



Beach Business Improvement District Advisory Committee

Date: 06-13-22

Agenda Item: VII.

Topic: Summer Campaign Update



## **“DISCOVER FTLBEACH” SUMMER CAMPAIGN UPDATE**

### **OVERVIEW**

The “Discover FTLBEACH” Summer Campaign is designed with a strong digital component to maximize resources, to promote Fort Lauderdale Beach and the businesses within the Beach Business Improvement District (BBID) during the shoulder season – June to August 2022. The shoulder season is the period in between a destination's low and high seasons of tourism, making prices cheaper for hotels and airfare and crowds smaller at popular attractions. The campaign will feature sample itineraries and adventures featuring BBID businesses, particularly those on quieter end of the beach near the Sonesta that may not get as much traffic as other, more populated areas of the beach. A landing page for the campaign will be created on MyFortLauderdaleBeach.com which will include ten to twelve sample itineraries will be created that we can promote throughout the month.

### **CAMPAIGN ARCHITECTURE AND MESSAGING**

The campaign features three calls to action (CTA) that are a play on the letters “FTL” in the FTLBEACH logo. Each phrase invites key target audiences to (1) either feel an emotion, (2) find a great place to relax or (3) take part in Visit Lauderdale’s LauderDeals promotion. Each word in the CTA phrase starts with F, T, and L and each of the three-word CTA phrases is outlined below. For each month of the campaign, a different phrase will be unveiled.

#### **JUNE 2022 – “Feel the Love”**

The message for this CTA is to promote Fort Lauderdale Beach as a welcoming, diverse destination for couples, the LGBTQ community, persons with disabilities, and others. Messaging will also include the fact that locals can come to FTLBEACH to “Feel the Love” by doing things like booking a fun staycation, taking a yoga class, participating in water activities, etc. Ten to twelve sample itineraries will be created that we can promote throughout the month promoting activations on the beach, restaurants, things to do, etc.

#### **JULY 2022 – “Find the Leisure”**

The message for this CTA is to promote the many activities you can take part in on Fort Lauderdale Beach. Whether you’re looking to go boating, have brunch, or just relax on the beach, there is something for everyone on FTLBEACH. Ten to twelve sample itineraries will be created that we can promote throughout the month promoting activations on the beach, restaurants, things to do, etc.

## **AUGUST 2022 – “Follow the LauderDeals”**

The message for this CTA is to promote the fact that FTLBEACH is a budget-friendly destination with amazing activities to participate in at all budget levels. Messaging will promote Visit Lauderdale’s LauderDeals promotions, which end on September 30, 2022. BBID businesses participating in LauderDeals will be showcased. Ten to twelve sample itineraries will be created that we can promote throughout the month.

### **TIMEFRAME**

This campaign will run from June 17 to September 17, 2022

### **SELECTED BUDGET OPTION**

#### **TIER 1: \$10K**

- Custom QR code creation
- Development of QR code stickers that can be placed at BBID businesses.
- Create a geotargeted social media campaign with a monthly ad spend of \$1,000 per month.
- Create three, short campaign videos for use on social media and the web.
- Create a digital and paper version of a campaign brochure.
- Issue press release about campaign on 06/17
- Pitch media and secured earned placements.
- Create campaign media kit that includes stickers, 5x7 palm cards, sample social media posts for sharing, press release, etc.

#### **IN ADDITION, THE BBID MANAGER WAS ABLE TO SECURE THE FOLLOWING:**

- Officially launching on 06/17, which is National Flip Flop Day
- Five Billboards running in key markets including Tampa, Orlando, Fort Myers, West Palm Beach, Fort Pierce, and Miami starting on 06/17 and running through 08/17 at a total cost of \$5,445.00. The total value of this media buy is \$15K.
- Sixty Campaign kits will be mailed to all BBID businesses on 06/14 to help leverage the campaign that include that includes stickers, 5x7 palm cards, press release, etc.
- Meeting with Visit Lauderdale Agency of Record on 06/13 to discuss how they can help us leverage the campaign.
- Created a landing page which will be updated monthly with the new theme for the month.

#### **FINAL BUDGET**

<b>DELIVERABLE</b>	<b>COST</b>
Social Media Ads	\$3,000.00
Billboards	\$5,445.00
Campaign kits and associated materials	\$1,555.00
<b>TOTAL COST</b>	<b>\$10,000.00</b>

**SOCIAL MEDIA GRAPHIC FOR ADS AND POSTS**



SOCIAL MEDIA GRAPHIC FOR ADS AND POSTS



SOCIAL MEDIA GRAPHIC FOR ADS AND POSTS





SOCIAL MEDIA GRAPHIC FOR ADS AND POSTS

**FEEL**  
the  
**LOVE**  
ON FORT LAUDERDALE BEACH


EVERY DEAL UNDER THE SUN  
FORT LAUDER *Deals* BEACH

**ftlbeach**  
Discover. Stay. Dine. Play.

**SOCIAL MEDIA VIDEO AD MOCKUP – FACEBOOK**




 **Discover FTLBeach** ⋮ ✕  
Sponsored · 

Feel the love on Fort Lauderdale Beach this summer and visit the best places to discover, dine, stay, and play. Whether you're looking for a week-long vacation out of town or a weekend staycation nearby, FTLBeach has something for everyone under the sun! #DiscoverFTLBeach #VisitLauderdale #EveryoneUnderTheSun



myfortlauderdalebeach.com  
**Feel the Love on FTLBeach  
This Summer** **Book now**

---

 Like  Comment  Share

QR CODES

