

- 03.** executive summary
- 04.** research
- 08.** strategy
- 10.** creative
- 18.** media
- 22.** public relations + promotions
- 26.** interactive
- 28.** budget + evaluation
- 30.** plan summary



executive director	chris sula
account executive account planners	melissa mundschenk mary kate eisemann jill pearson
media director media planners	jenny gattone adam chrestenson krista lio susie rolloff
creative director creative planners	shannon tarkowski amy mu katlyn smith dennis topielec brianne vanlauwe sarah wilson
art director graphic designers	george matthew aaron holbrook ryan mark
production director production assistants	justin duff ben ellis patrick long
advisor	douglas tschopp

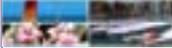


executive summary

Since the 1960s, VISIT FLORIDA and its predecessors have been **LEADERS IN THE DOMESTIC TOURISM INDUSTRY**. Today, Florida boasts minimal seasonality and status as the number-one U.S. vacation destination. It's rich history, culture and attractions set Florida apart from other sun destinations. So why do some vacationers perceive Florida as "just another sun destination" and what can VISIT FLORIDA do about it?

You asked us to create an innovative and strategic marketing plan that reinforces the state's position as a leader in the travel industry while **RENEWING CONSUMER INTEREST** in Florida vacations.

Velocity Communications has delivered an effective campaign that capitalizes on consumer interest in order to increase Florida tourism. We thoroughly researched Florida's target market and segmented it carefully to uncover the **KEY MOTIVATIONS AND INTERESTS** of its members. Our creative plan emphasizes Florida's unique and diverse attractions. Our far-reaching media and public relations plans encourage and raise awareness of Florida tourism. Our executions position Florida as an **EXCITING** vacation destination with many **UNIQUE ATTRACTIONS** ranging from arts to adventures. Florida is not just another sun destination. Our plan tells vacationers just that and helps them find everything they want in a vacation, **ALL WITHIN FLORIDA**.



research

client analysis

Florida offers vacationers more than great beaches and sunshine. Florida boasts rich history, culture, arts and attractions. Visitors have the opportunity to explore a history that dates back to Spanish explorers who arrived nearly 500 years ago which has been enjoyed by the likes of Ernest Hemingway, Jim Morrison and many U.S. presidents. This heritage combined with climate, attractions, cultural diversity and a well-developed vacation travel industry to make this the top travel destination in the U.S.

situation analysis

The current U.S. economy continues to recover from the stress of 9/11 despite high unemployment rates. Stock market fluctuations cause investors to remain wary. At the same time though, retail sales have risen 8.7% in the past two years, and consumer confidence levels have been returning to their pre-9/11 highs. All of this suggests that VISIT FLORIDA has an opportunity to increase Florida tourism, if it responds to the concerns of consumers in a still-uncertain economy.

market analysis

In today's market, travelers look for vacation destinations that combine excitement and value. They want to experience new and unique destinations and know their money will be well spent. The familiarity that domestic travel offers may lead vacationers to choose domestic destinations over foreign ones-but only if those domestic destinations are also exciting. **FLORIDA CLEARLY HAS WHAT CONSUMERS WANT: UNIQUE SURPRISES AND RELIABLE VALUE.** VISIT FLORIDA must reposition Florida as an exciting and worthwhile choice that stands out from competitors. Velocity Communications identified these competitors, analyzed consumer travel habits and uncovered consumer perceptions of Florida through extensive primary and secondary research.

research methods

To gain an understanding of Florida's competitors and consumers' travel habits and perceptions of Florida, we used the following research methods:

- 1 | TRAVEL HABITS SURVEY** **WE SURVEYED OVER 350 ADULTS NATIONWIDE** to uncover patterns in their travel habits and to determine current vacation "hot spots." To achieve the first goal, we asked them to tell us the frequency of their business and leisure, foreign and domestic trips; the average length of those trips and the number of people who attended each type of trip. To achieve the second goal, we asked vacationers to name three destinations they would like to visit in the next year and three reasons why each destination appealed to them. We created an index of 20 reasons to classify and analyze these results. Responses were cross-referenced with geodemographic data they provided.
- 2 | TRAVEL AGENT SURVEY** Travel agents can inform and influence vacationers. We wanted to know how agents perceive Florida destinations, what they notice about consumers who take Florida vacations and where they receive information about Florida.
- 3 | MESSAGE BOARD MONITORING** We wanted to find out what people say about Florida, what people ask one another about Florida and what stories Florida vacationers were share online. Over a four-month period, we monitored travel-related message boards to gauge consumers' perceptions.
- 4 | VACATION INTEREST-PURCHASE PERIOD SURVEY** Our travel habits survey showed that consumers put a lot of thought into choosing their vacation destinations. We needed to know how far in advance we should advertise to increase tourism during specific times of the year. To measure this period between vacation interest and purchasing, **WE CONDUCTED IN-DEPTH INTERVIEWS WITH VACATIONERS.** We asked when they become interested in taking a vacation, when they begin to research/plan and when they make reservations. Their responses were cross-referenced with geodemographic data they provided.
- 5 | SECONDARY SOURCE ANALYSIS** We supplemented our primary research with analysis of Florida Visitors' Study and *Travel 2003 and Beyond: A Study of Leisure Travel Markets and Media*. In particular, we examined the demographic makeup of Florida vacationers, the regions of the country in which they live and the factors that influence their travel choices.

competitive analysis

Our research revealed other sun destinations provide some of Florida’s strongest competition. Besides these destinations, other types of vacations also compete for consumer’s attention, including foreign travel and cruises. Our most important finding is that **FLORIDA’S COMPETITION OFTEN COMES FROM SOURCES THAT AREN’T EVEN VACATION DESTINATIONS**, including backyard destinations and large discretionary purchases.

COMPETITOR	STRENGTHS	WEAKNESSES
Other sun destinations (California, Cancun, Caribbean)		
	<ul style="list-style-type: none"> • Similar geography and climate to Florida • Offer unique attractions • Potentially similar advertising campaigns to Florida 	<ul style="list-style-type: none"> • Lack many diverse options of Florida • Less reliable in value than Florida • Lack Florida’s rich cultural and historical attractions
Foreign travel (Europe, Asia, Latin America)		
	<ul style="list-style-type: none"> • Perceived as exotic • Offer more unique attractions than domestic destinations 	<ul style="list-style-type: none"> • Longer transit time • Expensive (travel costs, exchange rates) • Travel Safety Concerns
Cruises		
	<ul style="list-style-type: none"> • Offer all-inclusive and group packages • Packages offer convenience to vacationers • Multi-port options give travelers a wider range of vacation destinations per trip 	<ul style="list-style-type: none"> • Limited time in ports-of-call • Create inflexible travel plans • Public health concerns • Hidden costs
Backyard destinations (within 2 hours from home by car)		
	<ul style="list-style-type: none"> • Close locations offer convenient weekend getaways • Low travel cost • Familiarity means low-risk for many consumers 	<ul style="list-style-type: none"> • Not always perceived as a real vacation • Lack excitement of more distant destinations
Large discretionary purchases (home improvements, children’s education, optional home loan payments)		
	<ul style="list-style-type: none"> • Perceived as more practical than vacation spending • Offer long-term investments for consumers • More societal pressure 	<ul style="list-style-type: none"> • Lack the excitement of a vacation • Fail to offer a memorable vacation

target market insights

Our travel habits survey revealed that 69% of foreign and domestic travelers have a household income of \$50K or higher. Frequent travelers, who take 1–6 domestic trips per year, have an even higher mean income of \$75K. Though the target market is affluent, its **MEMBERS SHARE FEW OTHER DEMOGRAPHIC SIMILARITIES**. They range in age equally from 25–64 and contain nationally representative averages of males and females. The market is predominantly White, but contains high enough percentages of Asian/Pacific Islanders, Hispanic Americans and African-Americans to be considered **ETHNICALLY DIVERSE**. In geographic terms, the target market **LIVES IN ALL AREAS ACROSS THE COUNTRY**, but tends to cluster in the Northeast, West and Great Lakes regions.

While this diverse population has varied interests, one thing is clear: they like to travel. Our travel habits survey showed that 87% are frequent travelers. Nearly one-third takes one or more vacations outside of the U.S. per year. Travelers stayed an average of 5.5 nights on their domestic trips and 4.7 nights in foreign destinations, mostly in Mexico or Canada. These travel habits remained consistent across age and race within our survey population.

Reasons for taking a vacation also remained consistent across demographic segments of the population. Nearly half of the respondents listed visiting family/friends, geography and culture/history as main reasons for traveling. Entertainment, shopping and outdoor recreation were also popular responses. Travel motivators varied by region. Participants living in states with similar geography and climate to Florida reported attractions (e.g., culture/history, entertainment, outdoor recreation) as main reasons for traveling.

Next, we compared motivations among vacationers who reported Florida as one of three destinations they would like to visit and those who did not. Those interested in visiting Florida reported weather/climate (29%) and visiting family/friends (15%) as their two highest reasons for traveling. Those who did not indicate Florida reported geography (17%) and visiting family/friends (17%) as their top reasons.

Our travel agent survey confirmed that vacationers perceive Florida almost strictly in terms of weather and climate. Agents reported they recommend Florida to clients looking for warm weather, beaches, golf, Walt Disney World and affordability. Few agents (<10%) indicated any other

factors (e.g., cultural/historical attractions, entertainment or outdoor recreation) that define Florida as a vacation destination. They also indicated **FLORIDA'S LARGEST DESTINATION COMPETITORS INCLUDE PLACES LIKE CANCUN AND JAMAICA**.

These destinations as well as others such as Europe, Russia, Latin America and the Caribbean accounted for 37% of respondents' first destination choices. Foreign destinations were usually described as "unique" and "exotic." One frequent traveler wanted to visit Europe because "it is completely different from what I am used to." Another was interested in Montreal, Canada because it "is rumored to be like Europe only close to the U.S."

Word of mouth emerged as a strong reason why vacationers choose certain foreign and domestic destinations. One respondent wanted to visit Alaska because "it's supposed to be beautiful. I want to mark it off of my list of 'places to see.'" Seattle was a top choice for another participant because "everybody says it has a special quality, a special culture. I want to know what they're talking about—I want to check it out myself." Other open responses revealed that most travelers seek memorable experiences from their vacations. A Grand Canyon enthusiast said, "I want to personally experience the views. Pictures don't seem to be able to capture it." Several talked about places they "just need to experience" or "check out" for themselves.

Similarly, finding new and exciting Florida destinations was a common theme on the message boards we monitored. Many visitors asked for help choosing new areas, like the following vacationer: "I've been visiting South Florida for so long now that I am interested in visiting some other areas of Florida where I might enjoy a different and/or new type of Florida experience." Others shared their favorite Florida spots, describing areas and attractions that were "heaven," "wonderful" or places that they "truly love." Over our four-month monitoring period, these and other users discussed their unique finds in Florida.

Beyond geodemographics and travel habits, we also wanted to know how consumers approached vacation planning. Our interviews with vacationers revealed that, on average, travelers become interested in taking a trip 5.1 months in advance, begin researching 3.5 months in advance and purchase reservations 2.3 months before their vacation. Responses varied slightly, with 25–34- and 55–64-year-olds starting earlier (6 months in advance) than 35–44-year-olds (3 months in advance). Though some groups started planning their vacations earlier than others, all groups booked no earlier than two months in advance. This told us that advertising 2–3 months before desired travel time would prove most effective.

key research findings

Our research gave us strategic insights into the interests and travel habits of our target market:

- 1 | Though the target has a high household income, its members spend their money in different ways. Some travel frequently, but others spend their earnings on household improvements or their children's education. For them, paying off debts takes priority over going on vacation. Florida's competition comes from more than just other destinations. **A SUCCESSFUL CAMPAIGN WILL MOTIVATE FREQUENT TRAVELERS AND HOMEBODIES ALIKE.**
- 2 | The 62 million target members are spread across the nation, and the regions they live in affect their travel habits. Those living in areas with winter seasons report weather and climate as their main reasons for traveling to warm destinations. Those in areas like Florida have other motivators, like visiting family and friends, seeing cultural/historical attractions and enjoying nightlife. **SUCCESSFUL VISIT FLORIDA ADVERTISING NEEDS TO STRESS DIFFERENT BENEFITS FOR CONSUMERS IN DIFFERENT PARTS OF THE COUNTRY.**
- 3 | Some segments of the market are Florida intenders, like parents who take their children to Disney World or retirees who love to golf or vacationers who travel often. These are primarily repeat visitors, who want to return to their favorite areas again and again while still seeking out new destinations within Florida. Other segments choose destinations like Europe, reporting that these spots offer the unique attractions they want to see. When planning a vacation, these Florida non-intenders don't realize Florida offers the same attractions they seek elsewhere. We call this "disconnect." **VISIT FLORIDA MUST REDUCE THE DEGREE OF DISCONNECT WITH FLORIDA NON-INTENDERS WHILE GIVING FLORIDA INTENDERS THE THINGS THAT WILL STIMULATE RETURN VISITS.**

S.W.O.T. ANALYSIS

Strengths

- Approximately 21.3 million households in target market
- Many distinct and unique attractions
- Reliable value
- Different travel regions offer many choices for vacationers
- Warm climate offers year-round appeal
- More transit options

Weaknesses

- Florida's identity as "the old standby" or "just another sun destination"
- Perceived as less exciting than other destinations
- Florida's established position hinders word-of-mouth

Opportunities

- Gain Florida non-intenders by promoting lesser-known, more "exotic" feature of Florida
- Internet-savvy target is receptive to www.flousa.com
- Target market is well-educated and reads newspapers and magazines often
- Consumers are willing to spend in the recovering economy

Threats

- Similar geography and climate to other sun destinations
- Multiple types of competitors, some that are perceived as necessities and take priority over vacation spending (e.g., children's education)
- Large market includes diverse members that may be hard to reach with a single creative concept
- Already high tourism makes an increase in nights of paid lodging difficult to achieve
- Potentially unstable economy



strategy

target market

Our research revealed key characteristics of the target market that VISIT FLORIDA can use to catch potential travelers' attention:

CLUSTERED—The target members are spread across the nation, but research shows that they live primarily in the Northeast, West and Great Lakes

INFORMED—Our target stays well-informed and explores travel options in detail, using the Internet to research destinations and book reservations.

AFFLUENT—According to our research, the target has a household income ranging from \$50K to upwards of \$100K.

MONEY MANAGERS—The target members are economically-conscious, whether they're watching their investment returns, stepping into high-paying jobs or clipping coupons.

DIVERSE—The target is best described as diverse. Its members range in age from 25–65 and have a variety of interests related to their life stages. They are single and married, parents and empty-nesters. They each travel for diverse reasons and look for different things in a vacation.

ACTIVE—Our target members refuse to settle down; whether working out, working hard or taking a break, they're on the move.

SEEKERS—When our target members travel, they have an agenda. They want unique experiences in each vacation they take.

positioning

Our research gave us strategic insights into the interests and travel habits of our target market:

- Florida's competition comes from more than just other destinations, and a successful campaign will motivate frequent travelers and homebodies alike.
- Successful VISIT FLORIDA advertising needs to stress different benefits for consumers in different parts of the country.
- VISIT FLORIDA must reduce the degree of disconnect with Florida non-intenders while giving Florida intenders the things that will stimulate return visits.

From this we recognize VISIT FLORIDA must reposition Florida in the target market's eyes. Consumers must recognize and take advantage of the full range of options Florida has to offer. The target market should know that

FLORIDA PROVIDES AN EXCITING VACATION WITH MANY DIVERSE DESTINATIONS AND UNIQUE ATTRACTIONS RANGING FROM ARTS TO ADVENTURES.

The market should believe Florida stands out among other destinations, both for the unique attractions it offers and for the variety of vacation experiences available throughout the state.

market segmentation

The target market is large, representing over 28% of the U.S. population, but our segmentation draws upon relevant patterns in their lifestyles and travel habits to deliver an effective plan.

To segment our audience, we used PRIZM®, a lifestyle segmentation system that separates the U.S. population into 62 different clusters based on geodemographic, psychographic and lifestyle characteristics.

Using PRIZM®, we indexed each cluster against key demographic variables that emerged from our research. These variables included a **HOUSEHOLD INCOME OF AT LEAST \$50K AND AN AGE RANGE OF 25–64**. PRIZM® identified 16 clusters as excellent matches for potential visitors to Florida. We analyzed these clusters for similarities and differences in statistical and lifestyle characteristics, resulting in five final target segments.

target market segmentation

SEGMENT 1

doing it all



- 25–34
- Single, Married (with or without children)
- Annual household income of \$50K
- Predominantly White, high Asian/Pacific Islander
- Reside primarily in West
- Like to stay fit and usually belong to a health club
- Internet savvy, shop online and use financial/stock services on the web
- Make time for at least three domestic trips a year while also exploring countries abroad

SEGMENT 2

stepping into success



- 35–44
- Single or married (with or without children)
- Annual household income of \$70K
- Predominantly White, high Asian/Pacific Islander
- Reside primarily in West, Northeast and Great Lakes
- Stay active on vacation, often skiing or playing golf, and belong to a health club the rest of the year
- Travel often (3+ domestic business trips per year) and for different reasons
- Belong to frequent flyer programs and make time for personal vacations
- Likely to rent a car on vacation

SEGMENT 3

enjoying regardless



- 25–44
- Single or married (with or without children)
- Annual household income of over \$55K
- Predominantly White, some ethnic diversity
- Reside primarily in Northeast
- Spend their income remodeling their homes, often completing some of the work themselves
- Use coupons and plan for large purchases
- Have large debts and are likely to splurge on vacation
- Enjoy sailing, snorkeling and other outdoor activities

SEGMENT 4

living richly



- 45–54
- Married (with or without children)
- Annual household income of over \$80K
- Predominantly White, high Asian/Pacific Islander
- Reside primarily in Northeast and West
- Travel widely, including trips to Europe, the Caribbean and Latin America
- Usually book with a travel agent
- Belong to frequent-flyer programs and upgrade to first class when heading overseas
- Take vacations where they can ski

SEGMENT 5

getting life's rewards



- 45–64
- Married
- Annual household income of \$60K
- Predominantly White, high Asian/Pacific Islander
- Reside primarily in Northeast and West
- Usually travel first class on trips to Alaska, Canada, Japan and other Asian countries
- Still active, playing golf and tennis more than 20 times a year, and sailing

creative

To reach its diverse and active target market, VISIT FLORIDA must show potential travelers the variety of activities Florida has to offer. A successful creative concept will be tailored to the specific needs of the target market members based on their location and lifestyle. It will also expand current perceptions of Florida to include the excitement and diversity we know Florida offers.

creative concept "FIND YOUR FLORIDA."

Our creative solution offers Florida vacationers the opportunity to make Florida uniquely theirs:

Find Your Florida.

This tagline expresses the idea that Florida isn't "just Florida." It is a dynamic place that offers each visitor many travel options. Because of its diverse attractions, destinations and history, Florida adapts to visitors' expectations of a sunshine vacation. The tag also suggests that even if visitors have been to Florida before, more awaits them. It welcomes new and repeat visitors to explore more than just one aspect of Florida.

PETE THE PENGUIN

The second component of our creative concept is Pete the Penguin. In essence, Pete lives the "Find Your Florida." tag line. Pete serves as a tool to differentiate Florida's advertisements from other similar sun destinations.

- Pete's situation is humorous and memorable
- Pete is out of his element but is always comfortable in Florida
- Pete is unique among other Florida mascots
- As a first-time visitor, everything is new and exciting for Pete
- All target members can relate to Pete regardless of age, sex or race

concept testing

We showed storyboards for three commercials to a small sample of individuals within our target market. One was a Pete the Penguin/"Find Your Florida." commercial; the other two featured scenic views with a voiceover, similar to that of many other sun destinations. After 48 hours, individuals were asked what they remembered about the commercials. Pete was the most remembered aspect of the three commercials. Almost all individuals identified the Pete commercial as taking place in Florida while fewer could identify the other sun destinations.



creative objectives

- 1 | Establish Florida as a unique vacation destination in the eyes of domestic leisure travelers in our target market
- 2 | Increase nights paid lodging and car rentals
- 3 | Design an effective and memorable campaign using Pete the Penguin and “Find Your Florida.” to highlight Florida destinations

mandatory creative components

Based on our research, the creative executions will highlight activities and destinations that appeal to the target market. These take into account regional factors that affect consumer travel habits. Wherever possible, target members will be shown interacting with Pete, helping viewers to identify with VISIT FLORIDA advertising and, ultimately, find their own Florida.

We’ve created two types of executions:

GENERAL FLORIDA EXECUTIONS

- Highlight warm weather and Florida geography (e.g., beaches, oceans)
- Appeal to target market members who live in regions with winter seasons (Northeast, Great Lakes, Central/Northwest)

ATTRACTION-BASED EXECUTIONS

- Highlight attractions that are unique to Florida (e.g., Everglades, gator wrestling)
- Appeal to target market members living in regions similar to Florida (West, South, Southeast)

General Florida executions will be used during winter months in selected regions and attraction-based executions appear nationwide throughout the plan.

ALL CREATIVE EXECUTIONS

- Show Pete the Penguin participating in a Florida experience
- Use research-based destinations and activities
- Incorporate representative members of target
- Present the “Find Your Florida.” tag line visually and audibly when possible
- Include the FLA USA logo in the corner of every camera shot or print execution
- Feature www.flausa.com and 1.888.7.FLA.USA

creative executions

PRINT MEDIA

Postcards—Postcards will be used both as direct mailers and as supplements to magazine ads in select months and publications. We chose postcards because they are strongly tied to travel and will create a distinctive campaign for VISIT FLORIDA. Vacationers send postcards to family and friends to show the great things they are doing on their vacations. We’ve used them to highlight Florida’s unique and lesser-known features. Using a mix of 20 different postcard designs, VISIT FLORIDA will reach target members in specific regions at relevant times throughout the plan year. **SEE P 12–13**

Magazines—Magazine ads will feature postcard images taken from the actual postcards produced by VISIT FLORIDA. In these executions, Pete will appear with other Florida visitors who reflect the reader demographics for each vehicle. Selected half-page advertisements will have affixed postcards that can be removed and shared by readers. This viral marketing will increase the total impressions made by each postcard ad. In fact, many readers will open the magazine directly to the postcard, making them even more effective. Underneath the postcard, another postcard image will continue Pete’s adventure in Florida, keeping the ads effective in high-traffic locations (e.g., waiting rooms, health clubs) where the postcards will likely be removed. **SEE P 14**

Newspapers—Half-page inserts in local newspapers will target specialty markets throughout the nation, including Hispanic Americans, African Americans, gays and lesbians and college students. These newspaper ads will mirror the design of postcards mailed out at the plan launch. In these executions, Pete will appear with other Florida visitors who reflect the reader demographics for each vehicle.

Co-op inserts—Co-op inserts ranging from 2–8 pages will benefit both VISIT FLORIDA and its *Partners*. The front page of co-op inserts will feature Pete the Penguin fully within the body of the sponsoring *Partners’* ad.

This agreement is useful to that *Partner* and VISIT FLORIDA as it establishes a stronger link between the two. Viewers are likely to associate future ads from either company with the other (e.g., travelers viewing a Dollar ad will think of VISIT FLORIDA).

VISIT FLORIDA will use the bottom inch of each inside page of the insert. This footer shows Pete the Penguin interacting with a product of that *Partners’* co-op ad. **SEE P 154**

COMMERCIALS

TV and In-Theater commercials will depict Pete in slice-of-life situations as he travels around Florida. Like the other executions, commercials will feature destinations and attractions. Because Pete uses many products and services during his vacation, many commercials have the opportunity to serve as co-op ads with *Partners*. **SEE P 16–17**

postcard executions

"SEA WORLD"

Front



Pete participating in a Florida experience alone or with people representing our target market

Funny or informative quote from Pete the Penguin about the experience he's having

FLA USA logo in one corner of the postcard

Back

Tag line

"Find Your Florida."

Find Your Florida.

Dear Mom—

Still here in Florida. There are just too many things to do here!

Yesterday, I went to this place called Sea World. They had some great shows, but I'm not sure I see what the people found so interesting about Shamu, the killer whale.

You should really come and visit soon. You'd love it!

—Miss you—

Pete



Did you know...

- Sea World is in Orlando, Florida.
- You can pet sea rays & small sharks at the Florida Aquarium in Tampa.
- The dolphin is Florida's official state saltwater mammal.

TO:

Patty the Penguin

Igloo #9B

Glacier Way

Ice Hills, Antarctica

09753

www.flausa.com | 1.888.7.FLA.USA

Information and unusual facts about Florida

1.888.7.FLA.USA and www.flausa.com are featured on all postcards

Note from Pete to friend or family highlighting his experience on the front of the postcard



“PARASAILING”

This is a general Florida execution, showing warm weather and an activity that is offered at many locations in the state.

Pete can be featured in any number of warm weather scenes from lounging on the beach to jet skiing.



“HOTEL STAY”

This execution uses Pete to show the benefits of relaxing in Florida.

The postcard can work extremely well as a co-op ad with hotel *Partners*. Room and view can be changed based on lodging and location.

magazine + newspaper executions

"EVERGLADES"

Magazine ad with postcard attached



Postcard attached to top of magazine ad

Newspaper ad or Magazine ad with postcard removed



Short story about what happened after the experience Pete had on the Postcard. Story can stand alone when postcard is removed or ad is used for newspaper.

www.flausa.com and 1.888.7.FLA.USA featured

Tag line "Find Your Florida" featured

FLA USA logo featured

co-op insert executions

SAMPLE CO-OP WITH DOLLAR RENT A CAR

Address: www.dollar.com

VACATION CHECKLIST

- Stop newspaper
- Enable e-mail auto-reply
- ✓ Check dollar.com for their lowest rates

Save the surfing for vacation.

.....

For our lowest rates, there's only one place to click: dollar.com

DOLLAR
RENT A CAR

Member Response 1.800.400.4000

For special Florida rates specify promo code: VFGET

Offer available at participating Florida Dollar Rent A Car locations only, and expires 12/11/04. Certain rental qualifications, holiday and other blackout periods apply. Vehicle availability of these special rates may be limited. All offers and promotions are subject to change without notice. Rates include tax and mileage charges only. Additional charges apply. Dollar features quality products of the DaimlerChrysler Motors Corporation like the Dodge Grand Caravan, Dodge Stratus, Chrysler Sebring Convertible, Dodge Stratus, Dodge Neon and other fine cars. ©2003 Dollar Rent A Car, Inc. DTG LISTED NYSE

Main body of *Partner's* co-op ad

Pete the Penguin knows the best way to travel on land is with Dollar rental cars.

Find Your Florida.

Pete the Penguin knows the best way to travel on land is with Dollar rental cars.

Find Your Florida.

www.flausa.com | 1.888.7.FLA.USA

FLA USA logo featured in all footers

Tag line "Find Your Florida" featured in all footers

www.flausa.com and 1.888.7.FLA.USA featured in all footers

Pete interacting with *Partner's* product

commercial executions

"HOLE IN ONE"

Our research also showed that travelers visit places where they can take part in their hobbies and interests. Florida has an abundance of facilities for all types of sports. "Hole in One" highlights Florida as a great golf spot for pros or amateurs.



:00 Pete is picking out golf clubs in a pro shop



:05 The store owner and a golf pro are looking at Pete and talking about him
VO (instructor): How's he gonna get a decent swing with those short arms?



:10 Pete sets up on the driving range and begins practicing



:15 Instructor is giving lessons to a woman when he is hit on the head with a golf ball



:20 Golfers see Pete hit the instructor & come to Pete for lessons.
SFX: golfers laughing and chatting



:25 White screen with FLA USA logo, "Find Your Florida." Pete is lying across the "FLA" line of their logo
VO (Pete): "Find Your Florida." Visit www.flausa.com or call 1.888.7.FLA.USA

“FLOCKING TO FLORIDA”

Both VISIT FLORIDA’s research and our own indicated that many people travel to Florida to visit family and friends or for a family reunion. These visitors often stay in family-owned homes rather than paid lodging. In this advertisement, Pete imagines an overwhelming family gathering in his hotel room. “Family Visit” suggests that there is a better way to visit family. Target market members will see the parallel between Pete’s family crowding in his hotel room and their family reunions being hectic within their own homes. The commercial suggests to viewers that they should make reservations for this year’s family reunion instead of making up the hide-a-beds.



:00 Date book with “family arrives” circled in red. Book is being held by Pete.



:05 : Pete imagines his whole family flocking into his room to stay with him for a week.
SFX: Flapping of penguin wings, penguin noises



:10 Pete snaps awake, with a worried look on his face



:15 Pete spots and picks up his Florida hotel brochure: “Great place for family reunions”



:20 Pete imagines looking down a hotel hallway, where his family members poke their heads out of other rooms and Pete smiles.



:25 White screen with FLA USA logo, “Find Your Florida.” Pete is lying across the “FLA” line of their logo
VO (Pete): “Find Your Florida.” Visit www.flausa.com or call 1.888.7.FLA.USA

media

Velocity Communications developed a far-reaching media plan to extend the creative concept to all segments of the target market. Our media vehicles maximize VISIT FLORIDA's budget by combining regional and national buys. Our mix of traditional and non-traditional media creates effective and memorable impressions. It also ensures that the entire target will be reached.

objectives

- 1 | Create top-of-the-mind-awareness of the creative concept within the first three months of the plan
- 2 | Target all segments with an effective reach of 74% and a continuous frequency of 2.2 during a 12-month period
- 3 | Use a heavy-up pattern to reach 84% of the target market with a frequency of 4.1 during December to maintain high occupied room-nights during February and March and to launch creative plan
- 4 | Use a heavy-up pattern to reach 79% of the target market with a frequency of 3.8 during April, June, September and October to decrease the gap between available and occupied room-nights during June, August, November and December.

strategies

REGIONAL BUYING

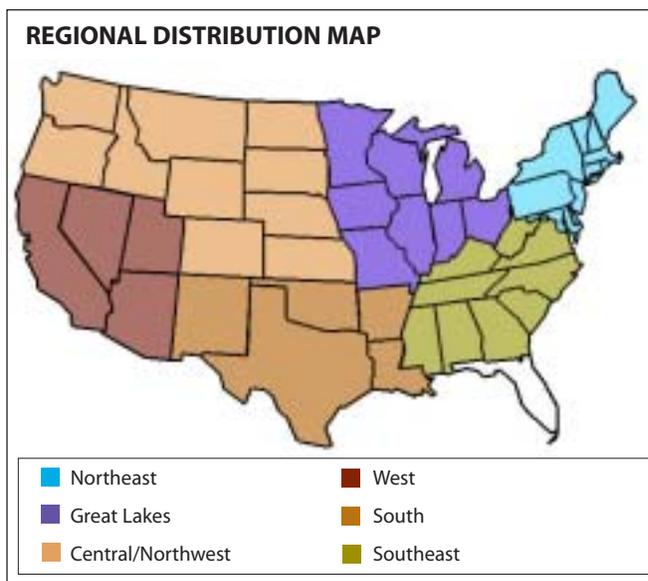
Regional buying will allow VISIT FLORIDA to reach the target market efficiently by advertising heavily in the areas where its members live. Using PRIZM®, we divided the country into six regions that reflected the geographic patterns of the target market. We learned that **ONE-THIRD OF THE TARGET LIVES IN THE NORTHEAST**, followed closely by the West (29%). Fewer live in the Great Lakes (14%), South (10%) and Southeast (8%), and a small fraction lives in the Central/Northwest (5%). Using this information, we weighted our regional buys to create the most impressions in our target market for the lowest cost.

HEAVY-UP PLAN

We recommend a heavy-up strategy to **MAXIMIZE VISIT FLORIDA'S BUDGET**. Continuous advertising in magazines and TV will establish top-of-the-mind awareness for the creative concept, while heavy-up advertising in newspapers, direct mail, Internet and new media generate high reach and frequency during selected months to manifest consumers' vacation interest.

In addition to generating awareness of Florida destinations, we've used heavy-up periods to **NARROW THE GAP** between available and occupied room-nights. Our Vacation Interest–Purchase Period survey showed that consumers research and reserve their vacation 2–4 months before taking a trip. We scheduled heavy-up media during April, June, September and October to increase nights in paid lodging during June, August, November and December. These months have the greatest potential for an increase in reserved room-nights.

REGIONAL DISTRIBUTION MAP



traditional media

MAGAZINES

Magazines effectively reach target members according to their interests. Including a real postcard in several magazines will guarantee staying power. **POSTCARDS IN THE MAGAZINES GENERATE EXTRA IMPRESSIONS** because magazines fall open to pages where heavier paper is inserted. Because the postcards can be removed from magazines, their reach is extended as they are shared with non-magazine readers. Magazine ads below the postcards remain effective for VISIT FLORIDA even after postcards are removed. Our recommendations reflect the interests and readership of the market segments that appear in parentheses.

- ½ page, 4 color, 15 total units
- ½ page, 4 color with postcard, 23 total units
- ½ page, 4 color 8-page co-op, 4 total units
- Dec 04–Nov 05
- 2 units during non-heavy-up months
- 4 units during heavy-up months
- Suggested publications (corresponding segments): *Business Week* (1); *Fitness* (1, 2); *Budget Travel* (2, 3); *Family Fun* (2, 3); *Golf Digest* (4, 5); *Parade* (1–5)

NEWSPAPER

The target market is well-educated and likes to stay informed. Newspaper inserts will allow VISIT FLORIDA to reach these media-conscious consumers nationwide, and local buying options provide opportunities to **TARGET MINORITY SEGMENTS**, especially the Hispanic Americans and African-American markets.

- ½ page inserts
- Dec 04, Apr 05, Jun 05, Sep 05
- 90 units/month
- Suggested periodicals: local newspapers targeting affluent minorities; weighted according to regional distribution of target market

TELEVISION

Television provides the high reach necessary to **ESTABLISH NAME AWARENESS FOR PETE THE PENGUIN**. Carefully chosen cable programming will deliver the creative concept to specific market segments, while network television will capture a wider range of viewers. Audience demographics of suggested vehicles strongly correlate with the market segments that appear in parentheses.

- :30 spots on both cable and prime-time television
- Jan 04–Nov 05 (delayed in Dec 04 for direct mailing and magazines that introduce Pete to target)
- 9 units of cable, 6 units of network during non-heavy-up months
- 25 avg. units of cable, 12 avg. units of network during heavy-up months
 - Minimum: 9 units of cable, 6 units of network during heavy-up months
 - Maximum: 37 units of cable, 14 units of network during heavy-up months
- Regional distribution:
 - Northeast: 13 avg. units/month
 - West: 13 avg. units/month
 - Great Lakes: 6 avg. units/month
- Suggested programs (corresponding segments): *ESPN SportsCenter* (2, 3); *TLC's Trading Spaces* (1, 2, 3); *Friends* (syndicated) (1, 2, 3); *Travel Channel's Great Hotels* (5) and *World's Best* (5); *ABC's Good Morning America* (1, 2, 3, 4, 5)

non-traditional media

DIRECT MAIL

Pete the Penguin postcards mailed directly to households within our target market will create effective and memorable impressions. These postcards will **LAUNCH THE CREATIVE CAMPAIGN** by spreading Pete across the country, along with lesser-known facts about Florida. Postcards are traditionally saved and displayed on refrigerators and corkboards. Their staying power will guarantee multiple impressions per postcard. Mailers sent later in the year will increase recall and influence the target to vacation during the lowest periods of room-night occupancy.

- Postcard mailer sent to 25,000 households within the target market; 5 million mailings, 200 total units
- 100 units mailed out in Dec 04
- 50 units mailed out in Mar 05, Jun 05
- Regional distribution:
 - Northeast: 33 units
 - West: 29 units
 - Great Lakes: 14 units
 - South: 10 units
 - Southeast: 8 units
 - Central/Northwest: 5 units
- Suggested addresses: households within the target market chosen proportionally according to region

INTERNET

Our Travel Habits survey and PRIZM® revealed the target market is Internet savvy, using the Web to research travel options and purchase reservations. We recommend purchasing keywords from major search engines and buying click-through banner ads to achieve our goals.

Search Engines

By expanding the keywords that result in VISIT FLORIDA as the first search result, VISIT FLORIDA will reach consumers during a crucial stage in their vacation planning.

- 10 keywords/month
- 80 units/month
- Suggested keywords: to be selected from open responses given on evaluative measures and other studies

Banner Ads

Banner ads provide large impressions, especially when they catch potential visitors' eyes with animation and appear on sites target members are likely to visit.

- 1 banner ad
- 3 units during non-heavy-up months
- 8 units during heavy-up months
- Suggested host sites (corresponding segments): nascar.com (1, 2, 3); bobvilla.com (2, 3); ivillage.com (1, 2, 3, 4); forbes.com (2, 4); travelandleisure.com (4, 5)

NEW MEDIA

A 2003 Arbitron study found that **CINEMA AUDIENCES ARE HIGHLY RECEPTIVE TO IN-THEATER ADVERTISING**. Of the \$1 billion spent on in-theater advertising last year, only a small portion appeared in the U.S., leaving domestic audiences largely untapped by American advertisers. In addition, these audiences tend to be affluent and Internet savvy, two characteristics of our target market. Screens will be purchased according to expected audience demographics and psychographics for upcoming films, allowing VISIT FLORIDA to reach specialty markets (e.g., minority markets, gay and lesbian community, college students) as well as a large percentage of the target.

- :30 spots on 10,000 screens nationwide
- Dec 04, Apr 05, Jul 05, Sep 05
- 1 unit/month
- Suggested screens: films reaching the general target market and specialty markets

media testing

Prior to the launch of the Pete the Penguin campaign in Dec 04, several executions will be shown to focus groups in order to better understand their responses toward the ideas. This development stage will occur in July and August with a TV ad and a magazine ad. Audience testing will help determine if our vehicle choice of interest-based publications and shows is appropriate. Early development will also allow VISIT FLORIDA to refine executions and produce enough to guarantee a strong launch. At the end of this pre-launch period, VISIT FLORIDA will purchase keywords to increase the likelihood of www.flausa.com appearing during an Internet search.

media flow chart

	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Magazines													41
Co-Op	1				1		1			1			4
1/2 pg		1	1	1	1	2	2		2	1	2	2	15
1/2 pg (w/ postcard)	5		2	2	3	1	2	2		2	2	1	22
Newspaper	90				90		90			90			360
TV	6	32	28	31	24	28	47	22	28	23	50	33	352
Internet													157
Search Engines	8	8	8	8	8	8	8	8	8	8	8	8	96
Banner Ads	8	3	3	3	8	3	3	8	3	8	8	3	61
Direct Mail	100			50			50						200
New Media	1				1			1		1			4

media statistics

	UNITS	COST/UNIT	TOTAL COST	IMPRESSIONS
Magazines				234,480,000
<i>Business Week</i>				
Co-Op	4	\$ 42,000	\$ 168,000	
<i>Fitness</i>				
1/2 pg (w/ pc)	4	\$ 50,000	\$ 200,000	
1/2 pg	8	\$ 32,000	\$ 256,000	
<i>Budget Travel</i>				
1/2 pg (w/ pc)	11	\$ 25,000	\$ 275,000	
<i>Family Fun</i>				
1/2 pg (w/ pc)	3	\$ 63,000	\$ 189,000	
1/2 pg	7	\$ 45,000	\$ 315,000	
<i>Golf Digest</i>				
1/2 pg (w/ pc)	4	\$ 50,000	\$ 200,000	
<i>Parade</i>				
1/2 pg (w/ pc)	1	\$ 470,000	\$ 470,000	
Newspaper				43,200,000
Local newspapers	360	445	\$ 160,200	
TV				966,872,373
		COST/POINT		AVG. WEEKLY GRPs
Cable	263	\$ 960	\$ 763,200	132.03
TLC Sat. PrimeTime	75	\$ 870	\$ 350,000	42.22
ESPN Sun. DayTime	36	\$ 1,463	\$ 223,200	51.56
Travel Ch DayTime	152	\$ 546	\$ 190,000	38.25
Network	83	\$ 2,554	\$ 1,257,300	82.62
ABC Early Morning	22	\$ 3,952	\$ 880,000	45.63
Friends Early Fringe	61	\$ 1,155	\$ 377,300	36.99
Internet				340,250,000
Search Engines	1040	31	\$ 33,000	
Banner Ads	81	850	\$ 68,850	
Direct Mail				7,500,000
	200	5,000	\$ 1,000,000	
New Media				176,000,000
	4	200,000	\$ 800,000	
TOTAL IMPRESSIONS				1,768,302,802



public relations + promotions

Through our media plan, we targeted Florida's main visitor demographics. Our public relations and promotional strategies extend the reach of Pete the Penguin and "Find Your Florida." to the target as well as Florida residents. These strategies also raise awareness of www.flausa.com and encourage the target market to use it for trip planning and research. Our plan suggests that the target members each have a Florida that is all their own; they just have to find it. It also ensures that VISIT FLORIDA will reach many influential publics such as travel agents, state employees and Florida media outlets. Once these publics know about and understand all Florida has to offer, VISIT FLORIDA can count on positive and accurate recommendations.

objectives

- 1 | Reinforce name awareness for Pete the Penguin and the tagline "Find Your Florida."
- 2 | Increase two-way communication between VISIT FLORIDA and relevant publics, including VISIT FLORIDA employees, *Partners*, state employees, travel agents and the target market
- 3 | Foster strategic relationships with VISIT FLORIDA *Partners*
- 4 | Promote word of mouth about Pete the Penguin and Florida destinations by Florida vacationers and employees
- 5 | Diminish the disconnect between Florida's actual offerings and consumers' current perceptions
- 6 | Increase requests for information through 1.888.7.FLA.USA and www.flausa.com

internal communication

VISIT FLORIDA will involve its employees in the pre-launch plan by educating them about the creative concept. In addition, they will assist in viral marketing described on p. 30. Finally, employees will receive Pete the Penguin holiday postcards to send to family and friends across the nation. This will help build awareness during the plan's launch month.

financial relations

Partners' PROMOTIONS

VISIT FLORIDA *Partners* can spread knowledge of Pete both inside and outside of Florida. During the pre-launch, VISIT FLORIDA will send *Partners* Pete Packs with information about the new campaign. These Packs also include suggestions for using the creative concept to promote the *Partners'* services while still highlighting Florida's many attractions. *Partners* will be granted permission to use Pete in their promotions on a case-by-case basis.

SHARE YOUR FLORIDA

Our research indicated that vacationers don't choose their destinations only from verbal recommendations. Pictures can have a strong influence in their decisions. VISIT FLORIDA will partner with Kodak and allow Florida visitors to share their pictures and stories about Florida online. Reaching family and friends across the nation, [SHARE YOUR FLORIDA](#) will increase the reach of Pete the Penguin and the desirability of Florida as a vacation destination.

When Florida visitors check into selected hotels, they will receive a coupon for a free Kodak PictureCD with their next film-development purchase. Using the CD, vacationers will be able to upload them to Ofoto, an online film-sharing company owned by Kodak. Using a login and password provided with the coupon, visitors will access a special section of Ofoto that adds a back side to their photos to create e-postcards. This side will feature Pete the Penguin, the FLA USA logo, www.flausa.com and 1.888.7.FLA.USA. Users will be able to write a paragraph about each picture and share their Florida adventures with friends and family. When recipients visit the site, they will see both sides of the e-postcard at once, receiving contact information for VISIT FLORIDA while learning about Florida's exciting attractions from personal sources.

state relations: state employees, visitors' bureaus + welcome centers

POSTCARD MAILINGS

Selected state employees will receive Pete the Penguin postcards to send to family and friends around the country. Employees can write messages next to pre-printed information about Florida attractions and VISIT FLORIDA contact information. These postcards will motivate recipients to find their own Florida by inducing curiosity about [FLORIDA'S HIDDEN EXCITEMENTS](#).

INCREASE ORIGIN POINTS TO WWW.FLAUSA.COM

Research from Travel 2003 and Beyond: A Study of Leisure Travel Markets and Media showed that 49.5% of travelers use the Internet to book their vacation plans. Even more use it to research travel options. This makes websites for Visitors' Bureaus and Florida cities an important origin point for traffic to [www.flausa.com](#). When visiting these sites, we found they don't link to [www.flausa.com](#). By requesting active links on all Visitors' Bureau and city sites, VISIT FLORIDA will increase traffic to [www.flausa.com](#).

WELCOME CENTERS

VISIT FLORIDA will add Welcome Centers in Florida's five busiest airports. These additional Centers will reach millions of air travelers with information about Florida's unique attractions. In addition, VISIT FLORIDA will incorporate the creative concept into its Welcome Centers in three ways:

- Placing a Pete the Penguin cardboard cutout at each center catching visitors' eyes and directing them to pick up additional information on Florida destinations
- Selling Pete the Penguin postcards and merchandise at each Center, creating effective viral marketing
- Adding [COMPUTER KIOSKS IN EACH WELCOME CENTER](#), allowing users interactive access to information on Florida's destinations



florida media

VISIT FLORIDA will send press kits to the two major TV stations in each of Florida's eight travel regions. Sent immediately before the Dec 04 launch, these kits will introduce the creative concept and stress its relevance for Florida residents, encouraging them to find their own Florida. Pete's novelty as a Florida "spokesperson" will encourage the press to cover VISIT FLORIDA's campaign as a human-interest feature.

travel agents

PLANNING KITS

According to Travel 2003, nearly 55% of our target market either researches information about their trip or makes reservations through a travel agent. VISIT FLORIDA must [PROVIDE AGENTS WITH ACCURATE INFORMATION](#) to help them connect with consumers. To create a buzz about Florida and Pete the Penguin, VISIT FLORIDA will distribute planning kits to travel agencies nationwide throughout the campaign, especially during Nov 04 before the plan launch. These kits will include:

- 16 special edition Pete the Penguin postcards, two featuring each travel region. Each pair will have information about activities, restaurants and lodging specific to a single area. Additional postcards will be available for agents to distribute to their clients. These will serve as a tangible reminder of the many opportunities available in a Florida vacation.
- A Florida map segmented by travel regions. Together with the postcards, these will assist agents in recommending destinations to potential visitors.
- Co-op inserts giving our *Partners* exposure and potentially increasing agent's use of *Partners'* services, especially lodging accommodations.
- Interest-specific vacation guides. These will help travel agents match clients' interests to Florida destinations, again reducing disconnect.

Both the co-op insert and the postcard information can be tailored to specific *Partners* who, in return, help with producing these materials.

NATIONAL CONVENTIONS

VISIT FLORIDA will attend national travel agent conventions to establish name awareness and reliability in the travel industry. Agents will receive the same kits mailed out to selected centers during pre-launch. Distribution at these conventions will allow [FURTHER REACH WITHOUT THE MAILING COSTS](#). Suggested conventions include the Luxury Travel Expo (early Dec) and TravelCom, the Travel Commerce Conference & Expo (mid-Apr).

consumer relations

INTEREST-SPECIFIC TRAVEL GUIDES

In addition to its existing destination-based guides, VISIT FLORIDA will create interest-based vacation guides. These will assist first-time visitors unfamiliar with Florida, as well as repeat visitors seeking new and unique destinations. Separate guides will be created for each type of vacation interest, much like the 20 categories we developed to analyze our Travel Habits Survey. Each category will divide destinations into relevant subcategories (e.g., French cuisine within the Dining category), helping readers narrow their options. The result will be a **TRUE MATCH BETWEEN VACATIONERS' INTERESTS AND FLORIDA'S DESTINATIONS**.

REGIONAL CONVENTIONS

Our research revealed a common disconnect between the many attractions available in Florida and the perception of Florida as "just another sun destination." VISIT FLORIDA will attend regional conventions for products related to Florida that the target might not associate with the state. In particular, VISIT FLORIDA can reach the most affluent segment of the market, Living Richly, by attending wine, cigar and yachting conventions. Suggested wine conventions include the Washington D.C. International Wine & Food Festival (late Feb), Monterey Wine Festival (California, early May) and New Orleans Wine & Food Experience (late May). At these conventions, VISIT FLORIDA will distribute relevant interest-specific vacation guides, helping to **NARROW THE DEGREE OF DISCONNECT** with Florida destinations.

TOLL-FREE NUMBER

VISIT FLORIDA's toll-free number provides helpful information to potential Florida visitors. We plan to strengthen this service even more by

- Having Pete the Penguin greet callers and offering multi-language options (Spanish, French, Portuguese, German and Japanese) to provide information to specialty segments.
- Providing callers instructions for downloading interest-specific travel guides in PDF format.
- Adding a menu option of speaking directly with a VISIT FLORIDA representative (Monday thru Friday, 9 a.m.–5 p.m. EST) to provide highly convenient and informative feedback to callers.

Together, these recommendations will make it easier for callers to receive information from VISIT FLORIDA. They will also **REDUCE THE CRITICAL AMOUNT OF TIME** between when consumers desire information and when they get it.

"FIND YOUR FLORIDA." INSTANT GAME

VISIT FLORIDA will modify the Florida State Lottery Vacation Cash instant game by incorporating Pete the Penguin into players' experiences. Players will follow Pete on his trip across Florida by matching one of three destination sequences to Pete's adventure. In the process, residents will discover lesser-known areas of their home state and interact with Pete at the same time. Players can enter non-winning scratch-offs in a second chance drawing for an all-inclusive Florida vacation.



WIN YOUR FLORIDA

This www.flausa.com contest offers players the chance to win a two-person, seven day/six night road trip which will be drawn during March. This will allow users time to hear about Pete and the website and register to win. This trip includes airfare to the first location of the trip and airfare home from the final destination, a free rental car for travel with a restricted number of miles, lodging for six nights and \$1,000 spending money.

The contest uses an improved version of the myTrip planner available on www.flausa.com to create a trip itinerary. Players can use destination- or interest-based search options to find locations, lodgings and attractions to add to their trip itinerary. The planner includes a map of Florida that shows each point of their trip as they plan. A mileage counter tells players their remaining miles they have to work with as their route takes shape.

This contest serves multiple purposes for VISIT FLORIDA. The contest drives traffic to its website and encourages players to research new areas to find their Florida. This broadens current perceptions of Florida by highlighting its unique and lesser-known attractions. Viewers will expand their knowledge of Florida during planning because the trip itinerary they submit is the trip they hope to win. VISIT FLORIDA has the option of including its *Partners* in this promotion by listing certain attractions, lodgings and other resources as suggested or preferred, or by limiting destinations, locations or chains players can use.

pr timeline

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Internal Communication													
Education													
Viral Marketing													
Holiday Postcards													
Financial Relations													
Pete Packs													
Share Your Florida													
State Relations													
State Employees													
Visitors' Bureaus websites													
Welcome Centers													
Florida Media													
Press Kits													
Travel Agents													
Planning Kits													
National Conventions													
Florida Visitors													
Interest-Specific Travel Guides													
Regional Conventions													
Toll-Free Number													
Find Your Florida Instant Game													
Win Your Florida													
E-postcards													

pre-launch public relations + promotions

In addition to the pre-launch strategies listed above, VISIT FLORIDA will also create a growing buzz about Pete the Penguin. This will rely mainly on banner ads leading to word of mouth viral marketing. Four months before Pete is launched, a few banner ads will be placed on websites and consumers will learn Pete's going somewhere, but that is all. We feel that the mystery of this strategy will cause people to wonder about it and talk with their friends and families. During the next couple of months, consumers learn that Pete is taking a trip, but they still have no idea who Pete is and where he is going. By this time, banner ads are appearing more frequently and causing quite a stir. In Nov 04, online advertising magazines and message boards (e.g., AdAge.com) have gotten word of Pete and are helping to keep the public interested. During this month, consumers will find out Pete is going to Florida, but they still have yet to see him. By the time Dec. 04 comes and Pete the Penguin is introduced, everyone will already know his name and where he is going, and they will want to follow his adventures as a Florida traveler.

interactive

Our media and public relations recommendations effectively deliver Pete the Penguin and “Find Your Florida.” to the target market. Incorporating an aggressive Web component will extend VISIT FLORIDA’s reach even further to this Internet-savvy target. The current public site already delivers useful information to visitors. Our recommendations will increase the ease of navigation while drawing more traffic to the site.

objectives

- 1 | Provide an easy-to-use site that directs users to new attractions that fit their lifestyles
- 2 | Increase length of stay and amount of travel throughout the state per vacation
- 3 | Increase use of myTrip planner
- 4 | Create effective viral marketing

internet advertising

Animated banner ads will draw Internet users to www.flausa.com. We coordinated banner ads with other components of the campaign to create three types of banner ads.

- Banner ads encouraging users to send free Pete the Penguin e-postcards
- Banner ads promoting Win Your Florida and driving users to the myTrip planner on the VISIT FLORIDA website
- Co-op ads reflecting established relationships with *Partners*

site design

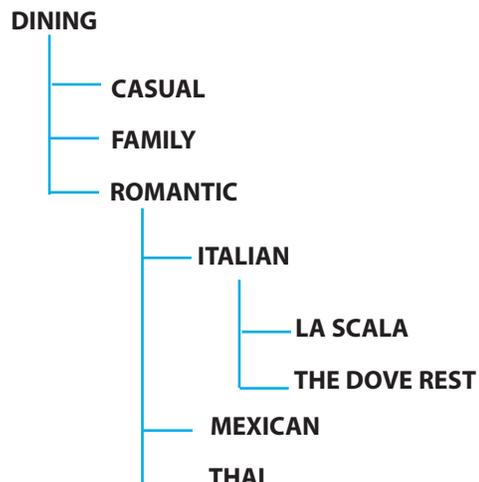
VISIT FLORIDA can better reach its maturing audience by allow users to increase the text size of the pages. Many members of the target market are over 55, an age when eyesight often begins to decline. Redesigning the site in a way that makes it easy for all users to navigate is necessary for VISIT FLORIDA to get as much return from www.flausa.com as possible.

site structure

Currently, visitors can navigate www.flausa.com by choosing Interest or Destinations. Our site testing revealed that the entire site is heavily destination-driven. Even after making a selection in the Interests menu, users must choose a specific location to continue. This navigation limits users’ searches to their perception of Florida’s locations and may cause some to search elsewhere for more information.

Incorporating an interest-based navigation will offer users more direct paths to the information they seek. We propose successive levels to the site that narrow destinations to make specific and relevant recommendations:

- In our proposed interest-based navigation system, clicking Attractions on the interests menu leads to a screen with choices listing the different types of attractions (e.g., historical, family-friendly, or active). If users choose, for example, Active attractions, a list of specific instances (e.g. amusement parks, zoos, and water-sports) of this type would be given. Users further narrow their search and soon arrive at specific attractions that meet their criteria (e.g., Jacksonville Zoological Gardens). Users can select to view attractions across the state or only those in specific travel regions.
- In another example, a user looking at Dining options, would first define the atmosphere of the desired restaurant (e.g. casual, family, romantic). After making a selection, the user chooses the type of cuisine served (e.g. Italian, Mexican, Thai) and this selection leads to a list of specific restaurants. Users narrow their options further by selecting a cost range and location within Florida.



changes to myTrip planner

After conducting usability testing on the current site, we concluded the myTrip planner left users feeling somewhat confused and overwhelmed by the number of options offered to them. User responses included wanting a more “personalized website” and something “more fun.” We suggest the following changes to myTrip planner to make it easier and more fun for consumers to use.

PSYCHOGRAPHIC RECOMMENDATIONS

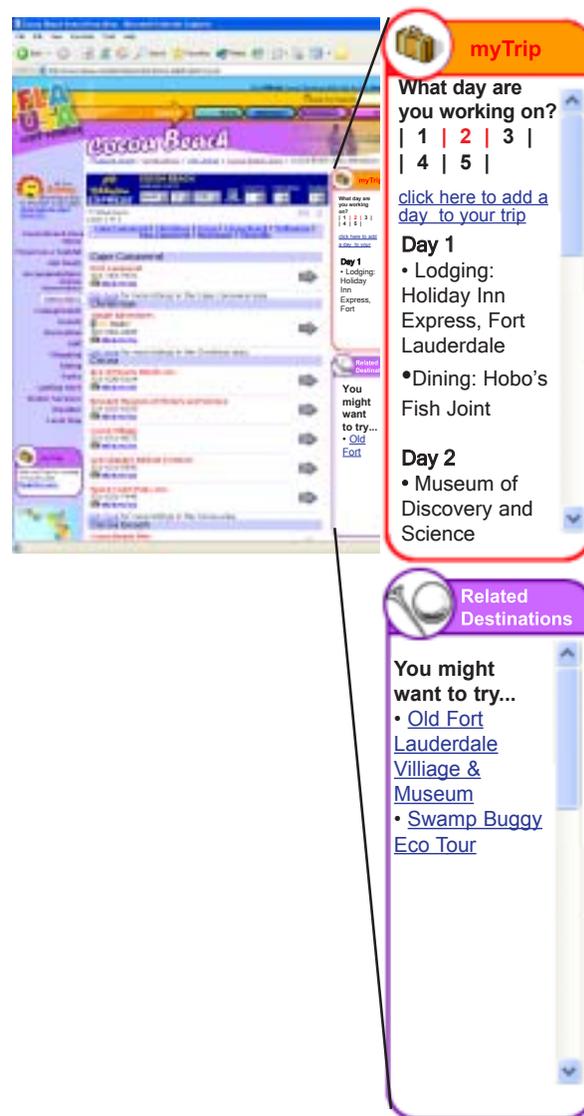
When a user first registers to use the myTrip function, he/she can fill out a short survey asking psychographic information, similar to the questions currently asked the Preferences section of myTrip. This survey can be updated at any time if the user’s interests change. The information gathered from the survey will be used to recommend specific attractions or destinations that fit the user’s interests. If the user decides not to answer the questions, suggested activities will be determined by his/her viewing patterns on the site. The myTrip planner will also include the interest-based search capabilities described above as well as continuing to have a section for users who know their preferred destination.

TRIP ITINERARY PANEL

Once logged in, users will see a new panel on the right of their main page. The top of this panel holds the user’s Trip Itinerary. It is a dynamic frame that is updated as users add entries to and delete them from their itinerary. Users can click a link in the Trip Itinerary that opens a new window and displays more in-depth details about each entry to their Itinerary. The bottom half of this sidebar panel includes Recommended Destinations tailored to each user. These changes allow users more immediate access to an overview of their trip without having to open a new window.

IMPROVED ROAD TRIP PLANNER

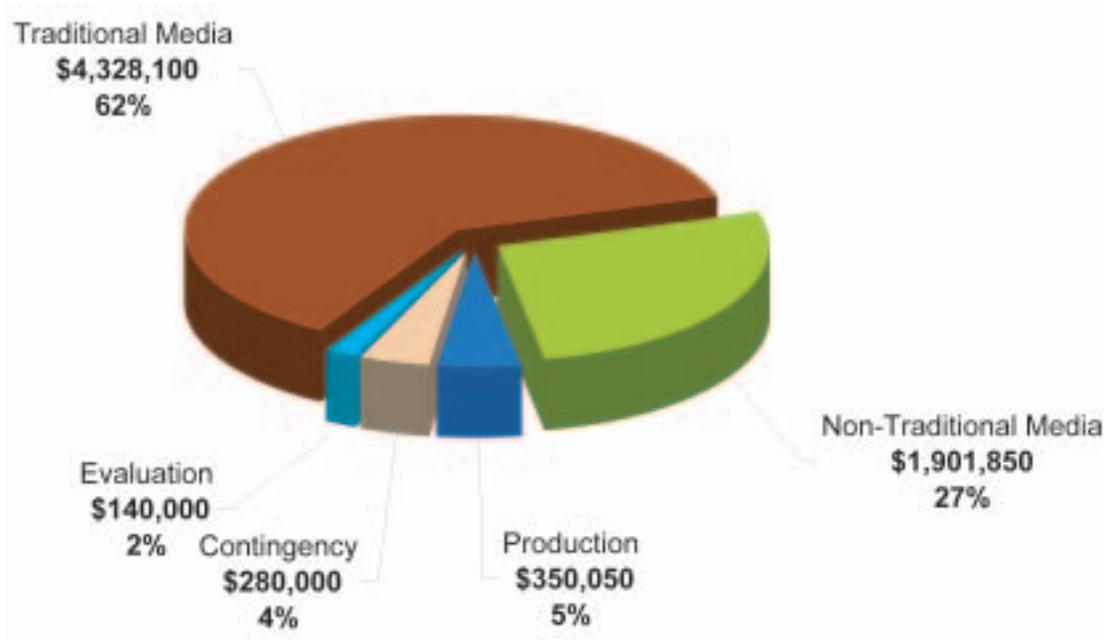
VISIT FLORIDA will a subsection to myTrip planner to help visitors map out true road trips. The road trip planner will follow the new myTrip planner format but will also include a map of Florida that shows the trip as users plots them, with tags indicating the entries they have made to their itineraries. After users enter their starting point and the length of the trip, the site will gives them the approximate travel times and miles between each of their stops. The road trip portion of the myTrip planner helps VISIT FLORIDA meet its goal of increasing both nights in paid lodging and car rental revenues. The planner is also used in the online contest discussed on p. 25.



viral marketing

A final addition to the website is Postcards From Pete. Here, users can send animated e-postcards to friends and family. The postcards show Pete experiencing Florida on his own and with other Florida travelers. Users can use this service to send funny but informative postcards with a personal note that also refer recipients to www.flausa.com and 1.888.7.FLA.USA for more information about Florida. New postcards will be added to the site every two months so users can continue to send them to others without repeating any scenes. Banner ads on other websites will link to this portion of the www.flausa.com site so that Pete’s adventures can be spread across the Web.

budget + evaluation



	AMOUNT	%
TRADITIONAL MEDIA	\$4,328,100	62%
Magazine	\$2,073,000	30%
Television	\$2,094,900	30%
Newspaper	\$160,200	2%
NON-TRADITIONAL MEDIA	\$1,901,850	27%
Direct Mail	\$1,000,000	14%
New Media	\$800,000	11%
On-Line Advertising	\$100,850	1%
PRODUCTION	\$350,050	5%
CONTINGENCY	\$280,000	4%
EVALUATION	\$140,000	2%
TOTAL	\$7,000,000	

We integrated evaluation throughout the plan to ensure that the creative concept and its delivery meet the needs of VISIT FLORIDA. Both quantitative and qualitative measures will be used to gather information across the plan year. Baseline data will be gathered for these goals in Nov 04.

qualitative measures

PHONE SURVEYS will be used throughout the year to measure Florida's standing as a top three vacation destination within the target market and that market's perceptions of Florida. Participant will report their top three (unaided) domestic vacation destinations. Perceptions of Florida will be measured from participants' agreement with statements about Florida's offerings (1=strongly disagree, 3=neither agree nor disagree, 5=strongly agree). Possible questions may include: Florida has unique destinations I want to visit; Florida has many attractions beyond Walt Disney World and Sea World; and Florida has many activities that fit my lifestyle. Scores from these questions will be averaged for an overall perception score. Surveys will be conducted in May 05 and Nov 05.

- **Goal measured**—Increase standing of Florida in target market members' top three domestic vacation destinations by 15% from baseline data by Nov 05.
- **Goal measured**—Improve target market perceptions by achieving an increase of 1.5 perception score points in target market average perceptions by Nov 05.

quantitative measures

VISIT FLORIDA VISITORS' STUDY information will be used to measure increases in nights paid lodging and car rentals. Comparisons will be made in Nov 05 to data from the previous Florida Visitors' Studies.

- **Goal measured**—Increase nights paid lodging and car rentals by 5% from baseline data in each category by Nov 05.

Baseline rates of animated E-POSTCARD DISTRIBUTION will be gathered from Oct 05 and Nov 05 and compared to subsequent monthly measures of e-postcard use.

- **Goal measured**—Increase use of e-postcards by 5% from baseline data by Nov 05.

MONTHLY MEASURES

The following evaluations are completed on a monthly basis to evaluate the strategy for media. Heavy-up times will correspond with higher call rates for the toll-free number and hit rates for the following sites. Monthly evaluations also serve to establish baseline data for future evaluations.

Monitor www.flausa.com monthly for **TOTAL HITS**, new and repeat users for myTrip planner and total times myTrip planner is used.

- **Goal measured**—Increase hits on www.flausa.com by 5% from baseline data by Nov 05.
- **Goal measured**—Increase new registers for the myTrip planner by 10% from baseline data by Nov 05.
- **Goal measured**—Increase repeat users of myTrip planner by 5% from baseline data by Nov 05.

Monitor Share *Your Florida* portion of www.ofoto.com monthly for **NEW AND REPEAT USERS**.

- **Goal measured**—Achieve 10% new registers on Share *Your Florida* picture service among target market by Nov 05.

Monitor **CALLS TO 1.888.7.FLA.USA** monthly.

- **Goal measured**—Increase calls to 1.888.7.FLA.USA by 5% from baseline data by Nov 05.



plan summary

the plan objectives

- Increase domestic leisure tourism from out-of-state residents to Florida
- Increase nights paid lodging from Dec 04–Nov 05
- Increase car rentals during Dec 04–Nov 05
- Establish top-of-the-mind awareness of Florida as one of vacationers' top three destinations
- Increase use of 1.888.7.FLA.USA and www.flausa.com
- Increase two-way communication between VISIT FLORIDA and relevant publics
- Foster strategic relationships with VISIT FLORIDA *Partners*

the market

- Form geodemographic/psychographic/lifestyle segments from entire U.S. population
- Discover travelers' interests and use them to generate effective creative executions

positioning statement

Florida provides an exciting vacation with many diverse destinations and unique attractions ranging from arts to adventures.

the creative concept

The "Find Your Florida." tag line encourages first-time and repeat visitors to seek out Florida's diverse destinations and unique attractions. Pete the Penguin, shows consumers how Florida caters to their interests and provides a unique experience in their own terms.

the strategies

- Capitalize on consumers' current interests by linking the attractions they want with relevant Florida destinations
- Feature one-of-a-kind and lesser-known Florida destinations to stimulate new interest in the state

the results

- Vacationers will seek out their own Florida, visit more frequently and diversify their destinations, including places of lodging
- Travelers will see Florida as an exciting destination offering something unique for them
- The gap between total room occupancy and total room usage will be narrowed