

**THE ABBI  
AGENCY**™

+



..... Response to Request for Proposal for .....

**PUBLIC RELATIONS, MARKETING &  
SOCIAL MEDIA SERVICES**



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## SECTION 2

# PROPOSAL SUMMARY



## PROPOSAL SUMMARY

The Abbi Agency is thrilled to present this proposal to partner with the Town of Taos Marketing and Tourism Department to elevate the Town's brand identity, enhance its digital presence, and drive sustainable visitor engagement through innovative public relations, marketing, social media, and branding services. You may already recognize our name through our current work with New Mexico True - or perhaps from our team's longstanding connection to Taos. PR Account Director Marissa Le-Baca discovered her passion for destination marketing and storytelling while leading the Town of Taos' PR and marketing program during her time at your former agency of record, The Waite Company (2015–2020), before going on to lead PR for global tourism brands like Visit Las Vegas (Las Vegas Convention and Visitors Authority).

With over 15 years of experience and a proven track record as the public relations agency of record for the New Mexico Tourism Department, as well as numerous tourism clients across the western United States, The Abbi Agency combines deep local knowledge with best-in-class branding and campaign expertise. Our recently expanded presence in New Mexico, including a

dedicated team member, Marissa, relocating back to the state and an upcoming office in Santa Fe, positions us to be your ideal partner, collaborating closely with the Town of Taos and responding quickly to evolving needs.

We understand the rich cultural heritage, natural beauty and creative spirit that define Taos, as well as the challenges of communicating its unique identity amid regional competition and shifting traveler demographics.

Our approach centers on differentiating Taos from neighboring destinations by emphasizing its vibrant town center, authentic experiences, and forward-thinking community – showcasing Taos not as a day trip or a backdrop to Taos Ski Valley and Santa Fe, but as a dynamic, multi-sensory destination with a thriving arts scene, local entrepreneurship and immersive cultural offerings. This will enable our team to drive longer stays in opportunity timeframes for the Town of Taos.

Our proposal includes a comprehensive strategic framework focused on building fresh creative assets that reflect modern Taos, elevating the destination's storytelling around sustainability and

stewardship, and amplifying year-round tourism with targeted campaigns aimed at Millennials, Gen Z, and culturally-engaged travelers, including Hispanic audiences. We aim to increase awareness of Taos' unique districts and local businesses, strengthen media relations to ensure sustained coverage beyond peak seasons, and enhance social media and influencer engagement with authentic voices from the community.

By integrating data-driven insights with a human-centered creative philosophy, The Abbi Agency will deliver a holistic program that drives measurable results – expanding visitor engagement, boosting economic impact, and reinforcing Taos' identity as a living, evolving destination with a bold, big-hearted spirit.

**We are confident our combination of local expertise, strategic vision and award-winning creative capabilities will make The Abbi Agency the ideal partner to help the Town of Taos realize its tourism goals and thrive in a competitive market.** We appreciate your time and consideration, and hope to continue this conversation with you.





## SECTION 3

# RESPONSE TO SPECIFICATIONS



# TECHNICAL SPECIFICATIONS

a. Organizational Experience  
Description of Relevant Corporate Experience - State Govt and Private Sector

## ABOUT THE ABBI AGENCY

The Abbi Agency (TAA) is a purpose-driven, full-service marketing and communications firm with over 15 years of experience building bold brands and driving meaningful integrated results. Certified as a B Corporation, we are deeply committed to using our talents and resources to create positive social and environmental impact alongside business success. Our core values – Fierce, Real, Intentional, Loyal and Agile – guide everything we do, helping us push creative boundaries while staying grounded in authenticity and results.

Headquartered in Nevada, TAA has a growing footprint in the Southwest with a team member based in Las Cruces, New Mexico and plans to open a New Mexico office in 2026. This local presence ensures we have boots on the ground to deliver responsive service and true partnership to the Town of Taos.

Our team of 50+ features a rare combination of experts in creative storytelling, strategic planning, media relations, digital marketing, social media, influencer partnerships, paid media buying and data analytics. With a collaborative, cross-disciplinary approach, our team is able to develop integrated campaigns that resonate with diverse audiences, build brand loyalty and deliver measurable impact.

We specialize in tourism, economic development, public sector and social good clients, with deep experience crafting campaigns that highlight the cultural richness, natural beauty and innovative spirit of destinations and communities. We are proud to work with the New Mexico Tourism Department, City of Las Cruces, New Mexico, Visit Carmel-by-the-Sea, Travel North Tahoe Nevada, Visit Morro Bay and many others.

At TAA, we believe in the power of storytelling grounded in research and insights, amplified by technology and creativity. Our mission is to uncover the bold spirit within every community we serve and share it with the world, helping destinations like Taos thrive in competitive markets while honoring their unique identity and values.

LEARN MORE AT  
[theabbiagency.com](https://theabbiagency.com)



## OUR INTEGRATED SERVICES

Research & Strategy



Design & Creative



Social Media



Marketing & Advertising



Public Relations



Web & Digital



## The Abbi Agency Locations

Las Cruces, NM  
Reno, NV  
Las Vegas, NV  
Helena, MT



# RELEVANT EXPERIENCE

*What do you call the perfect array of experience? We call it TAA. For the Town of Taos, that means the best of all worlds. We bring deep New Mexico roots and boots on the ground, combined with top-tier branding, campaign development and public relations expertise for tourism destinations, plus a strong background working with government clients. Put simply, we're your best fit partner.*

## CITY, STATE & REGIONAL GOVERNMENT EXPERIENCE

Navigating government partnerships requires a special blend of understanding, patience and creativity – qualities we've honed through years of working closely with state and regional agencies. Our role as strategic communicators for numerous city, state & regional government entities, including our work as the public relations agency of record for the New Mexico Tourism Department, highlights our ability to deliver strategic campaigns that align with government priorities while engaging target audiences with compelling storytelling. We understand the importance of transparency, compliance and collaboration to make every project a success.



## TOURISM, DESTINATION MARKETING (DMO), HOSPITALITY & SKI EXPERIENCE

While our team thrives in partnering with government agencies, we also excel in the fast-paced, competitive world of tourism marketing. Our work with a diverse set of DMOs, hospitality entities and ski destinations across the western U.S. has given us unique insight into what makes places stand out and how to connect those qualities with travelers' desires. From developing fresh, authentic brand identities to executing integrated campaigns that combine PR, social media, influencer activations and paid advertising, we deliver results that matter – measured in increased visitation, engagement and economic impact.



# CASE STUDIES

In the following pages are a few case studies that showcase how we've combined our strengths on projects similar in scope and scale to the Town of Taos. These examples demonstrate our proven ability to craft innovative campaigns that elevate destination brands and drive measurable success.



## CASE STUDY 1 MORRO BAY, CA

Strategy, Branding, Public Relations,  
Social and Digital Media, Creative  
Campaigns, Paid Media



## CASE STUDY 2 NEW MEXICO TOURISM DEPARTMENT

Public Relations, Influencer Marketing



## CASE STUDY 3 DISCOVER KALISPELL, MT

Branding and Ski Pass Campaign



## CASE STUDY 4 VISIT CARMEL, CA

Public Relations, Social Media and  
Influencer Marketing



## CASE STUDY 5 EDGEWOOD TAHOE RESORT

Creative and Paid Media Performance



## CASE STUDY 6 TRAVEL NORTH TAHOE NEVADA

Branding and Messaging





## CASE STUDY 1

# MORRO BAY

## COME GET SALTY CAMPAIGN

*Boosting off-peak visitation with targeted digital advertising and fresh branding*

### Situation

Visit Morro Bay aimed to revitalize visitor numbers during the shoulder and warm seasons of 2023 amid increased regional competition and softened occupancy rates. Local lodging and business partners needed a campaign that would quickly and effectively drive return visits and increase economic impact.

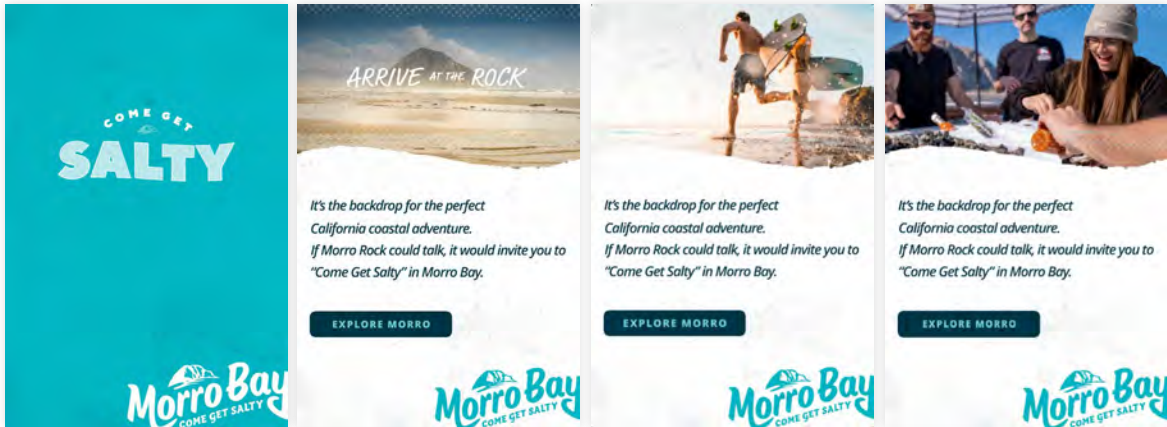
### Strategy

The Abbi Agency developed a bold new brand identity and launched the “Come Get Salty” campaign to showcase Morro Bay’s unique coastal charm. Partnering with data-driven paid platform Epsilon, we crafted a hyper-targeted paid media effort focused on re-engaging previous visitors while expanding reach to travelers familiar with the broader San Luis Obispo region. Our approach combined personalized creative assets tailored to key audience segments – foodies, outdoor adventurers, families and laid-back travelers – with a diverse media mix including digital programmatic display, social media ads on TikTok, Facebook, Instagram and Pinterest, and search engine marketing.

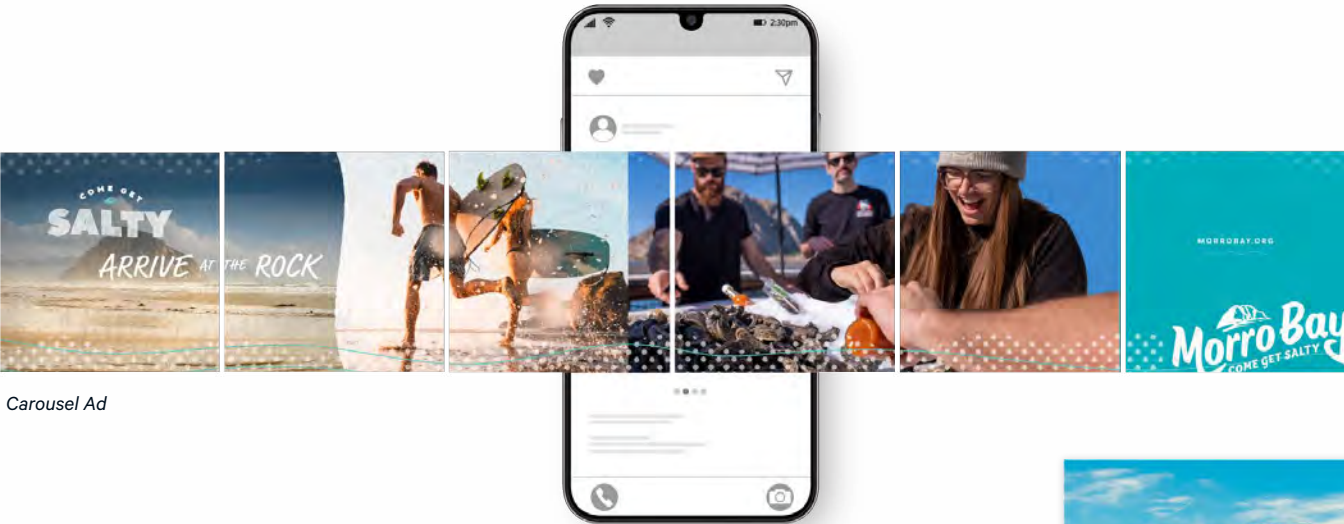
### Results

- Over **2 million unique individuals reached** between May and August 2023
- **8,200+ visitors** driven to Morro Bay through targeted messaging
- **Return on ad spend (ROAS) of 13:1** from \$90K programmatic investment
- Messaged visitors spent \$1.2 million locally, averaging **\$145 spend per visitor**
- Campaign demonstrated strong engagement with over **18,500 transactions attributed to messaged visitors**





Carousel Ad



Old Logo:



MORRO BAY  
PUT LIFE ON COAST

New Logo:



Weather Triggered HTML5





## CASE STUDY 2

# NEW MEXICO TOURISM DEPARTMENT

*Elevating New Mexico's Brand as a Destination for Adventure and Culture*

## Situation

The New Mexico Tourism Department aimed to boost awareness of the state's unique cultural heritage, diverse destinations and outdoor adventures amid a changing media landscape and evolving traveler preferences. The goal was to position New Mexico as a premier travel destination, support the upcoming 2026 Route 66 Centennial and increase visitor interest nationally and internationally.

## Strategy

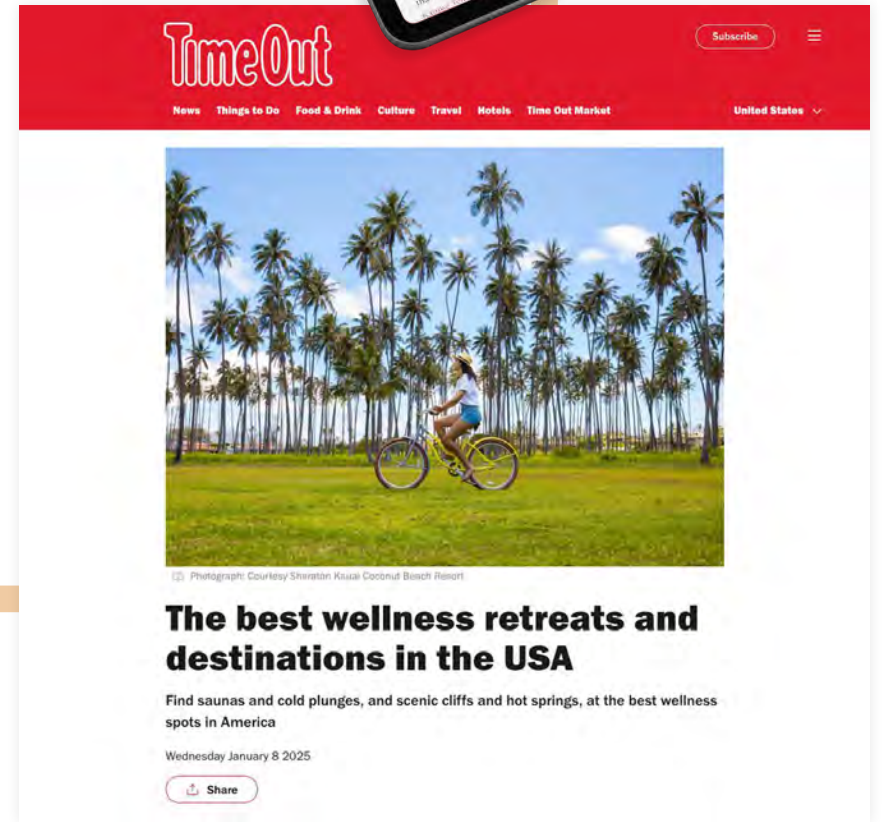
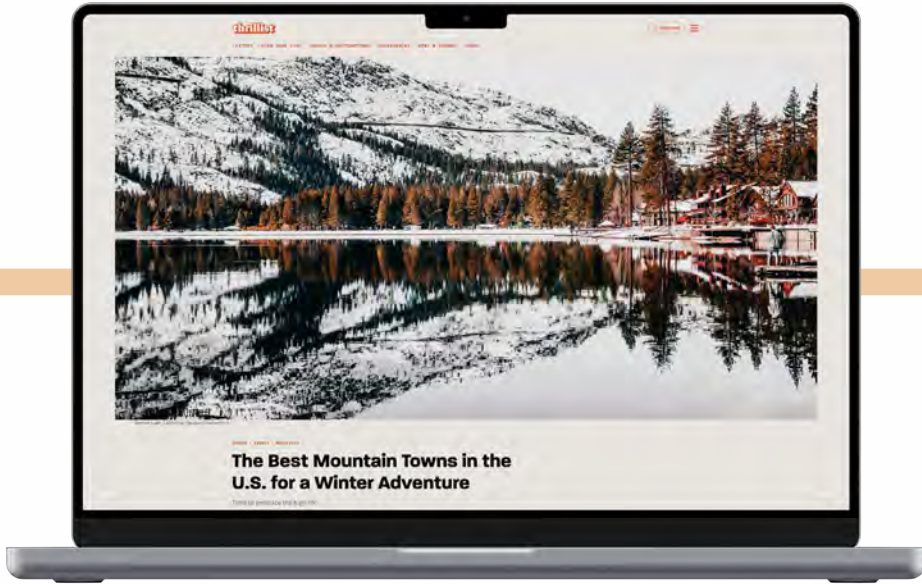
The Abbi Agency launched a multi-year earned media and public relations program focused on storytelling, highlighting New Mexico's "adventure steeped in culture." This included targeting key domestic and international markets, uncovering hidden gems, creating curated media lists and editorial calendars, and executing campaigns around signature events like the Balloon Fiesta Emoji and Route 66 Centennial. We partnered closely with NMTD to drive strategic FAM trips and influencer activations that amplified key messages.

### Results the first 6 months

- 65 media placements with a combined reach of over **2.4 billion**
- Estimated advertising value exceeding **\$12.3 million**
- Coverage in **top-tier outlets** including BBC Travel, National Geographic, Forbes and The New York Times
- **11 domestic and international FAM trips** hosted with journalists from Vogue, Forbes and The Scottish Sun











### CASE STUDY 3

# DISCOVER KALISPELL

## SKI PASS CAMPAIGN

*Driving Off-Peak Winter Visitation with Targeted Digital Advertising*

### Situation

Discover Kalispell sought to increase mid-week and off-peak winter visitation by promoting the unique ski pass offering to regional, drive-market audiences. With competition growing in the winter adventure market, the goal was to boost awareness, engagement and conversions specifically around the “Ski for Free” promotion.

### Strategy

The Abbi Agency crafted a clear, compelling winter adventure messaging campaign centered on the benefits of the ski pass and Kalispell as a ski destination. We leveraged digital media channels including Google Display, Facebook and Instagram (Meta), and the ski-focused platform On The Snow to target drive-market visitors. Campaign creatives emphasized the unique winter experiences Kalispell offers, while media buys were optimized to maximize reach and cost-efficiency.

### Results

- **Hotel room nights increased 1,000% year-over-year**
- 43,000 clicks generated, a **2.7x engagement increase year-over-year**
- **120% reduction in cost per click** compared to the previous campaign
- Improved click-through rates (CTR) with Google at 1.21% and Meta at 0.40%, and cost per click dropped to \$0.93 on Google and \$1.07 on Meta, demonstrating efficient spend





Digital Ads



Landing Page



Print Ad



Digital Ads



## CASE STUDY 4

# CARMEL PUBLIC RELATIONS

## SOCIAL MEDIA & INFLUENCER MARKETING

*Integrated PR, Influencer and Social Media Campaign  
to Elevate a World-Renowned Destination*

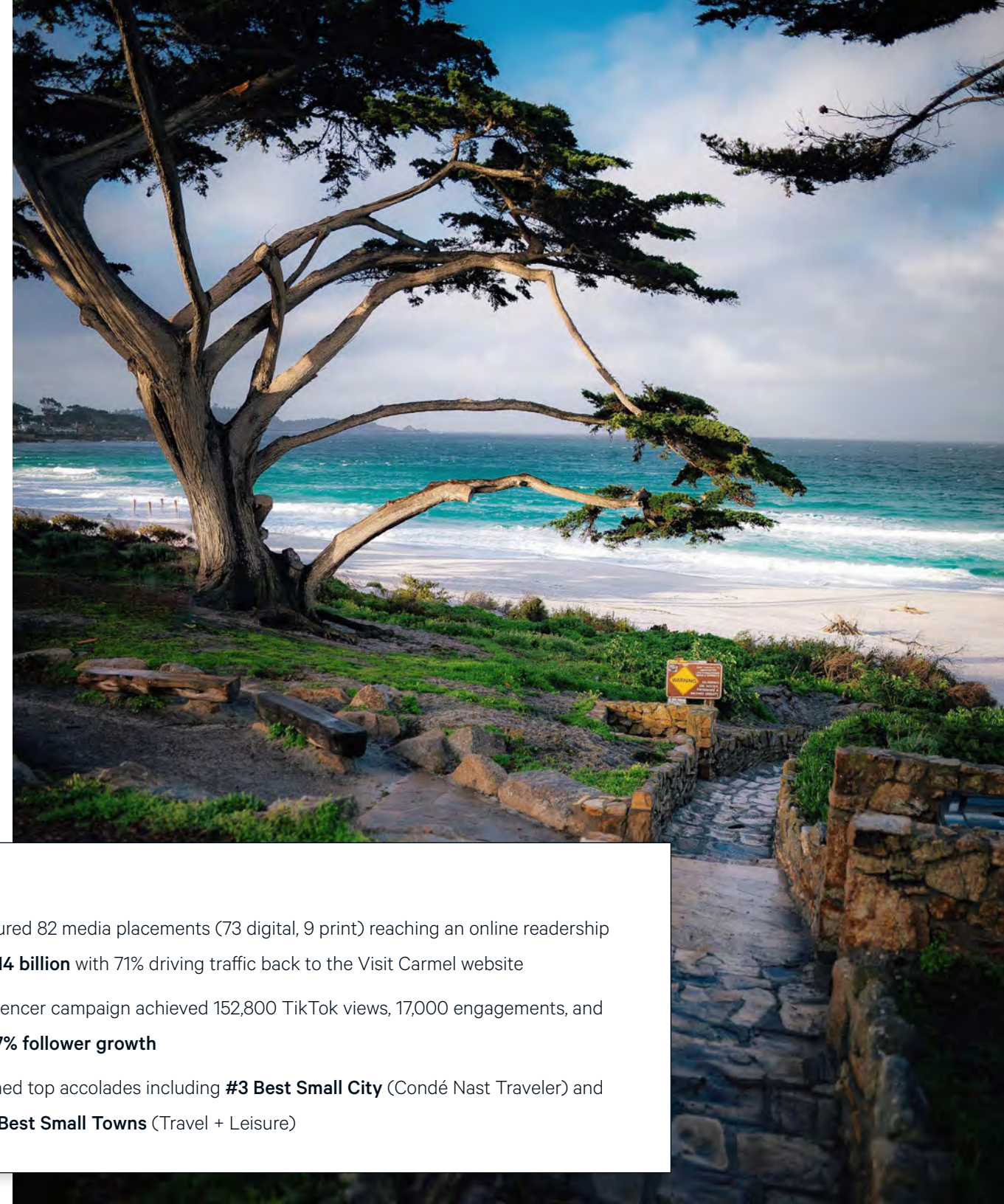
### Situation

Carmel-by-the-Sea is a charming, highly walkable seaside village known for its art galleries, culinary scene and natural beauty. With its global reputation as a romantic getaway, Visit Carmel sought to increase visitation and bookings by highlighting lesser-known local attributes and expanding engagement with new and existing audiences in a highly competitive tourism landscape.

### Strategy

The Abbi Agency developed a fully integrated marketing approach combining strategic public relations, influencer partnerships, and dynamic social media management. We focused on securing high-quality media placements that drove website traffic and amplified brand messaging, targeting Visit Carmel's key drive markets with curated story angles. At the same time, we launched a social media content strategy that spotlighted local boutique hotels, unique experiences and culinary offerings, complemented by compelling video production to authentically showcase the village vibe.

Capitalizing on social trends, we also established Visit Carmel's TikTok presence by partnering with influencer @lexnicoleta on the viral "Coastal Grandmother" trend – amplifying reach to new, younger audiences with authentic, shareable content.



### Results

- Secured 82 media placements (73 digital, 9 print) reaching an online readership of **1.14 billion** with 71% driving traffic back to the Visit Carmel website
- Influencer campaign achieved 152,800 TikTok views, 17,000 engagements, and **1867% follower growth**
- Earned top accolades including **#3 Best Small City** (Condé Nast Traveler) and **#11 Best Small Towns** (Travel + Leisure)



## CASE STUDY 4 CONTINUED

# COASTAL GRANDMOTHER

It's no secret that TikTok has rapidly become the fastest-growing platform for not only consumers, but for marketers as well. With incredible organic reach and authentic content pumping through their algorithm, for Destination Marketing Organizations specifically, TikTok can serve as a medium to share the ethos behind each destination. The immersive experience that the short-form video offers oftentimes sparks inspiration for DMO target audiences, making connections with previously untapped potential visitors.

Our client, [Carmel-by-the-Sea](#) already had a TikTok presence through previous visitors sharing their experiences. However, the brand lacked a profile and therefore wasn't part of the conversation. We felt like this was important - by jumping in as the DMO, we can help control the narrative to ensure brand representation is properly communicated.

Coincidentally, TikTok trends continue to surge, the latest being [@lexnicoleta's](#) "Coastal Grandmother" trend. With over 2.2 million views on the platform, the trend focuses on an aspirational lifestyle garnering coverage from [Good Morning America](#), [The Today Show](#), [Wall Street Journal](#), [Paper Magazine](#) and more. Inspired by the early 2000's Nancy Meyers movies, Coastal Grandmother features cozy interior design, classic personal style, and romantic hobbies such as afternoon teas, book club and trying new recipes. [Nancy Meyers](#) and [Diane Keaton](#) themselves approve!

### Results

**80,000+**

*Increasing TikTok Followers*

Visit Carmel was the first destination to host the Coastal Grandmother, with a partnership that resulted in several videos and ongoing content shared by the influencer and re-shared by the brand.

The influencer partnership received:

**152,800 VIEWS ON TIKTOK**

**17,000 ENGAGEMENTS ON TIKTOK**

**1867% INCREASE IN FOLLOWER GROWTH**

On Instagram, the giveaway:

**25,000 ACCOUNTS REACHED**

*(almost a quarter of which were non-followers)*

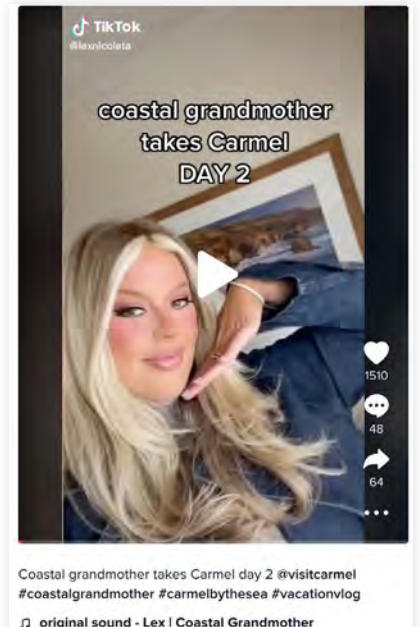
**2,000 ENGAGEMENTS**

**470 NEW FOLLOWERS**

This contest received the most comments out of all posts in 2022, and the third most top-performing post in driving profile visits for Carmel-by-the-Sea.



[Click here to view video](#)



[Click here to view video](#)





## CASE STUDY 5

# EDGEWOOD TAHOE RESORT

## 2024 CAMPAIGN

*Driving Exceptional ROI and Bookings with 2024 Paid Media Campaign*

### Situation

Edgewood Tahoe Resort aimed to increase bookings, encourage longer stays, and boost brand awareness among luxury travelers. With a competitive market for ski, golf, weddings, and event-driven packages, the resort sought a paid media strategy that could deliver both high engagement and measurable return on ad spend (ROAS).

### Strategy

The Abbi Agency developed a hyper-targeted paid media campaign leveraging multiple channels:

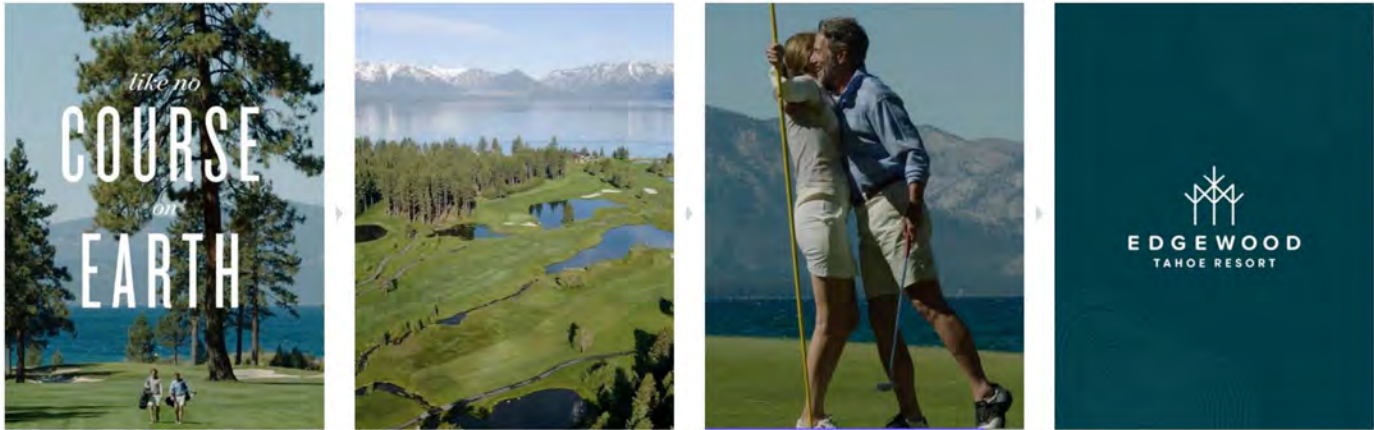
- Search Engine Marketing (SEM) focused on Villa Suites, weddings, evergreen offers, and seasonal packages to directly drive conversions
- Google Display and Meta platforms for brand awareness and engagement
- OTT and native advertising for retargeting and additional visibility
- Weather-triggered and retargeted ads for timely, context-sensitive messaging

This integrated approach allowed us to reach luxury audiences at the right moments, optimizing spend to maximize revenue and engagement.

### Results

- Overall **ROAS of \$5.57 per \$1 spent** – nearly 2-3x industry average (\$2-\$4)
- SEM click-through rate (CTR) averaged **20.6%** – more than 4x the industry standard of ~5%
- Google Display delivered over 20 million impressions at an efficient \$0.93 CPM – well below the \$2-\$3 industry average
- **Key campaign highlights:**
  - Villa Suites SEM: \$656K revenue, 17.78% CTR, **42.6 ROAS**
  - Evergreen SEM: \$643K revenue, 20.57% CTR, **40.1 ROAS**
  - Weddings SEM: \$188K revenue, 37.18% CTR, **139.9 ROAS**





Instagram Carousel



Digital Ad



Digital Ad



Print Ad



Digital Ad



## CASE STUDY 6

# TRAVEL NORTH TAHOE NEVADA

## BRAND DEVELOPMENT

*Messaging and Brand Development for a New Era of Destination Stewardship*

### Situation

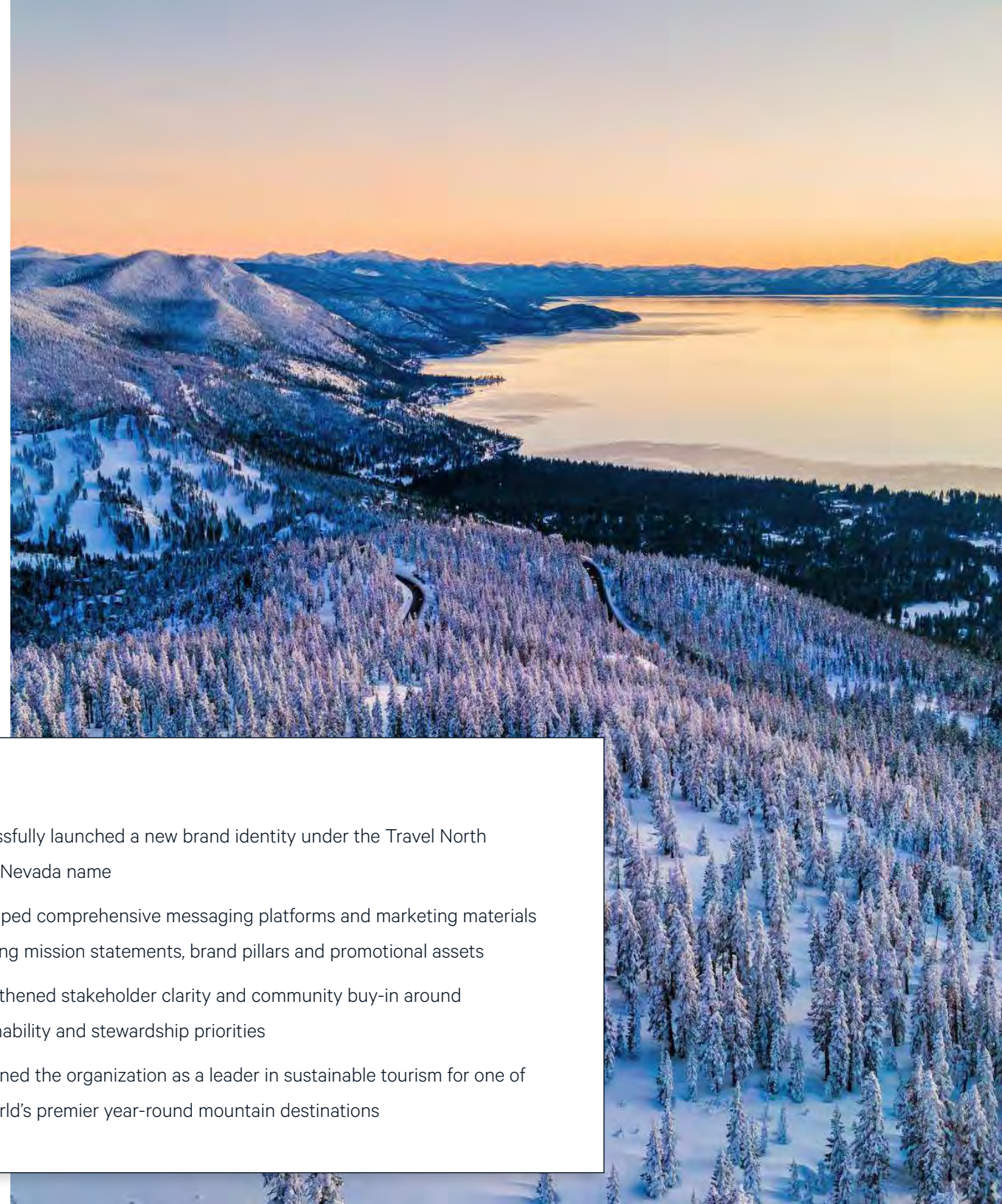
Travel North Tahoe Nevada, representing the Nevada side of North Lake Tahoe, faced an identity challenge. The organization needed a clear, distinct brand identity to reflect its evolving mission addressing sustainable tourism, destination stewardship and broadening management responsibilities. The existing identity no longer matched the community's goals or audiences, which varied significantly across state lines.

### Strategy

The Abbi Agency partnered with Travel North Tahoe Nevada to analyze their current positioning and craft a messaging and brand development strategy that established a compelling mission, vision and values foundation. We created brand pillars and key messaging frameworks tailored to distinct audience personas and marketing goals. This included clarifying the brand voice and defining target demographics to guide outreach across digital, print and stakeholder communications. The rebrand transformed the Incline Village/Crystal Bay Visitors Bureau into a public-facing, sustainability-focused destination marketing organization.

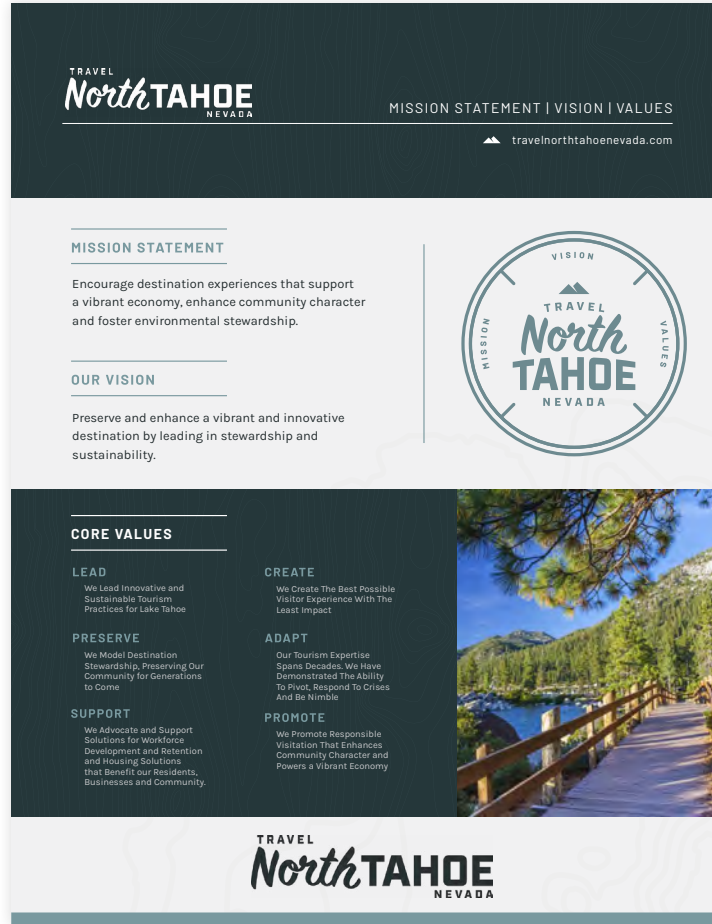
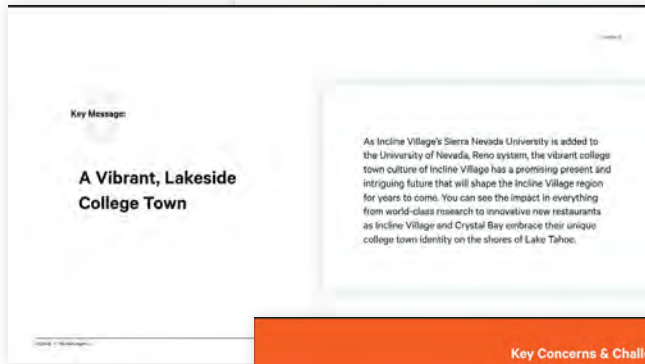
### Results

- Successfully launched a new brand identity under the Travel North Tahoe Nevada name
- Developed comprehensive messaging platforms and marketing materials including mission statements, brand pillars and promotional assets
- Strengthened stakeholder clarity and community buy-in around sustainability and stewardship priorities
- Positioned the organization as a leader in sustainable tourism for one of the world's premier year-round mountain destinations





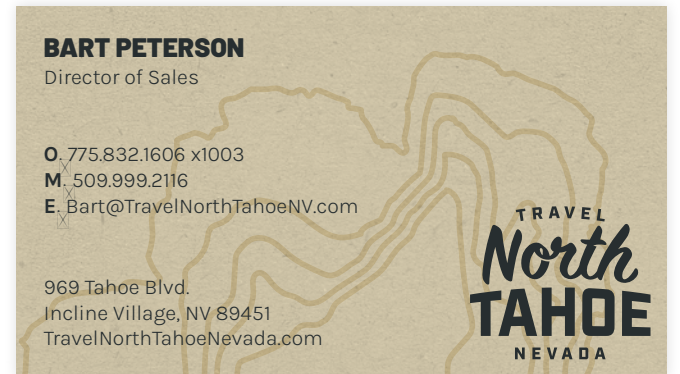
# TRAVEL NorthTAHOE NEVADA



Mission Statement - One Sheet



Table Top Sign



Business Cards



WORK SAMPLES

# BRANDS CRAFTED & EVOLVED

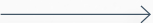
BY THE ABBI AGENCY

The Abbi Agency has been proud to create brands for and/or re-brand numerous cities, regions and destination marketing organizations throughout the western United States. A sampling of brands crafted by our team is below.

OLD LOGO



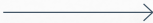
NEW LOGO



OLD LOGO



NEW LOGO



b. Bios for Key Personnel



Education: University of Nevada, Reno  
- Bachelor of Arts, Journalism

**Abbi Whitaker**

President & Co-founder

Role on Account: Strategy/Directional Support

Abbi is the heart, soul and creative engine that drives The Abbi Agency. A veteran of international media campaigns for some of the nation's largest tourism and business-to-business companies, Abbi innately understands what drives media coverage and has put those skills to work for almost two decades. She has secured feature coverage in the world's most prestigious publications and television programming — The New York Times, The Wall Street Journal, Forbes, Fortune Small Business and MSNBC — and has established relationships with world-class reporters and writers to show for it. Today, Abbi's belief in a buttoned-up rebellion of extremely talented people pushing creative boundaries to solve real problems has grown into a famously friendly firebrand of a communications agency, one that's shaping the success of organizations nationwide.



Education: University of Nevada, Reno -  
Bachelor of Arts, Strategic Communications

**Allegra Demerjian**

Client Success Director - Travel & Tourism

Role on Account: Strategy/Directional Support

With more than a decade of experience and thought leadership in the travel and tourism industry, Allegra specializes in conceptualizing and establishing the most effective integrated strategy for each client. As the strategic plan is carried out, she works closely with the client service team to ensure the strategy is rolled out effectively. Allegra has led strategic marketing initiatives for several destination and hospitality brands, including work with Carnival Cruise Line, Discover Kalispell, Travel Nevada, Go Goleta, North Lake Tahoe, Edgewood Tahoe and Explore Murrieta. She brings a well-rounded skill set to the table, with experience in digital marketing, integrated campaigns, brand management, public relations, brand messaging and development, events management, marketing automation and strategic planning.





Las Cruces, NM

**Education:** The University of New Mexico Journalism & Mass Communication, Strategic Communication

**Marissa Le-Baca**

PR Account Director, Travel & Tourism

**Role on Account:** Public Relations Strategy & Execution

Marissa Le-Baca is an experienced travel and tourism public relations professional and Account Director at The Abbi Agency. She specializes in managing domestic and international earned media programs for tourism destinations and crafting campaigns that break the mold, helping clients like the New Mexico Tourism Department, Las Vegas Convention and Visitors Authority, Visit Morro Bay, and Explore Murrieta gain meaningful exposure. From 2015-2020, Marissa served as the PR and marketing lead for the Town of Taos Tourism and Marketing Department while working with their agency of record, The Waite Company, deepening her understanding of the region and its unique appeal. She excels at building strong media relationships, delivering compelling stories, managing complex projects, and ensuring measurable results for her clients. With a meticulous approach and unwavering determination, she consistently executes impactful campaigns and initiatives that elevate brands and inspire travel.



**Education:** Bachelor of Arts, Advertising, 2019 — University of Wisconsin-Whitewater

**Kelly Kimball**

Account Services Director

**Role on Account:** Brand Manager

Kelly Kimball is an Account Services Director who leads strategic initiatives for several travel and tourism clients. Kelly comes to TAA with a vast background in tourism and large B2B agencies. Before coming to The Abbi Agency, she worked on clients such as Montana Tourism, Outer Banks Visitors Bureau, Stanley Black & Decker, Acuity Insurance, and McCain Foods. Kelly will support Haley in managing day-to-day needs. Her keen attention to detail and proactive problem-solving ensures that each account she is involved in receives top-notch attention and support. She is an expert in anticipating client needs and guiding the team forward in a cohesive way.





**Education:** Bachelor of Science, Marketing and Marketing Management, 2018 — Montana State University-Bozeman

### Haley Burgess

Account Services Director

**Role on Account:** Brand Manager

Haley Burgess is a destination marketing expert with broad experience in carrying out destination marketing initiatives and a depth of knowledge of consumer insights and behavior. She is a seasoned expert at ensuring each creative campaign is integrated across all client communications channels, leveraging creative and effective ideas to meet client goals. Haley is a seasoned professional in delivering top-notch client service and will be your point of contact for day-to-day needs, maintaining a close working relationship to ensure each marketing touchpoint is on-brand and on-strategy. As Brand Manager at The Abbi Agency, Haley has developed a robust portfolio of tourism accounts, including destinations such as Visit Southwest Montana, Discover Kalispell, Visit Morro Bay, Visit Carmel by-the-Sea, and more. Prior to joining The Abbi Agency, Haley was Campaign Manager at Visit Montana and developed and implemented multi-channel marketing plans spanning multiple seasons to drive visitation to all regions of Montana.



**Education:** California State University, Fresno - Bachelor of Arts, Public Relations, Advertising, and Applied Communication

### Dani Hannah

PR Account Director, Travel & Tourism

**Role on Account:** Public Relations Strategy & Execution

Dani Hannah is the spark that ignites unforgettable campaigns for tourism and destination brands. As an Account Director at The Abbi Agency, Dani uses her skills in media relations, brand messaging and account management to take her clients to the next level, and her long list of media placements includes international outlets like Travel+Leisure, The Wall Street Journal, CNN Travel, FOX News and more. Dani's innate love of travel and engaging personality make her the perfect media representative, and her creativity allows each client to shine at every turn. Dani has led public relations campaigns for major tourism brands, including Visit Carmel-by-the-Sea, Aramark Destinations, Edgewood Tahoe Resort and the New Mexico Tourism Department. Her work has resulted in several awards, including PR Daily's Marketing & Social Media Award and Best PR Campaign for Visit Carmel. Dani was recently named as one of CalTravel's 30 & Under Emerging Leaders in 2024.





**Education:** Graphic Communications, Graphic design, Web design - Truckee Meadows Community College; Academy of Art University

**Christine Harcinske**

Creative Director

**Role on Account:** Creative Director

With 19 years of experience in the advertising industry, Christine Harcinske has learned that while data is important, it is only part of the equation in building impactful brands. Personality, relevance, storytelling — these are the true underpinnings of campaigns that pack a proverbial punch. By a happy coincidence, it’s within these intangibles that Christine does her best work. Throughout her career, Christine has worked with names like Adobe, Virgin Mobile, Niantic Labs, Panasonic and Travel Nevada, allowing her to discover an innate talent for not only listening to the needs of every brand, but also truly hearing them.



**Education:** B.A. in Journalism - University of Maryland

**David Bunker**

Creative Content Director

**Role on Account:** Messaging & Content Development

David Bunker has been involved in content development, strategy, and execution at The Abbi Agency since 2010. He has worked with a wide range of clients, developing advertising and content campaigns from the ground up, including Travel North Tahoe Nevada, Travel Nevada, Fly Reno-Tahoe, Discover Kalispell, Edgewood Tahoe, St. Helena, and more. In addition to concepting and copywriting for some of the agency’s largest creative campaigns, David also helps implement and develop wide-reaching public relations, content, and storytelling efforts, ensuring that creative and content are integrated into campaigns cohesively.





**Education:** B.A. in Fine and Studio Arts - University of Nevada, Reno

### Thaison Kawal

**Creative Director**

**Role on Account:** Creative Director

Thaison Kawal is a master at investigating the features of a destination or place that matters most to people and conveying those features beautifully through multimedia assets and creative design. In concert with The Abbi Agency’s creative team, Thaison builds robust creative campaigns, turning assets like video advertisements and photography into vehicles through which hearts and minds are moved. He’s done this for countless destinations throughout the United States and beyond, branding or rebranding regions in the nation as experiences that leave visitors feeling changed—and all the better for it. Thaison’s extensive history in tourism includes more than 10 years of work for destination brands, including Visit Carmel-by-the-Sea, Discover Kalispell, Edgewood Tahoe Resort, Travel North Tahoe Nevada and Visit Morro Bay. Thaison was instrumental in the campaign production and execution for “Best Kept Carmel,” ensuring the vision was brought to life with precision and impact.



**Licenses & Certifications:**

- Google Analytics Certification - Oct 2017
- Hubspot Inbound Certification - Oct 2018
- Google Ads Certified 2019
- Udacity Marketing Analytics Nanodegree - May 2020

**Education:** B.A. in Marketing - San Francisco State University

### Henry Merschel

**Director of Performance Marketing**

**Role on Account:** Digital Strategy & Boosting Optimization

Henry Merschel is a seasoned Director of Performance Marketing with a proven track record of amplifying brand awareness and driving conversions through expertly crafted campaigns. By conducting comprehensive digital audits, he gains a deep understanding of client goals, unique selling propositions, buyer personas, and geographic targets, forming the foundation for highly effective campaign creation and execution. With expertise in both organic and paid initiatives, Henry excels at developing and optimizing fully integrated content strategies that deliver measurable results. Henry has successfully implemented paid media strategies for high-profile accounts, including Go Goleta, Edgewood Tahoe Resort, Morro Bay, Pacific Surfliner, and Explore Murrieta. His qualifications include a strong ability to conduct thorough digital audits, manage integrated strategies across organic and paid media, and optimize campaigns to meet client



Education: Bachelor of Arts, Communication and Information Technology, 2020 — University of Arizona

**Devon DeCaire**

Paid Media Strategist

Role on Account: Paid Media Campaign Planning, Management & Optimization

Devon is an experienced Paid Media Strategist passionate about crafting and optimizing digital marketing campaigns. Her approach combines data-driven analysis and creative storytelling, elevating brand awareness and driving lead generation for each account she works on. Her expertise shines in managing paid media campaigns across diverse sectors, including hospitality and tourism, where she consistently delivers outstanding results. Devon embraces the ever-evolving digital marketing landscape, continuing to expand her knowledge and ability to analyze performance data to refine campaign strategies, ensuring maximum ROI. Devon has implemented paid media strategy on numerous tourism accounts, including Edgewood Tahoe Resort, Visit Morro Bay, and Discover Kalispell, and expertly crafts and optimizes ad campaigns across Google, Facebook, and TikTok, significantly boosting client engagement. She has also managed search ad campaigns with over \$30,000 monthly ad spend, effectively aligning strategies with client goals.



**Taylor Hodge**

Paid Media Account Coordinator

Role on Account: Paid media operations

Taylor is a detail-oriented and proactive Paid Media Account Coordinator with extensive experience supporting the end-to-end execution of digital advertising campaigns. She is responsible for monitoring campaign performance across multiple platforms, ensuring adherence to budget pacing, maintaining reporting accuracy, and facilitating timely issue resolution. Taylor works in close collaboration with digital strategists to launch campaigns, collect and actualize monthly receipts, and reconcile media spend while identifying and resolving any billing discrepancies with precision.



# B. ORGANIZATIONAL REFERENCES



**Client:** Visit Morro Bay

**Project Description:** The Abbi Agency developed and launched a new brand identity for Visit Morro Bay, supported by the brand campaign “Come Get Salty.” To drive a targeted paid media effort around the campaign, we partnered with Epsilon to launch a re-engagement campaign, targeting travelers who had previously visited the destination with nuanced, interest-based messages to drive repeat visits in a tight timeframe.

**Project dates:** 2022-Present

**Technical environment:** Epsilon marketing platform for audience segmentation and automated re-engagement; GWI for audience insights; Google Ads and Meta Ads for paid media deployment; Google Analytics for tracking and performance monitoring.

**Client project manager:** Michael Wambolt, Executive Director

**Phone:** (805) 225-7411

**Email:** michael@morrobay.org



**Client:** New Mexico Tourism Department

**Project description:** The Abbi Agency leads national and international PR for the New Mexico Tourism Department, promoting the state’s rich arts, culture, and heritage through earned media. The Abbi Agency works to elevate New Mexico’s distinctive appeal as a destination offering “adventure steeped in culture.” By leveraging rich destination storytelling and securing impactful feature stories, we aim to inspire travelers from around the globe to visit.

**Project dates:** 2024-Present

**Technical environment:** Muck Rack for media outreach, list building, and monitoring; GWI for audience insights

**Client project manager:** Nicole Barker, Media Relations Manager

**Phone:** (505) 469-2739

**Email:** nicole.barker@td.nm.gov



**Client:** Travel North Tahoe Nevada

**Project description:** The Abbi Agency led a comprehensive rebrand and messaging effort for Travel North Tahoe Nevada, transforming the organization into a public-facing, mission-driven destination authority. Our work centered on elevating the region’s identity through strategic branding, PR, and storytelling – highlighting year-round outdoor recreation with an emphasis on winter and mountain experiences.

**Project dates:** 2022-Present

**Technical environment:** Adobe Creative Suite for creative asset development; GWI for outdoor traveler segmentation and insights

**Client project manager:** Andy Chapman, President and CEO of Travel North Tahoe Nevada

**Phone:** 775-832-1612

**Email:** andy@travelnorthtahoenv.com



# PERFORMANCE SURETY BOND

*n/a Not Applicable*

# NEW MEXICO/NATIVE AMERICAN RESIDENT PREFERENCES

*n/a Not Applicable*



# SCOPE OF WORK UNDERSTANDING

We understand that this contract is more than a marketing engagement – it’s a comprehensive partnership to steward Taos’ evolving brand identity, increase visitation in alignment with community values, and drive economic impact through public relations, social media, influencer engagement, brand strategy and paid media. This work requires not just creativity, but precision, partnership and a proven process tailored to the distinct spirit of Taos.

We’ve studied the scope closely, including the nuances shared in the vendor Q&A, and we see clearly what the Town is asking for:

- A strategic refresh of the Visit Taos brand identity – one that honors heritage while embracing where Taos is headed
- Fully integrated earned and paid media campaigns that increase overnight stays, elevate perception, and support local businesses
- A modern, flexible approach to social media and content development that engages diverse travelers across platforms
- Media and influencer strategies that reflect Taos’ unique place in New Mexico – and in the minds of travelers
- Transparent reporting, goal tracking and responsive communication that keeps the Town and its stakeholders informed and involved



## INTRODUCTION & APPROACH TO TOURISM MARKETING

We believe great destination marketing begins with a deep understanding and articulation of place. Taos is not just another destination – it’s a layered experience where culture, nature, art and forward-thinking ideals converge. Our approach is rooted in pairing strategy with soul, leveraging data-informed tactics while elevating the human stories that make Taos unlike anywhere else.

We view audience engagement in tourism marketing as a collection of micro-moments – the exact points where a traveler is inspired, makes decisions, and shares experiences. Our campaigns are built to meet visitors in these moments: before the trip, during exploration, and long after they’ve gone home. Whether it’s discovering a hidden gallery on Ledoux Street or attending a concert under the open sky, we ensure every impression feels personal, timely and connected to the visitor’s journey.

Our philosophy combines:

- **Data-driven strategy:** We use industry-leading research, digital targeting and media performance benchmarks to guide every decision. With rapid changes in digital engagement, our team works hard to stay on top of trends, adapting and optimizing our strategies as need be.
- **Human-centered storytelling:** We highlight the people, businesses and landscapes that give destinations their depth and soul. While we lean on data, we recognize that the human experience is key and emotion typically drives decision-making.
- **Place-based authenticity:** Every campaign we create is tailored to the soul of the destination itself – not templated or generic. We will immerse ourselves in the community, listen to locals and ensure every visual, message and media strategy is rooted in what makes Taos, Taos.



## AUDIT & SITUATION ANALYSIS

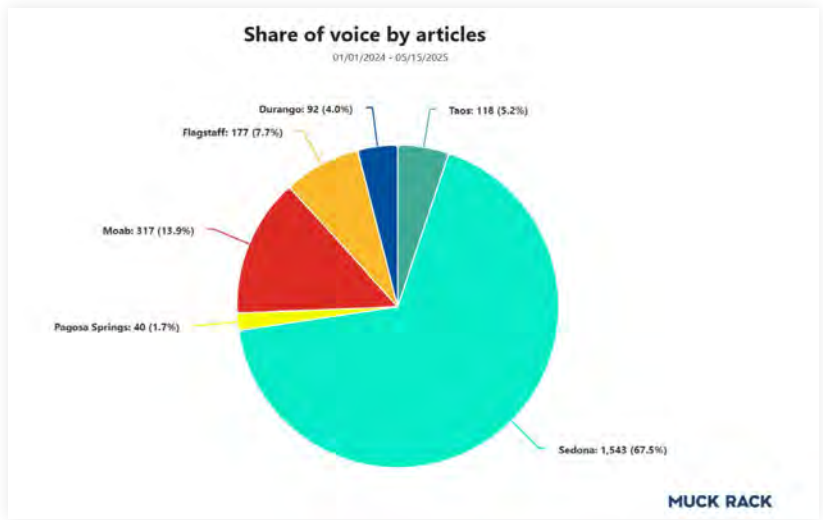
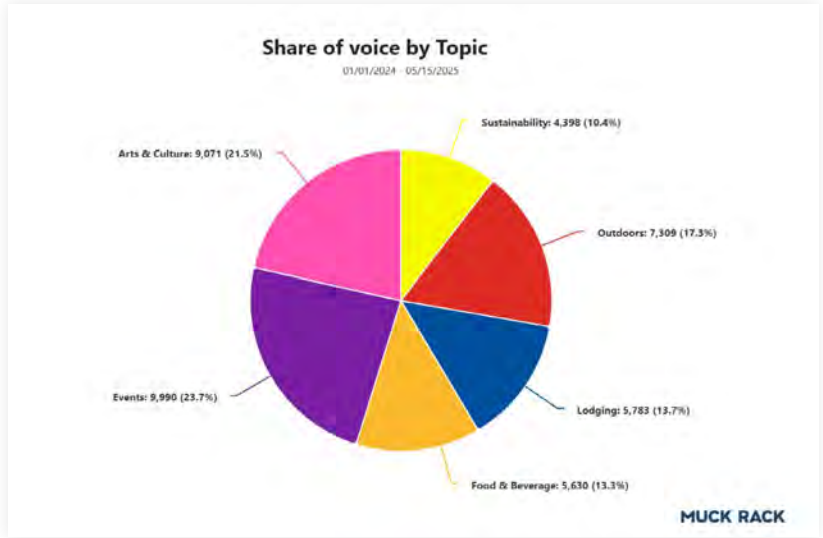
Taos is a place of profound creative energy and cultural authenticity – an off-the-radar destination that travelers discover not by accident, but with intention. Despite its immense storytelling potential and strong visitor sentiment, Taos continues to be overshadowed by better-known destinations like Santa Fe and Taos Ski Valley. This leaves nothing but opportunity as we look ahead.

Our team conducted a comprehensive media and digital audit, enhanced with fresh audience behavioral data from GWI and our paid media partners. Taking a look at media mentions and audience movement from January 2024 through May 2025, this audit has helped our team identify both where Taos stands today and where its greatest opportunities lie.

### Key Findings and Opportunities

From our thorough analysis of public relations and digital sentiment, leveraging our media analysis tools, as well as our deep dive into travelers to Taos over the last year and potential market opportunities, on the next two pages are seven key findings and opportunities our team has identified. During our auditing and research phase, our team will dive even deeper into your owned data and previous marketing efforts in order to pinpoint our official strategic approach.





### 1. Strong Sentiment, Low Share of Voice

Taos boasts 86% positive media sentiment, yet trails its regional competitors in Share of Voice. Coverage peaks in summer or during major events but lacks consistency across the calendar year.

**Opportunity:** Invest in year-round PR and influencer campaigns and FAM trips that surface off-season narratives and expand brand visibility across new audience segments.

### 2. Outdated Creative and Limited Visual Depth

Some of Taos' visual media seems to be limited in how well it reflects the town's evolving identity – its new businesses, diverse communities, or growing appeal to younger travelers.

**Opportunity:** Launch a refreshed and ongoing new visual content initiative to showcase modern-day Taos, emphasizing its people, hidden neighborhoods, and year-round appeal.

### 3. Brand Confusion with Neighboring Destinations

Nationally, Taos can be conflated with the ski resort or treated as a side trip from Santa Fe. The town's own identity as a cultural capital, a wellness retreat, and a haven for creativity isn't clearly defined in the marketplace.

**Opportunity:** Position the Town of Taos as the soulful, slow-travel alternative to better-known destinations – a place where art, nature and spirituality intersect.

### 4. Taos Draws High-Intent Travelers

Azira data confirms Taos attracts wellness-focused visitors, cultural explorers, and outdoor enthusiasts who are willing to go the distance. These are travelers who stay longer, spend more, and are seeking meaning behind each trip – not a mass tourism experience.

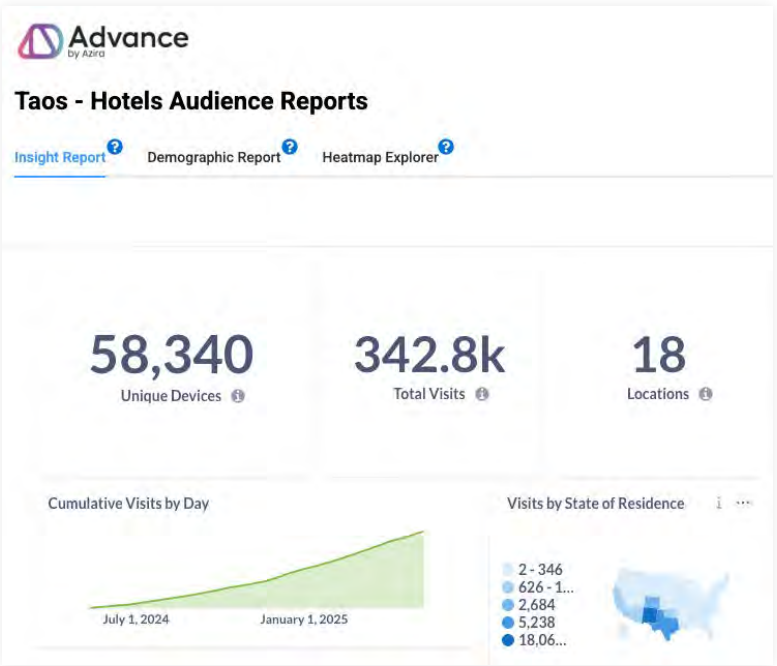
**Opportunity:** Market Taos as a values-aligned destination with longer-stay itineraries and personalized experiences, tailored to travelers who are seeking purpose and place.

### 5. Shared Drive Markets, Distinct Audiences

Like Santa Fe and Albuquerque, Taos draws heavily from New Mexico, Texas, Colorado and Oklahoma. But while its neighbors lean toward short leisure trips, Taos visitors skew toward experience-seekers and creatives.

**Opportunity:** Build competitive digital campaigns that position Taos as the next step for travelers already visiting the region, using Azira's lookalike and in-market retargeting tools.





**6. Wellness, Luxury, and Cultural Niche Growth**

Audiences interested in Ojo Caliente, Taos Air and local wellness experiences are aligned with higher-income segments and repeat visitation patterns.

**Opportunity:** Develop campaigns and PR efforts targeting slow-travelers, spa-goers, and cultural connoisseurs – segments that Taos can uniquely serve with authenticity and depth.

**7. Seasonal Spikes, Inconsistent Coverage**

Media attention is highest in summer or around marquee events, but declines sharply in the shoulder seasons. There is untapped potential to drive awareness year-round by promoting Taos’ arts, food, wellness and outdoor offerings beyond peak periods.

**Opportunity:** Leverage paid and PR campaigns to show the benefits to visiting Taos in every season, pulling out lesser-known stories and experiences to draw travelers in slower seasons.





## PAID MEDIA

### OPPORTUNITIES IDENTIFIED THROUGH INITIAL AUDIT

- **Dynamic Trip Planning:** Integrate an AI interface on the Visit Taos website to guide users from inspiration to booking while collecting valuable visitor interest data.
- **Answer Engine Optimization (AEO):** Use real-time trip planning queries to build content that ranks in voice and search results (e.g., “Best Ski Lodges Near Taos”).
- **Footfall Attribution:** Leverage partners like Azira or Adara to track real-world visitor movement, repeat visits and campaign impact by location and time.
- **Audience Insight & Retargeting:** Target high-value audiences using behavioral and location data to increase engagement and reduce wasted spend.
- **Phased, Multi-Channel Media Strategy:** Align paid media with seasonality and travel intent using display, CTV, paid social, influencer content and more.

## PUBLIC RELATIONS

### OPPORTUNITIES IDENTIFIED THROUGH INITIAL AUDIT

- **Close the Visibility Gap:** Boost Share of Voice year-round with consistent, seasonal storytelling beyond summer and marquee events.
- **Tell the Taos Story, Not Just the Ski Story:** Differentiate the Town from Taos Ski Valley and Santa Fe by focusing on its local makers, music, galleries, and spirit of creativity.
- **Modernize the Media Library:** Refresh visual assets to reflect today’s Taos – diverse, evolving and rooted in both heritage and forward-thinking entrepreneurship.
- **Lead with Editorial Angles:** Translate big ideas like sustainability and destination stewardship into digestible media pitches and features.
- **Reach New Audiences:** Craft PR efforts that resonate with younger travelers and Hispanic visitors, using bilingual storytelling and culturally rich narratives.



TAA APPROACH TO

# MARKETING & PR STRATEGY DEVELOPMENT

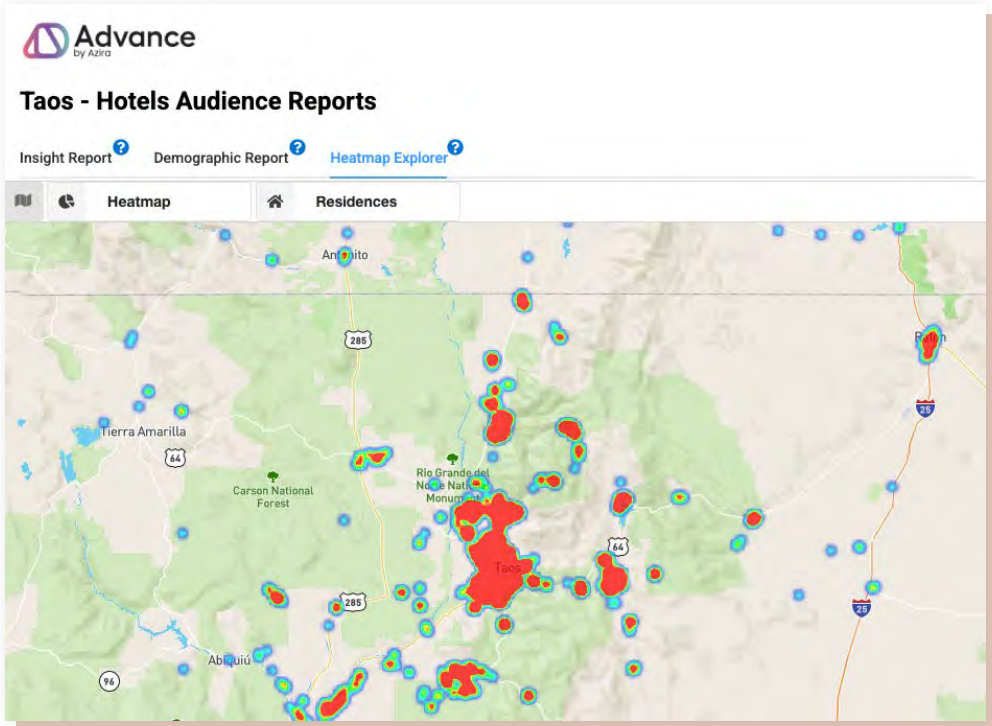
## Audit, Research & Strategy

Our team brings a performance-driven, place-based approach to every destination we serve, which will ensure that all Visit Taos brand and marketing efforts are grounded in data and authentically aligned with the spirit of the town. We pair in-depth research with a human-centered lens to understand what truly motivates Taos visitors – whether they’re road-tripping art lovers, wellness seekers, culture-first travelers or next-gen adventurers. By connecting with the unique emotional drivers of each traveler type, we create campaigns that move beyond information and inspire meaningful engagement and visitation.

Building off of the preliminary audit and research that our team has conducted, as featured in this response, we’ll carry out a comprehensive onboarding and auditing phase. For the Town of Taos, our brand research and audit phase will likely include a thorough review of:

- **Performance Data from Visit Taos Marketing Channels:** Our team will review several channels including website performance, social media engagement, PR and influencer outcomes, email marketing effectiveness, and paid media metrics.
- **Digital Behavior and Visitor Trends:** Using third-party tools like GWI, Azira and our in-house analytics team, our team will work to understand how different traveler types engage with Taos and competitive destinations. This will include heat mapping and tracking of anonymized geolocation data to understand traveler habits to and through the destination.

Taos Visitor In-Market Data



## Audit Components

- Social Media & Engagement Audit
- Website & SEO Review
- Media Coverage Analysis (Tone, Frequency, Reach)
- Brand Positioning Review
- Asset Inventory & Content Gap Analysis
- Campaign Performance Evaluation

**Community & Audience Listening:** To ensure that we hear directly from locals, visitors, and industry stakeholders to guide our work, we may recommend a combination of the following:

- Focus Groups with local stakeholders and past visitors
- Surveys and interviews targeting both current and aspirational audiences
- Optional in-person or virtual community forums
- Creative concept testing and brand perception exercises

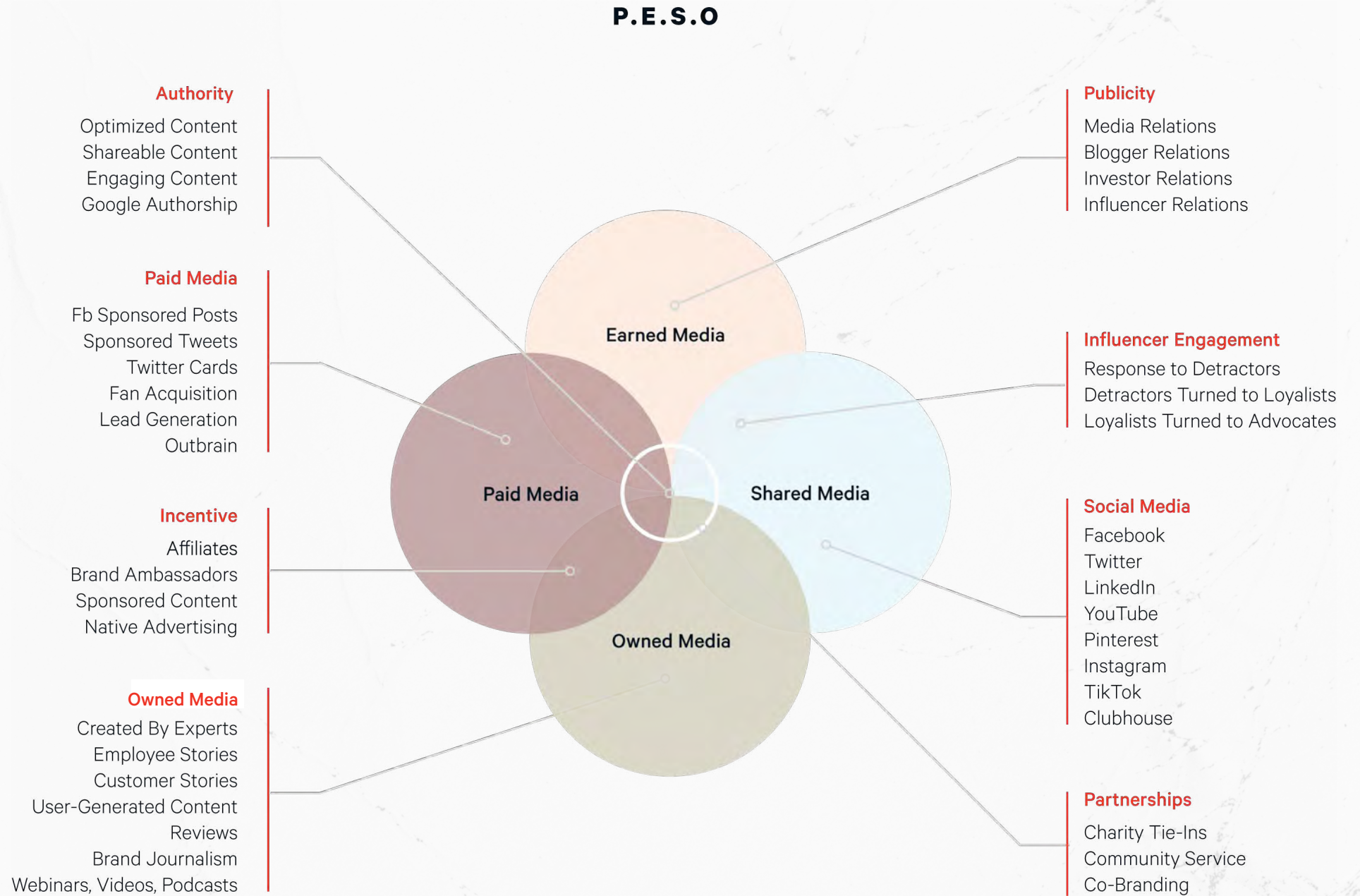




In every strategic plan we build, we emphasize a balanced, thoughtful approach using the **PESO model** – Paid, Earned, Shared and Owned media. This framework ensures that each channel is activated with intentionality, bringing together the right message, the right format, and the right moment in the traveler journey.

For Taos, our annual marketing roadmap will be supported by tactical, channel-specific strategies including:

- A seasonal digital and social content calendar
- A refreshed paid media strategy
- A responsive influencer and FAM trip roadmap
- Website content and SEO improvement recommendations
- PR/editorial themes aligned with booking behavior and Taos' destination stewardship narrative





# CAMPAIGN EXECUTION

## The Human Factor - Consumer Behavior

While many agencies tout a “data-driven” strategy, data should not be the only factor that drives a media strategy. Data is a key component and can teach us so much about our audiences, but we never want to lose sight of the human touch.

To this end, The Abbi Agency is exceptionally thoughtful and intentional about how various media channels and creative assets will reach audiences. It is not just about serving up the right message to the right individual; we have to make sure that the message comes across on the right medium, features the right visual elements, and reaches them at the right time, too.

How is this applied in practice? We look at the data closely in media planning, but our team also combines this data with their best judgment to lead to the most successful campaigns in terms of KPIs – going past awareness to create the desired audience action. For example, we could be running a sustainability-focused campaign that is seeing a high number of click-throughs to the landing page but then a high bounce rate off of that landing page. To our media experts, this indicates that we are not engaging the right audience. While they initially seem potentially interested, they quickly abandon our content and website – not indicative of a quality and engaged audience.

This is a complex art and science that requires support from all of The Abbi Agency’s digital teams. Our Paid Media, Creative, Website, and Digital Content teams collaborate to ensure that all perspectives are considered in planning.

We also take the time to understand the effects of human behavior and psychology on decision-making and how these forces may affect certain creative concepts or messaging. One framework that our team uses to consider creative messages and evaluate our work is cognitive biases—systematic patterns in which individuals create their own reality of sorts.

### Six Cognitive Biases that Influence Purchase Behavior and Decision-Making

Cognitive Biases	Cognitive Biases
 <b>Category Heuristics</b> —————> <i>Ex: Organic/Non-GMO, Sustainable</i>	
 <b>Scarcity Bias</b> —————> <i>Ex: Limited Time Only</i>	
 <b>Social Norms</b> —————> <i>Ex: Five Star Reviews, Social Media Trends</i>	
 <b>Authority Bias</b> —————> <i>Ex: Celebrity Endorsement</i>	
 <b>Power of Free</b> —————> <i>Ex: Free Delivery, Special Gift</i>	
 <b>Power of Now</b> —————> <i>Ex: Available Now, 1-day Delivery</i>	



Each of these biases can potentially affect how audiences consume our advertising assets, not only due to the messaging but also the channel, timing and targeting. We work hard to lean on this understanding through every phase of media planning, leveraging opportunities based on the specific messaging and targeting needs.

This data<>human experience that our media strategists employ links back to our micro-moments approach in that we focus on delivering the right messages at the right time to the right audiences. We go a step further to evaluate and understand how the creative assets we serve up in each moment will resonate with them.

LEVERAGING RESEARCH & ANALYTICS

# IN OUR PLANNING PROCESS

To support the development and implementation of Taos' campaigns, we will conduct a comprehensive audit and provide in-depth industry research. This includes a thorough analysis of key performance indicators (KPIs), audience targeting, ad creatives, budget allocation, and ROI from past campaigns, as well as evaluation and recommendations for the following items:



**Key Performance Indicators (KPIs):** Assessing metrics such as click-through rates (CTR), conversion rates, cost per acquisition (CPA), return on ad spend (ROAS), and overall campaign performance of any prior campaign reports or paid media performance documentation.



**Budget Allocation Analysis:** Examining the distribution of the advertising budget across the campaign, as well as the different channels, and ad formats to identify opportunities for optimization.



**Ad Performance by Device:** Evaluating the performance of ads across various devices (desktop, mobile, tablet) to optimize targeting and ad formats accordingly.



**Audience Analysis:** Analyzing the effectiveness of audience targeting methods, including customer match, similar, demographic, geographic, behavioral, and interest-based segmentation.



**Competitive Analysis:** Benchmarking campaign performance against competitors and industry standards to gain insights into market positioning and identify areas for improvement.



**Compliance and Ad Quality:** Ensuring compliance with advertising policies and guidelines across platforms while maintaining high standards for ad quality and relevance.



**Ad Creative Assessment:** Reviewing the quality, relevance, and engagement levels of ad creatives, including imagery, messaging, and calls-to-action.



**Ad Placement and Timing:** Assessing the effectiveness of ad placement strategies and scheduling in reaching the target audience at optimal times. A prior paid media plan is required to complete this assessment.



**Platform Performance Review:** Evaluating the performance of ads across various digital platforms, such as Google Ads, Paid Social Media Ads, and others.



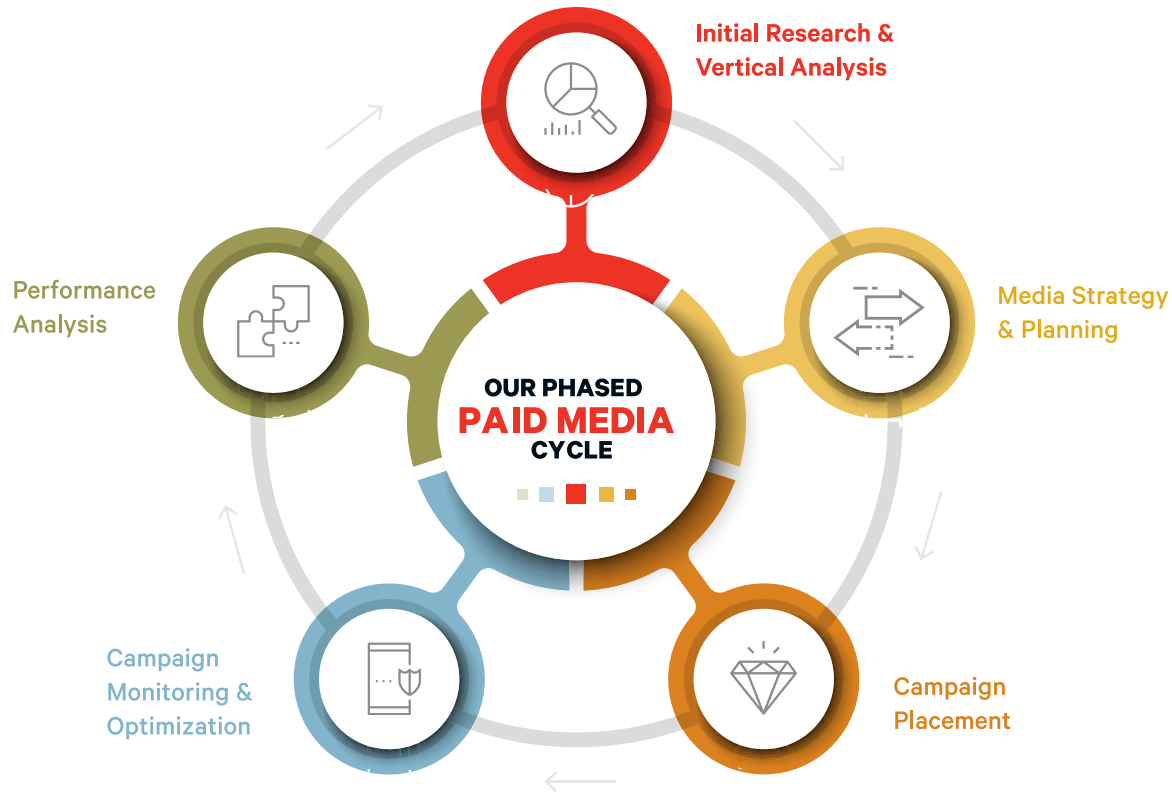
**Ad Spend Efficiency:** Analyzing the efficiency of ad spend in relation to the desired outcomes and identifying opportunities to improve cost-effectiveness.





OUR PHASED

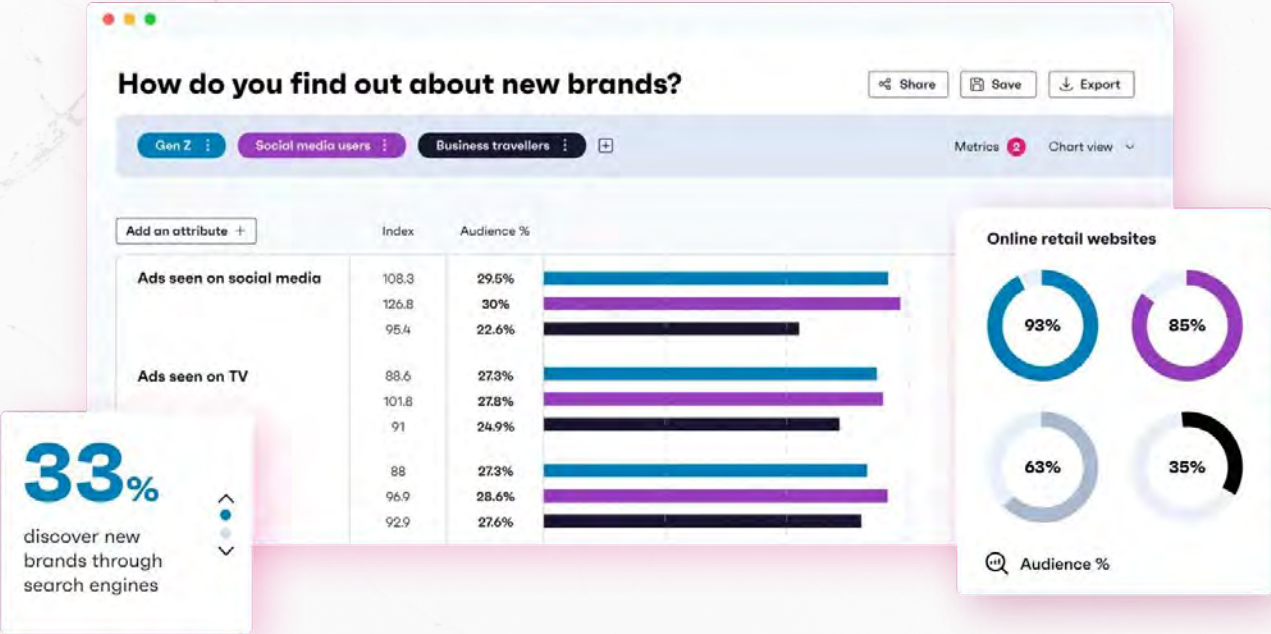
# PAID MEDIA CYCLE



The Abbi Agency takes a holistic, performance-driven approach to media buying – blending digital, print, out-of-home, broadcast, and influencer placements into a cohesive strategy. For Taos, our focus will be on elevating awareness, increasing overnight stays, and connecting with high-value travelers across platforms.

Our phased paid media process ensures media investments are strategic, responsive, and aligned with the Town's unique goals.

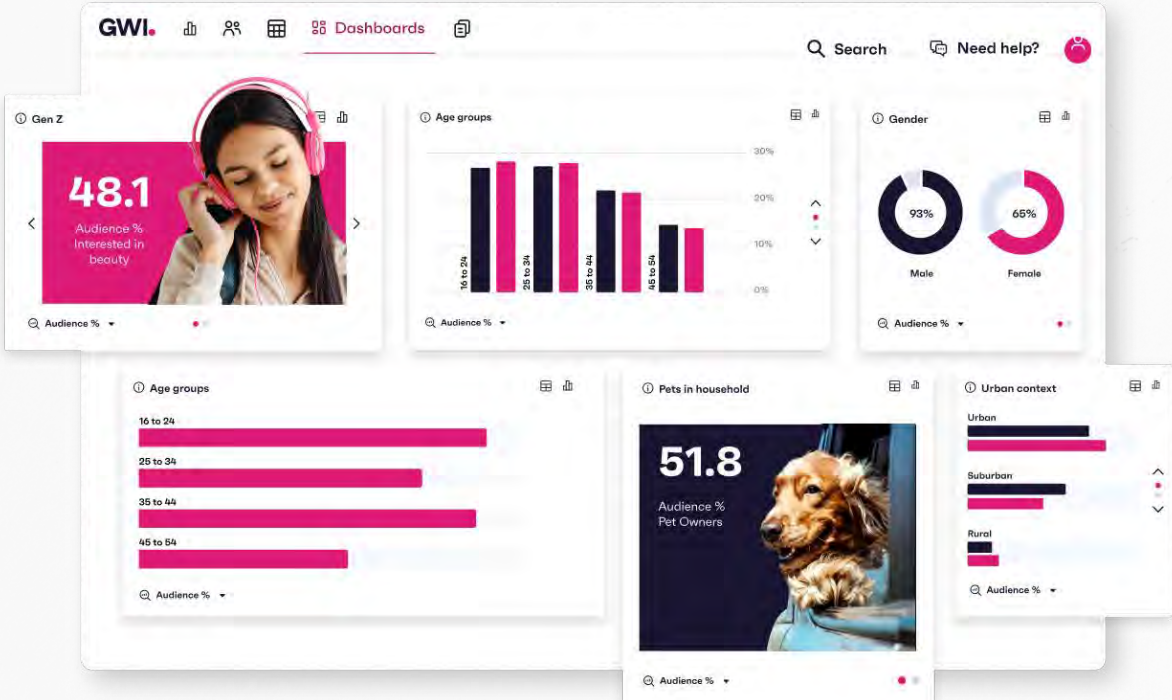
- **Phase 1: Research & Situation Analysis** — We'll analyze traveler behavior, seasonal patterns, media habits, and competitive benchmarks to identify Taos' highest-potential audiences and markets – paying special attention to Spanish-speaking travelers and longer-stay segments.
- **Phase 2: Media Strategy & Planning** — We'll craft a multi-channel media plan using platforms like digital display, paid social, CTV, radio, print, and outdoor – aligned to Taos' brand goals, stewardship messaging and performance expectations.
- **Phase 3: Campaign Execution** — We'll launch targeted campaigns using dynamic creative and geo-targeting, with support for production and placement across digital and traditional media, plus specialty tactics like influencer integrations and regional promotions.
- **Phase 4: Monitoring & Optimization** — We'll monitor performance in real time, adjusting spend, creative, and placements based on engagement, conversion, and ROI metrics – ensuring the campaign evolves with the data.
- **Phase 5: Performance Reporting & Refinement** — We'll deliver clear reporting on reach, bookings and spend impact across channels, with insights to guide future campaigns and help Taos maximize visibility and economic return.



## VISITOR AND MARKET RESEARCH SURVEYS

A strong and comprehensive tourism strategy starts with knowing your audience. The Abbi Agency is fully equipped to design and implement visitor and market research surveys that capture key insights on who's coming to Taos, how they travel, and what motivates their decisions.

We offer multiple survey solutions that will be tailored to fit the Town's goals and budget – whether that's running intercept-style surveys through Visit Taos digital platforms and paid media, partnering with a third-party research firm, or using our proprietary audience insight tool, GWI, to run custom surveys. During onboarding, we'll identify the right approach based on existing data gaps and strategic priorities.





2. Branding Services

TAA APPROACH TO BRANDING SERVICES

# BRAND AUDIT & ASSESSMENT

Before we shape the future of the Visit Taos brand, we start by deeply understanding where it stands today. The Abbi Agency approaches brand assessment not as a checkbox exercise, but as a discovery process – one that honors the identity of a place, listens to its people and stakeholders, and aligns the work with the values that make it truly distinct.

Our brand audit will explore not just how Taos shows up in the market, but how it's perceived by visitors, locals and media. We will review existing assets, evaluate current messaging and creative materials, and assess how well the brand reflects the town's rich arts, culture, and heritage – and whether it meets the moment for today's travelers.

As part of our onboarding and research phase, we will:

- **Review key destination plans** including the Town's strategic plan, Destination Stewardship Plan, and any brand guidelines or past campaign performance to understand goals, tone and brand legacy.
- **Conduct stakeholder interviews** with town leadership, tourism-related businesses, creatives and cultural partners to understand what authenticity means to Taos and how it should be reflected in the brand.



- **Run a brand asset audit** across all owned platforms, including digital, social, print and environmental, to identify consistency gaps, visual needs and voice alignment.
- **Explore competitive positioning** by assessing how other destinations in the region (including Santa Fe and Taos Ski Valley) market themselves and where Taos has room to stand apart.
- **Evaluate public perception** through media analysis, user sentiment and audience research tools like GWI, supplemented by light user testing or site surveys, depending on strategic fit.

This process not only informs the visual and narrative foundation of the new Visit Taos brand – it ensures that whatever we build next is rooted in truth, curiosity and collaboration. We don't arrive with assumptions. We show up ready to listen and learn, so we can co-create a brand that belongs to Taos and authentically works for the people who live, work and welcome here.

To guide our assessment and future brand development, we will focus on three key elements:

## RELEVANCY

Does the brand reflect the evolving expectations of today's travelers – especially those seeking culture, wellness, creativity and sustainability? Is it aligned with Taos' current visitor base as well as emerging audiences like Millennials, Gen Z and Hispanic travelers?

01



## MEMORABILITY

Is the brand bold and distinct enough to stand out in New Mexico's competitive landscape, where destinations like Santa Fe and Taos Ski Valley often dominate perception?

02



## AUTHENTICITY

Does the brand genuinely express Taos' identity – its creative spirit, Indigenous and Hispanic roots, entrepreneurial energy and sense of place? Does it feel like Taos, to both locals and visitors?

03



## BRAND PLATFORM DEVELOPMENT

Following our audit and discovery process, we will distill insights into a cohesive brand platform that serves as the foundation for all future marketing and communications efforts for Visit Taos. This brand platform will capture the town's essence—rooted in heritage, creativity and stewardship—while positioning Taos to resonate with modern travelers and evolving audiences.

The brand platform will define:

- **Mission & Vision** – Statements that articulate what Visit Taos stands for and aspires to become
- **Core Values** – Guiding principles that reflect the town's cultural depth, sustainability mindset and inclusive community spirit
- **Brand Personality** – Traits that shape how the brand sounds, behaves and connects with different audiences (e.g. soulful, curious, grounded, creative)
- **Voice & Tone** – Clear direction for how the brand communicates across mediums and moods
- **Messaging Framework** – Foundational storylines and proof points tailored to distinct audience segments
- **Brandscript** – A concise narrative arc that defines the emotional and functional reasons to choose Taos

This platform will not only align internal stakeholders around a shared identity—it will serve as the creative and strategic filter for every campaign, activation and partnership moving forward.



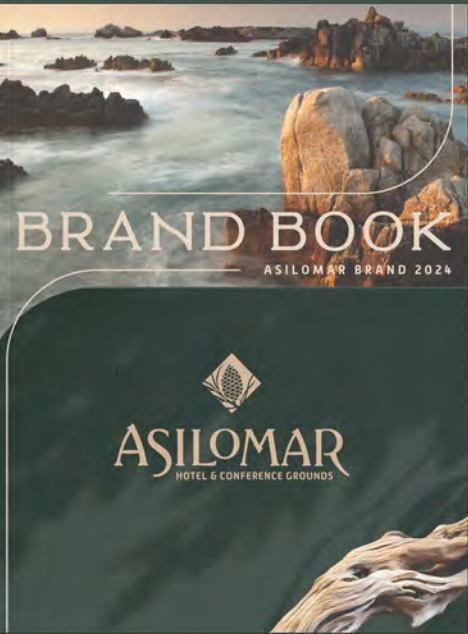
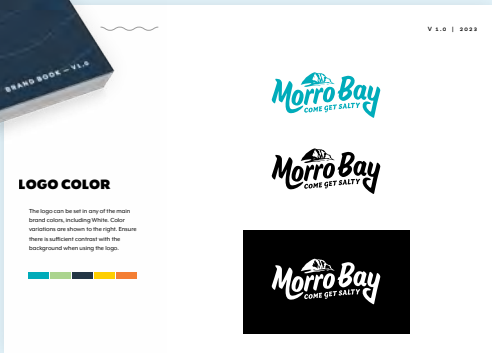
# BRAND IDENTITY DEVELOPMENT

With a strong platform in place, we'll evolve the visual and verbal identity of Visit Taos to bring the brand to life in ways that are modern, flexible and unmistakably rooted in place.

Our identity development process will include:

- **Logo Design** – A new Visit Taos logo that reflects the town's personality and scales effectively across print, digital, signage and merchandise
- **Color Palette** – A thoughtfully chosen set of hues inspired by Taos' landscape, light and cultural aesthetics
- **Typography System** – Font pairings that balance legibility, distinction and tone across applications
- **Visual Assets** – Supporting elements such as iconography, patterns, photo treatments and graphic motifs that enhance storytelling and create visual consistency
- **Photography Style Guidelines** – Direction for capturing Taos' people, places and spirit with authenticity and inclusivity
- **Comprehensive Brand Guidelines** – A working reference document that ensures consistency across all touchpoints, from website to wayfinding to social content

We will also provide recommendations for integrating the new brand across town-owned properties, signage and public-facing materials—and can support in identifying creative opportunities for in-town activations, murals or events to announce and celebrate the new brand with locals and visitors alike.



BRAND GUIDELINES & BRANDING MATERIALS

Once the new Visit Taos brand is developed, we will create a comprehensive set of brand guidelines and assets that ensure consistency across all marketing, communications and visitor touchpoints. These materials will empower the Town and its partners to apply the brand confidently and cohesively, whether producing digital ads, street banners, brochures or event signage.

Our brand guidelines will serve as a practical toolkit, clearly outlining how the Visit Taos brand should look, feel and sound across every platform. These guidelines will include:

- **Logo Usage** – Variations, spacing, dos and don'ts for consistent presentation across formats
- **Color Palette** – Primary and secondary colors inspired by Taos’ natural and cultural landscape
- **Typography** – Font pairings with direction for hierarchy and usage
- **Photography Direction** – Style guidance for capturing Taos’ people, textures, seasons and sense of place
- **Patterns, Icons and Graphic Elements** – Optional visual tools that reflect the brand’s identity
- **Voice and Tone** – Practical writing tips and brand-aligned language examples for messaging across channels

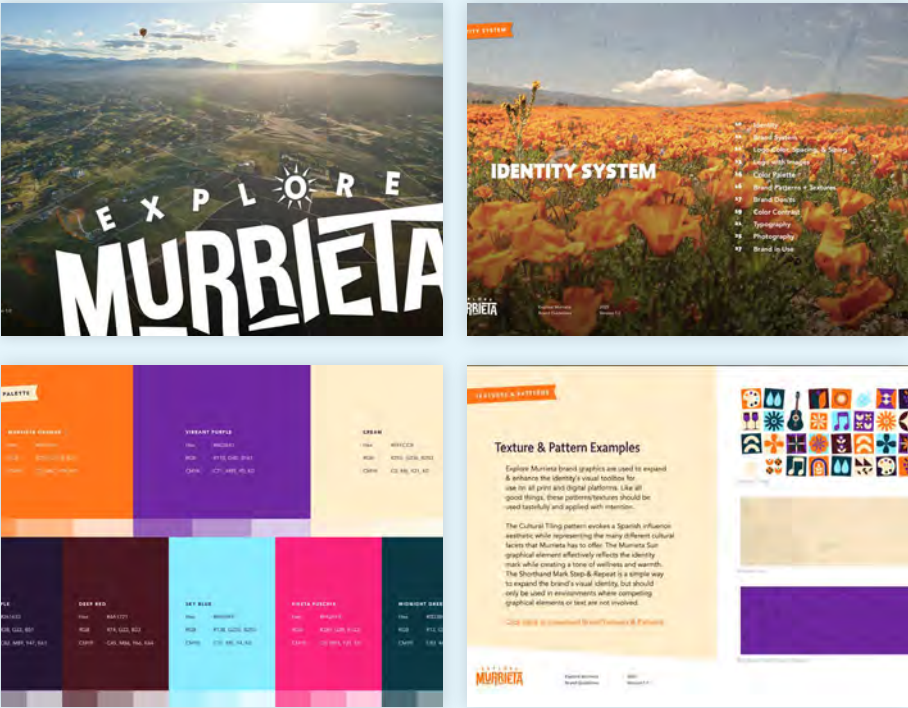
In addition, we will deliver a suite of ready-to-use **branding materials**, which may include:

- Social media templates
- Business cards, letterhead or e-signatures
- Branded presentation decks
- Email and print newsletter headers
- Visitor-facing collateral (map template, welcome signage, etc.)

We will also provide recommendations for integrating the new brand across town-owned properties, facilities, and collateral—ensuring consistency from website to street-level signage.

Whether it’s murals downtown, branded street banners or launch-day swag, we’ll help identify creative opportunities that bring the brand to life in both physical and digital spaces.

The result will be a brand system that is easy to implement, flexible across uses, and unmistakably Taos—visually cohesive, culturally grounded and built to last.



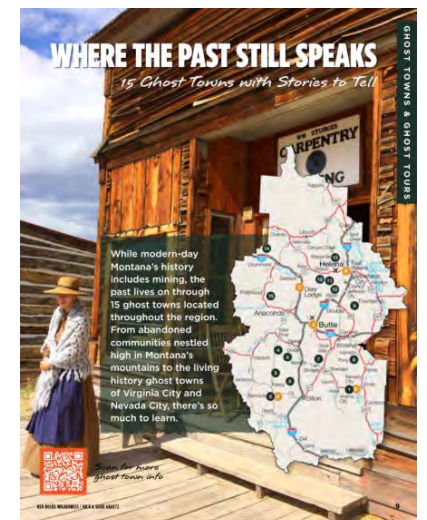




## RECOMMENDATIONS FOR BRAND INTEGRATION ACROSS CHANNELS

A successful destination brand doesn't just live in a logo or a tagline – it comes to life across every touchpoint a visitor encounters. For the Town of Taos, brand integration will be about ensuring consistency, clarity and cultural resonance whether someone is scrolling through Instagram, walking past a mural or navigating a trailhead sign.

Once the new Visit Taos brand is developed, we'll provide a roadmap for how to extend it across channels, assets and environments in ways that are practical, engaging and aligned with the town's values.



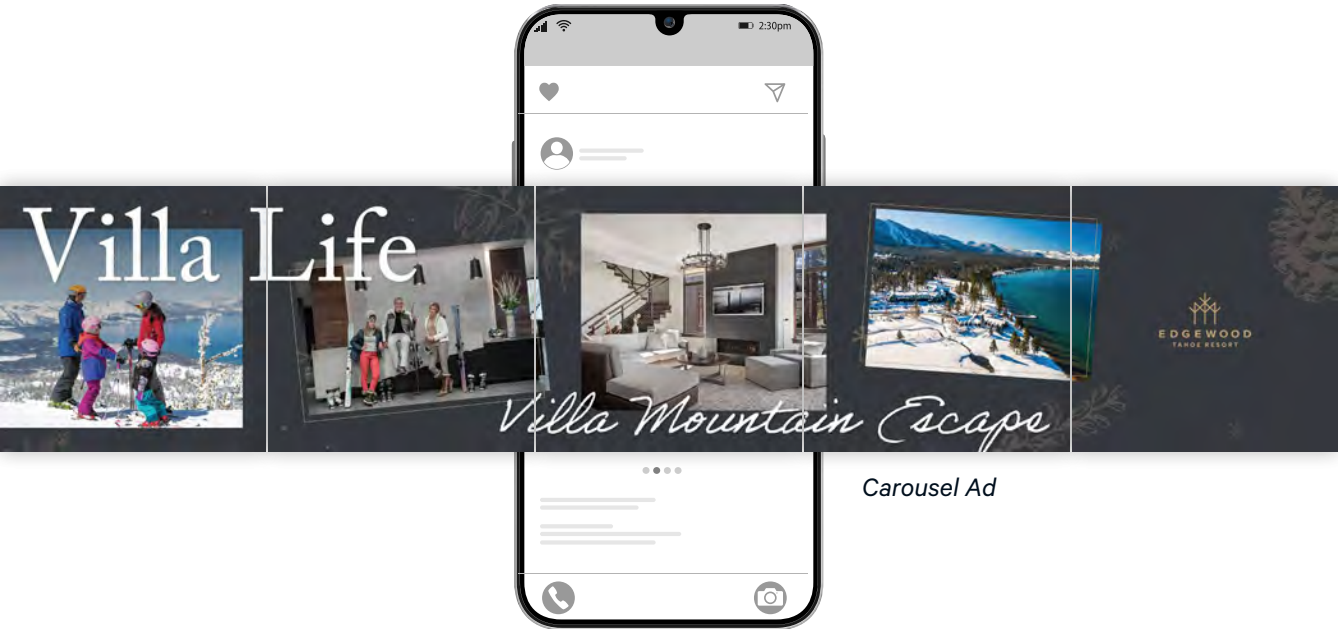
Murals, Activations and Travel Guides by TAA



TRANSFORMING IDEAS INTO  
IMPACTFUL CREATIVE

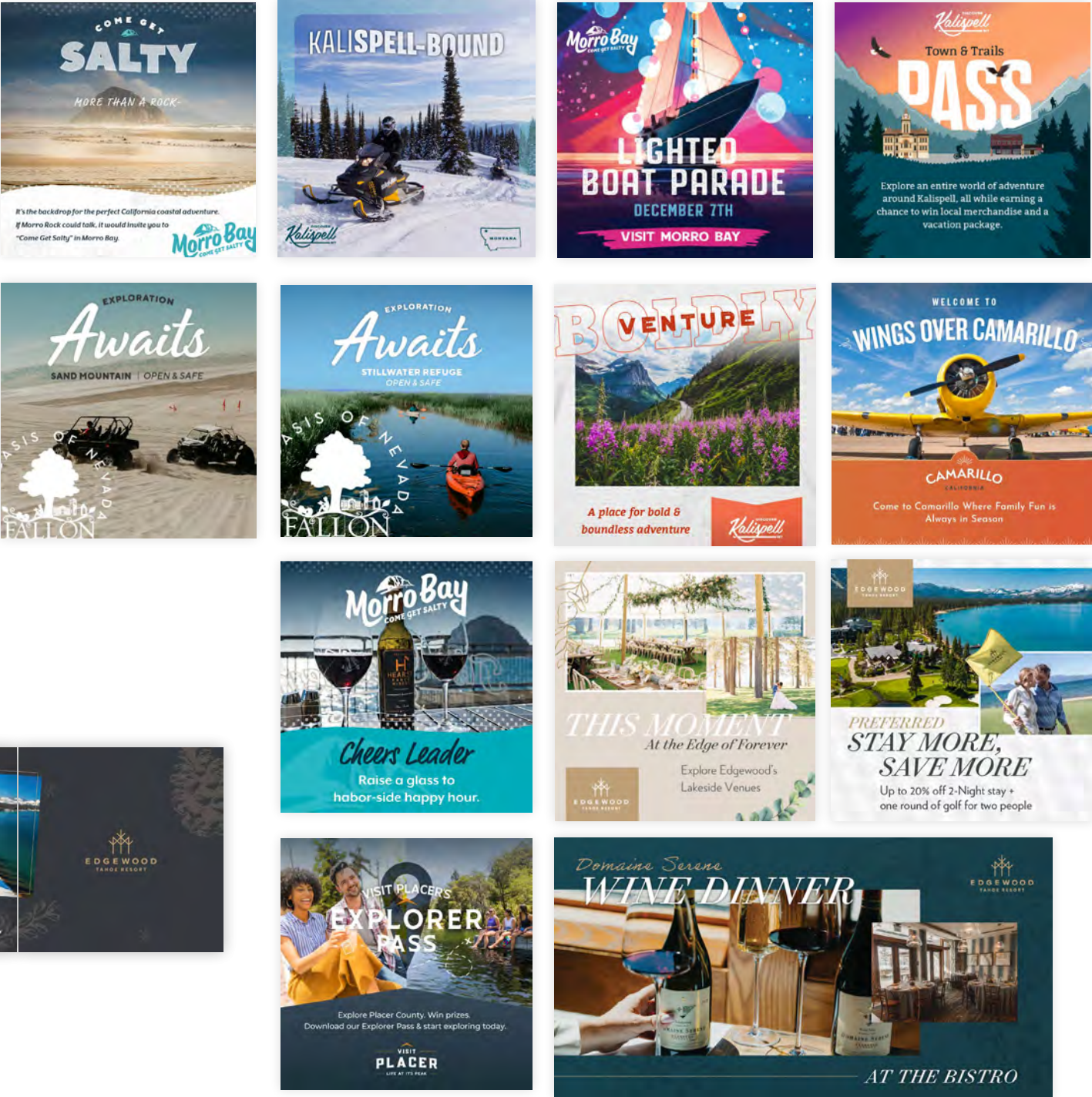
For a consumer to take action, they typically need to engage with brand touchpoints at least 7 to 10 times. By crafting stunning, immersive, and strategically consistent creative assets, we ensure that every touchpoint becomes a compelling invitation to experience Taos. From breathtaking visuals that showcase the area’s awe-inspiring grandeur to precise, resonant messaging that connects deeply with target audiences, our creative will ignite curiosity, spark wanderlust, and compel visitors to uncover the unparalleled magic of Taos.

Below are some examples of creative paid media assets we have developed for our travel, tourism, and hospitality clients.



Carousel Ad

Social Media Ads





# DIGITAL & SOCIAL MEDIA STRATEGY



## Compelling Content Creation

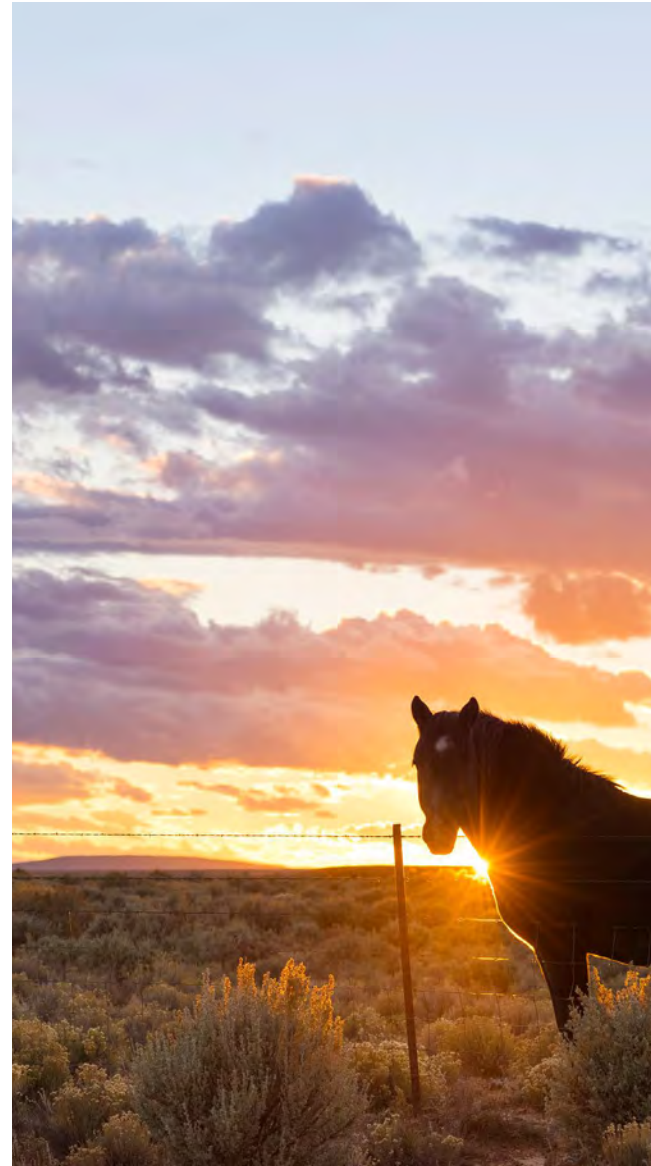
We craft meaningful, engaging, and high-quality content that connects with your audience at every touchpoint.

- **Authentic Storytelling:** Real, relatable narratives that build trust and emotional resonance by showcasing the heart of your brand.
- **Visual Appeal:** Stunning visuals, from photography to videos, that captivate and ensure your content stands out across digital platforms.
- **Trends Integration:** Keeping your brand relevant by leveraging cultural moments, viral challenges, and the latest platform trends.



## Audience-Centric Strategy

- Our approach begins with understanding your audience—who they are, what they care about, and where they engage.
- **Social Listening:** We analyze online conversations to identify audience needs, opportunities, and emerging trends that inform our strategy.
- **Community Engagement:** Creating two-way conversations to build stronger relationships through comments, shares, and direct interactions.
- **Personalization:** Tailoring content to specific audience segments to make every touchpoint feel relevant, impactful, and aligned with user preferences.



## Amplification & Measurable Impact

We maximize reach, drive measurable results, and ensure every campaign delivers value to your business.

- **Viral Marketing Tactics:** Creating content designed to inspire shares, spark conversations, and gain momentum across platforms.
- **Collaborative Content:** Partnering with influencers, creators, and advocates to amplify your message and engage new audiences.
- **Paid Media Strategy:** Strategic investments in targeted ads that boost content performance and ensure it reaches the right people at the right time.
- **Performance Tracking for Business Outcomes:** Measuring key metrics and outcomes—engagement, conversions, and ROI—to continuously optimize campaigns for success.

# AUDIENCE ENGAGEMENT STRATEGIES

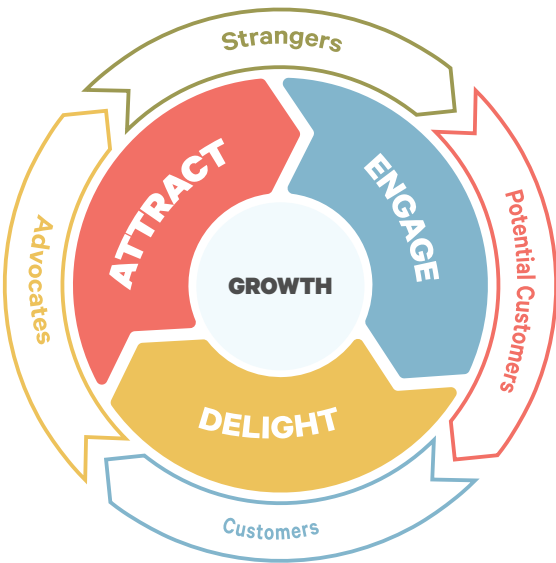
## STAGES OF ENGAGEMENT

The Abbi Agency develops all digital and social media strategies around a growth mindset, as visualized by this graphic. We focus on attracting, engaging and delighting audiences in order to drive meaningful growth for each one of our client partners.

**Attract Stage:** Attract visitors with useful, creative content and eliminate barriers as they try to learn about Taos. The key is to earn people's attention, not force it.

**Engage Stage:** Build relationships with users by engaging with fans on their preferred social channels. Focus on opening connections, not just producing content.

**Delight Stage:** Maintain user success by leveraging content with consistent social and customer care.



## CREATING AN EFFECTIVE CONTENT ECO-SYSTEM

An effective content ecosystem aligns seamlessly with the customer journey, meeting audiences where they are and maximizing reach, consistency, and engagement at every touchpoint. At its core is high-quality content that informs, inspires, and drives action, building trust and loyalty with every interaction.

### What are the key factors of quality content?

- **Authentic and Story-Driven** - 86% of consumers connect more readily with content that feels authentic and “real” or tells a compelling story.
- **Visual** - Imagery and video are critical components of a successful content marketing strategy and customer journey.
- **Personalized** - Personalization is the standard in the travel marketing industry, with consumers demanding content tailored to their situation and preferences.
- **Useful and Valuable** - Audiences want to feel that they are being offered special information and will more likely engage with messaging that is specific to them.
- **Timely and Relevant** - Timely content should be planned around seasons, holidays, or other relevant time-bound experiences, while evergreen content should be revisited and updated on a regular basis to increase its lifespan.

**We will build your content strategy around these key factors, ensuring that content will provide thoughtful touchpoints with target audiences.**



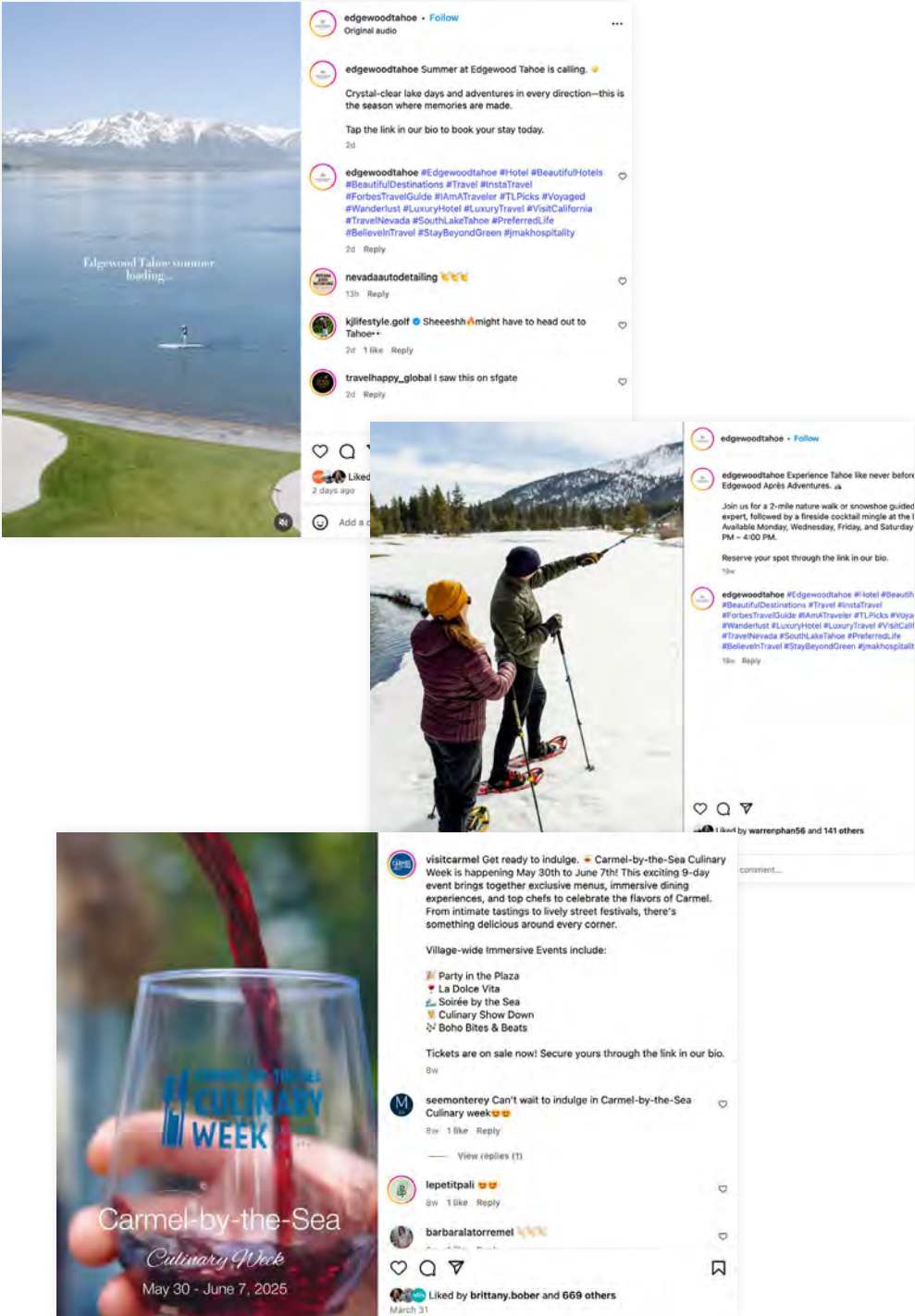
SOCIAL MEDIA

# STRATEGIES, MANAGEMENT & CONTENT CREATION

For a destination as rich and culturally vibrant as Taos, social media is more than just a marketing tool – it’s a platform to bring the spirit of the town to life. The Abbi Agency approaches social media with equal parts artistry and analytics, pairing high-quality, culturally grounded content with up-to-the-minute strategy and community engagement. By grounding our work in both creative expression and cultural respect, The Abbi Agency will help Visit Taos foster community, inspire travelers and build long-term brand equity across social platforms.

- Channel Management & Oversight:** We will oversee and manage Visit Taos’ social media presence across all relevant social media platforms, ensuring that every post, story and comment reflects the town’s unique identity and aligns with its strategic goals. From regular publishing to proactive audience interaction, our team will keep channels active, engaged and on-brand.
- Trend-Responsive Strategy:** Our team stays deeply connected to evolving social media trends, platform algorithm shifts and tourism industry movements. We consistently monitor competitive destinations to identify content gaps and emerging opportunities that Taos can capitalize on. This will ensure that Visit Taos remains relevant, discoverable and ahead of the curve.
- Authentic, Culturally Relevant Content:** Every piece of content we create will celebrate what makes Taos extraordinary – its galleries and artisans, its fusion of Indigenous, Hispanic and contemporary culture, its people and its place. We’ll blend original photography, video, local storytelling, UGC and platform-specific creative (like Reels and Stories) to highlight the art, heritage and heart of Taos.

Social content crafted by TAA





## SOCIAL CAMPAIGNS, PROMOTIONS & PAID SOCIAL MEDIA

The Abbi Agency is proud to design social campaigns that earn more than just likes – they drive real traffic, deepen engagement and convert curiosity into visitation. For Taos, our approach will focus on amplifying the town’s unique brand narrative while delivering measurable results across awareness, website traffic and conversion goals.

### Strategic Campaign Development

We will build and execute seasonal and thematic social media campaigns that align with Visit Taos’ marketing calendar and tourism priorities. Campaigns will highlight the town’s distinct offerings – from annual festivals and gallery events to off-season travel opportunities – using compelling calls-to-action and highly shareable content. Every campaign will be rooted in the essence of Taos and shaped by traveler behavior and platform trends.



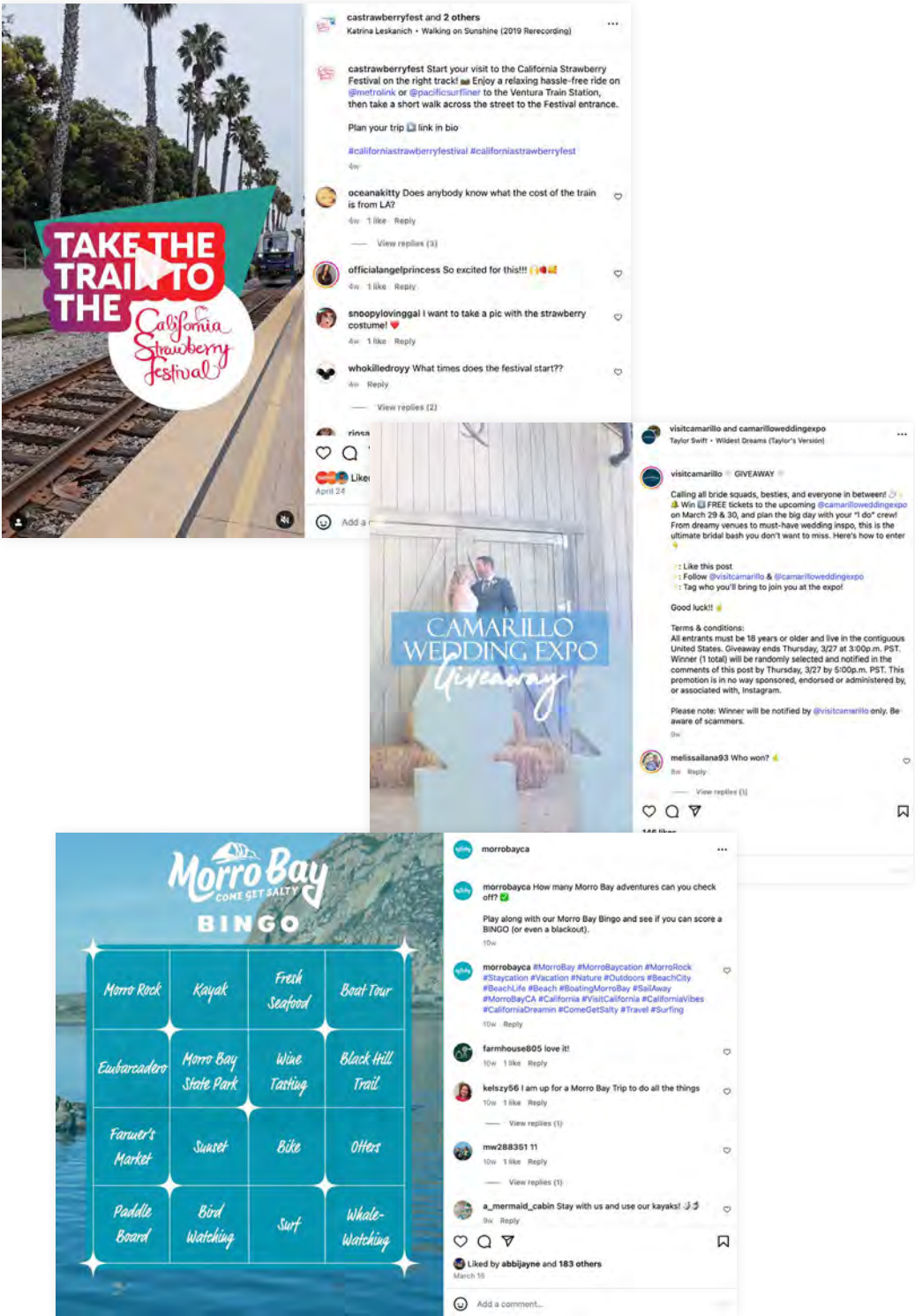
### Paid Social Media Management

We will manage all paid social efforts on platforms such as Meta (Facebook and Instagram) and TikTok, optimizing ad creative, targeting and spend to drive high-value actions like site visits, event RSVPs, itinerary exploration and lodging conversions. Our team will:

- Identify and target priority audiences by geography, interest, language and travel behavior
- A/B test creative and copy to refine performance in real time
- Align paid efforts with organic content to ensure cohesive messaging and maximum impact
- Leverage custom and lookalike audiences to reach new and returning travelers alike

### Results-Driven Execution

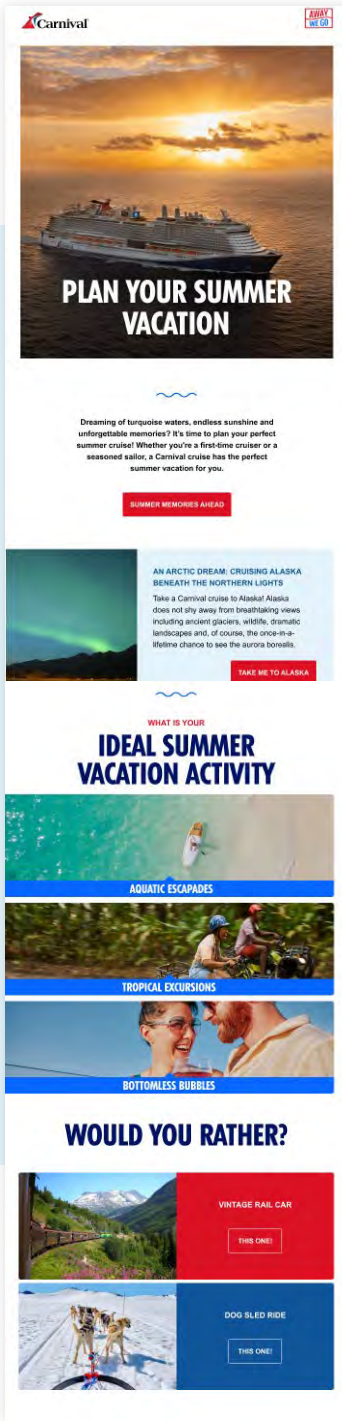
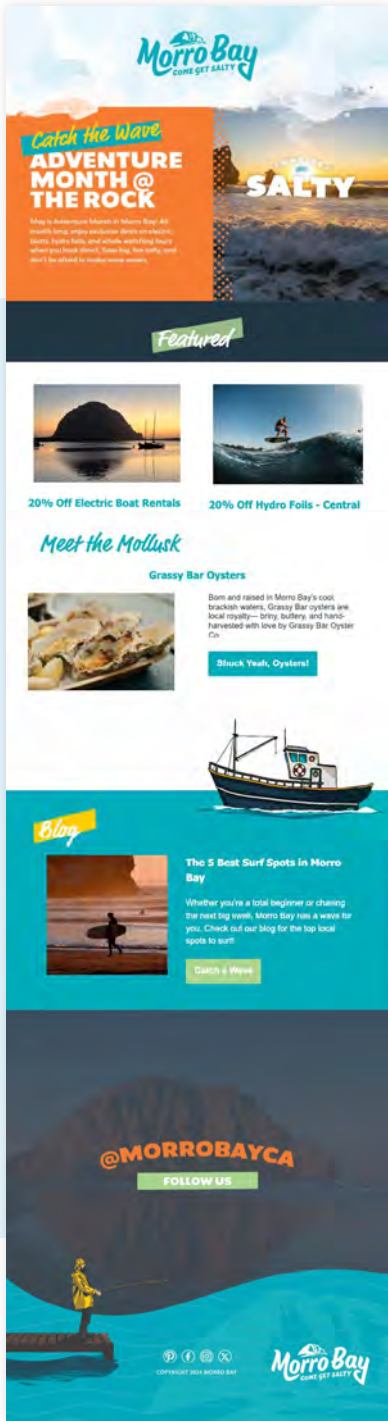
With every promotion, we'll monitor key performance indicators such as CTR, CPM, CPC and conversion rate – refining targeting and ad creative over time to ensure Taos gets the best return on every dollar. Whether promoting seasonal travel, a local experience or the broader destination brand, we'll craft social promotions that lead to real-world visitation and brand lift.







Recent e-Newsletters Developed and  
Distributed by The Abbi Agency



## E-NEWSLETTER DEVELOPMENT & DISTRIBUTION

Email remains one of the most effective tools in destination marketing, offering a direct line to engaged travelers who have already expressed interest in Taos. At The Abbi Agency, we develop e-newsletters that are visually engaging, editorially rich and strategically timed to inspire clicks, bookings and return visits. The result? a consistent, high-quality e-newsletter that will nurture Taos' community of past and future visitors while keeping the town top of mind.

**Strategy and Planning:** We will craft a monthly Visit Taos e-newsletter that showcases the town's top events, seasonal experiences, local businesses and cultural highlights. Each edition will be guided by Taos' brand voice and designed to drive traffic to Taos.org while supporting broader campaign goals.

**Content Creation:** Content will include a mix of timely features, trip ideas, event spotlights and behind-the-scenes stories, drawing inspiration from Taos' art galleries, live music, culinary scene and natural landscapes. When appropriate, our team will ensure emails are bilingual or accessible to Spanish-speaking audiences.

**Design and Distribution:** Using modern, mobile-friendly design, we will build templates that feel vibrant, on-brand and easy to read. We'll handle the full execution – from writing and design to testing and distribution – through an email platform that supports performance tracking and list segmentation.

**Performance Monitoring:** After each send, we will provide reporting on open rates, click-throughs and top-performing content, along with recommendations to improve future engagement. We'll also support list growth through web integrations, social campaigns and in-market promotions.

SOCIAL MEDIA & NEWSLETTER REPORTING

The Abbi Agency believes that great storytelling should be backed by thoughtful strategy – and for strategy to be successful, it must be backed by clear, consistent reporting. We will provide the Town of Taos with meaningful performance insights to help refine content, optimize campaigns and ensure continued return on investment. As part of the greater integrated reporting process, our team will:

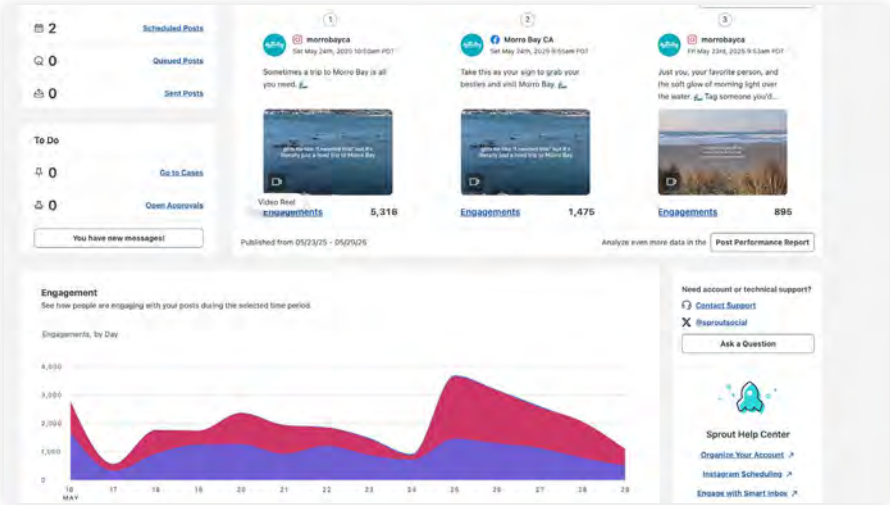
- Deliver monthly reports summarizing social media and e-newsletter performance across key metrics
- Track engagement rates, follower growth, reach, impressions, click-throughs and conversions
- Include insights on top-performing content, audience behavior and platform trends
- Provide recommendations for content adjustments, timing and paid strategy based on data
- Benchmark performance against industry standards and previous periods to track progress over time
- Collaborate with Taos to identify evolving KPIs that align with larger tourism and branding goals

Our reporting process ensures Taos always has a clear view of what’s working, where we can improve and how to keep growing the brand across digital channels.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period</b>	<b>154,051</b>	<b>2,834</b>	<b>55</b>	<b>2,409,033</b>	<b>76,173</b>	<b>3.2%</b>
Apr 1, 2025 – Apr 30, 2025	▲ 1.9%	▲ 48.2%	▼ 30.4%	▲ 44.3%	▲ 55%	▲ 7.4%
<b>Compare To</b>	<b>151,217</b>	<b>1,912</b>	<b>79</b>	<b>1,669,009</b>	<b>49,137</b>	<b>2.9%</b>
Mar 1, 2025 – Mar 31, 2025						
X @morrobaytravel	3,026	-5	0	—	—	—
Morro Bay	388	3	2	N/A	N/A	N/A
Morro Bay CA	92,598	1,989	19	1,937,373	49,791	2.6%
morrobayca	55,796	827	31	354,406	25,965	7.3%
VisitMorroBay	2,243	20	3	117,254	417	0.4%



Examples of monthly social media reports by TAA





# PUBLIC RELATIONS

Storytelling is the driving force behind the public relations outreach for every travel and tourism brand that The Abbi Agency represents. PR is our core competency; we began as a public relations firm dedicated to telling powerful stories. The success of this story-driven approach has led to flourishing creative, digital, social media, and community relations departments—all built with storytelling as their central focus.

The foundation of our public relations strategy is story development because it results in richer narratives, deeper context, more authentic themes, and, ultimately, lasting connections with travelers. You'll see this in every aspect of our approach to representing the Town of Taos — research and discovery dedicated to uncovering the most powerful local stories, public relations campaigns that convey the foundational elements central to the authentic experience of each region, and out-of-the-box creativity that helps to bring the multi-faceted narratives surrounding different Taos experiences to life.

We prioritize understanding visitor and resident tourism sentiments, such as what travelers are searching for and where they are consuming content. From there, we will tailor key messages for each target audience that seamlessly align and integrate with the overall marketing strategy. Through these data-driven efforts, The Abbi Agency will secure significant coverage in traditional and digital outlets, always driving back to the Taos website for additional trip-planning content.

We will do what we know best, drawing from over a decade of experience in travel and tourism public relations. As we develop strategies and campaigns that align with your overarching brand, we will continue to cultivate a sense of place across each brand pillar. We believe that our combined efforts will lead Taos into a new era of success in targeted, strategic media coverage, and we can't wait to help make that happen.

## PLANNING & STRATEGY-SETTING

At the beginning of our engagement together, it will be critical to conduct a thorough discovery and planning phase to set our team up for success. First, we will assess all media coverage and learn about your respective goals to gain an understanding of the comprehensive needs (as stated above with initial research). From there, we will build out our comprehensive public relations plan to chart the course for ongoing outreach. This plan will likely include:

- Public relations objectives
- Key media lists, including a list of journalists, outlets, newsletters and podcasts
- Key messages for the brand and destination
- Crisis communications plan
- Top 10 top-tier media targets
- Quarterly calendar with pitches and themes, driven by our Media Trends Analysis
- Annual awards list
- Annual events and speaking opportunities list
- PR key performance indicators (KPIs)
- SEO keywords to focus on for SEO-driven PR
- Familiarization trips

## EDITORIAL CALENDAR

Our content strategy is built around the pillars of the brand, spotlighting the designated content themes for Taos and serving as our compass for content creation. We incorporate major national holidays and specific holidays pertinent to our target markets, significant moments for the destination, and specific marketing events. This calendar's structure facilitates the crafting of rich, relevant content that's theme-centric, enriched with keywords, and directs users to specific sections of the Visit Taos website. This approach is optimized for SEO, enhancing domain authority and enabling a seamless user journey through the marketing funnel.

The editorial content calendar built by our team will define creative content for all channels and be integrated cohesively with the paid media campaign. This way, all content channels will be leveraged together to drive the greatest impact.

01

### CONTENT PILLARS

Great content consistently feeds back to strategically built content plans.



02

### TOPIC CLUSTERS

Clusters of information allow a destination to speak to a variety of items while remaining on message.



03

### RELEVANT EVENTS

Taking into account events in the destination as well as occurring in the drive/target markets.



04

### HOLIDAY & CULTURAL EVENTS

Staying topically relevant by aligning our with holidays and cultural events.





## ONGOING PROACTIVE MEDIA PITCHING

Once an effective strategy has been established, our team will get to work with ongoing proactive media outreach, following our content calendar to pitch both evergreen and timely messages. We will carry out the strategy defined in previous sections, employing a growth public relations strategy and leveraging a blend of legacy, regional, and performance-driven media outreach to both domestic and international markets. As mentioned above in the key message strategy section, we will also pitch story angles that are timely and focus on the “why now,” which will resonate with your audiences. Below is a sampling of story themes that speak to your key messages and your audience personas.



## ATTRIBUTION-BASED AND IMPACT- DRIVEN MEDIA RELATIONS PITCHING

We focus on **media relations over publication transactions** – prioritizing authentic relationships with journalists and content creators who align with your brand, values, and visitor aspirations. Our goal is to generate stories that spark interest, drive action, and foster long-term affinity for the destination.

Awareness is just the beginning. We measure success not only by where we show up, but how coverage influences potential visitors. We optimize for **discovery beyond destinations**, ensuring every placement contributes to the traveler’s journey – from initial inspiration to trip planning and beyond.

### Strategic Media Tiers

- **Legacy & Prestige Media:** Elevating Taos’s reputation through high-visibility placements in aspirational, high-trust media. These features reinforce the destination’s standing as a multi-faceted destination
- **Regional & Lifestyle Media:** We connect with audiences in target flight and drive markets markets, showcasing Taos through a lens of local culture and personal connection.
- **Performance-Driven Digital PR:** We go beyond headlines to focus on digital placements that turn discovery into action. Through search-optimized storytelling and strategic referral paths, we ensure media placements lead to measurable engagement on the Town of Taos’s website.

By aligning media relations, content strategy and social engagement with visitor intent, we move beyond traditional PR to a model that drives results - **measurable awareness, meaningful engagement and real-world travel decisions.**

## MEDIA INQUIRIES & INFLUENCER VETTING

The Abbi Agency is well-versed in reviewing and making recommendations around media and influencer outreach. Leveraging our digital tools, including MuckRack, Meltwater, Sprout Social and Heepsy, we will evaluate all inbound inquiries and requests, providing a formal recommendation on if and how to respond or partner with the individual. In all cases, we will work to ensure that influencers are aligned on a brand pillar and messaging perspective, and that audiences are aligned with Taos and valuable to the brand.

## COORDINATING INTERVIEWS AND MEDIA TRAINING

Based on media inquiries from inbound requests or proactive media outreach, The Abbi Agency will coordinate interviews and provide comprehensive preparation and talking points for Taos representatives. Our team is also adept at providing media training for our clients, leading preparation, direction and practice exercises so that all media-facing representatives are well-equipped to interface with public channels.



## TARGETED MEDIA VISITS AND FAMS

The Abbi Agency will work closely with your team to selectively host media that will successfully grow awareness of the destination's offerings in top-tier, brand-building publications. In doing so, we will tap into each brand pillar and bring each message to life through headlines and pitches that encapsulate the brand's approachable, creative character, its experiential and diverse outdoor recreation, and its environmentally conscious mindset. We will target journalists based on your audiences and key seasonal storylines, and vet those writers and content creators for quality and brand alignment.

The Abbi Agency team excels at building itineraries that truly capture the essence of a destination and property through the eyes of a traveler. The team will produce customized FAM trips for journalists identified within the audience segments. Each itinerary will feature in-depth experiences that bring distinct and compelling storylines to life.



## PR REPORTING & MEASUREMENT

Reporting is an ongoing, evolving process at The Abbi Agency. We prioritize transparency and ensure that clients are kept consistently informed of account progress. Our reporting approach combines structured, scheduled updates with real-time insights to keep all stakeholders aligned.

At a base level, we provide weekly activity recaps and monthly PR reports delivered through a detailed and visually digestible deck. These reports include updates on the approved strategy, current tactics, a media pitch log, and recent media placement analytics. Designed for easy sharing, these decks can be repurposed for stakeholder engagement and internal communications.

To track and analyze media coverage, we rely on a blend of monitoring tools and strong relationships with the journalists we pitch and host. We receive daily alerts through Google and MuckRack, enabling us to track digital, broadcast and print coverage in real time. We also use CoverageBook and MuckRack to compile meaningful metrics for online, print and broadcast placements - such as reach, estimated coverage views, domain authority, social engagement, syndication and more - ensuring a comprehensive and accurate view of our PR performance.

Real-time placement alerts are a cornerstone of our responsive approach. Each alert includes outlet name, story title, market demographic, brand pillars highlighted, estimated views and reach (or broadcast/print metrics), domain authority, backlink inclusion (if applicable) and key messages. When applicable, partners mentioned in coverage are also looped in to foster collaboration and shared wins.

In addition to these individual alerts, monthly recap reports summarize key outcomes, including total placements, earned media value, highlights from FAM trips and progress toward strategic goals. We believe that data-informed strategies empower us to make smarter, faster decisions that drive measurable impact. In close partnership with our clients, we establish clear metrics and KPIs to evaluate both earned and owned media performance. Additionally, The Abbi Agency will align with Town of Taos's existing KPIs as outlined in your Destination Stewardship Plan, including visitation and economic impact.

### These KPIs may include:

- Social amplification
- Share of voice
- Website visitors driven by placements (regardless of backlink presence)
- Number of leads generated
- Conversion of leads to customers
- Revenue attributed to media coverage
- Owned media readership

Additionally, our use of Propel, a PR relationship management platform, allows us to monitor journalist engagement, track interactions, and report on site traffic driven by specific media placements - adding another layer of insight into the effectiveness of our work.

The result is a data-driven, strategic communications program that not only secures high-value media coverage, but also demonstrates how those efforts support long-term goals for brand awareness, reputation, and growth.

MEASUREMENT & EVALUATION FRAMEWORK: BARCELONA PRINCIPLES

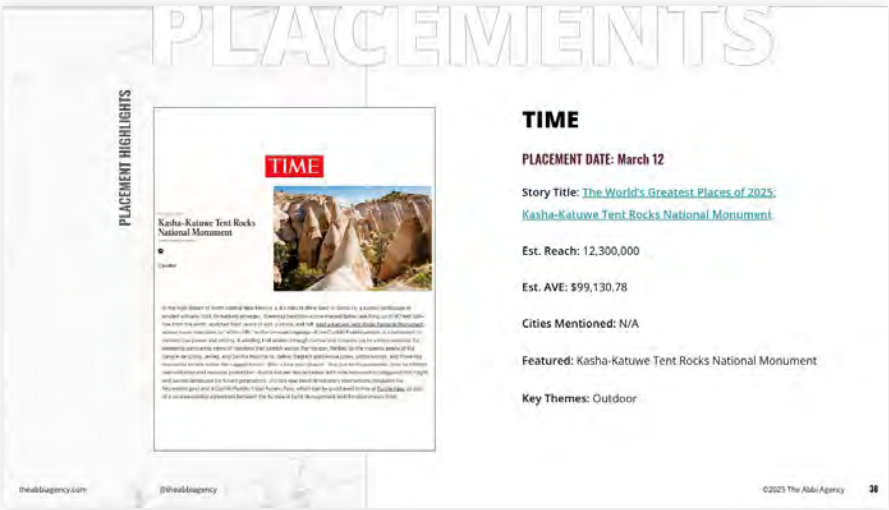
The Barcelona Principles remain the gold standard for evaluating communications success. At The Abbi Agency, we align our reporting practices with these principles to ensure that every effort is tied to meaningful outcomes and long-term impact, not just outputs.

The sample measurement model below reflects our commitment to the Barcelona Principles by providing an actionable, transparent framework that prioritizes:

- Goal-oriented strategy aligned with Town of Taos’s strategic plan
- Data-informed insights that evaluate quality, relevance, and reach
- Outcome-based metrics that demonstrate behavioral change, engagement, and economic impact
- Consistent, ethical reporting that moves beyond vanity metrics like Advertising Value Equivalents (AVEs)

This approach ensures that our work tells a bigger story - one of brand alignment, values-driven tourism, and tangible results that support the Town of Taos’ vision.

KPI OUTLETS 25 Points Possible	PLACEMENT: 10 Points Possible	DMAs: 10 Points Possible	KPI MESSAGE: 35 points possible (mention of any 3 or more =35)	ASSETS/CALL TO ACTION: 10 total points possible (3 actions or more = 10 points	TO NE: 10 Total Points Possible
Yes (25)	Feature/Accolade (10)	National (10)	Lodging (15)	Link (5)	Positive (10)
No (0)	Item: front of book, half-page (7)	Local (New Mexico) (10)	Food & Beverage (15)	Photo (4)	Neutral (5)
	Mention (5)	Key Growth Markets (DAL, DEN, AUS, PHX, LA) (10)	Destination Feature (10)	Video (4)	Negative (0)
		Other DMA (5-8)	Arts & Culture (10)	Quote (3)	
			Outdoors (10)	Campaign Inclusion (3)	
			Diversity (10)	Hashtag/Handle (5)	
			Sustainability (10)	Geotag/Address (5)	
			Wellness (10)		





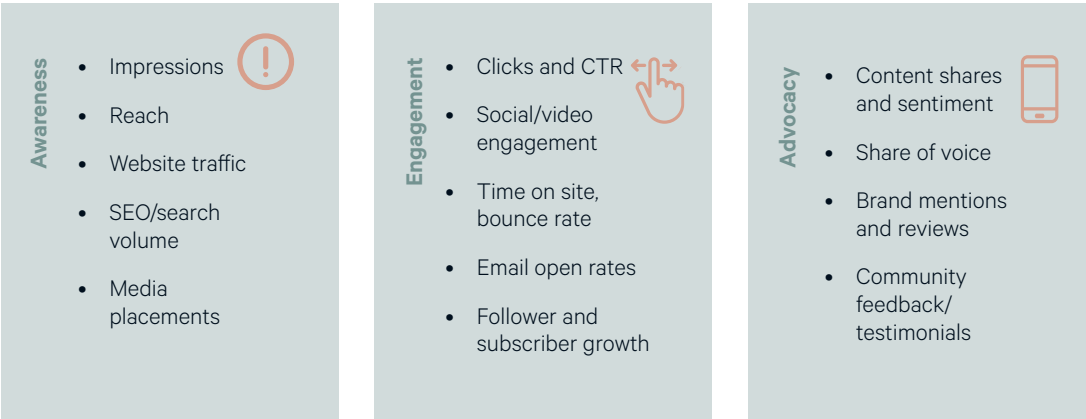
TAA APPROACH TO

PERFORMANCE MEASUREMENT AND REPORTING

The Abbi Agency takes a structured, insight-driven approach to measuring the success of every campaign. By aligning creative execution with our analytics framework, the Town of Taos will gain a transparent view of performance and the tools to evolve in real time, turning marketing into a measurable driver of visitation, economic impact and long-term brand growth.

Our performance reporting framework is built on three pillars: data collection and integration, visualization and analysis, and strategic review and optimization. This ensures that all marketing, branding, PR and social media efforts are not only tracked, but continuously improved upon.

KPIs for Each Step of the Traveler Lifecycle



Capture: Data Collection & Integration

We centralize performance data from across platforms – Meta, Google Ads, YouTube, StackAdapt, Mailchimp, GA4, and any other ad platforms – into one unified system using Supermetrics. This eliminates silos, enforces data integrity, and allows us to standardize KPIs across channels, while providing you with a real-time dashboard to access on-demand. This real-time data infrastructure allows for immediate visibility into what’s working and where we can pivot.

Track: Visualization & Analysis

All data is visualized in dynamic Looker Studio dashboards tailored to the Town of Taos. These dashboards provide a clear view of performance across:

- Geography and demographics
- Platform and channel-level ROI
- Creative effectiveness and content engagement
- Funnel progression (awareness, consideration, conversion and advocacy)
- Sentiment and brand perception trends

Beyond clicks and impressions, we also surface insights like share of voice, message pull-through and brand favorability, enabling you to understand the impact, not just the activity.

Report: Strategic Review & Optimization

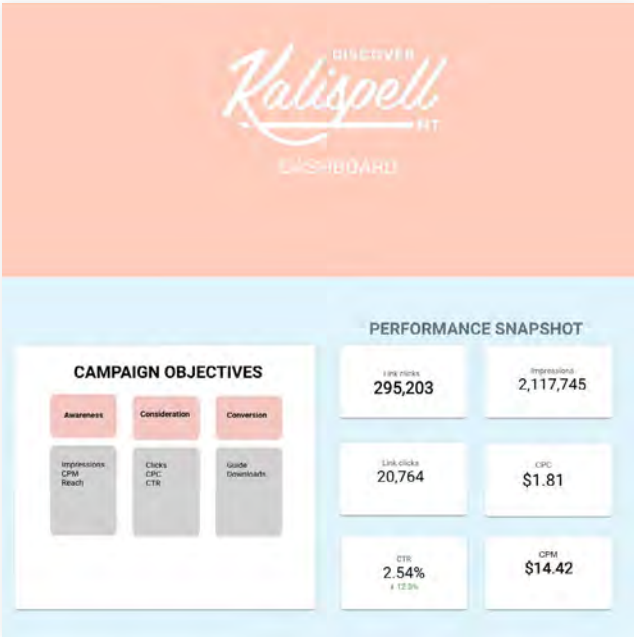
We conduct regular strategic reviews that blend data with human insight. Our performance team meets and reviews performance regularly to assess:

- Top-performing tactics and why they work
- Underperforming areas needing refinement
- Audience trends and anomalies flagged through automated monitoring
- Qualitative context – such as media sentiment, user feedback, and influencer impact

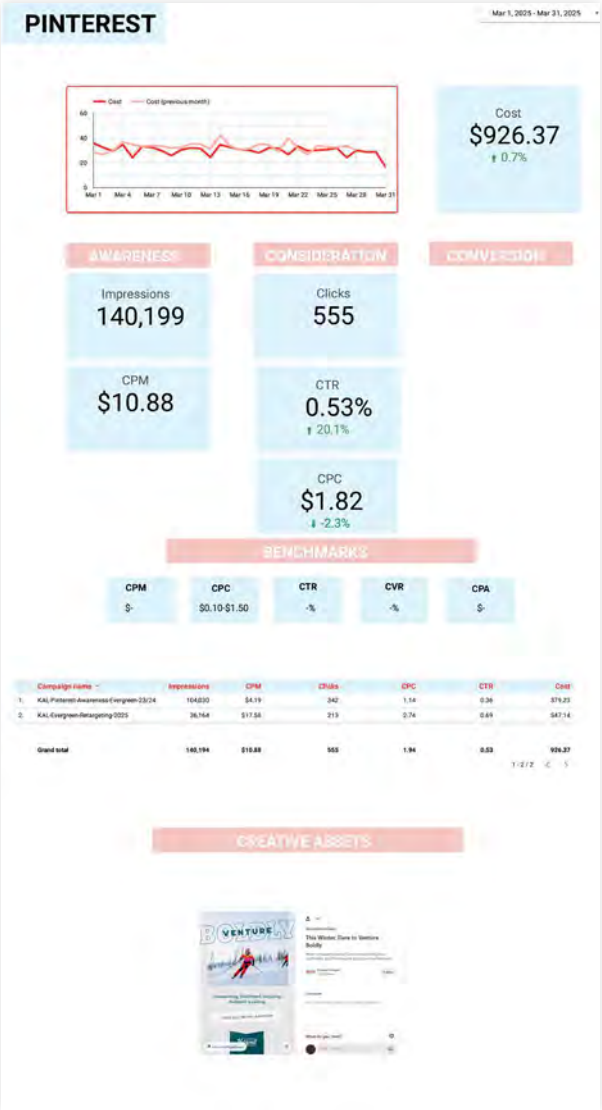
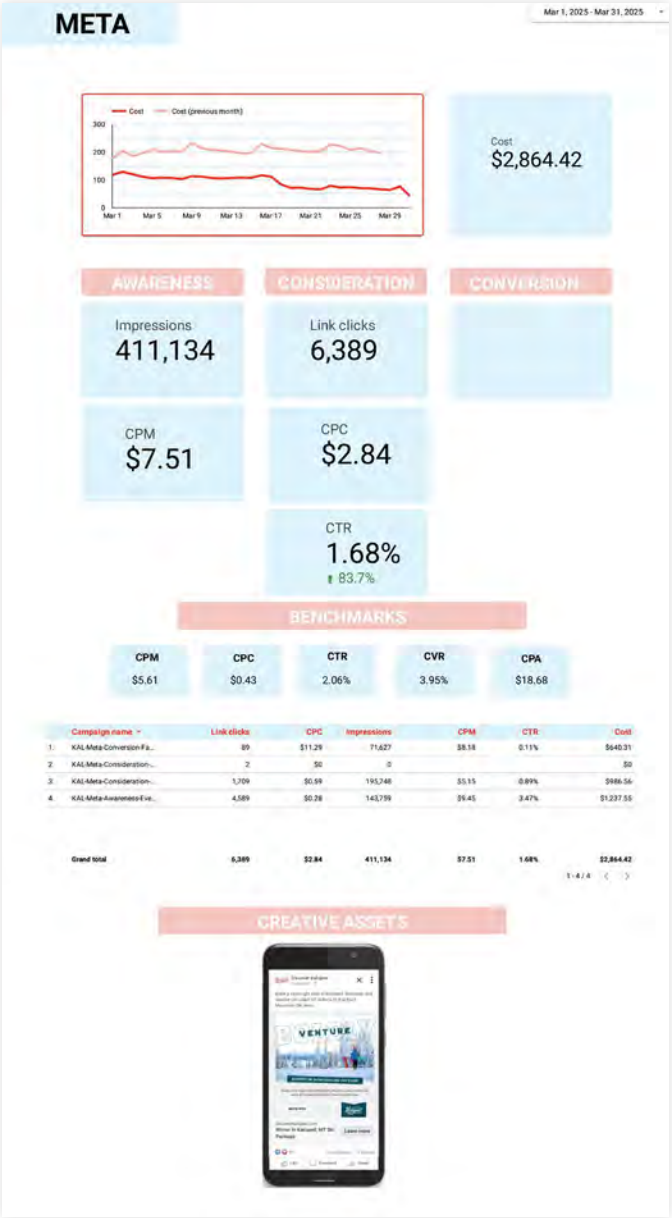
Insights are compiled into monthly reports for Town leadership and stakeholders, complete with recommendations and strategic next steps. We'll also present quarterly or campaign-based findings in formats suitable for board presentations or community updates.

# SAMPLE REPORTING DASHBOARD

CONFIDENTIAL



As we launch Visit Taos' campaigns, The Abbi Agency will develop custom real-time dashboards that give your team consistent access to performance data across all channels. Each dashboard is tailored to reflect the Town's goals and KPIs, providing an at-a-glance view of campaign progress and media impact. While each build is customized to the specific client and KPIs, an example from our work with Discover Kalispell is shown here to illustrate the level of clarity and customization you can expect.



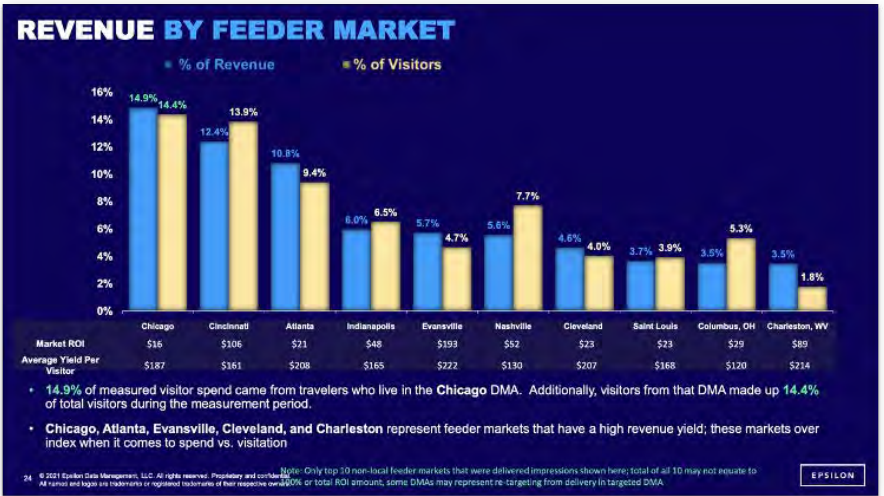
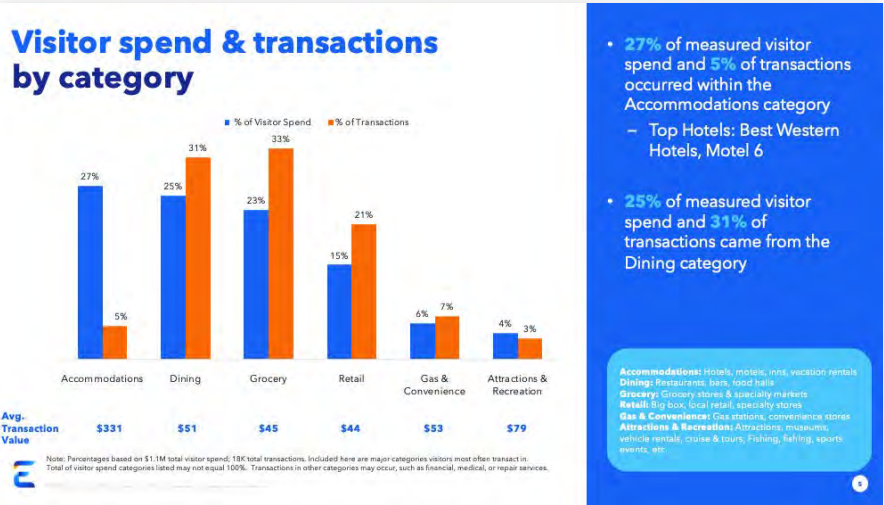
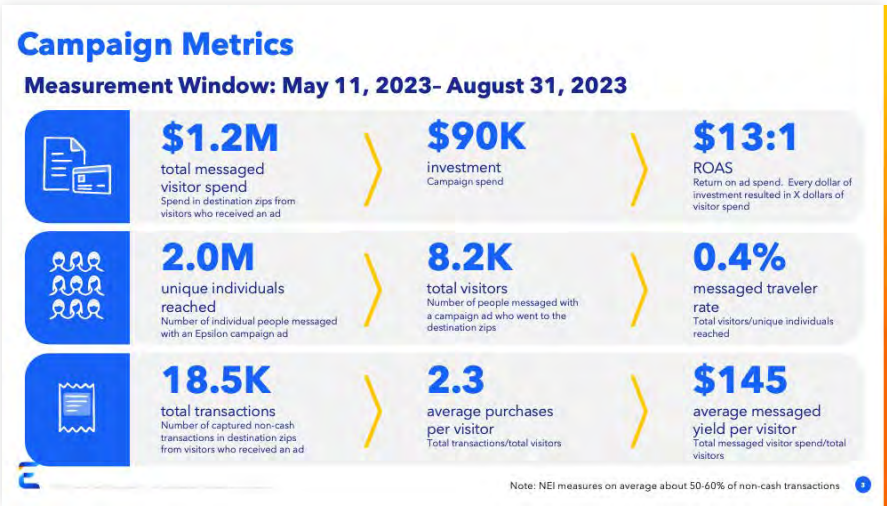


STRATEGY REVIEWS AND STAKEHOLDER PRESENTATIONS

We believe that reporting insights only matter if they are used and applied. Our team does not just deliver reports – we translate data into direction. Regular reviews, ongoing dialogue and applied insights are essential to keeping strategy agile and results-oriented. Our team excels at creating stakeholder-ready reports and presentations that communicate both the nuance and the big picture.

**Economic Impact Reporting:** Our work goes beyond impressions and engagement. We know how to connect campaign performance to broader tourism value. For the Town of Taos, we will deliver reporting that not only demonstrates marketing effectiveness, but also quantifies its contribution to economic growth across lodging, visitation and local business impact.

With support from advanced data partners like Azira, Adara and Epsilon, we can attribute visitation lift and foot traffic directly to campaign efforts – helping maintain alignment with stakeholders, build buy-in for future investment and reinforce the role tourism plays in supporting the community. On this page, we’ve included sample reporting visuals that showcase how we track and communicate economic impact across campaigns. These examples reflect the kind of clarity, transparency and strategic framing we will bring to our work with Visit Taos.



## SECTION 4

# OTHER SUPPORTING MATERIAL



# THE ABBI AGENCY: THE TOWN OF TAOS' RIGHT-FIT PARTNER

## WHY US?

We are confident that The Abbi Agency is the right-fit partner for the Town of Taos. Why team up with TAA?



### You Get a Team That's in Your Backyard, with Statewide Roots and Global Experience

With a current team member and office in Las Cruces and a new office opening in Santa Fe in 2026, The Abbi Agency is fully invested in New Mexico. Our experience in working with the New Mexico Tourism Department and numerous other Southwest destinations means that you get the best of both worlds: boots on the ground and local context, plus global tourism expertise.



### You Need a Brand That Reflects Your Stewardship Values

The Town of Taos has laid out a clear direction in its Destination Stewardship Plan. We are experienced destination stewardship experts, working with destinations including the Utah Office of Tourism, Visit Mammoth Lakes, Travel North Tahoe Nevada and many more to build out and implement their stewardship initiatives. From sustainability messaging to cultural representation, we align with the values Taos already lives.



### You Gain a Partner Who Understands Storytelling Grounded in Place and Season

Taos is defined by its seasons – snow-filled winters, artful springs, vibrant summers and golden autumns. We know how to support destinations that peak in one season while building momentum year-round. From driving winter traffic in Kalispell to expanding Lake Tahoe's spring and fall appeal, we've helped transform seasonal hotspots into four-season destinations. For Taos, we'll craft timely, place-based campaigns that celebrate its winter sports while elevating its year-round creativity, culture and connection. This is storytelling that starts with place and grows with purpose.



### You Deserve Creativity That Performs

Stunning visuals are only part of the picture. Our work pairs creativity with strategy, and strategy with results. With advanced reporting systems and platform-specific expertise, we ensure every campaign not only looks good, but drives awareness, visitation and economic impact.



### You'll Work with a True Collaborative Partner

Taos is built on connection – between people, ideas and place. That same spirit guides how we work. The Abbi Agency is known for being responsive, thoughtful and engaged. We understand that this is a two-way street, and collaboration is the crux of what makes each and every campaign thrive. Our team doesn't just present ideas – we show up, listen and build something meaningful with our partners at every step.



# IN THEIR OWN WORDS - FEEDBACK FROM TAA CLIENTS

## WHAT DO OUR CLIENTS SAY?

“

For the past 6 years, the Abbi Agency has been our public relations and social media agency. We have seen our owned (social) media channels grow consistently in both followers and engagement. In terms of earned media, our focus is on quality, not quantity. The Agency has employed methods to gauge that success. I find that not only are the agency staff skilled at the tasks assigned, but they are also self-starters. They follow a set plan of action, but also recognize when there are additional opportunities and present those in a timely manner.

”

*-Amy Herzog, Executive Director,  
Visit Carmel, California*



“

Discover Kalispell has partnered with The Abbi Agency since 2020, with the agency serving as our AOR for media buying and creative services, as well as handling rebranding and website redesign projects. The Abbi Agency’s creative and strategic team excels at capturing the essence of our destination, conveying it through compelling imagery and copy. Their data-driven approach ensures optimal ROI within our available budget. Plus, they make the collaboration enjoyable!

”

*-Diane Medler, Executive Director,  
Discover Kalispell, Montana*



“

The team at The Abbi Agency are total professionals. Their creativity, expertise and knowledge has made all the difference in elevating our brand. We truly value our partnership and couldn’t think of a better agency partner for us. Haley, Amanda and the rest of the team are the best!

”

*-Yuliana Gonzalez, Executive Director,  
Visit Camarillo, California*



“

I’ve enjoyed working with the Abbi Agency because they consistently create thoughtful and fun social media content that resonates with our audience. Your team’s creativity and attention to detail have significantly boosted our engagement and brand presence.

”

*Puja Thomas-Patel, Marketing and Communications  
Manager (former), Amtrak Pacific Surfliner*





# THANK YOU

Las Cruces, NM

Reno, NV

Las Vegas, NV

Helena, MT