

PRESENTATION TO BROWARD COUNTY EVALUATION COMMITTEE

RFP #GEN2116476P1

October 21, 2019

INTRODUCTIONS



DENNIS FRACZAK

CEO



LAUREN WILSON

Account Director



JON MEUNIER

Director of Digital Media and Analytics

FUSEIDEAS PARTNERS WITH
BRANDS SEEKING TO COMPETE
AND WIN IN A RAPIDLY EVOLVING
WORLD AND MEDIA LANDSCAPE.

WE DO THIS BY HELPING
OUR CLIENTS FIND THE
HUMAN CONNECTION POINT
AT THE INTERSECTION OF
MEDIA, CREATIVITY,
TECHNOLOGY & EXPERIENCES.



OVER A DECADE OF TOURISM, DESTINATION & ECONOMIC DEVELOPMENT EXPERIENCE



OUR WORK IS ABOUT ACHIEVING EXCEPTIONAL RESULTS



- ▶ 12% increase in visitation in year 1
- ▶ YOY increases years 2 and 3



- ▶ YOY increases in visitation since 2015
- ▶ Record-breaking 19% YOY increase in visitation in 2018



- ▶ 10% increase in YOY hotel ADR
- ▶ 20% increase YOY in lodging tax
- ▶ 17% increase in second-home purchases



- ▶ 10% increase in visitation YOY
- ▶ Record increases in ADR, RevPar and lodging tax



- ▶ Year-over-year double-digit increases in visitation, RevPar, ADR and lodging tax

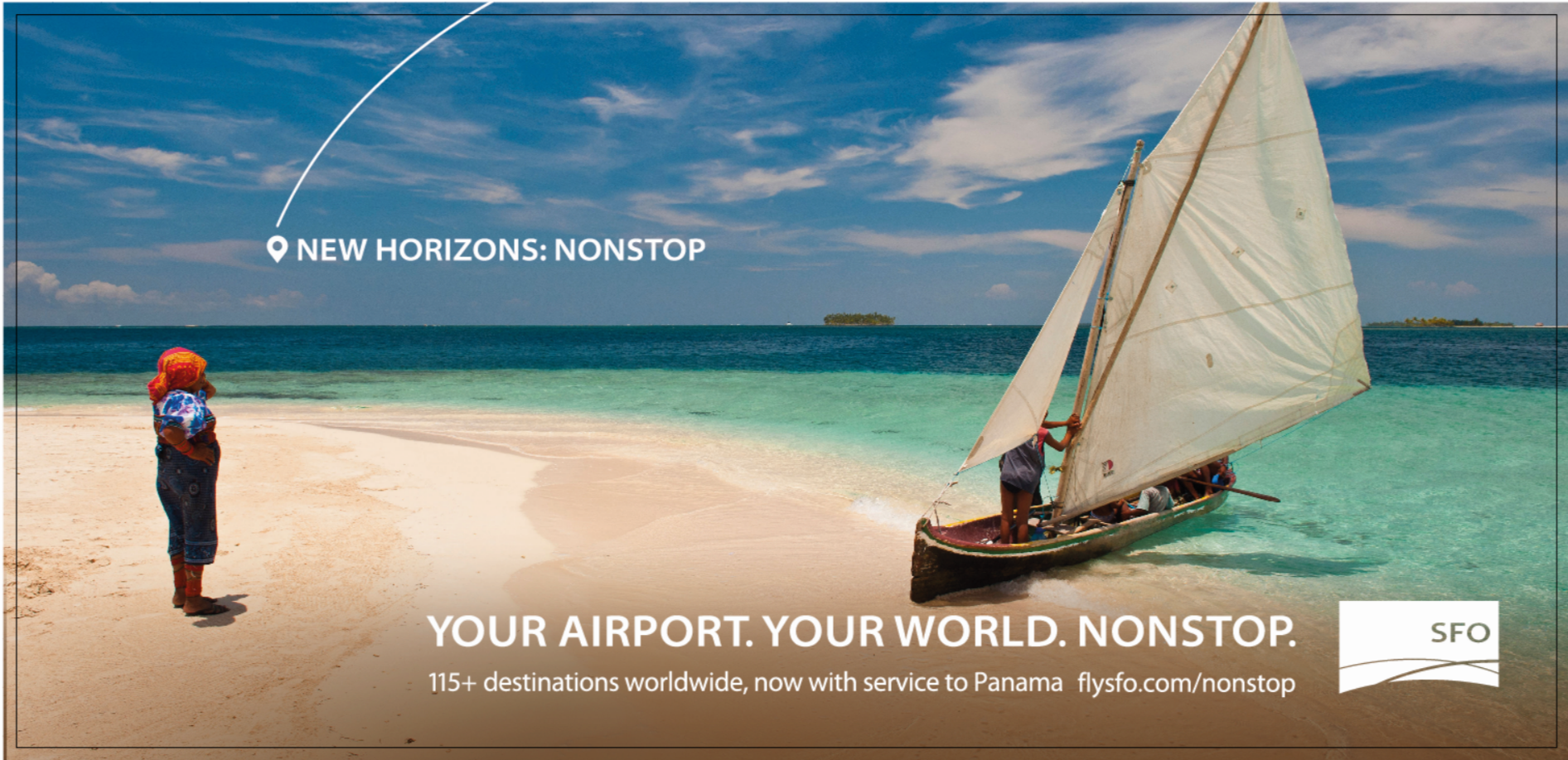
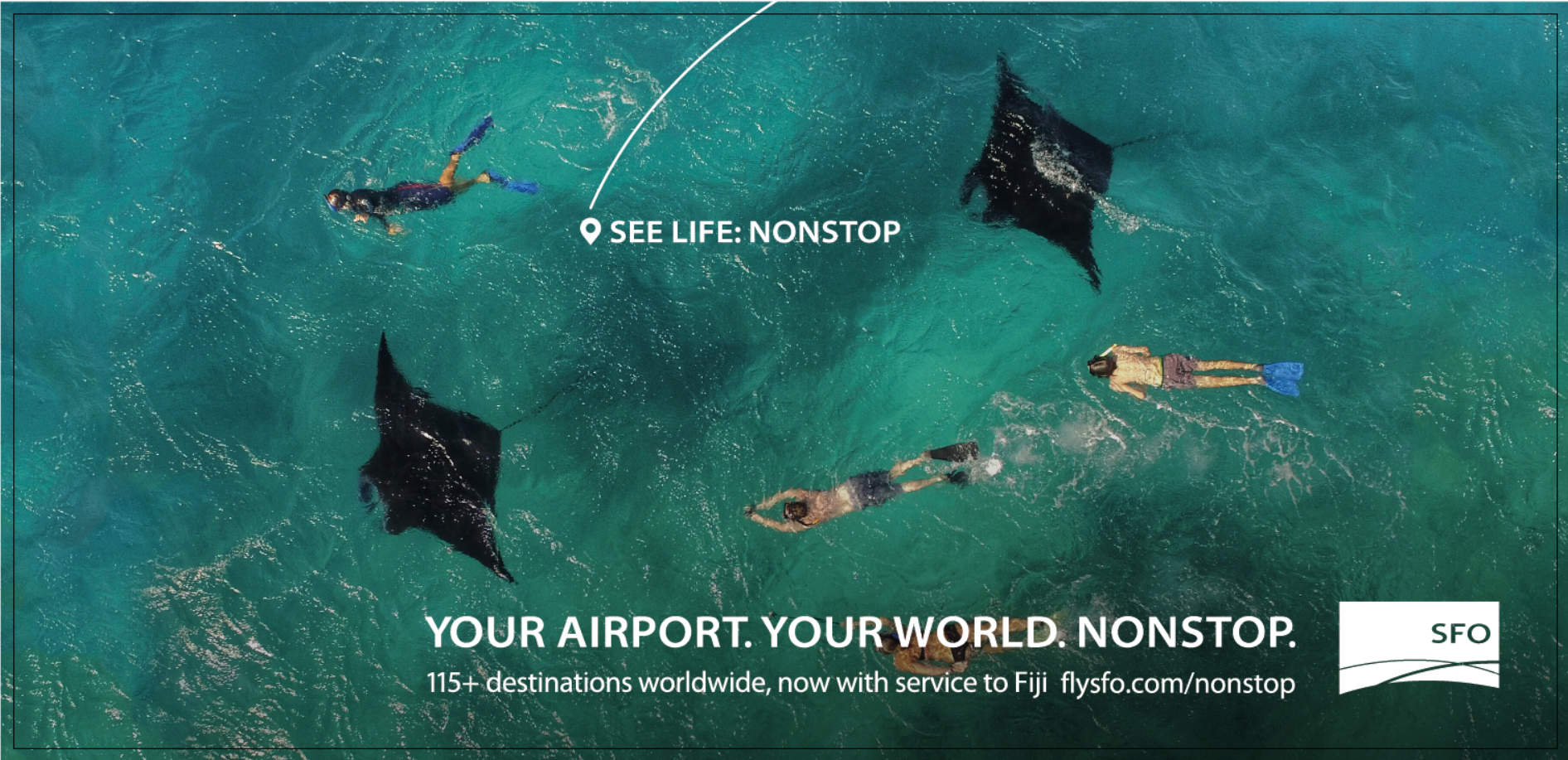


EXPERTISE IN AIRPORT MARKETING



SAN FRANCISCO INTERNATIONAL AIRPORT

Consumer Brand Communications Campaign: Nonstop Flights/Destinations



SAN FRANCISCO INTERNATIONAL AIRPORT

New Service Campaign: New Airlines/Routes

Relax.

Qantas now flies nonstop from SFO>SYD.

flysfo.com/qantas

 **QANTAS.com**



Relax.

Qantas now flies nonstop from SFO>SYD.

 **QANTAS.com**



SFO → DEL


The only nonstop to Delhi from the U.S. West Coast

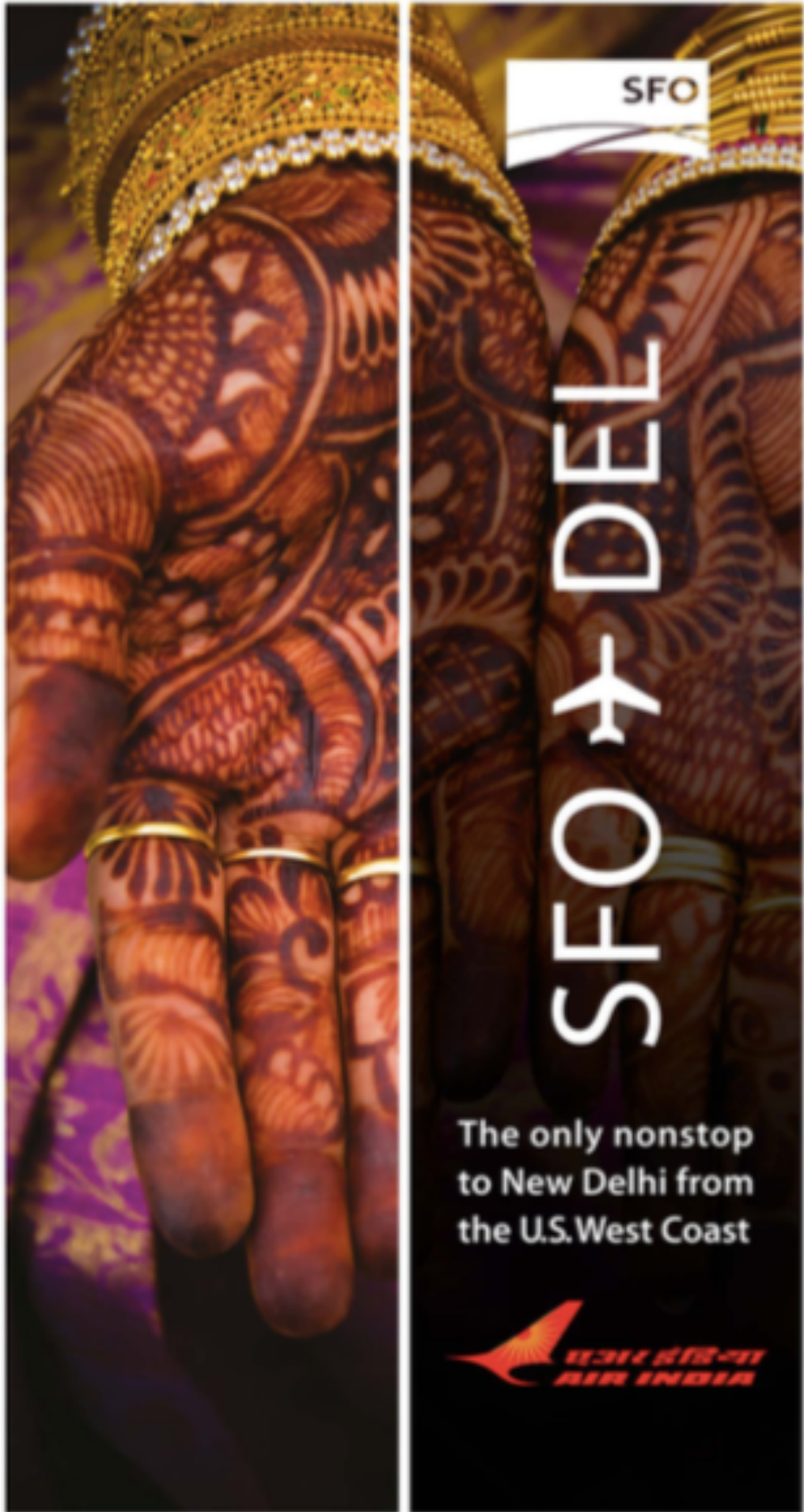
 **उड़ान भरती AIR INDIA**



SFO → DEL

The only nonstop to New Delhi from the U.S. West Coast

 **उड़ान भरती AIR INDIA**



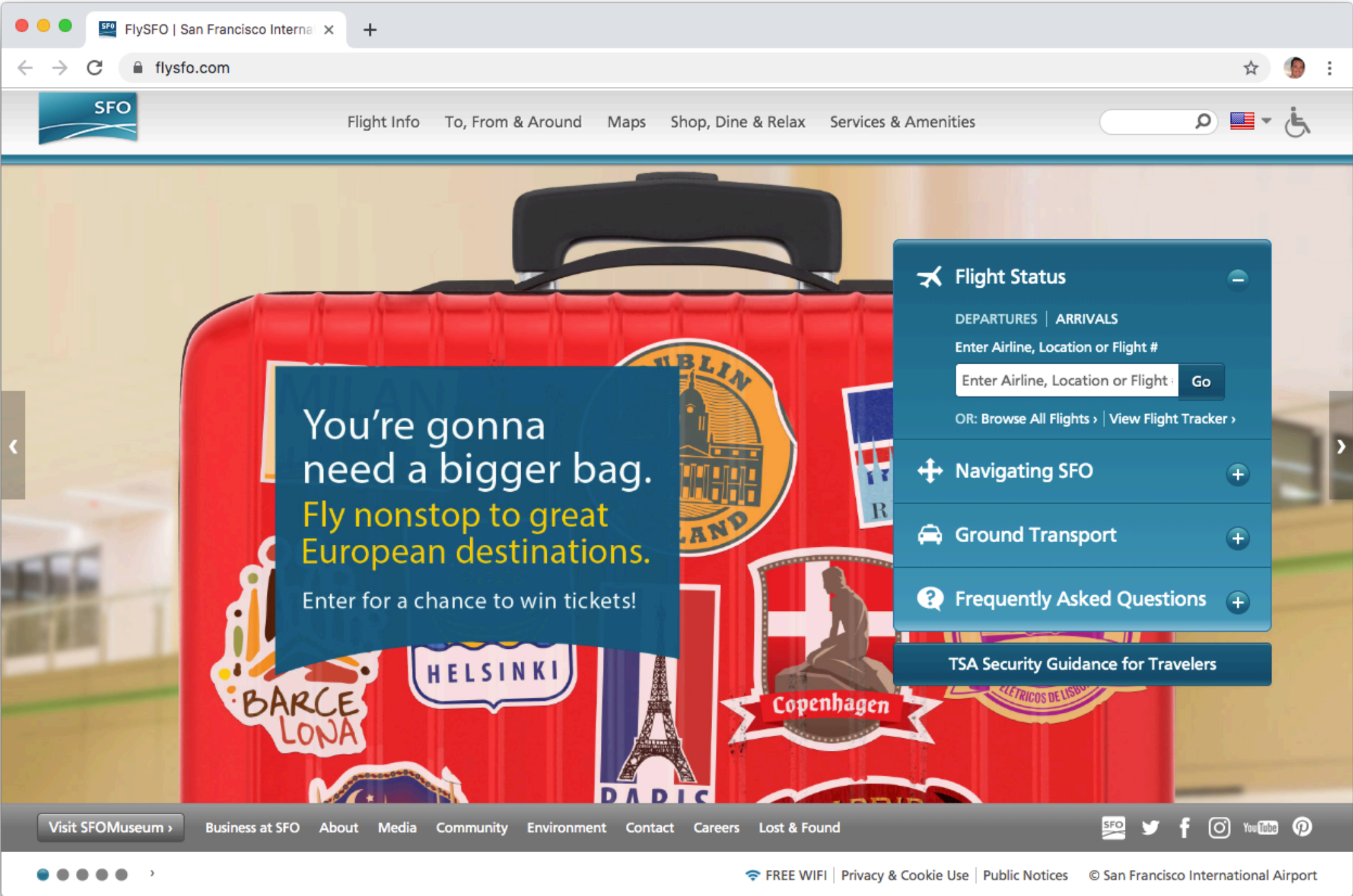
SAN FRANCISCO INTERNATIONAL AIRPORT

Concessions and Services Campaign



SAN FRANCISCO INTERNATIONAL AIRPORT

FlySFO.com



T.F. GREEN INTERNATIONAL AIRPORT



MARKETING PLAN

OBJECTIVES:

- ▶ Build awareness and preference for TF Green Airport
- ▶ Drive traffic growth and engagement on an ongoing basis
- ▶ Support new service/routes as they occur

STRATEGIES:

- ▶ Associate the TF Green brand with ease of travel (convenience) and variety of airlines and nonstop routes (scope of service)
- ▶ Add new service campaigns/messaging as overlays supporting introductions of new airlines and routes
- ▶ Maintain visibility and rotate messaging (convenience — scope — new service)

T.F. GREEN INTERNATIONAL AIRPORT



MARKETING PLAN

TACTICS:

- ▶ Radio
- ▶ Print
- ▶ Out of Home
- ▶ Digital
- ▶ Social Media
- ▶ Search Engine Marketing
- ▶ Public Relations
- ▶ Partnerships/Sponsorships
 - ▶ Airline partners (in-flight communications)
 - ▶ AAA Southern New England
 - ▶ Collette Vacations
 - ▶ New England Patriots
 - ▶ Boston Red Sox

T.F. GREEN INTERNATIONAL AIRPORT

Brand Awareness Campaign




T.F. Green Airport

Here to there **without** the hassle.



Green Airport


PVDairport.com



TF Green Airport (PVD)

Sponsored · 🌐

With efficient security lines, lots of parking, and great nonstop fares, T.F. Green Airport is air travel made simple.




PVDAIRPORT.COM

Get flight and airline info

LEARN MORE

👍❤️ 187 41 Comments 19 Shares

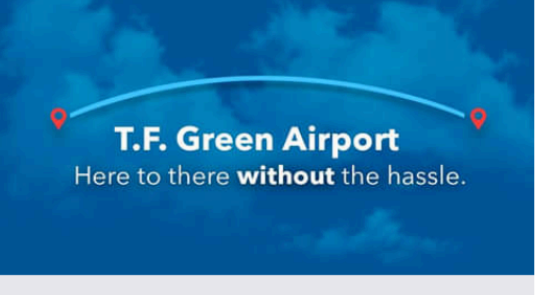
👍 Like 💬 Comment ➦ Share



TF Green Airport (PVD)

Sponsored · 🌐

With efficient security lines, lots of parking, and great nonstop fares, T.F. Green Airport is air travel made simple.



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Get flight and airline info

LEARN MORE

👍❤️👤 You and 98 others 10 Comments 11 Shares

👍 Like 💬 Comment ➦ Share

T.F. Green Airport

Here to there **without** the hassle.



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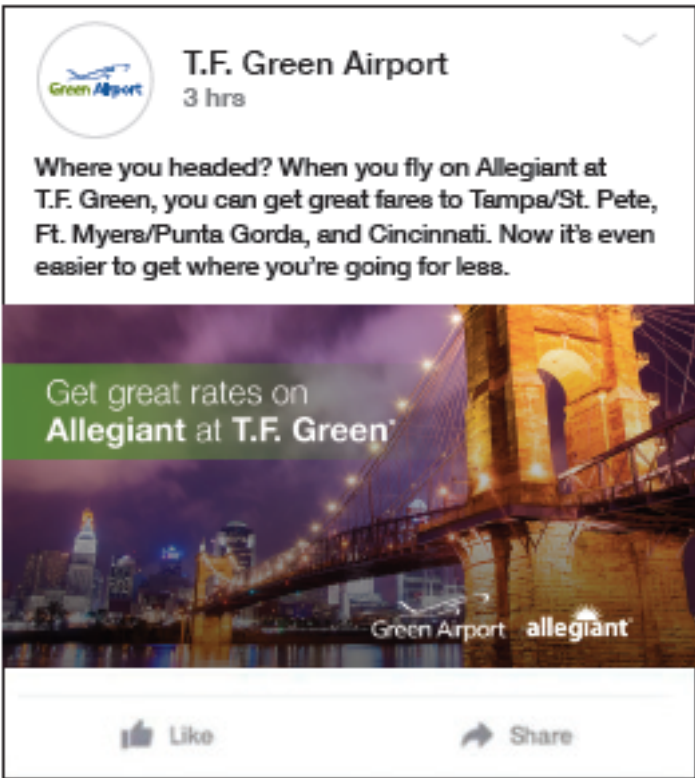
T.F. GREEN INTERNATIONAL AIRPORT

New Service Campaign: New Airlines/Routes



AD EXAMPLE:

Easy Boston-Area Flights - PVD - Easier. Faster. Further.
www.pvdairport.com 888-268-7222
Choose from many non-stop flights including to the U.S., Caribbean, and Europe.
Non-Stop to Florida · Top 10 U.S. Airport · New Flights to Caribbean
Airlines at Green Airport · Arrivals · Departures · Driving Directions



T.F. GREEN INTERNATIONAL AIRPORT



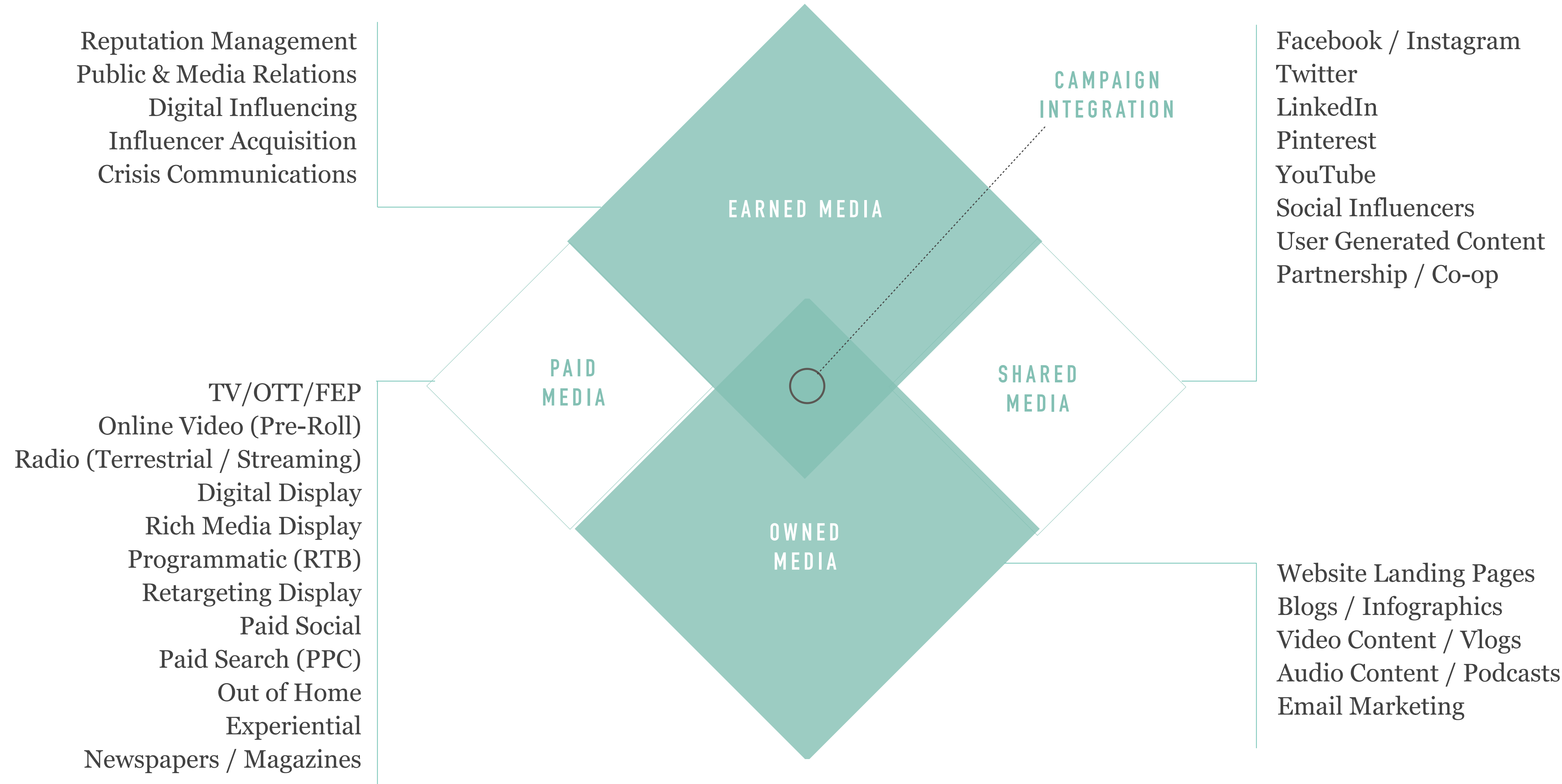
RESULTS

- ▶ Increase of over **25,000 enplanements *per month***
- ▶ Increase in **parking revenue over 37%**
- ▶ Increase in **non-airline revenue over 20%**

A nighttime photograph of a city skyline reflected in water. In the foreground, a large white yacht is docked at a pier. The city lights are visible in the background, and the water reflects the lights and the yacht. The text "STRATEGY FOR MEDIA BUYING" is overlaid in the center.

STRATEGY FOR MEDIA BUYING

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STRATEGY FOR MEDIA BUYING

Our Process

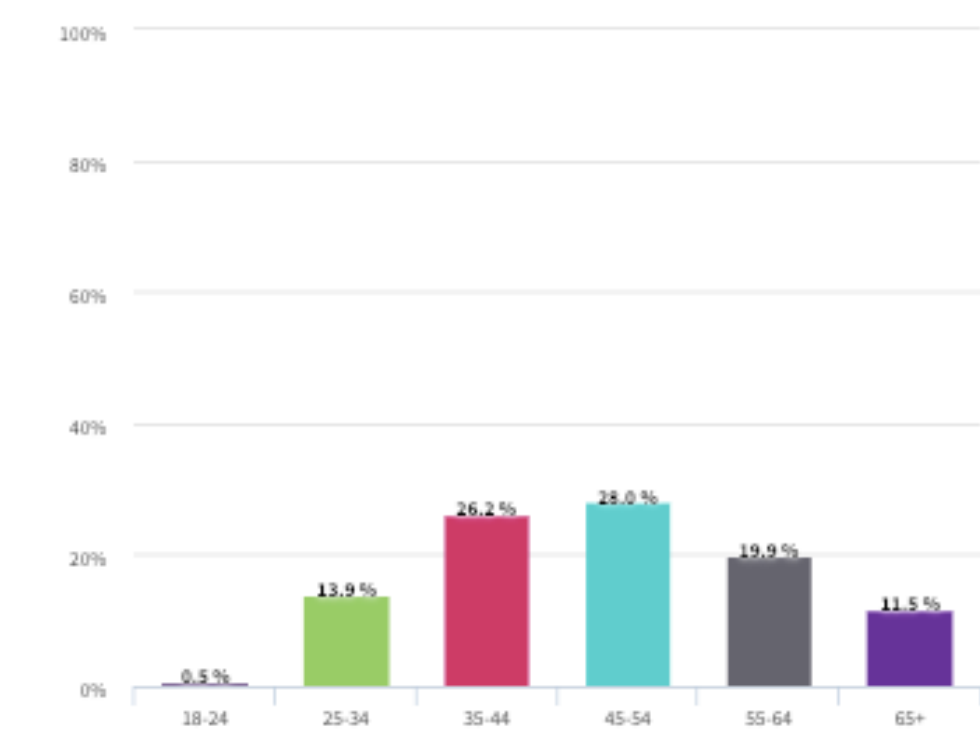


STRATEGY FOR MEDIA BUYING

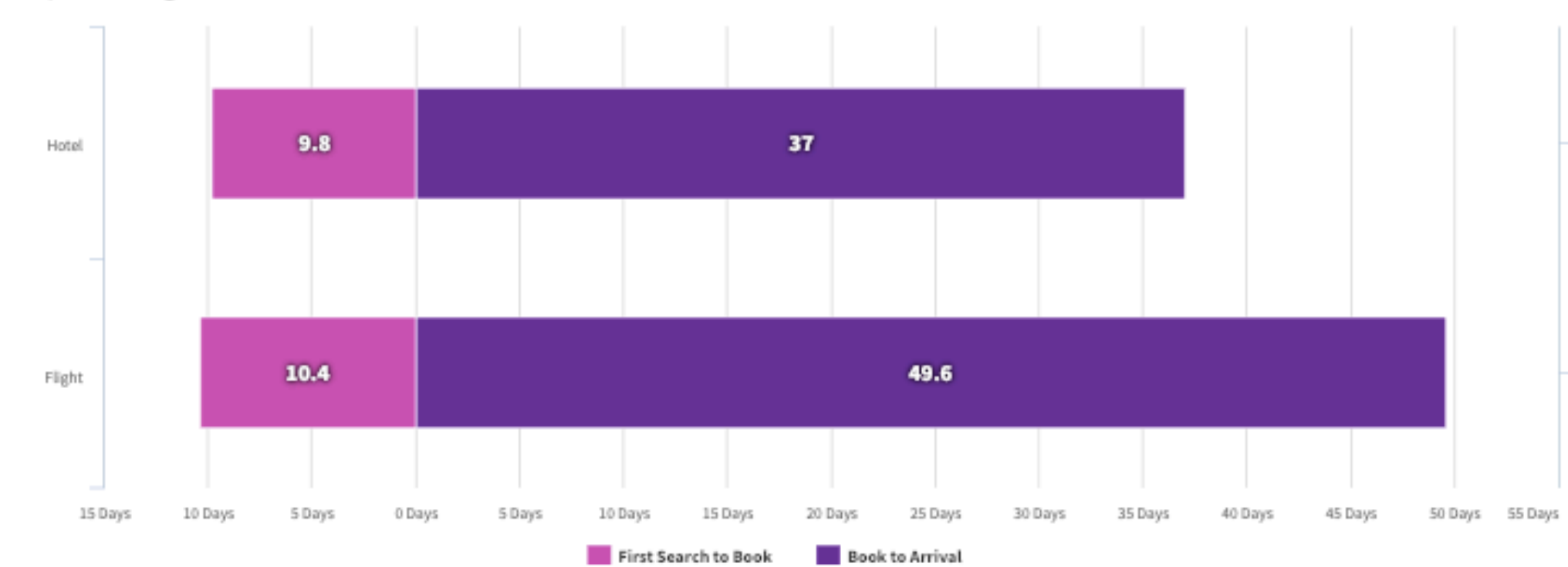
Using Data to Inform Media Strategy

(Example)

Age Distribution ⓘ

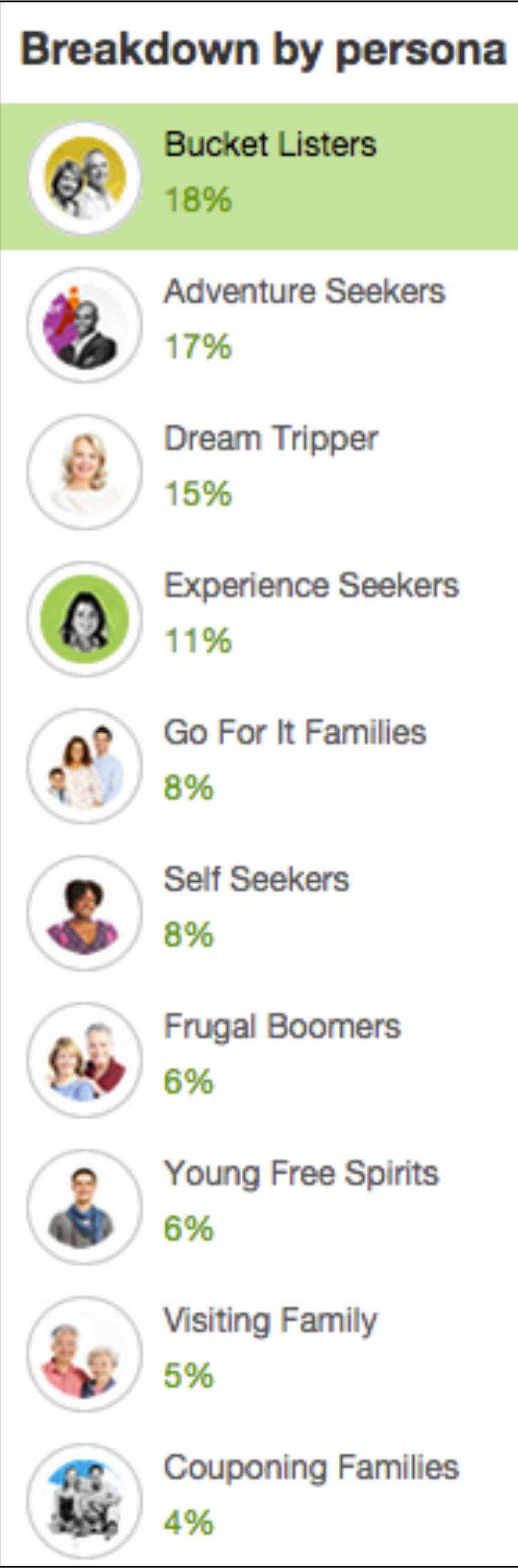


Trip Planning Window ⓘ



STRATEGY FOR MEDIA BUYING

Using Research to Inform Media Strategy



BUCKET LISTER

- ▶ Ages 66+
- ▶ HHI \$100k+
- ▶ 5+ trips per year
- ▶ Longer planning time
- ▶ Culture, breathtaking experiences



ADVENTURE SEEKER

- ▶ Ages 25-35
- ▶ HHI \$100k+
- ▶ 6+ trips per year
- ▶ Active on social media
- ▶ Culture, authentic experiences



DREAM TRIPPER

- ▶ Ages 51-65
- ▶ HHI \$150k+
- ▶ 8+ trips per year
- ▶ Not very active on social media
- ▶ Leisure, culture, storytelling



EXPERIENCE SEEKER

- ▶ Ages 36-50
- ▶ HHI \$200k+
- ▶ 6+ trips per year
- ▶ Reads a lot of reviews, consults friends
- ▶ Immersive experiences, leisure, culture, “me time”

MAXIMIZING VALUE

WORKING WITH NATIONAL & GLOBAL CO-OPS

PERSONALIZATION

BERMUDA

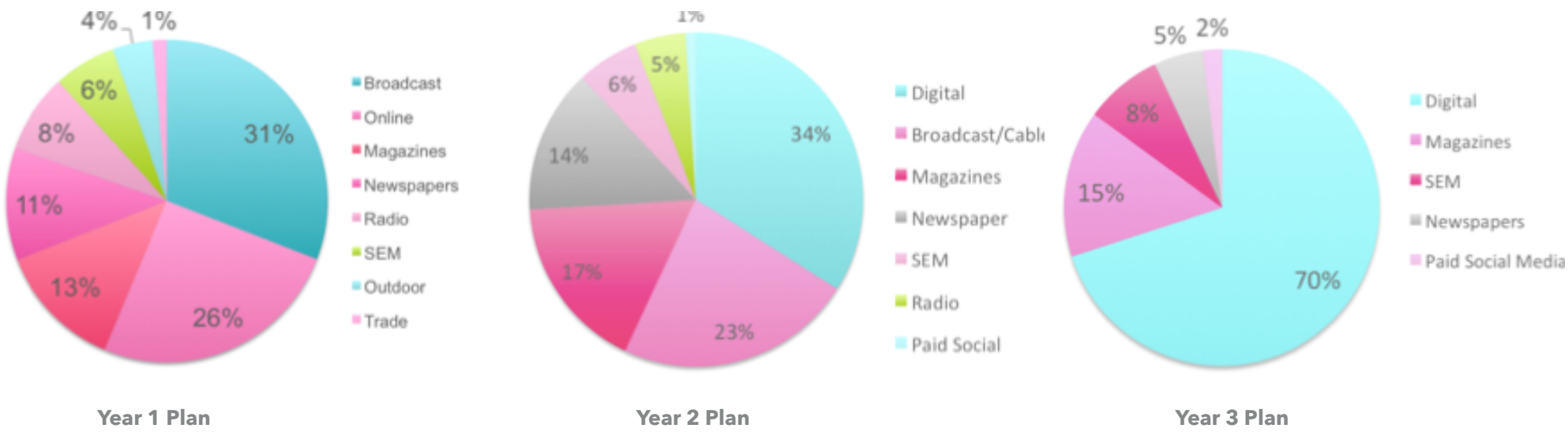
so much more

- YEAR 1:

High-reach media in key U.S., Canadian and European markets
- YEARS 2 & 3:

Substantially more digital placements to niche markets (golf, wedding, etc.)
- YEAR 4:

Heavy digital and new media partnerships for significant value in new native content



jetBlue



4:1 IN VALUE-ADDED MEDIA

Travel
Alberta
Canada 🇨🇦



40,000 CRM LEADS IN 48 HOURS

8% INCREASE IN VISITATION TO ALBERTA FROM L.A. MARKET

An aerial photograph of a tropical beach. The foreground is filled with numerous palm trees. The middle ground shows a wide sandy beach with many lounge chairs and beach umbrellas, mostly in shades of blue and white. The ocean extends to the horizon under a clear sky. The text "INITIAL OPPORTUNITIES WE SEE FOR BROWARD COUNTY" is overlaid in white, bold, sans-serif font across the center of the image.

INITIAL OPPORTUNITIES WE SEE FOR BROWARD COUNTY

A group of five diverse young adults (three men and two women) are smiling and posing for a photo in an urban setting. The background shows city buildings. The text is overlaid in the center.

GO BEYOND MILLENNIAL EFFORTS WITH OUTREACH AND FOCUS ON GENERATION Z



CAPITALIZE ON THE IN-STATE DRIVE MARKET



CREATE AN INTEGRATED REPEAT VISITATION PLAN AND CAMPAIGN AROUND THE SUPER BOWL

