



**IDEAS
THAT
PERFORM**

GREATER FORT LAUDERDALE



Greater Fort Lauderdale Convention & Visitors Bureau
Advertising Agency Services RFP

FINAL PRESENTATION

Today, we will
demonstrate
how Nobox
delivers
on each of
these criteria

1

Ability of Professional Staff

2

Project Approach

a. Marketing Plan for FLL b. Media Buying Strategy

3

Past Performance Evidence of
Knowledge and Experience

4

Workload of the Firm

5

Location

6

Price

7

Pricing Support



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FORT LAUDERDALE



ABILITY OF PROFESSIONAL STAFF



310+ travel and destination projects delivered in **125K+** hours for more than **36** global destinations.



Cultivating **empathy** and **commitment** for long-term partnerships: **10 years** with Copa Airlines and **7 years** with Marriott and others.



The **diversity** of our team – a big part of our **culture** – fosters creativity and triggers a broader range of perspectives and ideas.





PROJECT APPROACH



A

FLL MARKETING PLAN APPROACH

Current Landscape

- ✓ **FLL ranks 1st** among large-hub US airports in terms of rate of growth*.
- ✓ **In 2018, over 66%*** of enplanements came from three carriers: JetBlue, Spirit, and Southwest.
- ✓ **Enplanements grew by 48**%** between FY 2013 and FY 2018.
- ✓ **FLL is the fastest-growing hub in North America** in terms of available seats on departing flights.
- ✓ **FLL handles more than 50%** of the passenger traffic on domestic flights that start and end in tri-county South Florida.

- ✓ **The average domestic fare out** of FLL is significantly lower compared to MIA and PBI (\$240, \$317, and \$326, respectively)
- ✓ **During FY 2019,** the runway closure was forecasted to decrease enplanements by 1M.
- ✓ **Through 2018*,** international enplanements represented approximately 25% of total enplanements— a 66% increase since 2009.
- ✓ **There are ongoing facility** improvements and enhancements.

The number of seats increased in the recent 12 month period by 11%, or two million seats** driven by JetBlue, Spirit, and Southwest.

Objectives (Why)

1. Be the airport of **CHOICE** for South Florida travelers

2. Increase Revenue

- Locally sourced enplanements (domestic and international destinations)
- Additional flights from signatory airline partners
- Parking
- Car rental
- Concessions
- Cargo





[Link to Video](#)



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Challenges to Overcome

Awareness & Consideration

- **South Florida travelers may not**
currently have FLL as a top-of-mind option.
- **FLL is not the FLL you once knew.**
It is now improved and enhanced.
- **The number of flights
(domestic and international)**
has significantly increased, and travelers may not be aware that FLL now has a flight to their destination of choice.
- **Value for the Money**
Travelers may not be aware that on average, flying out of FLL is a more affordable option than flying from MIA or PBI.





Target (Who)

1. South Floridians (Enplanements)

- Broward County
- Miami-Dade County (North)
- Palm Beach County (South)

2. Airlines (Additional Routes and Flights)

- JetBlue
- Spirit
- Southwest

3. Inbound Markets

- New York/New Jersey
- California
- Canada, Colombia, Mexico





Difference

Why and how are we better?

Affordable

Accommodating

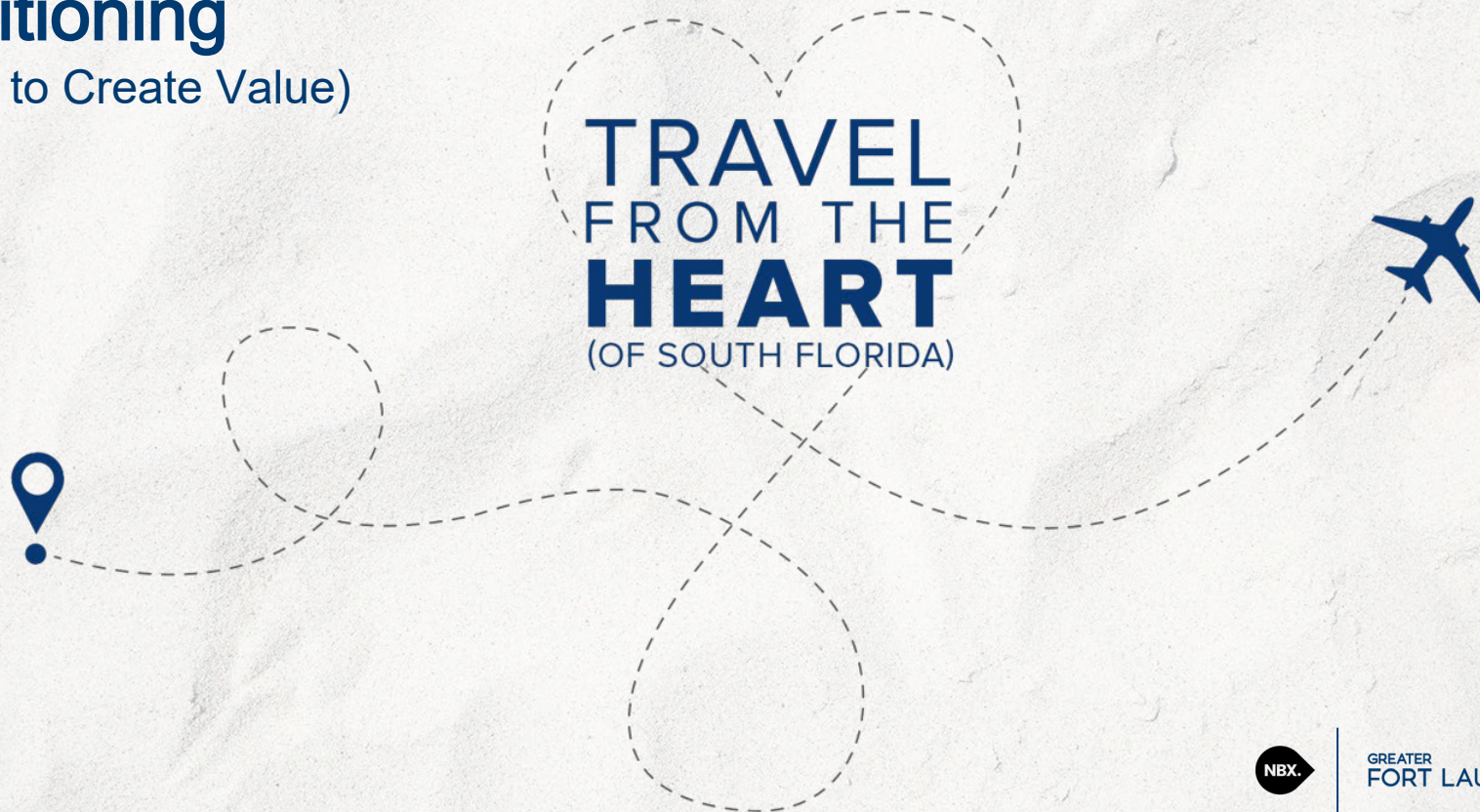
A pleasure!

Accessible

Affable

Positioning

(Story to Create Value)





Tactics

Goals

South Florida Campaign

Increase FLL consideration, increase enplanements, and be South Florida's preferred enplanement airport

Co-Op Advertising with Key Airline Partners (JetBlue, Spirit, Southwest)

Increased enplanements and flights/destinations from the airlines = increased revenue for the airport

Promotional/Bundled Offers

Increase enplanement share relative to MIA and PBI. Conquest passengers AWAY from MIA and PBI:

- Air, concession, and parking
- Air, concession, and Virgin (Brightline)
- Air, concession, and rideshare (Uber/Lyft)
- Air, concession, and car rental (inbound)

FLL Membership/Loyalty Program

Passenger Frequency

- Dedicated entrance
- Preferred parking
- Concession discount
- Frequency reward

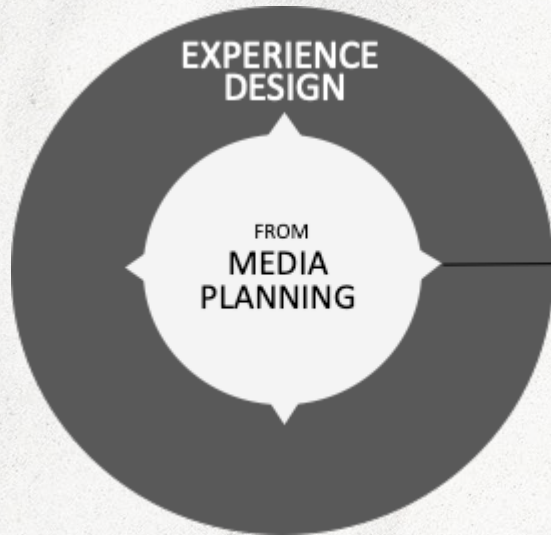




B

MEDIA BUYING STRATEGY

We think and act differently



FROM

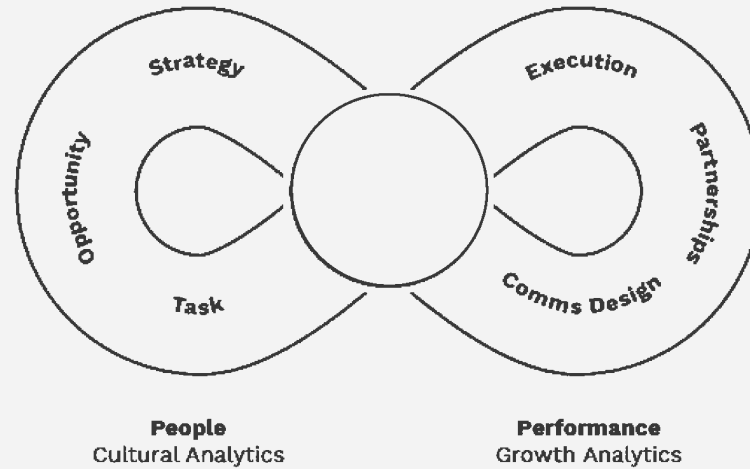
Buying static things
Media-driven
Impressions, GRPs
Media value

TO

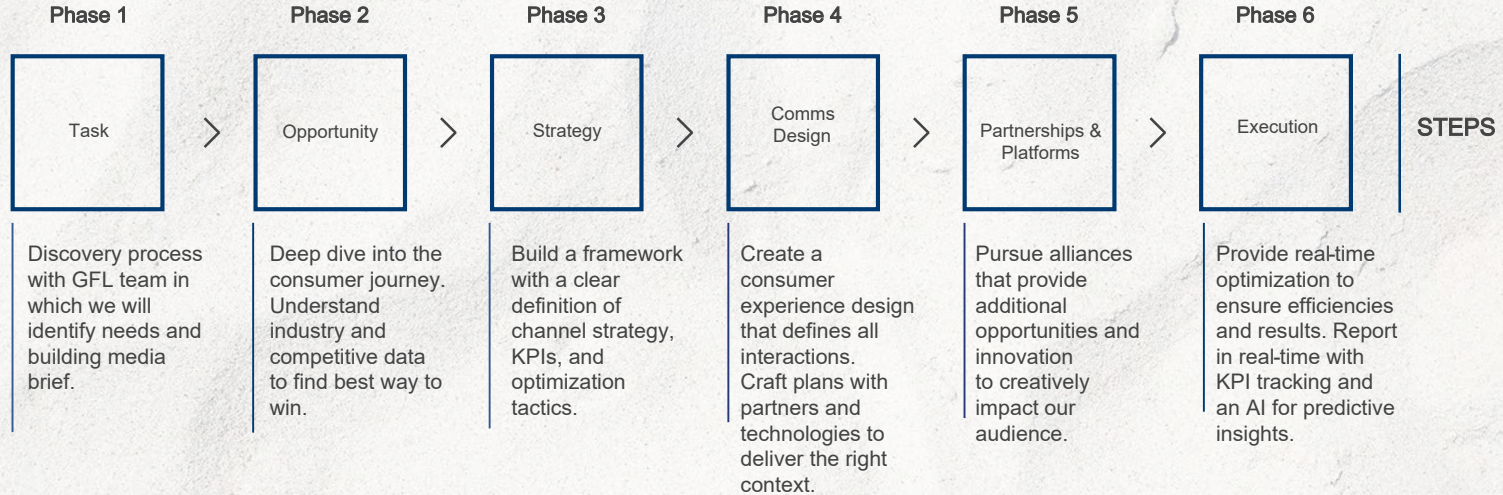
Designing dynamic interactions
Idea-driven
Behaviors/passion points
Brand value
Moments



Process



Process





Approach

DEVELOP AN EFFICIENT, CROSS-PLATFORM MEDIA
PLAN TO CONNECT WITH THE RIGHT **PERSON**
DELIVER THE RIGHT **MESSAGE** AT THE RIGHT **TIME**,
EVERY TIME – FROM INSPIRING TO BOOKING AND
RETENTION.



Throughout the Travel Journey

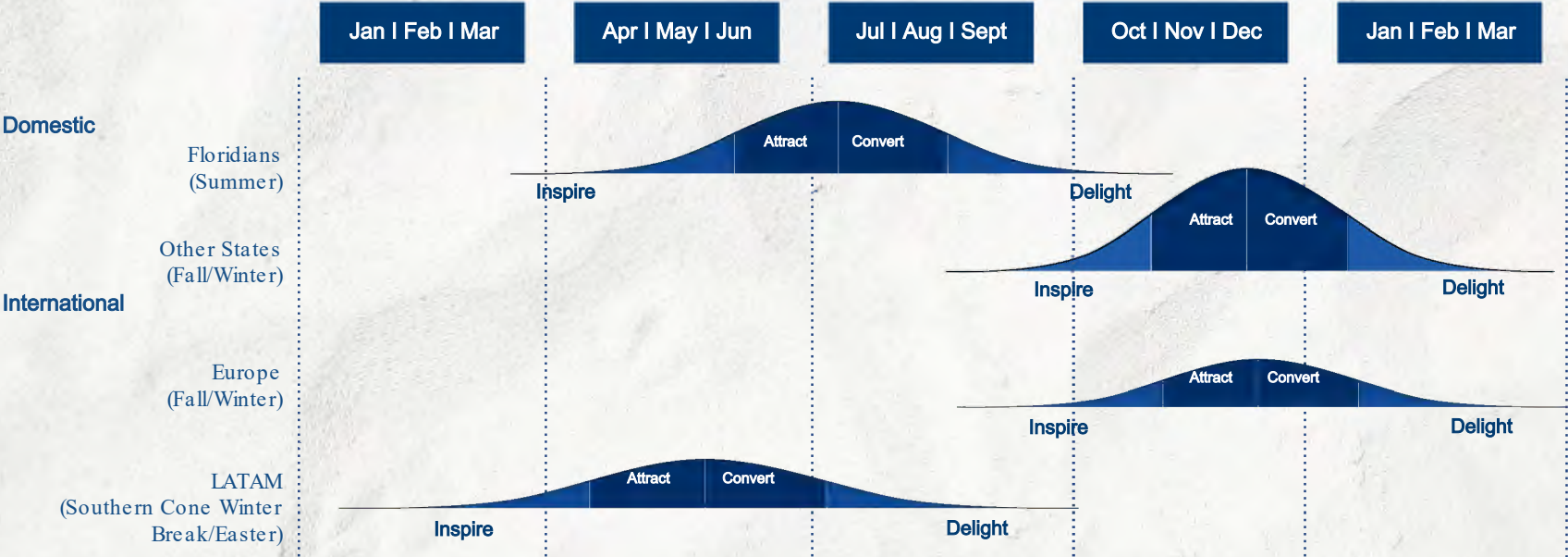


MOMENT	Desire to Travel	Evaluating options	Booking Vacation	Experience @ GFL
FUNNEL	Inspire	Attract	Convert	Delight
AUDIENCE	Domestic/International, Demographic Profile, Geography, HHI, Seasonalities			
PASSION POINTS	Luxe Lover, Proudly Diverse, Cultured & Cool, Fresh & Surprising, Business			
MEDIA KPIs	Time Spent, Affinity Index, Usage, Message Receptivity, CTR, CPV, CPC			
CHANNELS	CTV, OOH, Social, Influencers, Video, Branded Content	OOH, Print, Social, Video, OTAs, In-Market Travel Audiences, SEM/SEO, Audio	OTAs, Travel Agents, InFlight Magazines, Geofence, Social, Video, SEO/SEM	Social, Video, Blogging, Influencers
MESSAGE	Based on Passion Points	Based on Interactions	Based on Benefits/Promotions	Drive Advocacy



Roll Out

Understanding the decision process allows us to execute media accordingly throughout the year





KEY TAKEAWAYS

- **Continue to Leverage Technology and Data:**

- Adara (travel audience) / Arrivalist (B2B)
- Evaluate replacing Strata with **Google Data Studio**
- Incorporate **Dynamic Content Optimization** tool (DCO – Criteo)

- **Shift Spot TV Budget to Connected TV:**

- Cost efficiencies
- Improve targeting / audience-based
- Extended reach vs. traditional TV
- Efficient reaching older demographics as well

- **Expand Social Beyond FB:**

- Amplify **user-generated content (UGC)**

- **Consolidate Print and Digital Buys Under Key Vendors to Gain Efficiencies:**

- Reevaluating long tail partners
- Build deeper relationships to drive added value

- **Maintain OOH Placements**

- **Increase Focus on Our Core Targets:**

Vacationers, event goers, weekend getaway lovers

- 59% of total visitors





PAST PERFORMANCE

*Projects of similar nature, scope,
and duration*

Backed by Our Experience With Top Travel Brands

Generation ROI, Brand Architecture, and Group Marketing Experiences



Scope:

Brand Marketing, Social Media, and Innovation

Partnership: 7 years

Reference: Confirmed

Budget: ~ \$1.5MM / yr.



Scope:

Activations, Co-Op, Content Production, and Social Media

Partnership: 6 years

Reference: Confirmed

Budget: ~ \$800k / yr.



Scope:

Digital Content, Online Promotions, and Experiential

Partnership: 5 years

Reference: Confirmed

Budget: ~ \$300k / yr.



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WORKLOAD

Completed and Active Projects

CLIENT	PROJECT
Copa Airlines	Co-Op Marketing Campaigns for Panama (Panama Tourism Association), Curaçao (Curaçao Tourist Board), and Bahamas (Atlantis Paradise Island Resort)
Marriott	Portal to Paradise / Bonvoy Launch / TED Talk Medellin / JW Magazine / Management of Brand Portfolio's Social Platforms
Pepsi	Gatorade 5v5 (2015– 2019) / J Balvin + Musical.ly / UEFA Champions League Experience / Management of Brand Portfolio's Social Platforms
Amerant	Launch Campaign for New Brand Image (US)
Nokia	Launch Campaign for New Line of Handheld Devices (LATAM)
Joe DiMaggio Children's Hospital	Launch campaign for New Wellington Location, Management of Brand's Social Platforms
Netflix	Launch Social Campaign for the Following Properties: ROMA, Made in Mexico, The Innocents, Orange is the New Black, and Narcos / Management of Brand Portfolio's Social Platforms
Playstation	UEFA Champions League Promotion, Management of Brand's Social Platforms (LATAM)

No potential conflicts of interest





LOCATION



PRICE

Agency Fees

All services have been annualized in order to visualize a consistent monthly cost, although some deliverables (i.e., “strategy”) will be worked on a yearly basis.

GFL CVB - ADVERTISING SERVICES AGENCY/ FLAT SERVICES FEE - Year							
Department	Staff	Deliverable	Hrs.	Hrs./\$	Cost	Mos. / #	Total / Year 1
ACCOUNT	VP Client Services	Delivery + TDC and MAC Meetings + Status + Monthly Report	30	\$160	\$4,800	12	\$57,600
	Account Director		160	\$120	\$19,200	12	\$230,400
	Account Manager		160	\$95	\$15,200	12	\$182,400
PM	Sr. Project Manager	Project Management Related to Production Work	160	\$110	\$17,600	12	\$211,200
	Project Manager		160	\$85	\$13,600	12	\$163,200
STRATEGY	Sr. Strategic Planner	Strategy Year 1 + Communications Plan	14	\$130	\$1,820	12	\$21,840
	Brand Strategist		14	\$100	\$1,400	12	\$16,800
	Media Strategist		14	\$100	\$1,400	12	\$16,800
	Research Analyst		14	\$75	\$1,050	12	\$12,600
	Travel Marketing Specialist		14	\$215	\$3,010	12	\$36,120
CREATIVE	Chief Creative Officer	Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, Artwork, Templates, Typography, illustrations & Photography + Copywriting, Fact-Checking, Proofreading	30	\$180	\$5,400	12	\$64,800
	Creative Director		160	\$130	\$20,800	12	\$249,600
	Art Director		160	\$95	\$15,200	12	\$182,400
	Art Director		80	\$95	\$7,600	12	\$91,200
	Copywriter		160	\$105	\$16,800	12	\$201,600
	Copywriter		160	\$105	\$16,800	12	\$201,600
	Video Editor		80	\$95	\$7,600	12	\$91,200
	Proofreader		160	\$75	\$12,000	12	\$144,000
DIGITAL	Translations		80	\$85	\$6,800	12	\$81,600
	HTML Developer	Digital Vacation Planner + Email Program + Web Development + App Development	160	\$100	\$16,000	12	\$192,000
	Digital Quality Assurance		80	\$85	\$6,800	12	\$81,600
MEDIA	Media Supervisor	Media Strategy, Plan, Buy and Optimization + Co-Op	30	\$110	\$3,300	12	\$39,600
	Media Planner		160	\$85	\$13,600	12	\$163,200
				Annual Agency Fee			\$2,733,360
				Monthly Agency Fee			\$227,780



PRICING SUPPORT

Production Budget

Production Budget					
PRODUCTION	Printing	Promo Materials + Trade Shows Booths + Collateral Production Translations + Talent Fees (up to 4)	\$20,000	12	\$240,000
	Photoshoot		\$15,000	2	\$30,000
	Video Production		\$55,000	2	\$110,000
	Trade Show Booth		\$7,500	14	\$105,000
			Production (12 Months)	\$485,000	
			Production (1 Month)	\$40,417	

Optional Services

GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 3							
Item	Staff	Deliverable	Hrs.	Hrs./\$	Cost	Mos. / #	Total
BRANDING	Chief Creative Officer	Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME	40	\$180	\$7,200	1	\$7,200
	Creative Director		80	\$130	\$10,400	1	\$10,400
	Art Director		80	\$95	\$7,600	1	\$7,600
	Copywriter		80	\$105	\$8,400	1	\$8,400
	Proofreader		16	\$75	\$1,200	1	\$1,200
							\$34,800
ADVERSE IMPACT	Chief Creative Officer	Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g., post-hurricane, regional public health crisis, etc.) PER OCCURRENCE	8	\$180	\$1,440	1	\$1,440
	Creative Director		8	\$130	\$1,040	1	\$1,040
	Art Director		16	\$95	\$1,520	1	\$1,520
	Copywriter		16	\$105	\$1,680	1	\$1,680
	Video Editor		24	\$95	\$2,280	1	\$2,280
	Proofreader		8	\$75	\$600	1	\$600
							\$8,560
SOCIAL MEDIA	Social Media Manager	Creation and posting of organic content. Developing and executing campaigns and monitoring of owned social media channels. Assuming similar current frequency. MONTHLY	80	\$100	\$8,000	1	\$8,000
	Community Manager		160	\$75	\$12,000	1	\$12,000
	Art Director		80	\$95	\$7,600	1	\$7,600
	Copywriter		40	\$105	\$4,200	1	\$4,200
	Video Editor		80	\$95	\$7,600	1	\$7,600
							\$39,400
WEB	HTML Developer	Developing and implementing a website that reflects new branding based on current complexity and volume. Non-branded content provided by client. ONE TIME	320	\$100	\$32,000	1	\$32,000
	Art Director		160	\$95	\$15,200	1	\$15,200
	Copywriter		160	\$105	\$16,800	1	\$16,800
	Sr. Project Manager		160	\$110	\$17,600	1	\$17,600
	Digital Quality Assurance		160	\$85	\$13,600	1	\$13,600
							\$95,200

Salaries

	STAFF RATE CARD			
	#	STAFF	\$/ Hr	Annual Salary
ACCOUNTS	1	VP Client Services	\$160	\$150,000
	2	Account Director	\$120	\$110,000
	3	Account Manager	\$95	\$90,000
	4	Account Executive	\$85	\$80,000
PM	5	Sr. Project Manager	\$110	\$100,000
	6	Project Manager	\$85	\$80,000
PLANNING	7	Sr. Strategic Planner	\$130	\$120,000
	8	Brand Strategist	\$100	\$95,000
	9	Media Strategist	\$100	\$95,000
	10	Research Analyst	\$75	\$70,000
	11	Travel Marketing Specialist	\$215	\$200,000
CREATIVE	12	Chief Creative Officer	\$180	\$170,000
	13	Creative Director	\$130	\$120,000
	14	Art Director	\$95	\$90,000
	15	Copywriter	\$105	\$100,000
	16	Video Editor	\$95	\$90,000
	17	Illustrator	\$95	\$90,000
	18	Editorial Copy	\$105	\$95,000
	19	Proofreader	\$75	\$70,000
MEDIA	20	Media Supervisor	\$110	\$105,000
	21	Media Planner	\$85	\$80,000
SM	22	Social Media Manager	\$100	\$95,000
	23	Social Media Supervisor	\$90	\$85,000
	24	Community Manager	\$75	\$70,000
WEB	25	HTML Developer	\$100	\$93,000
	26	Webmaster	\$75	\$70,000
	27	Digital Quality Assurance	\$85	\$80,000
	28	Translations	\$85	\$80,000

Summary

SUMMARY		
Flat Fee Services (Yearly)	A. Brand Strategy & Creative Services	\$3,218,360
	B. Account Maintenance	
	C. Media Planning	
Commissioned Media Services	A. Media commission	5%*
	B. Assets Production	On Demand
Optional Services	A. Initial Branding Services	\$34,800
	B. Adverse Impact Services	\$8,560
	C. Social Media Services	\$39,400
	D. Website Design Services	\$95,200

Why Nobox

Full-service,

mid-size agency with a
focus on driving
performance

Expertise

harnessing the power of
media in the tourism and
travel industry

South Florida-based

with an in-depth
understanding of the local
culture

Questions?



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