

# Multicultural Digital Campaign

**Campaign Name**

“Your Florida Side Is Calling”

**Client Name**

VISIT FLORIDA

**Agency Name**

Alma DDB

**Campaign Partners**

N/A

**Executive Summary**

How did VISIT FLORIDA, the state’s official tourism marketing corporation, turn a recessionary tourism slump into a record-breaking year and then top that feat? By reminding Americans that Florida is still their favorite escape for refreshing, relaxing and renewing.

In its quest to increase travel to the state in FY ’12, VISIT FLORIDA targeted seven key markets in the eastern United States, with a particular emphasis on African Americans and Hispanics. The \$2 million integrated, multi-media campaign, which ran from July ’11-June ’12, used both interactive and traditional media to target these two demographics.

VISIT FLORIDA courted Hispanics and African Americans online through advertising on culturally specific sites/networks and behavioral-targeting sites. Mobile, radio and outdoor aspects of the campaign also targeted each group (in English and Spanish, as appropriate). Ads in vertical magazines, as well as general interest magazines featuring multi-cultural models, were also part of the outreach.

The campaign proved extremely effective. Following a record-breaking year in 2011, 23.4 million visitors came to Florida in the first quarter of 2012, an increase of 2.4 percent over the same period in 2011. Traffic to the VISIT FLORIDA website increased every month since July with an average monthly increase of 40% from January-May 2012, impressive considering VISITFLORIDA.com is already the most trafficked destination marketing organization site in the country. The campaign generated a 53% awareness level in the target markets, an 8.8% increase compared to the FY ’11 campaign.\*

\*Source: VISIT FLORIDA 2012 Advertising Effectiveness study conducted by Strategic Marketing & Research, Inc., released in June 2012

### **Situation Analysis**

Florida is a growing international tourist destination, but it is still primarily America's top vacationland. Some 87% of visitors to the state hail from the United States, with many coming from just seven major markets.

The good news is that these visitors are diverse, representing a wide range of geography, age, household income, lifestyle and ethnicity. In order for Florida's tourism industry to weather national economic and demographic changes over time, diversity is absolutely critical to sustaining and growing the market.

A golden opportunity for Florida lies in better attracting two key demographics – African Americans and Hispanics. Florida currently captures only 6% of African-American travel and just 9% of domestic Hispanic travel.

A major factor in the travel decisions of African Americans is family ties, as nearly half have traveled to see friends and relatives in the last year. Since African American residents make up more than 16% of Florida's population, there is plenty of room for growth.

Hispanic Americans are the largest ethnic group in the U.S. and projected to grow by 35% within the next ten years. In the scramble to appeal to this hot target, Florida has the advantage of unique Spanish heritage and cultural experiences, as well as a large Hispanic population of more than 21%. The travel industry in general was severely hit by the national recession.

In Florida, there was additional economic fallout from the Deepwater Horizon oil spill of 2010. That combination had produced the unthinkable – a 2.5% decrease in visitors to Florida in 2010.

Thanks to aggressive campaigning, Florida rebounded nicely in 2011 with a 4.4% increase over 2010 and a 1.6% increase over the previous high visitation level of 84.5 million in 2007.

But people are now really focusing on getting the most out of their money. If they are going to spend on a big-ticket leisure item like travel, they've got to feel that the experience is transformational. That's a real challenge considering that about 95% of Florida visitors are repeat customers (who may, in the new value-minded economy, decide to explore the wow factors of other locales).

## **Campaign Objectives**

Concentrating on the top seven feeder markets – Atlanta, Boston, Chicago, Detroit, New York City, Philadelphia, and Washington D.C., we aimed to regain lost market share and increase visitation levels above the record breaking year of 2011. We particularly wanted to show growth in the multicultural targets.

VISIT FLORIDA courted Hispanics and African Americans by buying \$2 million worth of interactive (online and mobile), and traditional media (radio, outdoor, and print) targeted specifically to each audience.

## **Strategy and Execution**

We needed to lure them back by reminding them that Florida remains the vacation experience that can be trusted to deliver value, freedom from routine and renewal, as it has for more than 100 years.

We revamped visitors' expectations with the "Your Florida Side Is Calling" campaign, which wooed travelers with lush images of sun-drenched beaches with crystal waters, shady palms, and thrilling theme parks. After reigniting their passion for the pleasures of the Florida favorites they know and love, we enticed them with unexpected sides of Florida they have yet to discover – fascinating historic sites, culture, local specials and fresh Florida seafood.

## **Media Placement**

### Online/Mobile

Banners targeting Hispanic families ran on Hispanic-specific sites such as *Yahoo Español* and *Pulpo*, in both English and Spanish. Standard and rich media (expandable in-banner video) formats directed users to [VIVAFLORIDA.org](http://VIVAFLORIDA.org): a site in the VISIT FLORIDA web family that explores ways to celebrate Florida's diverse cultural heritage. Featuring a Spanish-language editor and bilingual 'Insider', content was updated regularly in both languages. Ads also drove to [VISITFLORIDA.com/español](http://VISITFLORIDA.com/español).

The organization targeted African American couples and families through banners promoting Florida travel on sites such as AOL's *Black Voices*, Reach Media's *Black America Web*, and the *Grio.com*, as well as on sites that were behaviorally targeted through *Ad.com*. Multiple creative messages important to the African American consumer (e.g. 'Family Travel') directed people to a specific landing page promoting Black Heritage Trails within the state and other family-friendly vacation activities.

A multi-cultural mobile campaign on iPhones and Androids was behaviorally and contextually targeted to applications and sites such as *Essence*, *BET*, *Telemundo* and *Univision*. Mobile was an important component of the VISIT FLORIDA plan targeting African Americans and Hispanics as research shows both these groups over index on mobile usage compared to the general market.

### Radio

VISIT FLORIDA sponsored traffic/weather reports in the five largest African American markets -- New York, Atlanta, Chicago, Washington, DC and Philadelphia -- as well as Detroit. Spots ran on all the leading African American radio stations in these key Florida feeder markets.

Hispanics were also targeted through traffic/weather sponsorships in New York, Chicago, and Philadelphia. Announcers on all the leading Hispanic stations in these markets read "live" Spanish copy carrying the "Your Florida Side" message.

### Outdoor – Transit & Billboards

VISIT FLORIDA targeted African Americans and Hispanics in its major feeder markets through transit advertising. A combination of car cards, platform posters and subway clocks carried the Sunshine State's warm message on subway/commuter rail systems during the cold weather Q1 months.

Billboards along major commuter arteries were also used during the same time in markets where rail travel is not as prevalent.

### Print

Ads targeting African Americans ran in consumer magazines such as *Essence*, *Gospel Today*, *Pathfinders*, and *Uptown* as well as in supplements like the *BET Awards* and the *NAACP Image Awards* Viewers Guides. Similarly, ads targeting U.S. Hispanics ran in publications like *Latina* and *Siempre Mujer*. In addition, ads featuring a multiethnic mix ran in more general interest magazines such as *Oprah*, *Food & Wine* and *Travel & Leisure*.

### **Supporting Collateral**

N/A in this sample entry

### **Accomplishments & Conclusions**

#### 2012 Visitation To Date

Following a record-breaking year in 2011, 23.4 million visitors came to Florida in the first quarter of 2012, an increase of 2.4 percent over the same period in 2011. Of the total visitors to the state, an estimated 19.7 million came from within the U.S., representing a 1.2 percent increase over the first quarter 2011.

#### Visits to VISITFLORIDA.com

All creative messaging in every medium drove consumers to VISITFLORIDA.com and the results were impressive. VISIT FLORIDA did not break out visits to their site by ethnicity, but because the overall traffic increase was record-

breaking, a reasonable assumption follows that the new visitors included those from both targeted groups.

Traffic to the VISIT FLORIDA site by both computer and mobile phone increased every month since July 2011. That's a significant achievement considering that VISIT FLORIDA.com was already the most trafficked destination marketing organization website in the country, posting a record year in 2011 with 6.3 million visits (a 13% increase versus 2010).

The first quarter 2012 boasted an incredible start as well when January and February 2012 became the most trafficked months in the history of the site. February alone had an increase of 44% in page views versus the year prior.

VISIT FLORIDA also experienced organic growth in the number of fans every month on their Hispanic page (VISIT FLORIDA español) on Facebook.

#### Awareness Levels

The following results regarding awareness levels generated were published in the VISIT FLORIDA 2012 Advertising Effectiveness study conducted by Strategic Marketing & Research, Inc. and released in June 2012:

- Overall, the VISIT FLORIDA campaign generated a 53% awareness level in our target markets, an 8.8% increase compared to the FY '11 (7/10-6/11) campaign. The study did not specify ethnicity, but a rising tide tends to lift all travelers.
- Of all media used, *online generated the highest level of awareness (40%)*. The study also showed that *online media was the most efficient* medium in reaching households familiar with the VISIT FLORIDA campaign, helping to reduce the cost to reach each "aware" household by 24% -- meanwhile the cost to reach each "aware" household in those markets declined by 24%.
- From a creative messaging perspective, research also showed that online was the top medium for communicating a message of "sandy beaches", followed by "warm climate" and "fun, exciting, adventure".

#### Creative Impact

The same research (the VISIT FLORIDA 2012 Advertising Effectiveness study conducted by Strategic Marketing & Research, Inc. and released in June 2012) shows VISIT FLORIDA's "campaign continually receives some of the highest marks SMARI has seen from a destination marketing campaign, with all communication attributes in the top 10% of all creative ...", with the highest communication attributes being:

- Florida offers a variety of experiences for everyone
- Florida is a great place to spend time together with friends, family, or loved ones
- Florida is more than a single destination

In addition, the “impact attributes” of the creative in the campaign were measured. In all cases, our creative scored in the top 25% of destination marketing campaigns SMARI has seen, with the leading attributes being:

- These ads show experiences and places that I am interested in
- These ads make me want to take my next vacation in Florida
- After seeing and hearing these ads, I am more interested in visiting Florida