

PUBLIC RELATIONS

March 2014

Prepared by: Paradise Advertising & Marketing

VISITING MEDIA & INDUSTRY MEETINGS

Der Spiegel online journalist Angelika Franz: March 4-7, 13-14

VSPC secured access to local attractions, including the Dali, and Clearwater Marine Aquarium, and provided itinerary guidance to German journalist Angelika Franz.

COPA FAM (Brazilian journalists): March 14-17

Hosted by the Hotel Indigo, VSPC organized and supported a COPA FAM for Brazilian journalists Liliane Correa de Freitas (Estado de Minas), Hans von Manteuffel (Jornal o Globo), Gabriel Braga Pereira Machado (Jornal A Critica), Marco Antonio Mendes Clivati (Viaje Mais magazine), and Antonio Eduardo Gregori (Correio Popular). As such, the itinerary included detailed visits to attractions in both St. Pete and Clearwater, including the Dali Museum, Clearwater Marine Aquarium and Tarpon Springs.

TVA publications (Quebec), journalists Simon Boucher and Marie Poupart: March 26-28

VSPC secured access to local attractions, including the Dali, and Caladesi Island State Park, and provided itinerary guidance to French Canadian writers Simon Boucher and Marie Poupart who are writing a book on the best of Florida to be launched in Montreal in the fall.

FAM FOLLOW-UP and PREPARATION

Liaised extensively with Visit St. Pete/Clearwater partners

- Secured attraction tickets and lodging for COPA Brazilian journalists, Ceil Miller-Bouchet (National Geographic Intelligent Traveler) and Jennifer Hartley (Ottawa Life)
- Handled VISIT FLORIDA seafood-themed advertorial

MEDIA RELATIONS

Coordinated media pitch/interviews, requests (and follow-up) to:

- COPA FAM journalists and Angelika Franz, Der Spiegel
- Ceil Miller-Bouchet, National Geographic Intelligent Traveler
- Jennifer Hartley, Ottawa Life
- Discover America Canada (pet-themed request)
- InFashion Magazine (Maria Lucia Hernandez Guido)
- April Orcutt, LA Times
- Invitations to Dali cocktail reception (Economist, EuroNews, International Herald Tribune)
- Collaborate magazine

- French Canadian journalists Simon Boucher and Marie Poupart

PARTNER COMMUNICATIONS

- Contacted major venues (including the TradeWinds, Vinoy, Hotel Indigo, the Don CeSar) regarding media accommodations
- Liaised with VSPC and Dali partner on upcoming Picasso cocktail reception
- Liaised with Visit Tampa Bay regarding COPA FAM in March
- Liaised with VISIT Florida regarding seafood themed piece

EVENTS

- Helped coordinate manaphin-related story on an ongoing basis (created website, updated text and graphics/video)

TWITTER

@VSPC

- Interactions (engagement): 5,472
- Potential Impressions: 14.5M
- Potential Reach: 2.7M
- Retweets: 1,430
- Bit.ly clicks: 110K

INSTAGRAM

- 73 posts, 5,720 photo likes and comments
- 3 most popular uploads:
 1. <http://instagram.com/p/lSm1bOqsQb/>
 2. <http://instagram.com/p/lVyI0RKsaM/>
 3. <http://instagram.com/p/liVHxNqsTR/>

FACEBOOK

- 1,054,827 total reach
- 2,025,134 total impressions
- 1,374 new likes
- 101,315 people engaged

YOUTUBE

- 270,906 views
- 199,973 minutes watched