

MARKETING OVERVIEW SCHEDULE

Client: DWC - West Coast
Product: January - December 2021 Overview Schedule

AR = Active Retirees
YP = Young Professionals
SF = Upper Socio Families

| CAMPAIGN & SUPPORTING ACTIVITY | DETAIL | JANUARY 2021 | | | | | FEBRUARY | | | | MARCH | | | | APRIL | | | | MAY | | | | JUNE | | | | JULY | | | | AUGUST | | | | SEPTEMBER | | | | OCTOBER | | | | NOVEMBER | | | | DECEMBER | | | | | | |
|--|----------------------|-----------------|----|----|----|----|----------|----|----|--------------------------------|-------|----|----|------------|----------|----|----|----|-----|---|----|----|------|---|----|----|------|----------|----|----|--------|---|---|----|-----------|----|---|----------|---------|----|---|----|----------|----|----|---|----------|----------|----|---|----|----|----|
| | | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 | 12 | 19 | 26 |
| Summer 2020-2021 Campaign - Remaining activity from 2020 Campaign | | School Holidays | | | | | W | | | | | | | Easter 2&5 | Holidays | | | | | | | | | Q | | | | Holidays | | | | | | | | | | Holidays | L | | | | | | | | | Holidays | | | | | |
| Magazines - RVNZ Lifestyle Today (AR), 1964 Magazine (YP), Adventure Magazine (YP) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Easter/School Holidays Campaign - Feb/Mar Sth Island Skew with National Online | | | | | | | | | | Easter/School Holiday Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Hits Radio Promo/Competition (SF/AR) - Best of the West with Dave Nicholas | The Hits CHC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print South Island (AR/SF) - Nelson Mail, The Press, Star, Otago Daily Times, Wanaka Sun | Quarter Pages Pack | | | | | | 1 | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Billboards (YP/SF/AR) - Christchurch Pack | Approx 5 sites/week | | | | | | | 5 | | | | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| National Online (YP/SF/AR) - Stuff.co.nz, NZHerald.co.nz, GDN | Native/Banners/Video | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Winter Competition - June for Queens Birthday/July School Holiday travel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| West Coast Wilderness Trail | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Old Ghost Road | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand Domestic Campaign - NATIONAL Aug/Sep for October Holiday travel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Summer Campaign - NATIONAL Oct/Nov for Christmas Holiday travel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SOCIAL MEDIA SUPPORT - Facebook, Instagram, YouTube etc | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |