



FY 2024 MEDIA PLAN

Tourist Development Council – 10/18/2023

MARKETING STRATEGY



Marketing Objectives

- Drive visitation
- Build awareness and intent
- Engage meaningfully to drive conversions
- Increase visitor spend
- Position St. Pete/Clearwater as a premier destination with a diverse collection of world-class arts and culture
- Highlight inclusive and diverse culture of the destination (accessibility)



Marketing Strategies

- Prioritize markets offering the greatest opportunity to generate visitation
- Use a media mix that will reach consumers across multiple touch points
- Identify opportunities to elevate the brand through partnerships, activations and unique media opportunities
- Market St. Pete/Clearwater as a four-season destination with an annual media presence with focus on need periods
- Identify and adapt new strategies to elevate brand message



Integrated Markets

Developmental (Tier 1)

- 1) Chicago
- 2) Atlanta
- 3) Indianapolis
- 4) Minneapolis
- 5) Detroit

Broadcast (Cable/Radio)
Out of Home
Print
Promotions/Activations
Digital (SEM, CTV + Video
Display, Programmatic,
Social, Native)

Developmental (Tier 2)

- 1) New York City
- 2) Philadelphia

Marketing Partnerships
Promotions/Activations

Maintenance

- 1) Orlando
- 2) Jacksonville
- 3) Miami-Ft. Lauderdale
- 4) Nashville
- 5) Cincinnati

Broadcast (Radio)
Out of Home
Print
Promotions/Activations

Digital Coverage



Leisure Core Audience

- Likely to travel to Florida on Vacation
- Interest in Beach and Arts/Culture
- Index high on “Vibrancy” indicators
 - **Fun:** Life should be as much fun as possible
 - **Variety:** Seek out variety in everyday life
 - **Curious:** Explore and learn about new things
 - **Excitement:** Have stimulating experiences
- **Digital:** Aligns with core indicators, as well as travelers considering competitive destinations and/or indicates interest in destination.



MEDIA PLAN



DIGITAL MEDIA



SEM YOUTUBE

Summary

Skippable ads that run before/during YouTube videos

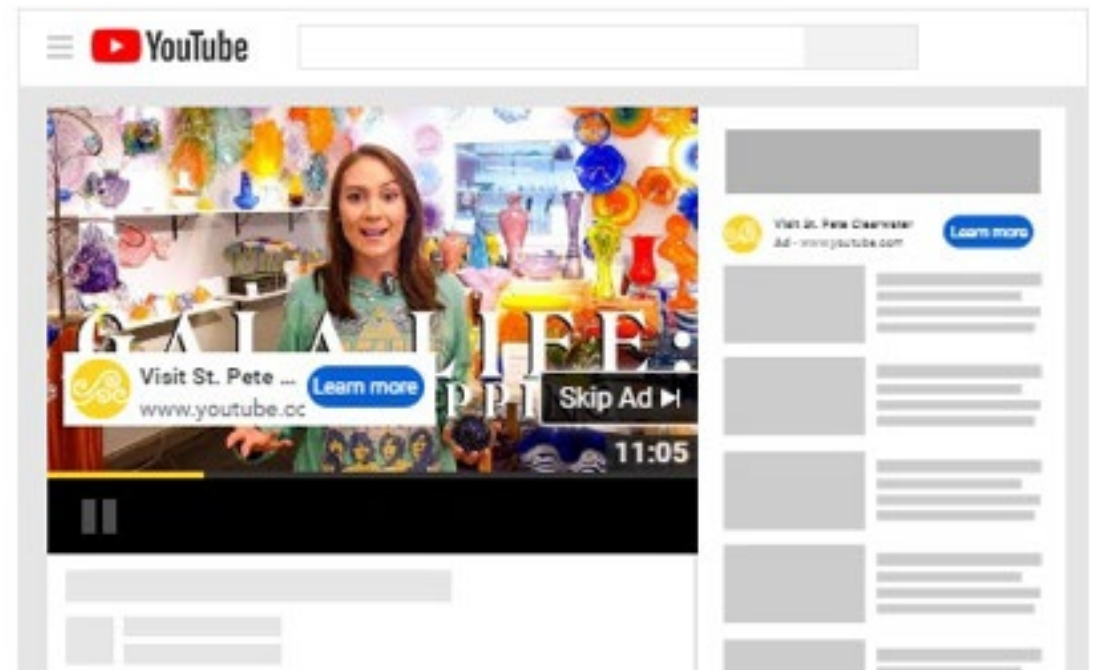
What's New

Emphasize CTV locations

Last Year

3.7 million views (paid + organic)

 Example of your skippable in-stream ad on YouTube



Programmatic

AD + GENUITY

Summary

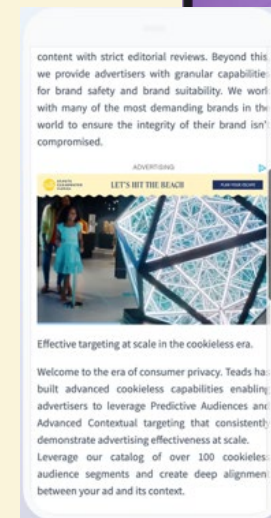
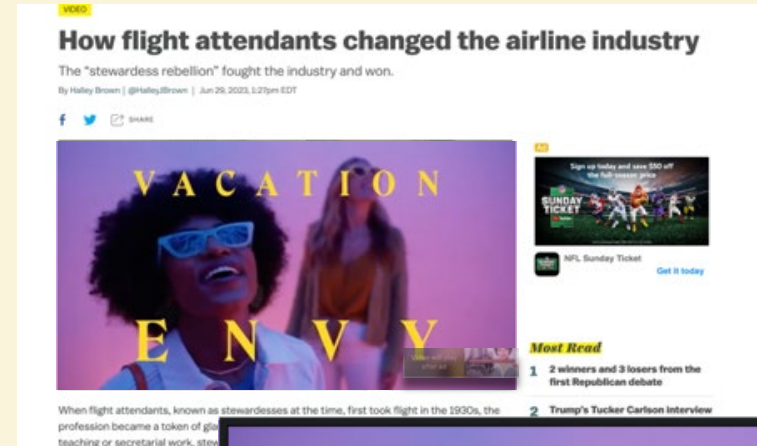
Video advertising across mobile, web and streaming TV - using audience and contextual targeting

What's New

First party data, more video creative testing and increased emphasis on traditional markets

Last Year

8.4 million impressions in all locations, 7 million video completions



CTV

NBCU / PEACOCK

Summary

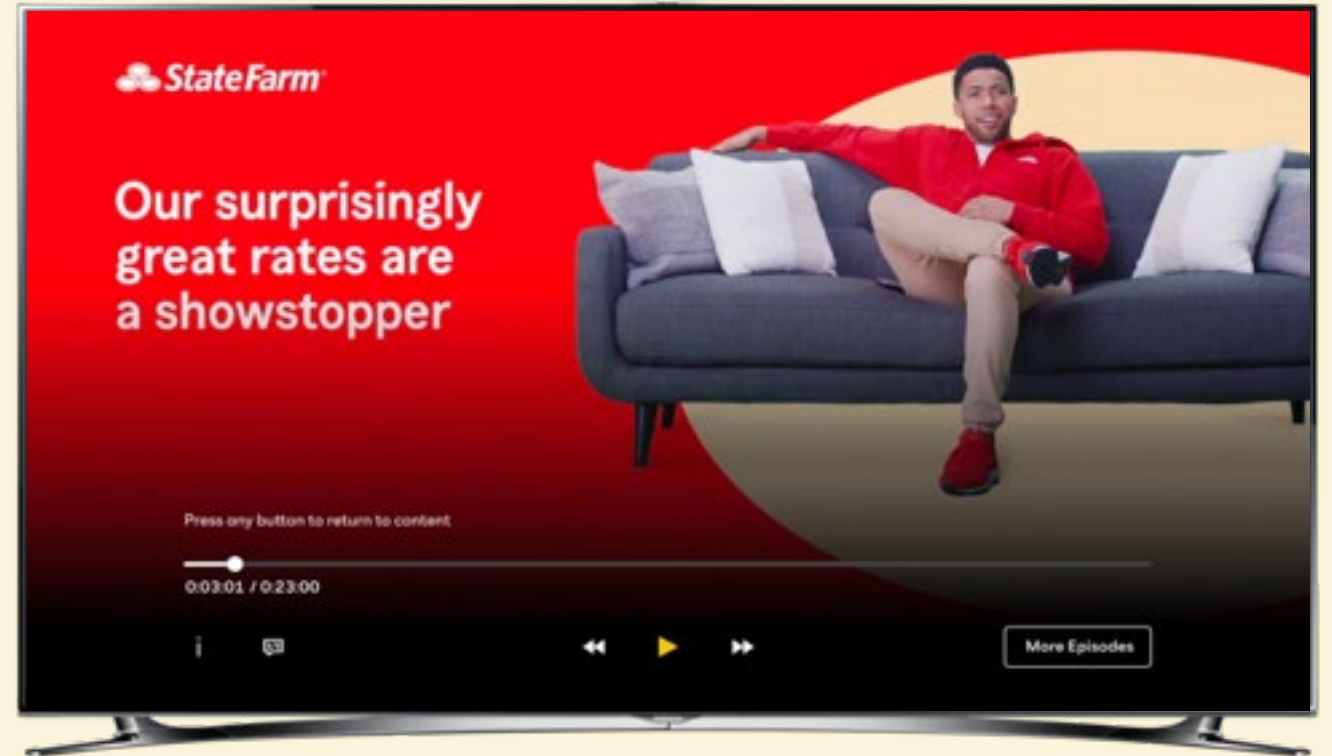
New to 2024: Commercials targeted to travel audiences and pause ads on Peacock.

Why

Opportunity to explore a new platform, unique ad experiences and premium content.

Contracted

9.1 million impressions with NBCU



Audio AD + GENUITY: STREAMING AUDIO ADS

Summary

Audio spots across digital streaming apps like Pandora, Soundcloud, and Spotify in drive markets

What's New

Testing playlist targeting to reach users in positive or adventurous mood

Last Year

7 million impressions



Audio

Atlas Obscura Podcast Episode

Summary

New to 2024: Custom sponsorship of Atlas Obscura podcast episode, featuring co-founder Dylan Thuras, highlighting a unique story about the destination

The Why #1 travel podcast on Apple, 2023 Winner of Best Travel Podcasts (iHeart Awards), and 1.8M monthly listens



Always-On

Partner Support

AWARENESS + ENGAGEMENT

Social

FACEBOOK & INSTAGRAM

**Managed by VPSC*

Summary

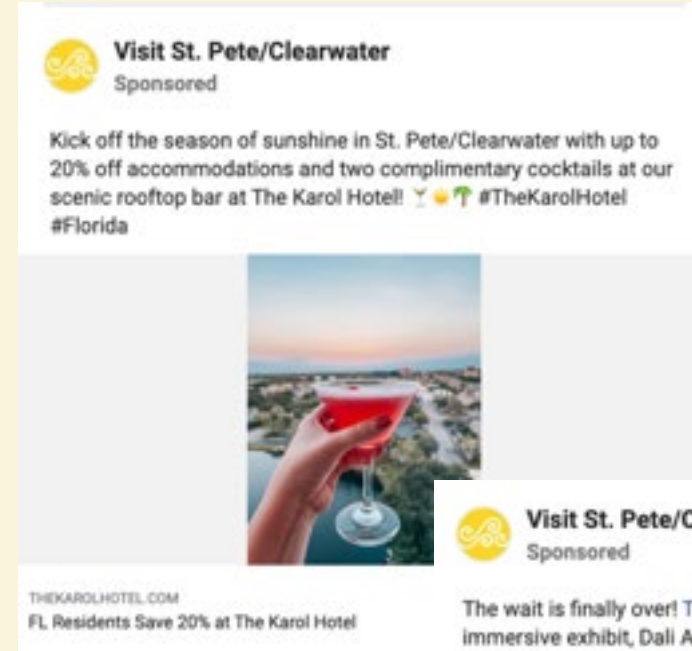
Promote seasonal content and boosted organic posts to drive engagement with relevant audiences

What's New

Lean into more campaign types, such as A/B Testing and Brand Surveys, to maximize performance

Last Year

99 million impressions, 27 million engagements



Social PINTEREST

Summary

Promote seasonal content and boosted organic posts to drive engagement with audience seeking travel inspiration

What's New

Test new ad format – Quiz Ads – which offer users a personalized ad experience

Last Year

3.7 million impressions, 2.28% engagement rate, 5,417 “pin” saves



INGREDIENTS

- Grouper Fillets
- Olive Oil to fry
- Brioche Buns
- Lettuce, Tomato & Onion (if you like)

For Blackening Seasoning:

- 1 Tablespoon of Paprika
- 1 Tablespoon of Garlic Powder
- 1 Tablespoon of Dehydrated Onion
- 2 1/2 Teaspoon Sea Salt
- 1 Teaspoon of Black Pepper

Let's Get Cooking at
VisitStPeteClearwater.com

Programmatic

AD + GENUITY: DISPLAY & NATIVE

Summary

Static and animated ads reaching a variety of audiences, using first-party data and competitive destination intenders

What's New

Expand competitive destination conquering

Last Year

16.4 million impressions, 80,000 website pageviews



Ad by Visit St. Pete Clearwater

Let's Shine

Relax and enjoy 35 miles of gorgeous white-sand beaches. Plan Your Trip!

High Impact
Rich Media

UNDERTONE

Summary

A expandable banner that expands into a full-screen experience upon user-interaction.

What's New

Creative refresh to include new animation and personalized content

Contracted

10 million impressions

Bottom Adhesion



High Impact
Rich Media

KARGO

Summary

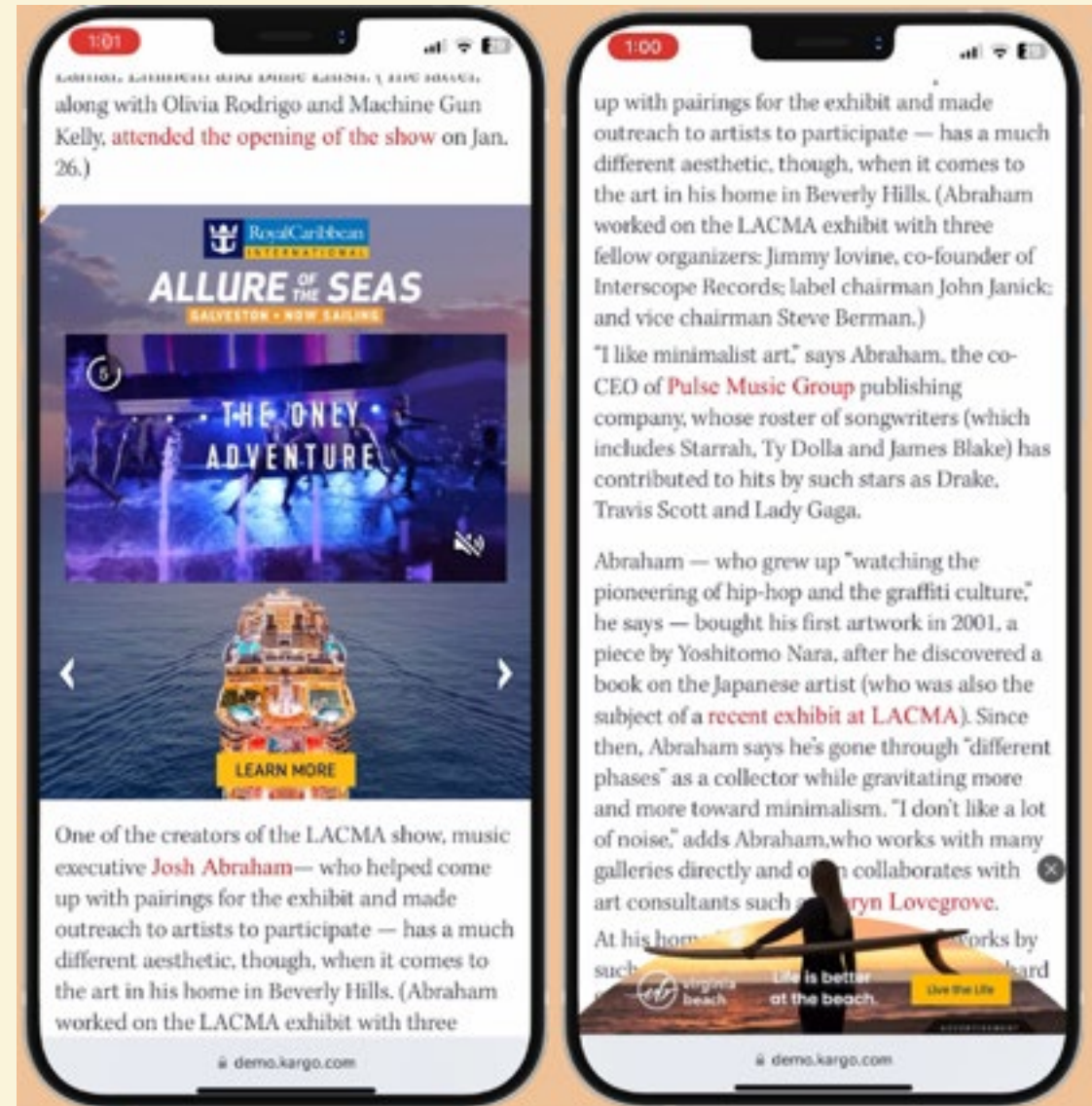
New in 2024: Eye-catching creative including a Runway Wheel and Venti Video

The Why

Unique units, strong targeting capabilities, and significant Added Value

Expected

12 million impressions



Custom Content Partnerships

ATLAS OBSCURA *Potential New Places*

Summary

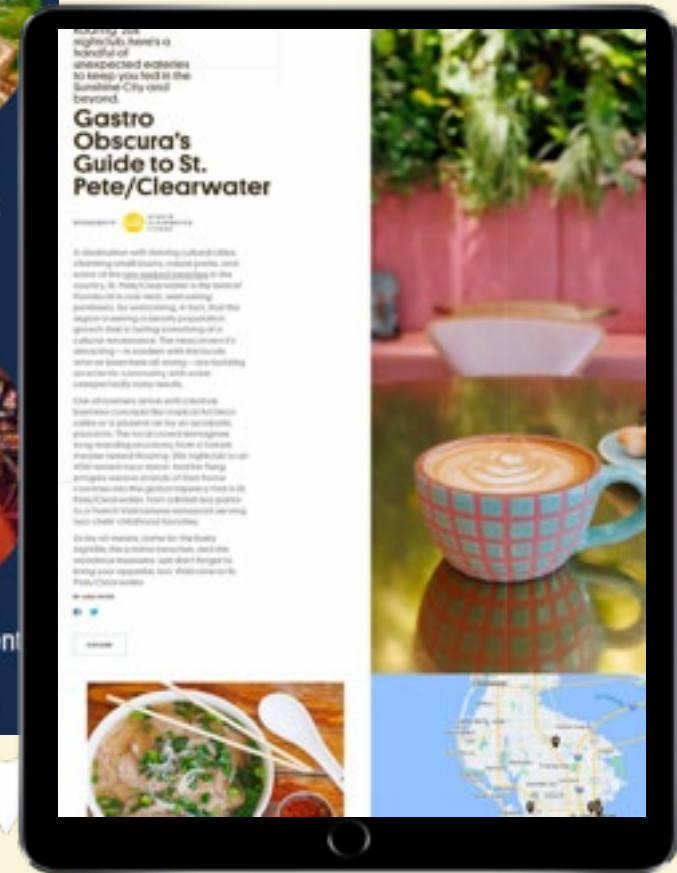
Inspire and engage readers with custom sponsored content focused on the hidden wonders of St. Pete/Clearwater

What's New

5 new Places in the Atlas, 1 new custom Itinerary, social story neighborhood guides, and social/digital distribution

Expected

9.8 million impressions



Custom
Content
Partnerships

NATIVO

ENGAGEMENT

Winter
Summer

Summary

Deliver compelling, personalized, native content to travelers across vast network of premium publishers

What's New

Custom Skins around sponsored seasonal articles for added brand impact

Expected

16.7 million impressions

3 Epic Days in St. Pete/Clearwater [Queer-Friendly Itinerary]

By [Katie G. Pridemore](#) / November 7, 2022

Custom VSPC Skin

Custom VSPC Skin



Programmatic

SOJERN

Summary

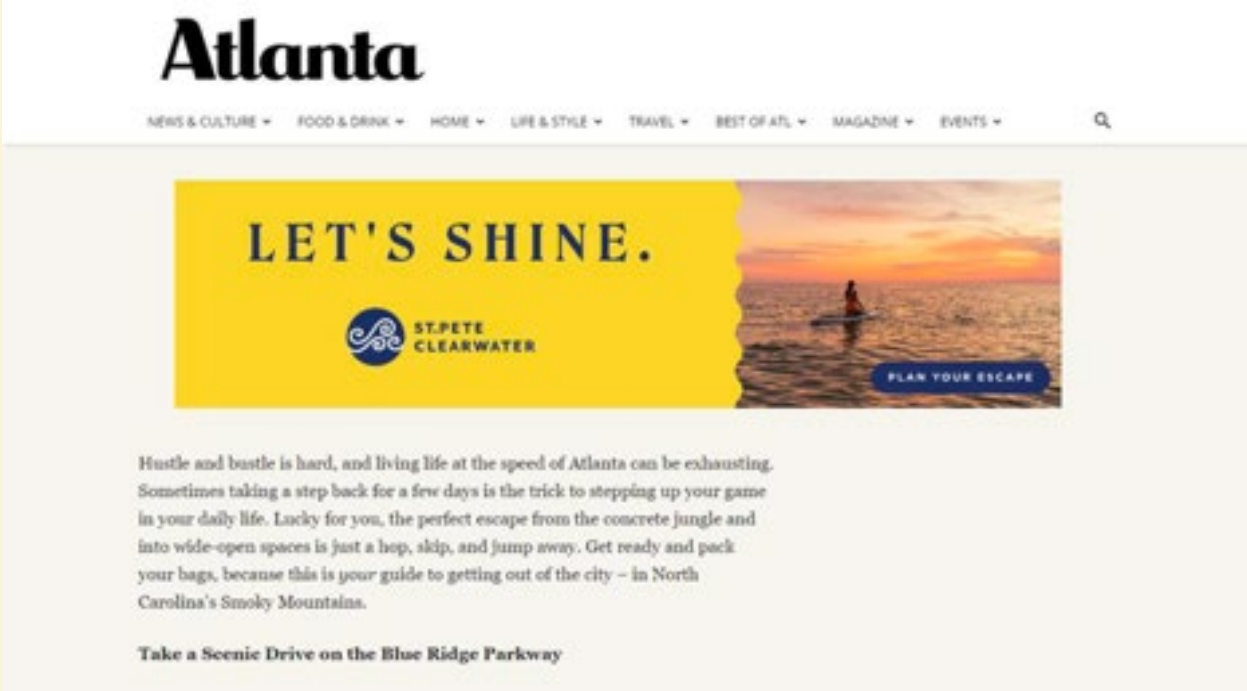
Large display & native ads targeting travel intenders using Sojern's proprietary audience data

What's New

Focus on high-performing native & display

Last Year

18 million impressions, 5.4k bookings
47:1 ROAS



The screenshot shows the Atlanta website header with navigation links: NEWS & CULTURE, FOOD & DRINK, HOME, LIFE & STYLE, TRAVEL, BEST OF ATL, MAGAZINE, and EVENTS. A search icon is visible on the right. Below the header is a large advertisement for St. Pete Clearwater. The ad features a yellow background on the left with the text "LET'S SHINE." and the St. Pete Clearwater logo. On the right, there is a photograph of a person kayaking on the water at sunset, with a "PLAN YOUR ESCAPE" button overlaid. Below the ad, there is a paragraph of text: "Hustle and bustle is hard, and living life at the speed of Atlanta can be exhausting. Sometimes taking a step back for a few days is the trick to stepping up your game in your daily life. Lucky for you, the perfect escape from the concrete jungle and into wide-open spaces is just a hop, skip, and jump away. Get ready and pack your bags, because this is your guide to getting out of the city - in North Carolina's Smoky Mountains." At the bottom of the ad area, there is a link: "Take a Scenic Drive on the Blue Ridge Parkway".

OTAs

EXPEDIA

CONVERSION

Always-On

Experience Gallery

Summary

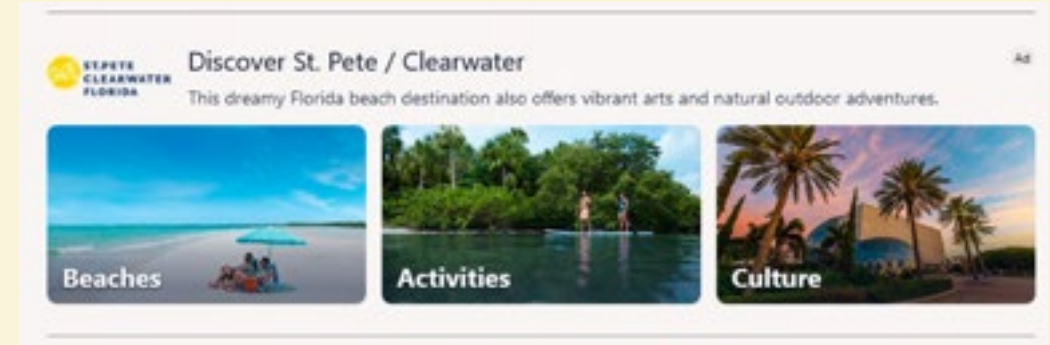
Ad units Expedia, Hotels.com, and VRBO targeting past SPC visitors and competitive destination shoppers

What's New

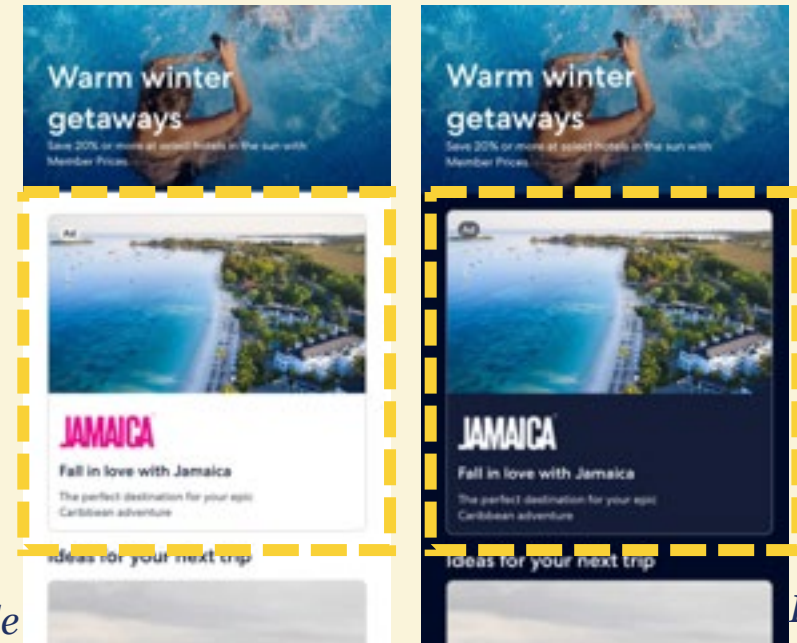
In-App Homepage Native Marquee (new ad type)

Expected

7.3 million impressions



In-App Native Marquee



Light Mode

Dark Mode

OTAs

TRIPADVISOR

Summary

Ad units targeting travel intenders interested in beach, arts, and outdoor travel content

The Why

Travel converters are 6x more likely to visit Tripadvisor than OTA, hotel or flight sites and 50% of all travel purchase journeys involve a visit to Tripadvisor

Expected

10 million impressions

The screenshot displays a search results page for hotels in Kissimmee, Florida. On the left, there is a sidebar with filters for 'Style' (Budget, Mid-range, Luxury, Family-friendly) and 'Brands' (Quality Inn, Super 8, Wyndham, Westgate Resorts). The main content area shows a grid of hotel listings:

- 5. Ramada by Wyndham Kissimmee Gateway**: Price \$100, \$92. 4,068 reviews. Amenities: Free parking, Pool.
- 6. STAYBRIDGE SUITES ORLANDO ROYALE PARC SUITES**: Price \$124. 3,366 reviews. Amenities: Free Wi-Fi, Free parking, Business center.
- 7. Celebration Suites**: Price \$146. 6,177 reviews. Amenities: Free parking, Pool.
- 8. Green Point Hotel Kissimmee**: Price \$145. 491 reviews. Amenities: Free Wi-Fi, Free parking.
- 9. Silver Lake Resort**: Price \$133. 2,716 reviews. Amenities: Free Wi-Fi, Free parking.

A vertical ad unit is positioned on the left side of the grid, featuring the text 'LET'S SHINE. ST. PETE CLEARWATER FLORIDA' and 'PLAN YOUR ESCAPE' above an image of a woman wearing sunglasses.

OTAs **HOPPER****Summary**

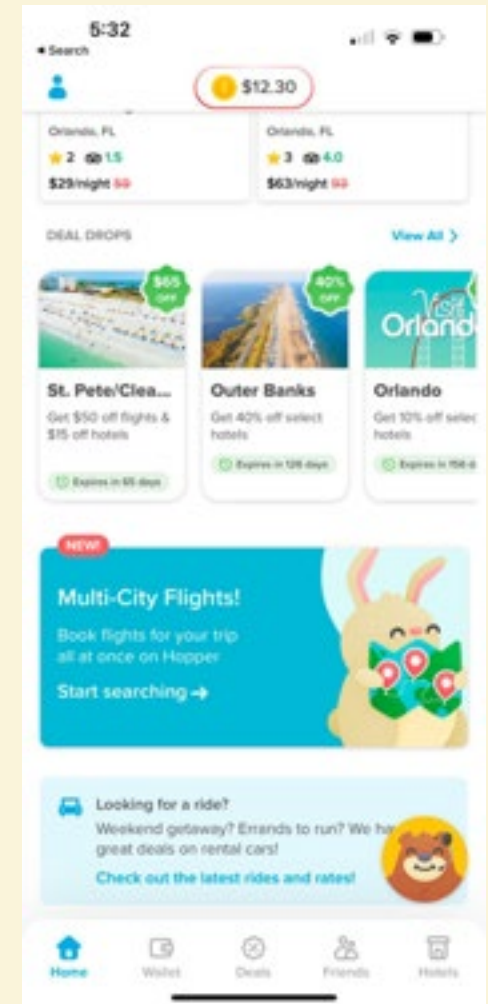
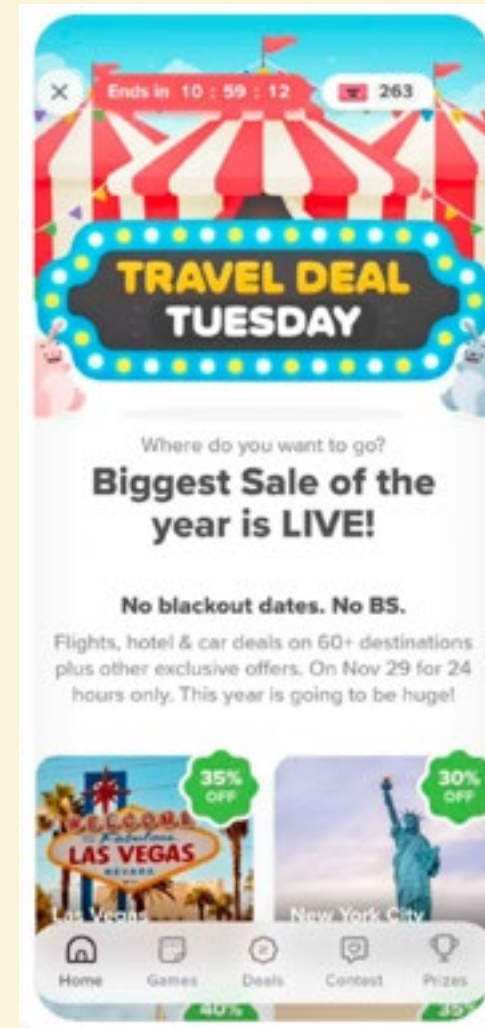
Brand promotion and sponsored deals on the #1 travel booking app in North America

What's New

Participate in Travel Deal Tuesday, Hopper's #1 sales day of the year in November

Expected

35k clicks, 25k push notifications



GOOGLE SEARCH ADS

Summary

Targeted search campaigns to support meaningful site conversions

What's New

Continued testing of new Google Ad products and GA4 integrations as they become available

Last Year

36.2 million impressions, 1.48 million clicks, \$0.44 CPC

The image shows a desktop view of a Google search advertisement. At the top, it displays the URL 'www.visitspeterclearwater.com/st_pete' and the ID '7274647200'. The main headline is 'America's Best Beaches | Home to Clearwater Beach'. Below this, there is a descriptive paragraph: 'Home to America's Best Beaches, Fabulous Accommodations, Beach Bars & Waterfront Dining. Come See Why Clearwater Beach is one of America's Best Beaches! Places to Stay. Family Fun Activities. America's Best Beaches. Best FL Beaches. Destination Beach, Treasure Island'. The ad is divided into two columns of links. The left column includes 'Things To Do' (with sub-links for 'Fun Vacation Activities' and 'New Attractions & Exhibits'), 'Find Places To Stay' (with sub-links for 'Stay in a Beachfront Resort' and 'Beautiful Hotels, Vacation Rentals'), and 'Trip Ideas' (with sub-links for 'FL Travel' and 'St. Pete/Clearwater'). The right column includes '35+ Miles of Beautiful Beaches', 'Warm Gulf of Mexico Water', 'Fiery Sunsets', and 'Trip Ideas'. Below the links, there is a 'Display image ad (320x568)' which is shown on a smartphone screen. The image ad features a silhouette of a person on a surfboard against a sunset background. The text on the image ad reads: 'Your Perfect FL Beach Vacation', 'Beautiful Beachfront Hotels, Open-Air Dining, Outdoor Beach Bars, Water Sports and More!', and 'Visit St. Pete Clearwater'. At the bottom of the image ad are two buttons: 'Close' and 'Learn more'.

PLAN HIGHLIGHTS

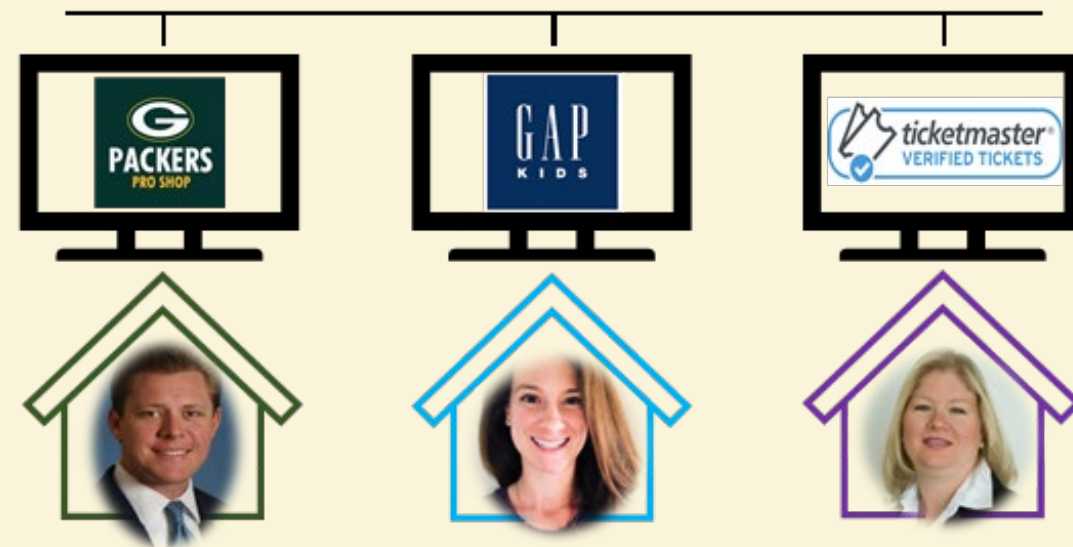
- ✓ \$500K+ negotiated added value/savings
- ✓ 3 new partners & 10 new tactics
- ✓ Increased personalization
- ✓ Expanding use of first-party data
- ✓ Increased in conversion tactics
- ✓ More support of integrated markets
- ✓ Prioritized measurable tactics to demonstrate ROI

BROADCAST MEDIA



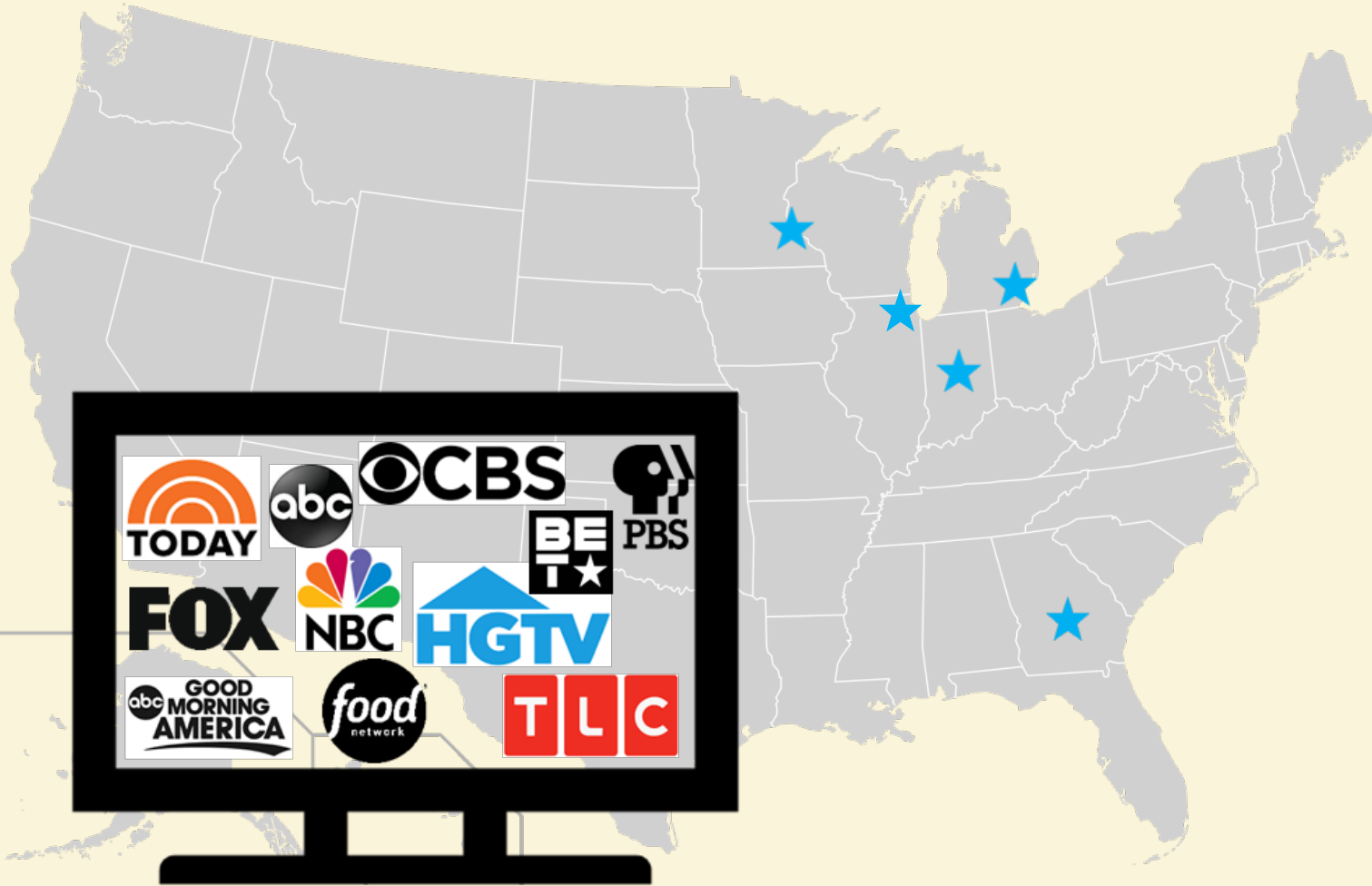
Linear Cable Developmental Markets

- Visit Florida Co-op: Linear Television Package
- 30-second spot (Dedicated VSPC creative)
- Markets: **Atlanta**, Boston, **Chicago**, **New York**, **Philadelphia**, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, **Detroit**, **Indianapolis**, **Nashville**, Raleigh, St. Louis
- 1/15/24-2/11/24 (4-weeks)
- 7.0M+ impressions (estimated)



Linear Cable

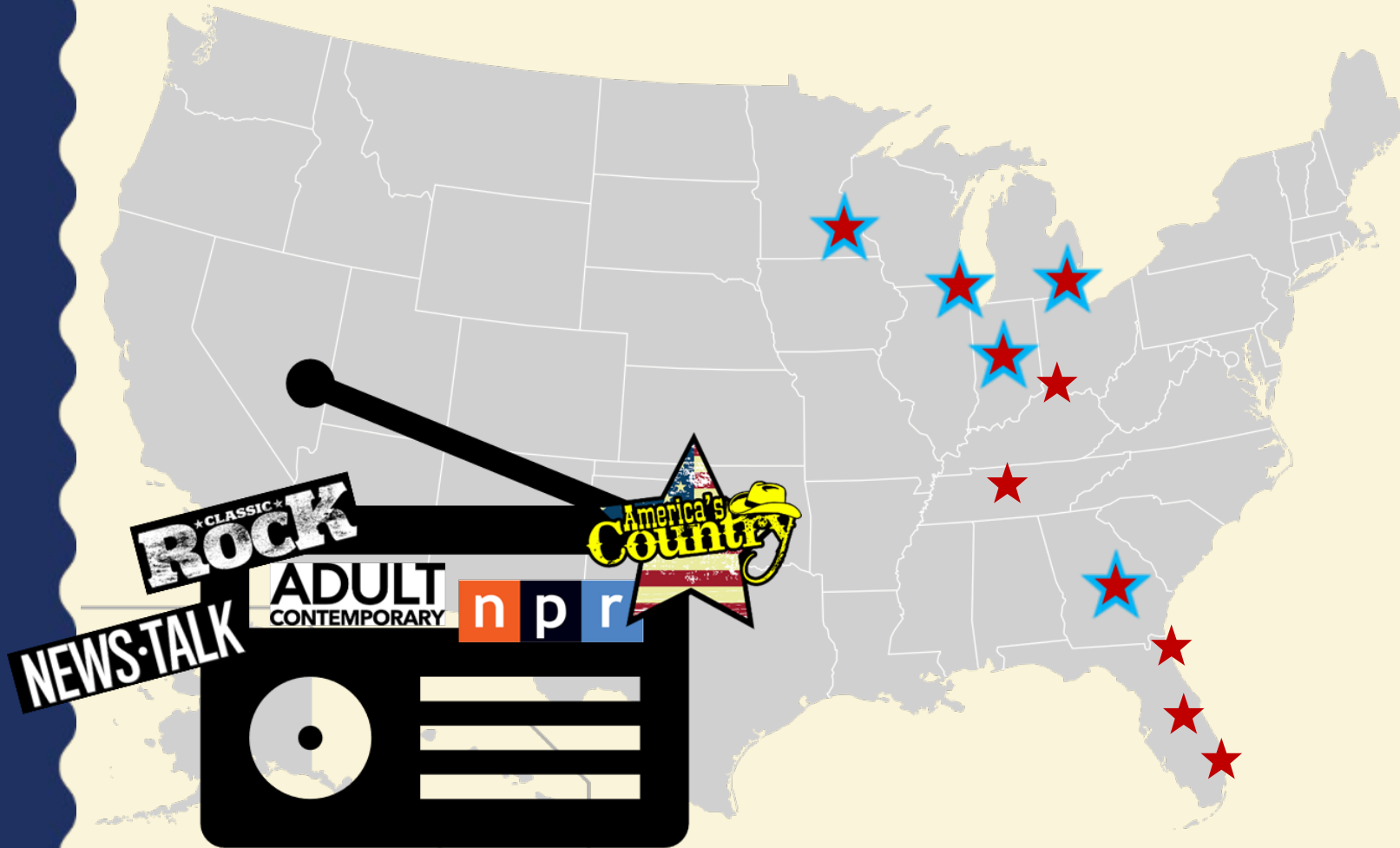
Developmental Markets



- Focus on high indexing HHs and programming
- 30-second spot
- Q1-2024 (3-week flight): Launches after national VF program
- 44.6M impressions (estimated)

Radio

Developmental + Maintenance Markets



- Focus on high indexing station formats
 - NPR – Arts/Culture
 - Spanish/Latino – Latin Audience
 - Urban Contemporary – Black Audience
- Extend the spot buys with value added promotional partnership and influencer campaigns
- 30-second spot
- Retail strategy – Incorporate a call to action and/or last-minute deals to encourage immediate action (bookings)
- November '23 (iHeart Santa activation)
- Q1-2024 (6-weeks flighted with Cable)
- 90.7M impressions (estimated)

★ Broadcast Television Markets
★ Broadcast Radio Markets

Broadcast Media

WESH (NBC) - Orlando



Custom Live VSPC Weather Camera Partnership

- Continuation of the partnership with WESH that began in 2017
- 26-weeks (9/25/23-3/31/23)
- Beach Cam Airtime
 - 783 mentions (10-second)
 - Today Show, Noon News, Saturday/Sunday Today and WESH 6A
- Beach Cam Recorded Overlay
 - Airs during winter months when 6a Sunrise News, 6p News and 11p News time periods too dark for live beach camera
 - (96) 15-second spot “Beyond the Surface”



NEW

Broadcast Media

WESH (NBC) - Orlando



VSPC - WESH Monthly Contest

- The :10 beach cam would be immediately followed by :05 contest message
- 19x per week when a :10 beach cam airs, followed by the contest message during contest week only
- Contest resides on WESH.com and is managed by WESH



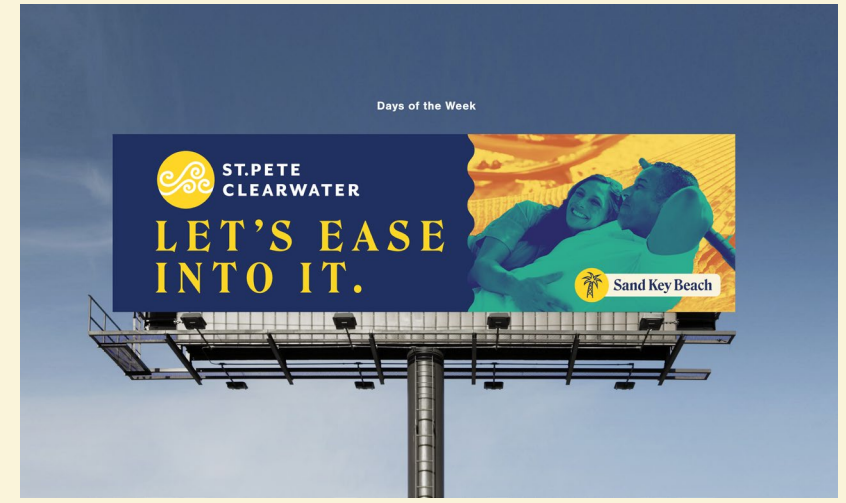
OUT OF HOME MEDIA



Digital Billboards

Developmental + Maintenance Markets

- Hyper-targeted approach to traditional billboards
 - Creative will be versioned based on target audience similar to how we would approach digital placements
 - Messaging by daypart (time of day)
 - Sunrise and Sunset
- Markets: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Nashville, Cincinnati, Orlando, Jacksonville, Miami-Ft Lauderdale
- October-November '23 (1.5) 4-week period (All Markets)
- February-March '24 (2) 4-week periods (Developmental)
- January-March '24 (3) 4-week periods (Maintenance)
- 628.1M impressions (estimated)



Day Parting

Sunrise



FPO



ST.PETE
CLEARWATER

LET'S RISE
AND SHINE.

Sunset



Needs Retouching



ST.PETE
CLEARWATER

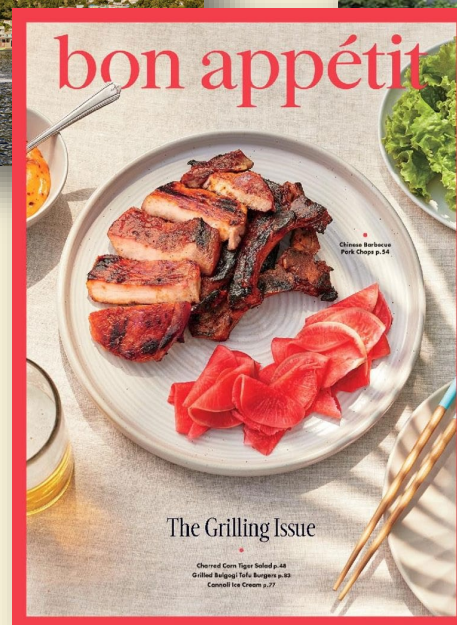
LET'S FOLLOW
THE SUN.

PRINT MEDIA



Consumer Travel Publications

National/Regional



Consumer Travel Publications

City Magazines



City/Lifestyle publications offer a favorable index against our persona (123 index)

How We Shine Content Series

Overview: As part of an integrated media and social series, we will partner with magazines in key markets to have local personalities featured as part of our print buy. In tandem, we'll amplify their efforts with our own video, social and blog features.

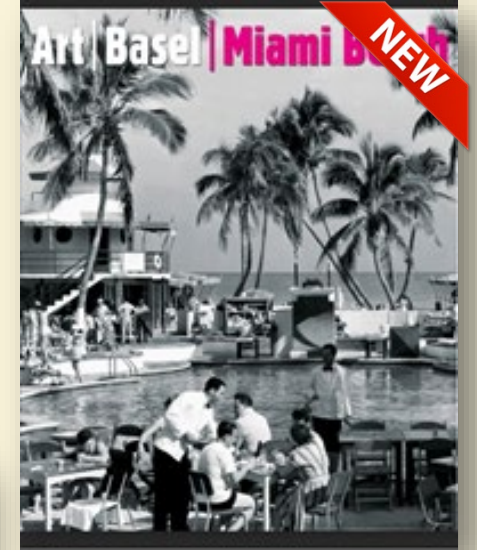
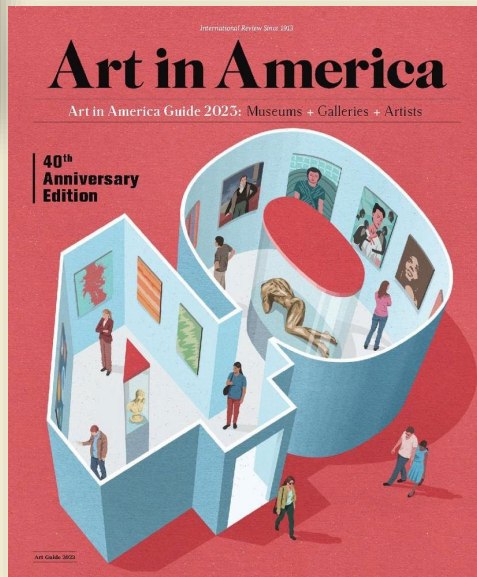
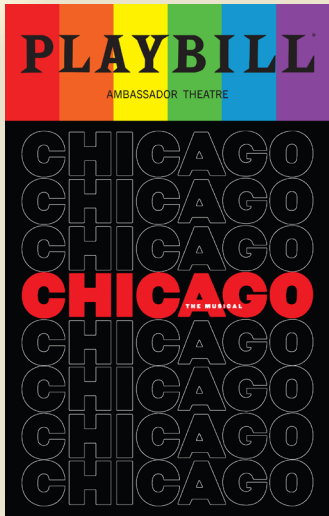
How it works:

- Collaborate with all three magazines and identify the specific storylines we want them to tell.
- Media publications to plan one independent visit to St. Pete/Clearwater to gather storylines.
- Develop a strategic social media campaign sharing “How we Shine” profiles + storylines.
- Develop blog posts for the VSPC website highlighting the profiles + storylines.

Why it works: This storytelling tactic leans into the trends of localism and unique experiences, which are of high importance to our target audience, and serves as a connection point between locals and the tourism industry.



Arts & Culture



LGBTQ Audience



Black Audience



MARKETING PARTNERSHIPS & ACTIVATIONS



Santa in the Sun iHeart Pop Up Series

- **Overview:** In partnership with iHeart radio, surprise and delight consumers at a strategic holiday event in core markets like New York City, where attendees will have the opportunity to snap their holiday photo with a St. Pete/Clearwater themed holiday activation and enter to win the holiday present of a lifetime – a free 2024 trip to St. Pete/Clearwater!
- **How it works:** Partner with iHeart for an integrated program to target beach goers in key markets.
- **Media channels:** Radio influencers, broadcast, streaming, digital, and mobile platforms, plus an experiential activation footprint and influencer support at strategically timed holiday events.



Santa in the Sun NYC 12/3 Pop-Up

- **Overview:** In partnership with iHeart radio and WLTW-FM, VSPC will be a sponsor of the 2023 LITE-FM 106.7 Skating in Central Park event on Sunday, December 3 from 10 a.m. – 4 p.m.
- **How it works:**
 - VSPC will have a premier activation footprint at this highly anticipated event, where the first 500 listeners skate for free, where consumers can snap their holiday photo with a VSPC themed Santa and enter to win the holiday present of a lifetime – a free 2024 trip to SP/C!
 - iHeart to coordinate permitting and supply the Santa talent, photo technology and brand ambassadors.
 - VSPC+BVK activations team to be onsite to support footprint, engagement and manage sweeps.
- **Media channels:** Activation to be supported with a 4-week flighted media campaign spanning iHeart broadcast, extended radio and podcast channels, plus a BVK influencer extension + NJF PR outreach.
- **Anticipated impressions: 7,878,725**
 - Broadcast radio on WLTW-FM: 154 units, ~ reach 5,773,600
 - iHeart Radio Extended Audience Network (IAN): ~reach 1,171,875
 - iHeart National Podcast Network: ~ reach 781, 250
 - Influencer: 150,000
 - Anticipated Attendance / Viewership of Activation: 2,000

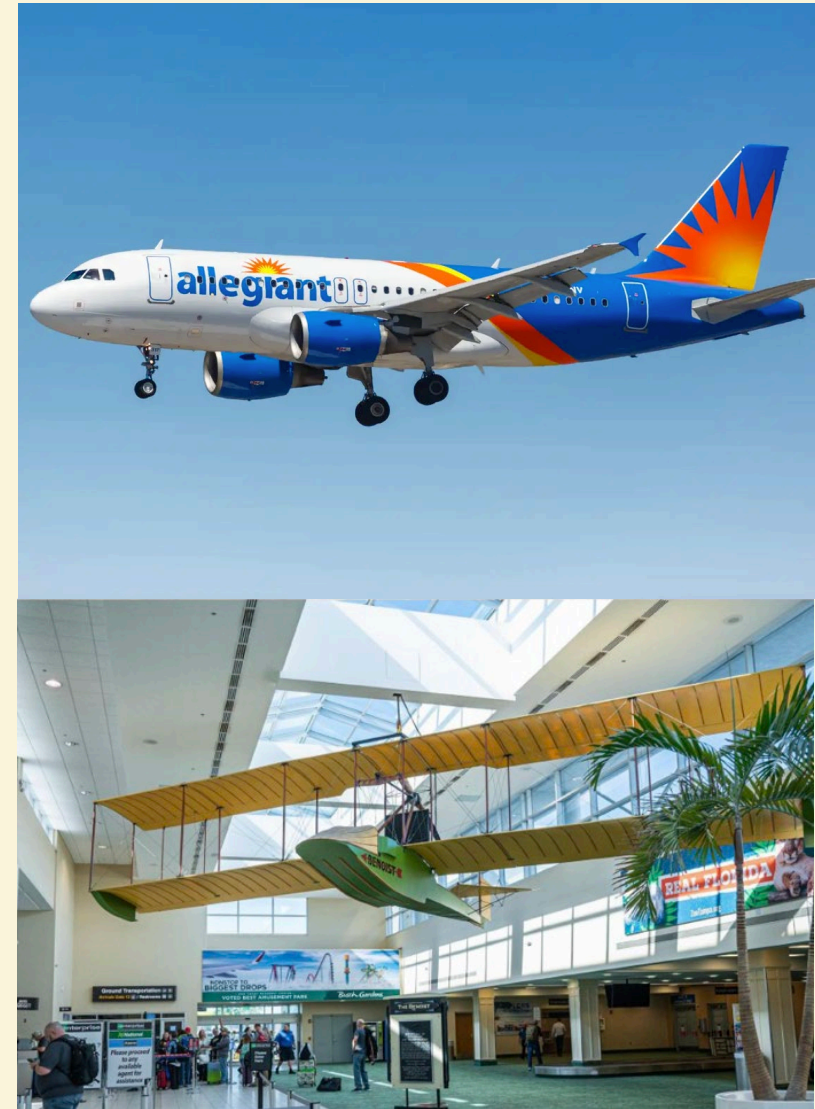


INFLUENCER MARKETING



Sun to Shine Direct

- **Overview:** The #1 travel tip of 2024? Fly direct. To raise awareness of the ease of travel to the Sunshine City, we will launch a joint experiential marketing forward partnership with an airline partner to promote travel from key markets.
- **How it works:** We will host influencers from key cities like Chicago, Grand Rapids, Traverse City and Nashville, and have them join us for a Sun to Shine direct flight where they'll highlight the ease of travel and endless leisure offerings in St. Pete/Clearwater.
- **Media channels:** Earned influencer channels, PR collaboration with NJF to pitch journalist from direct flight markets. Potential to have in-flight advertising.
- **Why it works:** It is a strategic way to reach potential visitors in our key markets through a partnership and tell an authentic story.
- **Timing:** Host 6 influencers, 2 from 3 markets, ahead of peak travel season.
- **Anticipated Impressions:** 600,000
- **Anticipated Media Value:** \$1MM



Like a Local, Beyond the Beach

- **Overview:** Visit St. Pete/Clearwater year-after-year is recognized as one of the top beach vacation destinations in the country; however, that's only half the story.
- **How it works:** As a continuation to our existing Like a Local program, November – February and June – August, we will host a total of (7) influencers as part of our “Like a Local” series and have them share their guide to SP/C beyond the beach, like a local.
- **Potential Storylines:**
 - In November, host an art lover to experience Art Month.
 - In December, we'll invite a music guru to spots like The Sound, karaoke at LaLa St. Pete and more.
 - In January, we'll host an adventure seeker to highlight adrenaline pumping activities spanning the Gulf + land.
 - In February, a golf enthusiast will join us to highlight VSPC's greens and attend the Valspar.
 - Come May, a beer aficionado will join us to experience XYZ.
- **Anticipated Impressions:** 700,000
- **Anticipated Media Value:** \$1.2MM



INTERNATIONAL MARKETING



International Marketing

- Continue to actively market in priority markets via PR, group travel/agents, and direct to consumer marketing, in coordination with in-market agencies
 - Canada
 - United Kingdom
 - Latin America
 - Central Europe
- Partner with Brand USA for maximum impact and efficiency
 - Brand USA Originals (Value Savings Programs)
 - Brand USA Affinity Programs (Exclusive value from Brand USA & Affinity Partners)
 - General Media (20% Upweigh in most cases)
- Continue to work with international airline carriers to promote St. Pete/Clearwater





ST.PETE
CLEARWATER

THANK YOU!

