



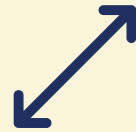
WORKING WITH AMBASSADORS TO TELL ST.PETE/CLEARWATER'S STORY

**Callie Murphy
BVK**

Why engage ambassadors?



Extend reach through strategic partners



Expand audience and reach, there are currently 4.63 B active social users



Build trust, according to Forbes 7/10 consumers trust ambassador recommendations just as much as the opinion of “real-world friends”.



Tell a deeper story



Create brand advocacy



Curate content for use across earned and owned channels



How to engage ambassadors?

- Our approach to influencer marketing is where art meets science.
- We execute a multi-pronged approach, including leveraging Artificial Intelligence (AI) software to find and engage influencers whose audience interests are strategically aligned, and then refine our approach through manual research to ensure that we are striking the right balance between stunning content, engaging storytelling and—most importantly—audience resonance.
- Criteria considerations:
 - Authentic connection to brand & the specific campaign strategy
 - Strong follower engagement
 - Have dominant audience representation in key markets
 - Ability to provide diversity of talent, voices & themes
 - Skilled in creating high-quality content spanning traditional & emerging platforms
 - Relationship roadmap; how can they become apart of our brand beyond the life of the campaign
 - Strategic alignment as it relates to the campaign deliverables & ROI

March 2022 - February 2023



- 10 ambassadors
- Reaching 793,400 potential travelers
- 46,400 engagements
- 1 Gold Hospitality Sales & Marketing Association International (HSMIAI) Adrian Award