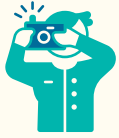


SANTA ROSA COUNTY CAMPAIGN OVERVIEW

SPRING/SUMMER CAMPAIGN 2024

Navarre Beach
FLORIDA'S MOST RELAXING PLACE.

Overall Goals



Increase Visitation:

Increase visitation and economic impact through targeted marketing efforts.



Maximize Content:

Maximize content across various channels to engage with the audience effectively.



Emphasize Offerings:

Emphasize Santa Rosa County's unique offerings and appeal to diverse traveler interests.

Campaign Dates

- **Flight Dates:** March 4 - July 28, 2024

Target Markets

- New Orleans, LA
- Birmingham, AL
- Atlanta, GA
- Nashville, TN
- Orlando, FL
- Dallas-Ft. Worth, TX
- Knoxville, TN
- Jacksonville, FL
- Tampa, FL
- St. Petersburg, FL

Target Audience

- Millennial couples with no kids
- Families with kids
- Travel enthusiasts
- Outdoor adventurers
- Beach travelers
- RV travelers
- Health and wellness seekers
- Couples seeking romantic getaways
- Multi-gen travelers

Strategies

Media Campaigns

- **Digital Personalized Ads | AKI:** Serve curated messaging based on lifestyle and interests.
- **Travel Intender | Kayak:** Targeting users searching competitive destinations and Florida beaches.
- **Digital Display | Kargo:** High-impact mobile campaign targeting travelers.
- **Streaming TV and Display | Strategus:** Streaming TV ads followed by retargeted display ads.
- **Travel Intender | Sojern:** Targeting last-minute travelers looking for travel to Florida beaches.
- **Digital Display | Visit FL - Lonely Planet:** Display campaign reaching audiences interested in beaches and outdoor adventures.
- **Print | Undiscovered Florida:** Full-page ad targeting consumers and travel agents.

Always On Campaign

- **Display and Video | Epsilon:**
 - » Targeting travelers who have been to (and spent money in) competitive destinations but have never been to Navarre Beach, and travelers who have been there before and look-a-like model the audience.
 - » Reporting measures credit card activity, showing how many people saw the ad, visited, and spent money in Santa Rosa County.

Content Strategy

- Leverage storytelling to highlight unique offerings and experiences.
- Focus on high-volume storytelling content across various platforms.
- Utilize Crowdriff for authentic user-generated content.

Digital Marketing Strategy

- Align digital efforts with destination's KPIs and visitor profiles.
- Focus on the travel planning cycle, consumer journey mapping, and content development alignment.
- Expand the use of Crowdriff for high-quality content acquisition.

Public Relations Strategies

- Present Santa Rosa County as a unique and accessible destination for all types of travelers.
- Collaborate with local partners to promote unique experiences.
- Align PR, social, and advertising efforts to amplify placements.

Organic Social Media Platforms

- Focus on Facebook and Instagram.
- Develop a balanced content mix and influencer program.
- Utilize platform tools to align with user habits and behaviors



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