

2019/Q1 2020 Media Plan Summary

April 9, 2019

Summary of Media Strategy

- Digital-first/Video-first approach
 - Reach core target of 18 to 34 year-olds across Watch, Listen and Read digital formats
 - Increase allocation to digital video and place across established multichannel platforms including programmatic placements
 - Increase digital audio allocation and expand partners
 - Eliminate all digital display and limit social display to higher impact creative units
 - Maintain year-round continuity in paid search
- Secondarily, broadcast media
 - Speak to all 18 to 54 year-old credit union members where they still spend a third of their time with media
 - Ensure reach of target audience across the state
 - Provide coverage of people who are not members of any CUs



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2019 CU Link Recommended Media Plan - April 22 Start Date

		2019												2020																																							
		April				May				June				July				August				September			October			November			December			January			February			March													
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23
WATCH	Digital Video Pre-roll :30/:15	[Bar chart showing impressions across months]																																																			
		11.53 Million Impressions \$173K												11.2 Million Impressions \$168K												11.2 Million Impressions \$168K												8.5 Million Impressions \$127K															
	TV Cable :30s	[Bar chart]												[Bar chart]												[Bar chart]												[Bar chart]															
		12.6 Million Impressions \$206K												[Bar chart]												[Bar chart]												6.2 Million Impressions \$101K															
	GSTV :15 Video	[Bar chart]												[Bar chart]												[Bar chart]												[Bar chart]															
		1.6 Million Impressions \$33K												3.1 Million Impressions \$65K												3.1 Million Impressions \$65K												[Bar chart]															
LISTEN	Terrestrial Radio :30s	[Bar chart]												[Bar chart]												[Bar chart]												[Bar chart]															
		4.9 Million Impressions \$84K												10.0 Million Impressions \$170K												[Bar chart]												3.8 Million Impressions \$64K															
	Pure-Play/Streaming	[Bar chart]																																																			
		11.3 Million Impressions \$169K												10.9 Million Impressions \$164K												10.9 Million Impressions \$164K												6.3 Million Impressions \$94K															
READ	Paid Social	[Bar chart]																																																			
		9.5 Million Impressions \$57K												9.2 Million Impressions \$55K												9.2 Million Impressions \$55K												7.0 Million Impressions \$42K															
	Paid Search	[Bar chart]																																																			
		5.1 Million Impressions \$26K												5.1 Million Impressions \$26K												5.1 Million Impressions \$26K												5.1 Million Impressions \$26K															
Quarterly Impressions:		56.6 Million Impressions												49.5 Million Impressions												39.5 Million Impressions												36.8 Million Impressions															
Quarterly Spend		\$747,000												\$648,000												\$478,000												\$453,000															

Note: Timing, weight and length of campaign will vary in length by DMA due to differences in contribution by DMA.

CU Link 2019 Budget by Market and Tactic Including Matching Funds



CU Link 2019/Q1 2020 Budget by Market									
	Cable TV	GSTV	Terrestrial Radio	Digital Audio	Digital Video	Paid Social	Paid Search	Total	
Detroit*	\$ -	\$ 52,047	\$ 151,438	\$ 222,592	\$ 235,035	\$ 65,566	\$ 49,709	\$ 776,387	
Grand Rapids	\$ 93,667	\$ 35,800	\$ 50,453	\$ 96,181	\$ 124,222	\$ 38,769	\$ 25,761	\$ 464,852	
Flint	\$ 97,649	\$ 41,927	\$ 53,398	\$ 110,990	\$ 131,202	\$ 40,850	\$ 24,097	\$ 500,112	
Traverse City	\$ 34,890	\$ 10,000	\$ 18,017	\$ 49,529	\$ 51,690	\$ 22,594	\$ 10,699	\$ 197,419	
Lansing	\$ 33,211	\$ 13,410	\$ 19,111	\$ 54,020	\$ 45,765	\$ 23,054	\$ 8,542	\$ 197,113	
Marquette**	\$ 30,837	\$ 3,001	\$ 14,087	\$ 33,806	\$ 22,314	\$ 9,980	\$ 4,904	\$ 118,931	
Alpena	\$ 9,716	\$ 4,435	\$ 6,964	\$ 15,048	\$ 18,832	\$ 4,971	\$ 2,234	\$ 62,200	
Berrien/Cass	\$ 6,579	\$ 2,465	\$ 3,873	\$ 8,152	\$ 8,783	\$ 3,072	\$ 1,762	\$ 34,686	
	\$ 306,549	\$ 163,085	\$ 317,342	\$ 590,318	\$ 637,844	\$ 208,855	\$ 127,708	\$ 2,351,700	

13% 7% 13% 25% 27% 9% 5% 100%

* Includes Lenawee County

** Includes Gogebic and Menominee Counties

Note: Plan tactics by market will be revised to reflect additional contributions