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Monthly Marketing Report

ST. PETE/CLEARWATER

August 2022

Account management, activity and planning.

Activity	Description
Bi-weekly planning calls	Rooster took part in bi-weekly planning calls.
Monthly report, stock report and Coverage Book	Rooster shared monthly report, stock report, and updated Coverage Book with all VSPC coverage.
Brand USA call/ Meeting	Monthly call, waiting on approval of 2022/23 activity plan
BH&P mailing house	Rooster continues to liaise with mailing house regarding current stock.
Tour Operator database	Continue to record all Tour Operator 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.
Sales Mission	Rooster has started conversations with Tampa, Kissimmee and Central Florida for a Scotland/England roadshow of trainings and dinners in Spring 2023. Waiting to hear about trade rep for Tampa
ITV (Major TV network)	Rooster initial discussions on VSPC being a holiday sponsor which would run over 4 prime time morning/lunchtime calls over a two-week period in 2023.
Visit Florida	Meeting with Gill @ Visit Florida UK. WTM; trade stand Gill confirming size of stand taken by other Florida exhibitors, sponsorship of dinner on the Monday evening. TTG/Florida Fest and actions need to be taken to fulfil criteria to take part.

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 & 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: Due to a technical fault, the campaign has been temporarily paused. We are in communication with Thomas Cook regarding the relaunch.</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Virgin Atlantic	<p>Rooster is in regular correspondence with Virgin Atlantic and are working on the following: Weekly meetings with Sarah Finch Snr Account Manager to discuss the Trade launch party: London 28th & Manchester 29th September and Trade Mega Fam 27th- 1st December with 50 agents.</p> <p><i>Email follow up provided after each call.</i></p> <p>Monthly marketing catch up: To discuss the overall launch campaign and beyond with Megan Buck, Brand Partnerships – Marketing Manager.</p> <p>Press fam/VIPS: Rooster is corresponding with Louise Gallagher, PR Manager on the itinerary and logistics for the forthcoming trip on 3rd November.</p> <p><i>Rooster is fully appraised with the schedule and all activity surrounding the launch and beyond.</i> <i>Status: Ongoing</i></p>

Consumer & Trade engagement opportunities.

Activity	Description
Charitable Travel	<p>Campaign agreed. Combined approach: website, magazine and social posts. Dedicated campaign landing page on Charitable Travel website. Priced itineraries so that the content is bookable.</p> <p>Charitable Travel Homepage Promotion. incl Video Homepage Placement Homepage Banner Placement (4 weeks duration within the campaign) Full Page Advert in Charitable Traveller Magazine, 2 x Email Newsletter Inclusions</p> <p><i>Status: Campaign live awaiting feedback.</i></p>
BA/Visit Florida Partnership	<p>British Airways approached us to be part of a one-month campaign that will run in June and combines with their June sale. The campaign targeted the annual adventures and price conscious parents. The media partner was The Sun (Florida is a firm favourite amongst its readership). It reaches on average 2.3M price conscious parents every month (highest of any news brand) and circa 2.2M annual adventures. The campaign in print and digital featured a mixture of native articles, travel takeovers and high impact display.</p> <p><i>Status: Have chased final report, due mid September.</i></p>
Brand USA / The Telegraph	<p>Rooster evaluated Brand USA/Telegraph campaign. We asked that there is a competition element in with data capture. The Telegraph have responded favorably and included value added elements. Rooster confirmed Thomas Cook as the tour operator partner who will sell the holiday at a net rate and pay for difference between World Traveler and World Traveler Plus seats for the prizewinners, along with transfers to and from the airport to the hotel. The Sandpearl have offered breakfast each day and a meal for 2 in one of their restaurants.</p> <p><i>Status: Competition element of the campaign is completed resulting in 22,806 entries of which 3,650 opted in to the VSPC UK monthly consumer newsletter. Waiting for Brand USA to respond re the rest of the campaign.</i></p>

The Big Feastival

From 25-28 August, we participated in this consumer activation in the UK. We hosted a Visit St. Pete/Clearwater activation stand to engage festival goers and spread the word of the destination. Consumers participated in decorating tote bags/bucket hats, temporary tattoos, played cornhole, sat at our Instagram wall. We also gave consumers the option of entering into a competition for a 7-night holiday to St. Pete/Clearwater. We received 700 entries and 262 opt ins to our monthly consumer newsletter.

Status: competition winner will be contacted in September/ Separate report to be sent

TTG/Visit Florida Fest

VSPC will be taking part in this yearly training opportunity which will include:

- Opportunity to present in one of five masterclasses (and Q&A's) at TTG Florida Fest
- Opportunity to deliver a dedicated training presentation to all agent guests at the agent training afternoon (10-15 mins)
- Dedicated partner zone to showcase your videos and up to 10 pieces of marketing collateral
- Partner bio, video and preferred URLs listed on the dedicated TTG Florida Fest event website
- All UK agent contact information captured, managed and shared with you post event for future marketing
- Inclusion within a multi-channel marketing campaign shared across all TTG digital, print and social advertising channels
- Masterclasses and training sessions will be hosted for 12 months (min) on the [TTG VISIT FLORIDA Hub](#)

Status: Participation confirmed, working on fulfillment.

Family Traveller

We have agreed a new campaign to capitalise and grow the relationship with the readers of this targeted publication following summer 2021 activity and ahead of The Big Feastival. The campaign =will include a Custom Native article (SEA optimised), 100,000 Digital Display Banners, dedicated email to 100,000 FT subscribers, 2 x FB posts. 2 x Instagram posts, DBL ad in Autumn Mag, 2 x features in Sunday editorial. Plus, a competition to Win a Big Feastival ticket with database capture.

Status: Competition for Big Festival completed, other activity to start in October 2022

Monthly activity.

Newsletters.

Activity	Description
Consumer database	Headmasters Opt Ins Special Offer. Shared with a database of 4,029 with an open rate of 32.6% (1,310 people).
Consumer database	Big Feastival Tickets Giveaway. Shared with a database of 11,040 with an open rate of 25.9% (2,852). We had 76 entries.
Trade database	'Virgin Atlantic Launch Flights to Tampa'. Shared with a database of 217.

Date	Publication	Reach (MUU/circ)	Headline / link
08.21.22	Scottish Sun	154,000	Travel news (print)
08.21.22	Sunday Express	187,000	Deals of the week (print)
08.21.22	Sunday Mirror Ulster	37,301	Deals of the week (print)
08.21.22	Sunday Mirror	242,000	Deals of the week (print)
08.21.22	Daily Star	193,000	Deals of the week (print)

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. Rooster had four media meetings: Heather Lowrie (The Scottish Sun), Nick Trend (The Telegraph), Molly Codyre (Escapism / Foodism) and Portia Jones (freelance).</p> <p><i>Status: Ongoing.</i></p>
Pitch: AC Hotel, Clearwater Beach	<p>Rooster pitched the news of the new AC Hotel, Clearwater Beach to additional contacts including LoveEXPLORING, Northern Ireland Travel News, and followed up on previous pitches.</p> <p><i>Status: Complete.</i></p>
Pitch: Latest winter sun holiday offers to SPC	<p>Rooster pitched competitive winter sun holiday offer (Barefoot Beach Club with BA) to all deals and offers media, and shared coverage secured.</p> <p><i>Status: Complete.</i></p>
Press release: Best Trails in St. Pete/Clearwater	<p>Rooster continued pitching trails release to various travel, trade and consumer press.</p> <p><i>Status: Complete.</i></p>
Press release: VSPC set to make a splash at The Big Festival	<p>Rooster drafted release and issued to local Cotswold / regional press.</p> <p><i>Status: Complete.</i></p>

Media and influencer trips.

Activity	Description
Press trip target list	Rooster continues press trip outreach. <i>Status: Ongoing.</i>
Influencer trip: Nomadic Boys for St. Pete Pride	Rooster tracked all social coverage and shared final report. <i>Status: Complete.</i>
Press trip: Metro & Irish Sunday Independent	Rooster continued liaison with Edaein O’Connell regarding press trip, finalised media biography, prepared itinerary and began partner outreach to secure accommodation, activities and meals, and liaised with Aer Lingus regarding flights. <i>Status: Ongoing – itinerary to be prepared.</i>
Press trip: Pollitt Family	Rooster liaised with Victoria Pollitt from Family Holiday Guide and Express & Star re press trip. <i>Status: Ongoing – itinerary to be shared with client in September.</i>
Press trip: Olive Magazine	Rooster reviewed details for Alex Crossley press trip in November. <i>Status: Ongoing – Rooster to suggest itinerary.</i>
Influencer trip: Chantelle Edmunds	Rooster liaised with Chantelle Edmunds re influencer trip in November. <i>Status: Ongoing – Rooster awaiting MAF to be returned.</i>

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

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