



*Million Home Marketing Campaign
2008 & 2009*

June 20, 2008

CARIBBEAN



Custom
Marketing
Group

The CMG Model

Integrated ~ Targeted ~ Efficient

Integrated Audiences

- **Consumers** - targeted by income and lifestyle interests in source markets
- **Travel Agents** - in targeted source and/or emerging markets
- **Group, Meeting & Incentive Planners**- by size and location

The CMG Model

Integrated ~ Targeted ~ Efficient

Integrated Media

Print - multi-page, magazine quality guides delivered via newspapers and magazines

Consumers are 4x more likely to read, keep, and use glossy, catalogue style travel guides. - Greenfield Communications

Print advertising surpassed television in influencing consumer purchasing decisions. 27% of adults look to advertising inserts as part of the decision making process compared to 8% who depend on television. -Newspaper Association of America & Google

The CMG Model

Integrated ~ Targeted ~ Efficient

Integrated Media

Direct Mail- consumers, travel trade and GM&I planners utilizing modeled databases

Online Marketing- Advertising and promotions utilizing banner ads, key word search, behavioral targeting, and targeted e-mail campaigns

Online search marketing gets a huge boost from newspapers. 67% of newspaper readers use the internet for more information and nearly 70% make a purchase following their additional research. -Vertis Communications Research

The CMG Model

Integrated ~ Targeted ~ Efficient

Targeted and Efficient Delivery

Print Delivery- By market or zip code, utilizing multiple market leading publications

Direct Mail- modeled database delivery by demographic and geographic targeting

Online- opt-in databases, behavioral modeling

The CMG Model

Integrated ~ Targeted ~ Efficient

Targeted Buy vs. National or Regional Buys

MARKET	Full Circ	HHI \$75k +	HHI \$100k +
New York Newsday	461,000	270,000	50,000
Philadelphia Inquirer	352,000	233,000	153,000
Chicago Tribune	613,000	412,000	206,000
Ft. Lauderdale Sun Sentinel	324,000	33,000	11,000
TOTALS	1,750,000	948,000 54%	420,000 24%

MAGAZINE	Eastern Region	6 States NY, NJ, CT IL, PA, FL
Travel + Leisure	480,000	300,000
National Geo Traveler	405,000	185,000
Tennis	350,000	171,000
TOTALS	1,235,000	656,000 53%



The CMG Model

Integrated ~ Targeted ~ Efficient

Measurable Media Value

Individual buy-in at “below market” cost

High impact units provide increased impressions and readership

Provide media opportunities not easily available to the individual partners





Million Home Marketing Campaign Spring 2008

Newspaper • Direct Mail • Travel Trade • Online Marketing

Million Home Marketing Campaign Spring 2008

Integrated Media

12-page, Magazine-Style “Life Needs The Caribbean” Travel Guide

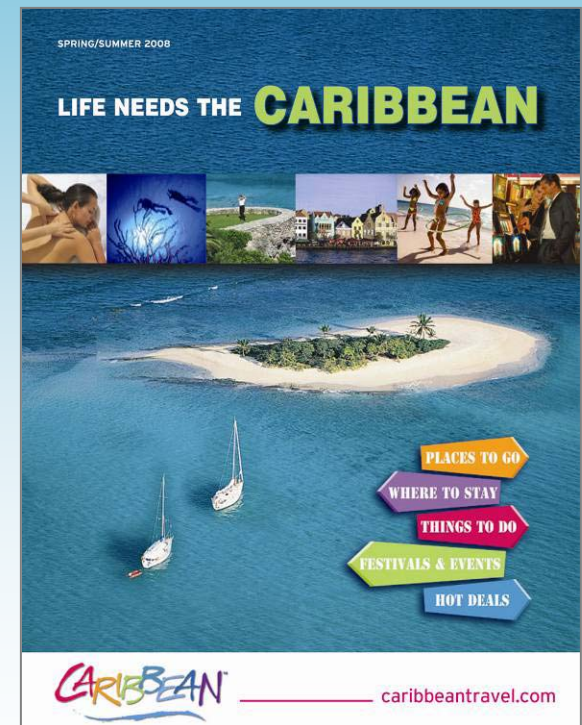
Print - Total Distribution: 1,029,000

Newspapers

- USA Today, The Westchester Journal News, & The Bergen Record (New York Metro), Philadelphia Inquirer, Chicago Tribune, Sun Sentinel (South Florida)

Trade

- 10,000 Guides to “Caribbean Travel Specialists”
- 10,000 Guides used by the CDTC for fulfillment, trade shows, etc.



Million Home Marketing Campaign Spring 2008

Integrated Media

Online

Email Campaign & Sweepstakes

- 100,000 emails highlighting the Caribbean and its many vacation options were sent to an opt-in database to target consumers
- 300,000 emails were divided among campaign advertisers
- Sweepstakes campaign generating opt-in database

Caribbean Email



Link to Sweepstakes



Links to Advertisers' Websites

Million Home Marketing Campaign Spring 2008

Online Impact

Visitors to *CaribbeanTravel.com*

Friday 5/30 to Thursday 6/5

Traffic increased 251.8%

Friday 5/30 to Thursday 6/12

Traffic increased 115.9%

Source: E-site Marketing



Million Home Marketing Campaign Spring 2008

Online Impact

Sweepstakes Entries: 5,293

Opt-in Database : 2,763 (52.2%)



Million Home Marketing Campaign 2008 & 2009

Newspaper /Magazines • Direct Mail • Travel Trade • Online Marketing

Million Home Marketing Campaign Fall 2008 & Spring 2009

Integrated Media

Multi-Page, Magazine Style Caribbean Guide

Print - Total Distribution: 2,058,000

Newspapers

- USA Today, The Westchester Journal News & The Bergen Record (New York Metro), Philadelphia Inquirer, Chicago Tribune, Sun Sentinel (South Florida)

Trade

- 10,000 Guides to “Caribbean Travel Specialists”
- 10,000 Guides used by the CDTC for fulfillment, trade shows, etc

Million Home Marketing Campaign Fall 2008 & Spring 2009

Integrated Media

Online

Email Campaign & Sweepstakes

- **400,000** + emails to target consumers
- Delivered to an **opt-in audience**; will build Caribbean brand, provide insight and vacation ideas while directing readers to your website with direct links
- Advertisers benefit from both general Caribbean campaign plus their own **custom designed promotions**



Million Home Marketing Campaign Fall 2008 & Spring 2009

Campaign Summary

High Quality, Magazine Style Caribbean Guide

**Targeted Circulation Reaching 3.2+ Million Consumers
in 1.4+ Million Households Twice**

Integrated Consumer and Trade Program

Print, Direct Mail and Online Delivery



Million Home Marketing Campaign The Future

2009 Programs & Beyond

- ✓ **Add market-leading consumer magazines to the circulation plan**
- ✓ **Target consumers and travel trade in US, Canada, and the UK**
- ✓ **Programs targeting GM&I Planners**
- ✓ **Programs targeting the growing affluent African- American audience**
- ✓ **Online marketing and ad sales, coordinating with CaribbeanTravel.com**

