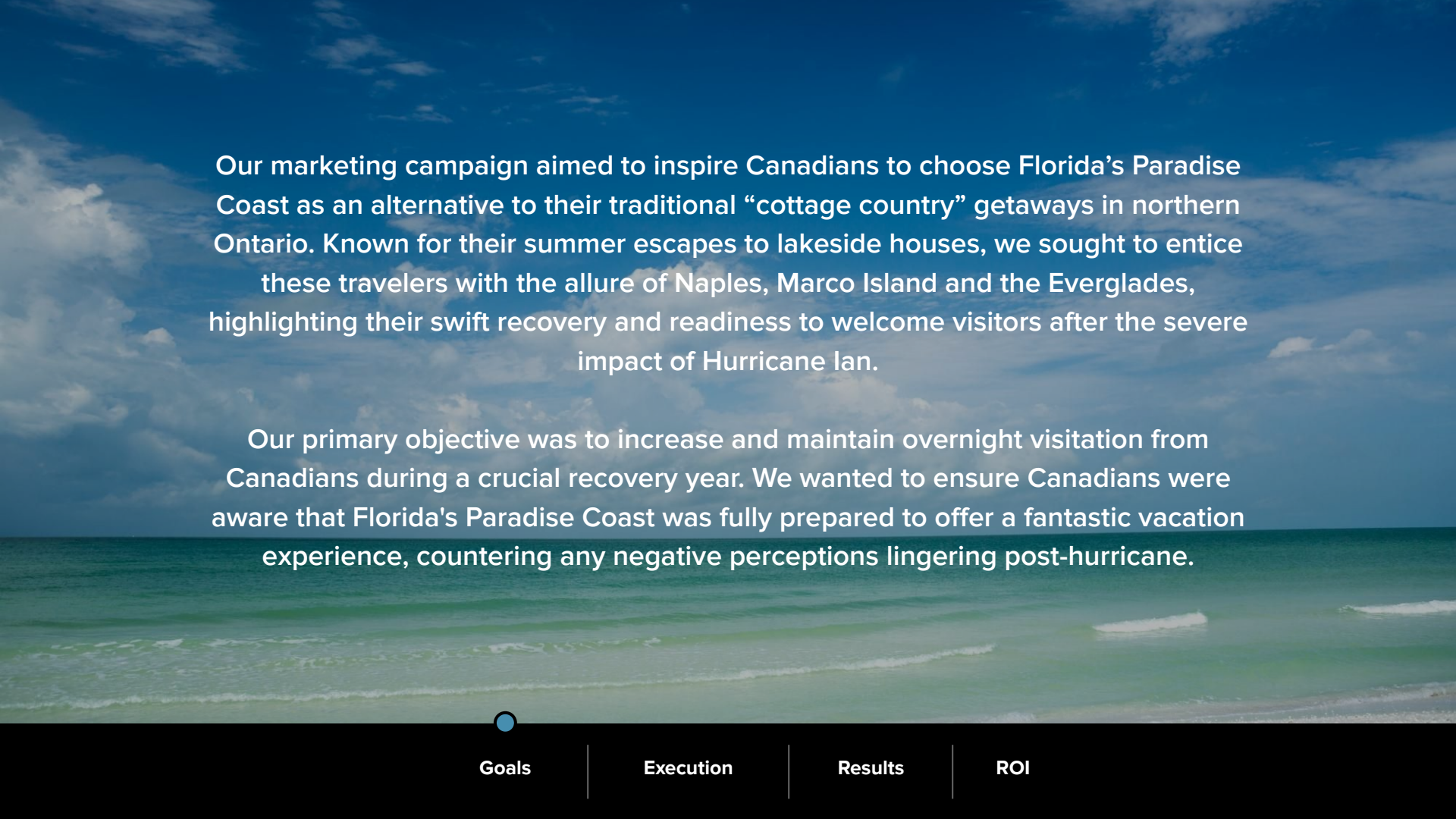




2024 ADRIAN AWARD ENTRY : Canada Campaign

# ONLY PARADISE WILL DO

  
NAPLES · MARCO ISLAND  
EVERGLADES<sup>SM</sup>  
FLORIDA'S PARADISE COAST



Our marketing campaign aimed to inspire Canadians to choose Florida's Paradise Coast as an alternative to their traditional "cottage country" getaways in northern Ontario. Known for their summer escapes to lakeside houses, we sought to entice these travelers with the allure of Naples, Marco Island and the Everglades, highlighting their swift recovery and readiness to welcome visitors after the severe impact of Hurricane Ian.

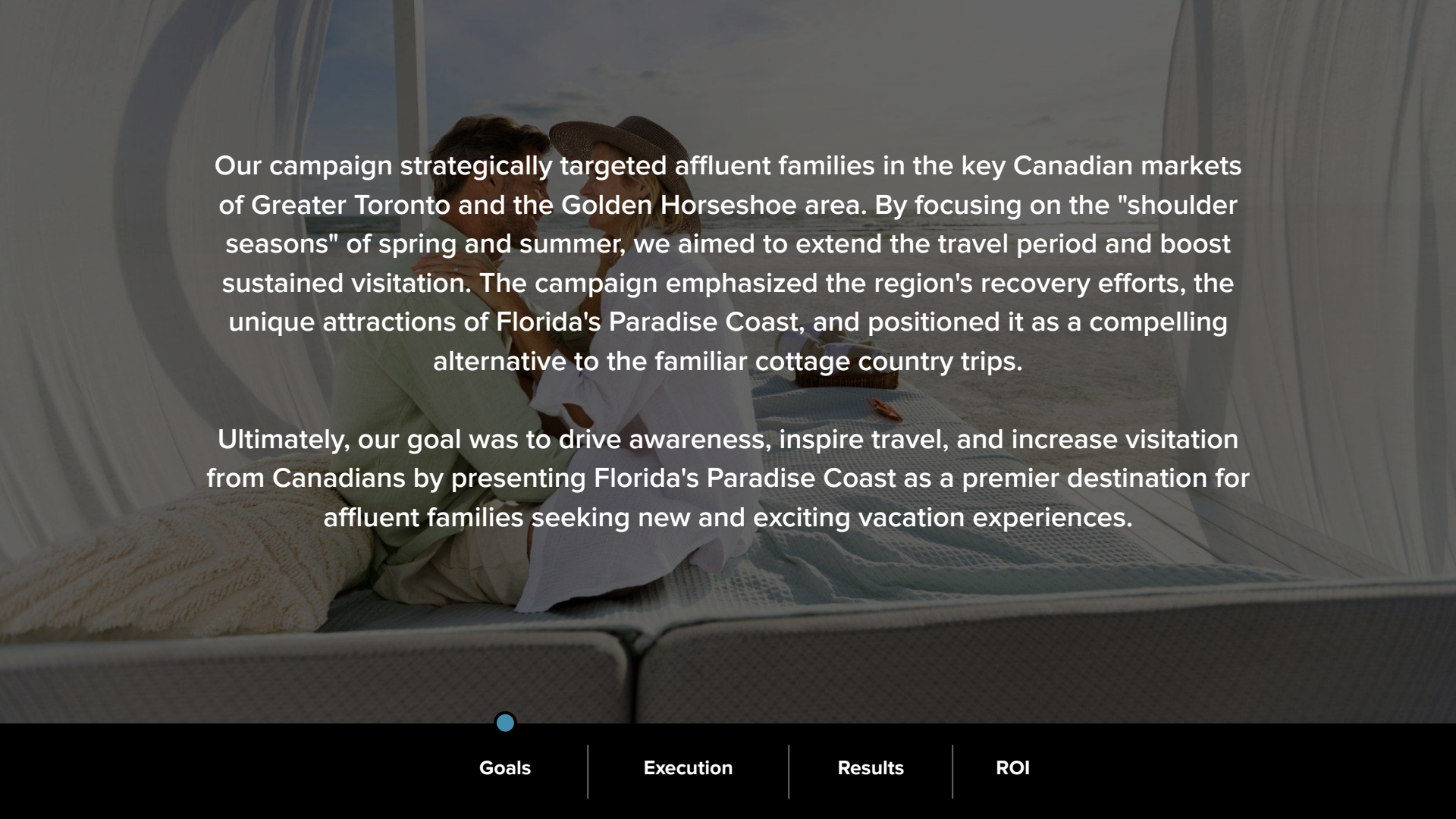
Our primary objective was to increase and maintain overnight visitation from Canadians during a crucial recovery year. We wanted to ensure Canadians were aware that Florida's Paradise Coast was fully prepared to offer a fantastic vacation experience, countering any negative perceptions lingering post-hurricane.

Goals

Execution

Results

ROI

A couple is sitting on a light-colored, textured sofa on a beach. The man is wearing a light green shirt and the woman is wearing a white shirt and a wide-brimmed hat. They are both looking at each other and smiling. In the background, there is a sandy beach and the ocean under a clear sky. A picnic basket and some beach toys are visible on the sofa next to them.

Our campaign strategically targeted affluent families in the key Canadian markets of Greater Toronto and the Golden Horseshoe area. By focusing on the "shoulder seasons" of spring and summer, we aimed to extend the travel period and boost sustained visitation. The campaign emphasized the region's recovery efforts, the unique attractions of Florida's Paradise Coast, and positioned it as a compelling alternative to the familiar cottage country trips.

Ultimately, our goal was to drive awareness, inspire travel, and increase visitation from Canadians by presenting Florida's Paradise Coast as a premier destination for affluent families seeking new and exciting vacation experiences.

Goals

Execution

Results

ROI

## OOH - Toronto Train Takeover



Goals

Execution

Results

ROI

## OOH - Toronto Train Takeover



Goals

Execution

Results

ROI

## Carvertise Car Wraps



Goals

Execution

Results

ROI

## Carvertise Handout



### EXPERIENCE THE ULTIMATE BEACH ESCAPE TO FLORIDA'S PARADISE COAST.

Plan your visit now to Naples, Marco Island and the Everglades – Florida's Paradise Coast.

With 30 miles of white sand beaches, luxurious resorts, exquisite dining options, and endless outdoor adventures, we're the ONLY Florida destination you need.



To learn more, scan the code or visit [ParadiseCoast.com](https://ParadiseCoast.com).



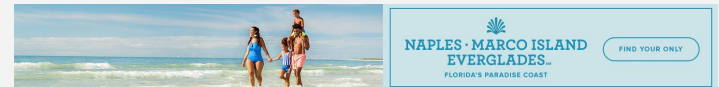
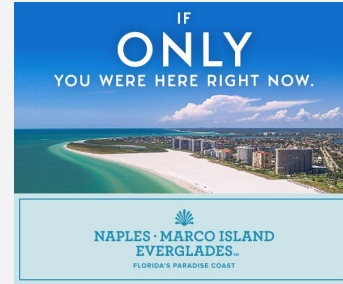
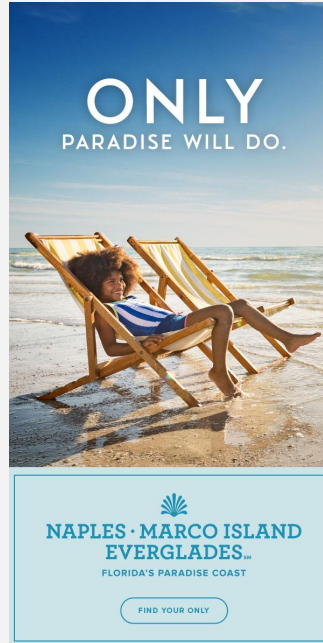
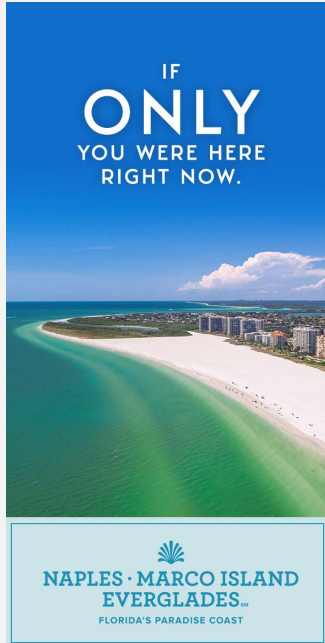
Goals

Execution

Results

ROI

## Online Animated Banners



Goals

Execution

Results

ROI

## Brand Video



<https://vimeo.com/912825067/a9e02b3e67?share=copy>

Goals

Execution

Results

ROI

# Results

The out-of-home (OOH) campaign in Canada yielded outstanding results, significantly boosting engagement and interest in Florida's Paradise Coast.

The incredible results of this campaign also reflected in the overall visitation of the destination in 2023.

- Canadians represented 11% of the total visitation to the destination, a 201% YOY increase from 2022.
- There were a total of 129,000 Canadians who visited Florida's Paradise Coast in 2023.

Challenge

Objective

Strategy

Execution

Results

# ROI

- 7.4M+ impressions served across all OOH placements.
- Canada became the top international market for website visits, with 52,368 total visits, reflecting a 105% year-over-year increase from 2022.
- 11% of total visitation to Florida's Paradise Coast in 2023 came from Canadians, representing a 201% year-over-year increase from 2022, with 129,000 total Canadian visitors.
- Adara Impact data showed that digital ads led to 12,961 hotel and flight searches, resulting in 398 flight bookings and 112 hotel bookings, generating \$302,961.75 in gross hotel revenue.



# THANK YOU

  
NAPLES · MARCO ISLAND  
EVERGLADES<sup>SM</sup>  
FLORIDA'S PARADISE COAST