Where can VISIT FLORIDA turn if it feels blue?
## Market Assessment

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## Objectives

1. Identify a specific target market
2. Change the target market’s perception of Florida
3. Increase the target market’s awareness about what Florida offers vacationers and increase consumer website hits by 60% (75,000 more hits per week)
4. In Jan 2004, hotel occupancy was 62.6% (up 7.6% from the previous month). Blue, Inc., aims to increase hotel occupancy to 72.6%.
5. In 2003, YTD rental car surcharge was $103.8 million (-2.1%). Blue, Inc., seeks to see a growth of 10% ($114.2 million).
Where do we stand and what are we up against?

**OBJECTIVES**

- Analyze tourism environment, including overall industry trends
- Find the market gaps that exist when promoting Florida tourism
- Position Florida relative to the competition

**Florida** consistently ranks as a top vacation destination in the United States, in part due to the success of VISIT FLORIDA's efforts. But there's always room to improve. The blue, inc. account managers meticulously studied the client's current strengths and weaknesses in order to define the current travel conditions in Florida. There's some good news to report:

- Despite the events associated with 9/11 and the surrounding economic decline, VISIT FLORIDA's marketing efforts helped the Florida tourism industry bounce back, attracting tourists at a faster pace than the national rate.
- The Florida Legislature provided the emergency funding used by VISIT FLORIDA to sponsor a tourism recovery drive.
- The state's economy experienced a 3:1 return on the tourism recovery drive investments, proving VISIT FLORIDA's commitment to maintaining Florida's status as the ultimate vacation destination.

**Florida Vacation.**

**strengths.**

- Florida has a variety of attractions in close proximity to each other.
- The variety applies to all areas of the state.
- There is a high repeat visitation factor for Florida travelers.

**weaknesses.**

- High product familiarity can lead to a "been there, done that" attitude.
- Travelers will sometimes say, "Oh we didn't go anywhere special. We just went to Florida."

**growth:** Looking towards the future, tourism for 2004 is expected to grow by an estimated 3.7%.
advantages of current program

**PARTNERS:**
- In 2002, the Partners benefited from approximately $36.7 million spent on media published by VISIT FLORIDA.
- The number of Partners continues to increase.
- Fees collected from the Partners continue to grow and now surpass $2.3 million.

**WEBSITE:**
- The VISIT FLORIDA consumer website, flausa.com, saw an increase of 40% in the number of hits received in 2002, totaling 125,000 hits per week.
- Two-thirds of those who go to the VISIT FLORIDA consumer website will travel to Florida within six months.
- One-third of travelers use only the Internet to make travel arrangements.

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**Visit Florida Ads.**

**strengths.**
- Increase in consumer impressions
  - 2000 - 458 million
  - 2001 - 4.5 billion
- Increase in visitor inquiries
  - 2000 - 3,739,822
  - 2001 - 5,212,301
- Incorporates Partners well: The 2001 "Culturally Florida" campaign with American Express generated $46 million in revenue and 79,000 tourists.

**weaknesses.**
- Does not differentiate Florida from its competitors
- Enhances the image that Florida is nothing more than beaches, golf, and sun. The 2003 "Feel the Color of Florida" campaign uses colors to remind the consumer of Florida's appeal. For example: blue-ocean water; green-golf; yellow-sun
- Does not show the variety of unique activities Florida has to offer

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**VISIT FLORIDA needs a differentiating factor. Blue, inc. found it.**

**HOTEL STAYS**
- Since 1993, the number of available hotel rooms increased by more than 20 million, but those rooms often remain empty.
- In 2001, there were 143,277,713 available hotel rooms, but only 84,104,018 were occupied.
- In 2001, the percent occupancy of hotel rooms decreased to 58.7%, compared to 67.6% in 2000.

**RENTAL CARS**
- A large sum of VISIT FLORIDA’s funding comes from a surcharge placed on rental cars.
- This charge is subject to fluctuations dependent on the number of people renting cars.
- In 2003, fewer people rented cars. As a result, VISIT FLORIDA’s funds dropped 11.3%. VISIT FLORIDA was forced to make job cuts and take money away from special programs.

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**THE CLIENT**

VISIT FLORIDA:
- Exists to increase interest and awareness for "discretionary" travel
- Is a role-model for destination marketing
- Describes itself as "research-based and accountability-obsessed"
- Believes strategic thinking is of paramount importance
Advertisements for these destinations appear in generally the same locations, leading to a clutter of travel advertisements featuring families, the beach, and golf courses.


**STRATEGY:** Emphasize the variety offered by the Caribbean.

**TARGET MARKET:** Families are the primary target market. They even have a children’s activity guide book.

**MISC:** Another example of how travel advertising is consistently targeted to families. Their advertising is often associated with sun and beaches, much like Florida.

**STRATEGY:** Show that Texas has more to offer than just the stereotypical ranches, wildlife and cowboys by including in advertisements the beach, cultural attractions like the symphony, and dance clubs.

**TARGET MARKET:** Texas ads have a national reach, but their most prevalent travelers are families and couples.

**MISC:** Ranked the #3 top travel destination after California & Florida in 2002. Market share for Texas has been on the rise.

**STRATEGY:** Highlight the fun-loving mindset and “California Attitude” of the state.

**TARGET MARKET:** The western regions of the US, including domestic residents, who account for one of Florida’s top domestic origin areas.

**MISC:** California is consistently ranked at the top of preferred travel destinations along with Florida. It offers many of the same attractions.

**STRATEGY:** Since 9/11, emphasize the patriotism of NYC and increase tourism during the off-season.

**TARGET MARKET:** Something for everyone, but in 2003 began selling a children’s guide book promoting NYC as a family destination.

**MISC:** NYC is an established tourist destination, much like Florida. Two-thirds of tourists come from within 250 miles of the city—the Northeast is one of Florida’s top feeder markets.

**STRATEGY:** Emphasize golfing and rejuvenation.

**TARGET MARKET:** Mainly targets families and travelers looking to relax.

**MISC:** North Carolina attracts visitors from many of the same states as Florida.

**STRATEGY:** Remind people that there is no other place like Vegas.

**TARGET MARKET:** Young singles with plenty of disposable income and parents looking to vacation without children.

**MISC:** Vegas is a main competitor for the rising hot spot Miami.

**STRATEGY:** Emphasize that there is only one Hawaii, and that it is better than other tropical vacations such as Florida and the Caribbean, which are often closer to travelers.

**TARGET MARKET:** The eastern US market and lifestyle markets such as families, young adults, and romantic couples.

**MISC:** Hawaii offers similar attractions as Florida. There is an overlap with Florida in regards to origins of travelers.
By researching how individual Floridian cities and beaches advertise themselves, blue, inc. found that a large majority of destinations have campaigns that often target families. Only those tourism destinations in South Florida move away from targeting families, appealing more to young adults. The advertising campaigns targeting young adults rely heavily on the South Beach lifestyle and nightlife. They use these aspects rather than highlight the variety of activities available to all vacationers.
Where do you derive insight from knowledge?

**OBJECTIVES**
- Use both quantitative and qualitative research to better understand the consumer
- Identify the consumer’s travel behavior for targeting purposes
- Determine the consumer insight which will drive all creative executions

**TARGET MARKET**
- Blue, inc. has devised a marketing strategy that will target **SINGLES AND COUPLES**, traveling without children, who have pre-conceived notions that Florida is only for families or elderly travelers.
- The target market is likely to have more disposable income.
- The target market predominantly resides east of the Mississippi River.

**Strategy**
- Research and analyze vacation websites to receive candid traveler feedback.
- Gain insight from: drawings, collages, a nationwide survey and a word association exercise.

**WEB OPINIONS**
**DRAWINGS**
**SURVEY**

**TARGET MARKET**
- It is a common misconception that families make up the majority of Florida vacationers.
- Families are already aware of the benefits of a Florida vacation through current advertising, but the other segments of the population are being ignored.
- The neglected singles and couples markets represent a greater opportunity for the growth of tourism in Florida.
- Singles and couples are more likely to rent cars and prefer to stay in hotels.
- The target market is more likely to live in states east of the Mississippi River.

**Target market:** **SINGLES AND COUPLES**

**Top Domestic Origin States for 2002 Visitors Overall:**
- Georgia: 12.0%
- New York: 9.8%
- Illinois: 5.7%
- Ohio: 5.7%
- Alabama: 5.5%
- Michigan: 5.4%

**Top Domestic Origin States for 2002 Visitors by Air:**
- New York: 15.7%
- California: 8.3%
- Illinois: 6.8%
- New Jersey: 6.6%
- Texas: 5.6%
- Ohio: 5.5%
Past destination marketing focused primarily on the stereotypical family vacation at the beach or amusement park. However, because singles and couples comprise the majority of leisure travelers, blue, inc. believes that they need to be more directly targeted.

Singles and couples need to be informed that Florida is not just for families, but is a place where they can have the time of their lives doing all the things they want to do.

"Solo travel is a fast-growing trend, as there are more than 87 million adult singles in North America. Some 40% of adult Americans are single, divorced or widowed. Single people of all ages are more independent than ever and reluctant to compromise their vacation plans or, worse yet, sit at home for lack of a travel companion."

-Singles Travel International

**TRAVELERS WITHOUT CHILDREN RENT CARS MOST OFTEN**

- 65.8% of leisure car renters do not have children.
- Only 28% of travelers without children never rent a car.

**TARGET MARKET RESEARCH**

- Blue, inc. read over 480 customer comments on Florida hotels, beaches, and vacation activities.
- 53% of the respondents vacation without children, even if they have children.

- Erdos Morgan, Inc.
  - 63% of travelers to Florida last year vacationed without children.
  - 23% of people who do not have children under the age of 18, traveled to Florida last year. Blue, inc. suggests targeting the remaining 77% because of the potential for major growth.

**BLUE, INC. NATIONAL SURVEY OF TRAVELERS**

- 65.8% of leisure car renters do not have children.
- Only 28% of travelers without children never rent a car.

**Couples and singles are more likely to stay in hotels when they vacation. By marketing to singles and couples, blue, inc. is confident that hotel stays in the state of Florida will increase.**
ATTITUDES TOWARD TRAVEL
- Singles and couples associate humor with vacations.
- They know that vacations are not always stress-free.
- They acknowledge that vacations often do not go as planned.
- They do not necessarily plan all aspects of their vacations before they go.

SINGLES AND COUPLES
In a nationwide survey, almost half of the singles and couples that travel without children do not go through with the activities that they had planned. Why did plans go awry?
- Planned to relax, but didn’t
- Planned to be active, but ended up relaxing
- Planned to relax, but instead fell into the tourist trap of trying to do everything

Potential stress

When my wife and I wanted to take a trip without the kids, something we haven’t done in years, Florida was the perfect option for us. While I enjoyed the golf course, she relaxed at the day spa.”
-Michael, 41, North Carolina

Top stressors:
- Cost/Planning the budget
- Going home without feeling like they did anything (ie: didn’t try anything new, just stayed at the beach)
- Trying to do too much (i.e. the tourist trap)
- Trying to make sure everyone in the party is having fun
- Packing and traveling to the destination
- Some do not want to spend time planning out their vacation
Meet Garth and Meredith. Garth is a 32 year-old corporate lawyer working his way up in the big city. Meredith is a 29 year-old child psychologist who is not ready to have children of her own. They’ve been married for almost 3 years and life is good. They both work quite a bit, and when they’re not in the office, they have very different interests. Children may not be too far away, but for now they are happy with the pace of their lives.

Garth is a workaholic. His high stress career often causes him to bring work home with him at night. Meredith’s job offers different challenges everyday, which she loves, but when she comes home at night and on the weekends, she’s ready to let loose. Garth and Meredith are ambitious and like to stay busy. They think it keeps them young and fit, and say they are always ready for new adventures.

Garth loves golf, water-skiing, fly fishing, and ESPN. Unfortunately, work often gets in the way of him enjoying his hobbies. Meredith majored in history in college, and still loves to read. She loves watching movies, fine art, tending to her garden, and she’s always up for a shopping spree.

Meredith finally talked Garth into taking a week-long vacation. She convinced him that a trip to Florida would allow them to do all that they don’t have time for in their daily lives. Garth’s only request was that Meredith didn’t make too many plans, he already feels like his life is one big to-do list. Today, Garth and Meredith are consumed by their normal routines, who knows what tomorrow will bring in Florida.

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**NATIONAL LAMPOON’S MOVIES SET THE TONE FOR CAMPAIGN**

- Blue, inc. conducted a word association exercise asking respondents a series of questions that included: “What movie do you most associate with vacation?”
- 93% of respondents - across all demographics - answered: National Lampoon’s Vacation

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**MINORITIES**

- The overall U.S. population travel had a 2% growth rate in 2002.
- African-American travel had a 4% growth rate in 2002.
- Three-fourths of trips taken by African-American households do not include children under 18 yrs old.
- Hispanic travel had a 20% growth rate in 2002.
- Two-thirds of Hispanic vacations do not include children under 18 years old.
account planning

VARIETY

Florida has:
- 3 of the top 10 beaches in America
- 1050 golf courses (more golf courses than any other state)
- 7 of the most visited theme parks in the U.S.
- Everglades National Park
- Kennedy Space Center
- Daytona International Speedway - "The World Center of Racing"
- St. Augustine, the oldest city in the country
- Summer home of the London Symphony Orchestra
- Islamorada - "Sport Fishing Capital of the World"
- Major League baseball spring training
- 662 miles of beaches, 7700 lakes, and 4500 islands

The Florida collage: Mickey Mouse, the beach, roller coaster, kids. In the vacation collage: hiking, surfing, horseback riding, fishing and skiing. This research conveys the idea that variety and activity are aspects people want in a vacation. Because they want active and varied vacations, Blue, inc. wants them to associate these activities with a vacation in Florida. In addition, VISIT FLORIDA wants consumers to know that there is more to Florida than beaches and Disney World. The collages depicting a Florida vacation lack the variety shown by the vacation collages. The collages reveal that people don’t necessarily associate such variety with Florida.

Blue, inc. asserts that the campaign should change this image by showing varying activities in Florida. When they know what variety of activities is offered, they are bound to change their opinion about Florida. Their thinking will move beyond the stereotypical vacation in Florida. When thinking of Florida, the variety of activities offered will also be included in their thinking.

VISIT FLORIDA Study: Even current visitors to Florida don’t realize the state’s variety. Beaches, shopping and amusement parks dominate the range of activities.

"BUT WHEN YOU ASK ME WHAT IS YOUR FONDEST MEMORY OF FLORIDA, IT’S NOT DISNEY, IT’S NOT EVEN CLOSE....BECAUSE I DISCOVERED A FLORIDA I DIDN’T KNOW WAS THERE." SIMONE, 33, COLUMBUS, OH
Florida is the ultimate vacation destination. The locale offers such a variety of activities that travel plans are optional. That’s why variety matters - it makes plans optional. Everyday can be different. Or, everyday can be spent on the beach soaking up the sun. Florida’s variety exists throughout the state, which means you don’t have to travel far to find something new to do. It also means that if your perfect vacation turns into “if I spend one more day doing...I’m going to scream,” no worries, you’re in Florida - there are a hundred other activities you can try. Besides, vacations rarely go as planned - that’s not a bad thing, it’s just reality. Florida’s variety offers the solutions to any vacation snags, meaning plans need to be optional. Whether you travel to Florida with or without a plan, Florida’s variety guarantees a good time for all.

Florida’s variety makes Plans optional.

**Singles & Couples:**
“got what I need?”
- “I’d like to take a vacation, but I don’t have time to sit down and plan it.”
- “When I vacation with my friends, we always want to do different things.”
- “I like to be spontaneous when I’m on vacation.”
- “Vacations never go as planned.”
- “I want a lot of options when I’m on vacation.”
- “How about you do this, and I’ll do that? - We’ll meet up later.”
- “The best part about vacationing is the escape from my daily routine.”
- “What if it rains? Then what will we do?”
- “I always make a plan, but change my mind when I get there.”
- “I love the sun, but it doesn’t always like me - I need more than the beach.”
- “The more options I have to choose from, the more personalized my vacation becomes.”

**Florida:**
“all that and some palm trees”
- Florida is where you can find the best beaches.
- Florida is where you can find the most golf courses.
- Florida is where you can enjoy endless culture.
- Florida is where you can shake your “groove thang” all night long.
- Florida is where the seasoned shopper can find the perfect purchase.
- Florida is where the adventure seeker doesn’t have to look far to experience the greatest rush.
- Florida is where the soul can be nourished with beautiful music.
- Florida is where you can watch baseball players hone their skills.
- Florida is where you can swim with the dolphins.
- Florida is where aquariums make watching the fish as fun as swimming with them.
- Florida is where you can take in the natural wonders.
- Florida is where you can find activities for every budget.
- Florida is where there is lots to do within close proximity.
- Florida is where no vacation can be ruined due to lack of solutions.

**VARIETY**
- Solution to any travel problem
- Something for everyone
- No daily routine
- No need to make plans
Where do ideas come to life?

creative vision

**OBJECTIVES**

- Change the preconceived notion that Florida is only beaches, sunshine, families, and senior citizens
- Communicate Florida’s variety drawing attention to activities less commonly associated with Florida
- Encourage consumers to visit the FLA USA website
- Create brand preference for VISIT FLORIDA among the target market
- Associate a Florida vacation with hotel stays and car rentals.

**Strategy**

1. Blue, inc. produced the *Where?* Campaign, an invitational approach targeted towards couples and singles. The *Where?* Campaign asks various questions and the answer is consistently "In Florida".
2. The questions’ double meanings intrigue consumers, causing them to read further and visit flausa.com.
3. The exceptionally large percentage of people who mentioned National Lampoon’s Vacation as the movie they most associate with travel led blue inc. to take a humorous tone in its ad campaign.
4. The overall campaign assumes the consumer already associates Florida with beaches and relaxation. It takes it a step further, highlighting less stereotypical activities that can be done in Florida.
5. The execution is simple and salient. The ads’ repetition of style will be recognizable through frequency. Pretesting suggests that the consistent execution will heighten consumer anticipation of future *Where?* ads.

**PRETESTING**

Blue, Inc. conducted pretesting for all ads in the campaign. In addition, it held two focus groups. The following are results from those pretests:

- "These ads show people different aspects of Florida that you wouldn’t normally think about," said one 25 year-old male.
- "I think the ads are saying there’s a lot to do in Florida and you can do something new everyday if you want," said a 36 year-old woman.
- Pretesting demonstrated that the blue, inc. ads effectively conveyed the communication goals and were well received by the target market.
- Pretesting also suggests that the ads are successful in encouraging website visits. "I would definitely go to the website and find more information," said a 32 year-old woman after viewing one advertisement.

**DESIGN**

In each ad, the layout guides the eye from the inviting question through the angles in the photograph, to "In Florida" and the FLA USA logo.
The "Blue Skies" content is suitable for all audiences. Unlike other ads in the campaign, which are more risque, the "Blue Skies" ad is appropriate for all media vehicles. "Blue Skies" will have placements such as US Airways’ Attaché, Delta’s Sky Magazine, O Magazine, and The Washington Post.

**COPY:** I don’t even mind when it rains. It gives me an excuse to do all of the other things on my list. That’s why I come to Florida because there’s so much more for me here. Today, I am on an exotic underwater adventure, but tomorrow who knows where I will be. Plans optional.
"On The Fly" is appropriate for vehicles with a wide audience. "On The Fly" will have placements such as in *US Airways Attache*, *Delta Sky*, *Men's Health*, *Outdoor Life*, *Sporting News*, and *Wall Street Journal*.

**COPY:** I love to fly fish. With Florida's 7,500 lakes and rivers and 1,800 miles of coastline, I can explore forever. But I always make it back to my hotel in time for happy hour. That's why I come to Florida because there's so much more for me here. Today, you can find me exploring the waters, but tomorrow who knows where I will be.

**Plans optional.**

**placement**

"On The Fly" attracts the energetic people in our target market who love the outdoors. Regardless of whether the consumer likes to fish, the ad will counteract Florida's stereotypes. The *Where?* question also reminds consumers that in Florida spontaneity is always an option.

**execution.**

The black background enhances the timeless aspect of this photograph. The color scheme is contrary to the typical colors used in travel advertisements. The magnificent sunset colors are duplicated through the highlighted words and frames.
approach:
“Dollar”'s content is light and romantic, mostly targeting women, but surprisingly pretesting showed this to be a favorite among men. Blue, inc. is promoting a vacation with your loved one. It also reminds the target market that Florida has something for everyone. Even on a romantic trip, couples do not have to do everything together. They can meet up at the end of the day after doing their own thing.

execution.
The yellow of the highlighted words and the frames match the woman's bathing suit top. This brings out the picture while contrasting with the coral color of the background. Coral and yellow are diagonal on the color wheel which accentuates the contrast. The photograph emphasizes the “plans optional” aspect by capturing a spontaneous moment, bare feet and all.

COPY: I am a hopeless romantic. I love the beach. I could sit and read romance novels for a week. But he wants more action. He can go watch a baseball game or go fishing while I am relaxing, but we always meet back at the hotel for the sunset. That's why we come to Florida because there's so much more for us here. Today, we are combing the beach for shells, but tomorrow who knows where we will be.

Plans optional.

"Dollar” appeals to a wide range of women in our target market. Therefore, this ad will have placements such as Bride’s, People, O Magazine, and Latina. “Dollar” also suggests money and therefore fits the content of vehicles such as The Wall Street Journal and The Washington Post.
“Threesome”’s content, which may be construed as a bit racy, will be placed in the appropriate narrowly targeted vehicles. It will appear in Men’s Health and Sporting News. With these magazines we hope to hit our target market directly without offending others.

**approach.**
“Threesome”’s risque approach attracts the male portion of our target market. We are not trying to ignore that Florida has great golf. Instead we are showing golf with a new twist on style. By adding the racy question, blue, inc. is inviting its target market to take interest in our ads.

**execution.**
The black background makes the ad stand out in relation to other magazine pages. The green of the frame and the highlighted words is abstracted from the green in the golf course’s grass. The risque question juxtaposed with the black background are contrary to the typical execution elements associated with advertising golf.

**COPY:** I have hundreds of golf courses to choose from. I am in heaven. After a few days hanging out at the hotel’s beach, we are always ready to get out and move. That’s why I come to Florida because there’s so much more for me here. Today, I am putting on the 18th, but tomorrow who knows where I will be.

Plans optional.
approach: Instead of ignoring the beaches in Florida, "Beginning" shows that the beach is a great starting point for vacation activities in Florida. It also illustrates the sporty and adventurous part of Florida for the active people in our target market. Not only does this ad attract kayakers, but it also suggests to non-kayakers that there is more to do than the activities typically associated with Florida.

execution. In "Beginning" we used different shades of blue. This approach made the value of the water brighter and more powerful, which draws the eye to the vast amount of water to be covered by the kayaker.

COPY: I love the beach. I can't help it; I always have. But after a few days of enjoying my beachfront hotel, I am ready to get out and move. That's why I come to Florida because there's so much more for me here. Today, I am conquering the water, but tomorrow who knows where I will be. Plans optional.
"Night" appeals to those looking to party on their vacation. The "sun still shines at night" suggests that the activities in Florida do not end when the sun goes down. The countless clubs, bars, and music festivals in the night scene emphasize Florida’s variety.

The fluorescent lights on the strip brighten the sky so that it glows. In order to sustain this effect the background of the ad is black. The highlighted words and frame are orange to suggest the sun coming out onto the black background. Again, the black background is an unusual execution element in travel advertisements.

**COPY:** I love the beach. I can’t help it, I always have. But after the sun sets, I’m ready to enjoy the lights of the city. That’s why I come to Florida because there’s so much more for me here. Today, I am enjoying a night out on the town, but tomorrow who knows where I will be.

**Plans optional.**
approach:
"Hooking Up" highlights yet another activity in Florida, attracting the sporty and adventure-driven vacationer. Since Florida is bordered by water on three sides, deep sea fishing is a prime and popular endeavor while on vacation.

execution.
In order to attract the target market, blue, inc. used various hues of blue which correspond with the photograph. The background hue is light drawing attention to the darkness in the photograph's blue water. Pretesting suggests that consumers like to see themselves in a vacation advertisement. "Hooking Up" contains a typical vacation photograph, making it easy for the consumer to see themselves in Florida.

COPY:
I reeled in the biggest catch of the vacation. What a rush. With Florida’s 7,500 lakes and rivers and 1,800 miles of coastline, I may have to call my hotel to book an extra week. I still have so much left to explore. That’s why I come to Florida because there’s so much more for me here. Today, I am casting a line, but tomorrow who knows where I will be.

Plans optional.
"Sucking In" is on the racier side of our advertising campaign. Therefore we are placing it in more narrowly targeted vehicles such as Men’s Health and Sporting News.

The wedding and romantic content of this ad makes it suitable for placement in magazines such as Bride’s and O Magazine.

"Rides" appeals to the brides-to-be. Blue, inc. is encouraging newlyweds to vacation in Florida for their honeymoon. Newlyweds tend to spend at least a week on their honeymoons and therefore targeting them would increase hotel stays.

Since the setting of the picture is white, we pulled the pink from her bouquet of flowers for the entire background.

approach.
"Rides" appeals to the brides-to-be. Blue, inc. is encouraging newlyweds to vacation in Florida for their honeymoon. Newlyweds tend to spend at least a week on their honeymoons and therefore targeting them would increase hotel stays.

execution.
Since the setting of the picture is white, we pulled the pink from her bouquet of flowers for the entire background.

approach.
"Sucking In" displays humor. Everyone knows that the beach is the common vacation element associated with Florida. This ad gives the beach-goers another option besides sitting on the beach or swimming in the ocean.

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approach.
"Sucking In" displays humor. Everyone knows that the beach is the common vacation element associated with Florida. This ad gives the beach-goers another option besides sitting on the beach or swimming in the ocean.
COPY: I love the beach but I also love to shop. If it rains, I have an excuse to enjoy Florida’s spectacular outlet malls. That’s why I come to Florida because there’s so much more for me here. Today I am hunting for new shoes, but tomorrow who know where I will be.

Plans optional.
COPY: 20,000 ft. offers a great view of everything I did this week in Florida. From hiking to fishing, from sailing to lounging, Florida has just what I need and I rely on AirTran to get me there. With daily flights to Florida’s many destinations, I can always count on AirTran to fly me there and home. That is, of course, until the day I decide not to leave. Plans optional.

Where can you reflect on your Florida vacation?

20,000 ft. offers a great view of everything I did this week in Florida. From hiking to fishing, from sailing to lounging, Florida has just what I need and I rely on AirTran to get me there. With daily flights to Florida’s many destinations, I can always count on AirTran to fly me there and home. That is, of course, until the day I decide not to leave. Plans optional.

The satellite picture clearly illustrates the variety across the state by chronicling a potential vacationers many activities. By nature, the ad encourages air travel, making it an ideal partnership for AirTran. AirTran makes traveling to Florida even easier with its many available flight options to the state.

An AirTran Partner ad is suitable for media vehicles with a wide audience such as People and Black Enterprise. Again, the Partner advertisement can be executed together to create a co-operative advertising insert in a magazine or newspaper.
approach.

"Topless" emphasizes Florida's driving tours. Blue, Inc. wants to increase car rentals. This ad highlights that a variety of activities is only a short drive away.

execution.

The red color of the background emphasizes the red color of the convertible in the photograph. Since the photograph is taken from a distance, Blue, Inc. pulled the turquoise of the woman in the foreground's shirt out into the highlighted word topless and the outlines. This ties the colors of the picture together with the overall color scheme.

COPY: I saved our vacation when I rented a convertible. We found one of VISIT FLORIDA's driving tours and hit the road. We had our choice between a scenic drive or a cultural expedition, and we chose both. That's why we come to Florida because there's so much more for us here. Today I am seeing the sights, but tomorrow who knows where I will be.

Plans optional.

Where can you go topless all day?

In Florida.

I saved our vacation when I rented a convertible from Alamo. We found one of VISIT FLORIDA's driving tours and hit the road. That's why I come to Florida because there's so much more for us here. Today I am seeing the sights, but tomorrow who knows where I will be.

Plans optional.

creative vision

PLACEMENT

The edgy but playful tone in "Topless" will catch the consumers' attention and will be placed in more widely-viewed media such as People, Cosmopolitan, Latina, and USA Today.
Where does the creative strategy meet reality? media planning

OBJECTIVES

- communication.
  - December and January: generate knowledge of the variety of activities offered in Florida
  - February through May: develop liking and preference for Florida
  - June through November: reinforce liking and preference for Florida

reach & frequency.

- February through May: reach 60% of the target market at a frequency of 3-4 times per month
- June through November: reach 60% of the target market at a frequency of 1-2 times per month

For the VISIT FLORIDA campaign, blue, inc. has chosen to concentrate media placements in national and regional media vehicles to most efficiently reach a large portion of our target market. The campaign is focused primarily east of the Mississippi River, as blue, inc. believes that people in this area are most likely to travel to Florida. Several major cities in this region are targeted for outdoor and guerilla advertising campaigns to further increase awareness and interest. These cities include New York City, Philadelphia, Chicago, Boston, Washington D.C., Cleveland, Charlotte, Memphis, Indianapolis, Hartford, and Greenville/Spartanburg, all of which are among top DMAs to Florida.

Strategy

1. Use media vehicles targeting singles and couples, who may have preconceived notions that Florida is just for families and senior citizens, when they are most likely to think about or plan a vacation.
2. Use a pulse strategy to generate interest and publicity through an initial teaser campaign (December-February) and concentrate advertising during the vacation planning months (March-June), while maintaining a continuous presence throughout the year.
3. Primarily use traditional print mediums, especially magazines, to reach couples and singles with a variety of interests.
4. Use outdoor and guerilla media to augment the impact of traditional media in cities among the top origin DMAs to Florida.

TACTICS.

- Stimulate curiosity prior to the execution of traditional and guerilla advertising through the use of a teaser campaign.
- Directly after the teaser campaign, blue, inc. plans to inundate the consumer with a barrage of traditional and guerilla media.
Magazines are the primary medium for advertising VISIT FLORIDA, most effectively reaching the widely segmented target market.

- The campaign uses Delta and US Airways in-flight magazines to extend coverage in the Eastern U.S.
- US Airways is the leading carrier on the east coast, with major hubs in Charlotte, NC; Philadelphia, PA; and Pittsburgh, PA.
- Delta draws the largest volume of airline travelers nationwide, with major hubs in Atlanta, GA and Covington/Cincinnati, OH.
- Delta’s Sky Magazine and US Airways’ Attaché combined reach 4,201,000 readers.
- Nearly 60% of frequent flyers read in-flight magazines for approximately 25 minutes with undivided attention.

### Sources of Adult Travel Info

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Percent of Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>50%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>40%</td>
</tr>
<tr>
<td>Television</td>
<td>20%</td>
</tr>
<tr>
<td>Radio</td>
<td>10%</td>
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### Magazine Placement

<table>
<thead>
<tr>
<th>Title-Placement</th>
<th>Unit Cost 4C</th>
<th>Circulation</th>
<th>Total Readership</th>
<th>RPC</th>
<th>CPM</th>
<th>Insertions</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Enterprise-Full Page</td>
<td>$33,245.00</td>
<td>483,126</td>
<td>3,429,000</td>
<td>7.1</td>
<td>9.7</td>
<td>9</td>
<td>$299,205.00</td>
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<tr>
<td>Bride’s-Back Cover</td>
<td>$64,240.00</td>
<td>374,200</td>
<td>5,643,000</td>
<td>15.1</td>
<td>11.4</td>
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<td>$64,240.00</td>
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<td>Bride’s-Full Page</td>
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<td>4</td>
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<tr>
<td>Cosmopolitan-Full Page</td>
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<td>16,945,000</td>
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<td>9.8</td>
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<tr>
<td>Delta’s Sky-Full Page</td>
<td>$43,490.00</td>
<td>450,306</td>
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<td>14.6</td>
<td>1</td>
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<tr>
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<td>450,306</td>
<td>2,976,000</td>
<td>6.6</td>
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<td>6</td>
<td>$156,600.00</td>
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<td>Latina Magazine-Full Page</td>
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<td>5.0</td>
<td>12.8</td>
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<td>Men’s Health-Full Page</td>
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<td>$177,810.00</td>
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<td>O, Oprah Magazine-Half Page</td>
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<tr>
<td>Outdoor Life Magazine-Half Page</td>
<td>$33,800.00</td>
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<td>5,565,000</td>
<td>5.9</td>
<td>6.1</td>
<td>3</td>
<td>$101,400.00</td>
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<td>People Weekly-Full Page</td>
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<td>US Airways’ Attaché-Full Page</td>
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<td>US Airways’ Attaché-Half Page</td>
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<td>4.0</td>
<td>14.3</td>
<td>6</td>
<td>$115,740.00</td>
</tr>
</tbody>
</table>

Total 69 $4,236,834.00

Source: MRI Fall 2003 Data
Subway car cards will also be used at the beginning of the campaign to generate brand awareness. Subway riders are a captive audience because they are often left with nothing to do during their commute. Thus, they will be highly receptive to the VISIT FLORIDA advertisements. Car cards will be placed in approximately 10% of the New York City fleet, which reaches approximately 3,966,667 people a day. Car cards will also be placed in 10% of the Washington, DC fleet, which reaches on average 623,389 people a day.
NEWSPAPERS

The Where? campaign will have a presence in three major national newspapers: The Wall Street Journal, USA Today, and The Washington Post. All three of these papers can be distributed regionally east of the Mississippi and are among the five largest papers nationwide. The high circulation of each paper provides ample reach of the target market with a limited budget. USA Today is especially advantageous because it is distributed for free in luxury hotels nationwide. Individuals reading the papers in hotels are likely to be frequent travelers who, according to research conducted by blue, inc., are more likely to travel again.

<table>
<thead>
<tr>
<th>Title-Placement</th>
<th>Unit Cost B&amp;W</th>
<th>Circulation</th>
<th>Insertions</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>The Wall Street Journal-Full Page*</td>
<td>$80,843.52</td>
<td>835,940</td>
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<td>The Wall Street Journal-Third Page*</td>
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<td>$215,582.72</td>
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<td>USA Today-Full Page</td>
<td>$78,900.00</td>
<td>2,616,824</td>
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<td>USA Today-Half Page</td>
<td>$51,300.00</td>
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<td>$410,400.00</td>
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<tr>
<td>Washington Post-Full Page</td>
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<td>$91,320.00</td>
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<td>Washington Post-Half Page</td>
<td>$22,830.00</td>
<td>1,058,458</td>
<td>8</td>
<td>$182,640.00</td>
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<td>Total</td>
<td></td>
<td></td>
<td>28</td>
<td>$1,059,686.24</td>
</tr>
</tbody>
</table>

Source: Company Media Kits  *Eastern Edition

INTERNET RECOMMENDATIONS

- Utilize free banner swapping opportunities with non-affiliated targeted lifestyle sites such as www.parasailing.com.
- Take advantage of free online advertisements on the websites of traditional paid media such as www.attachemag.com.
- Use promotional tactics that encourage website visits.

- 29% of consumers turn to newspapers first when looking for travel information.
- The target market is more likely to read a newspaper than watch an entire television program.
- Educated people with disposable incomes are likely newspaper subscribers.

INTERNET

- 2/3 of the visitors to the official Florida website subsequently vacation within the next 6 months.

Co-op advertisements allow VISIT FLORIDA to extend its media budget as well as promote its Partners.
**GUERILLA MEDIA**

- Guerilla media will be used to generate brand awareness and increase frequency during the initial peak of the campaign.
- Guerilla media allows for geographic targeting.
- The unique and unexpected nature of guerilla media will grab the consumer’s attention.
- Guerilla media is durable, which increases frequency over a long period of time.
- The impressions generated by guerilla media do not just affect the recipient, but also those around him.

---

**COFFEE SLEEVES**

There are approximately 166.6 million Americans who drink coffee. Coffee shop drinkers are technologically savvy “power” shoppers who are frequent business and leisure travelers. Coffee sleeves are both an indoor and outdoor media vehicle. They provide in-hand consumer exposure for a prolonged period of time to both the coffee drinker and surrounding people. Thus, blue, inc. would distribute coffee sleeves to regional coffee shops in select major cities featuring the phrase, “Where can you go to blow off steam?”.

---

**SUNSCREEN**

Samples of sunscreen with the slogan “Where can you go if you are feeling burnt out?” will be distributed in six major cities over the course of three months. These samples are designed to reinforce the teaser campaign and achieve the desired frequency during the peak of the campaign. In addition, the bottles are durable and will provide a reminder of the brand image over a period of several months.

---

**POSTCARDS**

Free postcards will be placed in other top origin DMAs to Florida, including Memphis, TN; Hartford, CT; Cleveland, OH; and Indianapolis, IN. Consumers can take postcards for themselves or mail them to friends and relatives, which will expand the reach of the campaign nationwide. Postcards can also be used to promote VISIT FLORIDA Partners and recognizable attractions in the state.
The Oprah show is known for its "live your best life" mentality. The show would plan a "dream wedding" for a deserving couple to be held in Panama City. The wedding would be sponsored by VISIT FLORIDA Partner Panama City Beach Weddings. The contest would be promoted on the Oprah television show, Oprah.com, and in O Magazine, promising wide promotional coverage. The promotion would begin in March 2005 and a winner would be chosen in late May for a September wedding. On the show, Oprah would mention VISIT FLORIDA and FLAUSA.com. Her image and influence will certainly generate positive

### American Express Orange Bowl Give-Away

The Orange Bowl takes place in Miami, Florida and is one of the most prominent games in the NCAA Bowl Championship Series. VISIT FLORIDA will sponsor a give away along with Partner American Express for tickets to the game. To enter, individuals must purchase Florida’s Natural Orange Juice. During October and November of 2005 the FLAUSA.com website along with a participation code will be listed under the cap of every orange juice bottle. Participants must go to the website to see if they win a pair of tickets to the bowl and $1000 from American Express. This will increase hits to the website and give the Partner great publicity.

### Live with Regis and Kelly “Travel Trivia”

Each summer, millions of Americans tune in as the Today Show plans a wedding for one lucky couple. Every week, the studio audience votes on various aspects of the wedding, including the honeymoon. The VISIT FLORIDA campaign and participating Partner will sponsor this year’s competition and offer an incredible 5-night 6-day stay at the Ritz-Carlton Amelia Island, Florida. The honeymoon will include two AirTran plane tickets, a deluxe oceanfront suite, championship golf, gourmet dining, a free Alamo rental car, and luxurious spa package. By sponsoring the competition, VISIT FLORIDA will receive enormous publicity on the Today Show (over 6 million daily viewers). They will also receive publicity when viewers go online to vote for the honeymoon destination of their choice. The Ritz-Carlton, AirTran, and Alamo rental car are potential VISIT FLORIDA Partner for this event.
### Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Total Cost</th>
<th>Percent Allocated</th>
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</thead>
<tbody>
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<td>Creative Production</td>
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<tr>
<td><strong>TOTAL CREATIVE PRODUCTION</strong></td>
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<td><strong>7.1%</strong></td>
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<tr>
<td>Print</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Magazine Print Ads</td>
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<tr>
<td>Newspaper Print Ads</td>
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<td>Subway Car Cards</td>
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<td>Labor</td>
<td>$654.76</td>
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<tr>
<td>Postcards</td>
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<td>Sunscreen</td>
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<td><strong>TOTAL COST</strong></td>
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</tbody>
</table>

Half page v. Full page ads:
- The cost savings between half page and full page ads is not proportional to the decrease in advertising space.

Blue, inc. determined that in most cases, the cost savings was not significant enough to sacrifice the effect of a full page advertisement.

Working with a modest budget, Blue, Inc. will capture customers’ attention with startling guerilla tactics, unconventional uses of media, and holistic marketing strategies that integrate the campaign.
VISIT FLORIDA's 2002 Florida Visitor Study indicates that there is no substantial seasonality of visitors to Florida.

Blue, inc. performed a survey of the target market that confirmed steady vacation patterns throughout the 12 months of the year with a peak in the traditional summer months of May to August.

The same study indicated that 88.68% of people begin planning vacations five months or less in advance, and 68.32% of people begin planning vacations three months or less prior to their vacation.

Blue, inc. decided to pulse during the spring months (March to May) to reach people when they are planning vacations for late spring or summer.

Black Enterprise and Latina magazines target the minority markets specifically.

Minorities are avid readers of Cosmopolitan, Brides, and People.

Models should be hired to represent the minority markets in the advertisements.
Blue, inc. believes that the *Where?* Campaign will significantly increase the awareness of Florida’s variety among our target market of singles and couples. Results of this new awareness will include an increase in consumer website hits, the number of vacationers to Florida, and a subsequent increase in the number of travelers staying in paid lodging and renting cars.

The *blue, inc.* account planning team creatively researched the needs of the target market and concluded that Florida was an ideal vacation destination because its variety gave travelers something that was lacking in other destinations: Plans optional.

The *blue, inc.* creative all-stars, inspired by the consumer insight, created a campaign highlighting the importance of “Plans optional” in the lives of singles and couples. The *Where?* Campaign uses catchy phrases and pictures to appeal to the target market.

*Blue, inc.* media planners combined the art of creativity with the science of integrated marketing and communication. Their strategy to reach the target market at multiple points of contact with a high frequency is necessary to change the impression that Florida is just for families and the elderly. Print media, outdoor media, and nontraditional media following a carefully designed implementation schedule will ensure that the *Where?* Campaign is VISIT FLORIDA’s most successful tourism campaign.
at Washington & Lee University

Amanda Bower..............faculty advisor
Quintina Conway...........planning
George Craft...............planning
Laura Farrell...............media
Daley Formby...............management
Maria Golubiewska........creative
Henry Graham...............creative
Meghan Hayde...............planning
Ginny Helms...............media
Katie Henderson..........creative
Christina Innamorato....creative
Tiffany Jenkins..........media
Erin Johnson..............CEO
Amanda Jones...............planning
Elizabeth King............management
Rebecca Parker............media
Elizabeth Ponder.........management
Joanna Schubert.........creative
Ivan Velev...............creative