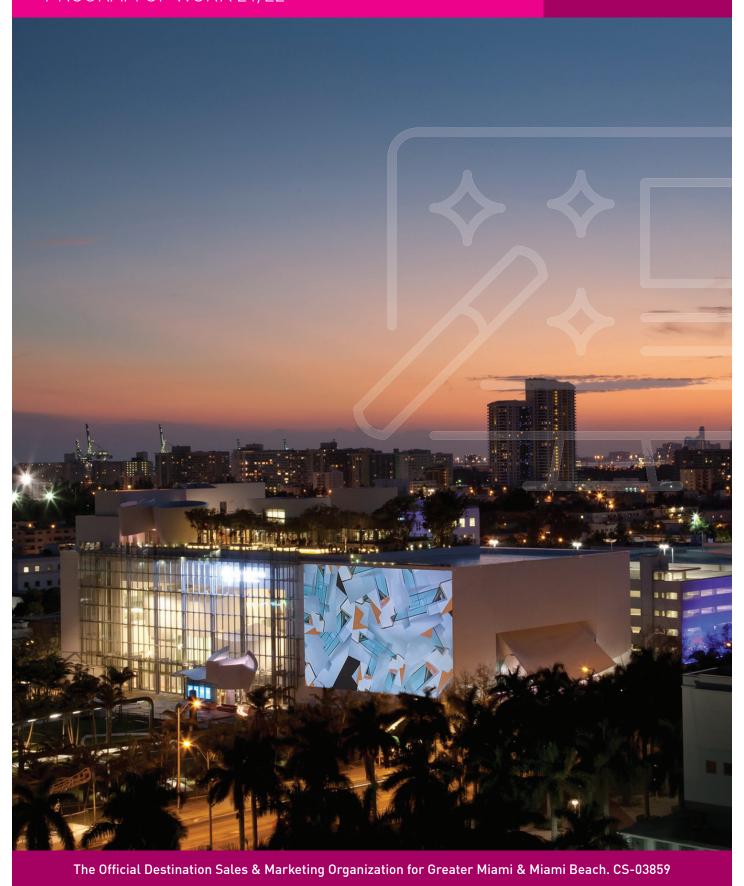
ADVERTISING PROGRAM OF WORK 21/22







ADVERTISING



PROGRAM OF WORK

OCTOBER 2021 - SEPTEMBER 2022

- Always On Advertising
- Ad Serving/Attribution Advertising
- Paid Search Advertising
- Meetings & Conventions Advertising
- Retargeting Advertising
- Social Media Advertising
- Miami Temptations Program Advertising
- Annual General Market includes African-American, Hispanic, LGBTQ+ audiences
 - Found in Miami Art/Culture Campaign
 - MiamiLand Outdoor Adventure Campaign

SPRING 2022

• Welcome Back to Cruising Campaign

APRIL 2022 - AUGUST 2022

 Summer Co-op Booking Campaigns (Expedia/Travelzoo/Kayak)