



## ADVERTISING PLAN

2006 – 2007

### GOALS

- Increase overnight visitation to more than 5.8 million visitors.
- Develop international and national award winning advertising campaigns through innovative creative.
- Maintain the CVB's cooperative advertising program by securing 25 industry partners with a combined \$250,000 to augment the destination's advertising efforts.
- Continue to build St. Petersburg/Clearwater – Florida's Beach brand as a premier beach resort destination.
- Generate visitor inquiries to industry partners.
- Maximize media expenditures by securing added value benefits (no trade show fees, web advertising, lead capture, email distribution, etc.) from all applicable media purchases.
- Create and implement 8 – 10 targeted destination promotions to include specific options for all seasonal campaigns.

### STRATEGIES:

- Continue to globally brand St. Petersburg/Clearwater – Florida's Beach as a premiere beach resort destination in accordance with the Board of County Commission's 2010 vision. Advertising imagery and copy will convey a high-end, upscale and diverse destination. Messaging will communicate directly to each target market.
- Effectively communicate the destination's diverse beach experiences in the context of personal authenticity.
- Continue to leverage the destination's award winning beaches in advertising copy. Sustained emphasis will be on Fort De Soto Park and other beaches ranked by Dr. Beach. Also included will be rankings designated by the Travel Channel and Blue Wave Beaches. Additional beach rankings will be communicated as they transpire.
- Showcase the diversity of visitor experiences in targeted marketing messages. Focus on arts and culture, nature-based, sports and recreation, history/heritage, shopping and dining tourism communications and promote actual names of destination assets in the messaging and shift away from generic experience referencing where appropriate.
- Aggressively target the Hispanic, African American and Gay/Lesbian market segments . Tailor authentic messaging to these markets focusing on experiential activities aligned with each segment as well as positioning the destination appropriately for each (i.e. as a "Detox" getaway).
- Efficiently allocate online media dollars by market segments to maximize web exposure and drive visitation to the respective website/microsite.
- Maximize consumer advertising expenditures in Canada, Germany, Central Europe and United Kingdom/Scandinavia/Ireland and grow relationships with select tour operators where applicable.
- Evaluate available travel research on a continual basis to ascertain consumer buying habits, travel trends, and travel preferences to assist in crafting destination advertising initiatives.
- Utilize appropriate media to promote the destination to niche markets: golf, weddings, small town/ downtown, culture and nature-based enthusiasts.
- Facilitate cooperative media purchases in conjunction with local tourism industry partners.



- Leverage online weather triggers in the Midwest and Northeast markets during winter through select media channels to optimize impact and investment.
- Continue to position St. Petersburg/Clearwater as a destination with a diverse collection of award-winning beaches featuring outstanding culture, downtown/small town flavor and golf opportunities. The destination will be positioned favorably to higher disposable income travelers while delivering experiential and value messaging to less affluent consumers.
- Develop custom creative geared toward channel-specific audience (i.e. print, broadcast, web, outdoor, electronic, etc.). Use appropriate imagery and messaging that is most effective for key consumer audiences based on lifestyle & activity interests
- Develop custom communications per market segment (families, couples, multihousehold groups, singles, multi-cultural and multi-ethnic groups, gay/lesbian travelers, golfers, nature travelers, etc.) using specialty publications and websites to generate overnight visitation to St. Petersburg/Clearwater – Florida’s Beach.
- Design cooperative advertising communications to drive inquiry “direct-to-partner” for additional information and to facilitate bookings.
- Continue to reinforce geographic location of the destination, ease of access, convenience of airports, 361 days of sunshine, and 35 miles of white pristine beach coastline and overall safety of the area.
- Plan and target media based on identified geographic, demographic and socioeconomic audiences.
- Schedule media during key periods of the year to align with target market’s travel patterns and purchase behavior as evidenced by research (seasonal trends).
- Strongly negotiate all media buys and secure added value benefits where possible.
- Increase budget allocations to media vehicles that drive positive results.
- Maximize media investment through enticing cooperative media programs.
- Develop partnerships and relationships with key media that produce relevant editorial on the destination.
- Leverage media expenditures across all CVB departments to maximize investments and create media efficiencies.
- Maintain a flexible and adaptive media strategy to take advantage of unexpected media opportunities and to be positioned to react to market conditions should external forces impact travel behavior.
- Produce quarterly campaign effectiveness reports to gauge advertising results.
- Identify and contact feeder market radio stations, newspapers, publications, and other viable media outlets to generate interest in developing destination promotional programs, including trade-out of product.
- Continue to identify, target and communicate with the promotional departments of major air carriers flying into TPA & PIE to create unique promotional programs for the destination.
- Identify and contact prospective non-travel corporations to determine interest in cooperative promotions to increase awareness and business to the area.
- Allocate sufficient promotional media and production dollars to work with select vendors that require paid placement to participate and administer promotions and/or sweepstakes.



## TARGET MARKETS

Consumer marketing communications will be directed to select consumer markets to include: couples, families, multi-household groups, multi-cultural groups, the mature market, African American market, Hispanic market, Gay/Lesbian market, and the tour trade industry. The creative message will be targeted through strategic media execution based upon the target markets media consumption.

### *Leisure Consumer*

- Multi-generational families (grandparents, parents and grandchildren looking for a beach visit/getaway year-round)
  - Females 35 – 54, Median HHI \$90,000+.
  - Looking for family attractions, beaches, and activities
- Couples and multi-household groups (looking for unique activities in a year-round destination):
  - Adults 25 – 54, HHI \$85,000+.
  - Interested in arts/culture, nature/eco travel, beaches, unique shopping, restaurants, nightlife and golf.
- Mature audience:
  - Adults 55+, HHI \$90,000+.
  - Couples and singles looking for a weather-friendly vacation destination.
  - Interested in arts/culture, shopping, restaurants, beaches, golf and unique experiences.
- Outdoor Enthusiast:
  - Younger to middle age adults 20 – 54, HHI \$40,000+.
  - Those seeking outdoor activities, sports or recreation as part of their travel experience.

### *Travel Trade/Tour Operator Customers*

- Domestic
  - Liberty/GoGo.
  - Certified Vacations.
  - Southwest Vacations.
  - Travel Impressions.
  - US Airways Vacations.
  - Mark Travel.
  - MLT.
  - NLG.
- Canada
  - CAA
  - Canjet
  - Conquest Vacations
  - CFRB Talk Radio



- Who's Who Directory
- World of Vacations/Air Transat
- Visit USA/Committee
- Germany/Central Europe
  - Dertour
  - Meiers Weltreisen
  - Thomas Cook/Neckerman
  - TUI/Arke Holland
  - Rufen Reisen
  - Kuoni Switzerland
  - Sky Tours Switzerland
  - FTI Touristik
  - Who's Who Dictionary
  - Visit USA Committee
- United Kingdom/Scandinavian/Ireland
  - British Airways Holidays
  - Delta Vacations
  - Kuoni North
  - Premier Vacations
  - See America
  - Tour America
  - Travel City Direct
  - Virgin Holidays
  - Visit USA Committee

#### *CVB Industry Trade*

- Corporate/association/incentive and group meeting travelers.
- Sports organizers, athletic teams, organizing bodies, coaches and recreation groups.
- Film producers, directors and the print film trade.
- Special events, concerts and unique attractions.
- Travel agent/tour operator/receptive market.

## FEEDER MARKETS

Traditional feeder markets in the Midwest and Northeast will continue to serve as the foundation of media placement. Drive market placement will be emphasized during key times throughout the year to generate Florida and Southeastern visitation.

Communicating the close proximity and convenience of the three international airports (St. Petersburg/Clearwater International Airport, Tampa International Airport and Orlando International Airport) to the



destination will competitively position the area to domestic and international fly markets.

Additional markets of opportunity will be identified through evaluation of research with greatest potential for overnight accommodation use to the destination.

*Domestic:*

- Florida, Southeast and drive markets.
- Midwest and Northeast.
- Opportunity markets.

*International:*

- Canada.
- Germany/Central Europe.
- United Kingdom/Scandinavia/Ireland.

*Seasonality:*

- Fall (September – December): Drive markets, Midwest and Northeast feeder markets.
- Winter (January – April): Midwest and Northeast feeder markets.
- Spring/Summer (May – August): Midwest, Northeast and Florida drive markets.
- Late Summer/Back to School (August – September).
- Fall, Winter and Spring: International markets (Canada, Germany/Central Europe and United Kingdom/Scandinavia/Ireland); support traditionally strong summer business.
- Meetings, Sports and Film markets year-round.
- Other CVB departments where appropriate.

## COOPERATIVE ADVERTISING

Cooperative advertising is an integral part of the overall strategic advertising plan. Combining resources to market and promote the destination has successfully enhanced the destination's advertising effectiveness. It increases exposure for St. Petersburg/Clearwater – Florida's Beach through incremental media investment paving the way for additional reach and frequency.

Partnering allows the CVB to deliver a retail message in the destination advertising that can assist in driving visitors to suppliers by merchandising their call-to-action offers in a unified format.

*Advertising Fair:*

- More than 50 media opportunities provided at a discount.
- Opportunities across all media channels starting at \$178.
- Maximized media budget through partner contribution.

*Destination Marketing Organizations:*



- Partnership opportunities with industry groups: Travel Industry Association of America, Visit Florida, Orlando CVB, Tampa Bay CVB, Seven County Gulf Coast Golf Partnership, Pinellas County Chambers and other regional DMO's to maximize marketing investment and increase visitation.

#### *Airlines/Tour Operators:*

- Direct partnership opportunities with airlines (Southwest, USA 3000, etc.).
- Partnership programs with travel retailers (Southwest Vacations, Certified, etc.).
- Partnership with tour operators (Mark Travel, Liberty/GoGo, Conquest, Dertour, TUI, etc.).
- Leverage destination message through media agreements and promotional opportunities.

#### *Attractions:*

- Partnership opportunities with attractions (Museums, Busch Gardens, Devil Rays, Phillies and Blue Jays, etc.).

#### *Events:*

- Partnership opportunities with signature events/activities
- (Honda Grand Prix, Outback Bowl, Ford Ironman World Championship 70.3, Clearwater Jazz Holiday, Florida African American Heritage Celebration, PGA golf tournaments, etc.).

## ADVERTISING CREATIVE

#### • *Ads:*

- Magazine
- Newspaper
- Online
- TV
- Radio (promotions)
- Co-op
- Sports
- Film
- Event Partnership
- Tour Operator Directories
- Meetings and Conventions

#### • *Collateral Materials:*

- 2007 Visitors Guide:

The 2007 edition will retain a similar format to the 2006 edition; however, photography and editorial stories will be new and *updated*. The guide will continue to emulate the design characteristics of an upscale travel publication. It will be a four color, 8" x 11" vertical format, with approximately 96 pages. The cover photo will feature a signature beach image. Editorial copy will feature the area's diverse offerings and contain supplier listings and formatted advertising. Guides scheduled to be delivered in October 2006. Planned production:

- English – 200,000
- UK – 24,000



- German – 14,000
- Spanish & French (carryover from 2006 – 2 yr print cycle)
- 2007 Area Guide (rack brochure with map) :
  - Creative look will mirror 2007 Visitor Guide.
  - Planned production: 400,000
- Superior Small Lodging (SSL) Directory
- African American market collateral
- Hispanic market collateral
- Gay/Lesbian market collateral
- Post Cards
- Event Brochures
- Trade Show Displays
- Cultural Brochure
- Golf Brochure
- Display booths/panels
- Visit Florida Welcome Center Displays
- National Tourism Week Materials
- Destination Visitor Profile Brochure
- Ad Fair Manual
- Flyers/Posters (i.e. top beaches, sun & fun, golf, etc.)
- CVB Department sales materials
- *Electronic Materials:*
  - Continuous updates and enhancements to consumer website, [www.FloridasBeach.com](http://www.FloridasBeach.com).
  - Ongoing development of community portal, [www.FloridasBeach.org](http://www.FloridasBeach.org).
  - CVB department sites – increased functionality and content.
    - [www.FloridasBeachMedia.com](http://www.FloridasBeachMedia.com)
    - [www.FloridasBeachMeetings.com](http://www.FloridasBeachMeetings.com)
    - [www.FloridasBeachTravel.com](http://www.FloridasBeachTravel.com)
    - [www.FloridasBeachSports.com](http://www.FloridasBeachSports.com)
    - [www.FloridasBeachFilm.com](http://www.FloridasBeachFilm.com)
    - [www.FloridasBeachEvents.com](http://www.FloridasBeachEvents.com)
    - [www.FloridasBeachEducation.com](http://www.FloridasBeachEducation.com)
  - Meeting Planner's CD/DVD.
  - Film Commission CD/DVD.
  - Public Relations Media CD.
  - Target Email Communications (organic and purchased lists).
  - Sales Video Development.



- Sales Presentation Creation.
- Online Content Creation (podcasts, web editorial, email editorial, video creation, deployment and integration, flash, multimedia, etc.).
- Creation of targeted Microsites (African American, Hispanic, Gay/Lesbian, German, etc.).
- Interactive Marketing Elements (i.e. game development, viral communication content, blog tool integration, vacation photo tool, etc.).

## MEDIA

### *Consumer Print:*

- Utilize consumer print (consumer magazines, local and national newspaper, annual vacation guides and directories) to visually convey the destination's experience and drive inquiry through toll free numbers and Website.
- Implement creative, cutting-edge ads that differentiate the destination with compelling messaging.
- Align with Florida, travel and weather-related content for relevancy (travel and vacation guides, Florida supplements).
- Use targeted print to reach key market segments based on lifestyle (couples, families, nature enthusiasts, travel enthusiasts, boomers, etc.).
- Implement national reach to generate geographic awareness of St. Petersburg/Clearwater – Florida's Beach.
- Increase publication frequency levels where appropriate.
- Leverage national Visit Florida media executions when possible.

### *Broadcast:*

- Utilize television to communicate and sell the diverse beach experiences of St. Petersburg/Clearwater – Florida's Beach.
- Integrate radio as part of specialized promotional opportunities.

### *Online Media:*

- Effectively target, and directly communicate to, each individual market segment to increase channel success.
- Increase online investment to target African-American, Hispanic and Gay/Lesbian markets.
- Increase brand awareness and direct response. Direct response will be the focus with cooperative initiatives.
- Use a variety of online channels with relevant destination content to expose and drive visitation to the destination. Align with travel and niche lifestyle content sites to reach target markets in the process of researching travel.
- Continue to use pay-for-click online advertising where effective (Google and Yahoo).
- Utilize targeted third-party email newsletters, where appropriate, to extend online reach and leverage subscriber audiences.
- Leverage CVB opt-in database to communicate destination message and relevant content.
- Capitalize on new ad technologies to deliver emotional "experiences."
- Track performance through qualitative & quantitative reports.



*Trade Publications:*

- Continue to extend reach and maximize media investments through cooperative media programs with local tourism industry.
- Focus on Florida trade publications such as FSAE, TSAE.
- Select targeted trade publications that provide the greatest ROI to the destination.
- Align advertising with custom Florida and Gulf Coast meeting planning editorial.
- Negotiate trade show exposure as added value.

*Specialty Markets & Events:*

- Outback Bowl
- Chrysler Championship
- Jazz Holiday
- Blues Festival
- Honda Grand Prix
- Ford Ironman World Championship 70.3
- Sail Expo
- Florida African American Heritage Celebration
- Tampa Bay Gay & Lesbian Film Festival
- Sporting events
- St. Petersburg Devil Rays
- Philadelphia Phillies
- Toronto Blue Jays
- Promote area facilities to coaches and athletic directors making sports travel decisions.
- Work closely with special events management to assist in creation and promotion of targeted events.

*International:*

- Continue working diligently with the trade to facilitate travel to St. Petersburg/Clearwater – Florida's Beach from key international markets.
- Create and leverage stronger partnerships with key tour operators.
- Explore coop investment with Visit Florida and other Florida CVB's, where appropriate.
- Provide CVB international offices with marketing tools to enhance lead generation and deliver robust sales presentations.