

THE GOSS AGENCY INC.®

AFFINITY MARKETING & CULTURAL TOURISM



The Money Machine

affinity target marketing

Anchored in the Southeastern US, in Asheville, NC, The Goss Agency is a full-service advertising, marketing and branding firm, applying over 30 years' experience across an array of products and industries, including 20 years in Travel & Tourism, serving national and international destinations.

The Goss Agency stands out in the cluster of the traditional Travel and Tourism marketing firms and silo digital marketing solutions. While many speak of Cultural/Heritage and Affinity Targeting, and often conduct some research on the subject, ending up in a nice binder on the shelf, The Goss Agency leads the nation and the Travel and Tourism industry with over 20 years of communicating destination's distinctive cultural/natural features and experiences in a manner that identifies with the Affinity Target emotionally.

Indeed, DCR (Digital Channel Reach) has become the "new" medium, and all destinations and "Travel & Tourism" firms have equal access. However, even with such high potential, these new media channels are only as good as the messages placed within them. Intercept a message, digital or otherwise, today, and it is generally designed to appeal to broad demographic audiences. As a result, the communications are focused on more common experiences "scenic beauty," "beaches," "family fun," "outdoor adventure" etc. vs. drilling down on a specific outdoor experience and communicating it in a manner that taps the emotion of the individual to which it appeals. We believe you can't be all things to all people and be effective. We believe...

A graphic featuring a quote by Howard Gossage. The background is a dark, reddish-pink image of a bookshelf. The text is white and centered.

“ People don’t
look at advertising;
they look at what
INTERESTS
them, sometimes
it’s advertising. ”

— HOWARD GOSSAGE

We believe you must identify your destination's distinctive experiences, and communicate them in a manner that taps the emotions, the hearts, and minds of the specific psychographic profiles to which they appeal. Communicating the experience as if you are one of them. This, "have a conversation" approach is above-average successful for our clients. Increasing qualified traffic (reducing bounce rate to 39%, increased time on, and page views up 233%) visits to the website an average of 150%, and room nights, attraction/restaurant sales and average of 20+%.

How? The Goss Agency applies a communications strategy to Travel and Tourism that is rooted in the philosophy that makes all advertising successful across all media, regardless of the product or industry, or medium. We treat the prospect as human and form an emotional connection. A connection that makes the prospect laugh, smile, think and feel. The prospect says, "Hey they get me." With the collision of a wide range of social media combined with the Affinity Target's interests in learning and sharing their fervent activities, this is where; we go into an even higher gear: the 7 speed Mercedes.

If there is one thing we know after 30 years of branding and marketing in an array of categories, it is that most people have an affinity for 1 to 3 activities. And they like to obtain information on the subjects and share information on the subjects.

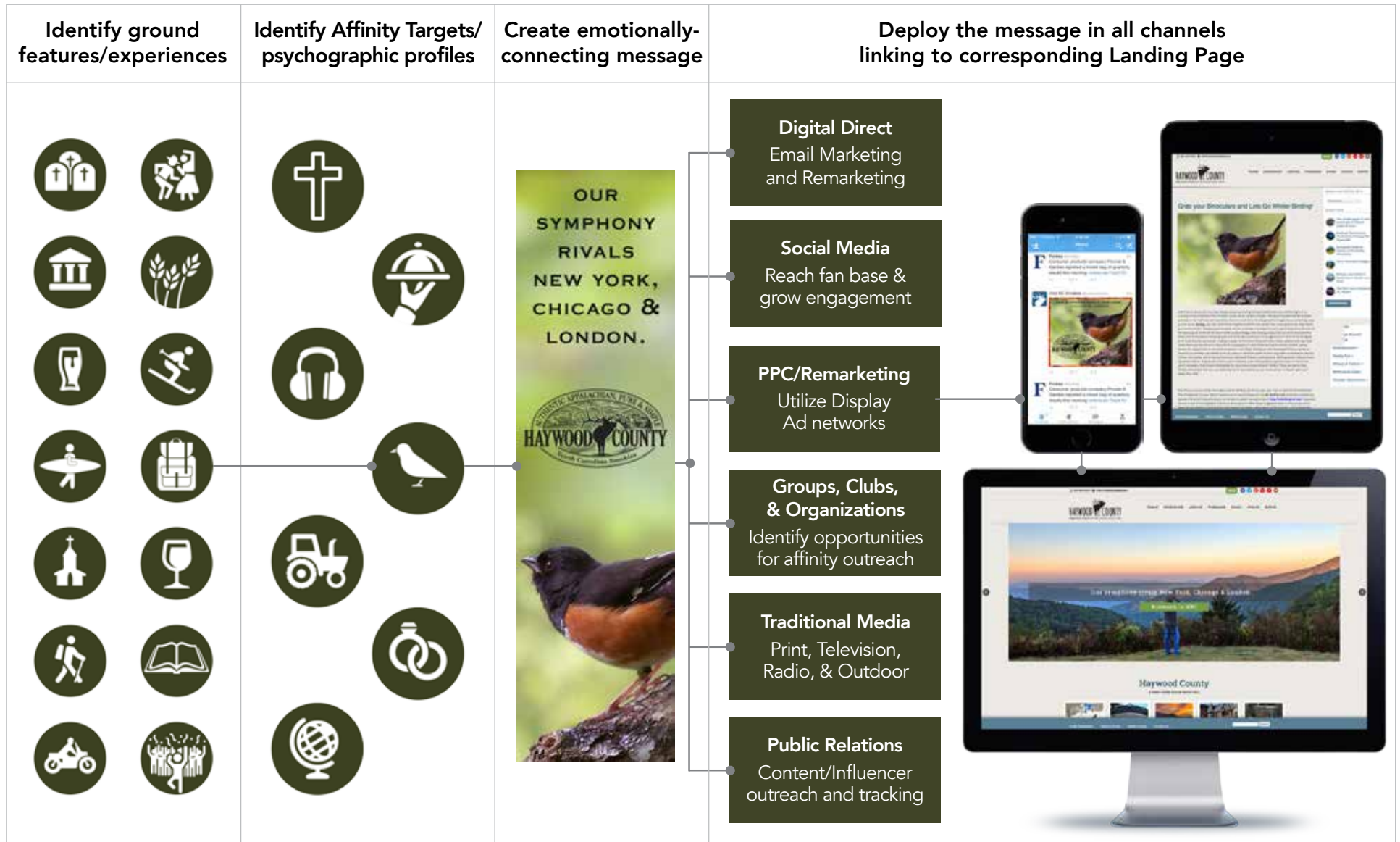
So our process is simple, but not simple to execute: You need us. We first identify the assets on the ground of the destination with the most visitors potential. We then identify the Affinity Groups to which they appeal, and rank them based on number of prospects within the geographic reach and average overnight stay potential. Next, we communicate the features and experiences in a manner the prospect identifies with personally through image, copy, and motion, designed to transcend all media, traditional and digital.

While the prospects may be aware of the many other features and experiences of the destination, the result is they feel special. They feel we are really mostly about them! Don't worry, we won't leave anybody out. We will still reach the big demographic targets, just in individual groups based on their psychographic profile and what interests them personally.



The Money Machine

affinity target marketing



AFFINITY TARGET
CAMPAIGN EXAMPLES



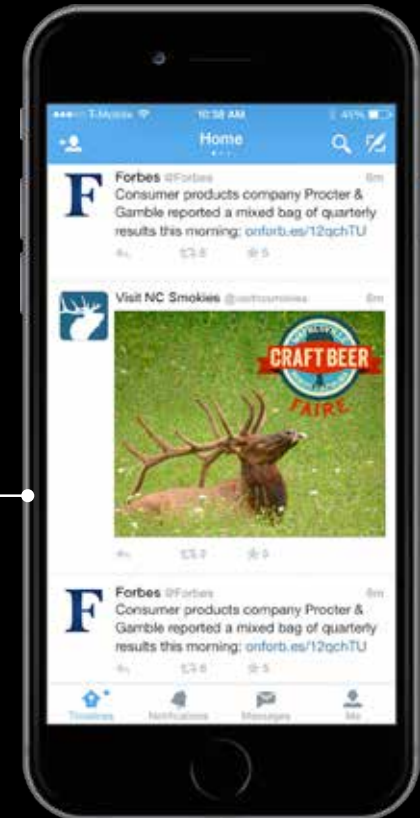
AFFINITY TARGET



BREWERS/FOODIES



Print/Display



Social



Landing Page

AFFINITY TARGET CAMPAIGN EXAMPLES



AFFINITY TARGET



CULTURAL TRAVELERS

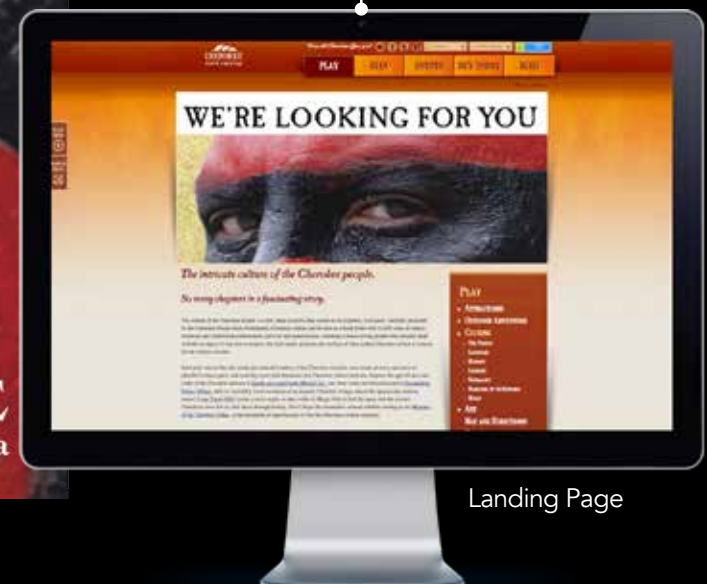
WE'RE LOOKING FOR YOU



Print/Display



Social



Landing Page

AFFINITY TARGET
CAMPAIGN EXAMPLES



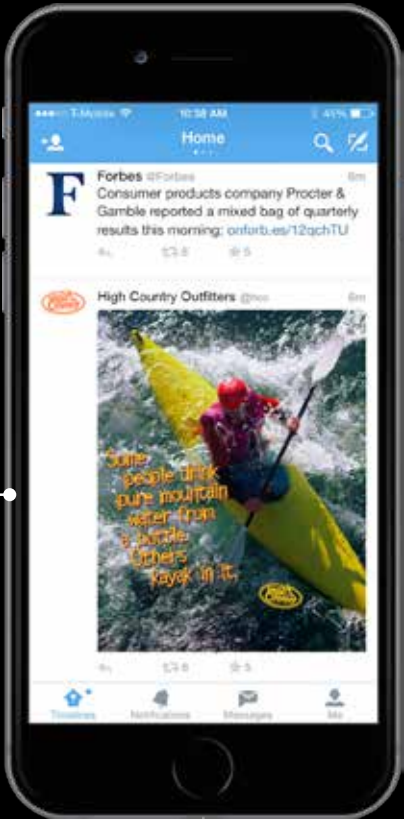
AFFINITY TARGET



PADDLERS



Print/Display



Social



Landing Page

AFFINITY TARGET
CAMPAIGN EXAMPLES


Wintergreen Resort

AFFINITY TARGET



CYCLISTS



Sure the air
is thinner
at 3,800 feet,
but there are
fewer people
to share
it with.

*Si meliora des, ut vino, poemata reddi, scire velim, chartis
pretium quotus arroget annus, scriptor abhinc annos centum*

Wintergreen Resort

*abhinc annos centum qui decidi, inter perfectas veterosque
reasci. Pretium quotus arroget annus, scriptor abhinc annos*

WINTERGREEN, VIRGINIA • CALL 804.325.2200 FOR INFORMATION • WWW.WINTERGREENRESORT.COM

Print/Display

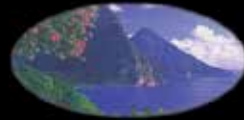


Social



Landing Page

AFFINITY TARGET CAMPAIGN EXAMPLES



St. Lucia

AFFINITY TARGET



AGRITOURISTS

Some parents are content with giving

their children chocolate milk,

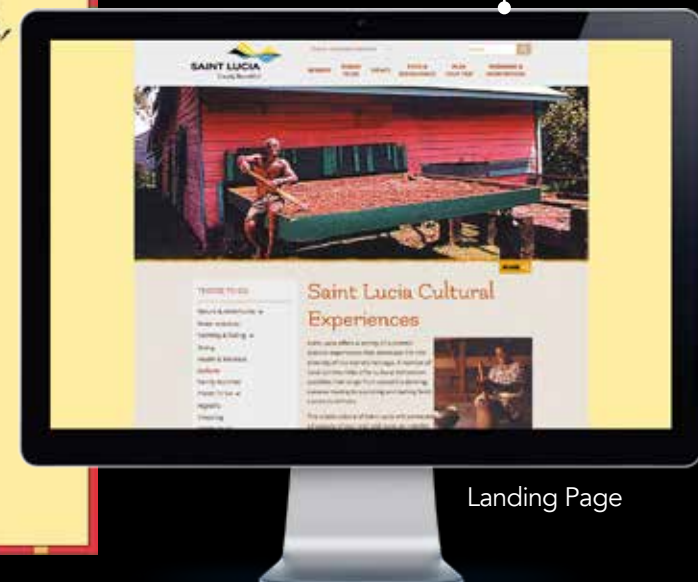
others have to show them a cocoa plantation.

St. Lucia
The Island That Stands Out
1-800-456-3984

Print/Display



Social



Landing Page

AFFINITY TARGET
CAMPAIGN EXAMPLES



AFFINITY TARGET



SHOPPERS

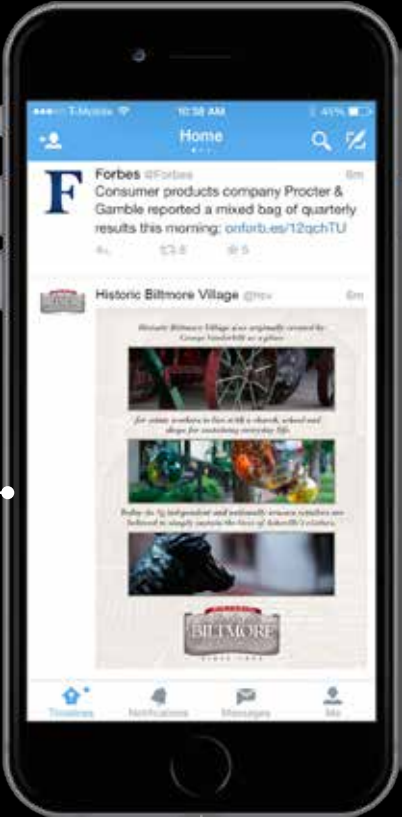
*Historic Biltmore Village was originally created by
George Vanderbilt as a place*



*for estate workers to live with a church, school and
shops for sustaining everyday life.*



*Today its 83 independent and nationally renowned retailers
are believed to sustain the lives of Asheville's visitors.*



Social



Landing Page

Print/Display

AFFINITY TARGET
CAMPAIGN EXAMPLES



AFFINITY TARGET



DIVERS



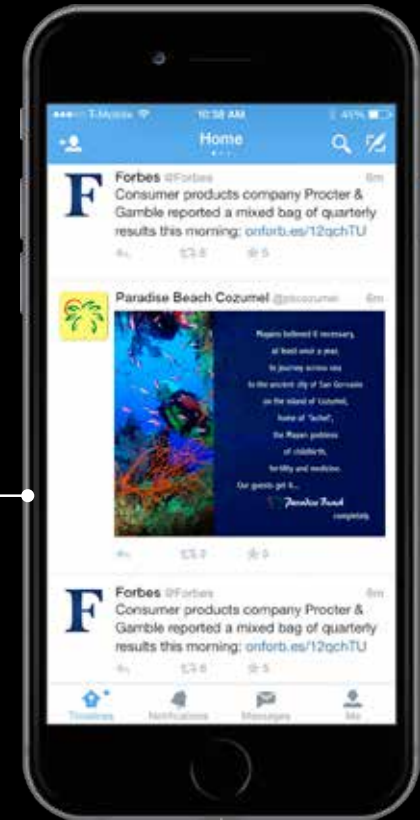
Mayans believed it necessary,
at least once a year,
to journey across the sea
to the ancient city of San Gervasio
on the island of Cozumel,
home of 'Ixchel,'
the Mayan goddess
of childbirth,
fertility and medicine.

Our guests get it...

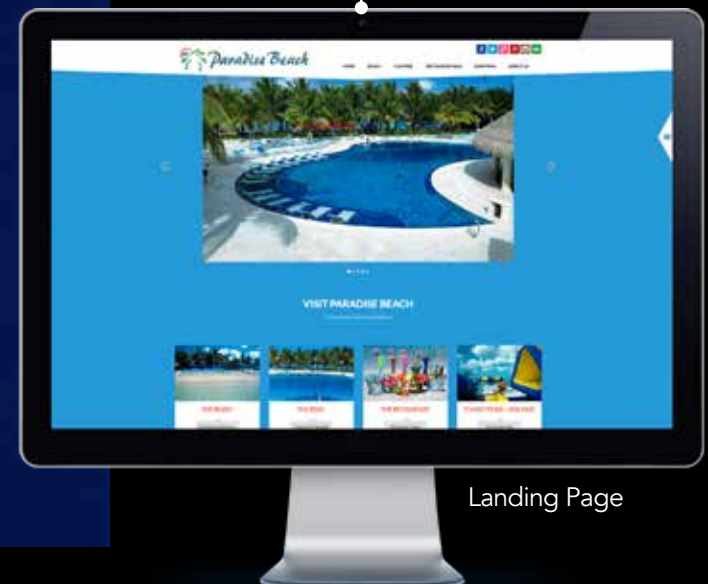


completely.

Print/Display



Social



Landing Page

DIGITAL DIRECT / PPC CAMPAIGNS R.O.I.

DIGITAL DIRECT RETURN ON INVESTMENT	
Digital Direct	Budget: \$87,000 3,582,225 reached
Opens	605,754
Click thru/ website visits	47,915
Visitors	1,677
Economic Impact	\$977,691



Digital Direct Example

PPC/REMARKETING RETURN ON INVESTMENT	
Google Ads – Pay per click	Budget: \$135,000
Cost-per-click	\$0.28
Click thru	409,811
Visitors	14,343
Economic Impact	\$8,362,197



PPC/Remarketing Example