



Title: Visit St. Petersburg/Clearwater Digital Media Program

Client: VSPC

Date: 10/1/2017 – 9/30/2018

Submitted by: Nicole Brownell and Gray Lawry

Project Description

Miles will work with the Visit St. Petersburg/Clearwater to develop and implement a total Display/Video strategy which highlights the VSPC destination in the travel marketing funnel. As your partner, we will work with you to identify maximum impact buys, target audience and geographic locations. From there, a program will be developed to include specific research and media buys; landing page analysis, strategy and recommendations; and measurement after the click using advanced web analytics and reporting.

Deliverables and Components Include:

- A cross channel media buy to inspire and inform travelers, focusing on the VSPC primary target and markets.
- Once recommendations are approved, Miles works with vendors to confirm asset requirements for the approved campaign. Miles works with VSPC to confirm the assets, putting together a delivery timeline to ensure start dates are met.
- Monitoring and adjustment of the media spend on a weekly basis to maximize response and conversion.
- Detailed monthly reporting on campaign results. Using a single platform allows Miles the ability to pull in data from across your channels including DoubleClick, Bing, Google, Facebook, Twitter, Google Analytics, Adobe Analytics, Offline Data and more. Insights pulled from this report will lead plan optimizations to strengthen campaign performance moving forward. This report will be issued with monthly billing around the middle of the month.
- Continued strategy improvements and enhancements. Once a proper set of data has been collected and analyzed from our monthly reports, use the insights learned and apply them in a meaningful way. Miles will ensure results are tracking back to campaign goals to ensure campaign success, applying a heavier emphasis the elements that are working.
- Coordination with other VSPC programs to compliment the entire destination platform.

Project Cost

Display/Digital Investment \$1,585,000.00

A key tenant of who we are as a partner is the transparency in which we work with our clients. That is why we bill all media in net and not gross. This figure represents your net media investment in defined channels generating brand awareness and website engagement. Partners include:

- Connected TV (Hulu, Xaxis): pre-roll and mid-roll video units
- YouTube: pre roll units, :06 bumper ads
- Pandora: streaming campaign across all devices
- Site Direct: local site high impact takeover
- Media IQ: programmatic demographic targeting

