



**ST.PETE CLEARWATER**

# Advertising & Promotions

FY 2021 BUDGET WORKSHOP



## Advertising & Promotions

### FY 2020 Sales Plan

#### RECAP

##### GOAL 1:

**Assist in the development of two in-depth, stakeholder-driven, 5-year strategic plans – one for the destination and one for Visit St. Pete/Clearwater that supports the destination plan.**

- Year to date, the Visit St. Pete/Clearwater staff has completed a SWOT analysis (deep dive into the organization, brand and stakeholders), alignment of SWOT analysis results with the Board of County Commissioner's Strategic Plan, and development of values and vision statement.
- We are currently in the process of finalizing the organization's Mission Statement.
- Next piece, administered by the Executive Team, is bringing in a facilitator to administer meetings throughout the county with stakeholders (businesses, elected officials, citizens) to assess what is valuable to them and where we need to be going forward. It will be important to attend and listen to the discussions during these meetings.

##### GOAL 2:

**Create brand awareness and metric movement by differentiating the St. Pete/Clearwater area from its competitors and deliver the right message to the right person at the right time in the planning and visitation cycle.**

- In line with our Tourism Economics research and VISIT FLORIDA'S efforts to regain market share in Canada, we launched a 12-week \$440,000 advertising campaign in Toronto, partnering with Brand USA, that began October 2019. The goal was to influence visitation between January – June. We will evaluate our efforts upon the release of Tourism Economics next annual release, as well as administering a follow-up survey to our Awareness, Attitudes & Usage (AAU) Brand Tracking Study originally completed in December 2019.
- Our research (AirSage, Arrivalist and website visitation data) showed an opportunity for us to expand advertising efforts in Atlanta, so in Fall 2019 we launched a large campaign in Atlanta targeting VSPC's busy, on-the-go target audience with newspaper, radio and OOH components. The campaign will continue throughout FY20, with quarterly performance checks of our research (AirSage, Arrivalist and website visitation data).





### GOAL 3:

#### **Strengthen the brand through creative approach to media, promotions and ad design.**

- We continue to utilize MRI research, the industry standard in identifying lifestyles, media habits, consumption behavior, and interests, to uncover insights on our key target audience that may further guide our media buying decisions.
- We are in the process of developing new creative for launch by January 2021.

### GOAL 4:

#### **Continue to better understand the Orlando market and develop marketing programs that will reach this important audience.**

- In December 2019, we administered a follow-up survey to our Awareness, Attitudes & Usage (AAU) Brand Tracking Study originally completed in January 2018. The research was specifically designed to measure the performance of the St. Pete/Clearwater area destination brand amongst the Orlando market and to continue to explore consumer perceptions and understanding of the destination brand. The research showed that St. Pete/Clearwater has made substantial gains in increasing awareness, familiarity and excitement as an overnight beach getaway destination amongst Orlando residents. Below are statistics comparing results from 2018's AAU study to 2019:
  - When Orlando residents were asked to think specifically about the Gulf Coast of Florida and name the beach destinations that are top-of-mind, 68.4 percent wrote-in a Pinellas County community (up significantly from 56.0% in 2018).
  - Ad recall for the destination is also up considerably. In total, 39.2 percent of Orlando travelers surveyed said they recalled seeing or hearing some form of travel promotion for St. Pete/Clearwater in the last three months (up from 25.2 percent who said the same in 2018).

### GOAL 5:

#### **If necessary, successfully execute Advertising & Promotional Services agency transition.**

- In February 2019, Pinellas County executed a 60-month contract with Birdsall, Voss and Associates (BVK) to provide advertising and promotional services for the CVB, d/b/a Visit St. Pete/Clearwater (VSPC). BVK has been the CVB's agency of record since October 2008 so transition services were minimal. To accommodate a new contract during the fiscal year, budget planning was divided into two halves to cover old contract and new contract expenses.





## GOAL 6:

**Develop new editorial and photo content for the *Gulf to Bay* Issue No. 8 destination magazine that can be used across all our marketing channels and will influence visitation and extended stays in destination.**

- Visit St. Pete/Clearwater released the *Gulf to Bay* Issue No. 8 destination magazine in April 2020. The 112-page, glossy magazine offers locals and potential visitors a resource for dreaming about that next staycation or getaway to St. Pete/Clearwater. In the magazine, you'll find "The Best of St. Pete/Clearwater" – honoring winners in 28 categories voted on by thousands of residents and visitors alike. This content is also heavily promoted on our website.
- New destination images included in the *Gulf to Bay* destination magazine have been uploaded to our digital asset management system for further marketing uses.

## GOAL 7:

**Implement improved workflow system for team.**

- We continue to utilize JotForm for Marketing Request submissions and constantly assess ways to make improvements.
- Implemented Microsoft Teams during Covid-19 to allow for better communication with team while working from home.
- We continue to use Canto as our digital asset management system and follow system updates and schedule training calls with Canto Support to insure we're using the system to its full capacity.
- Working with advertising agency on updates to make the Media Watch report more user friendly. Also, working to incorporate electronic estimates into agency workflow.
- Continue to look for best practices when for agency management.





## Advertising & Promotions FY 2021 Budget Summary

### Advertising & Promotions

Promotional Activities	\$155,000
Agencies (Fixed Contracts)	\$13,945,000
<b>Total Advertising &amp; Promotions</b>	<b>\$14,100,000</b>
<b>Travel</b>	<b>\$6,000</b>
<b>Professional Development</b>	<b>\$4,500</b>
<b>Total FY21 Budget Request</b>	<b>\$14,110,500</b>

**FY20 Budget** **\$15,703,020**

**Variance\*** **-10%**

\*Variance mainly due to allocating previously budgeted items to another account line and reductions due to Covid-19.





Advertising & Promotions FY 2021 Budget Request							
	Location	Dates	Travel	Promotional Activities	Contracts	Professional Development	Total
<b>Conferences/Meetings</b>							
Adobe MAX - The Creativity Conference	Los Angeles	October	\$3,000			\$2,000	\$5,000
Destinations Intl or ESTO Conference	TBD	Summer 2021	\$2,000			\$1,500	\$3,500
Florida Governor's Conference	Florida	Fall 2021	\$1,000			\$1,000	\$2,000
<b>Total Conference/Meetings</b>							<b>\$10,500</b>
<b>Agencies (Fixed Contracts)</b>							
Advertising & Promotional Services					\$13,695,000		\$13,695,000
Promotional & Novelty Items					\$250,000		\$250,000
<b>Total Contracts</b>							<b>\$13,945,000</b>
<b>Other</b>							
Promotional Activities				\$55,000			\$55,000
Capital Project Production Expenses				\$100,000			\$100,000
<b>Total Other</b>							<b>\$155,000</b>
<b>Total Advertising &amp; Promotions Budget</b>			<b>\$6,000</b>	<b>\$155,000</b>	<b>\$13,945,000</b>	<b>\$4,500</b>	<b>\$14,110,500</b>
						<b>Total Budget Request</b>	<b>\$14,110,500</b>





Advertising & Promotions			
Conferences	Location	Dates	Benefit
Adobe MAX - The Creativity Conference	Los Angeles	October	Adobe MAX brings together graphic designers; art and creative directors; illustrators; video and photography professionals; and other creative pros. Hands-on training from Adobe product experts and best-in-the-business creatives help attendees ignite their creativity and grow their careers.
Destinations International OR ESTO U.S. Travel Conference	TBD	Summer 2021	The association for DMOs, DI is a platform for us to present our great projects and see what others around the country are doing. U.S. Travel's leading conference, ESTO brings together innovative travel and tourism marketing minds to share the latest and greatest in the industry. We also use this as a platform to present our latest innovations.
Florida Governor's Conference	Florida	Fall 2021	Visit Florida's mainstay conference gives an opportunity to network, present and see what others around the state are doing.
Agencies (Fixed Contracts)			
Advertising & Promotional Services			Traditional media and creative agency that provides integrated marketing communications services for the organization, developing multi-platform, integrated programs to support VSPC's overall mission and goals.
Promotional & Novelty Items			Promotional items, which may be imprinted or embroidered with Visit St. Pete/Clearwater (VSPC) logos/messages, and ordered on an as needed basis. Promotional products are used at tradeshow, conferences and events to increase brand recognition and generate strong loyalty.
Other			
Promotional Activities			Supporting the marketing efforts of the sales offices with production hard costs, and project management/tracking tools.
Capital Project Production Expenses			Supporting the capital project funding agreements where space is provided to Visit St. Pete/Clearwater for development of promotional assets, i.e. digital information kiosks, video screens, plaques, etc., at the expense of Visit St. Pete/Clearwater.



## **Advertising & Promotions FY 2021 Sales Plan**

*The following plan will be dependent on understanding and navigating the environment post-Covid.*

### **GOAL 1:**

**Help launch and implement the new 5-year strategic plan.**

#### **STRATEGIES:**

- Identify what aspects of the plan tie back into the Advertising & Promotions department and take a lead role in implementing the plan's action items.
- Continue to be primary liaison and interface with BVK advertising agency.

### **GOAL 2:**

**Create brand awareness for the St. Pete/Clearwater area.**

#### **STRATEGIES:**

- Assist in the development and execution of a research-driven, consumer-focused brand platform to build marketing campaigns and promotions upon that enrich the entire destination and deepen consumer engagement.
  - Create powerful messaging and connection strategies built on a core human value of VIBRANCY that will reach and romance prospects in such a way that they will not only consider the invitation to visit but desire it.
  - Create meaningful promotions that extend marketing spend, create emotional connection, build trust, generate web traffic & email opt-ins, and engage brand advocates.
  - Strengthen the brand through creative approach to ad design and medium planning.
  - Focus on brand consistency and relevancy to consumer targets.
- Use data analytics tools to select media that reaches our target consumers (geographically and demographically) that have the highest propensity to not only visit, but to purchase overnight paid accommodations.







- Review the Destination Analysts 2021 Annual Visitor Profile for Advertising Recall, with the goal to maintain an advertising recall rate of 36% or greater.

### **GOAL 3:**

**Develop new editorial and photo content for the *Gulf to Bay* Issue No. 9 destination magazine that can be used across all our marketing channels and publish and distribute the magazine to potential visitors to influence visitation and extended stays in destination.**

### **STRATEGIES:**

- Perform studies to understand how our target audience uses the destination magazine and how the content in past issues has been received.
- Create a content plan based on the research from our audience survey.
- Launch magazine by March 1, 2021, with targeted distribution.
- Review the Destination Analysts 2021 Annual Visitor Profile for Travel Planning Resources Used – Before Arrival with the goal to increase the use of St. Pete/Clearwater Gulf to Bay Magazine in pre-planning from 1.1% to 2%.

### **GOAL 4:**

**Implement improved workflow system for team.**

### **STRATEGIES:**

- Improve the Marketing Request process based on internal department feedback for efficiency.
- Improve the upload/sharing of assets in our digital asset management system based on internal department feedback for efficiency.
- Strive towards making the BVK advertising agency estimate process digitized for more efficiency.
- Strive towards making the BVK advertising agency media watch to be more efficient and effective.
- Attend In-House Agency Forum (IHAF) conference to facilitate establishment of best practices.



**GOAL 5:**

**Source promotional products that align with sustainable/green initiatives.**

**STRATEGIES:**

- In conjunction with promotional/novelty items vendor, source products that are environmentally-friendly.
- Collaborate with Community & Brand Engagement and Digital & Communications to share our best practices for those initiatives with community partners and media.

**GOAL 6:**

**Help in the development of a Value of Tourism campaign for the residents, politicians and businesses of Pinellas County.**

**STRATEGIES:**

- Work with a consultant to survey Pinellas County residents to get their sentiments on tourism.
- Utilize the economic data as it relates to the Value of Tourism to creatively share with the residents of Pinellas County.

**GOAL 7:**

**Collaborate with Capital Project Funding recipients to bring value to the agreements.**

**STRATEGIES:**

- Collaborate on joint marketing initiatives to promote the new venues.
- Discover new technology that can be used in the new spaces that are provided to Visit St. Pete/Clearwater as part of the Capital Project Funding agreements.





**GOAL 8:**

**Collaborate with Elite Event Funding recipients to bring value to the agreements.**

**STRATEGIES:**

- Collaborate on joint marketing initiatives to promote the event to increase attendance and room nights for the destination.
- Collaborate with Community & Brand Engagement on ways to activate the brand at each of the events to build brand awareness and value for the attendees.

**GOAL 9:**

**Relaunch the Live Amplified platform for the Chambers of Commerce.**

**STRATEGY:**

- Collaborate with Community & Brand Engagement on ways to engage the Chambers of Commerce in relaunching the Live Amplified brand platform, including branded creative that would be useful to them.

