



Merced

Q2, 2023 Marketing Update

Overview: Please find the Advanced Air Q3, 2023 marketing overview for Merced.

PROMOTIONS/GIVEAWAYS:

- [Dodgers All Access](#) - Advanced Air had the opportunity to set up a booth at an intimate LASEC (LA Sports Entertainment Commission) event at Dodger Stadium and promote our service to VIP attendees. At this event, we promoted Hawthorne to Merced and gave away two (2) RT tickets.
- [Manhattan Beach Hometown Fair](#)- Donated two (2) RT tickets between HHR-MCE to one of the South Bay's largest community events of the year.

SPONSORSHIPS:

- [Mercy Medical Center Gala](#)- Supported Mercy Medical Center as a sponsor of their gala. Also donated two (2) pairs of RT tickets between MCE-HRR or MCE-LAS (one set for their auction the other for their grand door prize).
- [Mercado](#)- Served as Presenting Sponsor of the Merced Hispanic Chamber of Commerce "Mercado" on 11/2.

MARKETING:

- [Billboard](#) - Made a one year commitment with Outfront Media to promote Advanced Air x MCE service on a billboard on HWY 99. Began running September 1st.

EMAIL MARKETING:

- Sent out a marketing campaign on 7/31 promoting HHR-MCE and a fun, new way to get to Yosemite.
- Sent out a marketing campaign on 9/4 with a Labor Day promo code for Merced.

SOCIAL MEDIA: (Facebook: 3,400 followers; IG: 7,193 followers)

- August 22: Did a Merced dedicated grid carousel post promoting HHR-MCE.
- September 14: Did a Merced dedicated reel post promoting HHR-MCE.
- September 29: Did a Merced dedicated reel post promoting HHR-MCE.

PAID SOCIAL:

- Ran a one month Paid Social campaign August-September (didn't report on this in Q2 report) promoting Merced.

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

Thank you!