

# Rooster.

## Monthly Marketing Report

ST. PETE/CLEARWATER

May 2023

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Bi-weekly PR calls	Rooster took part in bi-weekly PR calls with all agencies.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call	Monthly call.
BH&P mailing house	Rooster continues to liaise with mailing house. Liaised with Katie and mailing house re delivery of new Gulf to Bay Magazine.
Trade database	Continue to record all trade activity including face to face meetings, calls and campaigns on SimpleView.
Marketing and PR planning document	Rooster continues to update and review the document to ensure all opportunities are explored, evaluated and actioned.

Account management, activity and planning.

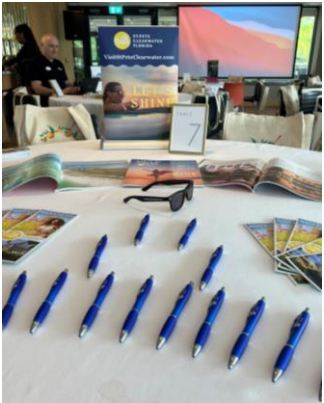
Activity	Description
TDC meetings	Continued to supply various reports as requested, along with stats, plans and SWOT prior to the meeting. Attended the meeting, presented on the activity from this region along with proposed activity for the next fiscal year.
IPW	Attended the event and met with key buyers from our region. Campaigns for FY23/24 will be fed into the planner and sent for approval before activation.  <i>Status: Ongoing, follow up in progress.</i>

Consumer & Trade engagement opportunities.

Activity	Description
Thomas Cook/ WW	<p>The destination will be the solus holiday competition provider over a 6-month campaign in conjunction with WW (Weight Watches) and Thomas Cook. VSPC will provide the hotel, transfers, and a couple of attractions, Thomas Cook will cover the flights.</p> <p>The mechanics is a membership incentive, “invite a friend” scheme. The incentive will be for members to win a holiday for 2, the winner will be the member who has signed up the greatest number of friends. The campaign would run from mid-end of July, through to December, with a big comms pushes from WW throughout the period (every 2 months) as well as always on activity.</p> <p>Channels involved in each push include: CRM – 180,300 email opt-ed in members Organic social – 170K In-app push notifications &amp; tiles – all members have the app Workshops – including members that attend workshops</p> <p>At the end of the campaign a ‘special price holiday to St. Pete/Clearwater’ will be sent to all those that opt in to receive information from Thomas Cook.</p> <p><i>Status: Ongoing; awaiting confirmation of accommodation for prize winner, itinerary to be shared early-June. Wrap-up report attached.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Visit Florida Sales Mission UK & Ireland (2-5 May)	<p>Rooster attended the <b>Visit Florida Sales Mission for UK and Ireland</b> (2-5 May). This involved a Rooster member travelling to Dublin, Cork, Edinburgh, and Preston (Gold Medal Office), the purpose to educate the travel trade why St.Pete/Clearwater is a must 'stay' holiday destination for their clients. Each event consisted of 'speed training', before partaking in an evening of networking.</p> <p><b>The</b> trade contacts will be added to our database, and followed-up to with further key selling points, to continue to increase brand awareness of the destination.</p> <p>Status: Roadshow completed; follow-ups scheduled for June</p>



## Consumer & Trade engagement opportunities.

Activity	Description
Ocean Holidays	<p>Rooster has secured a month campaign with Ocean (Florida) Holidays. Showcasing all that VSPC has to offer as well as promoting the ease of twining the destination. The campaign includes:</p> <p>Social Media – organic posts 1,000 reach (consumer)  Ocean Florida website – offers/promotions 35,000 impressions (consumer)  Solus e-newsletter – 200,000 reach (consumer) Blog – 5,000 reach (consumer)  Social Media – Facebook 800 reach (Trade) and Email – Offer lead 600 reach (Trade)</p> <p><i>Status: Campaign Report attached.</i></p>
Camp Bestival, Shropshire	<p>In August (17-20), Rooster will be participating in a consumer activation in the UK. We will host a Visit St. Pete/Clearwater activation stand to engage festival goers and spread the word of the destination.</p> <p>All information on festival has been sent to client. Rooster are in continuous communication with Live Nation.</p> <p><i>Status: Position in festival has been confirmed, contract from Live Nation signed. Staff accommodation has been confirmed. Moving forward with all planning of event.</i></p>
Brand USA/Winter Campaign	<p>Campaign was recommended by Rooster as part of this years Brand USA marketing promotions. We feed in with recommendations to ensure that the executions and content are relevant to the UK market and will spark interest and bookings. Launching week of 16 January 2023 ends 31<sup>st</sup> March.</p> <p><i>Status: All assets have been received. Campaign complete, Rooster awaiting wrap-up report – expected in late-May-June</i></p>

## Consumer & Trade engagement opportunities.

Activity	Description
Group Trade Fam (14-18 June 2023)	<p>To reward and recognise our closest trade partners who keep business driving to the destination, we are hosting a group trade FAM trip for June 2023. See invited attendees below:</p> <ul style="list-style-type: none"> <li>• Thomas Cook (Emma Newman)</li> <li>• Trailfinders (Charlie Baxter)</li> <li>• Charitable Travel (Lizzi Trimble)</li> <li>• Virgin Holidays (Diane McPherson)</li> <li>• Swanson's Travel (Johanna Eliasson)</li> <li>• Rooster lead (Ben Williams)</li> </ul> <p>2 nights will be spent in St. Pete at the Postcard Inn (confirmed), and 2 nights spent in Clearwater (Clearwater Marriott Suites on Sand Key – payment to be taken).</p> <p>Status: Continue making all arrangements for trip. Liaising with Rose &amp; various partners for Clearwater hotel stay. Flights booked, and itinerary suggestions shared with Rose.</p>
Discover America Sweden Roadshow (25-28 September)	<p>Rooster has confirmed attendance for the Discover America Sweden Roadshow partaking in Stockholm, Gothenburg and Malmo, where a Rooster member will attend and train/educate key members of the trade who sell St. Pete/Clearwater to the Scandinavian market.</p> <p>Status: Attendance confirmed – flights and hotel booked. Itinerary to follow.</p>

Newsletters.

Activity	Description
Consumer database	'Escape to the Great Outdoors of St. Pete/Clearwater!' Shared with a database of 15,044 with an open rate of 30.00%
Trade database	'New Hotels in St. Pete/Clearwater Continued...'. Shared with a database of 462.



Rooster.

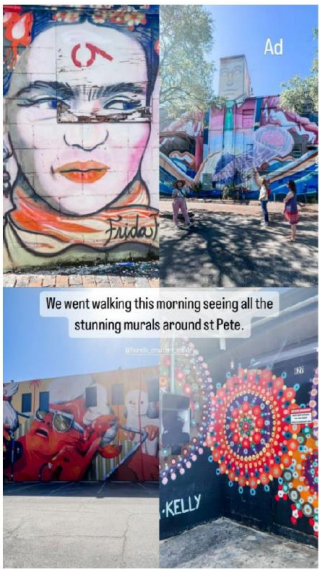
We are pr.®

# Social coverage highlights.

[View the CoverageBook here.](#)



money mum official



Ad

Gemma Bird  
54 Parenting  
05/06/23

We went walking this morning seeing all the stunning murals around st Pete. @florida\_craftart\_gallery Ad @icelollyholiday @visitflorida

18.5K	19.2K	41.5K	16.8K	1.1K	Verified
Money Mum x Iceolly	Mentioned campaign's tracked keywords				
Reach	18.5K				
ER	0.43%				
EMV	\$21.4K				

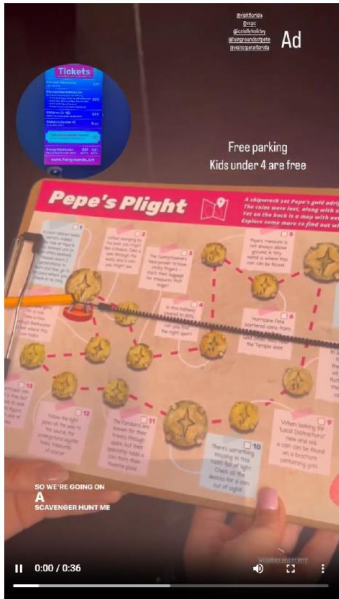


Ad

Gemma Bird  
54 Parenting  
05/04/23

Ad @icelollyholiday @visitflorida We have now arrived at @residenceinnmiamiwade The hotel is beautiful and budget friendly. It is set alongside the waterfront And near the beaches which I can not wait to show you all! Xx

25.9K	26.6K	515	19.9K	1.9K	Verified
Money Mum x Iceolly	Mentioned campaign's tracked keywords				
Reach	25.9K				
ER	0.15%				
EMV	\$29.9K				



Ad

Gemma Bird  
54 Parenting  
05/07/23

Ad Free parking Kids under 4 are free @visitflorida @vspc @icelollyholiday @fairgroundsstpete @viststpeteflorida

17.1K	17.9K	370	15.3K	1.3K	Verified
Money Mum x Iceolly	Mentioned campaign's tracked keywords				
Reach	17.1K				
ER	0.11%				
EMV	\$19.8K				

Date	Publication	Reach (MUU/circ)	Headline / link
05.13.23	Daily Express	179,000	Big Deal (PDF)
05.13.23	Irish Daily Mirror	28,600	Big Deal (PDF)
05.13.23	Daily Mirror	329,000	Big Deal (PDF)
05.13.23	Daily Mirror Northern Ireland	1,160,000	Big Deal (PDF)

Media materials and liaison.

Activity	Description
Proactive pitching / media meetings	<p>Rooster pitched specific angles of the destination to various travel, trade and consumer media including, <b>The Mirror, The Sun, Daily Express</b> and various freelancers.</p> <p>Rooster had two media meeting: Molly Codyre (<b>Foodism &amp; Escapism</b>) and Cathy Adams (<b>The Times</b>).</p> <p><i>Status: Ongoing.</i></p>
Pitch: Ocean Florida Late Deals	<p>Rooster drafted late deals pitch with offers from Ocean Florida and shared with relevant travel editors and journalists.</p> <p><i>Status: Complete.</i></p>
Press release: Festivals in SPC	<p>Rooster finalised next release on Festivals in SPC. Release shared for approval, to be distributed early June.</p> <p><i>Status: Ongoing – awaiting client approval.</i></p>

## Media and influencer trips.

Activity	Description
Press trip outreach	<p>Rooster continues press trip outreach and liaison, focusing on individual trips.</p> <p><i>Status: Ongoing.</i></p>
Group press trip: May 2023	<p>Rooster liaised with journalists attending the group press trip from Bella Magazine, Reach PLC (national &amp; regional), The Scottish Sun, and Irish Mirror/Daily Star.</p> <p>Rooster reached out to partners to confirm full five-day press trip itinerary.</p> <p>Rooster hosted press trip, followed up with partners, and managed post-trip follow ups with journalists. A full press trip report will be shared in May.</p> <p><i>Status: Trip complete – coverage pending.</i></p>
Press trip: Boutique Adventurer	<p>Rooster liaised with Amanda O’Brien on trip in May around IPW (in collaboration with Visit Tampa Bay). Rooster finalised itinerary and Amanda’s trip took place in May. Follow up has commenced.</p> <p><i>Status: Trip complete – coverage pending.</i></p>

## Media and influencer trips.

Activity	Description
Influencer trip: Money Mum	<p>Rooster liaised with Visit Florida team and Gemma Bird on trip in May, in collaboration with icelolly.com campaign. Rooster managed partner outreach for the itinerary and trip has taken place.</p> <p><i>Status: Complete – coverage secured and report shared.</i></p>
Influencer trip: Reena Simon	<p>Rooster liaising with influencer Reena Simon on possible visit in October 2023. Conversations ongoing with Visit Florida team.</p> <p><i>Status: Ongoing – awaiting next steps from Visit Florida team.</i></p>



Please feel free to contact any member of the VSPC team should you have any queries or concerns regarding this report.

Jayne Brooke, Sales & Marketing Director

Charlotte Wright, Account Director

Ben Williams, Marketing Manager - Destinations

Rosie Crass, Senior Account Executive

Peter Gregory, Account Executive

[TeamVSPC@rooster.co.uk](mailto:TeamVSPC@rooster.co.uk)

+44 (0)20 3440 8930

[www.rooster.co.uk](http://www.rooster.co.uk)

[@RoosterPR](https://www.instagram.com/RoosterPR)

The Ministry  
79-81 Borough Road  
London SE11DN

