

# VISIT FLORIDA SHINES



## Holistic Campaign Drives Canadian Tourists to the Sunshine State

### Success Story

VISIT FLORIDA collaborated with Brand Networks to run a holistic digital advertising campaign aimed at enticing more Canadian travelers to Florida.



## Meet VISIT FLORIDA

Created as a not-for-profit in 1996, VISIT FLORIDA is the Sunshine State's official tourism marketing corporation and a key source for travel planning for visitors worldwide. Partnering with over 12,000 tourism industry businesses, including Disney Destinations and Universal Orlando Resorts, VISIT FLORIDA aids in tourism industry participation in travel, trade, and consumer shows, as well as media missions to top domestic and international visitor markets. In 2017, Florida welcomed a record 116.5 Million visitors to the state, contributing to \$108.8 Billion in revenue for the state and 1.4 Million jobs for Floridians.

“ Like many organizations, VISIT FLORIDA views Facebook as a key medium for reaching targeted audiences. We've taken that idea a step further with our team at Brand Networks. Social media is everywhere and it's become part of everything consumers do. This is a great example of how VISIT FLORIDA and Brand Networks put social at the heart of a campaign, deploying it as the glue that ties together and supports a fully-integrated marketing initiative.

Staci Mellman  
Vice President, Brand, VISIT FLORIDA

# The Goal

Entice more Canadian travelers to plan trips and vacations to Florida.

# The Strategy

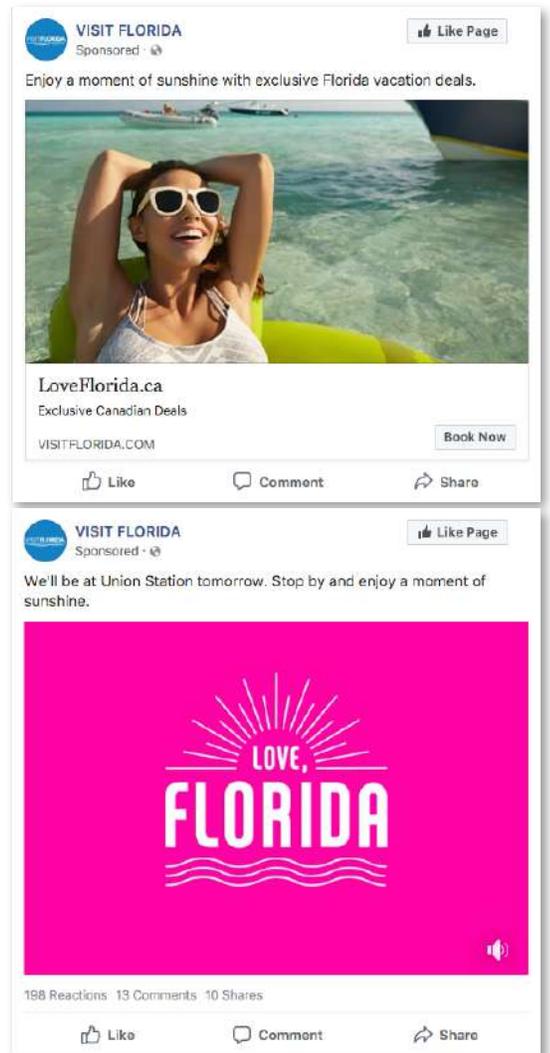
After observing a steady decline in Canadian visitors to the Sunshine State, VISIT FLORIDA worked with the Brand Networks Media Services team to build an integrated marketing strategy, including PR efforts, experiential, website, and video content on Facebook and Instagram.

The campaign included online and offline components orchestrated to captivate VISIT FLORIDA's target audience. On Facebook, the strategy was built around video, including 15-second video ads consisting of engaging creative assets and contextualized copy. For instance, Video and Photo Ads appearing in a 10-mile radius of Toronto's Union Station encouraged locals to stop by, where VISIT FLORIDA representatives were handing out orange juice and other Florida travel items. Co-op campaigns featuring VISIT FLORIDA partner content were delivered to Canadian audiences, and video ads mirroring TV spots were synced with corresponding TV buys. To reduce exchange rate concerns, a Parity Program was implemented and communicated through an array of Facebook Ads, including Facebook Carousel Ads.

Brand Networks' Media Services team also recommended Facebook's In-Stream Video Ads, which ran as brief commercial breaks between longer-form Facebook Watch content. This encouraged the campaign's target audience to spend more time with the brand, which helped increase brand resonance. The sum total impact of the effort was measured through a Nielsen Brand Effect Study.

# The Results

The campaign **reached over 1.5 Million people** while driving a **6-point lift in action intent** compared to a 2.7% historical average. VISIT FLORIDA also observed a **22-point lift in ad recall**, ultimately resulting in a resurgence in Canadian visitors to the Sunshine State.



“As a marketing team, VISIT FLORIDA sets the bar by pulling public relations, content, and paid media together into comprehensive strategy supported by Facebook. Every component of the campaign is fully activated through social, and that makes their marketing intrinsically cutting edge. This case study pulls back the curtain to show how Brand Networks helps make it happen.”

**Dave Fall**  
CEO, Brand Networks