



ST.PETE
CLEARWATER

"WARM UP TO WIN" INTEGRATED ACTIVATION RECAP

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Campaign Goals

Create a winter message and activation overlay that positions St. Pete/Clearwater as the ideal destination for a winter getaway and inspires our audience to engage with the St. Pete/Clearwater brand.



Strategies

- Create a spectacular sweepstakes to get audiences excited about a potential trip to St. Pete/Clearwater and inspires entry
- Promote through integrated messaging in key fly market placements
- Develop a focused opportunity to reach New Yorkers through a high-profile pop-up event leading up to “National Plan For Vacation Day” and at the New York Travel & Adventure Show
 - Create a PR splash through earned media
 - Generate immense foot traffic + desire to visit the destination
 - Increase lead generation database through sweeps entries

Fly Markets

- Extend **campaign sweepstakes with TradeWinds Island Resorts** - the chance for one lucky fan to win **five years of free trips** to TradeWinds on St. Pete Beach. Why 5? Because there are endless ways to experience our destination.
- Included on gas station screens and charging stations



New York Travel and Adventure Show



Trade show presence at the 2-day New York Travel & Adventure Show 1/28-1/29

Integrated influencer marketing campaign - three NYC brand ambassadors came by to create content

New York Pop-Up Event



Experiential pop-up event on Jan. 31 - in tandem with *National Plan for Vacation Day*

Integrated paid media campaign spanning digital, live broadcast **at the pop-up event**



Earned media outreach to top-tier travel outlets with articles resulting in outlets like Thrillist, Yelp and more.





Results to date

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3 New York City Media Events

21,578 Attendees at the New York Travel + Adventure Show

1,700+ Attendees at the Warm Up To Win 1/31 Pop Up Event

24,336+ Sweepstakes Entries to Date

26 Social Posts from Influencers, Reaching **76,100** Fans

358 Earned Media Placements

216.2M+ Public Relations Impressions

5.2M+ Paid Media Impressions

Looking ahead

- Sweeps live through March 31, 2023
- Gas Station TV and EV Charging Stations media live through March 19, 2023
- Continue to highlight the campaign, promote the sweeps at TradeWinds Island Resorts through newsletter and media outreach
- Retarget sweeps entrants who opted into VSPC/TradeWinds database

THANK YOU!

