

DESTINATION EDA CO-OP PROGRAM

VISITFLORIDA



Strategy

Create and launch a co-op program designed to support DMOs by utilizing a tiered package approach featuring video advertising to maximize the impact of grant dollars for participants.

These programs will be inclusive for all DMOs and will supplement our traditional co-op offerings.

By co-investing together, Florida will benefit from a unified marketing approach.

Campaign Overview

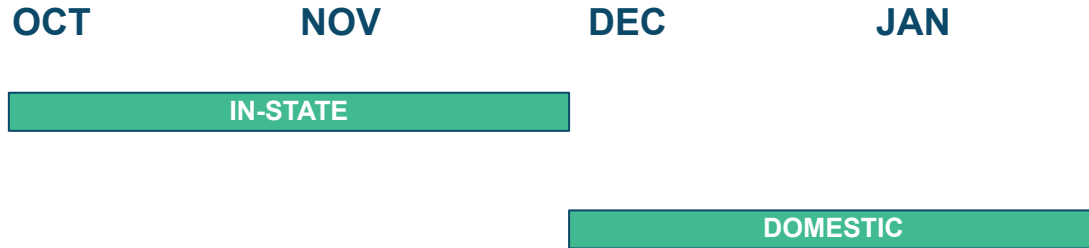
To assist in Florida's tourism economic recovery, VISIT FLORIDA has been awarded a \$5M grant as part of the CARES Act Recovery Assistance. VISIT FLORIDA additionally will contribute a \$3M match to the program. \$2M will be from Partner investment for a \$10M total media budget.

VISIT FLORIDA co-investment: 80%

Partner co-investment: 20%

In-Market Campaign Timeline

This phased approach will launch just ahead of the Winter campaign creating a boost of in-state travel, then broad level awareness (Domestic campaign).



In-State Campaign & Packages

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CAMPAIGN APPROACH:

BUILDING STATE PRIDE

In Fall of 2020, our in-state brand LoveFL (formerly Share a Little Sunshine) launched an in-state travel campaign designed to accomplish 2 things: **build Florida state pride and inspire Floridians to seek out the many amazing experiences that surround us all.** Due to its success, we'll be evolving the campaign to **spotlight individual locations and regions while keeping the thread of state pride.**

CAMPAIGN CONCEPT:

Typical

The Fall 2020 spot connected with Floridians by verbally sharing some of the truths we all understand as proud residents, then surprised them with some of the amazing places they may not know about right in their backyard. We continue that momentum that develops pride. There's almost no bounds to what we can discover, do, and see – all without having to travel very far.

The collective spots will be rich with inspiration and ultimately remind us all that in the Sunshine State, our typical day is anything but typical to everyone else.

:30 “Typical” - In-State DMO/City Specific Example

Upbeat electronic music, conversational & friendly Voice Over, motion graphics transition between photos & videos.

Voice Over:

Today is just a typical day in Florida

We'll be over here
while the rest of world wishes they were
Large Type Super: St. Augustine

Here, we can stumble into the amazing.

Wander into delight.

We can turn any day into the perfect getaway.

And the best part? it's all right here...
in our own backyard

SUPERS:

Live Here. Love Here. Explore Here.

LOGO:

Love FL + Typed Partner Name

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:30 “Typical” - In-State Regional Destination Example

Upbeat electronic music, conversational & friendly Voice Over, motion graphics transition between photos & videos.

Voice Over:

Today is just a typical day in Florida

We'll be over here
while the rest of world wishes they were

Here, we can stumble into the amazing.

Wander into delight.

We can turn any day into the perfect getaway.

And the best part? it's all right here...
in our own backyard

SUPERS:

Live Here. Love Here. Explore Here.

LOGO:

Love FL + Typed Partner Name

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In-State Campaign

**Targeting: All of Florida
Adults 25-54
Travel Enthusiasts**



In-State Co-op Packages

Tactics		Partner Investment	VISIT FLORIDA Co-Investment	Flight (wks)	# of Packages
In-State Gold	Streaming Package - (Hulu, Samsung TVPlus, Amazon OTT) + CTV (est. 6.6MM impressions)	\$50,000	\$200,000	8 (10/4-11/28)	5
In-State Silver	Streaming TV Package (Hulu) + CTV (est. 3.3MM impressions)	\$25,000	\$100,000	8 (10/4-11/28)	7
In-State Bronze	Connected TV (CTV) (est. 1.3MM impressions)	\$10,000	\$40,000	4 (options below)*	10
In-State RAO	Connected TV (CTV) (est. 328K impressions)	\$2,500	\$10,000	4	SOLD OUT



*Flight options: Oct 4-31, Oct 11-Nov 7, Oct 18-Nov 14 or Oct 25-Nov 21

Logo Treatments

In-state (\$10K-\$50K)

DMO / CITY SPECIFIC



REGIONAL



Domestic Campaign & Packages

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CAMPAIGN APPROACH:

CONTINUING MOMENTUM

With this campaign we're building off the successful ***Power of Vacation*** Rebound Commercial that was viewed 250M+ times across the country. We know that people who viewed the spot ended up visiting every single county in Florida. There are many factors that contribute to this amazing dispersal. From a creative commercial perspective, we believe one of them was the combination of transformative, emotional moments at breathtaking, unique locations.

Our storytelling formula will connect with potential travelers and differentiate Florida from other destinations. This unique co-op program allows us to work collectively to show the Power of a Florida vacation while highlighting individual destinations and regions.

CAMPAIGN CONCEPT:

HERE

People don't want to be wherever "there" is, they want to be "here" in Florida. As THE vacation state, there's so many amazing places here – each with its own personality and amazing benefits. But what we all share in common is that we help every traveler be here in the moment. Away from the stress and beyond worry, Florida destinations have the unique ability to make every moment a little brighter so visitors can reconnect with each other, discover something new, and create the memories that will stay with them long after they leave.

The campaign is calling for visitors to come here and be here in the moment where they can truly enjoy what makes them happy.

:30 “HERE” - Domestic Destination/DMO Example

Upbeat electronic music similar to recent spots, humble and genuine voice.

Underline = customizable per video

Voice Over:

What if you were here.

In St. Augustine.

Expansive, iconic shot

Here is where you explore.

You relax.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

Signature emotional moment

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

VISIT FLORIDA - Partner logo / Partner typed name*

VISITFLORIDA[®]



*Varies by package

:30 “HERE” - Domestic Regional Destination Example

Upbeat electronic music similar to recent spots, humble and genuine voice.

Underline = customizable per video

Voice Over:

What if you were here.

Expansive, iconic shot

Here is where you wander.

You discover.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

Signature emotional moment

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

VISIT FLORIDA — Partner logo / Partner typed name*

VISITFLORIDA[®]



*Varies by package

:30 “HERE” - Word Bank

Each Partner should select 2 phrases to fill in the blanks of the spot

Voice Over:

What if you were here.

Here is where you _____ .

You _____.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

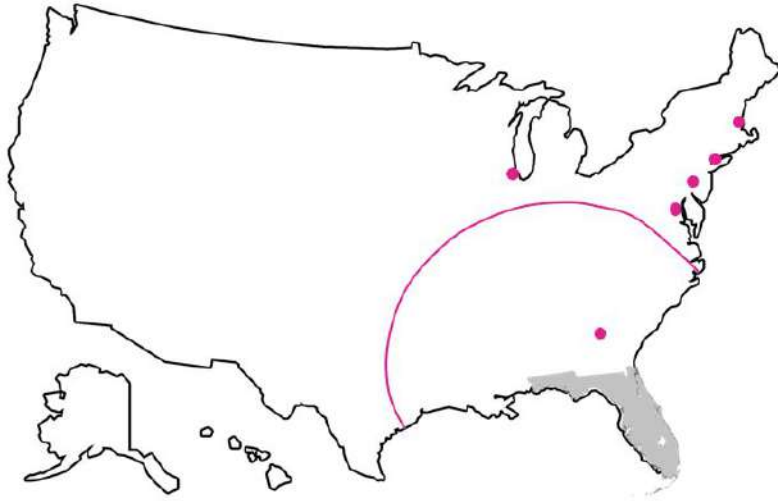
VISIT FLORIDA — Partner logo/Partner typed name



WORD BANK

- > Explore
- > Wander
- > Discover
- > Relax
- > Find peace
- > Unwind
- > Disconnect
- > Escape
- > Love
- > Get closer
- > Connect
- > Glow
- > Shine brightest
- > Are more you
- > Dive in
- > Indulge
- > Dream
- > Imagine
- > Go wild

Domestic Campaign



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Domestic Targeting:

- > *Excludes Florida*
- > Drive Markets: 700 mile radius: GA, AL, TN, MS, AR, SC, KY, NC, LA, Houston DMA, St. Louis DMA
- > Atlanta
- > Boston
- > Chicago
- > NYC
- > Philadelphia
- > Washington DC

Adults 25-54

Travel Enthusiasts

Domestic Co-op Packages

Tactics		Partner Investment	VISIT FLORIDA Co-Investment	Flight (wks)	# of Packages
Domestic Gold	National TV - Addressable (est. 12.8MM impressions)	\$200,000	\$800,000	8 (11/29 - 1/23)	4
Domestic Silver	Market TV - Addressable (est. 6.4MM impressions)	\$100,000	\$400,000	8 (11/29 - 1/23)	4
Domestic Bronze	Streaming Package - (Hulu, Samsung TVPlus, Amazon OTT) + CTV (est. 6.6MM impressions)	\$50,000	\$200,000	8 (11/29 - 1/23)	5

Domestic Logo Treatments

\$100K+ Buy in

(Domestic Gold & Silver)



\$50K Buy in

(Domestic Bronze)



May use destination name of choice (City or County)

Asset Requirements

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IMAGERY APPROACH:

MAKE THEM WANT TO BE HERE

Any provided visuals and/or clips should include a combination of emotional moments and beautiful locations. This combination will help potential visitors and Floridians imagine themselves here in this place, here in this moment, right here, feeling this way.

SELECTING EXPERIENCES: **Unique + relevant** to what people want today

FROM FAR: **Expansive breathtaking** views that are amazing backdrops for vacations

FROM NEAR: Up-close intimate moments that show the **joy and transformation** vacations offer

FAR EXAMPLES

This shows the beauty that will surround them when they come here. Expansive breathtaking views that are amazing backdrops for powerful vacation moments.



NEAR EXAMPLES

These show the moments they'll experience and how they will feel when they're here. when
Up-close intimate moments that show the joy and transformation vacations offer.



SELECTING YOUR CLIPS

Overall, we're looking for experiences that immerse people in vacation. Based on current traveler studies, the Florida brand, and this campaign, images & experiences should embrace the following considerations.

PARTNERS PROVIDE CLIPS WITH THESE SPECS:

- > **6-10 video clips** that total over :60, 1920x1080 at the least for resolution, MP4 format
- > For in-state also provide **5-7 still high resolution horizontal images**
- > VF will narrow down clips that work best with type supers and the campaign message
- > Clips should highlight the destination experience through unique experiences, near and far perspectives
- > Clips can be 1 talent group or montage of different talent

PARTNER TO ALSO PROVIDE

- > **Partner to provide customizable word selections and specific destination name**
- > **A full color logo and a white logo (for Domestic Silver and Gold only);** vector file: ai or eps
- > NOTE: Similar assets can be used for both the domestic and in-state videos.

FEELING OF EXPERIENCES

Warm Moments:

So close & authentic that viewers put themselves in the moment

Expansive:

Amazing vastness, beauty & feeling of freedom

Immersive:

Natural sounds that engulf viewers to feel surrounded by FL

Dreamlike:

Airy & soft moments make vacation seem almost unreal

EXAMPLE EXPERIENCES

- > Devil's Den
- > Springs
- > Manatees
- > Florida Parks
- > Kids Sprinting to Waves
- > Outdoor Dining
- > Bioluminescent Kayak
- > SUP in Mangroves
- > Pop-Up Hammocks
- > Rocket Launches
- > Snorkel
- > Accessible Scuba
- > Parasail
- > Scooters on the beach

Participation & Deadlines

Sales open today! Due to limited inventory, DMOs will be allowed to select their **top three choice packages** upfront by **June 4**. VISIT FLORIDA will then confirm DMOs' first choice by **June 11**. If additional package selections are available, DMOs will be notified of their additional package confirmation by **June 18**.

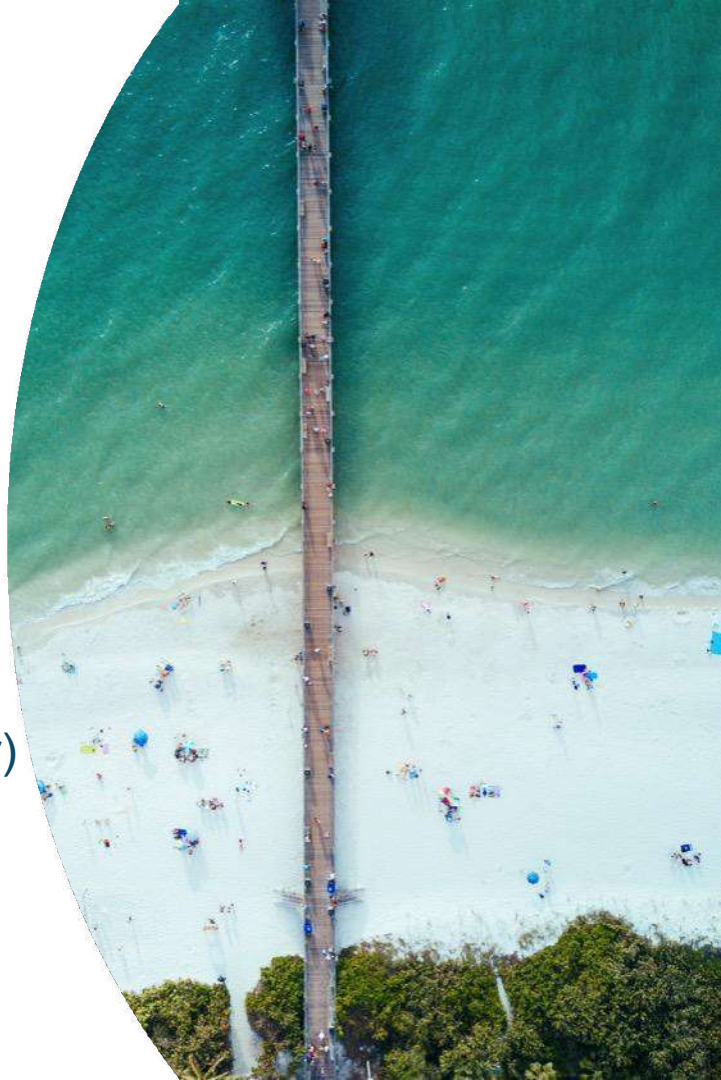
June 4	Deadline to submit package selections
June 11	First package choice confirmed by VISIT FLORIDA
June 14	Assets due for first choice packages
June 18	Additional package choice confirmation(s) by VISIT FLORIDA
June 28	Assets due for additional package(s)

How to Participate

Sign-up Options:

- > First come, first serve via submission form at **VISITFLORIDA.org/EDA**
- > To be invoiced upon campaign completion
- > This presentation is posted on VISITFLORIDA.org/planner (Search “EDA” in filter)

Limited number of packages available. Sign up today!



Recommendation

- ❖ To complement the EDA Program, VISIT FLORIDA recommends DMOs participate in the “Always On” Remarketing co-op packages during the same timeframe
- ❖ Allows DMOs to lead with their own creative (with “In Partnership with VISIT FLORIDA” logo)
- ❖ VISIT FLORIDA co-invests at 25%
- ❖ 4 Week Flights
- ❖ Remarketing Native
Remarketing Display
Remarketing Video

More information at [VISITFLORIDA.org/planner](https://www.visitflorida.org/planner)

Thank You

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Overview: TV Buying Options



What is Streaming TV?

Streaming TV:

- > Streaming TV is a way of watching TV via streaming media delivered over the internet.
- > Examples of streaming services include Netflix, Hulu, Disney+, Peacock, Prime Video, YouTubeTV and other sites which stream films and television shows.
- > Benefits: Allows advertiser to target audiences based on a variety of factors including DMA and interests. It also offers the ability to utilize multiple demographics within a campaign in order to better focus on a core audience.

- > Included in: In-state Silver, In-state Gold, Domestic Bronze

What is Connected TV?

Connected TV:

- > Connected TV refers to the device on which someone is watching a video or an ad.
 - > Delivered on an actual television set using customized target audience segments
 - > Premium, at-scale, and measurable
 - > Benefits: Great viewability, non-skippable, exclusive viewership and targeting
- > Included in: In-state Bronze and In-state RAO

CONNECTED TV DEVICE TYPES



Smart TV



Blu-ray Players



Gaming Consoles

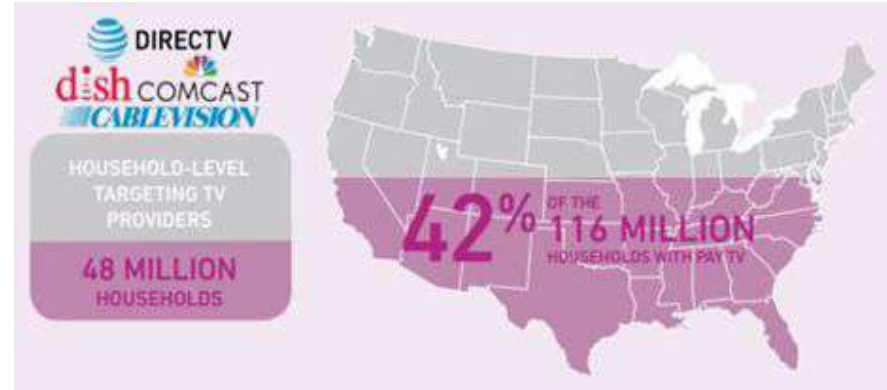


Streaming Players

What is Addressable TV?

Addressable TV:

- > Targeted TV ads delivered on a home-by-home basis via cable, satellite and set-top boxes
 - > Includes both linear and video on demand (VOD)
 - > Circulates messaging to households matching the unique targeting criteria of the campaign
-
- > Included in: Domestic Silver and Gold



What is Addressable TV?

Addressable TV Process:

- > Build Your Audience: The advertiser determines the target audience based on first, second or third-party data
- > Match Your Audience: A third-party matching partner anonymizes and matches the target audience to the TV operator's subscribers
- > Launch Your Campaign: Start disseminating your ads to households matching the unique criteria you set to target
- > Measure the Results: The TV operator sends ad exposure data back to the neutral third party. The advertiser can provide cross-channel sales data to show closed loop analytics
- > Benefits: Precision, real-time targeting, increased ad relevance