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Presentation for

# Greater Fort Lauderdale Convention & Visitors Bureau

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The background image is a photograph of a market stall, likely in a tropical region, featuring a large display of coconuts and other fruits. In the foreground, there is a wooden bench and a sign that reads "Coca-Cola" and "Jugo de Tamarindo". The entire image is overlaid with a semi-transparent orange filter.

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**Brand Marketing**

**Multicultural**

**Full-service**

**Global**

**Established in 1983**





Tourism means business.

relebrand





**It's about the economic impact to  
the community, to Broward County.**

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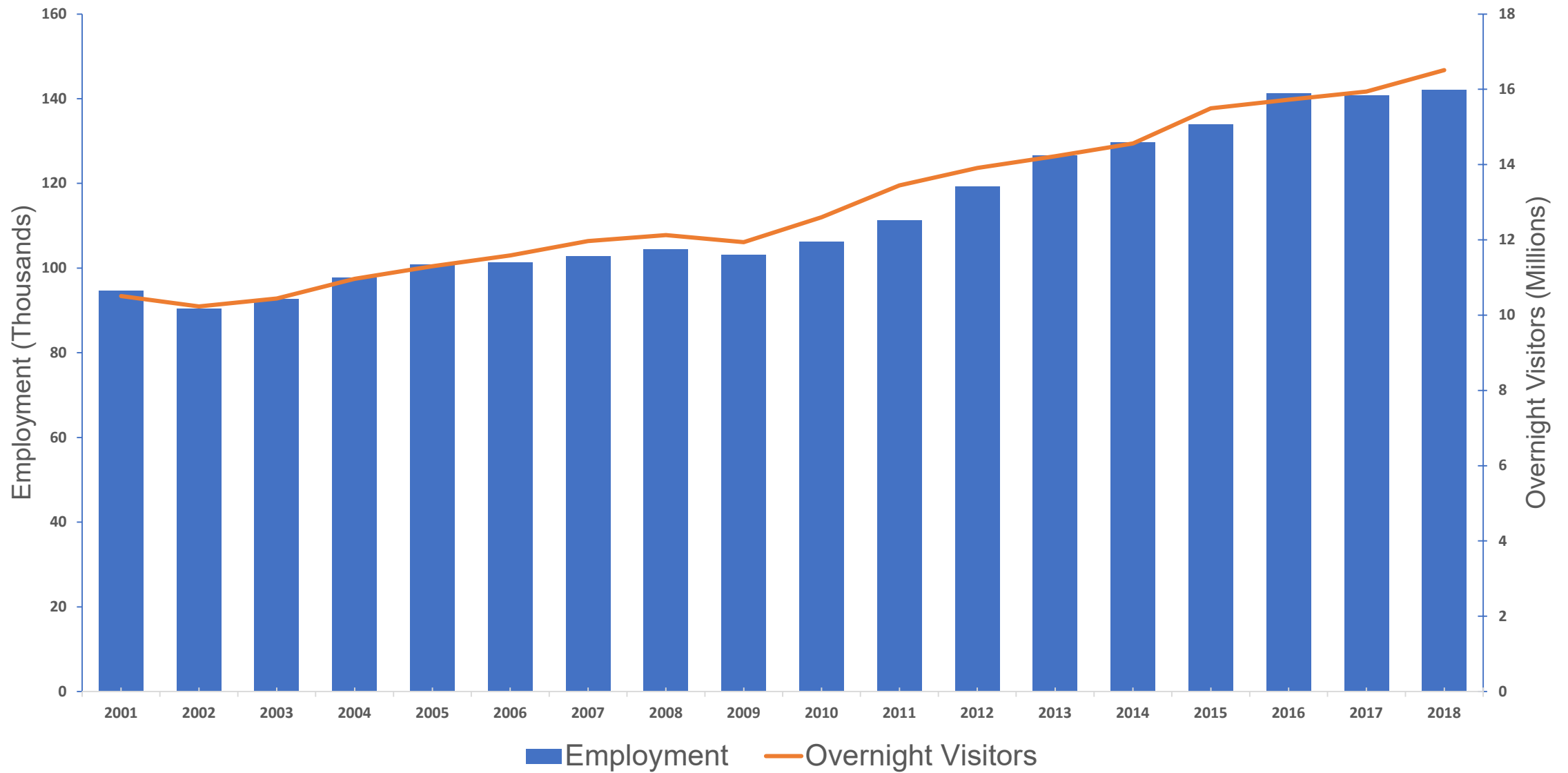
A nighttime photograph of the Fort Lauderdale skyline. The city's lights are reflected in the water of the Intracoastal Waterway. In the foreground, there are palm trees and some buildings along the waterfront. The sky is dark with some clouds, and the city lights create a warm glow.

Tourism is Greater Fort Lauderdale's  
2nd largest industry.

Employment from tourism was 59,000  
in 2017 and continues to rise.

In 2017 direct visitor spend was \$7.6 billion  
and growing.







LIVE

WORK

PLAY

Passion for life is our greatest natural resource

What do you like about living in Miami?

LIVE

- ◉ [RESIDENTIAL REAL ESTATE](#)
- ◉ [METROPOLITAN LIFE](#)
- ◉ [SERVICES](#)
- ◉ [RELOCATING](#)
- ◉ [EDUCATION](#)
- ◉ [WORLD-CLASS HEALTH](#)

View all

What do you like about working in Miami?

WORK

- ◉ [WORKING SPACES](#)
- ◉ [EXPANDING A BUSINESS](#)
- ◉ [HUB OF THE AMERICAS](#)
- ◉ [CARGO GATEWAY](#)
- ◉ [MEETING AND CONVENTIONS](#)
- ◉ [COMMERCIAL REAL ESTATE](#)

View all

What do you like about playing in Miami?

PLAY

- ◉ [ACCOMODATIONS](#)
- ◉ [TOP MIAMI ATTRACTIONS](#)
- ◉ [ARTS AND CULTURE](#)
- ◉ [WORLD-CLASS FLYING](#)
- ◉ [CRUISE CAPITAL OF THE WORLD](#)
- ◉ [EVENTS AND FESTIVALS](#)
- ◉ [DINING](#)

View all

Miami-Dade County

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Puerto Rico Convention Center



An aerial architectural rendering of a large airport terminal complex. The terminal features a long, multi-story building with a flat roof, surrounded by extensive parking lots filled with cars. Numerous commercial aircraft are parked at gates along the terminal's length. A complex system of elevated highways and ramps provides access to the facility. The surrounding landscape includes green spaces and additional airport infrastructure. The text "Marketing Plan" is overlaid in a large, white, sans-serif font on the left side of the image.

# Marketing Plan





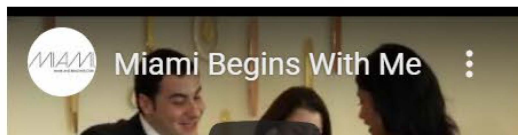
# CUSTOMER SERVICE CHAMPION PROGRAM

Greater Miami and The Beaches needs YOU to keep our visitors happy and our tourism economy strong!

## Miami Begins with Me Customer Service Champion Program

**SIGN-UP**

A NO COST online training program



### What is the Miami Begins with Me Program?

Four online classes are available:

- Economic Impact of Tourism

Complete the four classes and receive the following:

- Certificate of Completion





## Learn/Study

- Your Business
  - Strategic Planning Session
- Short- & Long-term Plans
- Goals & Objectives
- Services Provided
- Business Landscape
- Communication Landscape
- Target Audience

## Build

### Strategic Marketing Plan

- Mission & Objectives
- Situation Analysis
  - Assessment
  - SWOT Analysis
  - Assumptions
- Marketing Strategy
  - Target Audience
  - Measurable Goals
  - Budget
- Operational Plan

## Develop

- Brand Strategy
- Brand Position
- Logo, Tagline & Key Messages
- Brand Architecture

## Create

- Communications Plan
- Content Strategy
- Advertising Campaign
- Marketing Materials
- Digital Assets
- Media Plan

## Deploy

- Launch Campaign
- Internal Engagement
- Community Outreach

## Measure

- KPIs – Key Performing Indicators
- OKRs – Objectives & Key Results
- Dashboards

Optimize & Improve

Develop

Create

Deploy

Optimize & Improve

# Marketing Plan Development & Implementation

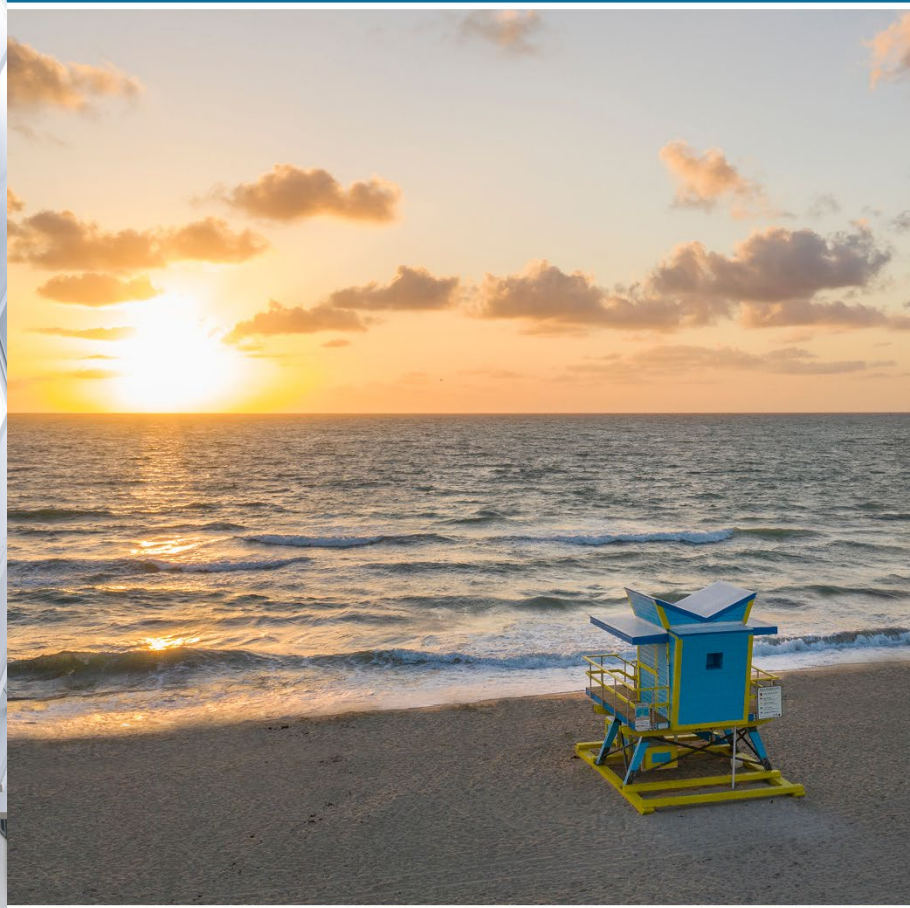
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Marketing Plans

# Marketing Plan 2019/2020



**MIAMI**  
GREATER MIAMI CONVENTION & VISITORS BUREAU

THE OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI AND THE BEACHES

**DESTINATION MIAMI**  
GREATER MIAMI AND THE BEACHES  
STRATEGIC PLAN 2020-2025

**MIAMI** GREATER MIAMI CONVENTION & VISITORS BUREAU

OFFICIAL DESTINATION SALES & MARKETING ORGANIZATION FOR GREATER MIAMI AND THE BEACHES





# Media Buying Strategy

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A tropical beach scene at sunset. The sky is a vibrant orange and yellow. In the foreground, there are two palm trees and a white lighthouse with a sign that says "LAS OLAS". A cruise ship is visible on the ocean in the background.

# wanderlust

[won-der-luhst]

(n.) A strong desire to travel and explore the world.

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Initial Research

Consideration/  
Narrowing Down

Long-term  
Bookings

Last-minute  
Bookings

→  
→  
Select or  
engage with  
GFLCVB

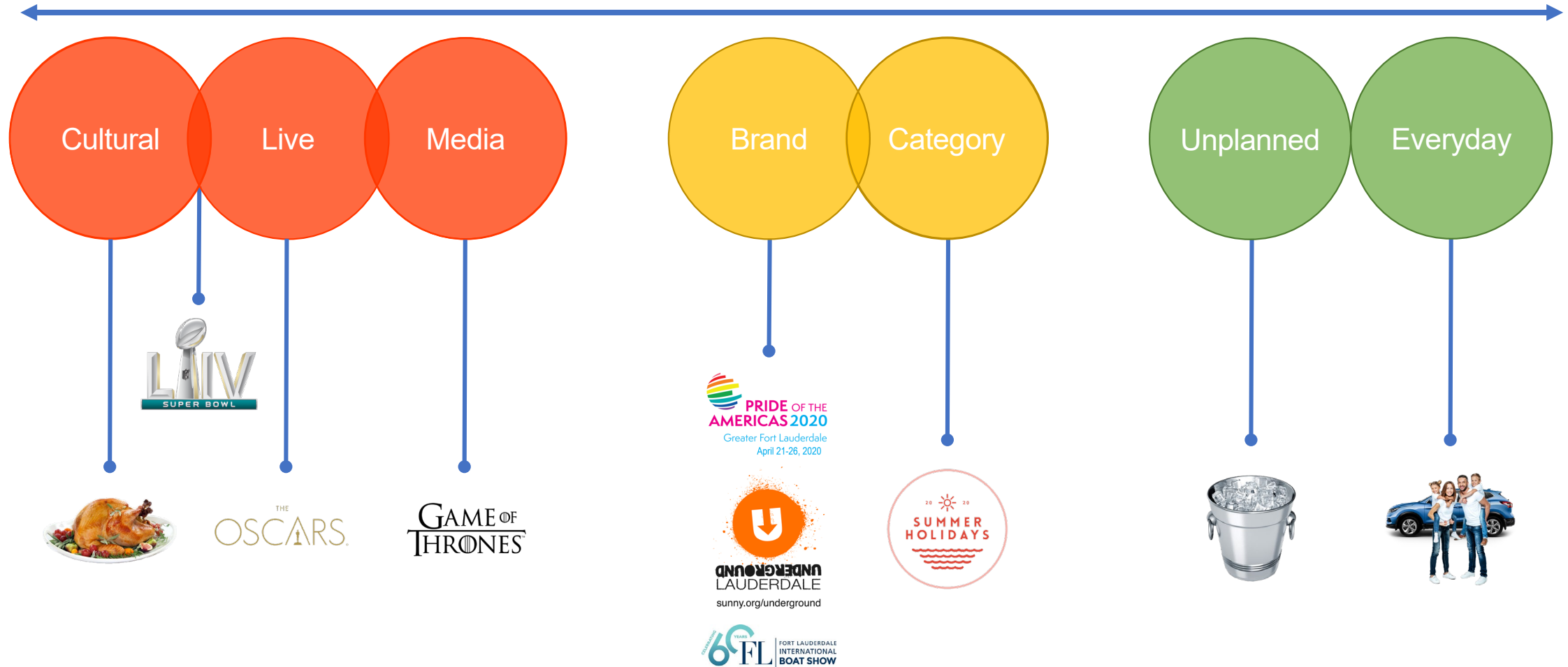
Moments Matter

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## Fixed Moments

## Fluid Moments



Moments come in many forms, from fixed to fluid

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Fully integrated.

Data + Intuition.

Everything is media.

Yes, and...

Media Buying Approach

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# Competitive Markets





Relebrand will be committed to  
Greater Fort Lauderdale.

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A vibrant outdoor market scene at dusk. In the foreground, a DJ booth with a turntable and mixer is visible on the left. A man in a light blue shirt and jeans stands near a red table with large blue letters spelling 'ENV'. To the right, a clothing rack is filled with various items. The background is filled with a large crowd of people browsing stalls under string lights. A building with graffiti is visible in the distance.

**Relebrand helps make destinations  
better places to live, work and play.**

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Thank You