

Websites

Entry: LiveAmplified.com

TARGET AUDIENCE

Visit St Pete/Clearwater's (VSPC) target consumer audience includes adults ages 25-54 with a household income of \$75,000+. VSPC's advertising efforts target consumers in top feeder markets which shift by season. In winter and spring, messaging reach primarily focuses on NE and Midwest, summer and fall focus shifts more to in-state. VSPC's brand campaign also sought to reach more first time visitors, primarily those who are on the younger end of their target consumer audience age demographic.

OBJECTIVE

All marketing initiatives support the overall business goals of the Pinellas County Convention & Visitors Bureau (Visit St Pete/Clearwater) to increase visitation to the area, influence length of stay and ultimately affect economic impact by creating a revenue stream through tourism tax collections.

The Live Amplified Campaign aimed to not only achieve the goals of positioning the area as a competitively unique and compelling destination and raising brand awareness, but to also connect with current and prospective consumers on a deeper, more personal level. One that engages them to join the conversation, the movement, and become a brand advocates.

Campaign objectives sought to see key marketing performance metrics trend upwards including site visitation, visitor guide (destination magazine) requests, enewsletter opt-ins, sweepstakes entry and social channel engagement. With results keeping the momentum of the key business metrics on the upswing including area visitation and tax collections. Movement in first time visitors and length of stay was also a goal.

IMPLEMENTATION

For over five years, visitation to the St. Pete/Clearwater area had been on a steady incline and marketing performance metrics up across the board. In such lucky circumstances, brands have the opportunity to enjoy their successes but are also burdened with the question of "what next" and "how do we ensure we keep consumers engaged and the momentum going?" VSPC partnered with BVK to field consumer research and craft a brand platform to position the area on a potent human value that matched the brand usage experience and fit with current and prospective customer values. Positioning on a value is a similar approach to what many iconic brands do to position themselves to become the antidote for what people feel is missing in their lives. Through research it was identified that the intersection between St. Pete/Clearwater and visitors' (current and prospective) personal values is Vibrancy.

In 2014, VSPC launched a new, value-based creative campaign based on the vibrancy brand platform creatively expressed as Live Amplified. Live Amplified was designed to be VSPC's consumer facing rallying cry to make the brand value of Vibrancy even more accessible, personal and authentic. This bold

approach required that the VSPC brand engage with consumers in a fresh way. One that didn't feel like sponsored advertising about all the things to see and do. Advertising used traditional mediums but with a messaging approach that was much different than the norm. Messaging was fun and casual, like a friend daring you to go all in and live life the fullest – to Live Amplified. Throughout all mediums, the activation of the brand creative focused on driving consumers to a custom built campaign microsite which offered them incentive to engage with an annual sweepstakes tie-in. A constant in the campaign messaging as well was the presence of social icons and #LiveAmplified to encourage engagement beyond the traditional microsite, however, the microsite was built to feature a feed of imagery from those social channels as well as custom video content. The custom campaign soundtrack, which served as the sound bed for advertising, was also available for download on the website. With Live Amplified, Visit St.Pete/Clearwater aimed to start a movement, and they did.

RESULTS

User Sessions on VSPC's primary website in 2014 ended 29% up and through March 2015 were pacing 37% up. They not only came, however, they also engaged - as Pageviews were up 31% and 30% respectively as well. Driving this success was activity on the LiveAmplified.com microsite - with over 150,000 pageviews in the first 6 months of the campaign.

Campaign driven requests for printed Destination Magazine fulfillment (Visitor Guide) up 236% in 2014 and through March 2015 were pacing 63% ahead of campaign driven requests the prior year same time.

Over 33,000 opt-ins for the destination enewsletter have been generated from the campaign. And the monthly campaign sweepstakes has generated over 138,000 entries.

Most notably consumers engaged Visit St. Pete/Clearwater in record numbers on VSPC's social channels.

- Despite having a smaller following than other nearby competing destinations on Twitter, VSPC saw more activity and engagement. In 2014, followers grew by over 10,000 and by March 2015, up another 4,000.
- In two months alone during the campaign, on YouTube there were over 500,000 video views. 2014 ended with over 2.6 million views and by March 2015 to total number of lifetime views was up to 4.8 million.
- VSPC enjoyed healthy activity on Facebook as well, with Lifetime likes growing to over 193,000 by March 2015 and engagement during 2014 over 1 million.

And they came! Visitation to the destination during the campaign timeframe increased 6%, Resulting in increased bed tax and economic impact accordingly. First time visitors to the area increased by 1% and the average age of visitors got slightly younger by 2%.

BUDGET/COSTS

Estimated costs for the development of the Live Amplified website was approximately \$xxx.