

ADVERTISING

PROGRAM OF WORK 21/22

MIAMI
GREATER MIAMI & MIAMI BEACH



The Official Destination Sales & Marketing Organization for Greater Miami & Miami Beach. CS-03859



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)

NOTE: Program of Work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.