

# National Advertising Program

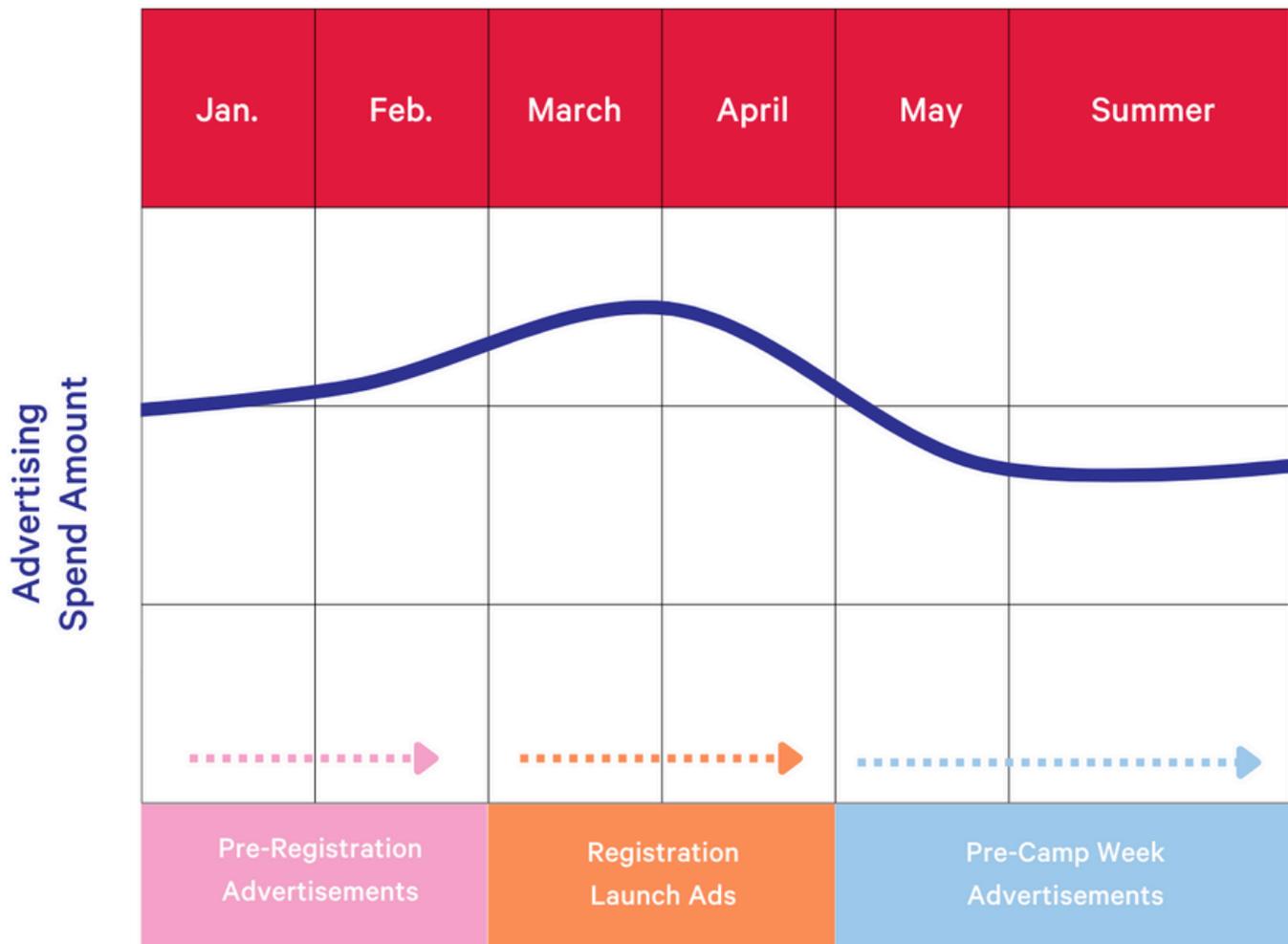
WinShape Camps for Communities

# Program Overview

One of the ways we support our Hosts at WinShape Camps for Communities is by running national advertisements on Facebook, Instagram, Google, and other advertising platforms to help promote camp. We recognize that as a Host, you have the best understanding of how to get the word out in your community. This program serves as a starting point to your marketing efforts and, when combined with a good strategy, the national advertisement awareness will help you accomplish your registration goals. WinShape Camps will run national advertisements starting before Kick Off Week, during KOW, and throughout the spring until hosts' camp dates.

*\*Based on registration numbers, WinShape Camps may opt to run more or less ads for communities.*

## WSCC National Advertising Timeline



# Digital Ad Examples

Ads will use a combination of video and imagery in a variety of different layouts. Copy will highlight the camp experience and each ad will be linked to the Host community's page or the WinShape Camps day camps page on the website. This allows us to measure success for each community.

Since ads are run through our team, we will also monitor and respond to comments that come in to ads which add value to potential parents who have questions.



Carousel



Images



Video

# Frequently Asked Questions

## **How will we know the ads are running?**

All of the ads will be done through Facebook's Business Manager. That means that these won't appear as posts on WinShape's timeline, but will appear in the targeted audience's NewsFeeds. If you are not in our target demographic you may never see an ad.

**Why are the ads running from WinShape Camps' main page?** While there are pages created for each community as a "location/store" of our main brand page, we run the ads from our main page for a number of reasons. This allows for our team to manage comments, questions, and messages that come from the ads. We have the capacity and the tools to make sure no parental interaction goes unnoticed. Secondly, a parent who may be hearing of WinShape Camps for the first time will have more content to explore if they land on our main page building trust and interest in the experience.