

Print Advertising

Entry: Find Your Island Newspaper Campaign

TARGET AUDIENCE

The target audience varies for the fall, winter and spring/summer seasons to match the destination's visitor profile for each period. For this project, we were focused on the winter season. Winter visitors average 55 years of age with an average household income of approximately \$106,249. The majority of visitors are married (75%) and nearly half are traveling as a couple (49%), but few are traveling with children (19%). Through this media buy, we were able to reach a selection our top winter target markets of Boston, Chicago, Minneapolis and New York City.

OBJECTIVE

The Find Your Island Newspaper Campaign dropped on Sunday, November 24, 2013. The objectives of this campaign are as follows: a) see an immediate spike in website visitation and goal completions from our four drop markets, b) see an increase in visitation during the winter 2013 travel season (November 2013 - February 2014) from our four drop markets and c) see an increase in bed tax revenue by 2.5% year-over-year for the winter season. Goal completions refer to travel guidebook requests and eNewsletter opt-ins. An increase in bed tax revenue means an increase in visitation and/or an increase in rates collected for rooms-both of which indicate prosperity in the industry.

IMPLEMENTATION

The Find Your Island Newspaper Campaign was developed to be an extension of The Beaches of Fort Myers & Sanibel's already established Find Your Island brand campaign. However, this campaign was to be unique to the newspaper medium and bring the "island" aspect to life. With over 100 islands in the destination, visitors are able to take a boat and spend the day on the water island hopping anywhere from the lively Fort Myers Beach to the secluded islands of Cayo Costa State Park. Showcasing island hopping through newspaper ads was done by breaking up a full-page ad into four sections. These four % page ads were then checker boarded across a two- page spread. The execution goal was to use these four ads to showcase the idea of island hopping throughout the destination. The creative shows an aerial view of the islands including fish houses, dolphins, kayakers and birds. Furthermore, a boat is shown driving through the ads, connecting the four units together for the consumer's eye. With the end goal being to drive consumers to request further information and to eventually book their trip, the call to action drives consumers to find themselves on The Beaches of Fort Myers & Sanibel and request a free guidebook.

After much research on publications in our primary winter season markets, the following publications were chosen for the campaign: Boston Globe, Chicago Tribune, Minneapolis Star Tribune and the New York Times. These markets were chosen based upon availability of the checkerboard concept, as well as cost and reach.

RESULTS

With a total investment of \$XXX, the Find Your Island Newspaper Campaign generated 5,463,722 impressions. The impact of this campaign is determined by evaluating immediate website visitation and goal completions from our drop markets, visitation from these markets during the winter season, and bed tax revenue during the winter season. Details as follows:

Website Visitation and Goal Completions

- Goal to see an immediate spike in website visitation and goal completions. The campaign dropped on 11/24. Therefore, we pulled a report from 11/24-11/26 and compared it to the same time period one week earlier, 11/17- 11/19.

Details by market:

Boston - Desktop and mobile traffic increased by 26.36%

- Goal completions increased 28.33%

Chicago - Desktop and mobile traffic increased 48.68%

- Goal completions increased 35.62%.

Minneapolis - Desktop and mobile traffic increased 49.04%

- Goal completions increased 105.26%

New York - Desktop and mobile traffic increased 58.75%

- Goal completions increased 43.55%

Visitation by Market for Winter Season (November to December 2013)

- Goal to increase visitation from all four markets season over season, with a focus on the early winter months. (Note: At the time of this submission, only data from November and December 2013 is available. Quarter 1 data from 2014 is not available until mid-May of 2014)
- November and December 2013 show a combined increase in visitation from these four markets of 47%.

Bed Tax Revenue (As reported by the Lee County Clerk of Courts)

- Goal to increase Bed Tax Revenue by 2.5% year-over-year during the winter season.
- Winter Campaign (November 2013 through February 2014) shows an increase in bed tax revenue of 13.7% year-over-year.

BUDGET/COSTS

The Find Your Island Newspaper Campaign was developed for The Beaches of Fort Myers & Sanibel to serve as the creative for the destination's winter newspaper spot market campaign. The production for the concepting and execution of the campaign is approximately \$XXX.