

## Who Are We?

We are South Carolina's largest locally owned and operated outdoor advertising company. With 29 digital displays, over 800 bulletins, and a spirited staff of 16, our passion is helping businesses grow by utilizing our vast inventory and over 250 years of combined media marketing experience.

We believe in making a difference in our community by treating nonprofits, local businesses, and national chains with the same respect and integrity. Whether you want to expand your client base or profit margins, need volunteers, new hires, or simply have fundraising goals, we have proven success across all marketing campaigns.

To put it simply: out of home works!



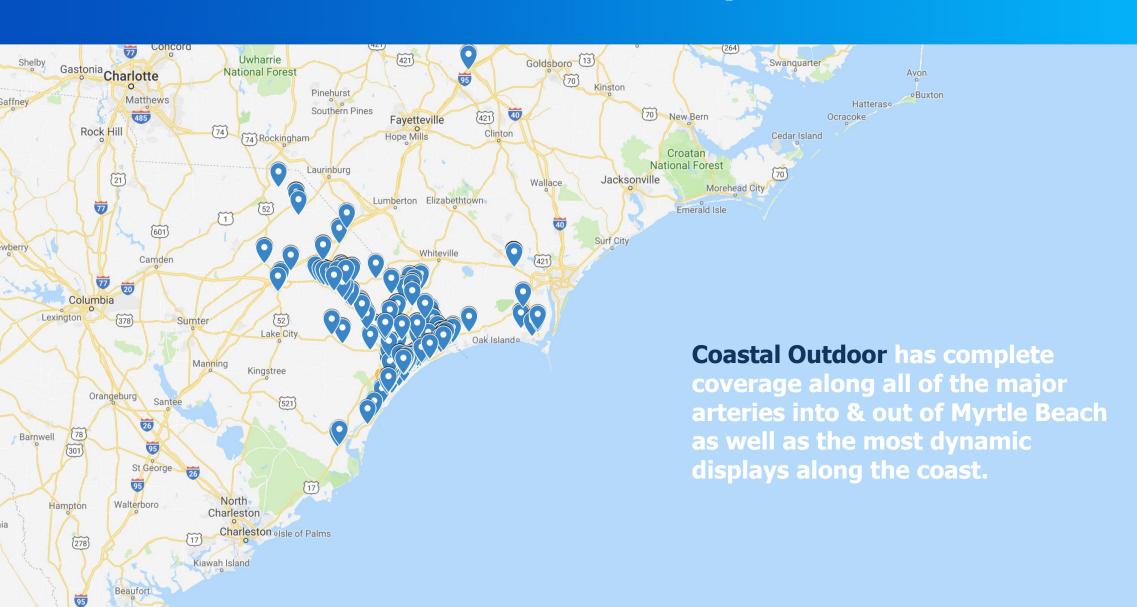
## **Our Mission & Vision**

**Our mission** is to use our medium to change the landscape of the market. Utilizing impactful messaging & imagery in strategic locations, we want to make your brand larger than life to effectively reach the masses. Whether it's to elicit an emotion, build your brand or make a purchase, we will entice your customers to take action.

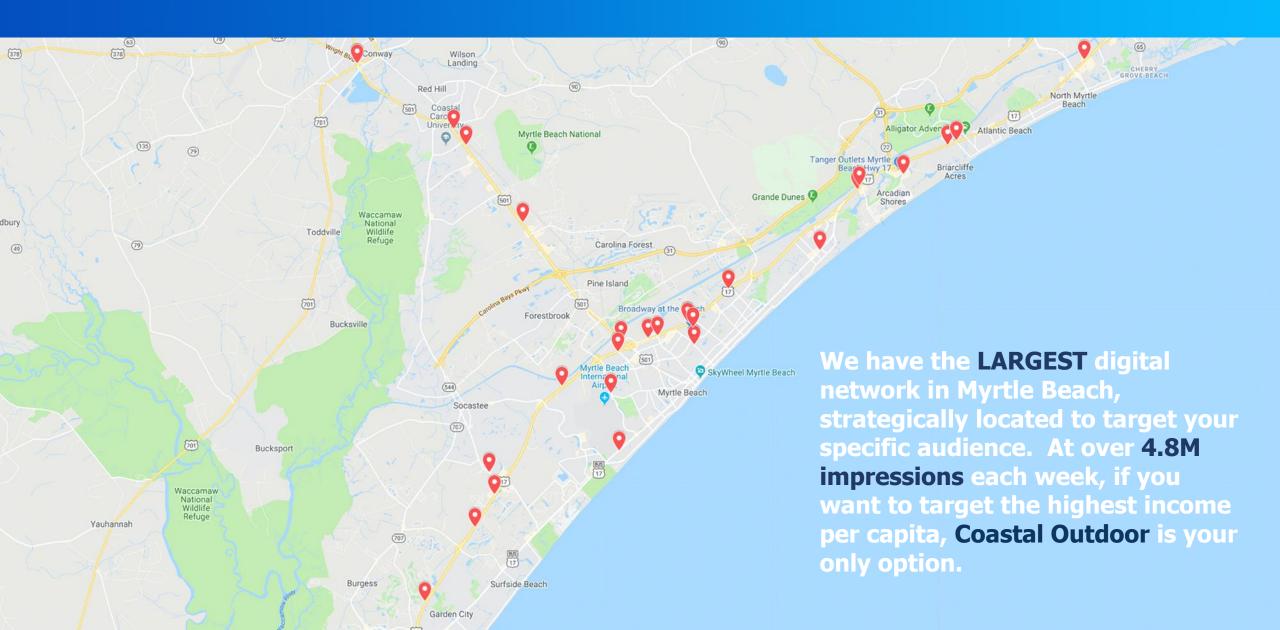
**Our vision** is to not only expand our Out-of-home offerings through unique and innovative technology, but to integrate social media and online advertising as well. We want to become your complete digital media marketing partner so you can harness the full potential of a cutting edge campaign.

**Every out of home display is a blank canvas. WHAT'S YOUR MESSAGE?** 

### Over 800 Bulletins in the Florence/Myrtle Beach DMA



## 29 Digital Displays along the Grand Strand





# Experiential Video Display

Target over **14 million** consumers at South Carolina's most visited entertainment destination, Broadway at the Beach. This complex includes over 160 attractions & restaurants such as Ripley's Aquarium, WonderWorks, Hollywood Wax Museum, Hard Rock Cafe & Jimmy Buffet's Margaritaville just to name a few...



## Locally Owned. Nationally Recognized.









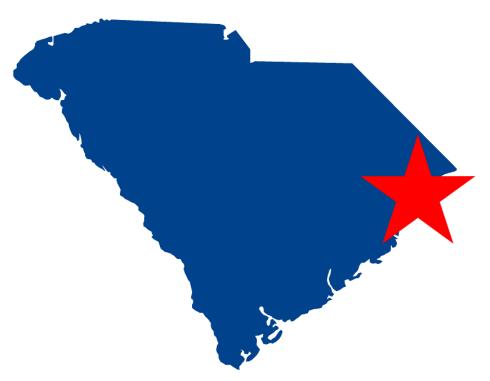




# Why Myrtle Beach?



# U.S. News & World Report Ranks Myrtle Beach the #1 Fastest Growing City in the U.S. in 2021-2022!



In addition, Trip Advisor ranked Myrtle Beach as the 3<sup>rd</sup> most popular summer destination of 2021! As a popular vacation destination, Myrtle Beach offers a high number of job opportunities for those in the tourism and hospitality industry. But even if their professions don't revolve around the region's visitors or transplants, Myrtle Beach residents benefit from living in a tourist haven. Those who live here have access to quality restaurants, a variety of leisure activities, and a jam-packed events calendar.

http://www.



## Myrtle Beach is a top 100 DMA for 2021!

According to Nielsen DMA Rankings, Myrtle Beach is a top city to help reach maximum ROI & Exposure!

DMA Name	2021 Rank	Total Homes 2021	Total Homes 2020
Baton Rouge	94	335,670	293,610
Ft. Smith-Fay-Sprngdl-Rgrs	95	327,930	265,520
Burlington-Plattsburgh	96	326,000	283,080
Jackson, MS	97	323,800	284,110
South Bend-Elkhart	98	320,050	277,380
Myrtle Beach-Florence	99	314,030	277,560
Tri-Cities, TN-VA	100	312,560	273,310

#### chrome.

### Coastal Outdoor Doesn't Just Sell Advertising Space

We are strategic partners to business owners & to our community. Working day to day, week to week and month to month, we strive to make businesses & organizations grow, emanate messaging that is impactful, and communicate what you have to say through out-of-home advertising. Your story is ours, and we are here to extend your outdoor voice!

We have donated hundreds of thousands of dollars of advertising space to organizations & charities in need within Horry County & nationally. We are honored to share how our contribution has helped to fundraise, recognize & raise awareness for so many good causes.

Horry County Literacy Council	Boys & Girls Club of MB	Grand Strand Miracle League
All4Paws Animal Rescue	Alzheimer's Association	Humane Society
~		

SOS Care	Relief Funds	Autism Awareness

Help4Kids

**Urgent Blood Drives** 

Meals On Wheels	Beach Ball Classics	See full list @ www.coastaloutdooradvertising.com/giving-
		back/

Various Churches

## You Can Engage 19.6 Million Annual Visitors!







Over 200 outlet stores



90 golf courses with 3.2M rounds of golf played annually, 50 mini golf courses



157,000 weekly accommodations for rent during peak season



7 live entertainment theaters



1,800 full service restaurants



Over 20,000 campground accommodations

## 2021 Record **Breaking Year** for Myrtle Beach **International** Airport

3,210,247

Airport officials announced that MYR finished 2021 with a record breaking amount of passengers. Total passengers traveling through MYR in 2021 represents a 188% increase over 2020 and a 23% increase over 2019, with 2019 being MYR's previous record year!

## People are ready to travel again

According to new research, COVID is no longer standing in the way of most future consumer travel this winter. Nearly half of travelers (48%) are saying that they have either already made travel plans for the first half of 2022 or intend to do so once they decide on a destination. In comparison, just 27 percent of adults say they are waiting to see what happens with COVID before working out a plan for their winter travel.

Findings show that confidence in air travel is up, which is proven with the number of passengers who traveled to and from MYR in 2021. The number of travelers willing to hop on a plane during the first half of 2022 has more than doubled since the 2020 holiday season, up from 24 percent to 51 percent.

The same encouraging trend is playing out on the local level, as 43 percent of Americans say that their local travel plans will either return to normal or even increase.

To accommodate a predicted record setting number of future travelers, MYR is planning a major gate expansion bringing in additional airlines & tourists to our area!



## **OOH Measurement Data Maximizes Delivery**

You can now target more qualified customers due to measured and rated out of home advertising. We analyze audience location and how customers engage with out of home as they live, move, work, & play. By using anonymous cell phone data, we can break down targets by income, gender, ethnicity, spending habits & more. Save Money by Minimizing Wasted Exposures!

Impressions measured by Geopath in the Florence-Myrtle Beach DMA generates 389,806,798 Million impressions every week!

## Why OOH?

When outdoor is added to your media plan...



## **OOH Displays, a Match Made in Heaven**

Adding out of home displays to other media can potentially increase reach by up to 316%:









**OOH + Social Media** 



OOH + Radio

## **OOH Influences Online Searches**

OOH works. It's big, it's loud, and if the design is clever, it's extremely memorable. Just how impactful? According to the <u>OAAA</u>, of those who have seen an **outdoor ad**:



70%

say outdoor ads are very, or somewhat likely, to influence a purchase



66%

use mobile and social media to share information while viewing an outdoor ad



**63%** 

search the web as a direct result of seeing an outdoor ad



41%

are more likely to learn about the brand being advertised



## **OOH Media in the Post Cookie Marketing World**

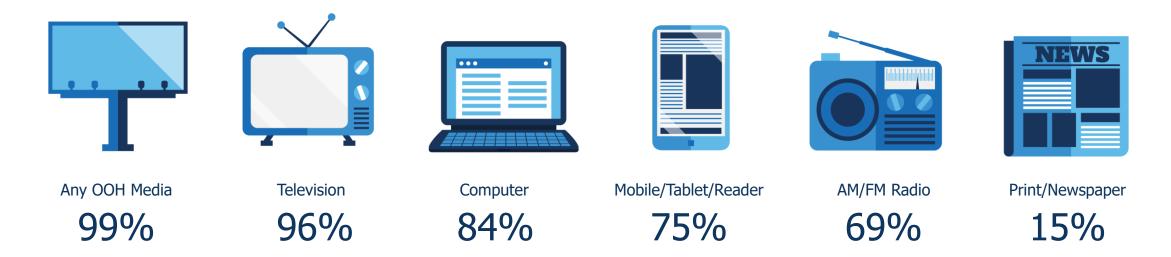
#### What Does the Loss of Cookies Mean?

Third-party cookies used to be an essential part of digital marketing campaigns. If you've been relying on these cookies to build your marketing strategy, their phase-out can seem daunting. In reality, it may not affect marketers as much as they fear. But it will be imperative for marketers to understand and have plans in place to compensate. By deleting third-party cookies, Google gives the consumer more privacy while pushing the marketer to focus on first-party relationships.

- As third-party cookies are disappearing, marketers are looking for new targeting opportunities, shifting their investments to external channels like OOH advertising. Powered by adtech, OOH is helping replace some of the cookie-based advertising tactics.
- OOH makes it easier to create cohorts of consumers who have already been exposed to the brand on the outside. As new attribution methods are becoming available, it's easier than ever to track the effect of OOH on the media plan.

## **OOH Display Reach**

OOH's Weekly Reach of 99% tops every other medium % of Population Reached:



OOH plays a natural and accepted role in the urban landscape and therefore it is part of consumers' daily lives. Its physical presence in the real world means it cannot be blocked like online ads can.

## OOH is the only traditional media that continues to grow, Ranked in order of OOH spending, the top 15 advertisers in 2020:

































## **Benefits of Digital Displays**



Take advantage of the flexibility that digital OOH media offers. Change messages weekly, daily, or even hourly. Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.



#### **Multiple Executions**

Campaigns that use multiple executions and a variety of display formats deliver impact and continuity that can extend the awareness of a campaign over time.



#### **Competition**

Competitive influences can affect the longevity of an OOH campaign. Competitors who advertise similar product benefits or use similar design elements in a campaign will confuse a viewer. Stand out from your competition!



#### **Digital Scheduling**

There are no production or installation charges when utilizing digital OOH media. Content uploads to digital OOH signs are instant, so changes or updates to designs can be made quickly.



#### **Target Audience**

The composite of primary and subsequent target audiences can affect the longevity of an OOH campaign. By positioning an OOH message in relation to specified geographic/demographic targets, the message will more accurately impact the intended audience.



#### **Popularity & Growth**

OOH market trend: Digitalization of OOH is undeniably a major trend going forward, and while digital currently represents only 5% of OOH inventory, the opportunities it offers mean it is already bringing in 14% of the sector's total revenue, a figure set to grow to 24% by 2021\*.



## **Digital Displays**

Our digital network was built for maximum engagement, strategically located where dwell time delivers a captive audience, influencing the consumer where purchases are made.



## **Dynamic Content on Digital Displays**







#### **Conditional Triggers**

Using data sources such as RSS feeds, we can determine which creative to feature traffic, weather & time of day

#### **Social Integration**

We can incorporate social media content, hash tag aggregation & even repost from social media outlets.

#### **Live Updates**

We can update sports scores, breaking news & more.

## Benefits of Bulletins

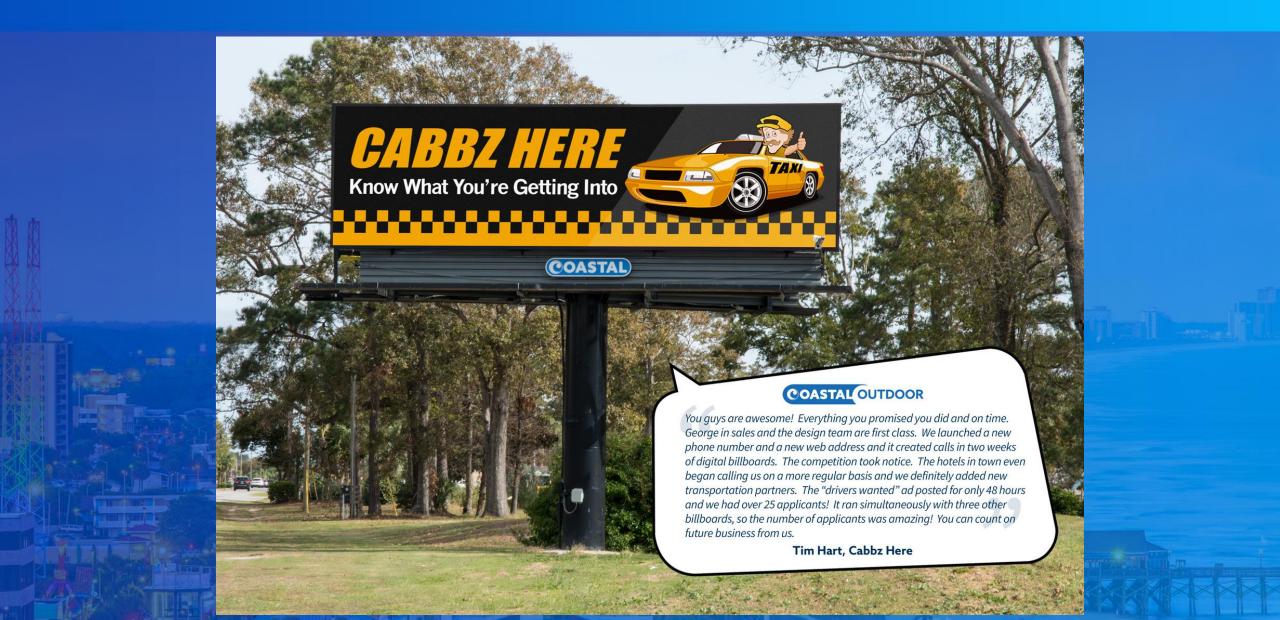
#### NOT JUST A GREAT BIG SLIP AND SLIDE!

- 24 hour street presence
- Big, bold existence in the market
- Ability to add extensions & 3D extensions
- Total market Coverage available
- Great for branding & call to action campaigns
- Target Audience where they live, work & play
- Exclusivity of message, large size & dynamic colors





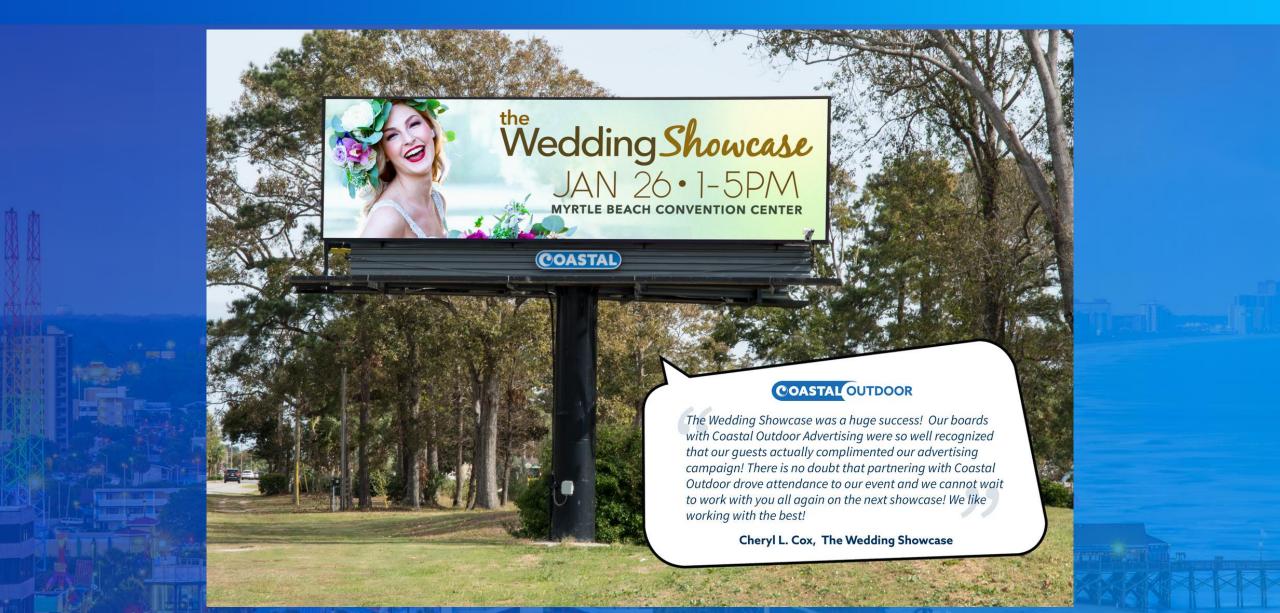




















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