

The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE®**



TEST MARKET OVERVIEW

6.8.2021





# SUMMER 2021 MARKETS

## Priority Markets

Atlanta  
Birmingham  
Charlotte  
Chicago  
Cincinnati  
Dallas  
Greenville  
Indianapolis  
Jackson  
Little Rock  
Louisville  
St. Louis  
Tampa

## Test Markets

Detroit  
Huntsville\*  
Lexington\*  
New Orleans  
Orlando  
Raleigh-Durham\*  
Washington, D.C.

Kentucky Statewide  
Missouri Statewide  
Ohio Statewide

\*Test market includes Television



# ESTIMATED OVERALL BUDGET BY MARKET

Market	Population	2019 Arrivalist Rank	2019 Time in Market	Arrivalist Top Counties	Summer 2021 Digital Budget	Summer 2021 BTV+CTV Budget	Total Summer 2021 Budget
Atlanta	6,020,364	1	1 Day, 10 Hours, 5 Minutes	Davidson, Sevier, Hamilton, Knox, Shelby	\$234,557	\$394,510	\$629,067
Indianapolis	2,074,537	7	1 Day, 17 Hours, 42 Minutes	Davidson, Sevier, Knox, Williamson, Shelby	\$80,848	\$129,807	\$210,655
Cincinnati	2,219,750	5	1 Day, 22 Hours, 30 Minutes	Sevier, Davidson, Campbell, Knox, Williamson	\$86,553	\$97,839	\$184,392
Tampa	3,194,831	15	2 Days, 7 Hours, 20 Minutes	Davidson, Sevier, Hamilton, Knox, Shelby	\$124,532	\$331,311	\$455,843
Chicago	9,458,539	2	1 Day, 15 Hours, 1 Minutes	Davidson, Shelby, Sevier, Williamson, Rutherford	\$368,543	\$539,977	\$908,520
Dallas-FW	7,573,136	14	1 Day, 20 Hours, 23 Minutes	Davidson, Shelby, Williamson, Knox, Sevier	\$295,193	\$607,556	\$902,749
Charlotte	2,636,883	10	1 Day, 17 Hours, 36 Minutes	Sevier, Davidson, Knox, Sullivan, Hamilton	\$102,690	\$152,420	\$255,110
St Louis	2,807,338	11	1 Day, 12 Hours, 19 Minutes	Davidson, Shelby, Sevier, Williamson, Rutherford	\$109,373	\$172,736	\$282,109
Louisville	1,767,862	6	1 Day, 8 Hours, 15 Minutes	Davidson, Sevier, Williamson, Rutherford, Knox	\$68,949	\$81,172	\$150,121
Little Rock	1,259,100	18	1 Day, 8 Hours, 27 Minutes	Shelby, Davidson, Madison, Williamson, Sevier	\$49,063	\$58,912	\$107,975
Birmingham	1,130,047	4	1 Day, 12 Hours, 43 Minutes	Davidson, Sevier, Hamilton, Shelby, Williamson	\$44,010	\$52,287	\$96,297
Greenville	920,477	3	1 Day, 11 Hours, 22 Minutes	Sevier, Knox, Davidson, Sumner, Hamilton	\$35,860	\$83,867	\$119,727
Jackson	764,500	32	1 Day, 18 Hours, 25 Minutes	Shelby, Davidson, Sevier, Hamilton, Madison	\$29,829	\$40,795	\$70,624
	41,827,364				\$1,630,000	\$2,743,189	\$4,373,189



# ESTIMATED OVERALL BUDGET BY MARKETS

Market	Population	2019 Arrivalist Rank	2019 Time in Market	Arrivalist Top Counties	Summer 2021 Digital Budget	Summer 2021 BTV+CTV Budget	Total Summer 2021 Budget
Huntsville	462,693	8	1 Day, 4 Hours, 4 Minutes	Davidson, Sevier, Williamson, Hamilton, Rutherford	\$18,508	\$53,881	\$72,389
Lexington	506,751	9	1 Day, 8 Hours, 32 Minutes	Sevier, Davidson, Knox, Williamson, Hamilton	\$20,270	\$47,722	\$67,992
New Orleans	1,270,530	44	2 Days, 12 Hours, 2 Minutes		\$50,821	-	\$50,821
Raleigh Durham	1,390,785	25	2 Days, 3 Hours, 59 Minutes	Davidson, Sevier, Knox, Shelby, Hamilton	\$55,631	\$159,669	\$215,300
Orlando	2,509,454	19	2 Days, 2 Hours, 56 Minutes	Davidson, Sevier, Hamilton, Knox, Shelby	\$100,378	-	\$100,378
DC	5,351,930	17	2 Days, 4 Hours, 12 Minutes	Davidson, Shelby, Sevier, Knox, Hamilton	\$214,077	-	\$214,077
Detroit	5,562,285	13	1 Day, 22 Hours, 2 Minutes	Davidson, Sevier, Knox, Shelby, Williamson	\$222,491	-	\$222,491
Kentucky Statewide	4,468,000				\$54,003	-	\$54,003
Missouri Statewide	6,137,000				\$66,593	-	\$66,593
Ohio Statewide	11,690,000				\$189,405	-	\$189,405
	39,349,428				\$992,177	\$261,272	\$1,253,449
Priority Total	41,827,364				\$1,630,000	\$2,743,189	\$4,373,189
	81,176,792				\$2,622,177	\$3,004,461	\$5,626,638

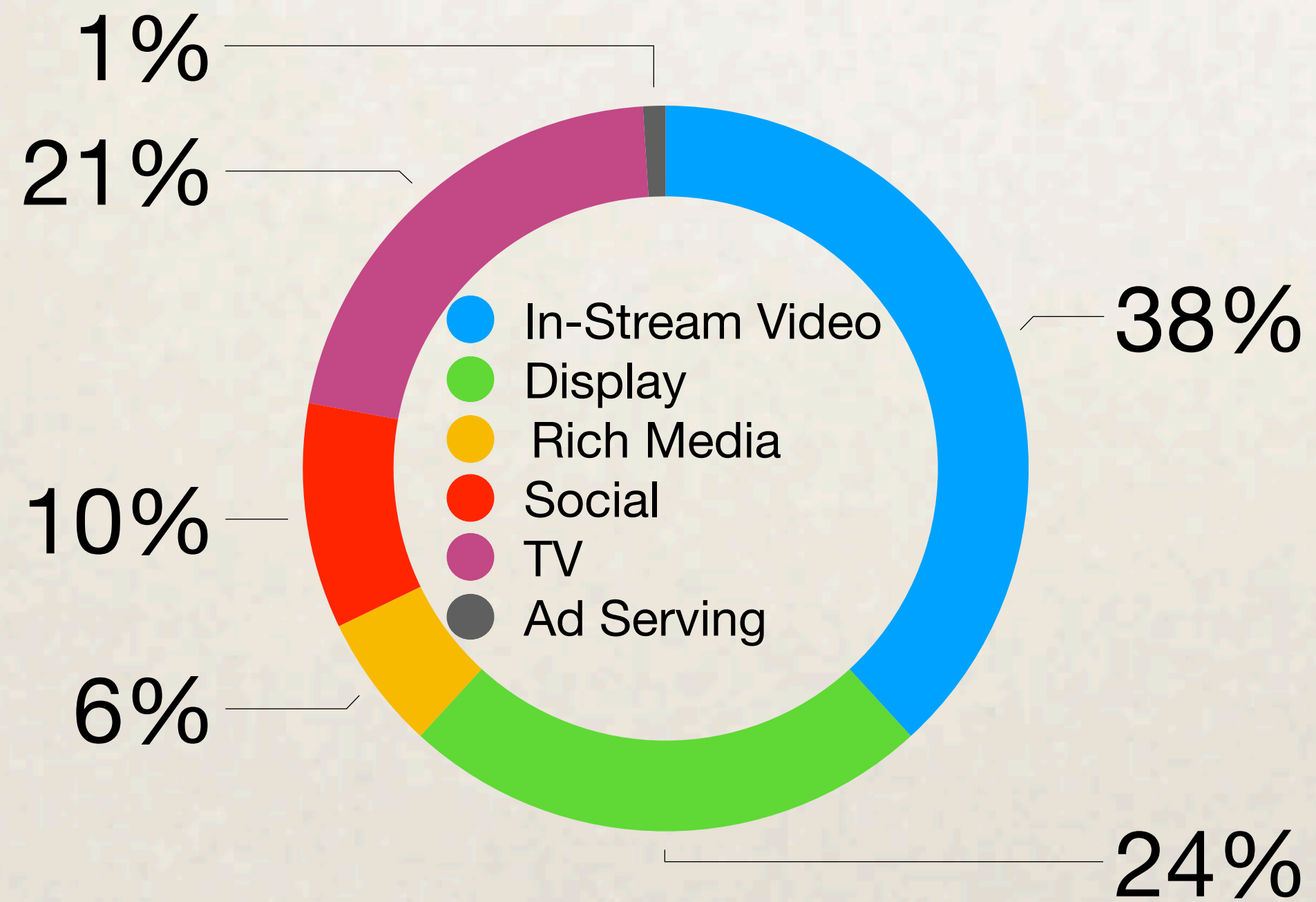


# TEST CAMPAIGN

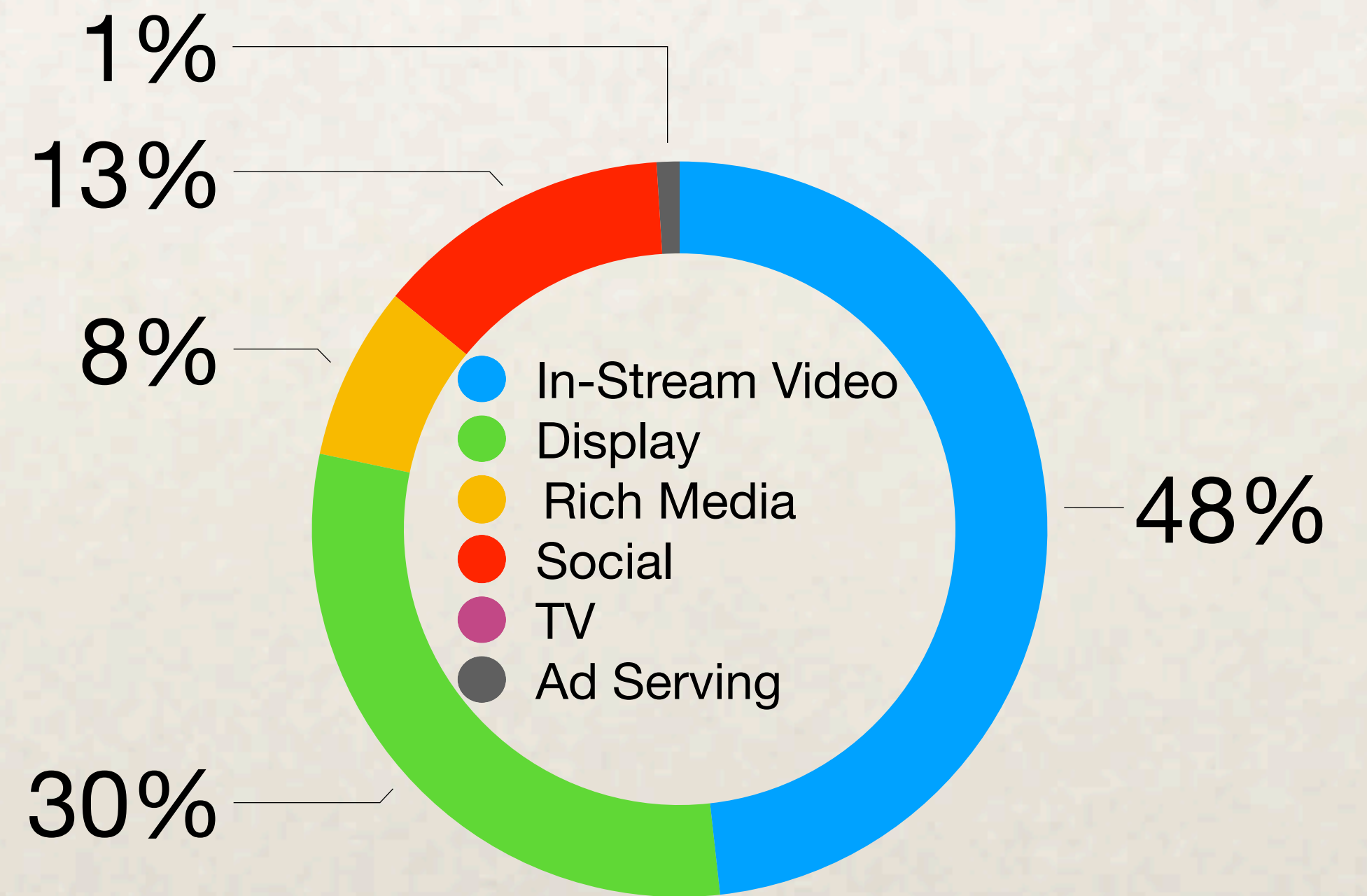




# TEST SPEND BY TACTIC



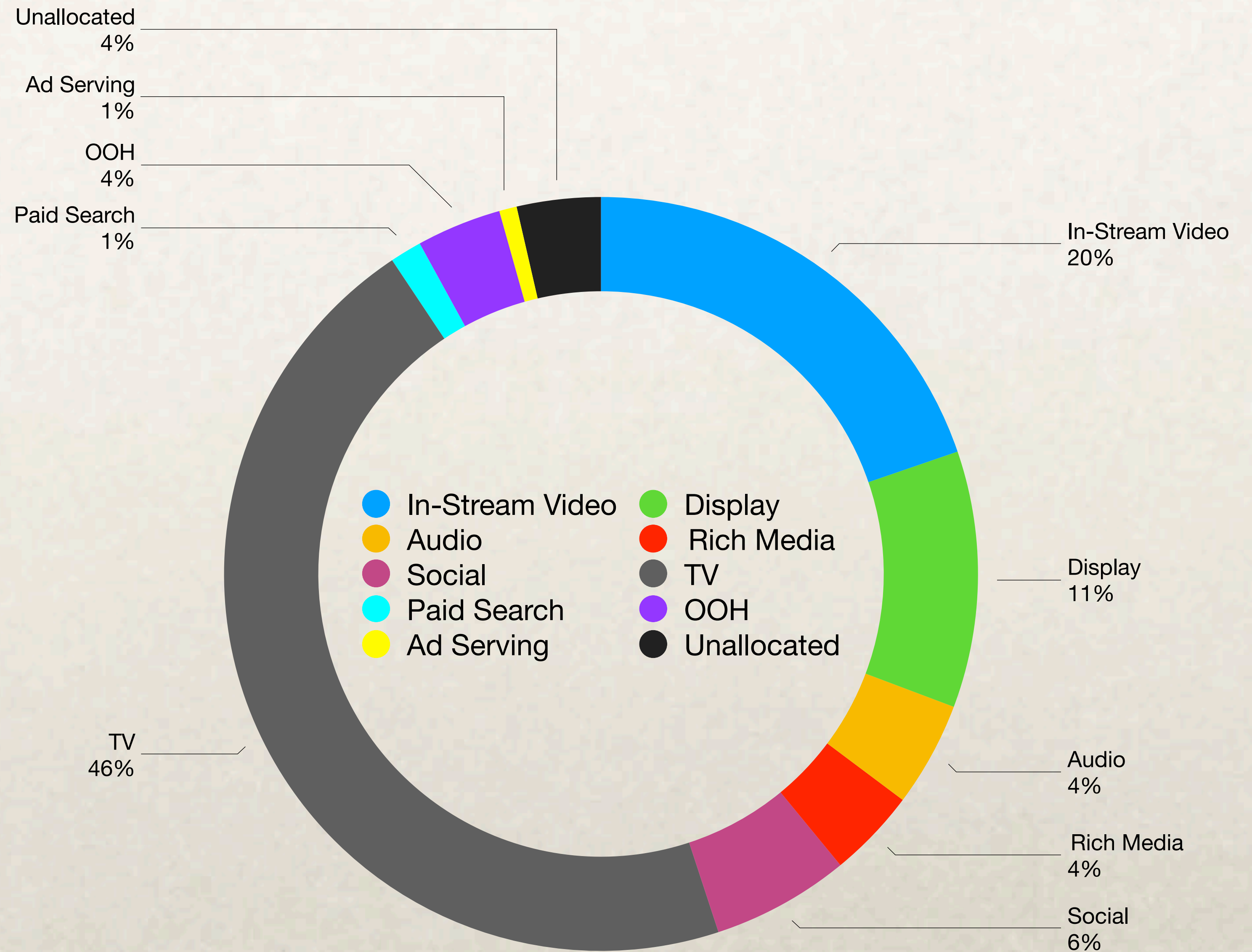
Test Markets with TV



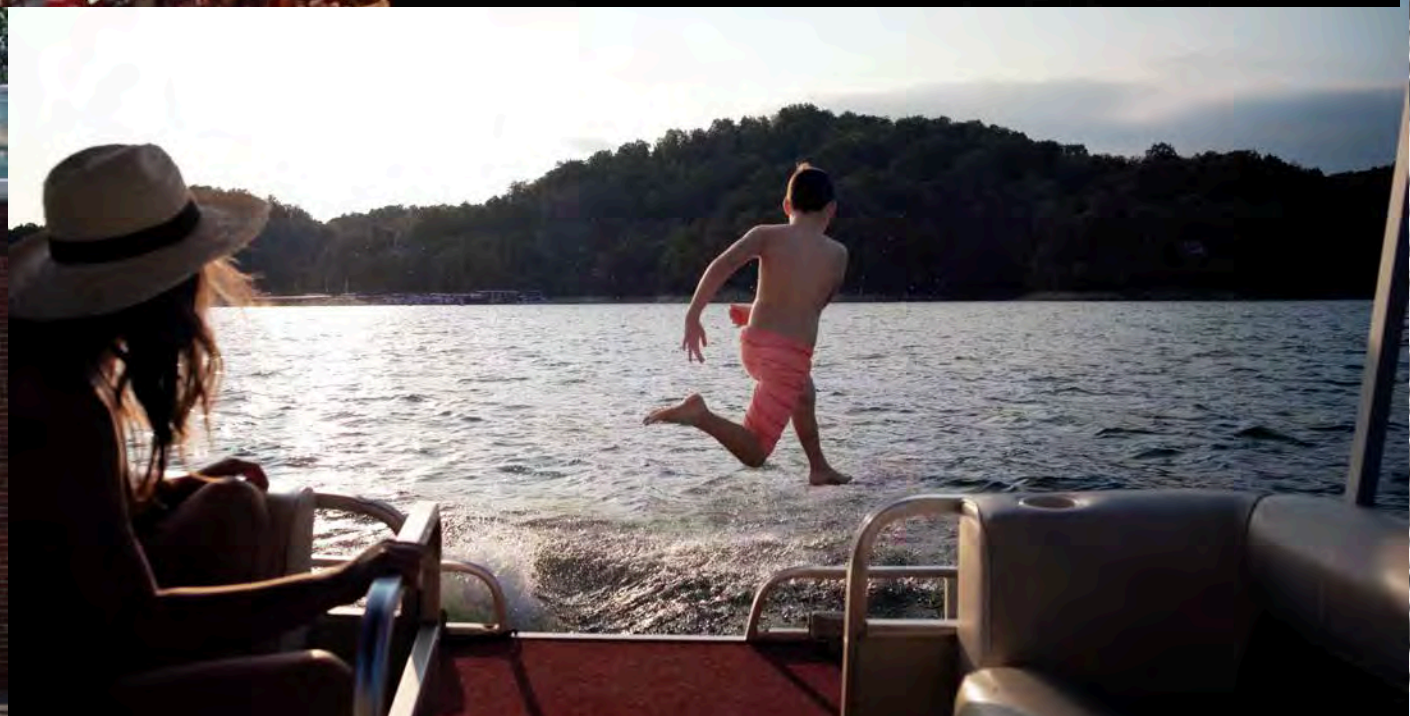
Test Markets without TV



# FULL CAMPAIGN SPEND BY TACTIC







# NOW PLAYING

## (ANTHEM LINK)

### :30 ANTHEM VIDEO

An energetic music track kicks in and we cut to a series of vignettes of fun Summer experiences in Tennessee, from live music and entertainment to outdoor activities and eating at great restaurants to music museums and fireworks shows.

**VOICE OVER:** Your summer vacation is  
Now playing in Tennessee.

Fade up [invacation.com](http://invacation.com) and

The Soundtrack of America/Made in Tennessee logo



# NOW PLAYING

(MUSIC EVERYWHERE LINK)

*:30 OUTDOOR VIDEO*

**VOICE OVER:** Music is everywhere in Tennessee

**VOICE OVER:** The instruments however may vary

**VOICE OVER:** Your summer vacation is  
Now playing in Tennessee.

Fade up [tnvacation.com](http://tnvacation.com) and

The Soundtrack of America/Made in Tennessee logo





# NOW PLAYING

## (RONALD LINK)

*:30 RONALD VIDEO*

**VOICEOVER:** Elvis. Dolly. BB. Garth.  
Luke Wade McQuery

**VOICEOVER:** See them while they're still known  
by more than one name.

Your summer vacation is  
Now playing in Tennessee.

Fade up [tnvacation.com](http://tnvacation.com) and

The Soundtrack of America/Made in Tennessee logo



# KID REVIEWED

## (:30 STATEWIDE LINK)

*:30 FAMILY VIDEO*

**SUPER:** Kids always have fun in Tennessee

Now you can see exactly how much.

We tracked laughter all across the state.

**SUPER:** Your summer vacation is  
Now playing in Tennessee.

Hear their laughter and read their reviews at:

[kidreviewedtn.com](http://kidreviewedtn.com)

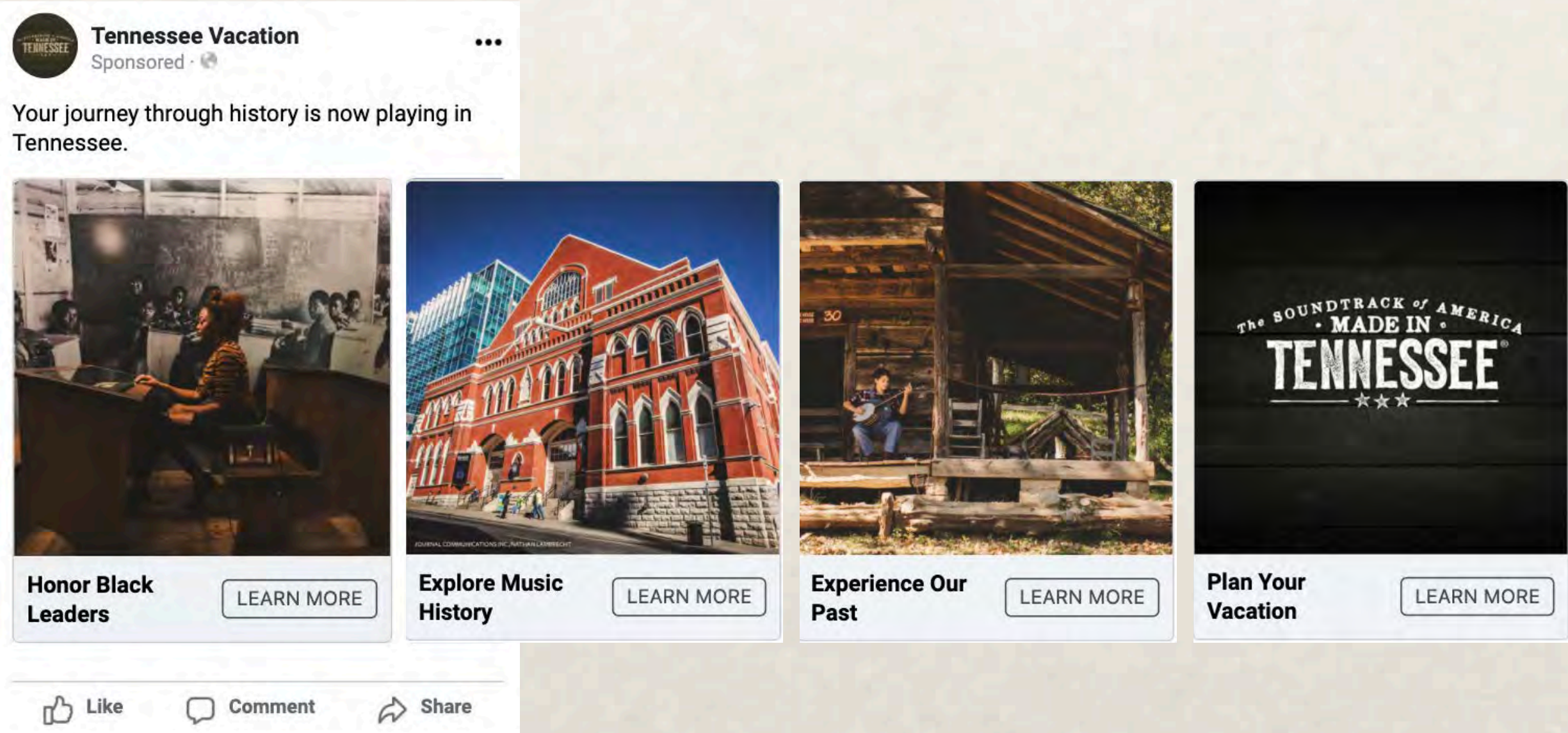




# HISTORY



ANIMATED BANNER



SOCIAL CAROUSEL




# FAMILY




ANIMATED BANNER



SPOTIFY AND PANDORA COMPANION BANNER




Tennessee Vacation

Sponsored · 


...

Your summer vacation is now playing in Tennessee.




Play All Day

LEARN MORE




Share the Laughter

LEARN MORE




Make Family Memories


LEARN MORE




Plan Your Vacation

LEARN MORE

 Like

 Comment

 Share

SOCIAL CAROUSEL



# OUTDOOR



ANIMATED BANNER



SPOTIFY AND PANDORA COMPANION BANNER

**Tennessee Vacation** shared a link. Sponsored

Your relaxing getaway is now playing in Tennessee.

**Camp Comfortably** [LEARN MORE](#)

**See Nature Bloom** [LEARN MORE](#)

**Discover Serene Waters** [LEARN MORE](#)

**Plan Your Vacation** [LEARN MORE](#)

Like


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SOCIAL CAROUSEL




# MUSIC




**Tennessee Vacation**  
Sponsored · 🌐

...


The music is now playing in Tennessee.




**Enjoy the Festivals**  
[LEARN MORE](#)




**See the Legends**  
[LEARN MORE](#)





**Hear It All Live**  
[LEARN MORE](#)



**Plan Your Vacation**  
[LEARN MORE](#)

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SPOTIFY AND PANDORA COMPANION BANNER




ROADTRIP




ANIMATED BANNER




# CULINARY



**Tennessee Vacation**  
Sponsored · 


...

Your culinary getaway is now playing in Tennessee.




**Indulge in Sweets**

LEARN MORE




**Tour the Vineyards**

LEARN MORE




**Eat Well**


LEARN MORE




**Plan Your Vacation**

LEARN MORE

 Like

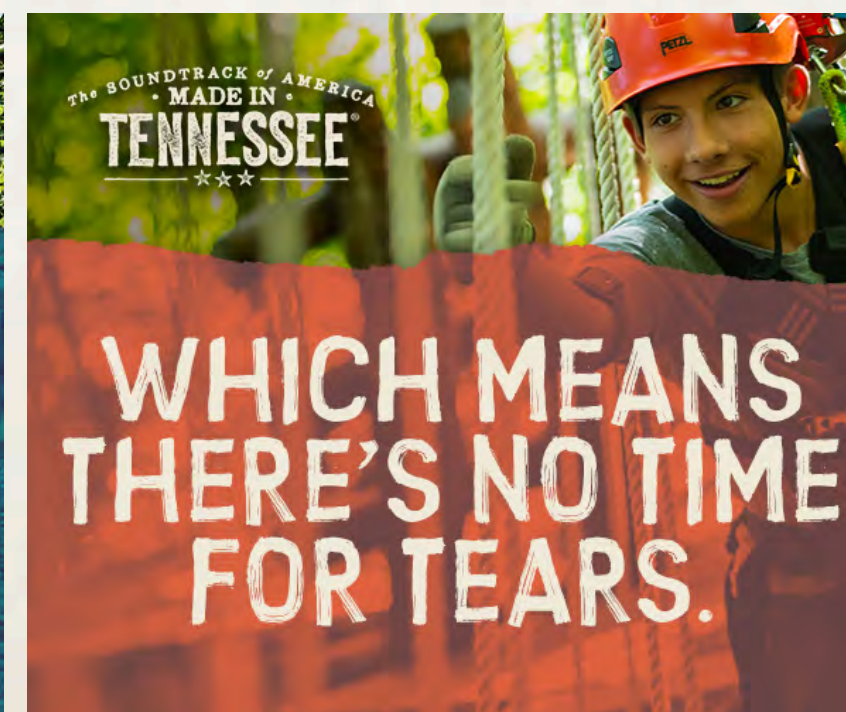
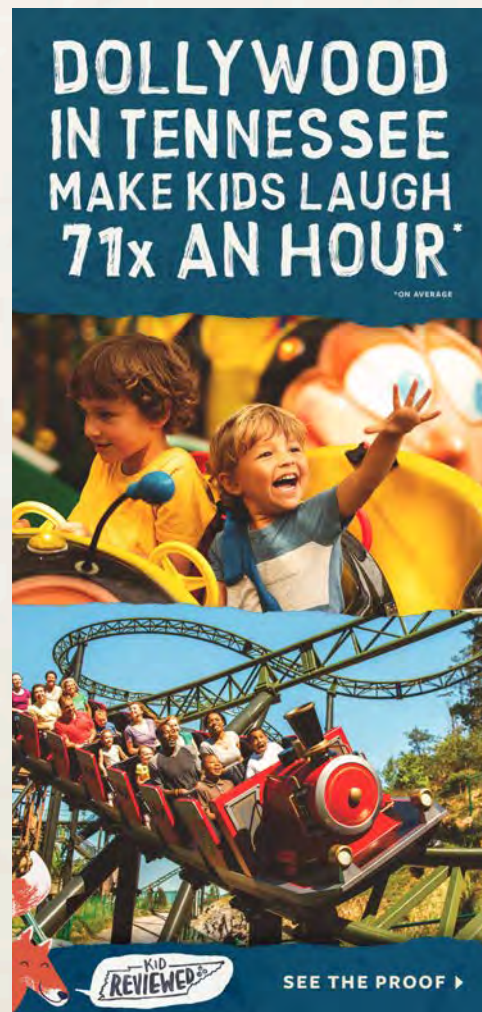
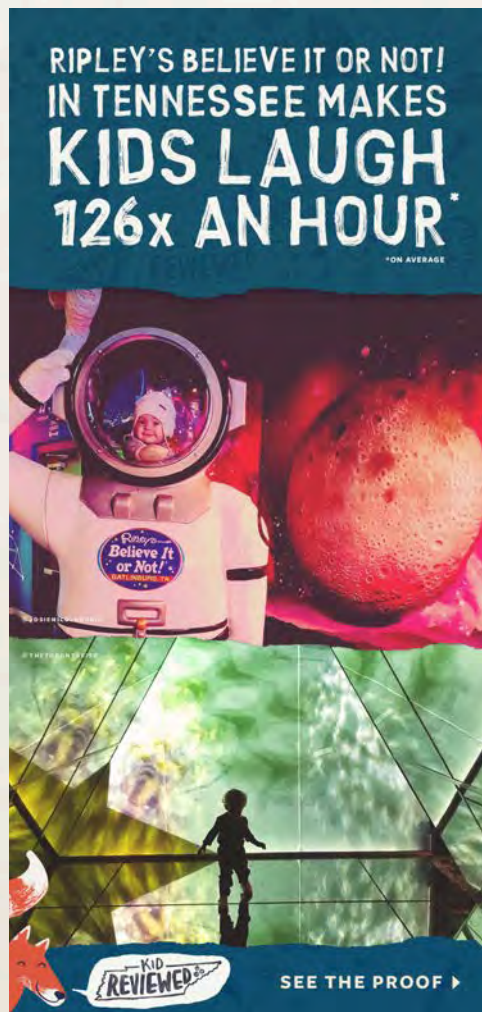
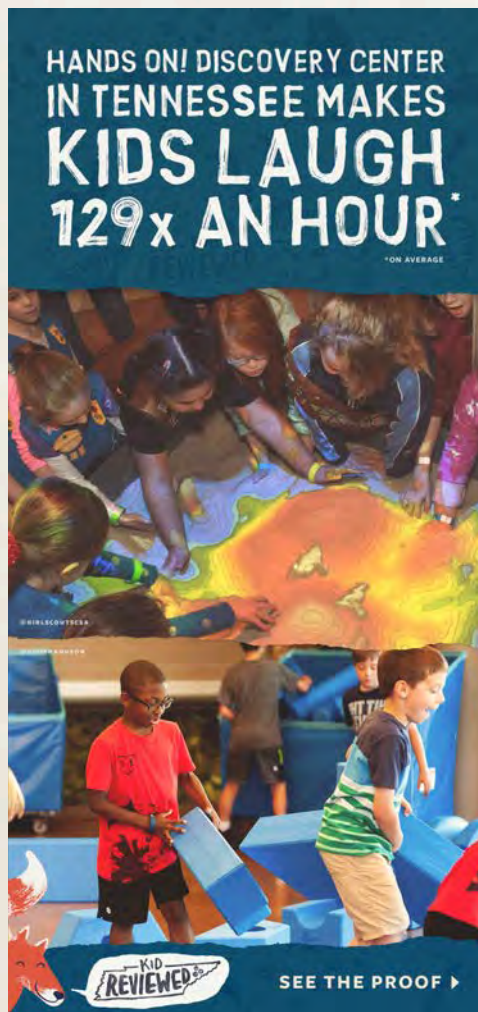
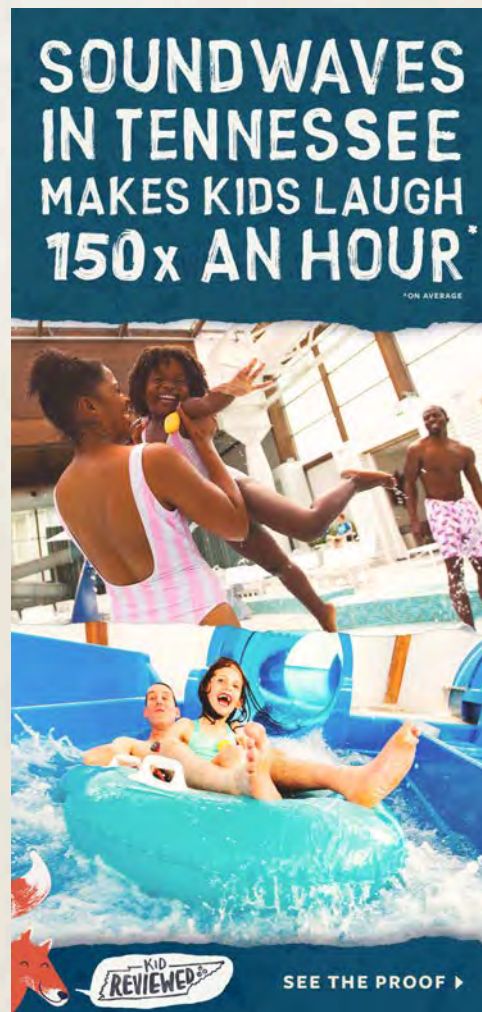
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SOCIAL CAROUSEL



# KID REVIEWED



## ANIMATED BANNERS

## PINTEREST PINS



## FB / IG STATIC POSTS







KID REVIEWED LOCATIONS

Memphis	Nashville	Chattanooga	Knoxville	Smokies	Other
Peabody Ducks	Adventure Science Center	Tennessee Aquarium	The Muse	Dollywood	Discovery Park of America
Memphis Zoo	Nashville Zoo	Chattanooga Zoo	Navitat	Ripley’s Believe it or Not	Safari Park
My Big Backyard	Soundwaves	Highpoint Climbing	Zoo Knoxville	Sevier Air	Casey Jones Village
Fire Museum	SOAR Adventure	Creative Discovery Museum		Anakeesta	Fall Creek Falls
Bass Pro Shop	Frist Art Museum	Rock City/Lookout Mountain/Ruby Falls		Wilderness at the Smokies	Hands On!
Children’s Museum of Memphis	Country Music Hall of Fame and Museum				



KID REVIEWED SIMILAR LOCATIONS

Memphis

Go Ape Zipline and  
Adventure Park

Nashville

Cheekwood Estate  
& Gardens

Gaylord Opryland  
Resort

Nashville Shores

Lane Motor  
Museum

Knoxville

Museum of Appalachia

Maple Hall

Smokies

Parrot Mountain and  
Gardens

Soaky Mountain Water  
Park

Foxfire Mountain  
Adventure Park

Pigeon Forge Snow

The Island

Wonder Works

Other

Discovery Center  
at Murfee Spring

Defy Clarksville  
Extreme Air Park

Bays Mountain  
Park &  
Planetarium