

AGENDA

Town of Hempstead Local Development Corporation
Board Meeting
Nathan L. Bennett Pavilion*
One Washington Street, Hempstead, NY
Thursday, May 19, 2022, 9:30 AM
or following the Town of Hempstead IDA Meeting

- *Notes: Masks are no longer mandated. The Town of Hempstead LDC continues to encourage social distancing at public meetings.

A Livestream of the meeting may also be viewed at www.tohldc.org. Select “Watch Meetings.”

The Agenda will include but not be limited to:

Confirm the presence of a Quorum
Public Comment with respect to Agenda Items

New Business:

- Presentation by Steven Ehrlich, Giovatto Agency and Consideration of a Resolution to upgrade the LDC website (postponed from April meeting)
- Adoption of Amended 2022 Board Meeting Schedule
- Re-Adoption of the Code of Conduct/Whistleblower Policy
- Adoption of the amended LDC By-Laws
- Re-Adoption of the Travel Policy
- Re-Adoption of the LDC Fee Schedule
- CEO’s Report

Reading and approval of the minutes:

- Consideration and approval of the Minutes of April 21, 2022

Report of the treasurer:

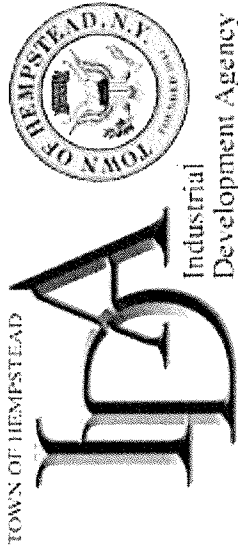
- Financial Statements & Expenditure List
April 15, 2022 – May 12, 2022

Committee Updates:

Adjournment:

Chairman Approval: 5/4/22

Contact: Michael Lodato, Corporate Administrator: MLodato@tohmail.org, 516-489-5000 x3706



Town of Hempstead



Ideas that spark action.

GIOVATTO

Meeting Name

Month-DD-YYYY

OVERVIEW

01 Agency Overview

03 Sample Services

02 Media Trends

04 Q & A

GIOVATTO



AGENCY OVERVIEW

Full. Service. Agency.

GIOVATTO PROFILE

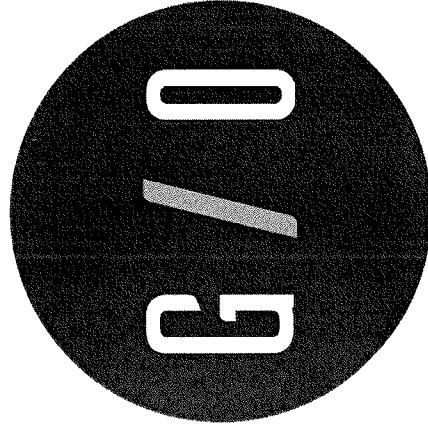
ideas that spark action.



FOUNDED IN 1988

Two Brothers,
One Competitive Spirit.

We've since evolved into
a dedicated full-service
agency specializing in
regional clients across
the Northeast.



WHAT WE DO



Data Research



New Technologies



Campaign Strategy



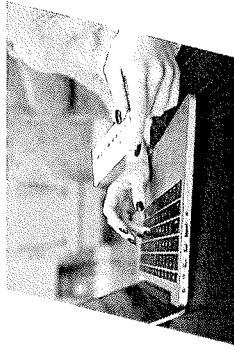
Award-Winning Creative



Results.

INDUSTRIES

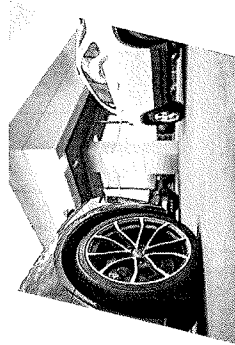
Who We Serve.



BANKING



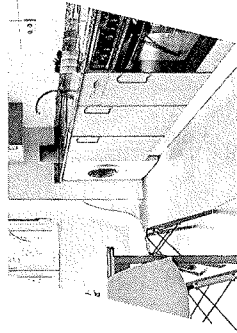
TELECOMM



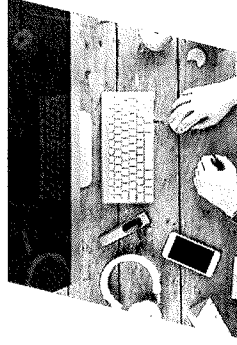
AUTOMOTIVE



FOOD & BEV



HOME GOODS



ELECTRONICS



Award-Winning

CREATIVE



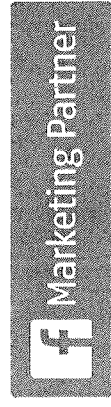
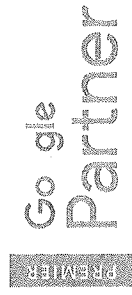
The **Telly**
Awards

We

RESEARCH, CULTIVATE, & DEPLOY

industry leading technologies and services

TO MAXIMIZE YOUR MARKETING \$



MARKETING FUNNEL

We believe in engaging consumers at multiple points on their path to purchase

Build top-of-mind brand awareness

/ Branding



Draw consumers' attention and drive engagement further down funnel

/ Consideration



Capture engagement with customers looking to make a purchasing decision

/ Intent



PRODUCTS + SERVICES

We ignite business growth with powerful, results-driven marketing.



STRATEGY

- Research
- Data Strategy
- Growth Strategy
- Target Audience Analysis
- Audience Segmentation
- Measurement + Reporting
- Media Planning



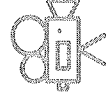
CREATIVE

- Branding
- Campaign Development
- Content Creation
- Website Design
- Concepting



MEDIA

- Media Buying
- Cross Platform Audio + Video
- Social Media
- Targeted Email Marketing
- SEM + SEO
- Programmatic
- E-Commerce



STUDIO G

- Video Production
- Editing
- Motion Graphics
- Animation
- Audio Production
- Photography

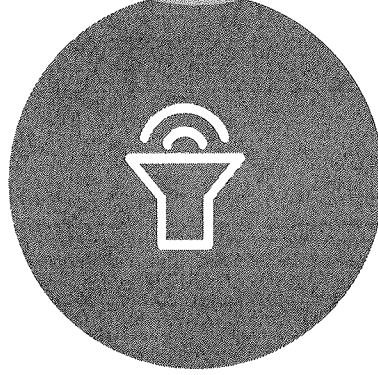


NEW MEDIA TRENDS

The way people consume media has significantly changed.
Thankfully, Giovatto is here to help.

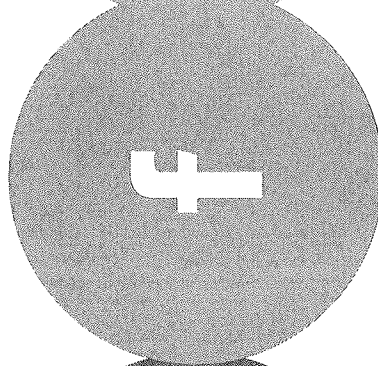
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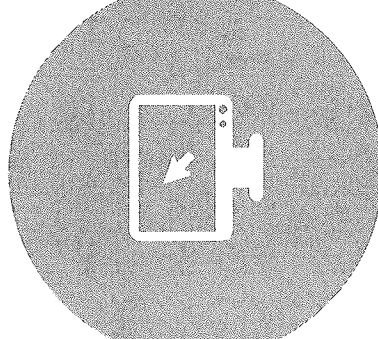
STREAMING AUDIO

Americans spend **4 hours** with audio per day



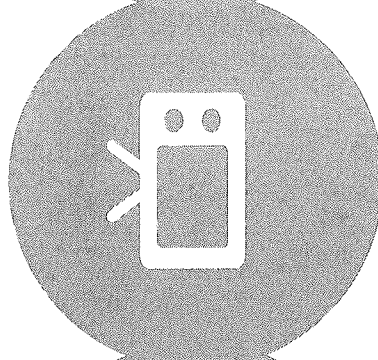
SOCIAL MEDIA

FB usage up **53%**
Instagram usage up **32%**



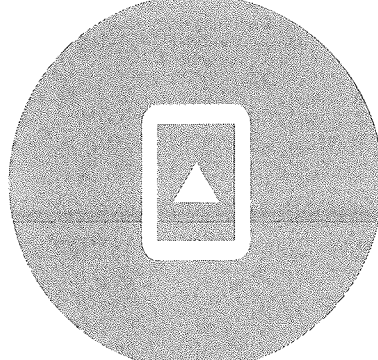
ONLINE SALES

52% increase in online sales **YOY**



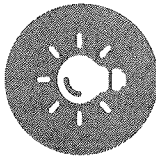
NEWS RATINGS

Almost **50%** of viewers have at least one TV always set to a news channel



STREAMING VIDEO

200% increase in viewership since COVID-19 pandemic



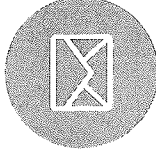
ADVANCED VIDEO

Build brand awareness through targeted video storytelling



SOCIAL MEDIA

Targeted social campaigns designated for your ideal audience



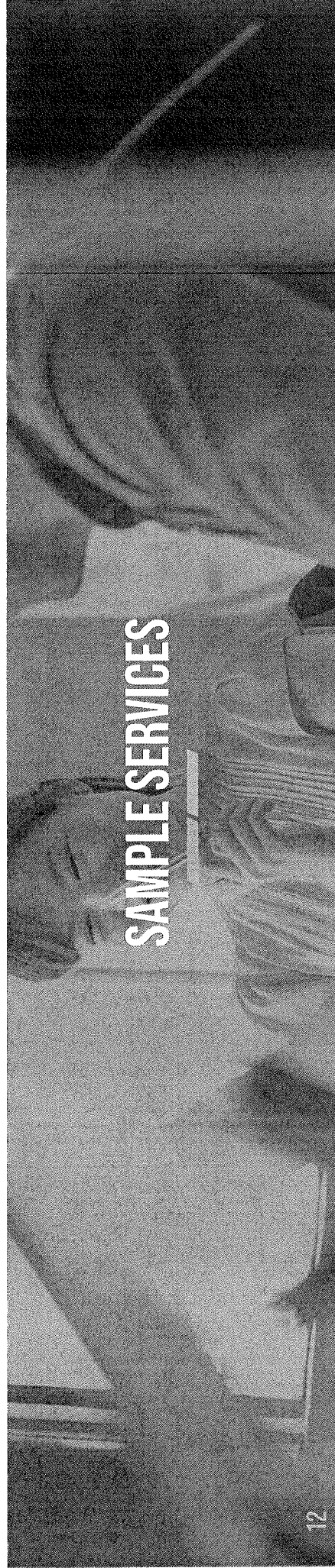
CONQUEST EMAIL

Direct email marketing driving traffic from low funnel prospects



STREAMING AUDIO

Drive consideration through targeted audio



ADVANCED VIDEO

Build brand awareness through targeted video storytelling.

204

MILLION

People will be watching CTV by
2022

STREAMING TRENDS



55.1

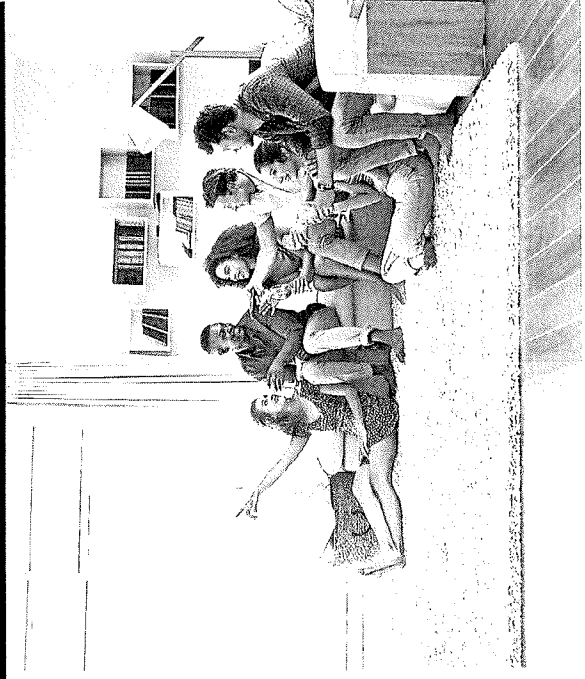
MILLION

Consumers expected to cut the
cord by 2022



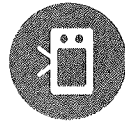
80%

Of U.S. households have
connected TV's in 2020



OTT/CTV OVERVIEW

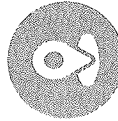
Build brand awareness through targeted video storytelling



LONG-FORM CONTENT



EXCLUSIVE VIEWERSHIP



LOCATION BASED



BETTER ENGAGEMENT

VIEWER

Roku  tv

firetv

LG

Chromecast
with Google TV

DIRECTV
NOW

Blue Ridge

cox sling

fios
by verizon

VUDU

SERVICES / APPS

NBC

FOX

HISTORY

truTV

MTV

TNT

afionline.com

abc

CBS

HGTV

STARZ

SHOWTIME

Paramount
NETWORK

BETX

NATIONAL
GEOGRAPHIC

ESPN

ESPN2

CONTENT

GIOVATTO'S OTT PRODUCT

Build brand awareness through targeted video storytelling.



1

PURCHASED DIRECTLY

Our OTT is purchased in-house via DSP, for lower CPMs

2

PMP INVENTORY

Tap into PMP deals as much as possible - not just the open exchange

3

CONNECTED TV'S

Always prioritize the large-screen for better ad recall

4

ENHANCED TARGETING

Leverage 25+ premium data providers, can be multi-layered

5

TRANSPARENT REPORTS

Full reporting on delivery, performance, and engagement

6

IP VISIT MEASUREMENT

Through the placement of a pixel we can measure visits to your website after ad exposure

OTT MEDIA PLAN

Build brand awareness through targeted video storytelling



AD FORMAT

:30 & :15 Second Spots on CTV's



TARGETING

In-Market Lease / Make Owners
In Market > Body Style
New Vehicle Shoppers (In Market)
Used Vehicle Buyers (In Market)
Current 2019 or older MY vehicles



GEOGRAPHY

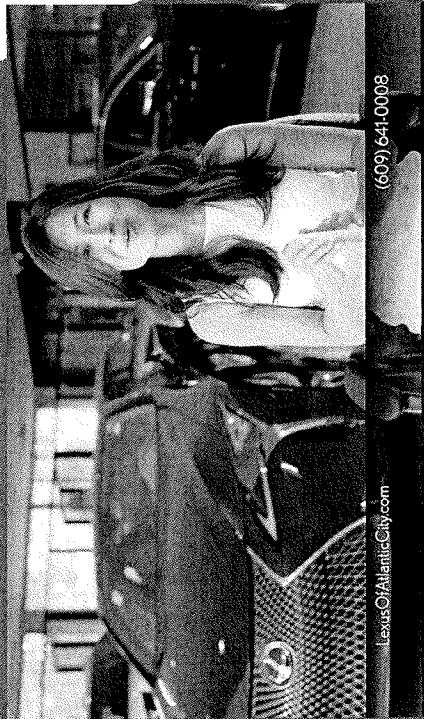
Custom Radius/ZIP code area



KPI'S & BENCHMARKS

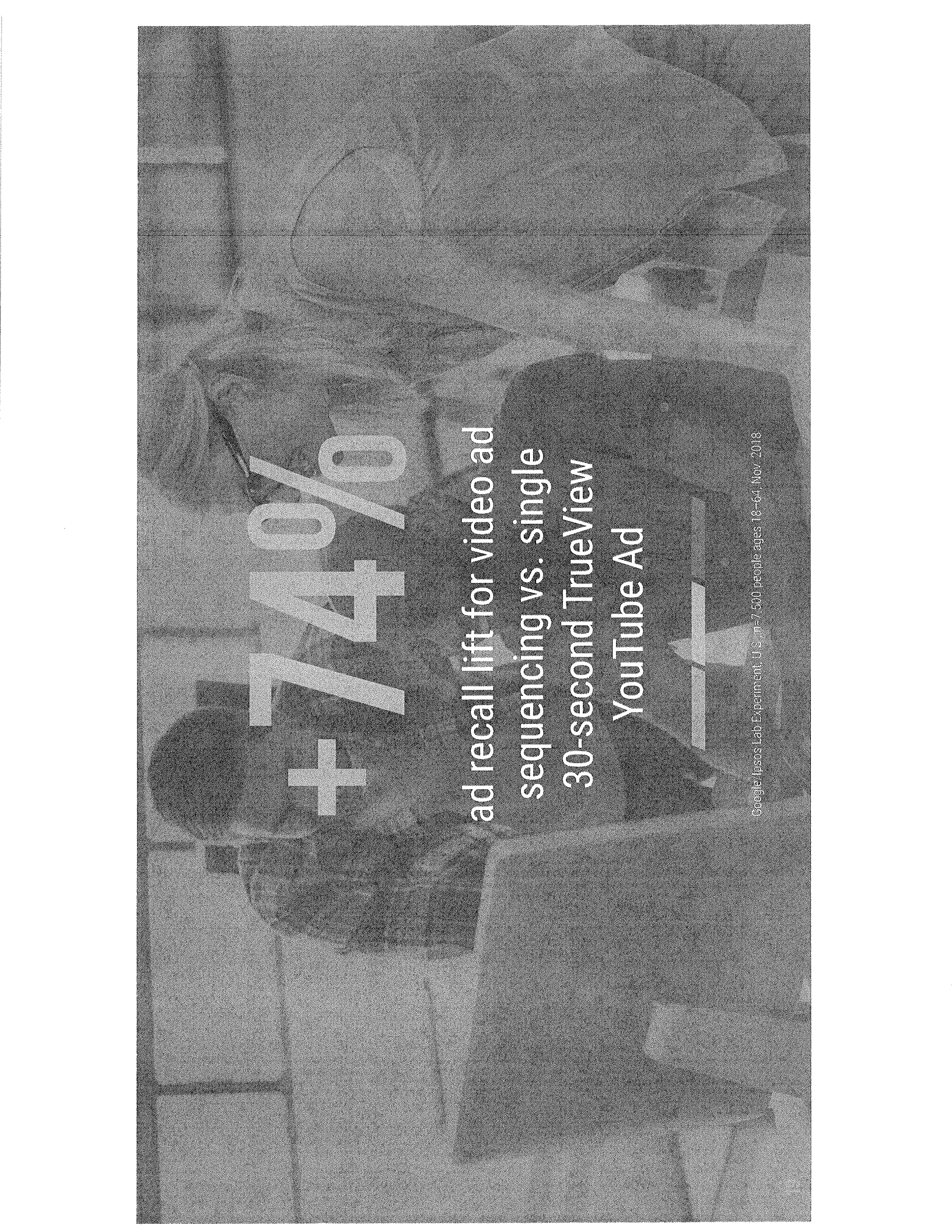
\$35 - 40 CPM or Less
95%+ View Through Rate
145,000 estimated impressions

/ MEDIA INVESTMENT: \$5,000



YOUTUBE: SEQUENTIALS

Transforming the traditional TV spot.



+74%

ad recall lift for video ad
sequencing vs. single
30-second TrueView
YouTube Ad

©Google Ipsos Lab Experiment. U.S. m=7,500 people ages 18-64, Nov. 2018.

TEASE, AMPLIFY, ECHO

Transforming the traditional TV spot.

1

TEASE

This sequence starts with a series of short videos to spark curiosity

2

AMPLIFY

Then it moves on to a longer video with more information to deepen engagement

3

ECHO

It ends with a shorter video that reminds viewers of the story and urges them to act

**SEQUENCE
INCREMENTAL LIFT
+115%**

BRAND AWARENESS (TOP OF MIND)



AD RECALL



PURCHASE INTENT



Tease, Amplify, Echo



Single 30-second Trueview YouTube Ad viewed multiple times

MEMORABLE STORY STRUCTURES

Video ad sequencing updates the traditional model, allowing you to serve up a planned sequence of ads that tell a story to customers across their purchase journey.



STREAMING AUDIO

Engage and reach your intended audience wherever they're listening.

WHY AUDIO?

Reach your intended audience wherever they're listening.



AUDIO CONSUMPTION

79% of audio consumption takes place while people are engaged with activities where visual media cannot reach users



HIGHER RECALL

According to Nielsen, audio ads increase ad recall by up to 24% over display



GROWING AUDIENCE

The number of music streaming users worldwide is expected to grow to 1.4 billion by 2022, according to Statista



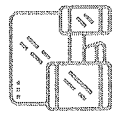
STREAMING AUDIO

Reach your intended audience wherever they're listening.



PROGRAMMATIC

Audio ads are placed programmatically across dozens of streaming platforms enhancing your reach



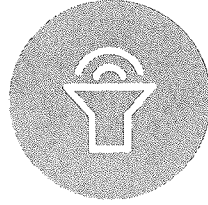
OMNI-CHANNEL APPROACH

Cross-channel capabilities across OTT, audio, native, and display



PRECISE TARGETING

Data targeting from 25+ providers, including Experian, Nielsen, Oracle, Polk, TransUnion

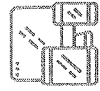


DELIVERY

- Ads can be pure audio or can also have a companion ad as an added visual.
- Served across web, mobile, tablet and smart speaker devices
- **Spot Lengths:** :30 + :15 Seconds

AUDIO MEDIA PLAN

Reach your intended audience wherever they're listening.



CROSS-DEVICE REACH

Audio ads served across premium publishers on mobile, tablet, web, and smart speaker devices



TARGETING

In-Market Lease / Brand Owners
Hispanic Audience Targeting
New Vehicle Shoppers (In Market)
Used Vehicle Buyers (In Market)



GEOGRAPHY

Custom Radius/ZIP code area



KPI'S & BENCHMARKS

Est. Impressions: 175,000+
CPM: \$22.50
85% Listen Through Rate

/ MEDIA INVESTMENT: \$4,000





SOCIAL MEDIA

Hyper-targeted, engaging social ads designated for the right audiences.

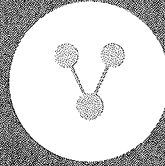
SOCIAL MEDIA SUCCESS

As social experts, we dig into the data to drive campaign effectiveness.



PLATFORM USAGE

Increased user engagement during the pandemic presents huge opportunity to drive action



OPTIMIZATION

Ability to A/B test various audiences, tactics, and creatives toward ROI



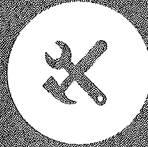
GIOVATTO SOCIAL

Hyper-targeted, engaging social ads designated for the right audiences.



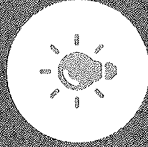
SETUP & LAUNCH

Audience builds and pixel placement



CREATIVE DEVELOPMENT

Multiple ads in appropriate sizes



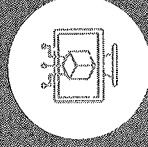
CAMPAIGN OPTIMIZATION

Ongoing A/B testing for strongest ROI



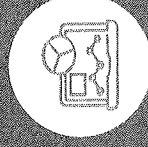
FIRST PARTY DATA

Engage with client base + build lookalikes



THIRD-PARTY DATA

Leverage the full power of Oracle Data Cloud

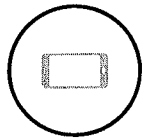


TRANSPARENT REPORTING

In-depth reporting & frequent check-in calls

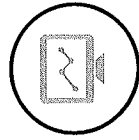
EXAMPLE AD FORMATS

Social ads designated for the right audiences.



STORIES

Stories ads let you reach your audience in a fullscreen, immersive environment and drive business results.



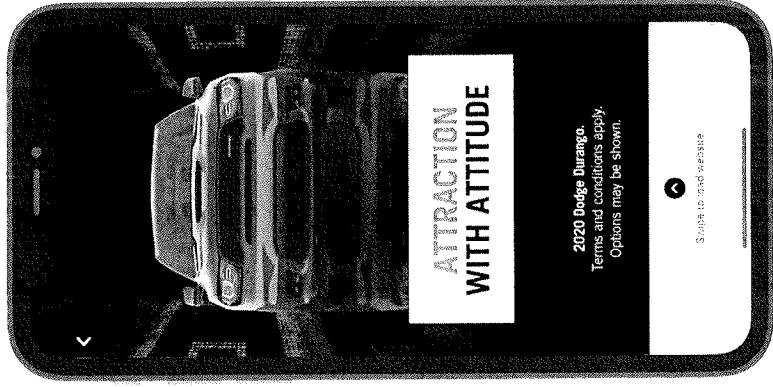
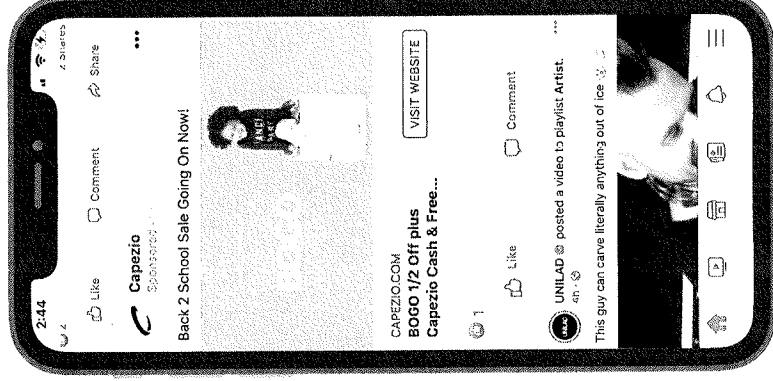
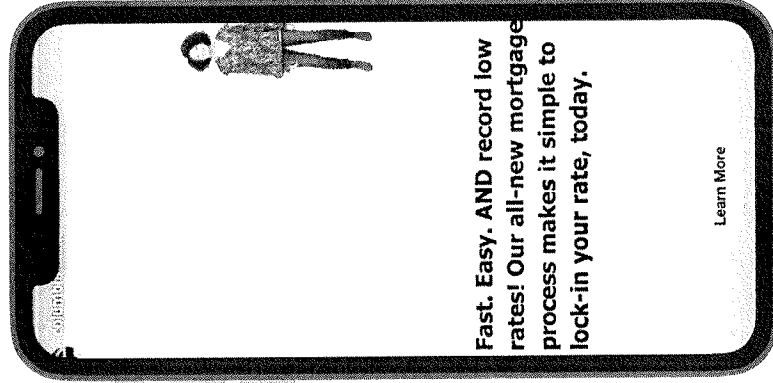
TRAFFIC AD

Social ads with engaging CTAs designed to drive traffic to your website or app.



INSTANT EXPERIENCE

A fullscreen experience ad that opens after someone engages on a mobile device. Captivating visuals used to highlight your brand, products or services.



STORIES

TRAFFIC ADS

INSTANT EXPERIENCE