**Overview:** Please find the Advanced Air Q2, 2023 marketing overview for Merced.

# **PROMOTIONS/GIVEAWAYS:**

- <u>Hawthorne Business Expo</u> We gave away two roundtrip tickets between HHR-MCE at a city event in Hawthorne, CA.
- <u>Manhattan Country Club</u> We created a promo offer for members of the family-oriented country club to take advantage of.
- <u>Tour de Pier</u> Advanced Air was a premier sponsor of a heavily-populated Southbay, Los Angeles charity event and promoted Merced at the event. We also gave away two roundtrip tickets to a lucky winner.

### **MEMBERSHIPS:**

Merced County Hispanic Chamber of Commerce- We provided a 20% discount code for members
of the Merced County Hispanic Chamber of Commerce to utilize through September 30. We also
created flyers to have them distribute to businesses around town.

### PR:

#### **EMAIL MARKETING:**

 We sent out Email Marketing Campaigns promoting Merced on April 6, May 10, and June 15 to an email list of over 3,300 recipients promoting Merced service between MCE-HHR and MCE-LAS

## **SOCIAL MEDIA:**

- On April 6, we dedicated a grid post on IG and FB promoting our fixed ticket pricing to/from Merced.
- On April 24, we promoted our crew flying to Merced for the day.
- On June 7, we included Merced in a Summer Vacation post.
- On June 12, we promoted our flight between Vegas and Merced.
- On June 19, we included Merced in a post about the ease of flying with us through HHR.
- On June 21, we promoted Yosemite/Merced.

Please let us know if you have any questions or concerns.

Thank you!