









DOMESTIC: 2020 Audience Outreach Recommendation

AUDIENCE OUTREACH CHANNEL	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
 INTEGRATED BRAND CONTENT-SOCIAL						Teal	Teal	Teal	Teal			
 VIDEO-ADVANCED, BLENDED, CONNECTED TV	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
 VIDEO-BLENDED, SOCIAL						Red	Red	Red	Red			
 VIDEO-DIGITAL	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
 DIGITAL-STANDARD	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
 DIGITAL-RICH MEDIA	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
 DIGITAL-PAID SEARCH	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
 DIGITAL-TEXAS TRAVEL INTENDER	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue