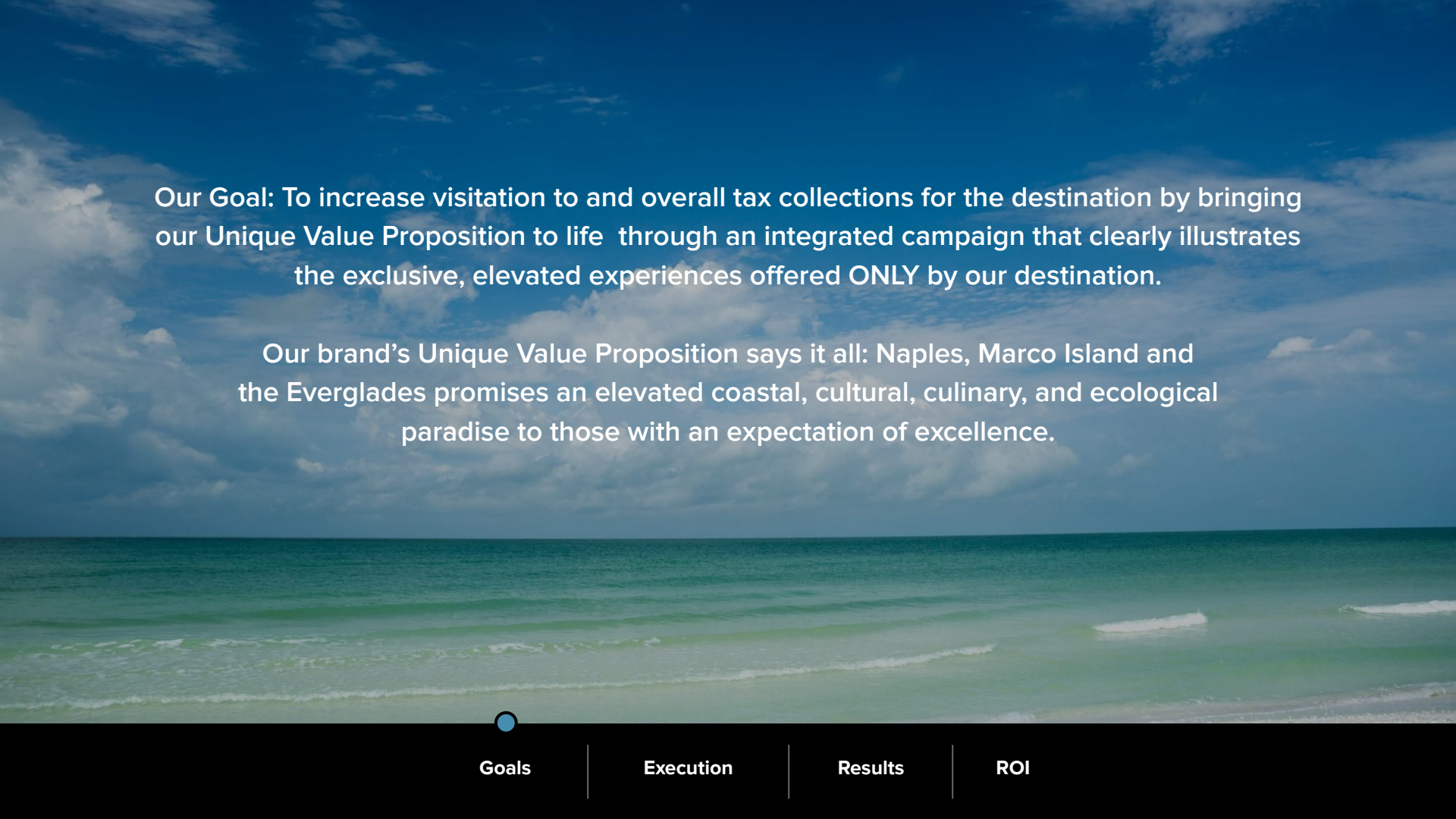




2024 ADRIAN AWARD ENTRY : Brand Campaign

ONLY PARADISE WILL DO


NAPLES · MARCO ISLAND
EVERGLADESSM
FLORIDA'S PARADISE COAST



Our Goal: To increase visitation to and overall tax collections for the destination by bringing our Unique Value Proposition to life through an integrated campaign that clearly illustrates the exclusive, elevated experiences offered ONLY by our destination.

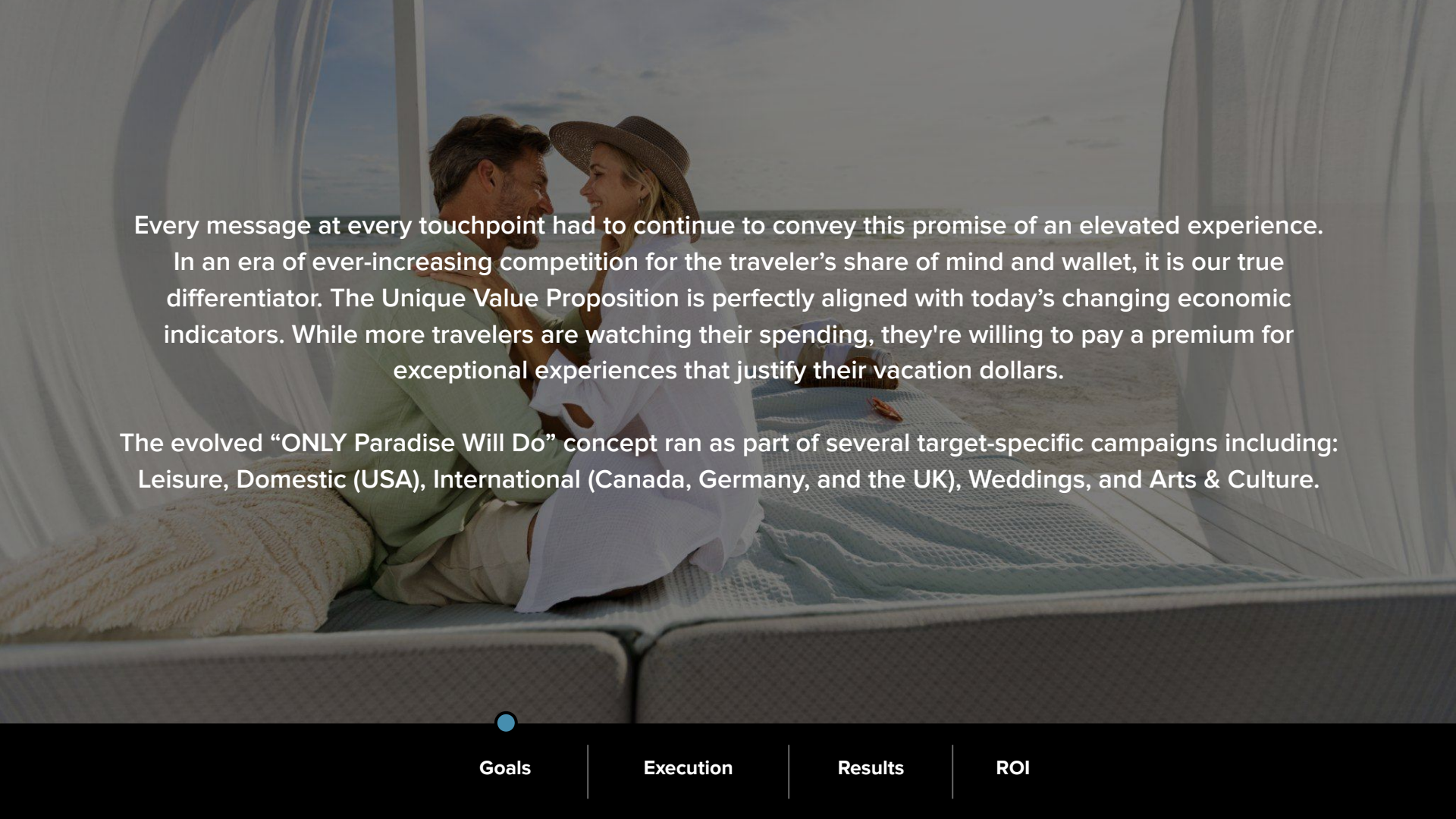
Our brand's Unique Value Proposition says it all: Naples, Marco Island and the Everglades promises an elevated coastal, cultural, culinary, and ecological paradise to those with an expectation of excellence.

●
Goals

Execution

Results

ROI

A romantic couple is shown from the chest up, sitting on a light-colored, textured sofa. The man, on the left, has short brown hair and a beard, wearing a light green long-sleeved shirt. The woman, on the right, has blonde hair and is wearing a wide-brimmed straw hat and a white long-sleeved shirt. They are both smiling and looking at each other. The background is a bright, slightly overexposed outdoor scene with white curtains on either side, suggesting a tropical or beachside location. The overall tone is warm and inviting.

Every message at every touchpoint had to 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.

The evolved “ONLY Paradise Will Do” concept ran as part of several target-specific campaigns including: Leisure, Domestic (USA), International (Canada, Germany, and the UK), Weddings, and Arts & Culture.

Goals

Execution

Results

ROI



Goals

Execution

Results

ROI



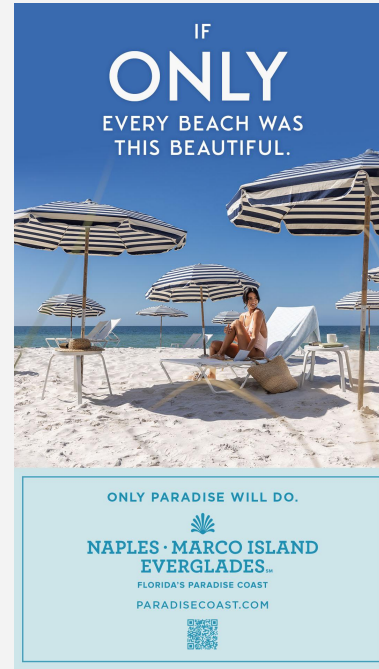
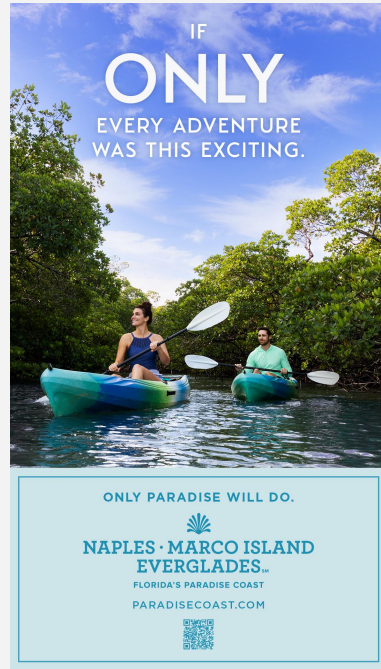
Goals

Execution

Results

ROI

OOH - Digital Kiosks



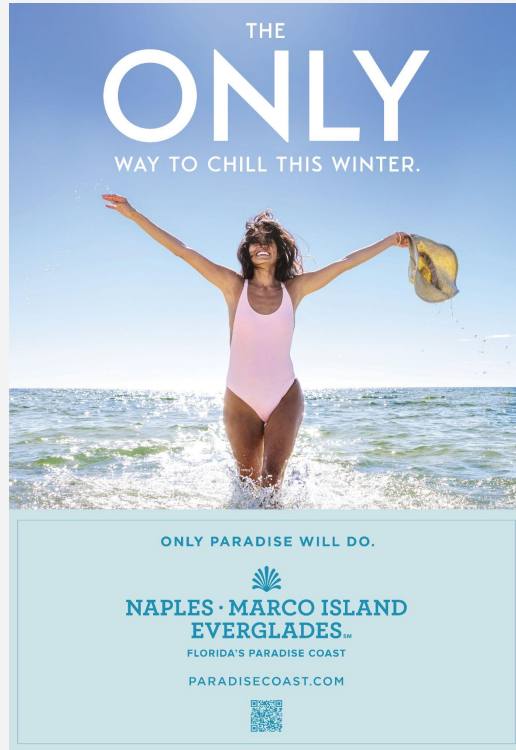
Goals

Execution

Results

ROI

OOH



Goals

Execution

Results

ROI

OOH



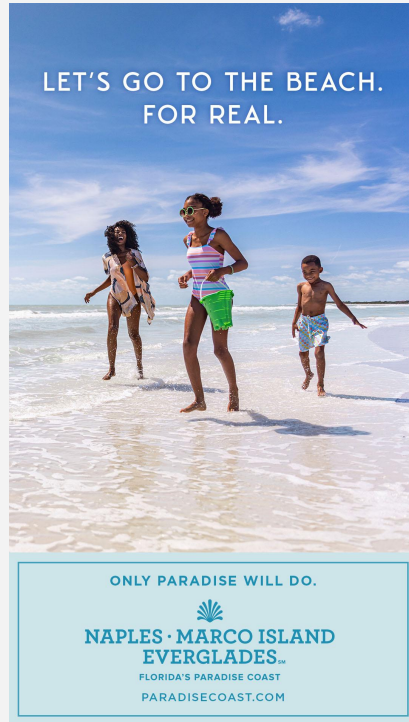
Goals

Execution

Results

ROI

OOH



Goals

Execution

Results

ROI

OOH - Transit



THIS WINTER,
CHILL DIFFERENTLY.

ONLY PARADISE WILL DO.


**NAPLES
MARCO ISLAND
EVERGLADESSM**
FLORIDA'S PARADISE COAST

PARADISECOAST.COM



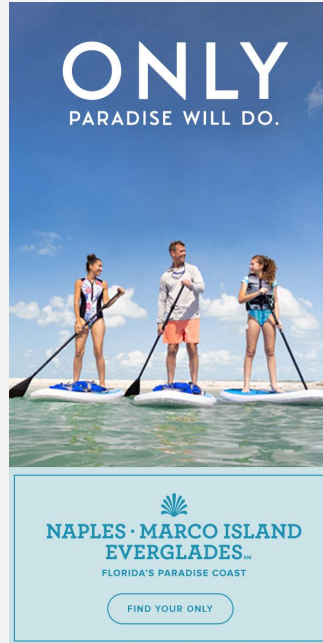
Goals

Execution

Results

ROI

Online Animated Banners



Goals

Execution

Results

ROI

Brand Video



<https://vimeo.com/783522694/a5bb592cd5>

Goals

Execution

Results

ROI

Results

The destination had an overall 34% YOY increase in Tax Collections (\$47.5M) due to the following efforts.

The winter campaign zeroed in on the Hartford-New Haven and Chicago DMAs. Data identified Hartford-New Haven as an emerging market, prompting us to focus efforts on prospective visitors from this area. Chicago, a long-standing target market, displayed increased spending and visitation frequency, affirming the resonance of our messaging and creative campaigns with the Chicago audience.

Chicago: Total visitation from Chicago in 2023 increased from 2022. It accounted for 6% of the total visitation to the destination indicating a shift toward higher-value demographics, aligning with our brand goals.

- Approx media spend: \$300,000.00
- Visitor spending in the market: \$3.8M+

Hartford-New Haven: The Market Index for Hartford-New Haven increased 14.3% YOY. The Market Index looks at the relationship between web traffic, destination visitation, and visitor spending and is an indicator of marketing impact.

- Avg. Visitor Spend: Increased from \$352 to \$372
- Total Visitor Spending: +15% increase YOY
- Approx Media Spend: \$182,522.00
- Visitor Spending in Market: \$387,500.00

Goals

Execution

Results

ROI

Results

- For spring/summer, we aimed to inspire short-term travel from May to September, targeting luxury audiences in key northeast and midwest DMAs. We tailored messaging for upwardly mobile affluent professionals, culinary enthusiasts, and eco tourists.
- For Florida drive-markets, the percentage of overnight visitation increased for key markets YOY.
- Miami-Ft Lauderdale = +3.4%
- Tampa-St Pete = +1.2%
- Orlando-Daytona = +0.8%
- West Palm = +0.5%
- The campaign boosted Canadian tourism, accounting for 11% of total visitors in the fiscal year of 2023 with a 70% YOY increase. In contrast, European visitors saw a more modest 6.9% increase during the same period. The campaign had a significant impact on the destination, evident in increased visitation across targeted markets and a YTD economic impact rise of +24% compared to the record-breaking 2022.

Goals

Execution

Results

ROI

ROI

A total of \$3M was spent in paid seasonal and year-long campaigns to help leverage the ONLY brand for all aspects of the destination. Overall, this campaign delivered 63.8M impressions, 236,791 clicks to the Paradise Coast website (garnering a 0.37% CTR, more than 4x the benchmark). It also had 4,863,183 completed video views, with a VCR of 89%, also well over benchmark. Additionally, \$1M dollars was spent in production to help bring the overall concept for the ONLY campaign to life.

Winter Campaign

- Chicago:
- ROAs: 7.8X

Harford-New Haven:

- ROAS: 4.7X

Goals

Execution

Results

ROI



THANK YOU


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