



HAWKS CAY RESORT®

FIND WHAT  
*lures you*



ADRIAN AWARD SUBMISSION 2020

Integrated Marketing Campaign "Find What Lures You"



# Setting *the scene*

Hawks Cay is a leader amongst its competitive set. But in 2017, Hurricane Irma evened the playing field in an unexpected way; the ocean swept over the Florida Keys, necessitating rebuilding most resorts.

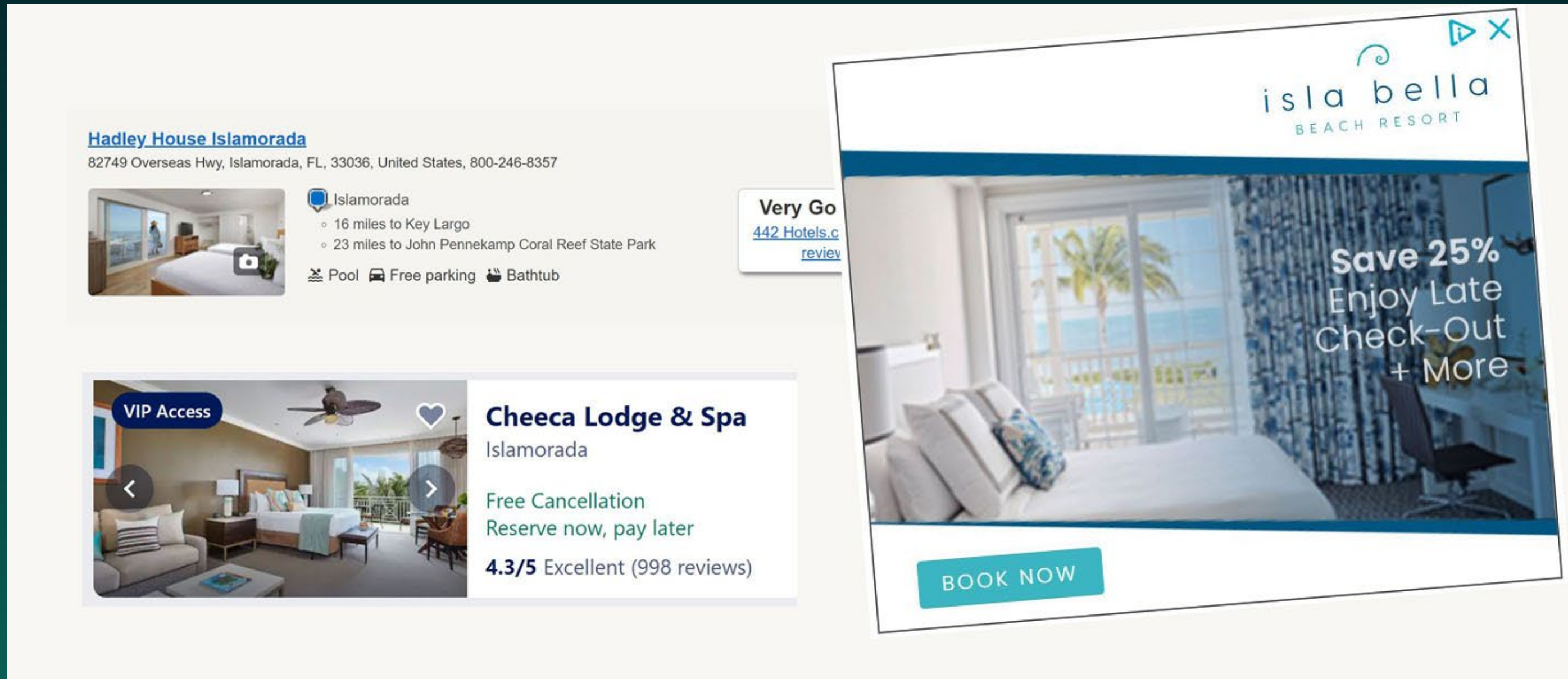
Post-Irma, all properties touted beautiful renovations, and a wave of new resorts hit the market at once. Hawks Cay could no longer compete based on the quality of its interior spaces.

A rebranding and new campaign sought to bring forward the vast number of experiences found on-property that differentiate Hawks Cay as an activity-rich vacation destination, rather than a building full of new hotel rooms.

# Competitive landscape

Analysis of Hawks Cay's comp set revealed several similarities. Most competitors featured white space, blocky design and creative centered on architectural imagery.

There was an opportunity for smoother, bolder color and more experiential messaging, and Hawks Cay ran with it.





# Connecting with *a lifestyle*

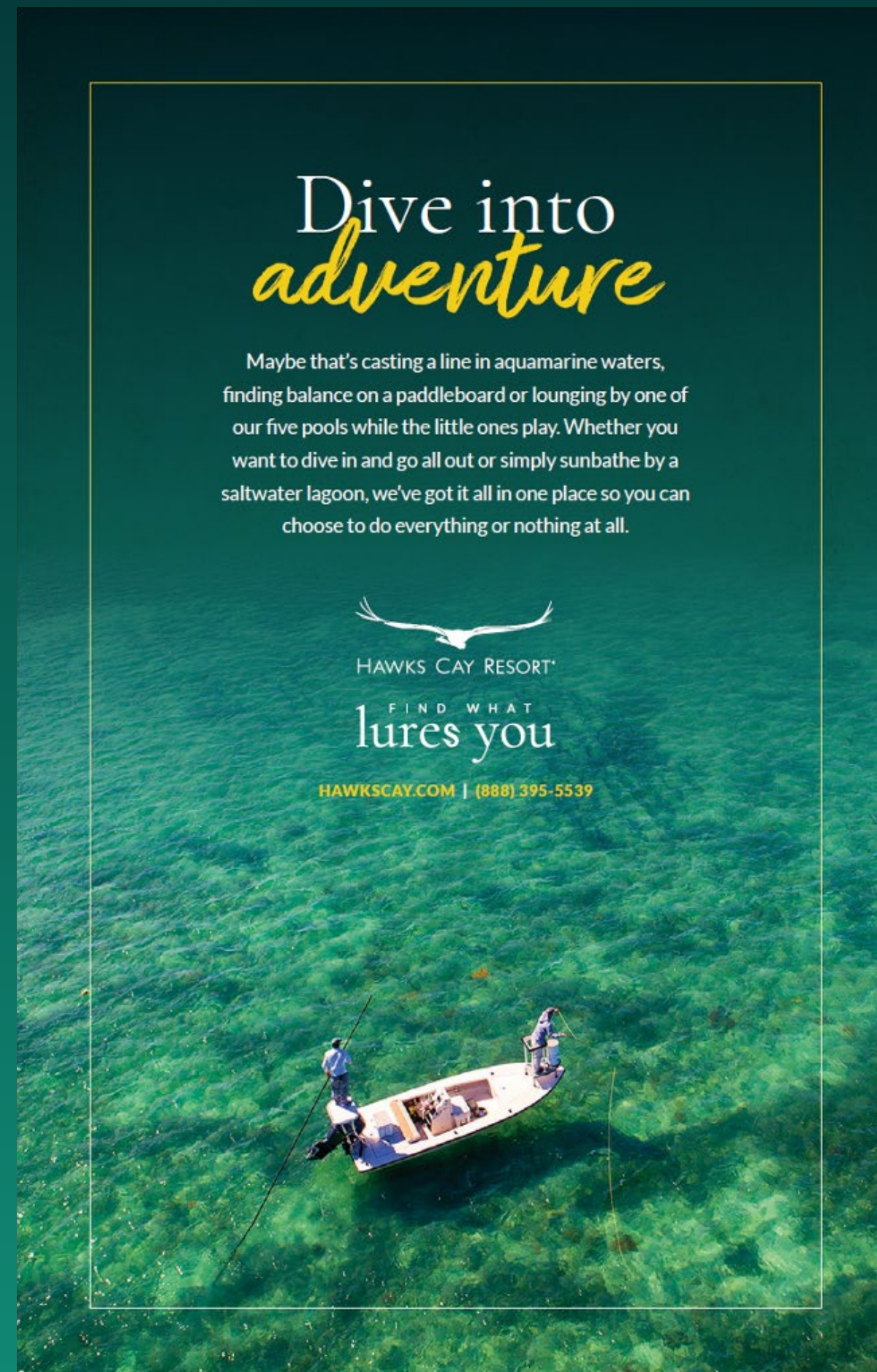
As USA Today's #1 family resort, Hawks Cay already had its share of the family market. The new campaign targeted an outdoor sportsman persona, able to travel midweek and described as fun-loving, outdoorsy and adventure-seeking.

A style board set the tone for the campaign which leveraged imagery available through partnerships with Live Watersports, Vineyard Vines, Yeti and others. The goal was to position the resort as a lifestyle brand that is the aspirational vacation destination for this sportsman type.

The old tagline "The Only Key You'll Need" was out. It had been years since keys were used to enter hotel rooms, and the tagline did nothing to underscore the large volume of experiences which were the resort's most valuable, and distinguishing, selling point.

# FIND WHAT lures you

# Marketing *goals*



In contrast to the muted coastal hues in competitors' marketing, Hawks Cay went bold with an ocean-inspired new look featuring rich, dramatic colors evocative of sunshine and diving deeper into the water. **The new tagline "Find What Lures You" puts the focus on the volume of experiences by inviting users to explore their options,** while the use of "lure" and a subtle hook reinforces the resort's renown as the fisherman's paradise.

Lifestyle images targeting the outdoor sportsman are accompanied by creative messaging delivered with a playful, active voice. Headlines invite travelers to "Go overboard on your next vacation" (stand up paddle boarding) or "Dive into Adventure."

The creative and brand voice are applied consistently across all channels from the website to email, digital and print campaigns and signage.

# Incredible *results*

The success of the “Find What Lures You” campaign has exceeded all expectations. The results are particularly remarkable given that the campaign and redesigned website launched on April 29, in the middle of the COVID-19 pandemic and resulting global travel shutdown, which brought with it an unprecedented decrease in online travel-related search.

**Hawks Cay’s combined search and social media budget has been reduced by 57% YOY, yet despite all of these factors, results have surpassed the same time period in 2019.**

May-October 2020 Return On Advertising Spend Results:

56:1

S O C I A L

17:1

S E A R C H

↑21%

INCREASE in online revenue YOY,  
an increase of **\$2,147,044**

# Email results



Road Trip to Paradise: JUNE EMAIL



## Dive into adventure



FIVE POOLS

Including adults-only oasis cay



WATERSPORTS

fun on the water



DOLPHINS

bottlenose dolphin encounter



CORAL CAY

activities & adventures for kids

VIEW ALL THINGS TO DO

Hope to Sea You Soon: MAY EMAIL

32%

OPEN RATE

23%

CTR

REVENUE:  
\$93,330.66\*

Road Trip to Paradise: JUNE EMAIL

31%

OPEN RATE

12%

CTR

REVENUE:  
\$87,935\*

\*Media Budget and Revenue are confidential and provided for evaluation purposes only. Please do not share these results. Performance may be shared as a percentage increase or ROAS.



# Exceeding *expectations*

The rebranding was part of the website redesign which had a fixed rate investment of \$80,000. Monthly media budget for May through October was \$55,341\*, down from \$130,487\* in 2019. Web and campaign related revenue during this same period increased by **\$2,147,044\*** compared to YOY. Hawks Cay's rebranding and new campaign paved the way for captivating new audiences and truly standing out among its competitors for years to come.

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# Banners

HAWKS CAY RESORT<sup>™</sup>

FIND WHAT  
*lures you*

Dive into  
*adventure*

HAWKS CAY RESORT<sup>™</sup>

Drop your  
*anchor*

HAWKS CAY RESORT<sup>™</sup>

HAWKS CAY RESORT<sup>™</sup>

Go overboard  
on your next  
*vacation*

**BOOK NOW**

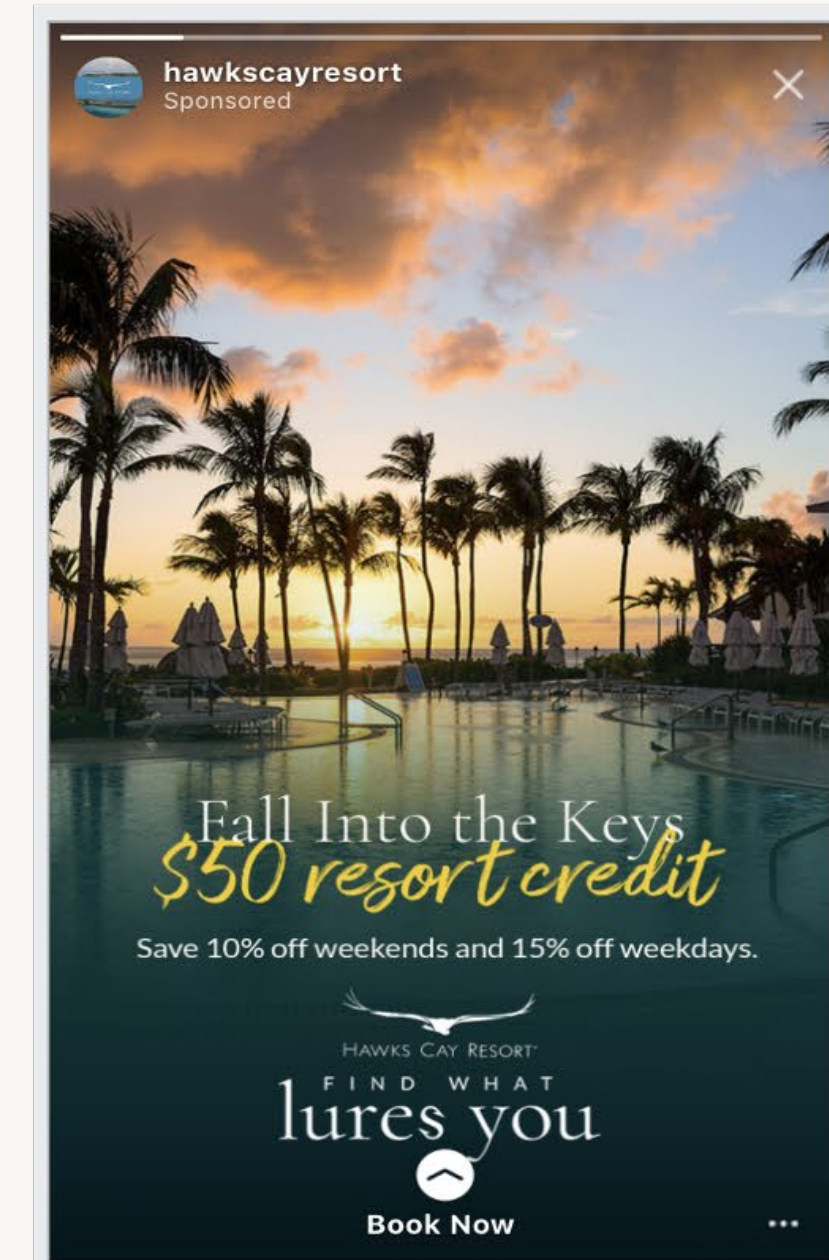
Land in *paradise*

FIND YOUR DREAM HOME IN THE FLORIDA KEYS

HAWKS CAY<sup>™</sup> Realty

**EXPLORE**

# Banners



Ready to go a  
little overboard  
on your next  
*vacation?*

Maybe that's casting a line in aquamarine waters, finding balance on a paddleboard or lounging by one of our five pools while the little ones play. Whether you want to dive in and go all out or simply sunbathe by a saltwater lagoon, we've got it all in one place so you can choose to do everything or nothing at all.

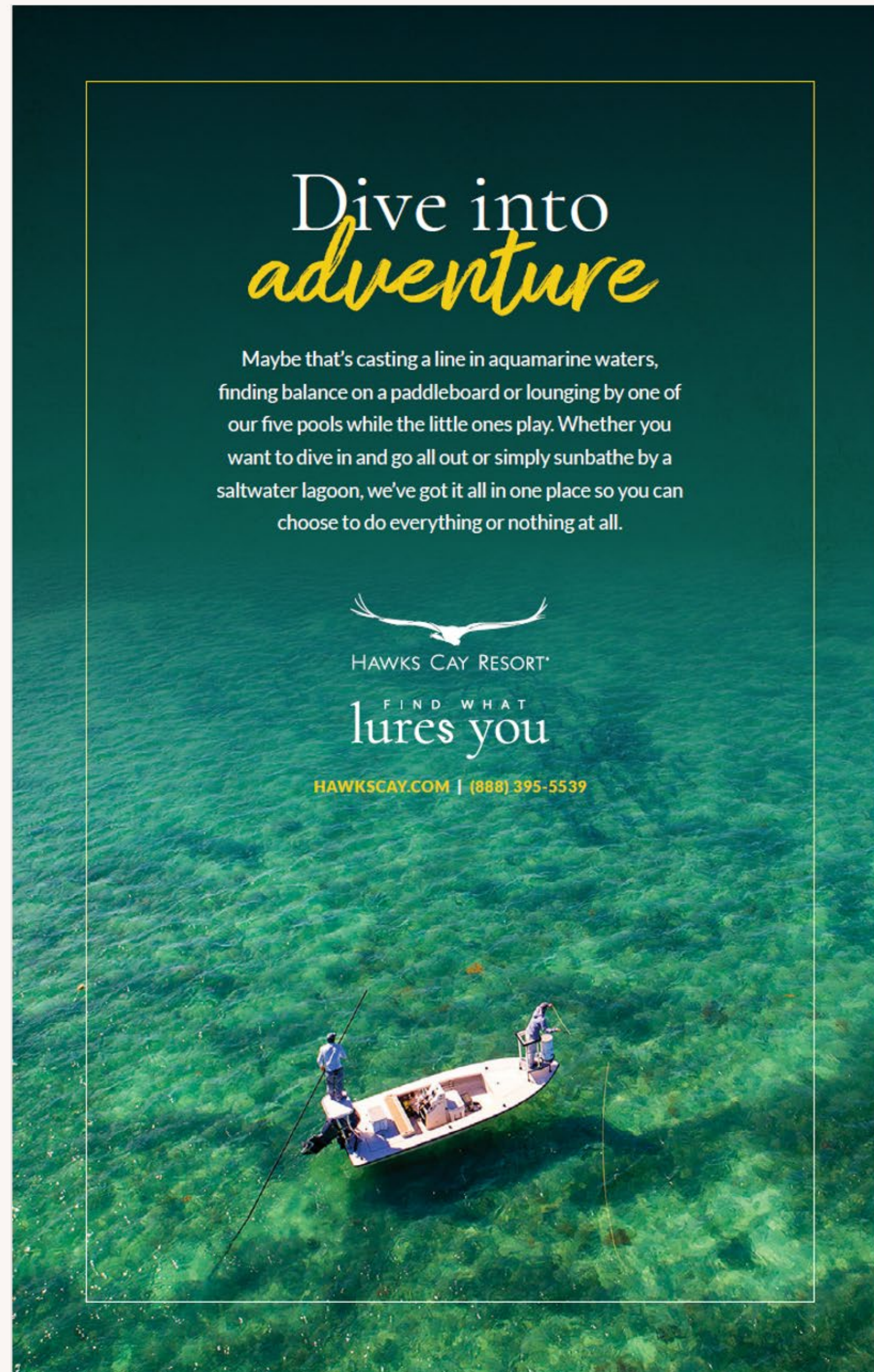


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# Dive into *adventure*

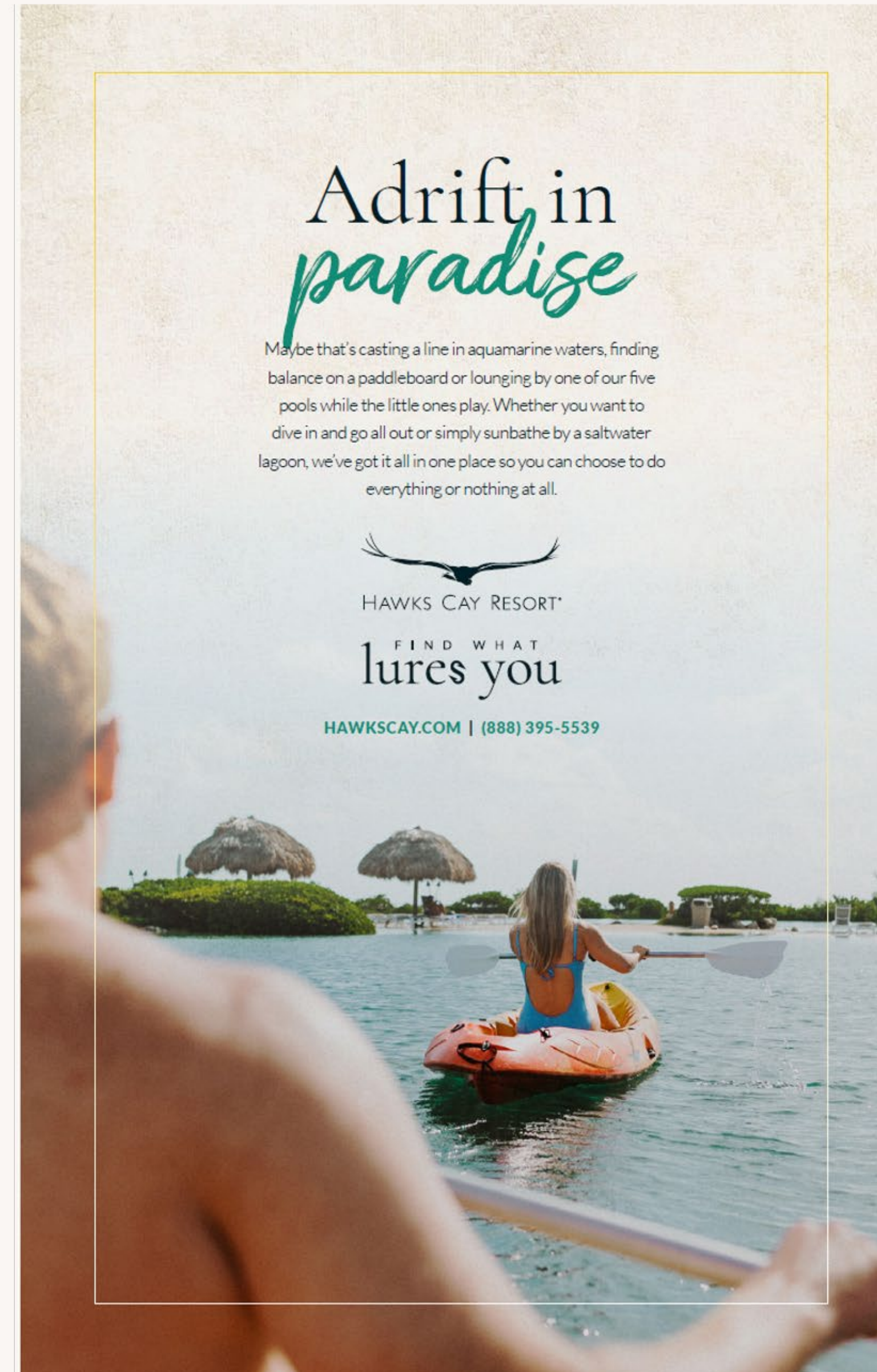
Maybe that's casting a line in aquamarine waters, finding balance on a paddleboard or lounging by one of our five pools while the little ones play. Whether you want to dive in and go all out or simply sunbathe by a saltwater lagoon, we've got it all in one place so you can choose to do everything or nothing at all.



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# Adrift in *paradise*

Maybe that's casting a line in aquamarine waters, finding balance on a paddleboard or lounging by one of our five pools while the little ones play. Whether you want to dive in and go all out or simply sunbathe by a saltwater lagoon, we've got it all in one place so you can choose to do everything or nothing at all.



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Thank You