,124	1.16%	\$0.58	\$640.65	\$6.81
Black Friday English	20	1,761	1.14%	\$1.29	\$25.85	\$14.68
Black Friday Spanish	23	2,611	0.88%	\$1.12	\$25.85	\$9.90
Cyber Monday English	74	5,632	1.31%	\$1.13	\$83.50	\$14.83
Cyber Monday Spanish	76	8,856	0.86%	\$1.10	\$83.50	\$9.43
December 2018 Spanish	297	57,344	0.52%	\$1.35	\$400	\$6.98
December 2018 English	293	48,166	0.61%	\$1.37	\$400	\$8.30
Total	4,118	954,010	0.91%	\$0.92	\$3,800	\$3.98

CTR = Click-through rate: the percentage of people who saw versus clicked on the ad

CPC = Cost per click: the cost for one person to click on the ad and go to the website

CPM = Cost per thousand: the cost for 1,000 people to see the ad

Impressions: the number of times the ad was seen

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Yakima Air Terminal – Airlines Boarding Report

2018 Departures						
	Alaska Airlines	Charters	Total	Total to Date	Alaska Airlines # of Flights	Alaska Airlines Load Factor
January	6,828	181	7,009	7,009	116	77.5%
February	5,370	0	5,370	12,379	82	86.2%
March	6,459	221	6,680	19,059	113	75.2%
April	5,769	79	5,848	24,907	110	69.0%
May	5,906	123	6,029	30,936	110	70.6%
June	5,954	0	5,954	36,890	106	73.9%
July	5,757	154	5,911	42,801	111	68.2%
August	5,382	140	5,522	48,323	103	68.8%
September	4,915	234	5,149	53,472	89	72.7%
October	5,565	91	5,656	59,128	94	77.9%
November	5,762	87	5,849	64,977	106	71.5%
December	6,711	108	6,819	71,796	116	76.1%
TOTAL	70,378	1,418	71,796		1256	74%

2018 Arrivals						
	Alaska Airlines	Charters	Total	Total to Date	Alaska Airlines # of Flights	Alaska Airlines Factor
January	6,564	130	6,694	6,694	115	75.1%
February	5,464	50	5,514	12,208	81	88.8%
March	6,547	74	6,621	18,829	113	76.2%
April	5,751	226	5,977	24,806	110	68.8%
May	6,103	123	6,226	31,032	111	72.3%
June	5,750	0	5,750	36,782	106	71.4%
July	5,709	155	5,864	42,646	111	67.7%
August	5,458	139	5,597	48,243	103	69.7%
September	4,552	85	4,637	52,880	86	69.6%
October	4,892	240	5,132	58,012	91	70.7%
November	5,333	87	5,420	63,432	100	70.2%
December	6,471	106	6,577	70,009	113	75.3%
TOTAL	68,594	1,415	70,009		1240	73%

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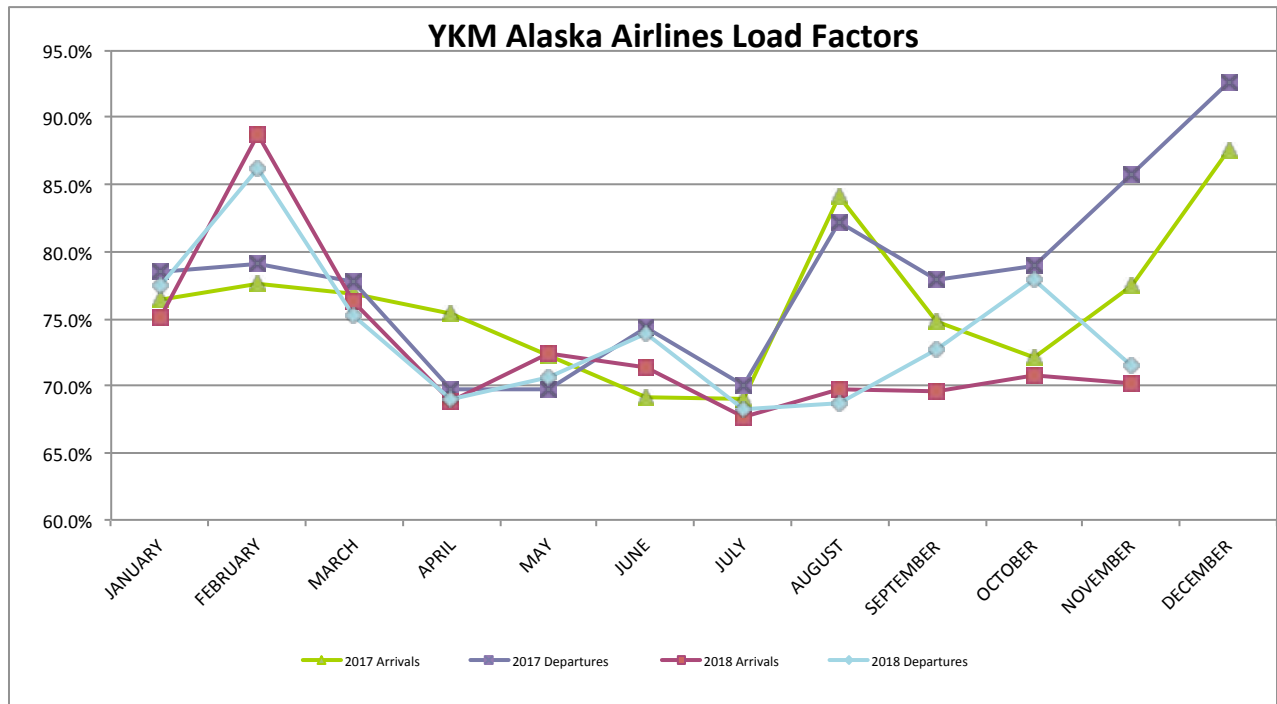
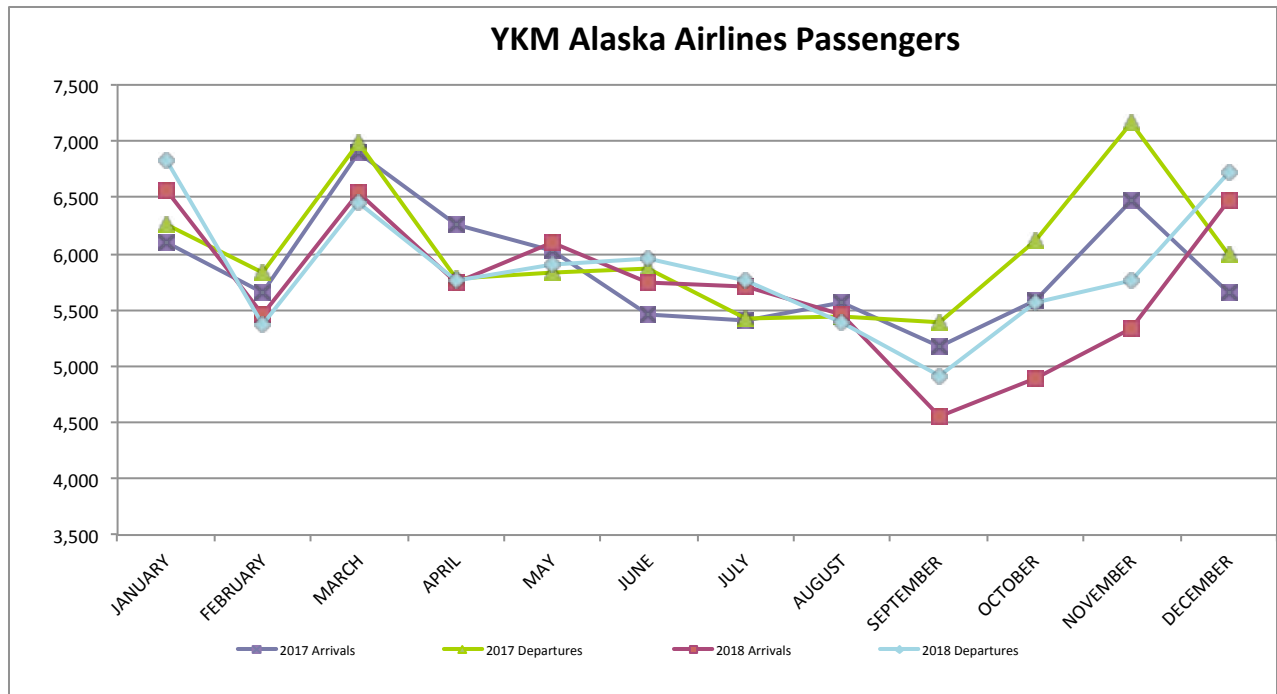
2018 Outbound Charters					
	Sun Country	Xtra Airways	Swift Air	Total	Total to Date
January	51		130	181	181
February					181
March	74		147	221	402
April	79			79	481
May					481
June					481
July	154			154	635
August			140	140	775
September			234	234	1,009
October	91			91	1,100
November	87			87	1,187
December			108	108	1,295
TOTAL	536		759	1,295	

2018 Inbound Charters					
	Sun Country	Xtra Airways	Swift Air	Total	Total to Date
January			130	130	130
February	50			50	180
March	74			74	254
April	79		147	226	480
May					480
June					480
July	155			155	635
August			139	139	774
September			85	85	859
October	91		149	240	1,099
November	87			87	1,186
December			106	106	1,292
TOTAL	536		756	1,292	

Q400 - Seating

*Sun Country operated by Allegiant

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