



Advertising

The GFLCVB advertising plan is designed to maximize exposure for the destination with creative brand messaging effectively communicated via a balanced mix of media delivering impressions and a return on investment.

Brand Positioning:

Greater Fort Lauderdale, where casual meets upscale, is a year-round destination with a genuine vibe that revolves around its water culture.

Brand Personality:

Carefree: Happy go lucky. Relaxed.

Refreshing: to your soul. Fresh air, water, sunshine.

Active: Not sleepy or retired. Lots of action and choices.

Vibrant: Clean. Revitalized. An energy that is unique to us.

Entertaining: Much to see and do. Not boring.

Sunny: Weather, beaches, attitude.

KEY FOCUS GROUP RESEARCH FINDINGS (Orlando, Boston, Chicago)

- For the first time, consumers in focus groups unequivocally confirmed that the Spring Break legacy is a thing of the past. Any Spring Break references are historical in nature as there is a clear distinction between yesteryear and the new Greater Fort Lauderdale.
- A new single-focused and differentiating brand positioning should be established.
- The dominant appeal of Greater Fort Lauderdale's water culture should be integrated into the brand identity.
- GFL offers both desirable day- and night-time environments that could be aligned with the upscale and up-to-date and a tempo for both families and couples.
- The variety of unusual and exciting activities increases in value when aligned with the benefits of freedom of choice, entertainment and relaxation.
- While people expect price promotion, value for Greater Fort Lauderdale may be delivered by giving visitors exactly what they expect to receive --- high levels of satisfaction through a modern, self-scheduling, relaxed and complete vacation.

MAJOR OBJECTIVES

- Begin to seed GFL's new brand positioning.
- Drive traffic to sunny.org.
- Drive conversions.
- Increase co-op opportunities with local hospitality partners.
- Maximize Super Bowl and Pro Bowl communication efforts.
- Increase visibility as a premier, business oriented meeting destination.
- Continue targeted messaging to specific audiences; multicultural, gay and niche.
- Increase pre- and post-cruise vacation stays/ extensions.
- Coordinate the port and airport advertising to maximize destination synergy and opportunities.

STRATEGIES

- Maintain a continuous and strong presence in the marketplace.
- Use existing TV creative with new value messaging.
- Repeat the highly successful Times Square Mega Billboard. Increase its duration to cover the coldest months while increasing organic television exposure (used as a backdrop during Talk Shows, News and Weather Reports).
- Utilize Social Media to maximize Super Bowl and Pro Bowl destination coverage.
- Develop promotion for Super Bowl and Pro Bowl that drives bookings.

- Increase partner cooperative programs to maximize efficiencies in all mediums.
- Continue “The Beach Goes On” summer messaging that focuses on Greater Fort Lauderdale’s eight beaches.
- Include stronger value (vs. retail) messaging via a wider range of traditional and online co-op opportunities.
- Build upon shoulder season events like Dine Out Lauderdale and Spa Chic.
- Monitor evolving brand perceptions.
- Maximize messaging opportunities available through partnerships to influence pre- and post-cruise bookings.

2009-2010 MEDIA PLANNING

MEDIA OBJECTIVES

- Seek new solutions that exceed past strategy goals. Develop measurement metrics with constant evaluation in order to adjust plans to current market conditions and delivery.
- Increase near-term intent to travel among first time and repeat visitors.
- Increase traffic, click throughs and conversions on sunny.org.
- Support the efforts of the state and local destination marketing organizations.
- Compensate for decreasing buying power in traditional offline media by increasing integrated online and social media, PR, promotions, direct marketing and sales efforts.

MEDIA STRATEGIES

The overall media strategy is “getting the right message in front of the right audience at the right time through the best possible vehicle.”

In the complex media environment, it is increasingly difficult to break through the clutter of travel advertising. In order to maximize the impact of the individual effort, Greater Fort Lauderdale will align all available resources.

- Create programs that extend GFL's budget through tough negotiations with value added elements that are not off the shelf.
- As the media landscape changes, evaluate and create test programs in order demonstrate ROI before shifting funds.
- Search for the right mix to drive traffic via a combination of both traditional media and digital.
- Utilize the latest research findings from Visa, DK Shiftlet, CLIA, AMEX, and ASAE to adjust media buys where applicable.
- Increase the multi-dimensional cooperative advertising programs to benefit both the CVB and its tourism partners.
- Utilize media partners to secure upscale national brands as marketing partners to share the cost of advertising and promotions.
- Repeat the strategy of scheduling media in a concentrated period to create a buzz and maximize the budget.
- Capitalize on the most successful and buzz generating 2008-2009 programs and co-ops.

Primary Target Audience:

Active adults 35-64 (average 46)
 HHI - \$100,00+
 College Educated
 Couples
 Families
 Professional Managerial

Lifestyle Targets:

Luxury
 Active adults (participatory sports)
 Spa Enthusiasts
 GLBT
 Dive Market
 Historical/Cultural Enthusiasts
 Yachting
 Fishing



MEDIA TACTICS

The campaigns will incorporate broadcast and cable television, magazines, direct marketing, electronic marketing and promotions.

Television will be a primary vehicle in 2010 to maximize Super Bowl and Pro Bowl messaging opportunities.

Out of Home: Repeat the 5000 square foot spectacular that surrounds Toy R US flagship storefront at 44th and Broadway, strategically located in the center of Times Square. Maximize impact of the beach mobile at high impact events.

Magazines: Use co-operative funds in upscale and lifestyle publications to create awareness and positive perceptions of the brand across all targets in order to pique interest to visit sunny.org.

Interactive: Sustain a consistent online presence all year with paid and organic search activity to reach an online audience that is actively searching for vacation alternatives. Support key promotional periods with geo-targeted banner and email activity to reinforce offline messaging.

- Use targeted digital media solutions to deliver affluent audiences when, where and how they consume media.
- Develop online co-op programs that allow partners to participate in highly targeted, more trackable mediums.
- Provide a depth and breadth of digital solutions that maximizes media spend utilizing powerhouse buying.
- Select websites that provide relevant content to attract the right demographic.
- Plan and buy the best mix of sites to effectively influence brand awareness
- Ad Retargeting, Spongecell, Dynamic Ad Serving, Digital Local Search, Video Ad Network, Behaviour & Contextual targeting



MEETINGS & CONVENTIONS

- Continue the co-op program in the leading meeting trade publications with new innovation franchise units and positions. Reduce the number of titles to build frequency, which will ensure more attractive merchandising opportunities.
- Introduce new online co-op programs with the meeting trades

Leaderboard Slider Ads:

add video, photos, maps content and more
Lead generation programs increase direct response

Custom E-Newsletter

Bellyband Exclusives

Midweek Newsletters

Digital Post Cards

Hot Idea of the Day

Destination Spotlight