

2024 ADRIAN AWARD ENTRY : Brand Campaign

# Columbia County "Your Kind of Place"

Columbia County, a charming and outdoorsy tourism destination in Florida, faced challenges in marketing itself effectively. As the destination and its offerings evolved over the years (with the tourism product diminishing in some areas and flourishing in others), the existing tourism branding and positioning failed to effectively communicate the unique experiences and value Proposition of Columbia County.

Results

ROI

To address the challenges faced by the Columbia County TDC, a comprehensive and authentic branding and marketing strategy was developed. The initiative included:

- **Brand Identity Redesign:** Creating a refreshed and distinctive brand identity that would resonate with the target audience, reflecting the destination's essence.
- **New Website:** Enhancing the website with intuitive navigation, compelling content, and high-quality visuals to showcase Lake City as a top-notch outdoor travel destination.
- **Paid Media Strategy:** Leveraging paid search, social media, mobile advertising, and native advertising to raise awareness and generate interest.
- **Earned Media and PR:** Developing compelling brand messaging and securing positive media coverage in local and regional outlets.











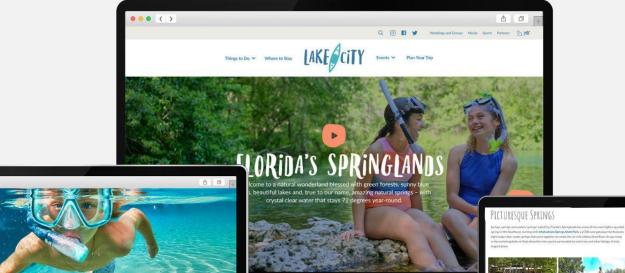
Results





Watch Now:

https://vimeopro.com/paradiseagency/col-1686-fy24-video-creation-30-and-15-visit-florida-version/video/893868597



#### EXPLORING FLORIDA'S SPRINGLANDS: YOUR ULTIMATE GUIDE TO WHERE TO VISIT IN LAKE CITY

Welcome to this nature lover's paradise, with its lush landscapes, crystal clear springs and abundant wildlife. Whether you're looking to relax in the sun or explore the outdoors, this stunning region of Florida has something for everyone.

Are you ready to explore the stunning beauty of Florida's Springlands? This ultimate guide will help you plan your trip to the Lake City area. giving you tips on where to visit in Lake City and what to do when you get there. From hiking and camping in the lush woods to floating in the crystal-clear springs, Lake City--Florida's Springlands has a lot to offer.

The History of Florida's Springlands

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S. S. Salar

oprings in the Southeast, starting with knetucknee Springs State Park, a 2,700-acre getaway that features eight major clear-water springs that come together to create the six-mile lebetucknee River, As you rong





Dive a little deeper into Florida's Springlands by keeping up with the latest news and interesting

hat has it all: seven distinct springs that for

Bootleasers in the 1900s used Run Island as autace to Nide their stills. Nowadays, Bare Mand Saring an

Park, on the banks of the Santa Fe River, draws folks to its swimming hole and umpolled natural vibe. A





Goals

Execution

Results

ROI

### Earned Media & PR

To amplify the owned channel marketing efforts, the PR team developed compelling brand messaging and press pitches that highlighted the destination's distinct experiences, authenticity, and value proposition.

Through the development of targeted media lists and media outreach, the team generated positive media coverage in local and regional outlets, including on-air interviews in the target market of Gainesville, FL. By highlighting impressive tourism numbers from the previous year and pairing it with the exciting new brand, we were able to show how Columbia County is growing its tourism and looking forward to further growth.

## LEISURE The Boston Globe



Aside from its beaches, Florida is also known for its beautiful fresh water springs. According to Rodriguez, the best way to plan your North Florida road trip is via the Florida Springs Passport, an interactive booklet that contains a little bit of history about each spring as well as helpful tips for your visit. Swing by Gilchrist Blue Springs State Park before you head off to Ginnie Spring, where you can snorkel in crystal clear waters. At Ichetucknee Springs, you can embark on a six-mile tube float voyage through the springs. Turn your Florida Spring expedition into a three-day road trip by camping overnight at one of the springs -just make sure to reserve your spot (and any necessary permits) ahead of time.

### Results

#### The Lake City campaign was incredibly successful:

- +51% Website Sessions
- \$1.4M Public Relations AVE (advertising value equivalency)
- +48% Website New Users
- \$175k Direct Economic Impact from Programmatic Media Campaigns
- 6.4M+ Digital Advertising Media Impressions
- National Public Relations coverage
  - Travel + Leisure, Boston Globe, Southern Living, Narcity,
    - TravelAwaits, Best Life, and more

Results



- The campaign resulted in a powerful return on investment, generating over \$54,000 in gross bookings. With a 5.9 Return on Advertising Spend (ROAS) from the OTA campaign, this demonstrates significant revenue growth directly tied to the marketing efforts.
- This figure reflects that for every dollar spent on the campaign, Lake City saw \$5.90 in return, which is a strong indication of the campaign's success in driving meaningful economic impact.
- The campaign not only met but exceeded our goal, reinforcing the effectiveness
  of our strategic approach to attract visitors and boost local revenue.



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