FAQs

General

Are there any co-branding requirements for creative assets?

Co-branding is not required by the Virginia Tourism Corporation. Ways to co-brand if design, space and content allow for it: incorporate the logo into your design, calling out Virginia is for Lovers in copy and/or tagging our "@visitvirginia" accounts, logo included on relevant campaign landing page(s).

Are there any audience requirements (regional versus drive market, etc.)?

No, however, we are able to pass along audience guidelines for teams to take as suggestions as needed.

What is the reporting cadence?

Love will deliver one wrap report at the end of the campaign (inclusive of Adara data). Optimization and pacing are tracked and reported on weekly; this will be shared via a live doc that will live in your **Partner Folder.**

Google/Meta

Is PMAX VTC eligible for FY27?

No - this year we are only including Google Search Ads in the co-op program.

For each of Meta and Google programs, do we need to provide proof of performance?

For the Meta and Google programs, invoicing information will be sent to you directly from Love Communications. You will need to provide proof of performance for the campaign total amount and append Adara pixels to the campaign.

Is this program (specifically Meta & Google) one-time only for the year or will we be able to apply quarterly?

The program is only once per fiscal year July 1st - June 30th.

Is there any flexibility to deploy co-op matching funds across a 6 or 12-month campaign period rather than being required to expend the full allocation within a two- to three-month flight?

If you are using an outside agency to manage these programs you can extend the flight time to what works best for your team. You will just need to provide proof of performance and show that the full approved amount spent before the fiscal year is complete on June 30th 2027.

Is the Tier System a minimum payment amount?

The tier system works as a 1:1 Match rate with VTC paying a portion of the tier outlined and the partner paying the other portion. (e.g.for Meta Tier 1: $2,500 paid by VTC and $2,500 paid by DMO/partner for a $5,000 campaign).

For Meta and Google there is a partner fee column cost, but then also a 15% management fee footnote? These are two different fees?

There is only a single 15% fee based on the total investment of your buy. This only applies if you are running your Meta or Google campaign through Love Communications. The partner fee column is the portion of the campaign you would be responsible for in order to get the match rate from VTC.

Does Love include creative and video as part of their services? It just says campaign setup.

Partners are still required to provide the creative assets — Love Communications will handle campaign set-up, logistics, optimization, etc., but not asset development.

For Google search and display ads managed by Love Communications, will partners be able to review ad creative before it goes live?

For launching Google Search, you will absolutely be able to be part of the process to review and approve any portion of the campaign before anything goes live.

The web page says, "Match funds will be provided at the start of the campaign once partners provide invoices for match funds to Love Communications." Does this mean that the whole amount (i.e. $5,000 for tier 1) needs to be pre-paid to Google and will be spent over 12 months?

The way the match funds will work is that Love Communications would work with you to get the match portion over to your team and you would utilize the application as an agreement that you would spend the full tiered amount before the end of the co-op fiscal year.