

Visit St. Pete/Clearwater

# 22-23 DIGITAL MEDIA PLAN

September | 2022



ST.PETE  
CLEARWATER

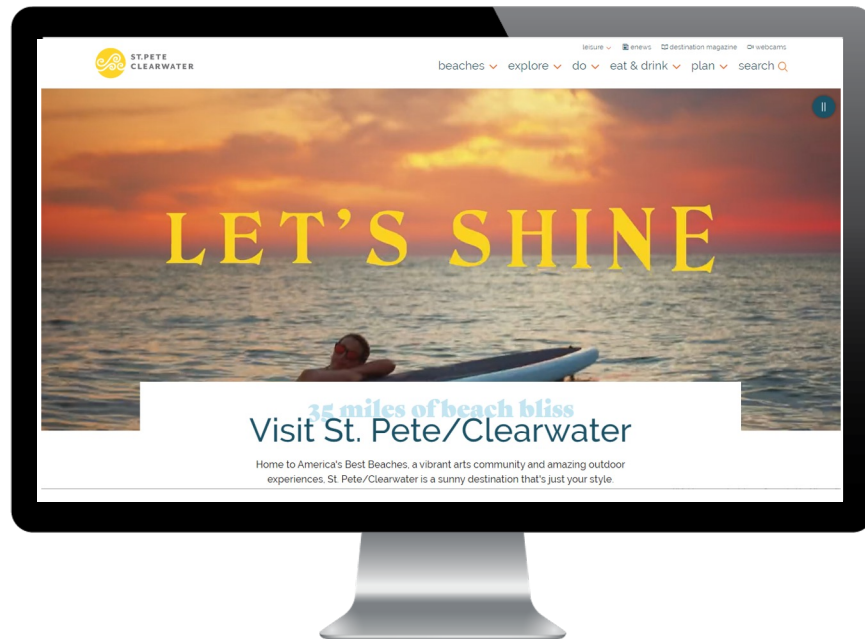
miles  
PARTNERSHIP

# Agenda

Overview

Media Buys

Summary & Budget



# OVERVIEW

Strategy & Approach



# Primary Objectives

33%

**AWARENESS:** Keep SPC top of mind

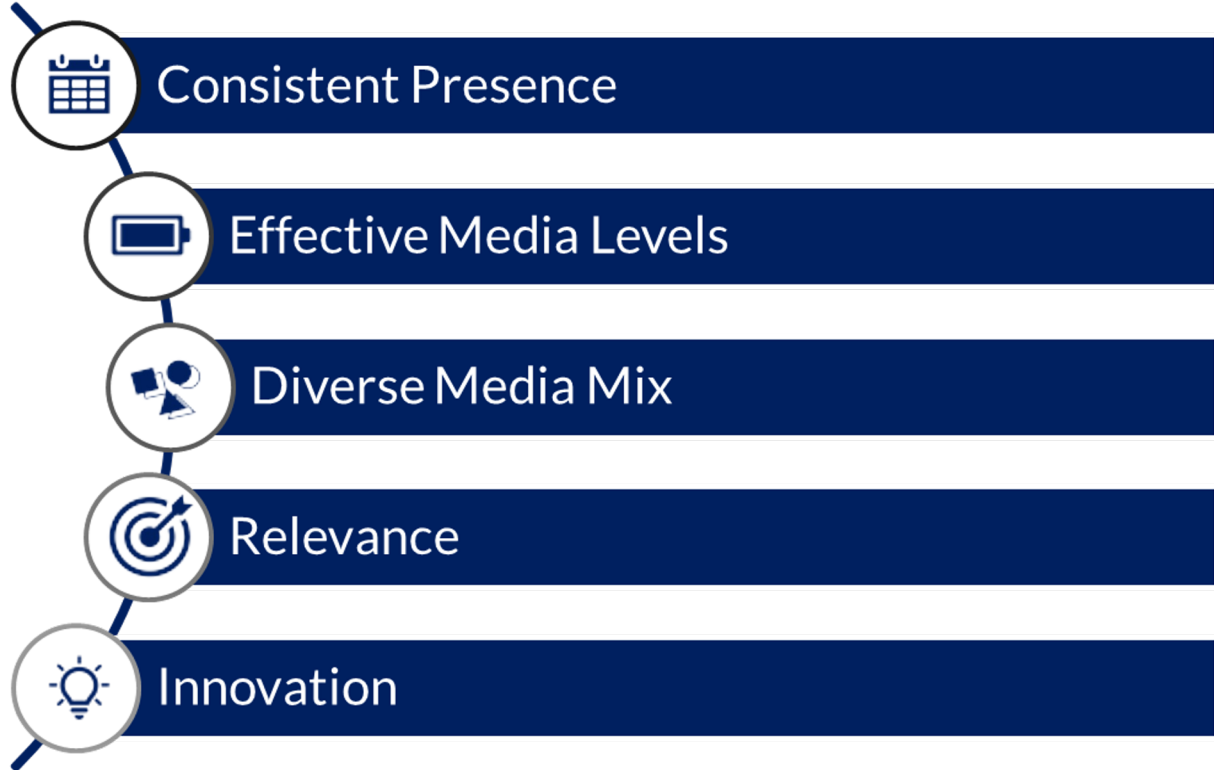
33%

**ENGAGEMENT** Quality Content that drives consideration

33%

**CONVERSION:** Get the bookings & make economic impact

# Tactics





# Geographic Targeting

## **DRIVE:**

Florida, excluding Tampa/St. Pete

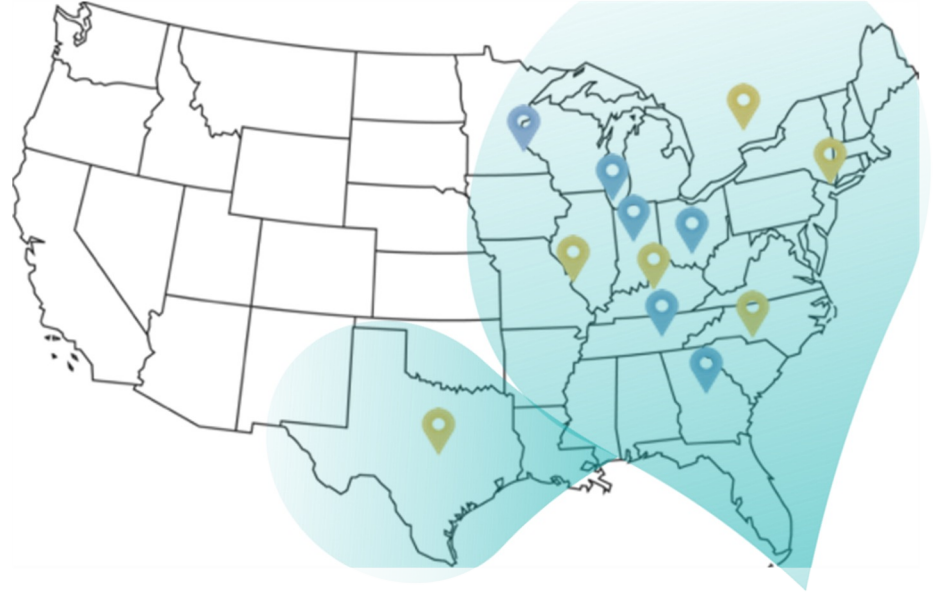
## **FLY:**

States east of the Mississippi, Texas  
and Ontario, Canada

## **Heavier presence** in Digital +

Traditional Markets:


Atlanta, Cincinnati, Indianapolis,  
Nashville, Chicago, Minneapolis,  
Detroit



*Split budget 75/25 Fly/Drive during Winter months and 50/50 during Summer months*

# Audience Targeting

## **Leaning into Behavioral Targeting:** Travel Enthusiasts with Intent

- **Core offerings:** Beach, Family, Outdoors, Arts, Food & Craft Beer
  - **Interest in Sustainable Travel**
  - **Continued focus on Diversity & Inclusion:** Black travelers, Latinx travelers, Accessibility, LGBTQ+
  - **Growing Market Share:** Effectively compete with Myrtle Beach, Sarasota, Naples, Panhandle, Space Coast / Daytona, Gulf Shores, Hilton Head
- 

# Media Mix



33%  
*Video*



35%  
*Long-Form Content  
and Rich Media*



32%  
*Display  
(Text, Static)*



# Media Buys

A man and a woman are shown from the chest up, looking upwards and to the left. The man, in the foreground, has dark curly hair and a beard, wearing a light-colored t-shirt. The woman, slightly behind him, has long blonde hair and is wearing a dark top. They are positioned against a vibrant blue background that features a network of glowing orange lines forming a hexagonal pattern, reminiscent of a molecular or digital structure. The overall mood is futuristic and aspirational.

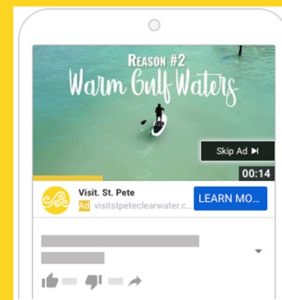
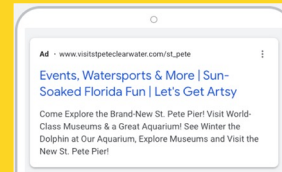
# ALWAYS ON

Search Engine Marketing: SEM + YouTube

Social: Facebook + Instagram

Programmatic: Display + Video

Proven Performers: Expedia, Atlas Obscura, Nativo

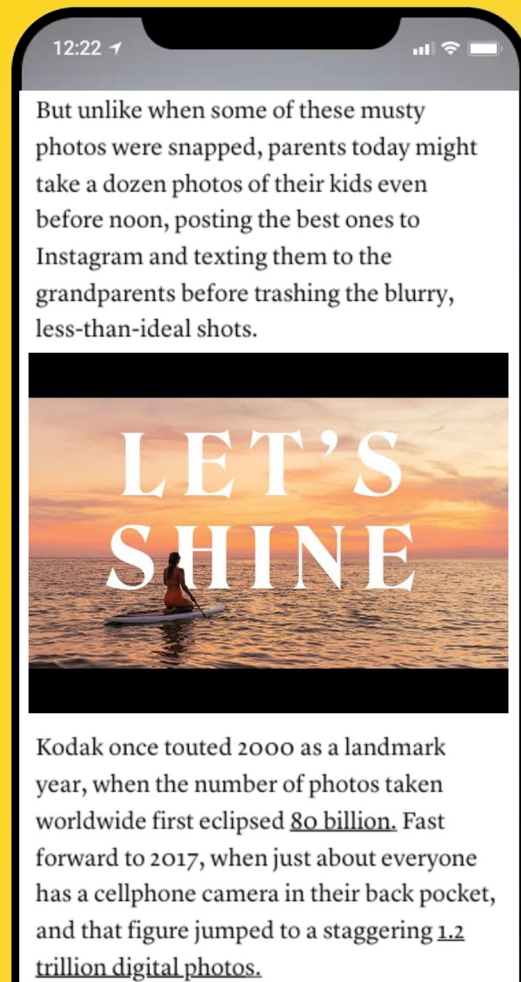


# NEW ALWAYS ON

## Ad+Genuity: InFeed Video

High-impact video “politely”  
appears to users as they  
scroll through content

Custom skin and/or end  
card for additional branding



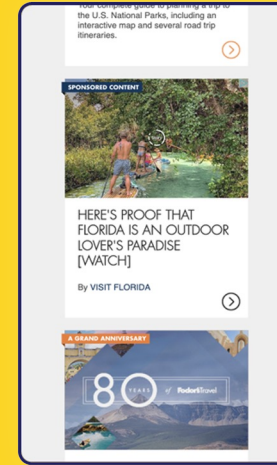


# NEW ALWAYS ON

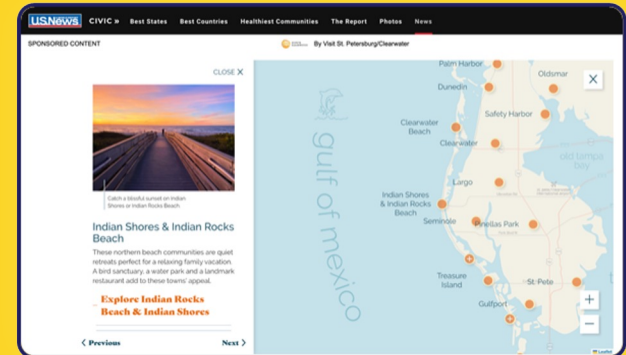
**Nativo Stories and Canvas**  
High-impact video “politely”  
appears to users as they  
scroll through content

Custom skin and/or end  
card for additional branding

## Stories



## Canvas



# WINTER PROGRAMS

Social: TikTok + Pinterest

CTV/OTT: Ad+Genuity + Hulu

Programmatic: Weather Triggered + Rich Media

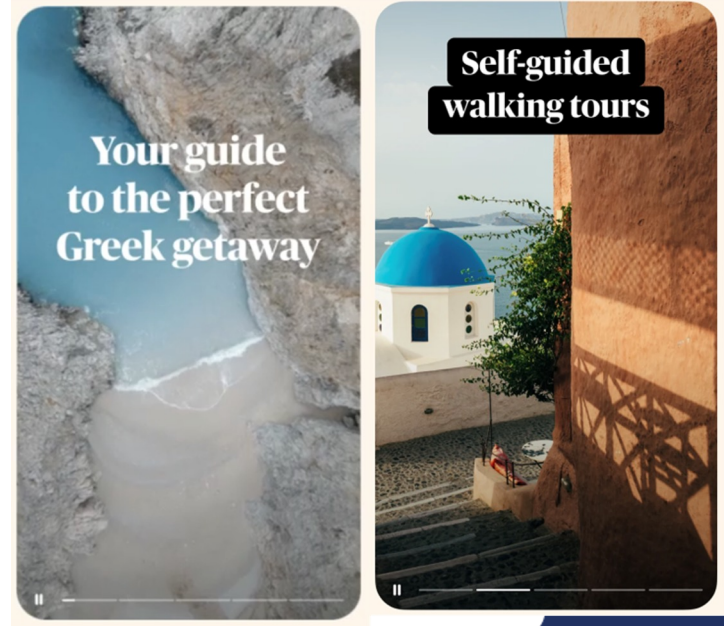
Custom Programs: TripScout, TripAdvisor, Axios + Hopper

# *NEW* Pinterest

It's where travel inspiration and personal discovery is happening

Keyword and travel-related content targeting

Creative options include Images, Videos and Ideas

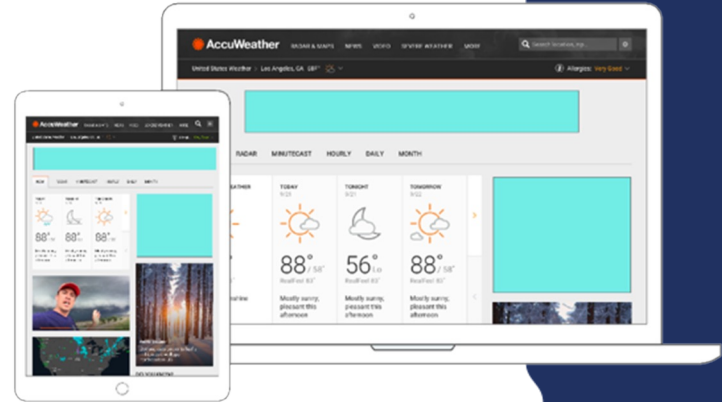


# *NEW* Weather-Triggered

Rub it in when it's cold and snowing

Runs on Accuweather and Weather.com

Custom messaging - sunshine and warmth



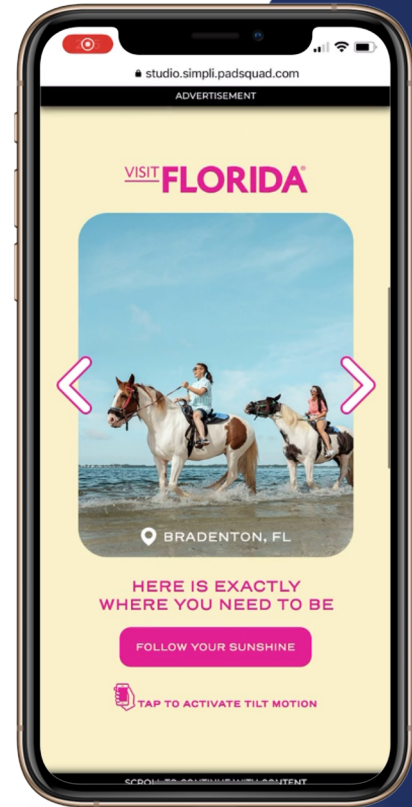


# *NEW* PadSquad

Full-screen mobile “politely”  
reveals within story feed

Fun, cool, interactive options

Self-contained, rich storytelling  
without any further clicks



# NEW Tripscout

Top travel-planning app with  
extensive influencer network

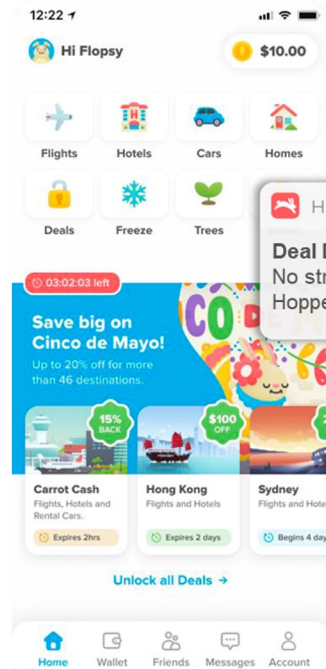
Robust offerings with 8MM  
guaranteed impressions



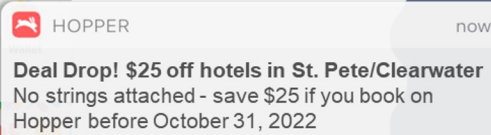
# NEW Hopper

Big growth, big deals, and  
everyone likes a deal

Homescreen, push notifications  
and Destination microsite with  
Video Loop



*Push Notification*



# Summary and Budget



# Overview



**5**

new partners

**9**

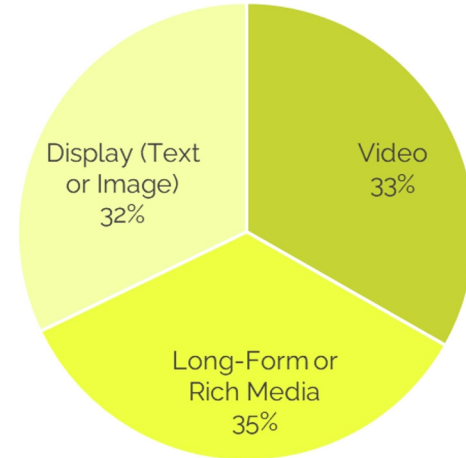
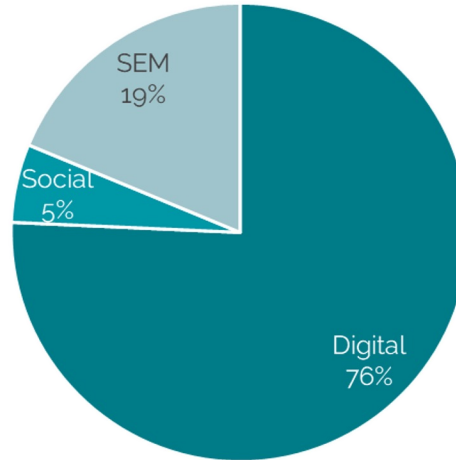
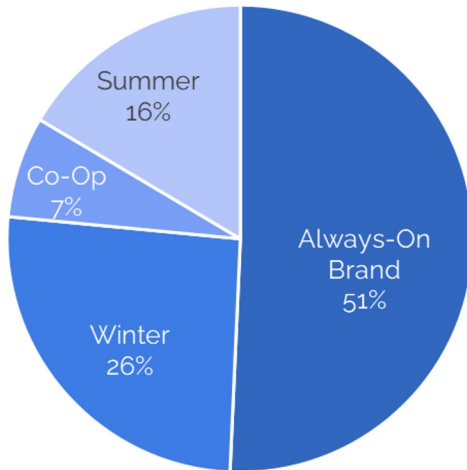
new tactics



**\$500K+**  
negotiated added value

# Budget & Breakdowns

\$4,250,000 total net media





Q&A

