



IGNITE THE SEASON:

**CRAFTING A CAMPAIGN TO
CELEBRATE ARTS & CULTURE**



**GREATER MIAMI
CONVENTION &
VISITORS BUREAU**



OBJECTIVES

- **Inspire a collective vision** for Greater Miami's arts & culture campaign
- **Gather input** to shape a compelling, seasonally aligned marketing strategy
- **Foster collaboration** across the tourism and cultural sectors



IN ONE WORD,

**DESCRIBE MIAMI'S
CULTURE.**



WHY NOW? FALL SEASON KICK-OFF

- Build energy, momentum for new season
- Create anticipation leading into Miami Art Week
- Inspire planning for residents & visitors

THE POWER OF CULTURAL TOURISM

Visitors...

...1/3 of our audience spending

...21% of our attendees

...Stay longer, spend more

...High-value to destination



ARTS &
ECONOMIC PROSPERITY 6



CAMPAIGN VISION & GOALS

"Position Greater Miami & Miami Beach as a must-experience arts & culture destination."

BRAND MESSAGING & IDENTITY

What is the Brand of our Arts & Culture community?

- How does it make you feel?
- What is the tone of the voice?
- Are there emotions that develop?
- What story will be told after?

Small Group Activity: 10 minutes

- Sample responses
- Taglines to a social post
- Headlines to the review article
- “The best thing about Miami’s art scene is...”



CHANNELS & TOUCHPOINTS

Owned

- Website
- Social media
- Email
- Blogs
- Other?

Earned

- Public relations
- Influencers
- Media FAMs
- Review articles
- Other?

ACTIVITY:

“Where do your audiences engage most with cultural content?”



CALENDAR & ACTIVATION

- Kick off October 1 thru Miami Art Week
- Tie-ins with key events (Miami Book Fair, Art Basel, iiiPoints, etc.)
- Messaging themes:
 - i.e. Visual Arts, Music, Heritage, Live Performance
- Placements: Digital, Out of Home, Social Media

METRICS FOR SUCCESS

- Awareness
- Visitation
- Box Office
- Stakeholder Satisfaction

What does success look like to you?

Metric	Measurement	Target	Actual
Audience	# of Attendees	-	-
Engagement	Minutes / Shares / Comments / Likes	-	-
Reach	Impressions	-	-
Press	Coverage	-	-

NEXT STEPS & COLLABORATION

Today's input will inform the campaign

Opportunities for continued involvement:

- Leverage your GMCVB Partnership Benefits
- Ensure presence on MiamiandMiamiBeach.com
- Respond to FAM opportunities
- Join the Arts & Culture Tourism Task Force

THOUGHTS & QUESTIONS?





THANK YOU!

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KEY TAKEAWAYS

- Participants shared many thoughts, ideas and inspiration about the arts & culture scene in Greater Miami
- Through creative brainstorming, we explored key words, phrases and taglines that uniquely position our cultural community.
- The shared insights will become a part of the exploration in creating a new campaign for arts & culture in the fall of 2026.

Sample creative ideas:

- "Miami's cultural scene is a unique, one-of-a-kind globally inspired experience."
- "Come for the beach, stay for the culture."
- "We are: Diverse, Surprising, Innovative, Playful, Welcoming, High-Quality, Tropical, Upbeat, Cool, Vibrant, Sexy, Proud, Intriguing, Unexpected, Curious, Friendly, HOT!"