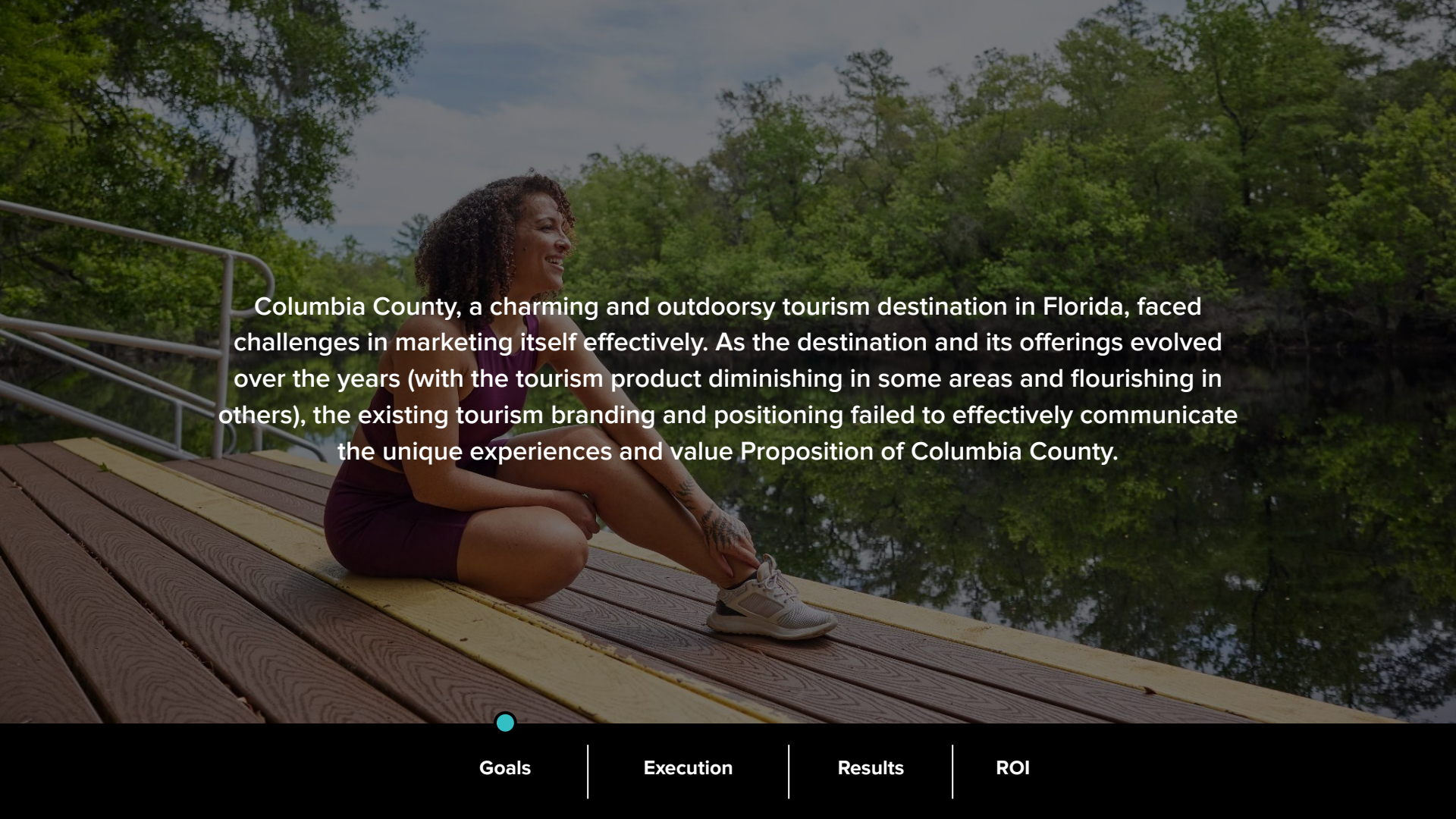




2024 ADRIAN AWARD ENTRY : Brand Campaign

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.

Goals

Execution

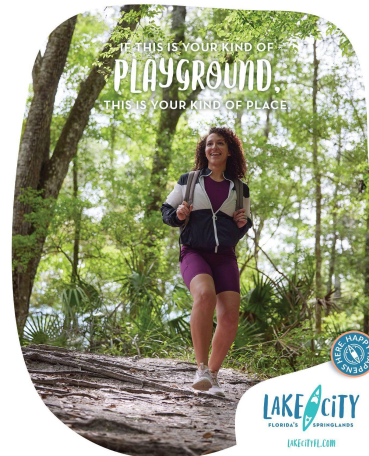
Results

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.







Goals

Execution

Results

ROI

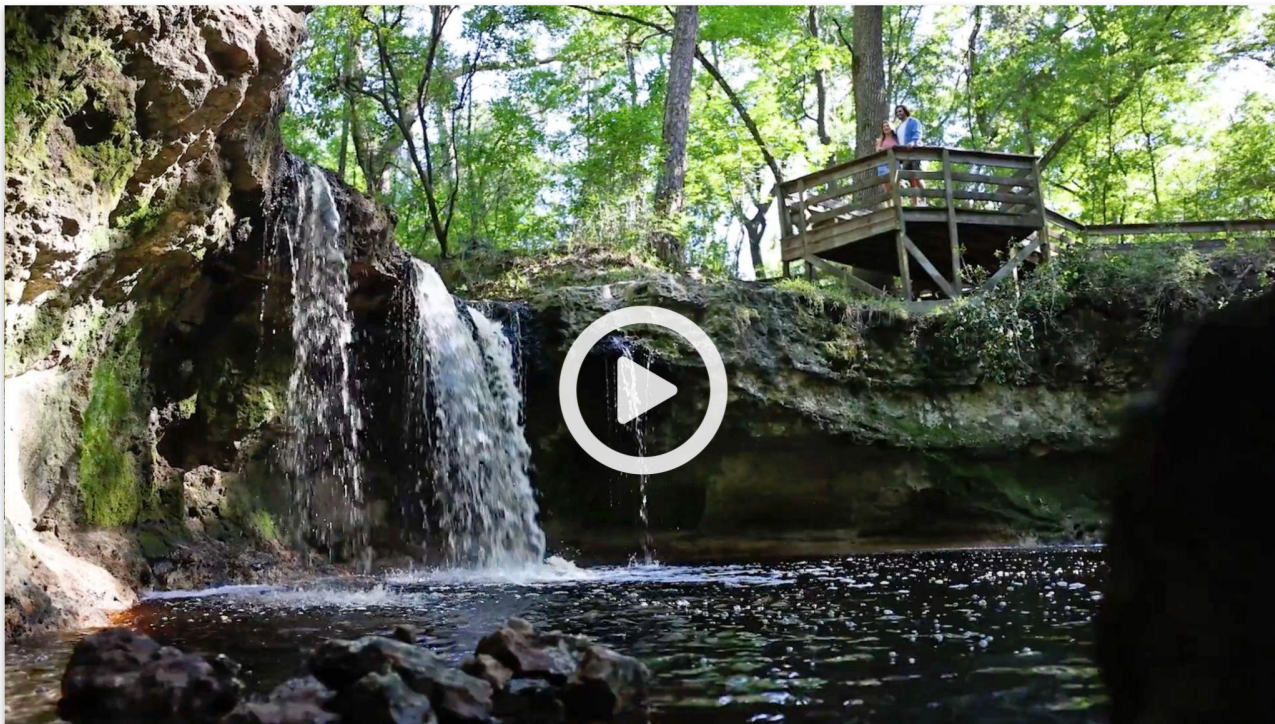


Goals

Execution

Results

ROI



Watch Now:

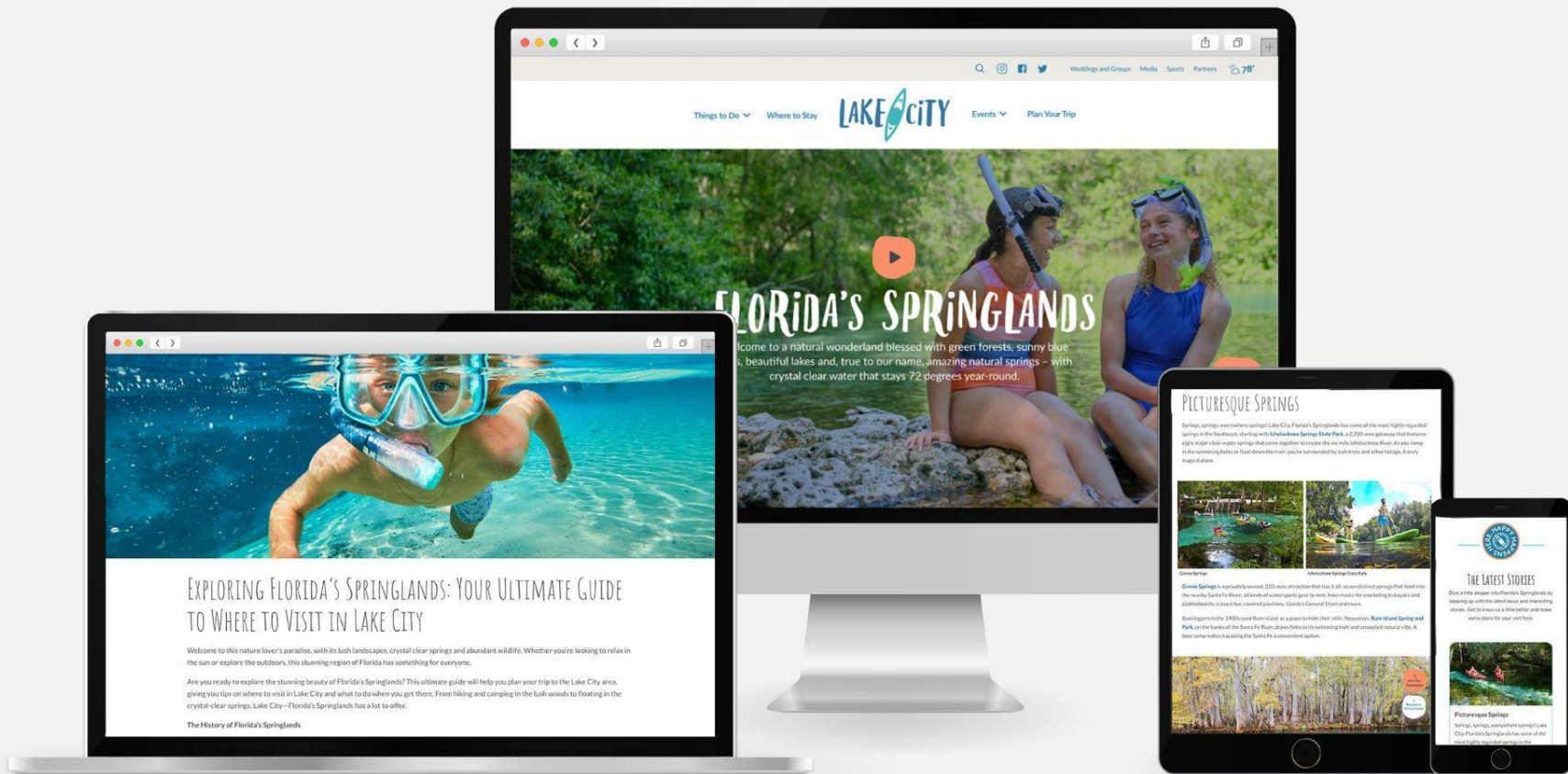
<https://vimeopro.com/paradiseagency/col-1686-fy24-video-creation-30-and-15-visit-florida-version/video/893868597>

Goals

Execution

Results

ROI



Goals

Execution

Results

ROI

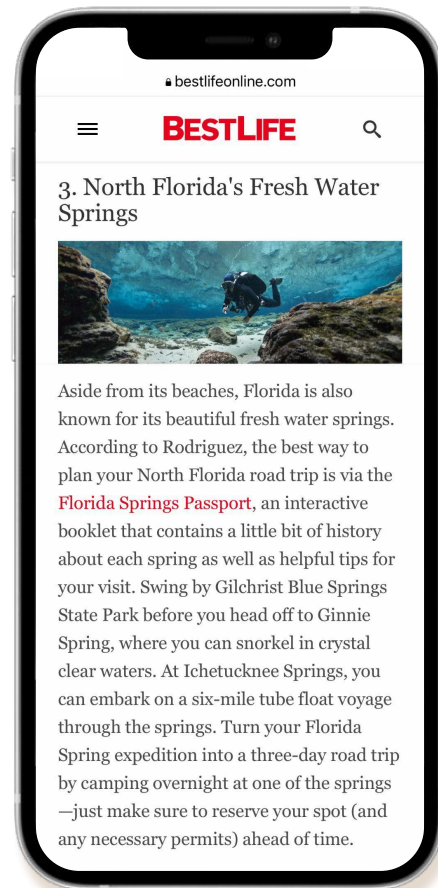
Earned Media & PR

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.

TRAVEL+
LEISURE

The Boston Globe



Goals

Execution

Results

ROI

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

Goals

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ROI

ROI

- 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.

Goals

Execution

Results

ROI



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Thank you