



Beverly Hills City Council Liaison / CVB / Marketing Committee  
will conduct a Special Meeting, at the following time and place, and will address the agenda  
listed below:

CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Beverly Hills, CA 90210

**TELEPHONIC VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Committee Meeting**  
<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

You can also dial in by phone:

+1 669 900 9128 US

+1 833 548 0282 (Toll-Free)

One tap mobile

+16699009128,,5161912424# US

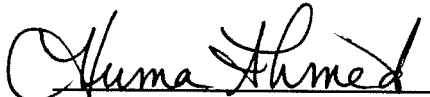
+18335480282,,5161912424# US (Toll-Free)

Wednesday, June 30, 2021  
6:00 PM

*Pursuant to Executive Order N-25-20, members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org).*

**AGENDA**

1. Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
2. Review of 2021 Beverly Hills Conference and Visitors Bureau (CVB) Spring Domestic Marketing Programs and Results
3. Review of 2021-2022 CVB Summer/Fall/Holiday Destination Campaign Creative
4. Future Agenda Items Discussion
5. Adjournment

  
Huma Ahmed  
City Clerk

Posted: June 29, 2021

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT [WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.

# **Item 2**



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/ CVB / Marketing Committee  
**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
**DATE:** June 30, 2021  
**SUBJECT:** Review of 2021 Beverly Hills Conference and Visitors Bureau (CVB) Spring Domestic Marketing Programs and Results  
**ATTACHMENT:** 1. Presentation by Beverly Hills Conference and Visitors Bureau

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**INTRODUCTION**

The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. For the Fiscal Year 2020-2021 contract, City Council agreed to have the CVB/Marketing Liaison Committee meet regularly with the CVB to discuss the annual work plan, budget, and marketing results.

**DISCUSSION**

The CVB will provide a review of the 2021 Spring Domestic Marketing programs (programs) and the results from these efforts. These programs were previously discussed with the CVB Liaisons at the March 18, 2021 Liaison Meeting. Attachment 1 to this report details the programs and metrics provided by the CVB during this time period.

**FISCAL IMPACT**

There is no fiscal impact from reviewing this item as the funding was already accounted for in the Fiscal Year 2020-2021 CVB contract.

**RECOMMENDATION**

It is recommended that the City Council CVB/Marketing Liaison Committee review the activities and performance metrics for the Spring Domestic Marketing programs.

# **Attachment 1**

# BEVERLY HILLS

Conference & Visitors Bureau

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## City Liaison Meeting Reallocation Initiatives Review June 30, 2021



*Love Beverly Hills*

# Fiscal Year 20/21 Reallocation Initiative Review



# Reallocation Recap - March 18 Liaisons Meeting

Description	Timing	Channel	Cost
As You Wish Amplification	NBC So Calif April	NBC SoCal	\$75,000
	Sojern Network March 15-June 15	US with intent to travel to LA	\$105,000
Visit California What If Campaign Co-op	April - June	Expedia	\$50,000
Madden Media Retargeting Campaign		Anyone who comes to our website or sees one of our ads.	\$35,000
Social Media It's Always Sunny in Beverly Hills	May-June	Owned social chanel	\$100,000
Hotel Video Partnership Features	May-June	Parnter and owned channels	\$115,000
Summer Campaign Creative	June-August	This first part is for production. Media to come out of 21/22	\$65,000
<b>TOTAL</b>			<b>\$545,000</b>

# As You Wish BHCVB Bespoke Campaign

## As You Wish Ambassadors



Campaign Flight: March 15 – June 30, 2021

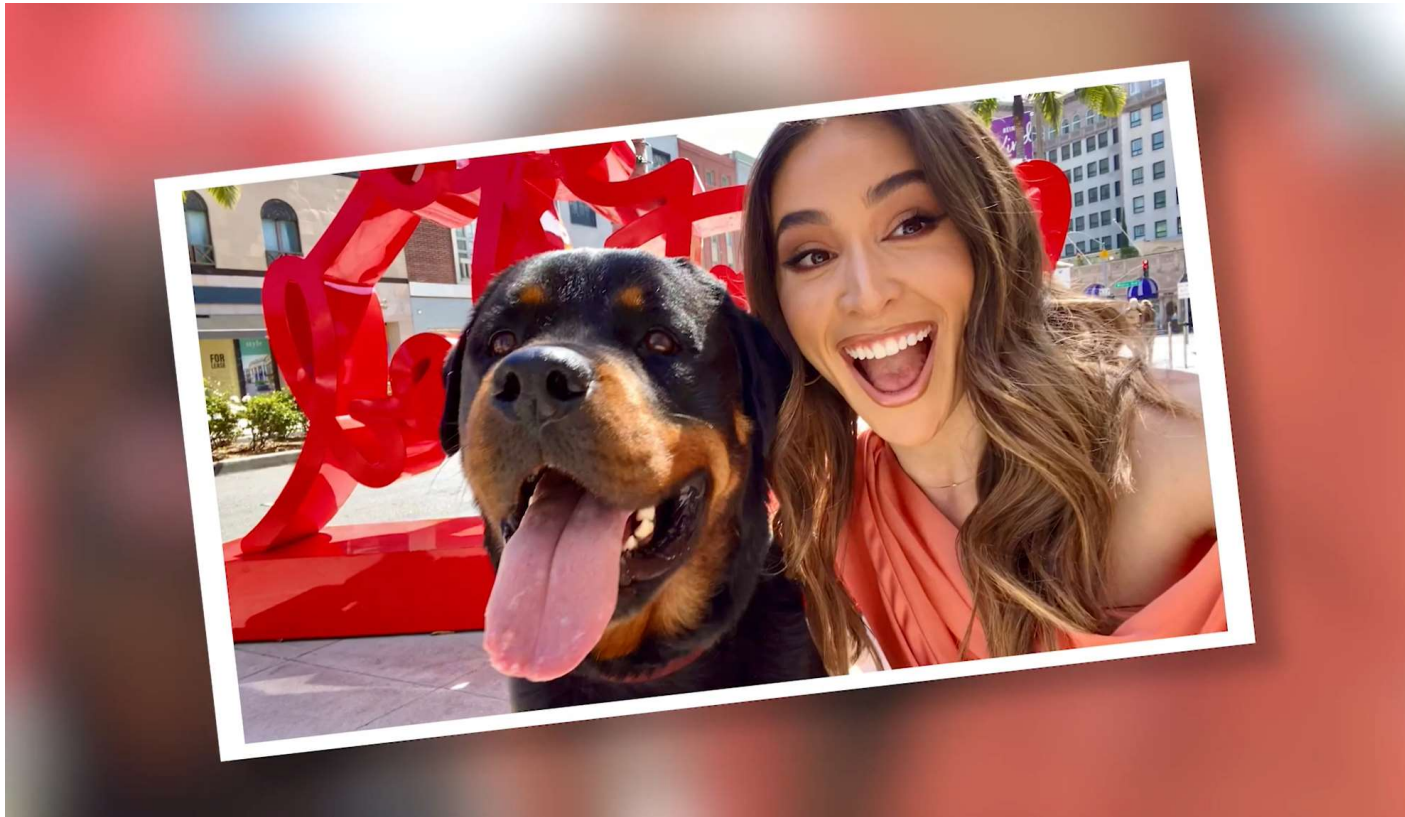


# As You Wish Destination Storytelling



Each dog persona reveals what they and their families love most about visiting and staying in Beverly Hills.

## *As You Wish* NBC SoCal 0:30 Broadcast



6-Week Flight Featuring “Bentley” and Host, Danielle Robay: April 12 – May 23, 2021

## As You Wish NBC SoCal 0:30 Broadcast Results



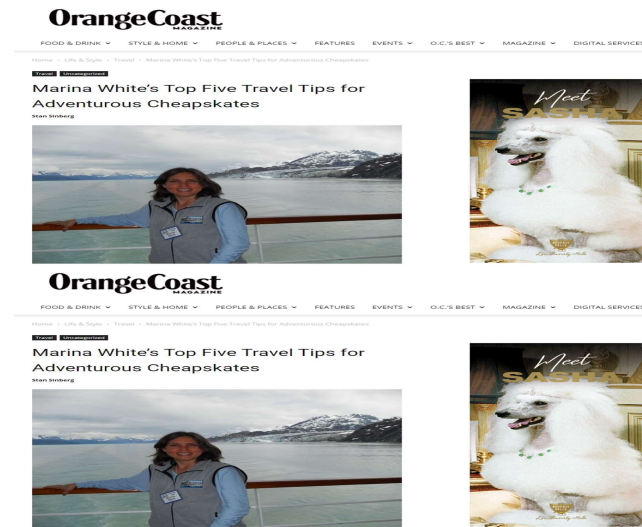
NBC AYW	Delivered	Contracted	Difference	%
Broadcast Spots	165	126	<b>+39</b>	<b>31%</b>
Impressions	4,100,000	3,400,000	<b>+700,000</b>	<b>21%</b>
Reach	26.5% of total available audience			
Frequency	On average, targeted viewers - \$200K+ HHI consumers - saw the commercial 2.2 times during the 6-week period			

# As You Wish Sojern Digital & Native Campaign

## As You Wish Sojern Digital & Native Campaign Results to Date:

- Campaign Spend to Date: \$100,000 (\$105K budget + \$10K Value Add)
- Delivered Display Impressions: 21,276,293
- Click-thru Rate: .26% (benchmark is .15 to .30%)

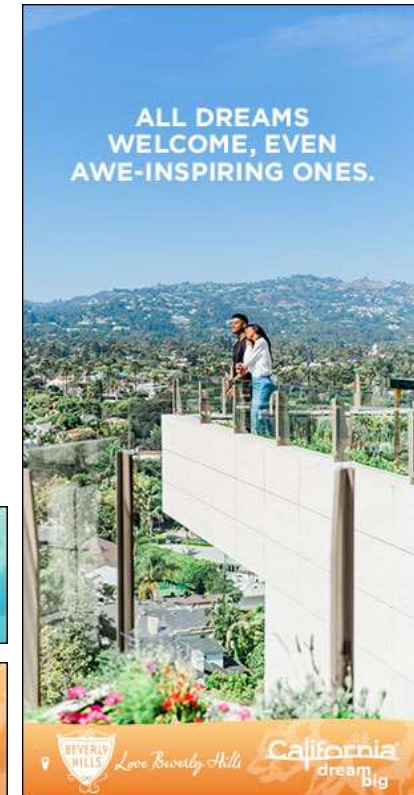
Final results will be available in July.



# Visit California Spring 2021 Expedia Co-op

Objective is to stimulate California's tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- Partner: Expedia Group (Expedia.com and Hotels.com)
- Flight Dates: April 1 – June 30, 2021
  - BHCVB Contribution: \$50,000
  - Visit California Contribution: \$15,000
  - Expedia Contribution: \$65,000
  - **Total Media Investment: \$130,000**
- Planned Impressions: 11.8M



# Visit California Spring 2021 Expedia Co-op

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Results to date (as of June 22):

- Impressions: 11,688,000
- Clicks: 4,796
- Click Through Rate (CTR): 0.04% (Expedia benchmark is 0.03 - 0.05% but does not factor in billboard effect)





# Website Visitor Re-Targeting & Hotel Referrals

Target high-intent consumers (LoveBeverlyHills.com website visitors) to increase hotel bookings with remarketing advertisements via Google and Facebook for a 12-month test. Utilized UGC for creative.



Reporting will provide hotel web referrals and estimated ROI.

Campaign launched June 1. Initial results will be available in July.

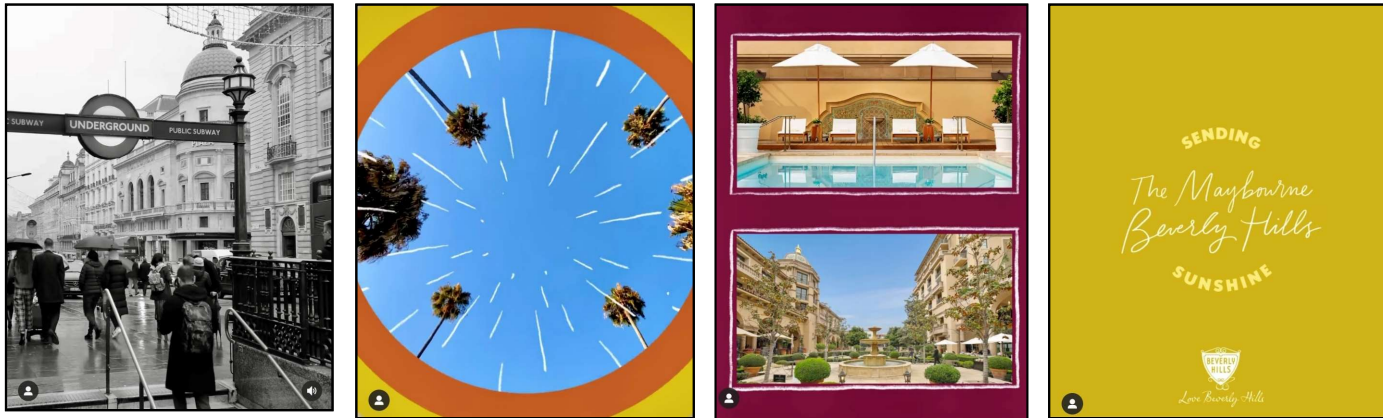


# Sending Sunshine Hotel Videos

Sunshine is more than the weather. It is a feeling. It is warmth and a radiant glow.

We are sharing the sunshine of Beverly Hills by featuring short video vignettes of our remarkable and varied hotels.

All videos begin in black & white and then burst into color upon arrival in Beverly Hills. Hotel imagery is featured, and videos close with a Sending Sunshine end frame.



Videos are being promoted via paid social media through August.



# Sending Sunshine: Waldorf Astoria Beverly Hills

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<https://youtu.be/FoGZaX6uMZ0>

# Sending Sunshine Press Release

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## Sending Sunshine From Beverly Hills This Summer With New Hotel, Restaurant, Retail and Gallery Experiences

The world's most recognizable brands, chefs and developers are taking to Beverly Hills to expand their footprint in 2021 and beyond. Here's what visitors can expect.

Press Release Distributed June 3, 2021

- Total Pick-ups: 132
- Total Potential Audience: 116,066,637

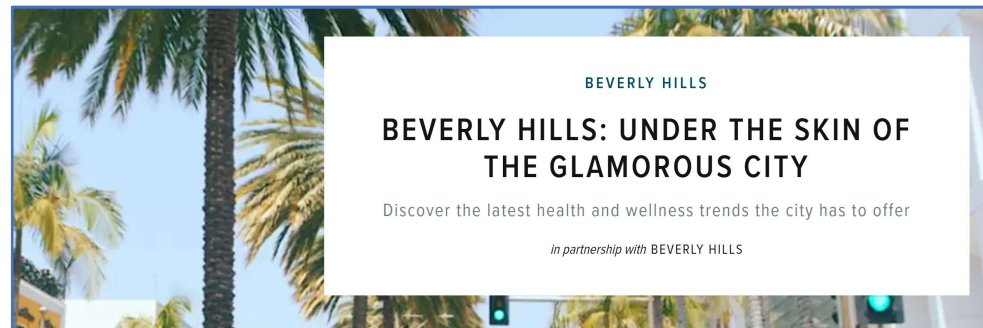
# BHCVB + Conde Nast Video Partnership

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In partnership with Conde Nast Traveller and hosted by influencer Arnelle Lozada, four short videos were developed from an insider's point of view, with experts from the worlds of hospitality, shopping, food & dining, and art & culture. Content series launched June 21, 2021.

Each video will be hosted on the CNTraveller.com Video Channel, in addition to being shared on YouTube, Instagram Stories, Facebook and Twitter.

**Condé Nast**  
**Traveller**



# Conde Nast Traveller – Beverly Hills Videos

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A press release was distributed on June 29 with the following results in the first two hours:

- Total Potential Audience: 130,541,237
- Total Pickup: 119
- Top outlets: AP News, Yahoo Finance, CBS-16, The Desert Review



# **Item 3**



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/ CVB / Marketing Committee  
**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
**DATE:** June 30, 2021  
**SUBJECT:** Review of 2021-2022 CVB Summer/Fall/Holiday Destination Campaign Creative  
**ATTACHMENT:** 1. Presentation by Beverly Hills Conference and Visitors Bureau

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**INTRODUCTION**

The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. The CVB has created a new vibrantly colored destination marketing campaign for the 2021-2022 Summer/Fall/Holiday seasons to be used in digital marketing advertisements. The City Council Liaisons are requested to review the creative as presented.

**DISCUSSION**

The CVB will provide a review of the 2021-2022 Summer/Fall/Holiday destination marketing campaign creative to be used for digital advertising of the Beverly Hills destination including use on social media and as website banner/column advertisements. If support is provided, the designs may also be used in print advertising if desired by the CVB. Attachment 1 to this report details the campaign creative proposed for these time periods. The CVB is authorized to use the Beverly Hills trademark City Shield (City Shield) in design creative for marketing the City of Beverly Hills as a destination and for use in merchandise.

Through its decades of use of the City Shield, the City has undergone various revisions of the trademarked City Shield however retained trademark status of many of those revisions. The proposed 2021-2022 Summer/Fall/Holiday campaign creative includes the vintage City Shield design in the design creative which is the middle design shown in the image listed below.



The proposed 2021-2022 Summer/Fall/Holiday campaign creative for digital marketing efforts includes the use of the vintage City Shield design in 12 vibrant color pairings.

**FISCAL IMPACT**

There is no fiscal impact from reviewing this item as the funding for the 2021-2022 Summer/Fall/Holiday digital marketing campaign is already accounted for in the Fiscal Year 2021-2022 CVB contract.

**RECOMMENDATION**

It is recommended that the City Council CVB/Marketing Liaison Committee review the creative for the 2021-2022 CVB Summer/Fall/Holiday destination marketing digital campaign and provide direction accordingly regarding approval or direction regarding the use of the City Shield in these vibrant color pairings.

# **Attachment 1**



Fiscal Year 21/22 Destination  
Marketing Campaign Logo Review



# Summer – Holiday 2021 Campaign Creative

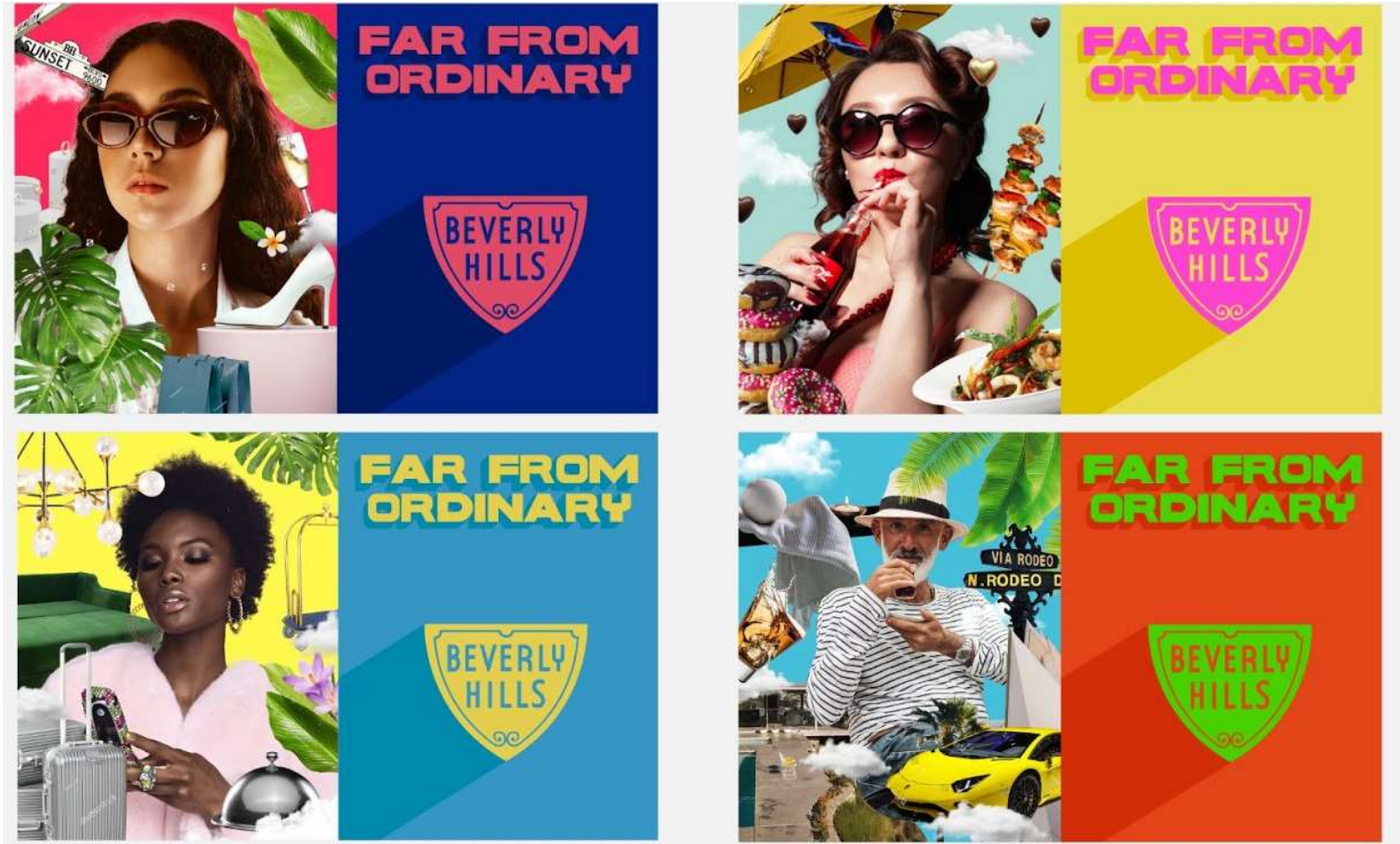
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Campaign creative showcases Beverly Hills through a modern lens, making use of vibrant colors, collage design, diverse models and typography for a strong visual aesthetic.

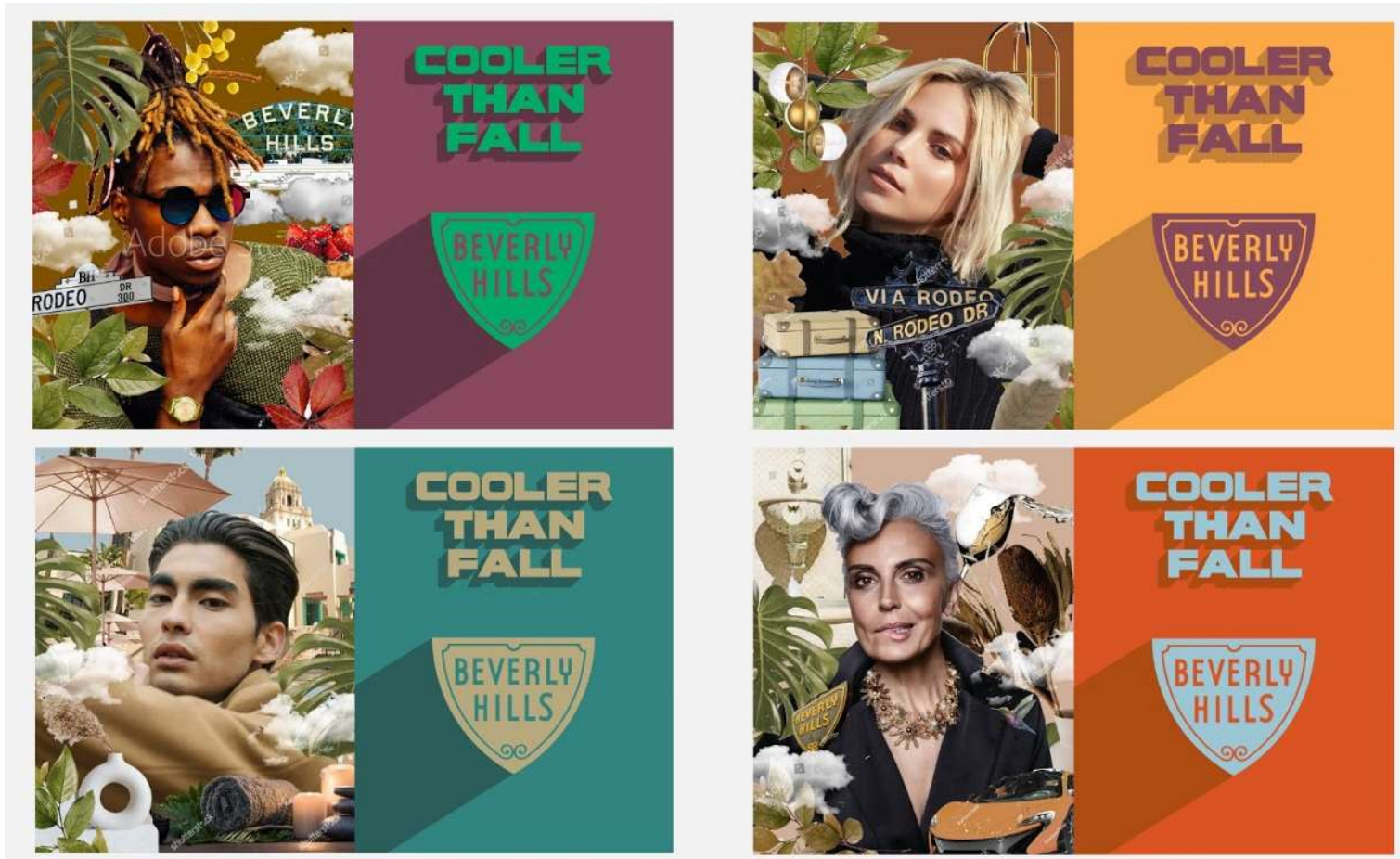
Three Campaign Flights:

- Summer | Far From Ordinary (July – September 21)
- Fall | Cooler Than Fall (September 22 – November 14)
- Holiday | TBD (November 15 – December 31)

# Summer 2021: Far From Ordinary



# Fall 2021: Cooler Than Fall





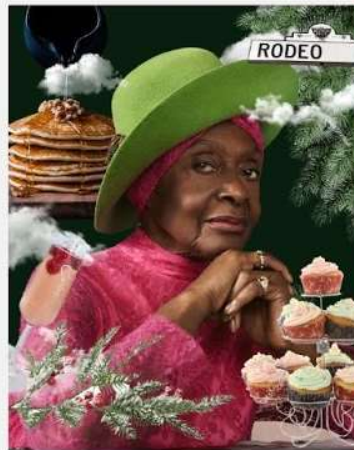
# Holiday 2021: Headline TBD



**SANTA  
SHOPS  
HERE**



**SANTA  
SHOPS  
HERE**



**SANTA  
SHOPS  
HERE**



**SANTA  
SHOPS  
HERE**



# Summer – Holiday 2021 Campaign

## Beverly Hills Shield Color Pairings | Logo Evolution for Campaign Creative

