The SOUNDFRACK of AMERICA
MADE IN TENNESSEE®
TEST MARKET OVERVIEW
6.8.2021
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

SUMMER 2021 MARKETS
## Estimated Overall Budget by Market

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Atlanta</td>
<td>6,020,364</td>
<td>1</td>
<td>1 Day, 10 Hours, 5 Minutes</td>
<td>Davidson, Sevier, Hamilton, Knox, Shelby</td>
<td>$234,557</td>
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<td>Indianapolis</td>
<td>2,074,537</td>
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<td>1 Day, 17 Hours, 42 Minutes</td>
<td>Davidson, Sevier, Knox, Williamson, Shelby</td>
<td>$80,848</td>
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<td>Cincinnati</td>
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<td>1 Day, 22 Hours, 30 Minutes</td>
<td>Sevier, Davidson, Campbell, Knox, Williamson</td>
<td>$86,553</td>
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<td>Tampa</td>
<td>3,194,831</td>
<td>15</td>
<td>2 Days, 7 Hours, 20 Minutes</td>
<td>Davidson, Sevier, Hamilton, Knox, Shelby</td>
<td>$124,532</td>
<td>$331,311</td>
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<td>Chicago</td>
<td>9,458,539</td>
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<td>1 Day, 15 Hours, 1 Minutes</td>
<td>Davidson, Shelby, Sevier, Williamson, Rutherford</td>
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<td>Dallas-FW</td>
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<td>Davidson, Shelby, Williamson, Knox, Sevier</td>
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<td>Charlotte</td>
<td>2,636,883</td>
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<td>1 Day, 17 Hours, 36 Minutes</td>
<td>Sevier, Davidson, Knox, Sullivan, Hamilton</td>
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<td>St Louis</td>
<td>2,807,338</td>
<td>11</td>
<td>1 Day, 12 Hours, 19 Minutes</td>
<td>Davidson, Shelby, Sevier, Williamson, Rutherford</td>
<td>$109,373</td>
<td>$172,736</td>
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<td>Louisville</td>
<td>1,767,862</td>
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<td>1 Day, 8 Hours, 15 Minutes</td>
<td>Davidson, Sevier, Williamson, Rutherford, Knox</td>
<td>$68,949</td>
<td>$81,172</td>
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<td>Little Rock</td>
<td>1,259,100</td>
<td>18</td>
<td>1 Day, 8 Hours, 27 Minutes</td>
<td>Shelby, Davidson, Madison, Williamson, Sevier</td>
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<td>Birmingham</td>
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<td>Greenville</td>
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<td>Sevier, Knox, Davidson, Sumner, Hamilton</td>
<td>$35,860</td>
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<td>Jackson</td>
<td>764,500</td>
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<td>Shelby, Davidson, Sevier, Hamilton, Madison</td>
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<td>$1,630,000</td>
<td>$2,743,189</td>
<td>$4,373,189</td>
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<td>Huntsville</td>
<td>462,693</td>
<td>8</td>
<td>1 Day, 4 Hours, 4 Minutes</td>
<td>Davidson, Sevier, Williamson, Hamilton, Rutherford</td>
<td>$18,508</td>
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<td>Lexington</td>
<td>506,751</td>
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<td>New Orleans</td>
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<td>Raleigh Durham</td>
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<td>DC</td>
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<td>Detroit</td>
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<td>Kentucky Statewide</td>
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<td>Missouri Statewide</td>
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<td>Ohio Statewide</td>
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<td>$189,405</td>
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<td>$992,177</td>
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<td>Priority Total</td>
<td>41,827,364</td>
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<td></td>
<td>$1,630,000</td>
<td>$2,743,189</td>
<td>$4,373,189</td>
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<td>81,176,792</td>
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<td>$2,622,177</td>
<td>$3,004,461</td>
<td>$5,626,638</td>
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TEST CAMPAIGN
TEST SPEND BY TACTIC

Test Markets with TV

- In-Stream Video: 21%
- Display: 10%
- Rich Media: 6%
- Social: 1%
- TV: 38%
- Ad Serving: 24%

Test Markets without TV

- In-Stream Video: 13%
- Display: 8%
- Rich Media: 30%
- Social: 1%
- TV: 48%
- Ad Serving: 30%
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 tnvacation.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 and

The Soundtrack of America/Made in Tennessee logo
NOW PLAYING
(RONALD LINK)

:30 RONALD VIDEO

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 and
The Soundtrack of America/Made in Tennessee logo
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
HISTORY
The music is now playing in Tennessee.

Enjoy the Festivals
See the Legends
Hear it All Live
Plan Your Vacation

Like
Comment
Share

SPOTIFY AND PANDORA COMPANION BANNER
Your culinary getaway is now playing in Tennessee.

Indulge in Sweets
Tour the Vineyards
Eat Well
Plan Your Vacation

LEARN MORE
LEARN MORE
LEARN MORE
LEARN MORE
KID REVIEWED

SOUND WAVES IN TENNESSEE MAKES KIDS LAUGH 150x AN HOUR
HANDS ON DISCOVERY CENTER IN TENNESSEE MAKES KIDS LAUGH 129x AN HOUR
RIPLEY'S BELIEVE IT OR NOT! IN TENNESSEE MAKES KIDS LAUGH 126x AN HOUR
DOLLYWOOD IN TENNESSEE MAKE KIDS LAUGH 71x AN HOUR

IN TENNESSEE, KIDS LAUGH 80x AN HOUR
ON AVERAGE

WHICH MEANS THERE'S NO TIME FOR TEARS.

PICTEREST PINS

ANIMATED BANNERS

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

**Memphis**
- Peabody Ducks
- Memphis Zoo
- My Big Backyard
- Fire Museum
- Bass Pro Shop
- Children’s Museum of Memphis

**Nashville**
- Adventure Science Center
- Nashville Zoo
- Soundwaves
- SOAR Adventure
- Frist Art Museum
- Country Music Hall of Fame and Museum

**Chattanooga**
- Tennessee Aquarium
- Chattanooga Zoo
- Highpoint Climbing
- Creative Discovery Museum
- Rock City/Lookout Mountain/Ruby Falls

**Knoxville**
- The Muse
- Navitat
- Zoo Knoxville

**Smokies**
- Dollywood
- Ripley’s Believe it or Not
- Sevier Air
- Anakeesta
- Wilderness at the Smokies

**Other**
- Discovery Park of America
- Safari Park
- Casey Jones Village
- Fall Creek Falls
- Hands On!
<table>
<thead>
<tr>
<th>Memphis</th>
<th>Nashville</th>
<th>Knoxville</th>
<th>Smokies</th>
<th>Other</th>
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<tbody>
<tr>
<td>Go Ape Zipline and Adventure Park</td>
<td>Cheekwood Estate &amp; Gardens</td>
<td>Museum of Appalachia Maple Hall</td>
<td>Parrot Mountain and Gardens</td>
<td>Discovery Center at Murfee Spring</td>
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<td></td>
<td>Gaylord Opryland Resort</td>
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<td>Soaky Mountain Water Park</td>
<td>Defy Clarksville Extreme Air Park</td>
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<td>Nashville Shores</td>
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<td>Foxfire Mountain Adventure Park</td>
<td>Bays Mountain Park &amp; Planetarium</td>
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<td></td>
<td>Lane Motor Museum</td>
<td></td>
<td>Pigeon Forge Snow</td>
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<td></td>
<td></td>
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<td>The Island</td>
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<td></td>
<td></td>
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<td>Wonder Works</td>
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