

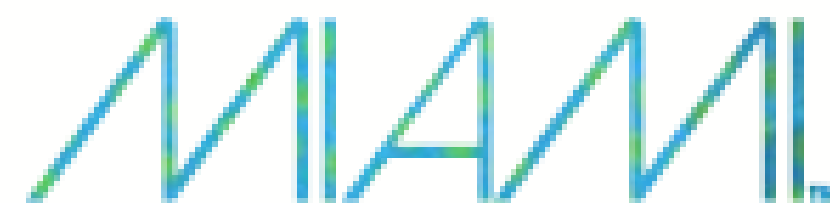


# MESSAGING TO THE MASSES

*Strengthening Our Destination Through Advertising*

ADVERTISING BREAKOUT SESSION

JULY 30 2021



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU





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## AGENDA

# Introducing VMLY&R Reviewing FY21 Advertising Planning for FY22

VMLY&R

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INTRODUCING

# VMLY&R

VMLY&R

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TODAY'S PRESENTERS



Amber  
Chenevert

GROUP DIRECTOR,  
STRATEGY & INSIGHTS



Jaime  
Baron

GROUP DIRECTOR,  
CLIENT ENGAGEMENT



Isabella  
Ortega

ACCOUNT SUPERVISOR,  
CLIENT ENGAGEMENT

Advertising

Miami Office

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7,000+ People | 75+ Offices | 50+ Countries

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# CONNECTED BRAND

BX

BRAND  
EXPERIENCE

+

CX

CUSTOMER  
EXPERIENCE





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LET'S HEAR FROM

YOU

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Which best describes the industry you support?

A

Hotel / Restaurant

B

Cruise / Attraction

C

Regional Partners  
(e.g. BID, Municipality,  
Chamber)

D

Business Service  
Partners



How has the pandemic shifted  
your business?

A

Increased  
Health/Safety  
Protocols

B

Different Selling  
Points/Benefits

C

Increased  
Technology

D

All Of The Above



Does business now feel ‘back to normal’?

A

Yes

B

No

C

Getting There

D

New Normal





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REVIEWING FY21

# ADVERTISING

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# FY21 Advertising Program

## Situational Overview

- At start of fiscal, the pandemic remained in full force
- Greater Miami and Miami Beach - one of the first cities to reopen
- DMO's were fighting for travel share
- The state of Miami tourism was unknown

## Goals

- Consumer:
  - Reinvigorate Miami visitation + length of stay
- Meetings & Miami Beach Convention Center:
  - Drive interest and convert leads

## Strategy

- Messaging: Miami Shines (consumer + M&C), Miamiland, Wrap Your Face, Temptations, Art of Black
- Media:
  - Expand upon 'always on' support
  - Support Tri-County, Drive, National, Multicultural, LGBTQ
  - Paused International and Cruise until back half of 2021
  - Temptations Program: Art & Culture, Health & Wellness, Attractions & Museums, Hotel, Spa, Spice

FY21 - GMCVB PLAN ROLLUP												
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Paid Search												
Always On Retargeting												
Miamiland												
Vacation Responsibly							Stay Safe, Wrap your Face					
GMCVB Annual Plan												
Multicultural		AOB, Shines/Deals			Miami Shines/Deals - BlackPrograms							
LGBTQ		Annual Plan Fall/Winter					Annual Plan Spring/Summer					
OTA Program		Expedia \$80k, Kayak \$50k					Expedia \$40k, Kayak \$60k					
Destination Wide Coop							4/1 - 5/31				TBD	
Art, Culture & Heritage Month												
Cruise Program										7/19 - 9/30		
Brand USA										ESPN - Argentina, Uruguay, Paraguay July-Sept. UK, Canada, Mexico Sept - Nov.		
Temptations Programs					Feb/March Health & Wellness		April/May Attractions & Museums		June - Sept. Summer Deals, Spa July/August, Spice Aug/Sept.			
Meetings & Conventions	50/50 mix MBCC/Meetings includes Event coverage of IAEE, PCMA, IMEX and ASAE											
Attribution/Ad serving												

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# A Glimpse Into Miami Shines

## Objective

- Stimulate Miami tourism efforts via Recovery campaign amidst unpredictable pandemic

## Strategy

- Showcase what makes Miami shine - both the expected and unexpected elements that make Miami so unique

## Audience

- Culture Seeker/Sophisticated Traveler
- Tri-County, Drive, National, Multicultural, LGBTQ

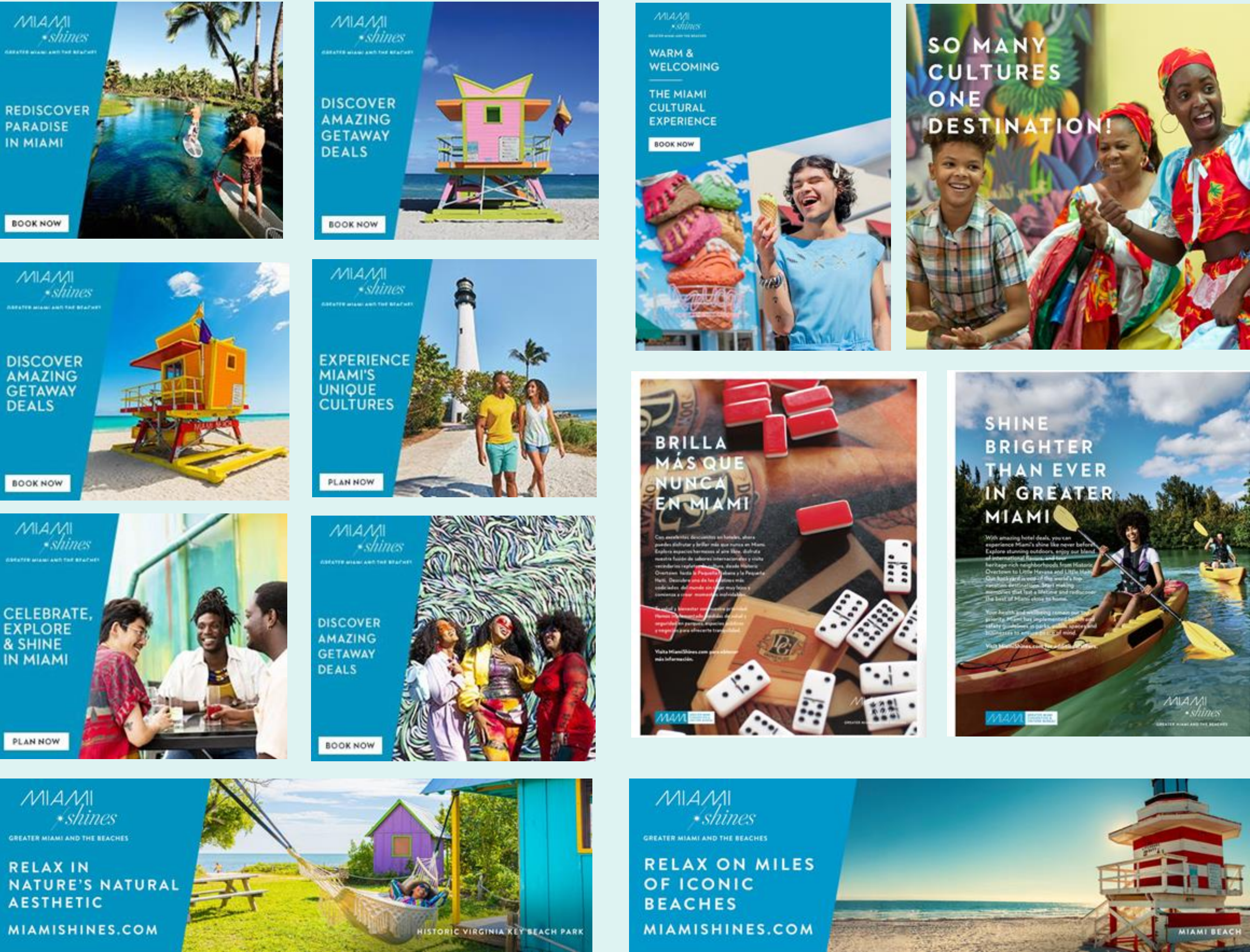
## Media Support

- CTV/OTT, Retargeting, SEM, Display, OTA, OOH, Print, Radio, Social, Website





# Miami Shines



OCTOBER 2020-JUNE 2021

Total Executions: 105

- 17 Media Partners
- Over 100MM impressions
- 250,059 Bookings
- 283,031 Site Visits
- \$174MM in Revenue
- 251,621 site visitors (31% of site traffic)

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# A Glimpse Into Miamiland

## Objective

- Bolster recovery efforts by supporting:
  - Park reopenings in Miami (Oct-Dec)
  - Outdoor exploration (Jan-Sept)

## Strategy

- Bring awareness to and invite exploration of Miami's great outdoors and beaches

## Audience

- Outdoor Enthusiast
- Tri-County, Drive, National, Multicultural, LGBTQ

## Media Support

- CTV/OTT, Retargeting, SEM, Display, OTA, OOH, Print, Radio, Social, Website





# Miamiland

OCTOBER-DECEMBER 2020

Total Executions: 65

- 3M Impressions
- 160,000 Hotel bookings
- 225,515 Site visits
- \$100MM in hotel revenue
- +357% more bookings than the previous year
- 110,012 site visitation (40% of site traffic)

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# A Glimpse Into

## Destination-Wide Co-op

### Objective

- Leverage city-wide co-op

### Strategy

- Showcase what makes Miami shine - both the expected and unexpected elements that make Miami so unique

### Audience

- National

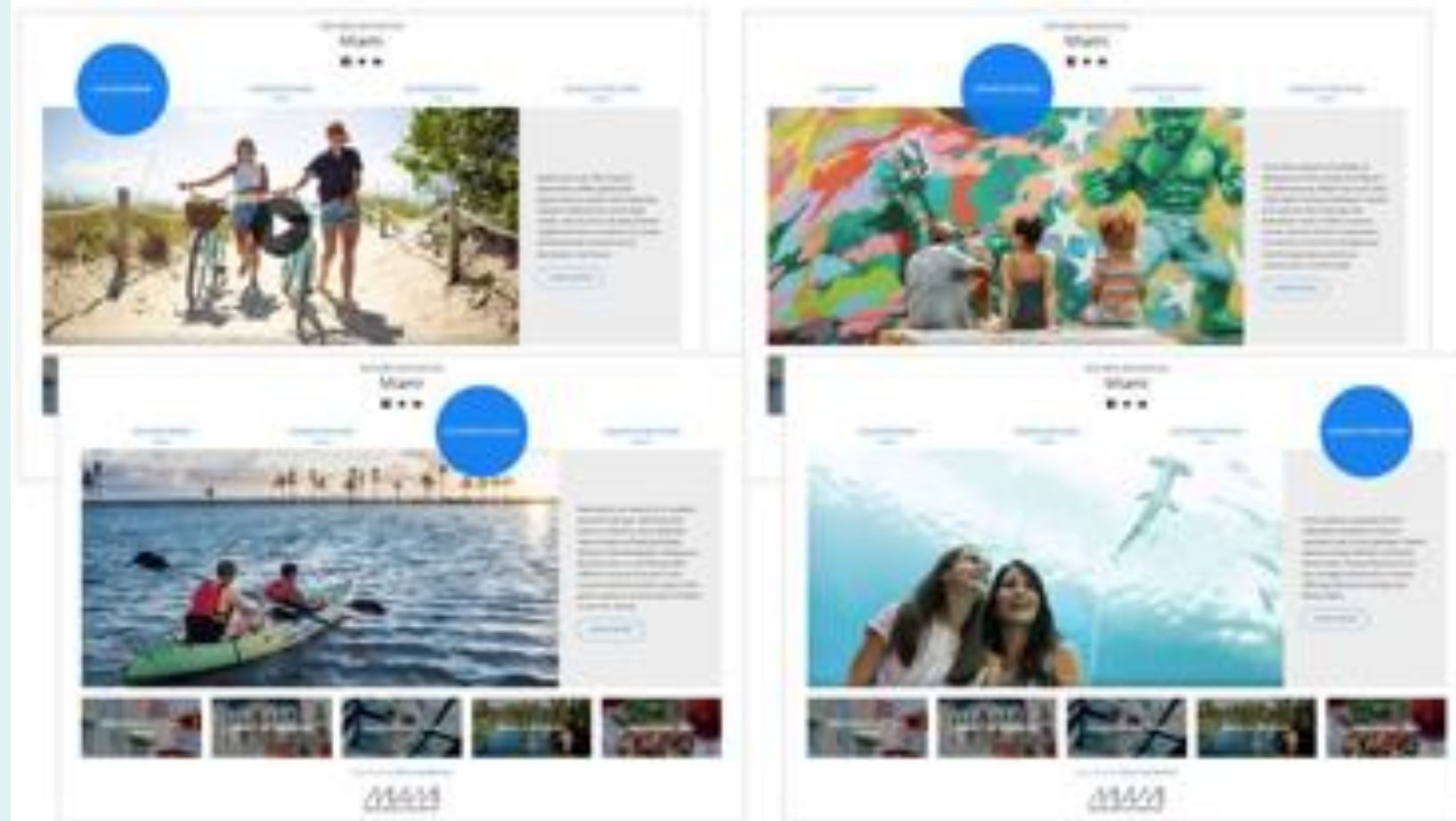
### Media Support

- Expedia and Travel Zoo





# Destination-Wide Co-op



APRIL 2021 - MAY 2021

- 2 media partners - Expedia + Travel Zoo
- Included largest set of partner participation
- 10.9 million impressions
- Expedia: 9.4M impressions/19k room nights
- TravelZoo: 1.5M impressions/193k hotel searches/4,894 hotel bookings

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Looking at next year, when is the ideal timing for co-ops?

A  
Winter

B  
Fall

C  
Spring

B  
Summer



Which media or online travel agent partner would you like included within the co-op marketing program?

A

Expedia\*

B

Travel Zoo

C

Kayak

D

Other Vendor

\*Expedia includes Hotels.com



# A Glimpse Into Cruise

## Objective

- Support PortMiami and the relaunch of cruising from Miami

## Strategy

- Instill confidence in cruising out of Miami. Include 'extend your stay' message to encourage a Miami stay

## Audience

- Consumers + Travel Agents - National

## Media Support

- Digital mix of Travel network and OTA, Social, OOH, SEM, Website
- July-September generated over 14.6M impressions






# Cruise




Advertising



Visit Miami

November 14 at 8:30 AM ·

The wait is over. Enjoy cruise & stay offers to explore culture-rich neighborhoods, iconic beaches & Miami's vast outdoors.



Book Your Cruise From Miami

Learn More

Discover Cruise and Stay Offers

79

3 Shares

Like

Comment

Share

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# A Glimpse Into

## Wrap Your Face

### Objective

- Encourage mask safety in Miami Beach during Spring Break and Memorial Day weekend

### Strategy

- 'Wrap Your Face' was born with all of its double entendre goodness and created an undeniable connection: If you're using condoms for you and your partner's health, then you should be using masks for you and everyone else's health.

### Audience

- Spring Breakers, while in Miami Beach

### Media Support

- Social, Bulletins, Bus Shelters, Trolley Wraps, Freebie Wraps, Coasters and Posters, Website





# Wrap Your Face

**APRIL-MAY 2021**

Total Executions: 38

+16M impressions

Paid social delivered:

- 3MM impressions
- 18,976 clicks
- 5-9% Engagement rate
- 528 post reactions/shares

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Are there specific initiatives outside of direct tourism efforts that you would like to see GMCVB support?

A

Social Equity

B

Conservation/  
Environmental

C

Business/  
Residential  
Relocation

D

No - Maintain  
Tourism Focus



# A Glimpse Into

## Meetings & Conventions

### Objective

- Reignite bookings for meetings and conventions. Drive interest and educate meeting planners on the convenience and experiences Miami provides for their meeting.

### Strategy

- Highlight the flexibility and convenience that Miami Meetings and the MBCC offers meeting planners

### Audience

- Corporate & Incentive Meeting Planners and Association Planners
- (Tech/Medical/Financial/Insurance)

### Media

- Print, Display, Video, Search, Social & TBD Event Coverage, Website





# Meetings & Conventions

VMLY&amp;R



MIAMI  
shines  
GREATER MIAMI & MIAMI BEACH

A GLOBAL  
DESTINATION  
FOR WORLD-CLASS  
MEETINGS

PLAN NOW








**A GLOBAL  
DESTINATION  
FOR WORLD-CLASS  
MEETINGS**

**PLAN NOW**



**ARTIST MAFIA HAVEN, WYNNWOOD WALLS**




**ZERO  
ATTRITION,  
ZERO  
CANCELLATION**


**PLAN NOW**






ARTIST MAYA HAYSE, WYNNWOOD WALLS









# A WORLD-CLASS CONVENTION CENTER IN MIAMI BEACH

Add golden sunsets, warm sand and unique adventures to your meetings itinerary. Miami Beach is a global destination where meeting attendees are steps from iconic beaches, multicultural neighborhoods, world-class hotels, restaurants and shopping, all within the walkable Miami Beach Convention Center District.

- Flexibility:** 1.4 million sq. ft of indoor & outdoor meeting spaces, 500,000 sq. ft. exhibit hall, a 60,000 sq. ft. specialty ballroom, 4 junior ballrooms & 84 meeting rooms
- Innovative Technology:** Seamless livestream, webcast and recording capabilities
- Accreditations:** GBAC STAR Facility & LEED Silver Certification
- Convenience:** Approximately 15 minutes from the airport

Contact our destination experts at [MiamiMeetings@GMCVB.com](mailto:MiamiMeetings@GMCVB.com) for step-by-step planning assistance.





**MAKE YOUR  
GREATER  
MIAMI  
MEETINGS  
SHINE**

Add golden sunsets, warm sand and unique adventures to your meetings itinerary. Greater Miami is a global destination where meeting venues place attendees steps from iconic beaches, multicultural neighborhoods, world-class hotels, restaurants, shops and more. Choose from various indoor & outdoor spaces, including the GBAC STAR™ certified Miami Beach Convention Center. Our venues offer innovative technology to maximize event reach and flexible arrangements. Take advantage of zero attrition and zero cancellation fees for group business at select hotels through August.

Contact our destination experts at [MiamiMeetings@GMCVVB.com](mailto:MiamiMeetings@GMCVVB.com) for step-by-step planning assistance.

**MIAMIMEETINGS.COM**

MIAMI  
shines  
GREATER MIAMI AND THE REGION

MIAMI GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

a Greater Island Convention & Visitors Bureau - The Official Destination Sales & Marketing Committee for Greater Island and The Region

## OCTOBER 2020-JUNE 2021

Total Executions: 91

# 12,003,090 Digital Impressions

## 833,953 Print Circulation

# 49,199 Clicks\*

\$34 CPM

**\*CVent Excluded**

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*PLANNING FOR*

# FY22

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What challenge does Miami need to overcome:

What do we want consumers to say about Miami that shows Miami has overcome the challenge:

Who do we want to speak to:

What message do you feel will be most compelling:

Proposed media tactics:



What obstacles prevent meeting planners from choosing Miami as a meeting destination:

What do we want attendees/meeting planners to say about Miami that shows Miami has overcome the challenge:

What is something other markets can say that you wish Miami could say:

Proposed media tactics:



# Thank You For Helping Miami Shine!

Please send comments and recommendations to:

[Advertising@GMCVB.com](mailto:Advertising@GMCVB.com)



# Appendix



# Miamiland

VMLY&R



A Beach In Miami to Call Your Own



Discover the Legacy of Historic Virginia Key Beach



Greater Miami's Countryside



Natural Beauty at Matheson Hammock





# Wrap Your Face

Advertising



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