

Television Advertising

Entry: St. Johns County VCB "El Conquistador Returns"

TARGET AUDIENCE

St. Augustine, Ponte Vedra and The Beaches primarily target adults ages 35 through 54 living in the region's drive markets of Orlando, Atlanta and Jacksonville. The general focus of messaging leans toward history, culture and travel with a shift to family activities during summer months.

OBJECTIVE

The overall marketing objective for the broadcast campaign mirrors the objectives for all of SJCVCB's marketing efforts:

- Driving visitation to St. John's County
- Increasing destination awareness and its identity as Florida's Historic Coast®
- Increasing midweek visitation to the destination

IMPLEMENTATION

Florida's Historic Coast was on the verge of crossing two major temporal milestones – the 500th anniversary of Florida's discovery and the 450th anniversary of the founding of St. Augustine.

So, to bring the gravity of these historic moments back to life, we decided to bring El Conquistador back to life. He'd return to the lands he claimed centuries ago for Spain. He'd have a look around, check in on progress, mingle with the inhabitants, enjoy the culture and take pride in all the greatness that he made possible.

Naturally, casting El Conquistador was critical. We needed someone capable of being loveable yet believable; stern yet friendly; funny but not silly. Luckily, the casting process unearthed a local Florida's Historic Coast native who was already working as an area historian and reenactor. He was a natural and completely owned the role.

Next we needed a production and direction team capable of handling the intricacies of the shoot. There would be a drone flyover. Multiple costumes. A sightseeing trolley. Humorous timing. Horseback riding. Golf. A fleet of Spanish galleons and more. Again, we found the perfect team and the shoot proceeded flawlessly.

All around, casting was strong and the humor came off brilliantly along with the portrayal of the Florida's Historic Coast destination.

We filmed on the beach, on a boat, at historic sites and at a Ponte Vedra spa. Ultimately, through the vibrant character of El Conquistador, the spots take audiences on a journey through the area in an entertaining, memorable way.

Footage was edited together to create various versions in differing lengths. For the Summer TV campaign, the :30 spots "Sword Fight" and "Sandcastle" were aired. These focus on golf and beach, both particularly important for our target market. We also created several :15 clips focused on attracting visitors during midweek. Two of those were merged together to form a third :30, which also aired as a part of this campaign in Jacksonville.

RESULTS

Tourism on Florida's Historic Coast in 2014 exceeded expectations and previous years' performance on every major objective measure. The destination experienced a YOY increase in average monthly occupancy (up 5.4%), ADR (up 5%), RevPar (up 10.7%), and demand (up 4.7%). Bed tax collections were also up 10.7% from FY13.

In total, the "El Conquistador Returns" TV campaign generated over 10,800,000 impressions in our major geographic target areas.

This particular campaign was also awarded a Silver Addy in both the local and district competitions.

BUDGET/COSTS

MEDIA: \$XXX

PRODUCTION: \$XXX