



Oil Spill Response
Immediate Marketing Strategies
Franklin County, Florida

May 12, 2010

PURPOSE:

- *To provide accurate information daily to tourists about the conditions of the beaches, seafood and amenities in Franklin County*
- *To implement a positive, on-going marketing campaign designed to minimize the impacts of the oil spill situation and build upon existing TDC marketing activities*

PLAN SUMMARY:

The TDC will produce daily updates on the beaches, the seafood and the area for an extensive media and Internet marketing campaign centered on social media networking. In addition, the TDC will build upon its existing \$750,000 in expenditures on marketing in a variety of venues to jump start the marketing for the remainder of the summer season to offset national news focusing on oil spill activities.

TARGETED TIME PERIOD: June 1 – August 1 \$504,700

STRATEGIES:

- I. Out of Area Marketing and Promotions: 60 Days: \$254,600
 - A. South Georgia/Tallahassee TV \$2,575 wk/ \$20,600

- B. Feeder Market newspaper \$1,500 wk/ \$12,000
(Atlanta, Nashville, Lexington, Birmingham, Jacksonville, Tampa, St. Pete)
 - C. Local media buys to include 100 mile range market \$250 wk/\$2,000
 - D. Southwest Florida Origination/Hub Cities Promotion \$20,000
 - E. Spirit Magazine (SW In-flight) \$35,000
 - F. Radio in Regional Markets \$20,000
 - G. Radio in National Markets \$20,000
 - H. Other Media buys in major markets including KY, IN, MI, NY *
Subject to availability of cooperative advertising with Visit Fla.
\$100,000
 - I. Build on existing Media Buys in regional markets in cooperation with local event coordinators \$25,000
- II. Produce a daily 3–5 minute video, a beach and seafood report: \$3,500 wk/ \$28,000.
- A. Seven days per week, on-going, consistent. Show visitors actively enjoying Franklin County (Examples: on the beach, swimming, sailing, kayaking, fishing, charter fishing, eating seafood, restaurants, oystermen, etc).
 - B. Professional production daily including script, camera work, direction, travel, voice over, editing, formatting, video and audio equipment.
 - C. Posted daily on TDC's You-Tube channel, websites, social media, newsletter.
 - D. Formatted and made available to regional TV station and media for local beach reports.
 - E. Available to all county lodging providers, businesses, organizations and citizens.
 - F. Local TV Programming Web Streaming
- III. Internet Marketing: Produce a daily email bulletin and handle social media networking. \$1,200 wk/ 9,600.
- A. Seven days per week, on-going, consistent.
 - B. Research, write and post information and video listed above in Item I.
 - C. Write and post information daily on all social networking sites and blogs.
 - D. Monitor major travel sites, commenting and keeping our message in front of participants
 - E. Expand social marketing networks.
- IV. Create a new website page, bulletin format and visitor center links. \$3,000.
- V. Web Cam development and distribution.
- A. Work with local providers for links to raw footage on existing webcams \$50 wk\$4,000
 - B. Develop placement for two additional web cams (Apalachicola/Carrabelle) \$4,000

- VI. Establish a toll-free hotline with a current message and real time coverage ten hours a day.
\$50 wk/\$4,000

- VII. Special Media Press Tours \$25,000
To build on current program for Media Press tours featuring Seafood Industry and Old Florida History. Franklin County currently conducts two press tours per year. This would provide for one additional tour to familiarize travel writers with local conditions and produce local interest articles.

- VIII. Local Community Interface \$22,500
Integration with 15 city Chambers to include memberships and internet banner ads. This would expand Franklin County membership and participation in marketing activities in fifteen key market cities through existing Chambers of Commerce.

- IX. Visitor Center Marketing Enhancement \$75,000
Build upon existing contribution to local visitor centers to enhance their marketing to potential and repeat visitor markets. Visitor Centers currently provide visitor guides, response to visitor's requests, and individual community marketing. Franklin County currently provides \$105,000 to three visitor centers. This would allow the TDC to build on those marketing efforts and to leverage existing activities.

- X. Lodging Company Cooperative Marketing participation \$75,000
Enhance local lodging company participation in Visit Florida Marketing cooperation programs by providing match funds for VF Marketing initiatives. Franklin County TDC has been cooperating with a variety of cooperative marketing efforts including Visit Florida. This would provide for the development of a match program with local lodging providers to allow for their participation in the cooperative advertising program.

Submitted by:

Helen Spohrer, Chairman
Franklin County Tourist Development Council