

NORTH TAHOE
Shop & Win
CONTEST

Shop Local. Support Local.

Partner Toolkit



OVERVIEW:

The NLTRA and our regional business associations have teamed up to create a shopping initiative in an effort to make holiday shopping even more rewarding and sustainable this year. We'll be using the Goosechase App to encourage both locals and visitors to shop local this holiday season with a multi-week North Lake Tahoe shopping scavenger hunt. Campaign marketing will launch on November 23 to help create excitement but the official contest runs from Small Business Saturday (November 28, 2020) through January 3, 2021.

TOOLKIT PURPOSE:

This campaign aims to drive foot traffic to local businesses within North Lake Tahoe in a fun and unique way. The goal of this toolkit is to provide local shop owners and businesses with assets and tools to help further reach and saturate the region with messaging about this initiative. Within this document you'll find a few recommendations for visuals, copy, hashtags, advertising techniques, and more.

GOAL:

Use the marketing channels of North Lake Tahoe partners, to **educate users on how they can download the app and participate in this contest.**

Posting Frequency:

We recommend 1-2 posts at campaign launch (the week of 11/23) and then 2 posts per month through December 2020.



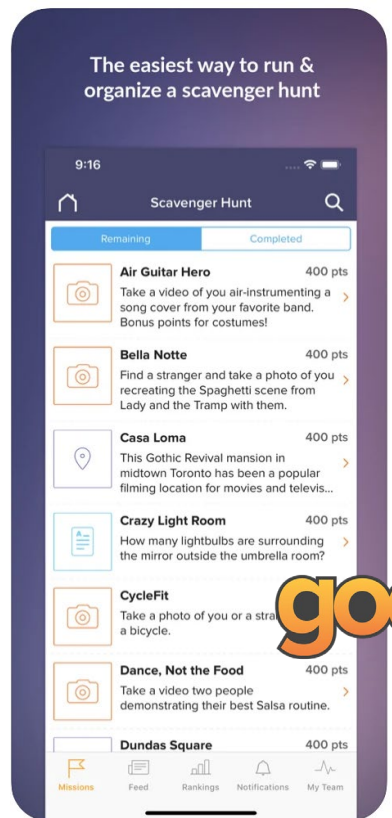
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ABOUT GOOSECHASE

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ABOUT GOOSECHASE

- Individuals and Teams sign up for the contest via the free app and will see a list of challenges to complete for points.
- Prizes! Each week, a team or individual will be selected as a winner based on categories such as most creative, highest points earned, most challenges completed, and most unique purchase. At the end of the contest, we will name a grand prize winner for the team or individual who racked up the most points by completing the most challenges.
- There will be over 100+ challenges to choose from, driving participants to move around the North Lake Tahoe region.
- The contest will encourage participants to have fun, shop local, and shop safely this holiday season.
- For team events, only 1 person on each team needs to have the app installed.



goosechase



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SOCIAL MEDIA OVERLAYS

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OVERVIEW:

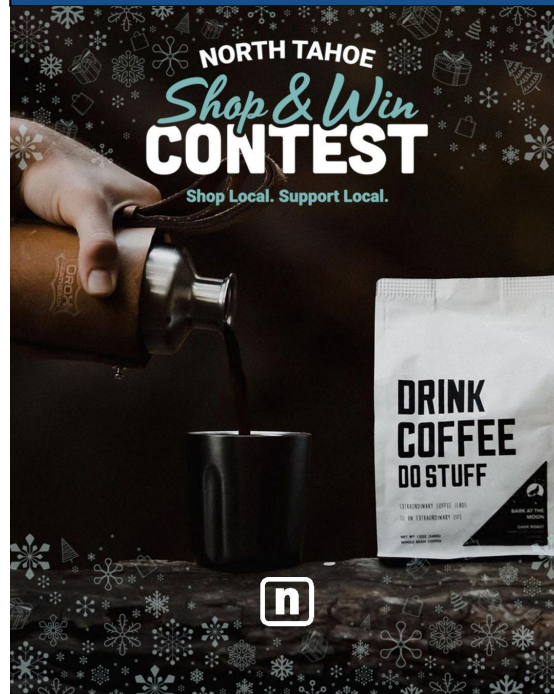
To make a post like the images on the right, click [HERE](#) to download the custom frame. You can add and overlay the frame on top of any of your own imagery. If possible, please use a version with the full color logo, however, a one-color option is available if needed for contrast with imagery.

(Note: Not every post related to this campaign needs to feature the overlay!)

SAMPLE POST



SAMPLE POST 2





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SAMPLE POSTS

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SAMPLE INSTAGRAM POST 1



SAMPLE TAHOE COPY 1

Grab your mask and get ready to participate in a physically distanced scavenger hunt! This holiday season, shopping in North Lake Tahoe has never been better. We're introducing a fun new way for you to explore the region via the GooseChase app! Whether as an individual or a team, we're inviting you to join in on a Tahoe shopping scavenger hunt. Embark on missions, take on trivia, and earn prizes. There will be over 100 challenges to choose from. Download the @goosechase app and search "North Lake Tahoe".

SAMPLE TAHOE COPY 2

You're invited to join us on a regional scavenger hunt! We've partnered with @goosechase to create a regional scavenger hunt like no other. Download the GooseChase app, search "North Lake Tahoe", grab your mask, and get ready for a wild ride! Discover fun local missions, explore new parts of the area, and win prizes while doing it. Head to the app store to get started on this fun, free experience.

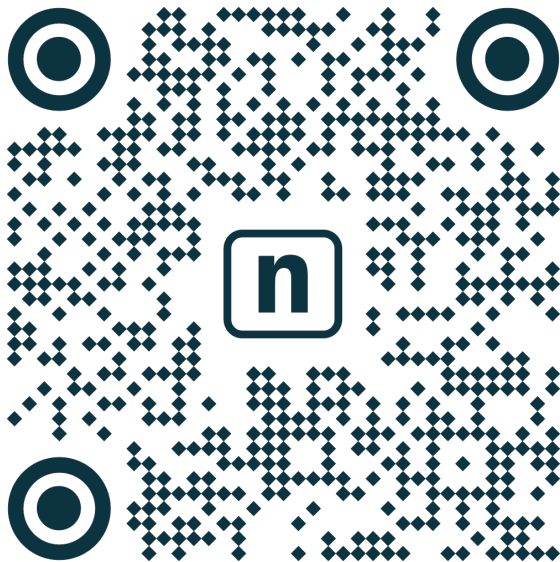


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QR CODE

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QR CODE



The QR code you see to the left will send users to the GoTahoeNorth website, providing further details on how to participate in this event. On this page, users will also be given instructions on how to download the GooseChase app.

WHERE AND HOW TO USE THE QR CODE

The QR code can be added to posters, flyers, and any other marketing collateral. You can download different file versions [HERE](#). Users can scan the QR code simply by opening their phone and pointing their camera at the QR code. A link will automatically pop up (no need to take a picture, just point your camera at the code).

HOW NOT TO USE THE QR CODE

Because the QR code needs to be scanned by a phone camera, do not add the QR code to social media posts.



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SUPPORTING LOCAL

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IN STORE FLYER

As a way to let the general public know that you are participating in the contest print out this flyer and put it up in your shop. You can download the PDF of the file [HERE](#). Users will be given instructions on how to download the app, details regarding the runtime of the contest, and a QR code educating them on where they can learn more.

I SUPPORT NLT BUSINESSES SIGN

You can also download this printable sign [HERE](#), to display in your business. This will be used in 20 Proof of Purchase challenges where customers are asked to take a picture of themselves next to the sign to prove they made a purchase. They will then submit that picture to the app to receive points. Please have the flyer in a public area so players can easily snap a photo.





These hashtags will be used to bring awareness to the overall campaign and help track growth of the content on social media. We suggest implementing these with any branded hashtags you currently use on your social media channels. Primary hashtags should live within the copy of the post and be visible to the consumer. Hashtags are most effective on Instagram posts. We also recommend tagging GooseChase and North Lake Tahoe on the respective social platforms.

GooseChase Tags:

- Instagram: @goosechase
- Facebook: @goosechaseadventures
- Twitter: @goosechase

North Lake Tahoe Tags:

- Instagram: @TahoeNorth
- Twitter: @TahoeNorth
- Facebook: @TahoeNorth

Branded Hashtag:

- #TahoeNorth
- #TahoeHolidayHunt



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ADVERTISING



The North Tahoe Resort Association will be running a paid awareness campaign on social media to promote this shopping contest. If you're interested in also supporting the program by promoting organic content on Facebook and Instagram to a specific audience (i.e the North Lake Tahoe region), boosting may be a strategy your organization can implement. For more info on boosting and how to setup an ads manager account follow the link here: <http://bit.ly/Facebook-Boosting>.

Budget vs Reach vs Link Clicks:

The \$15/day spend is a recommended starting point. Listed below you will find an estimated outline of budget vs. reach vs. link clicks:

Estimated Daily Results		
Daily Budget	Reach	Link Clicks
\$15	1.9 - 5.4k	28 - 90
\$30	3.7k - 11k	56 - 170
\$50	6.2k - 18k	93 - 277
\$70	8.7k - 25k	131 - 384

Boosting Recommendations for the Holiday Contest on Facebook

Audience:

- M/F: 28-55
- Location: Tahoe City, Kings Beach, Tahoma, Incline Village, Truckee, Squaw Valley (10 mile radius)

Placements: Facebook

Budget: \$15/day for 3-5 days

Boosting Recommendations for the Holiday Contest on Instagram

Audience:

- M/F: 21-40
- Location: Tahoe City, Kings Beach, Tahoma, Incline Village, Truckee, Squaw Valley (10 mile radius)

Placements: Instagram

Budget: \$15/day for 3-5 days