

Mixed Media Campaign

Entry: Summer In-State Program

TARGET AUDIENCE

The Summer In-State Program targeted adults (25-54) with a household income of \$75,000+ living in the Orlando and Tampa DMAs. Women were the primary focus and, as a drive market audience, were most interested in a message of proximity and value.

OBJECTIVE

Prior to the summer of 2009, several factors threatened to negatively impact summer visitation to the Florida market. The economy had begun to cool, leading to widespread talk of an impending recession and broad softening in consumer confidence. Making the situation worse, Americans faced creeping gasoline prices attributable to a significant shortage in refinery capacity. Last, an active hurricane season was expected with a predicted 17 named storms and nine hurricanes, both well above historical averages and fueling travelers' fears of ruined or altered vacation plans to the Sunshine State.

Facing a light summer season, the Coastal County TDC sought to mitigate these issues by more aggressively mining a traditionally reliable summer visitor who enjoyed more flexible travel plans and did not have far to go: the Florida resident. A plan was quickly developed to encourage increased overnight summertime visitation originating from the area's key instate feeder markets of the greater Tampa Bay and Orlando areas.

IMPLEMENTATION

The 2009 Summer In-State Program utilized a highly integrated campaign whose success hinged on four main elements: selecting the right markets, impeccable timing and a compelling message served up in just the right places.

For market selection, who chose two Florida DMAs – Tampa and Orlando – that are close by, heavily-populated and don't have beaches to call their own. Ongoing research suggested these cities just happened to traditionally account for significant visitation to the area during the long, hot summer months. This allowed the perfect opportunity to efficiently turn up the volume on an already established travel period and remind our Floridian neighbors that America's best beach vacation was right in their own backyards.

To get the message out, the TDC charged the agency with developing a fresh new campaign look. Newsprint and online banners married bold photo blocks with crisp white space and custom headlines written for each market. And new :30 television executions showcased gorgeous footage set to the destination's infectious, up-tempo jingle.

Lastly, advertisements appeared in places and during times in which our target consumer was most emotionally open to receive summer travel messages. Quarter-page and strip newsprint units were placed in Lifestyle and Travel sections of the Orlando Sentinel, Tampa Tribune and St. Pete Times; television spots aired in six different Orlando stations during weekday morning news shows and on weekends in movie theaters where families gathered to enjoy summer blockbuster releases.

RESULTS

With the program starting in June 2009, key impact periods were the subsequent three-month period from July to September. According to a 2009 Visitor Report prepared by Research Firm, Inc., all key measures grew during that period compared to the same period in 2008.

For example, visitation among the key lodging segment was up 2.9% over the same three-month period in 2008. Expenditures for that important consumer segment spiked 4.4% year-over-year, generating an additional 28,730 room nights over the 2008 period. Importantly, by summer's end, the Tampa and Orlando DMAs had reclaimed their top spots as feeder markets to the destination, ranking #1 and #2 respectively.

BUDGET/COSTS

Media costs for this effort total \$XXX, or 6.3% of the total FY 2009/2010 media spend. It included \$XXX in newspaper, \$XXX in TV/cinema and appx. \$XXX in online media. Actual creative development costs are not applicable as the work was completed within an agency retainer allocation.