



MARKETING & MEDIA PLAN FOR HOLIDAYS NETWORK GROUP



INTRODUCTION

TECHNOLOGY SYSTEMS (DTS) IS A FULL-SERVICE MARKETING AND PUBLIC RELATIONS FIRM RENOWNED FOR ITS STRATEGIC APPROACH TO HELPING CLIENTS ACHIEVE THEIR UNIQUE AND DIVERSE OBJECTIVES. FOR MORE THAN 12 YEARS, DTS HAS ESTABLISHED A REPUTATION FOR STAYING ON THE LEADING EDGE OF CHANGE IN MARKETING AND THE PUBLIC RELATIONS INDUSTRY, OFTEN PUSHING THE INDUSTRY ITSELF FORWARD BY OFFERING CLIENTS A WIDE RANGE OF STATE-OF-THE ART BRANDING SERVICES AND DESIGN TOOLS.

WINNING AWARDS IS NOT OUR PRIMARY GOAL. RATHER, CLIENT SUCCESS IS TRUE BEACON OF ACHIEVEMENT ACCOMPLISHMENT, AND THE MEDIA, INDUSTRY PROFESSIONALS, AND TRADE ASSOCIATIONS HAVE TAKEN NOTE. WE HAVE BEEN ACKNOWLEDGED FOR OUR CLIENT WORK IN MEDIA RELATIONS, ONLINE MARKETING, EDITORIALS, DIRECT RESPONSE, SPECIAL EVENTS, PUBLIC SERVICE, PUBLIC AFFAIRS, AND INTEGRATED COMMUNICATIONS.

FROM THE CREATION OF OUR TALENTED AND EXPERIENCED TEAM CALLED "THE NETWORK," TO THE COMPLETION OF MANY DIVERSE AND UNIQUE PROJECTS, DTS CONTINUES TO BE THE SOLUTION PROVIDER THE PUBLIC AND PRIVATE SECTOR CALLS UPON TO BE THAT PERFECT STRATEGIC PARTNER. LET'S DO THIS!





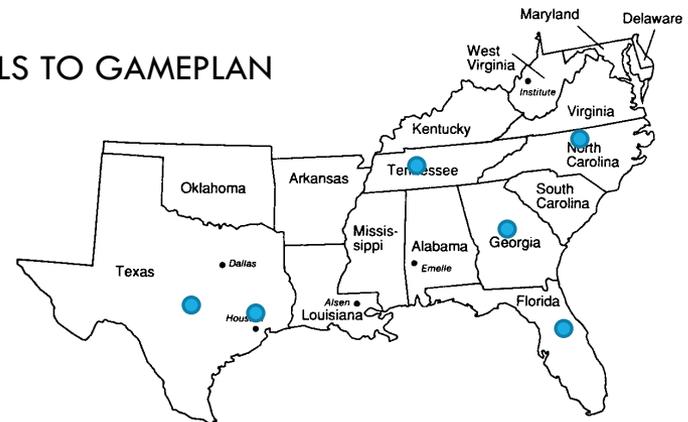
HNG GOALS AND OBJECTIVES

DTS WORKS WITH MANY COMPANIES AND ORGANIZATIONS EACH YEAR. THIS GIVES US A VALUABLE GLIMPSE AT THE INNER WORKINGS AND STRATEGIES OF MANY DIFFERENT BUSINESSES. WE SEE WHAT MARKETING CHANNELS AND TOOLS WORK AND WHICH ONES DON'T.

WE WORK WITH CLIENTS CLOSELY TO ENSURE OBJECTIVES ARE SPECIFIC, MEASURABLE, AND HAVE A DEFINED COMPLETION DATE. WE HAVE LEARNED THAT CLEAR OBJECTIVES AND CONSTANT COMMUNICATIONS ARE VITAL FOR SUCCESS.

HNG OBJECTIVES:

- IDENTIFY TOP MARKETS TO DRIVE ENGAGEMENT
- PROVIDE A COMPELLING OFFER FOR IDENTIFIED PROPERTIES
- DRIVE RESPONSE TRAFFIC TO HNG CALL CENTERS AND PROPERTIES
- BRAND THE HNG NETWORK.
- UPDATE CURRENT AND ADD NEW MARKETING CHANNELS TO GAMEPLAN
- TRACK MEDIA PLANS THROUGH KEY ANALYTICS



OPPORTUNITIES

- HOLIDAYS NETWORK GROUP (HNG) HAS MULTIPLE VACATION OWNERSHIP PROPERTIES IN THE US, MEXICO AND BEYOND. LET'S INCREASE THE EXPOSURE OF HNG TO THE VACATIONING AUDIENCE.
- A PARTNERSHIP WITH DTS PROVIDES THE OPPORTUNITY TO TAP INTO OUR VAST NETWORK OF BUSINESS CLIENTS, ASSOCIATIONS, PARTNERSHIPS AND MARKETING CHANNELS.
- HNG WILL INCREASE SALES AND AWARENESS BY UTILIZING A TARGETED MULTI-CHANNEL CAMPAIGN THAT WILL DRIVE CONSUMERS TO CALL CENTERS AND HNG PROPERTY SALES TEAMS.
- BUILD BRAND AWARENESS AND DRIVE CONSUMERS TO A HNG VACATION DESTINATION.



STRATEGY

DTS WILL PROVIDE A TWO PHASE MULTI-LEVEL CAMPAIGN THAT WILL UTILIZE RADIO, WITH #250 TECHNOLOGY, TO COVER KEY MARKETS WITH NON STOP FLIGHTS TO ORLANDO. DTS WILL ALSO SATURATE SELECTED MARKETS WITH A HIGHLY TARGETED EMAIL AND NEWSPAPER FSI CAMPAIGN.

PHASE 1: ATLANTA, NASHVILLE, ORLANDO, CHARLOTTE, HOUSTON, AND SAN ANTONIO

PHASE 2: DALLAS, AUSTIN, RALEIGH, RICHMOND, CHICAGO, JACKSONVILLE



MARKETING ELEMENTS

- MULTI-MARKET DR RADIO CAMPAIGN
- INTERGRATED #250 CAMPAIGN
- CUSTOMIZED E-MAIL CAMPAIGN
- NEWSPAPER FSI AND HOME DELIVERY CAMPAIGN



RADIO CAMPAIGN

DTS WILL PROVIDE A COMPREHENSIVE RADIO CAMPAIGN TARGETING KEY DEMOGRAPHICS IN STRATEGIC MARKETS.

WITH RADIO REACHING 93% OF AMERICANS ACROSS THE US, RADIO WILL PROVIDE THE REACH AND FREQUENCY IN KEEPING HNG TOP OF MIND WITH CONSUMERS LOOKING FOR THEIR NEXT GREAT TRAVEL EXPERIENCE.



MARKETING ELEMENTS

- COMPREHENSIVE PROJECT MANAGEMENT AND COPY WRITING
- 30-SECOND SPOTS ACROSS 6 TARGETED MARKETS
- ORLANDO, ATLANTA, CHARLOTTE, NASHVILLE, HOUSTON, SAN ANTONIO
- DESIGN A COMPREHENSIVE REAL-TIME TRACKING & REPORTING SYSTEM
- IMPLEMENT SOLID AND MEASURABLE RESULTS



#250 RESPONSE CAMPAIGN

#250 (POUND TWO-FIFTY) IS A SPEED DIAL THAT WORKS RIGHT NOW ON VIRTUALLY ALL MOBILE PHONES IN THE US AND CANADA.

ADVERTISERS USE IT AS A REPLACEMENT FOR LONG PHONE NUMBERS THAT CONSUMERS CANNOT REMEMBER WHEN HEARD IN RADIO OR TV ADS.

CONSUMERS SIMPLY DIAL #250 AND SAY A KEYWORD TO CONNECT TO YOUR BUSINESS – VIA AN INBOUND PHONE CALL, AND/OR A TEXT MESSAGE REPLY. **SIMPLE.**



MARKETING ELEMENTS

- TRACKS # OF CALLS
- REAL-TIME REPORTING
- #250 KEYWORD (FUN) CONNECTS DIRECTLY TO HNG CALL CENTERS
- ADDITIONAL TEXT RESPONSE



E-MAIL CAMPAIGN

DTS PROVIDES A TARGETED EMAIL CAMPAIGN THAT EXTENDS REACH AND BRAND AWARENESS. THE RESULTS AND IMPACT WILL BE TRACKED WITH THIS HIGHLY MOBILE, MEASURABLE, AND CUSTOMIZABLE CLIENT ASSET.

THIS TARGETED ACQUISITION CAMPAIGN WILL ACQUIRE NEW LEADS, DRIVE TRAFFIC OF NEW HIGHLY QUALIFIED PROSPECTS, AND DRIVE NEW PROSPECTIVE CUSTOMERS.



MARKETING ELEMENTS

- 600,000 TARGETED EMAILS
- **8% GUARANTEED** OPEN RATE
- DEMO, GEO, INCOME, BEHAVIORAL TARGETING
- WE HAVE ACCESS TO MORE THAN 150 MILLION HIGHLY RESPONSIVE PROSPECTS & 240 + TARGETED LISTS WITH SPECIALIZED AUDIENCE
- CUSTOMIZED HNG BRANDED EMAIL CAMPAIGN
- FULLY DOUBLE OPT-IN, PERMISSION BASED & CAN SPAM COMPLIANT



NEWSPAPER FSI CAMPAIGN

DTS HAS PARTNERED WITH THE NATIONAL LEADER IN ALTERNATE DELIVERY SOLUTIONS FOR THE ADVERTISING AND PUBLISHING INDUSTRIES. WE WILL PROVIDE OUR CLIENTS WITH THE MOST INNOVATIVE TECHNOLOGY AND PROCESSES AVAILABLE.

CAPABILITIES INCLUDE: CUSTOM ROUTING AT ZIP LEVEL, SUB-ZIP, POSTAL CARRIER ROUTES, BLOCK GROUPS, ADVERTISER SPECIFIC, TAILORED ROUTING AND GPS-CONTROLLED DELIVERIES.



MARKETING ELEMENTS

- 200,000 TARGETED HOMES BASED ON ZIPS
- MORE THAN 8 SOUTHERN MARKETS
- DEMO, GEO, INCOME, BEHAVIORAL TARGETING
- NEWSPAPER INSERTS, FRONT PAGE TOPPERS & DRIVEWAY BUNDLE PROGRAMS
- NEWSPAPER ADS AND ADVERTORIALS INCLUDED





PACKAGE SUMMARY

OUR GOAL IS TO PROVIDE A CREATIVE MULTI-LEVEL BRANDING AND COMMUNICATIONS SALES CAMPAIGN FOR HNG. DTS WILL CREATE CLEAR AND CONSISTENT MESSAGING THROUGH MULTIPLE MARKETING CHANNELS THAT WILL BE UTILIZED TO DRIVE QUALIFIED PEOPLE TO HNG CALL CENTERS.

BASED ON THE SCOPE OF WORK, DTS WILL CHARGE A FEE OF **\$10,000** PER MONTH. THE PROPOSED BUDGET INCLUDES ALL STAFFING, CONTRACTOR AND ADDITIONAL FEES FOR PROJECT PLANNING AND IMPLEMENTATION. YOUR NEW MARKETING & PROMOTIONAL TEAM ARE AT YOUR SERVICE.

- PROJECT MANAGER (1)
- CREATIVE DESIGNER (1)
- BRANDING AND MEDIA CONSULTANT (1)
- IT SERVICES MANAGER (1)

THE PROPOSED BUDGET INCLUDES DTS STAFFING ONLY. ANY ADDITIONAL SERVICES, INCLUDING MEDIA PURCHASING AND PRINTING ARE NOT INCLUDED. DTS WILL ASSURE THAT CLIENT (HNG) WILL RECEIVE THE BEST PRICES ON ALL SERVICES AND FEES PROVIDED BY APPROVED VENDORS AND PARTNERS.





MEDIA PACKAGE SUMMARY

THE PROPOSED MEDIA PLAN IS DESIGNED TO CREATE CLEAR AND CONSISTENT MESSAGING THROUGH MULTIPLE MARKETING CHANNELS THAT WILL BE WORKING IN UNISON TO DRIVE QUALIFIED PEOPLE TO HNG CALL CENTERS.

- DIRECT EMAIL CAMPAIGN TO **600,000** TARGETED EMAILS
- NEWSPAPER FSI CAMPAIGN TO **200,000** TARGETED HOUSEHOLDS IN 8 MARKETS
- WEEKLY RADIO CAMPAIGN IN 6 MARKETS - **1.2 MILLION**
- # 250 CALL TRACKING AND ANALYTICS

BASED ON ESTIMATES OF THE PROPOSED MEDIA PLAN, DTS WOULD BILL AN ADDITIONAL FEE PER MONTH. THE PROPOSED BUDGET INCLUDES ALL ELEMENTS OF THE MEDIA PLAN.

MORE THAN 2 MILLION TARGETED AUDIENCE!
**WE WILL PROVIDE MORE EXPOSURE FOR HNG AT
A LOWER COST!**





NEXT STEPS & CONTACT INFO

- DTS PRESENTS MARKETING PLAN AND MEDIA PROPOSAL TO HNG
- DTS CREATES A STRATEGIC CAMPAIGN INCLUDING TIMELINE
- HNG MEETS WITH DTS MANAGEMENT TEAM TO REVIEW CAMPAIGN AND EXECUTION
- DTS CONTRACTS STRATEGIC AND MEDIA PARTNERS AND SECURES DISCOUNTED PRICING
- PROJECT CAMPAIGN BEGINS

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