Marketing Update: Nov 24



Timeline

- Oct: "Still Shining" launched on Social and PR
 - Plus, on site at NYCWFF
- Nov: Paid advertising resumes
 - Integrated campaigns across Greater Tampa Bay and Toronto, CA
 - Broad Digital and Paid Social
- Dec: Holidays
 - Holiday focused messaging targeting shoppers in addition to the November campaigns which continues
- Jan 25: New campaign
 - Multiplatform campaign across key markets in Northeast, Midwest and Southeast

Still Shining

- Multi-faceted approach to share the message.
 - Reworked TV spot for use nationally and in Canada.
 - Use remaining 2024 advertising inventory in the Greater Tampa Bay area to put the focus on hotels, attractions, restaurants and local businesses.
 - Highlighting special hotel rates and deals across the destination at StillShiningDeals.com
 - Still Shining Stories featuring local businesses for social platform
- Developed as a community-wide message it has been embraced across the destination.

30 Sec TV

• Leveraging existing sponsorship packages: The Annika, ESPN college basketball (Duke-UK) and college football (ReliaQuest Bowl)





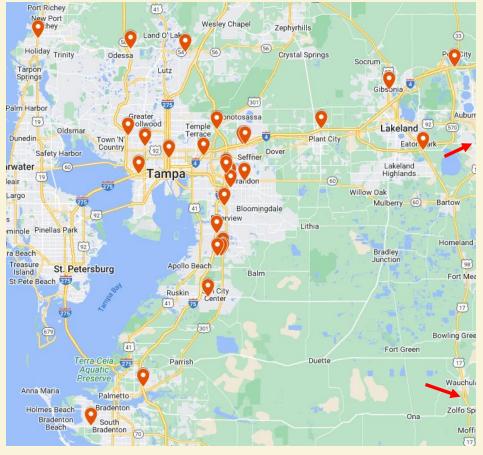
Greater Tampa Bay

• Out of Home

- Rotating Digital billboards across the area highlighting more than 20 businesses.
- Companion digital ads driving to VisitSPC website

• Radio

- 30 sec radio ads on WFLA promoting different attractions, highlighting special hotel rates and deals.
- Weekly "Still Shining" interviews with Ryan Gorman featuring different local leaders



Billboard locations



Canada

• Toronto

- Digital billboards throughout city
- PATH Network / Union Station
- Elevator Network in targeted residential and business
- Connected TV (Prime Video/YouTube)
- Native articles across Nativo network,
- Social ads across Meta.
- Display ads on Weather Network







PTWP313A



PTCCVW1A



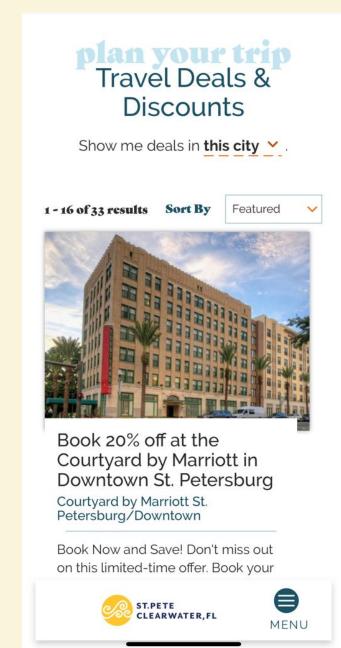
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StillShiningDeals.com

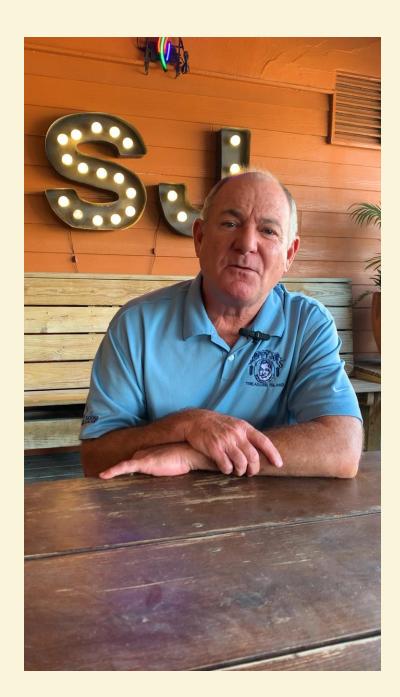
- Aggregating deals across the destination
 - More than 30 deals
 - Hotels and attractions
- Using radio and digital ads to promote





Still Shining Stories

- In addition to regular social posts promoting the destination we have created a weekly video series of stories showcasing the still shining spirit and resilience of the community..
- Featured so far
 - Hubbard's Marina
 - Grove Surf Café
 - Sloppy Joe's



The Community is Still Shining

• Developed as a community-wide message it has been embraced across the destination.

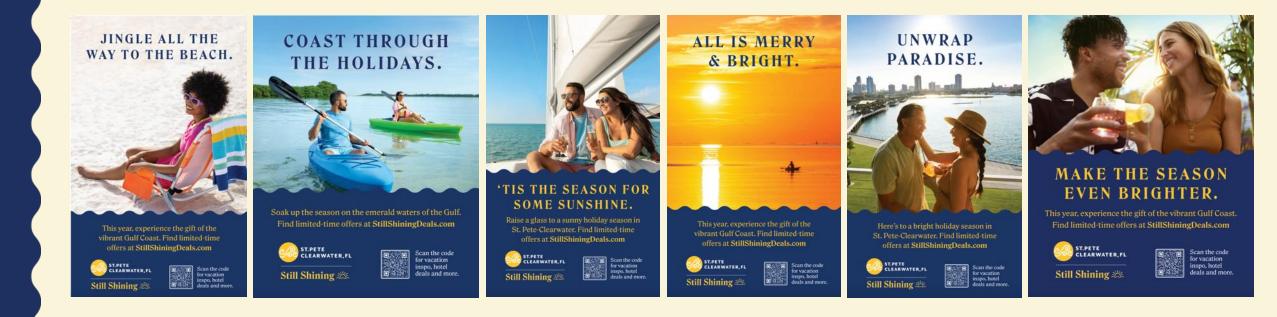
Still Shining: A New Exhibition at the Arts Annual Hurricane Relief Fundraiser

Posted on November 7, 2024 by Creative Pinellas



St.Pete-Clearwater for the holidays

• A series of holiday themed ads running at the Tampa Premium Outlets in high traffic areas of the mall.



After Still Shining

- New campaign, focused on St.Pete-Clearwater as a destination that combines amazing beaches and great weather with gourmet dining, world class arts, sports, events and incredible natural beauty.
- Multi-platform media campaign (TV, Radio, Digital, Outdoor, Print) scheduled to start Jan 13, 2025, across Northeast, Midwest and Southeast.
- Campaign update at the December TDC meeting.