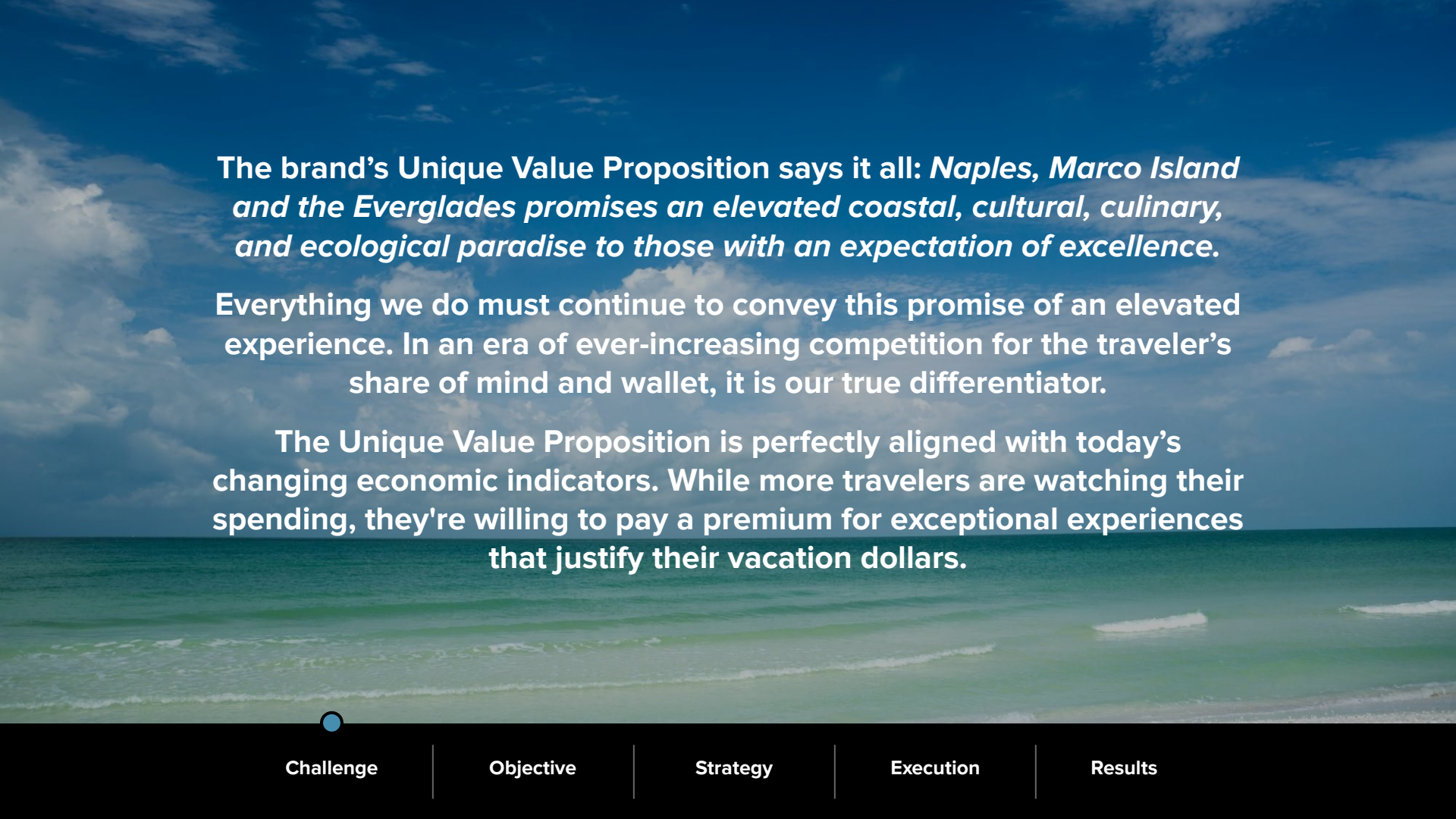




2023 ADRIAN AWARD ENTRY : Print Collateral

ONLY PARADISE WILL DO


NAPLES • MARCO ISLAND
EVERGLADESSM
FLORIDA'S PARADISE COAST



The brand's Unique Value Proposition says it all: *Naples, Marco Island and the Everglades promises an elevated coastal, cultural, culinary, and ecological paradise to those with an expectation of excellence.*

Everything we do must continue to convey this promise of an elevated experience. In an era of ever-increasing competition for the traveler's share of mind and wallet, it is our true differentiator.

The Unique Value Proposition is perfectly aligned with today's changing economic indicators. While more travelers are watching their spending, they're willing to pay a premium for exceptional experiences that justify their vacation dollars.

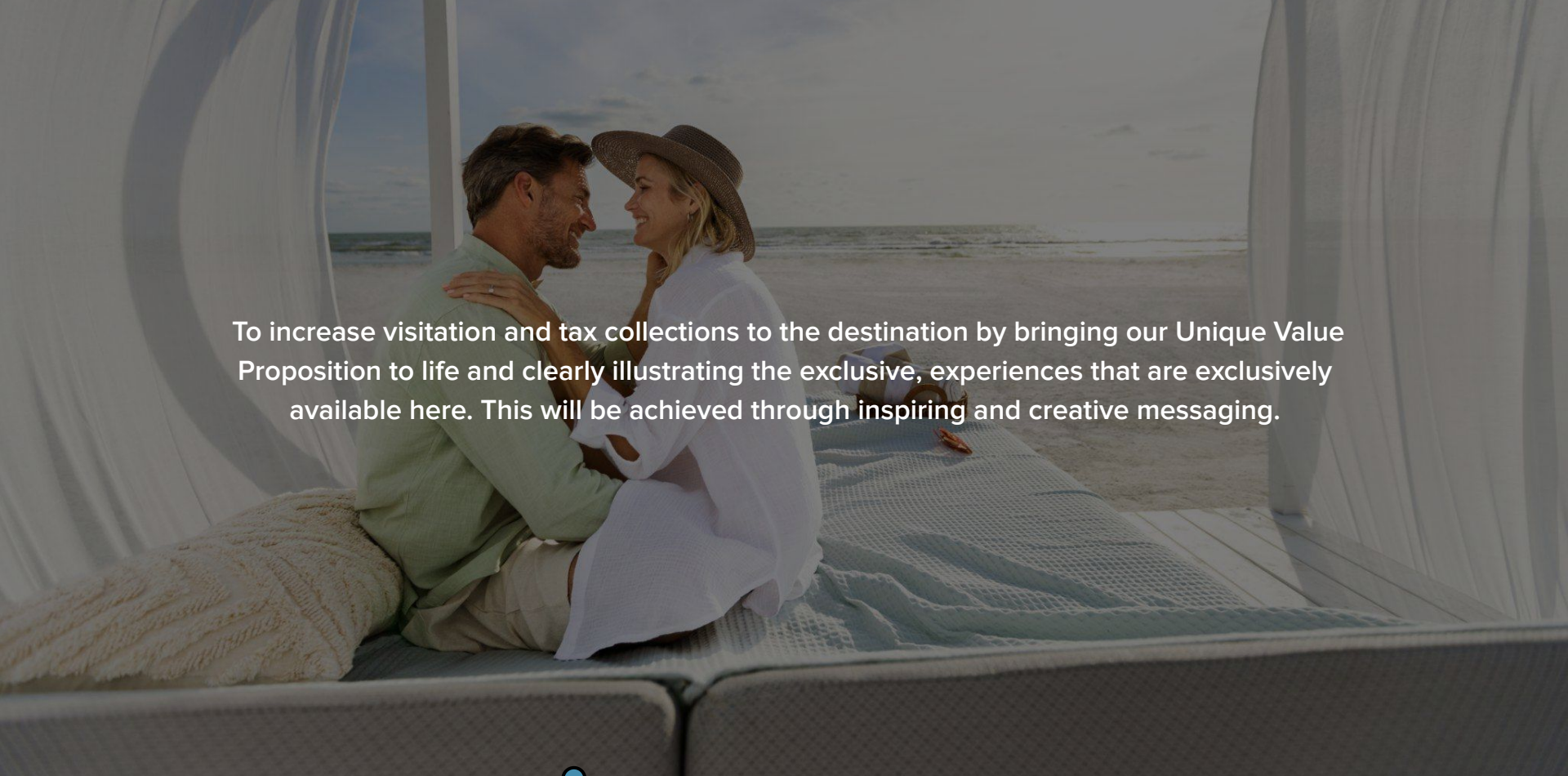
Challenge

Objective

Strategy

Execution

Results



To increase visitation and tax collections to the destination by bringing our Unique Value Proposition to life and clearly illustrating the exclusive, experiences that are exclusively available here. This will be achieved through inspiring and creative messaging.

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To achieve this, we launched the next generation of our successful “Only Paradise Will Do” campaign with a bold new look featuring a large graphic “ONLY” incorporated into the designs.

This signature “ONLY” immediately captures the attention of our audiences and separates us from the “sea of sameness” in the media. More importantly, it instantly conveys the exclusive nature of the brand and its promise of an elevated experience.

Additionally, all of printed pieces were accompanied by a QR code which assisted with tracking the conversion from the awareness to the discovery phase.



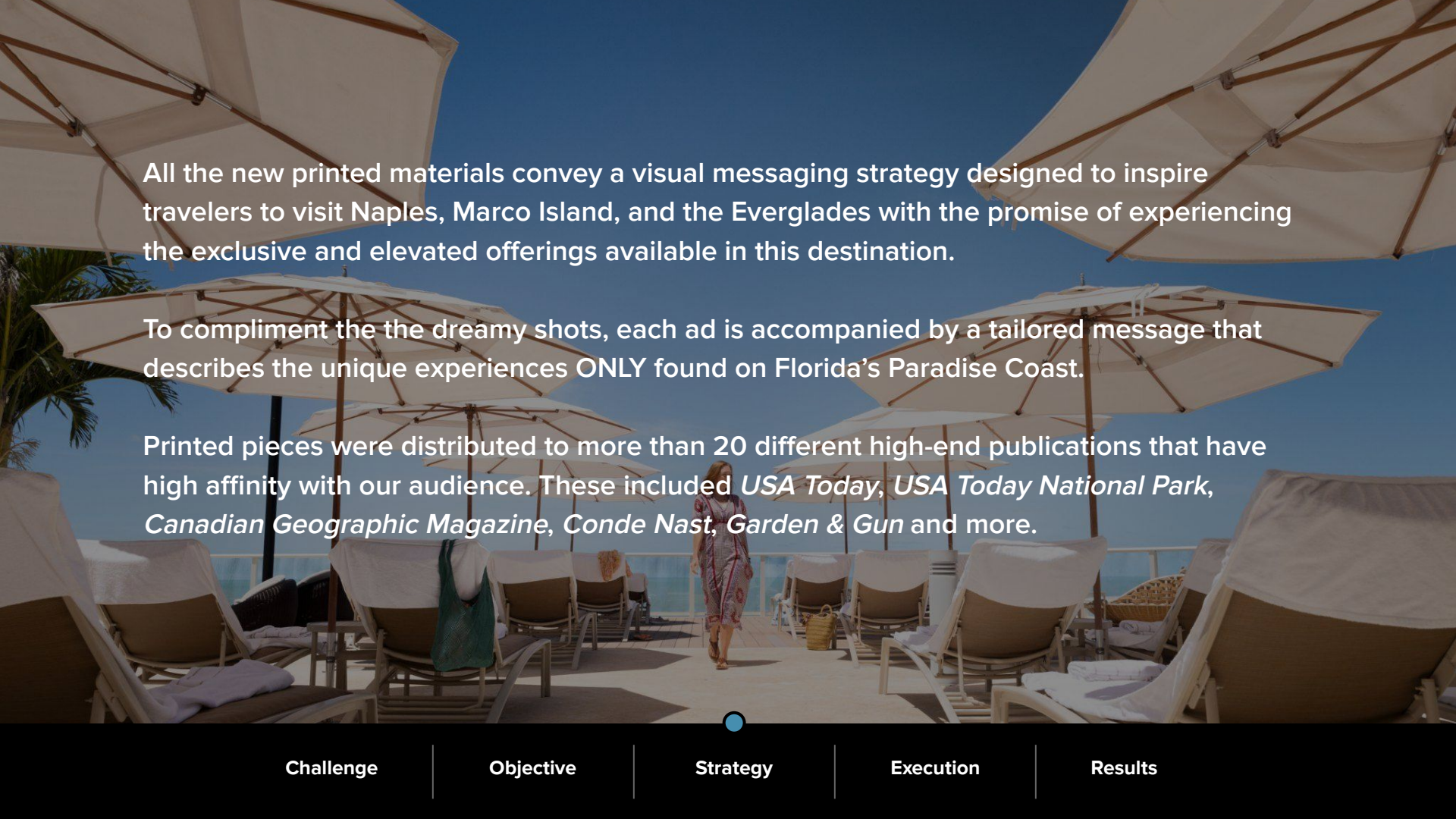
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A woman in a patterned dress is walking away from the camera on a sandy beach deck. The deck is filled with white lounge chairs and large white umbrellas. The background shows a clear blue sky and the ocean. The scene is bright and sunny, suggesting a tropical or coastal location.

All the new printed materials convey a visual messaging strategy designed to inspire travelers to visit Naples, Marco Island, and the Everglades with the promise of experiencing the exclusive and elevated offerings available in this destination.

To compliment the the dreamy shots, each ad is accompanied by a tailored message that describes the unique experiences **ONLY** found on Florida's Paradise Coast.

Printed pieces were distributed to more than 20 different high-end publications that have high affinity with our audience. These included *USA Today*, *USA Today National Park*, *Canadian Geographic Magazine*, *Conde Nast*, *Garden & Gun* and more.

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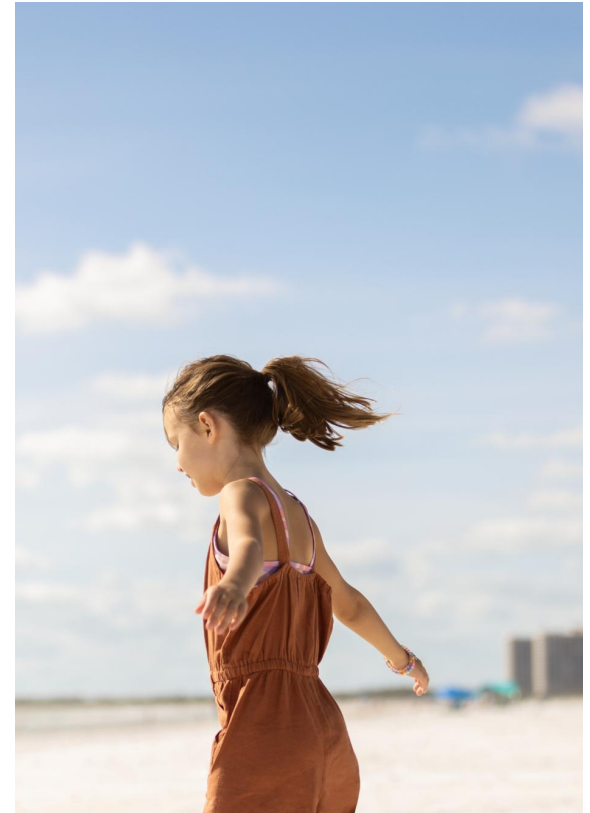
This campaign was launched in January 2023 and ran until the end of August across key markets. The campaigns were split into 3 major phases: Winter Campaign (January - March 2023); Spring/Summer Campaign (April - August); and an “Always on Campaign” throughout the entire fiscal year. In addition, we ran dedicated niche campaigns for weddings, LGBTQ, dining, arts & culture, and eco enthusiasts.

As part of the new strategy to track results and user interest more efficiently, all of our “ONLY” print ads included a QR code tailored to each ad segment, driving users to the respective landing pages. Here, they were able to explore more information about beaches, wedding inspiration, outdoor activities, and other audience segments. The campaign generated over 32M+ circulation impressions across 20 different publications through all active campaigns.

All selected publications serve as a direct and elevated source, providing reliable inspiration to our national and international targeted audience promoting the destination’s leisure, dining, ecological and group meetings sceneries.

Publications included:

- USA Today
- Garden & Gun
- Conde Nast
- Canadian Geographic Magazine
- Flamingo Magazine
- Prevue Meetings
- Chicago Magazine
- Connecticut Magazine



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Despite the new "ONLY" campaign surpassing its goals and even outperforming some industry benchmarks, 2022 marked a record-breaking year for tourism. Leisure visitation experienced a significant surge as travelers from both out-of-state and local markets flocked to Florida's Paradise Coast. This surge resulted in noticeable increases in most KPIs, driven by pent-up travel demand and the ongoing recovery from the pandemic. In the targeted markets, there has been a significant year-over-year increase in spending percentages from the top-tier HHI group (income >\$151k). This trend is consistent across most of our target markets, signaling a shift towards a higher-income demographic in our audience.

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- Overall Economic Impact (YTD): +23.5% YOY
- Website Visits (YTD): Over 1M+
- Publications
 - USA Today
 - Garden & Gun
 - Conde Nast
 - Canadian Geographic Magazine
 - Flamingo Magazine
 - Chicago Magazine
 - Connecticut Magazine

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THANK YOU


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