



JOY RIOT

WILD BIRD FEEDING INSTITUTE

2020 Consumer marketing campaigns

111220

SUMMARY

- Consumer Campaign
- Assets: Social video posts, pre-roll videos, banner ads
- Media: digital retargeting, social media
- Drive to landing page: wbfi.org/feedthebirds
- Time in-market:
 - Spring Campaign: February 14, 2020 – June 30, 2020
 - Fall Campaign: September 14, 2020 – December 15, 2020
- Geolocation: US & Canada
 - Spring Campaign: US, with addition of Canada in final month
 - Fall Campaign: US & Canada

SPRING CAMPAIGN

2/14/2020 – 6/30/2020

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CREATIVE ASSETS



Need a break? Don't open a new window on your computer. Open your kitchen window, and gaze upon the retina-safe, natural light setting of birds gathered in nature.

Begin today by visiting: wbfi.org/feedthebirds

#feedthebirds #wbfi



Social distancing can lead to a Netflix binge. Or enjoy the series that never ends playing outside your window. Subscribe by adding a bird feeder to your backyard.

Start today by visiting: wbfi.org/feedthebirds

#feedthebirds #wbfi #socialdistancing



When you're locked down, it's easy to feel down. But setting up a bird feeder can elevate your mood. Witness the majesty of flight and community meals among the birds who grace your backyard.

Start today at: wbfi.org/feedthebirds

#feedthebirds #wbfi

DIGITAL PLACEMENTS

Digital ad network retargeting

- Run of local news, national news, travel, food & beverage, home/DIY, business & lifestyle verticals
- Standard animated banners and :15 pre-roll video
- Above the fold traffic
- Run of desktop, mobile & tablet inventory

Geo-targeting: USA

Demographic focus:

- Suburban households
- Skew female
- Age 35+

Behavioral/interest emphasis:

- Outdoorsy people
- Birdwatchers
- Nature lovers
- Home improvement interest
- Gardening interest
- Healthy living
- Doing good
- Wild animal welfare
- Conservation
- Sustainability
- Environmental
- Seeking stress relief
- Adjusting to life at home



RESULTS

- Impressions: 5,813,000+
- Clicks to site: 82,482
- Total site visits during campaign: 97,230
- Find-a-Retailer Widget Interaction: 6.8%

Average Benchmark: 1-5% Show Intent to Purchase

KEY INSIGHTS

- We were able to surpass estimated impression rates with current budget.
- Click-thru rates on all assets and placements far exceeded industry benchmarks.
- Video was highest performing (no surprise).
- Cultural references & home improvement references have high engagement.
- Top themes include: beauty, calming effects, stress relief

FALL CAMPAIGN

9/14/2020 – PRESENT (THRU 12/15/2020)

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Fall Campaign STRATEGY

- Build on success of Spring campaign. Continue to focus on key themes: Beauty, Stress Relief, Home Improvement
- Continue social media & digital media
- Increased focus on video
- Add Canada to paid media targeting



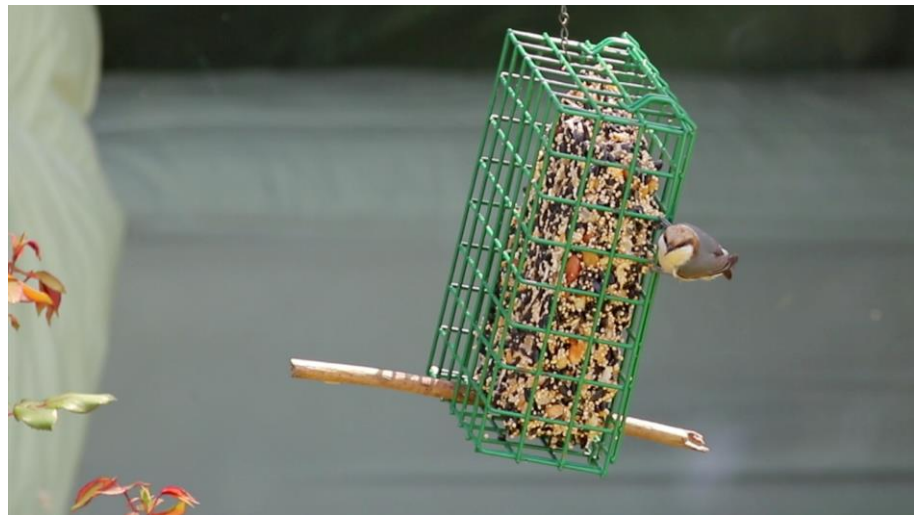
CREATIVE ASSETS



Feeling anxious? Celebrate #mentalhealthweek by giving Mother Nature a call. Her fresh air and beautiful creatures are always there to calm you down.

Learn more at wbfi.org/feedthebirds

#feedthebirds #wbfi #callyourmom #mothernature #stressmanagement



This fall, the birds are migrating back for a new season. And this one promises to be the best yet. Just hang a feeder in your backyard, sit back, and enjoy the show.

Get started at wbfi.org/feedthebirds

#feedthebirds #wbfi #seasons #migration #fallbirds

THE CAMPAIGN IN REAL LIFE

NEW YORK POST

SEARCH

BLUE RUSH
FOOTBALL FOOTBALL

GAME'S ALL WIRE
FOOTBALL FOOTBALL

NEWS WORLD

House of Cards
House of Cards
House of Cards

Ask of Americans
Ask of Americans
Ask of Americans

Think 2020's
Think 2020's
Think 2020's

Experts see where in
Experts see where in
Experts see where in

Coronavirus
Coronavirus
Coronavirus

can't see one's
can't see one's
can't see one's

culture for
culture for
culture for


study class

WATCH YOUR WORRIES FLY AWAY

Kentucky theme park is allowing families to rent out the entire space

By Alexandra Doolittle, Fox News

September 15, 2020 · 10:17 AM



The Dallas Morning News

SECTIONS SUBSCRIBE


IT'S WHAT'S ON THE OUTSIDE THAT COUNTS.

ARTS & ENTERTAINMENT

Things to Do

MUSIC MOVIES PERFORMING ARTS VISUAL ARTS

Fun things to do in September in Dallas-Fort Worth — online.



msn video

powered by Microsoft News

Sign in

Trending Tuned in Spark Watch-Free TV Animals Pop Culture Science Life People & Places For Good

Ad: 12 seconds

WITH A BIRDFEEDER THERE'S ALWAYS A RAINBOW OUTSIDE.

Better Homes and Gardens

9 Fall Wall Decor Ideas You'll Love All Season Long © 2020 Microsoft Privacy & Cookies Terms of Use NOW PLAYING: People & Places 9 Fall Wall Decor Ideas You'll Love All Season Long Better Homes and Gardens UP NEXT Man in wheelchair visits all 7 continents CBS News 80,000+ luxury cruise line moving show with 143-day... FOX News Maureen McCormick shares how brother inspired Special... TODAY Report: Louisville, Ky. to pay millions to Breonna Taylor's... Yahoo News Sutton is losing its iconic design

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The world's largest chocolate fountain opens in Switzerland TRAVEL

This city's empty airport terminal is like nothing you've ever seen TRAVEL

This bookable bike tour lets you taste whiskey while enjoying the Scottish countryside TRAVEL

Nature, only available in HD.

Here's a preview of fall foliage for the northeast

The changing fall leaves can provide an enjoyable outdoor experience.

Nature, only available in HD. As you get used to it, please let us know what you think!

DAILY BEAST

CRDSWORD NEWSLETTERS JOIN LOG IN

CORONAVIRUS CHEAT SHEET POLITICS ENTERTAINMENT WORLD NEWS HALF FULL CULTURE U.S. NEWS SCOUTED TRAVEL

HARRY'S

SHOULD AN 8-PACK OF BLADES REALLY COST \$32? WE DON'T THINK SO.

REDEEM TRIAL


The Best Way to See South Dakota? This Former Railroad Trail

ROLLING THROUGH

Rail trails allow cyclists to travel along former railroad routes, and South Dakota has one of the best trails in the country.

Cassandra Brocklyn Published Sep 13, 2020 9:37AM ET

PUT YOUR FEET UP AND RELAX.



RESULTS

- Impressions: 3,882,000+
- Clicks to site: 82,380+
- Overall Digital CTR (click-thru rate): 1.04%
 - Display CTR: 0.66%
 - Video CTR: 2.19%
 - Social CTR: 8.7%
- Video Completion Rate: 71.78%
- Total Page Views during campaign: 83,695
- Find-a-Retailer Widget Interaction: 2.4%

Average Benchmark: 0.12%

Average Benchmark: 0.30%

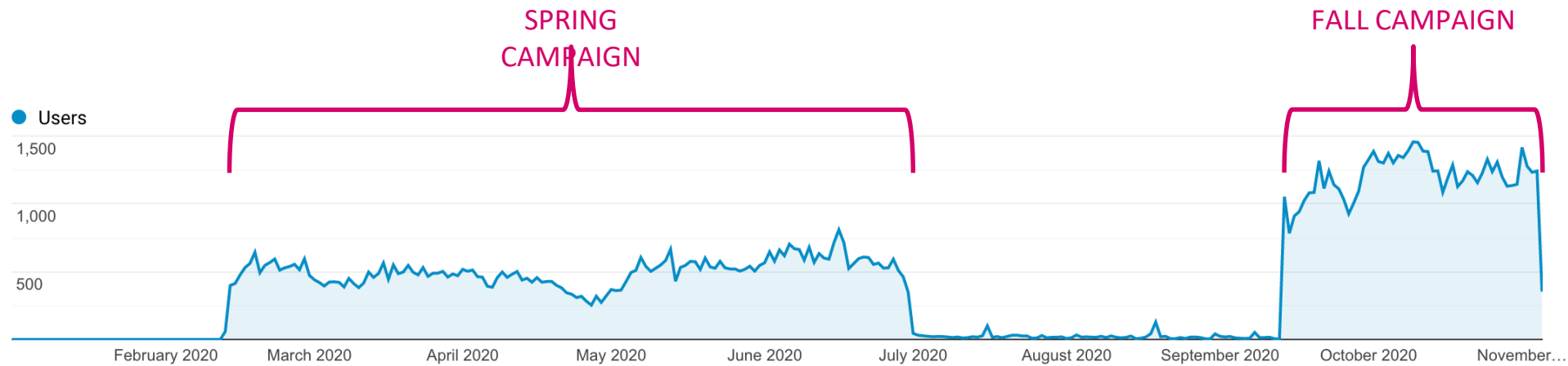
Average Benchmark: 0.9%

Average Benchmark: 60%

Average Benchmark: 1-5% Show Intent to Purchase



SITE TRAFFIC



- Total Impressions: 9,695,000+
- Total site visits during campaign: 180,925



KEY INSIGHTS

- We tracking to hit at least the estimated impression rates with current budget.
- Campaign is already overperforming. Click-thru rates on all assets and placements far exceed industry benchmarks.
- We're seeing increased engagement from the last campaign due to video assets
- We're continuing to monitor and optimize based on creative, placements, and audience engagement
- The more budget we can put toward the media plan, the more people we're able to get in front of, the more times we're able to hit them, and the more likely they are to be driven to action.



THANK YOU

Additional Questions? jbrown@joyriotagency.com

