

LAUDER *Deals*



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Thursday March 11th, 2021



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

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Senior Vice President,
Marketing & Communications*





Program Overview

LAUDERDEALS IS BACK AND BETTER THAN EVER

- Updated and expanded from last year, LauderDeals invites you to promote seasonal offers with Visit Lauderdale
- Categories will include:
 - Hotel Deals (June through September)
 - Things To Do (June through September)
 - Dine Out Lauderdale (August and September)
 - Spa Days (August and September)
 - And year-round promos like Florida Resident, Military & First Responder, Cruise Deals, Travel Advisor Perks and more
- NO sign-up fee to participate!
- NO gift certificates required, however our team may contact you to host media and journalists when needed.



Hotel Deals

PROMOTION RUNS: JUNE THROUGH SEPTEMBER

PRIORITY DEADLINE: FRIDAY, APRIL 16, 2021

- Participating hotels will need to provide:
 - Details, along with a booking link to the special offer for visitors to book the package.
 - Supporting hi-res images, so we can promote your hotel on our website and social media channels, as well as the highly competitive advertising and public relations campaigns that we will be executing on your behalf.
- NOTE: Hotels will have the flexibility of changing the special offer details, including dates.
- Offers can be submitted through the extranet portal, if you don't have access contact Rita Wells: rwells@broward.org

For more information and suggestions on offer details, visit

<https://www.sunny.org/partners/lauderdeals/hotel-deals-sign-up/>



Things To Do

PROMOTION RUNS: JUNE THROUGH SEPTEMBER
PRIORITY DEADLINE: FRIDAY, APRIL 16 , 2021

- Participating attractions will need to submit:
 - A detailed description of your offer at time of sign up.
 - Tip: the best performing offers are 2 for 1 deals and we will give priority placement to those.
 - We need your photos too! Send us hi-res images, so we can promote your attraction on our website and social channels, as well as the highly competitive advertising and public relations campaigns that we will be executing on your behalf.

For more information and suggestions on offer details, visit
<https://www.sunny.org/partners/lauderdeals/2-for-1-sign-up-offers/>

Dine Out Lauderdale

PROMOTION RUNS: AUGUST AND SEPTEMBER
PRIORITY DEADLINE: FRIDAY, JUNE 25, 2021

- Restaurants will need to provide:
 - A prix-fix three-course menu for \$35 and/or \$45.
 - Hi-res images of your restaurant, food and chef for promotion on Sunny.org and our social channels as well as the highly competitive advertising and public relations campaigns that we will be executing on your behalf.
- If you're unable to offer a prix-fix menu, you can still promote your special deals like happy hours and food specials. Contact Johana Davila: johdavila@broward.org

For more information and suggestions on Dine Out Lauderdale details, visit <https://www.sunny.org/partners/lauderdeals/dine-out-lauderdale-sign-up/>

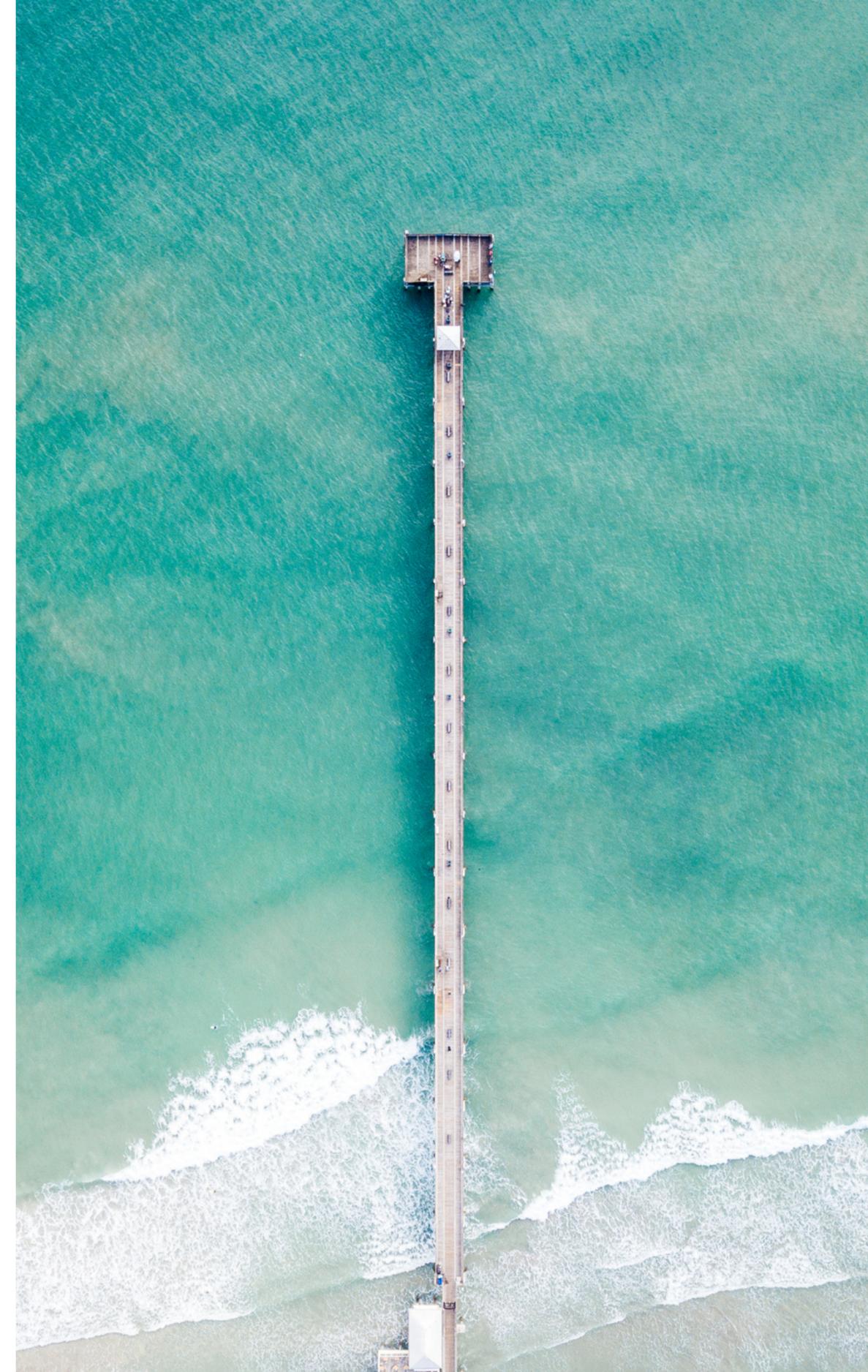


Spa Days

PROMOTION RUNS: AUGUST AND SEPTEMBER
PRIORITY DEADLINE: FRIDAY, JUNE 25, 2021

- Participating spas will need to provide:
 - At least one \$99 spa treatment.
 - Hi-res images, so we can promote your spa on our website and social channels, as well as the highly competitive advertising and public relations campaigns that we will be executing on your behalf.
- If you're unable to offer a \$99 spa treatment, you can still promote your special spa deals. Contact Johana Davila: johdavila@broward.org

For more information and suggestions on Spa Days details, visit <https://www.sunny.org/partners/lauderdeals/spa-days-sign-up/>



Evergreen Categories

YEAR-ROUND VACATIONER PROMOTIONAL OFFERS

We welcome you to feature more offers for year-round promotion on Sunny.org. Offers may be uploaded through the Partner Extranet for the following categories:

- Florida Resident
- Military & First Responders
- Cruise Deals

Offers and assets can be uploaded at any time through the extranet.

A step-by-step guide can be found here: <https://www.sunny.org/partners/partner-login-guide/>



Travel Advisor Discounts

TRAVEL PROFESSIONAL RATES

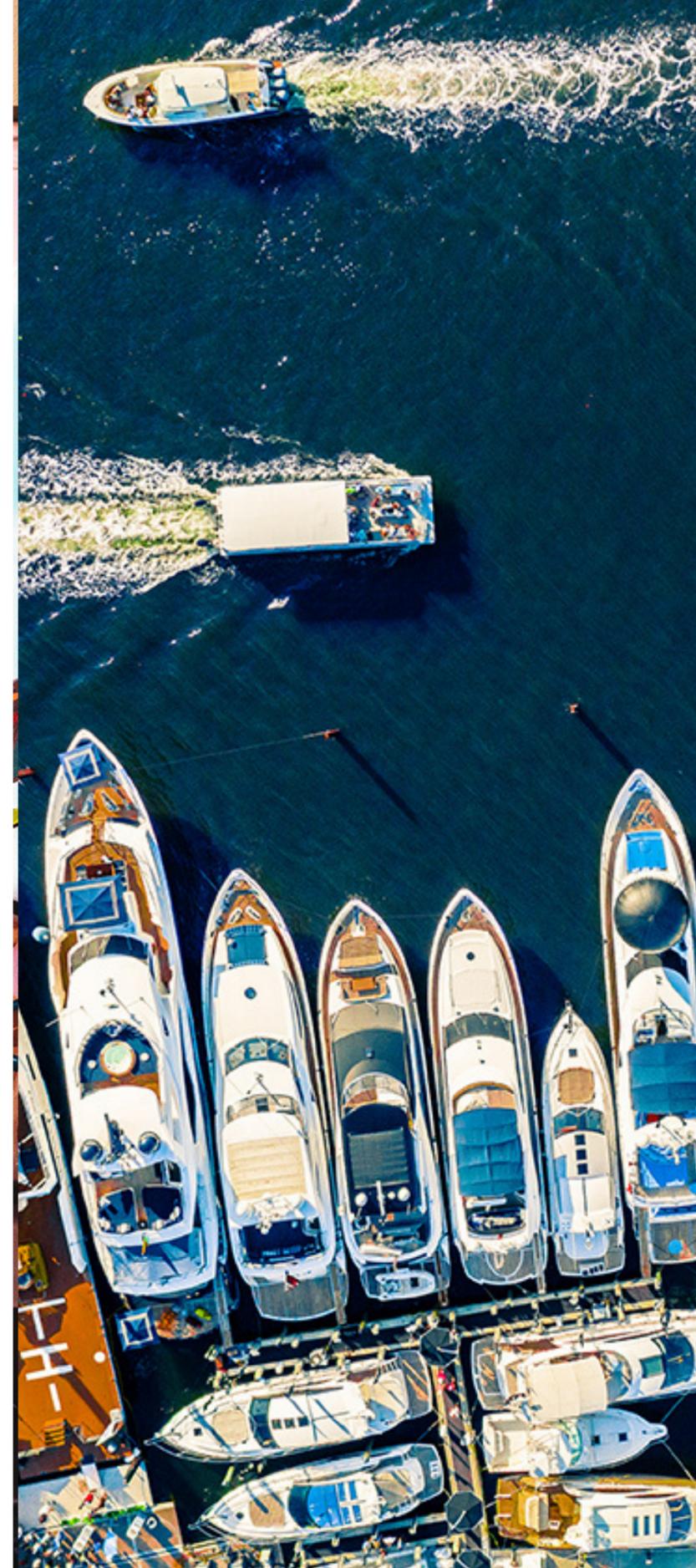
Travel professional specialty rates may also be submitted through the Partner Extranet to be featured on sunny.org. Travel industry rates require valid IATA/CLIA credentials at check-in as you see fit.

Categories include:

- Stay
- Play
- Dine

Offers and assets can be uploaded at any time through the extranet.

A step-by-step guide can be found here: <https://www.sunny.org/partners/partner-login-guide/>



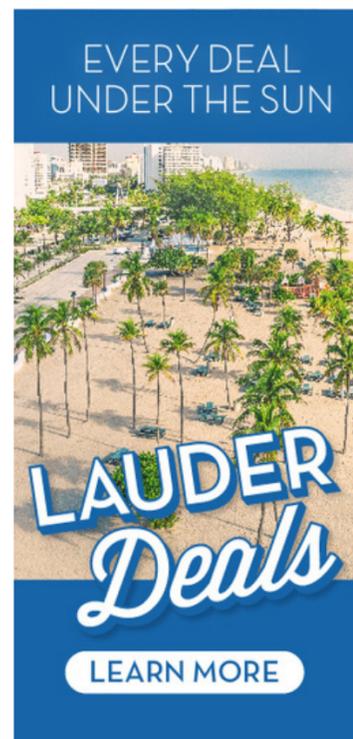


Campaign Concept

Continuing on last year's LauderDeals name recognition and expanding on offer categories, the campaign will support Visit Lauderdale's new branding with simple offer messaging and strong CTA.

PARTNER SURVEY TESTIMONIAL HIGHLIGHTS

- "Great way to stimulate business for yourself and the whole area."
- "Free promotion through CVB. Great results. The promotion works!"
- "The advertising helps not only the individual business, but the City they are in also gains exposure, which benefits the County."
- "Our destination needs to promote "deals" right now more than ever."





Why Participate?

BENEFITS INCLUDE:

- Advertising campaign drives consumers to the LauderDeals web pages where your free deals listing is displayed.
- Public relations campaign focused on generating high impact stories in major media outlets.
- Targeted social media campaign.
- Inclusion in consumer e-newsletter to CVB opted-in database.
- Dedicated listing on sunny.org.
- Direct link to your website.



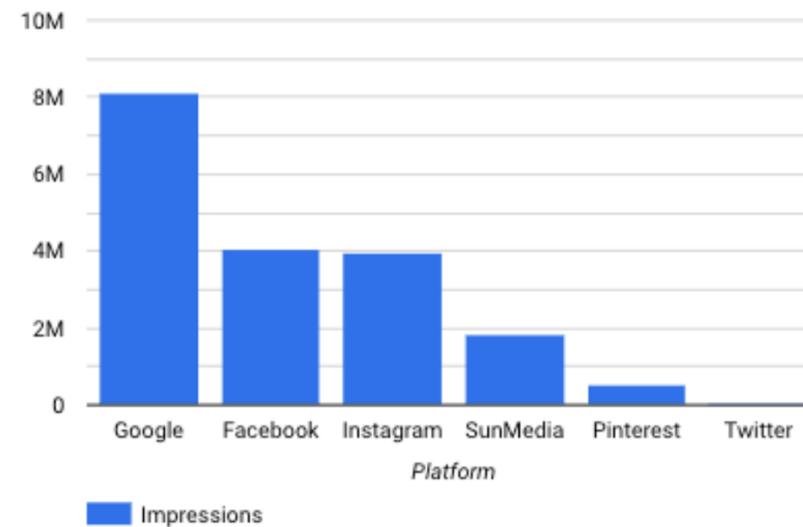
2020 Campaign Performance

The 2020 campaign garnered:

- Over 18.5 M campaign impressions with 100K+ campaign pageviews
- More than 115 social media posts with emphasis on LauderDeals businesses that had taken the Safe + Clean pledge
- LauderDeals featured on Instagram and Facebook Stories resulted in 110K+ impressions, and additional exposure through social media influencer visits
- Secured 50-plus articles with notable hits including: MSN.com, Yahoo.com, Tampa Bay Parenting, ABC Action News Tampa, Sun Sentinel, Miami New Times, Travel Weekly, Patch.com and more.

2020 Campaign Performance

- 18.5 million impressions
- 144k clicks to sunny.org



Impressions
18.5M

Clicks
144.6K

Spend*
\$78K

Audience ▾

Platform ▾

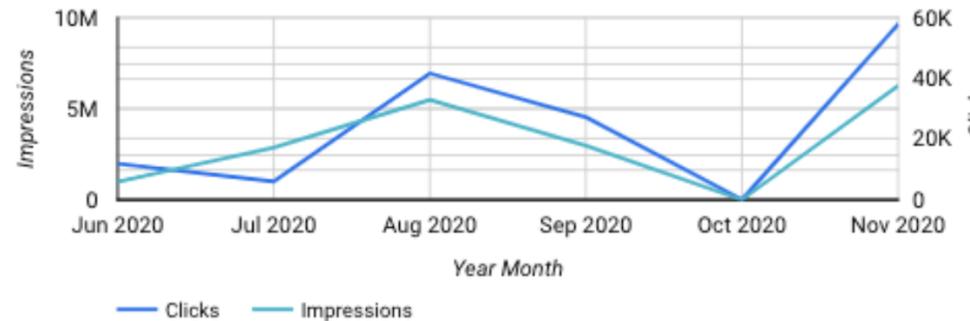
Category ▾

Campaign: LauderDeals (1) ▾

Goal ▾



Leisure



ROI

eCPC
\$0.54

eCPM
\$4.22

eCTR
0.78%

	Platform	Impressions..	Clicks	Spend	rCPC	rCTR
1.	Google	8,099,187	62,379	\$17,427	\$0.28	0.77%
2.	Facebook	4,066,282	45,897	\$20,560	\$0.45	1.13%
3.	Instagram	3,970,098	27,281	\$20,348	\$0.75	0.69%
4.	SunMedia	1,826,160	-	\$17,000	-	-
5.	Pinterest	552,912	8,911	\$2,872	\$0.32	1.61%
6.	Twitter	27,864	120	\$58	\$0.48	0.43%

	Leisure Paid	Niche/LGBT+/MC	Meetings Paid
Video	Video Completes No data	Impressions 18.5M	Impressions No data
Email	Email Opens No data	Clicks 144.6K	Clicks No data
		Spend \$78,265	Spend No data

Safe + Clean Update

970+ BUSINESSES HAVE
TAKEN PLEDGE

- Being recognized as a safe and clean destination is one of the most important factors for travelers when planning a visit.
- Please take the Safe + Clean Pledge and incorporate sanitation practices into your business



Our New Brand

BRAND DEFINITION

We're letting the world know that time spent here is a chance to refresh and recharge, while exploring the opportunity to meet new people and try something unexpected—all while providing a safe and inspiring experience.

People from over 170 countries, speaking more than 147 languages call Broward County home. They are our welcoming committee into distinctive neighborhoods that are alive with culture, flavors and activities.

POSITIONING STATEMENT

From 23 miles of beaches in the east, to the Florida Everglades in the west, we are a diverse and inclusive community that's 31 municipalities strong. Together with civic leaders, partners and residents, we're working for the common good.

With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, we are the heart of South Florida.



BRAND PROMISE

Featuring a diverse community that is truly greater together, here we welcome everyone under the sun.

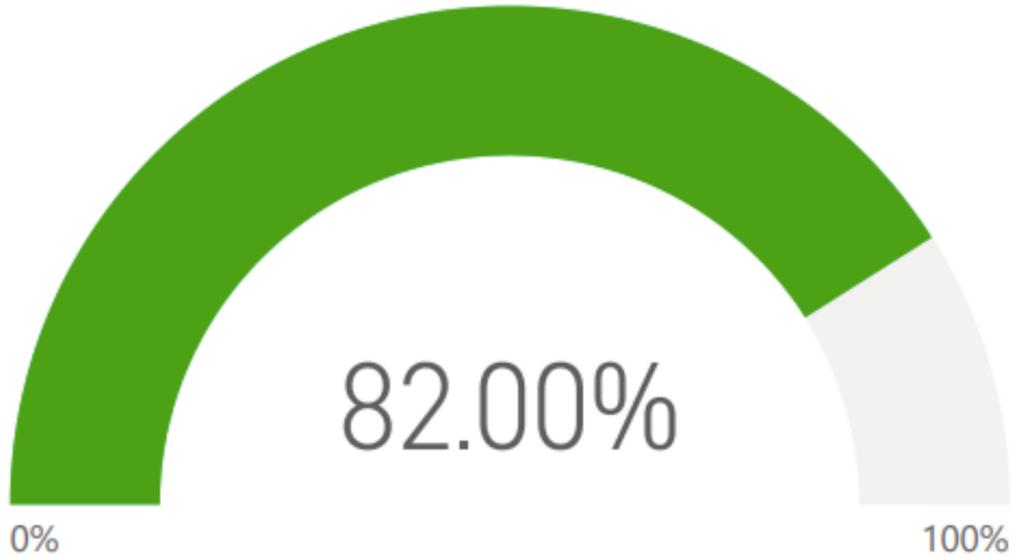
TAGLINE RATIONALE: EVERYONE UNDER THE SUN

As a destination synonymous with bright, sunny days, and renowned for an inclusive and welcoming atmosphere, "Everyone Under the Sun" is a tagline that encompasses our diverse community of visitors and residents as well as our picturesque, beautiful weather. Represented in our website URL (sunny.org), logo design, and previous messaging, the sun is an integral part of Visit Lauderdale's identity. This is a warm and welcoming destination where all kinds of people from around the world can enjoy bright, sunny days with a plethora of activities throughout our 31 diverse communities.

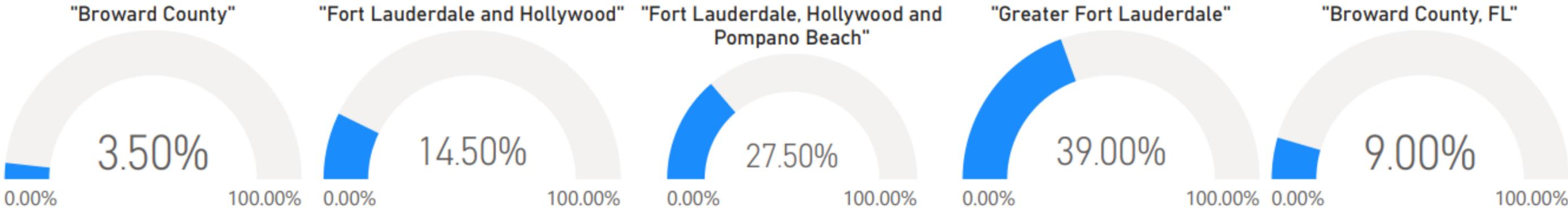
Brand Name Evaluation

CONSUMER INSIGHTS

"Visit Lauderdale" is a good name



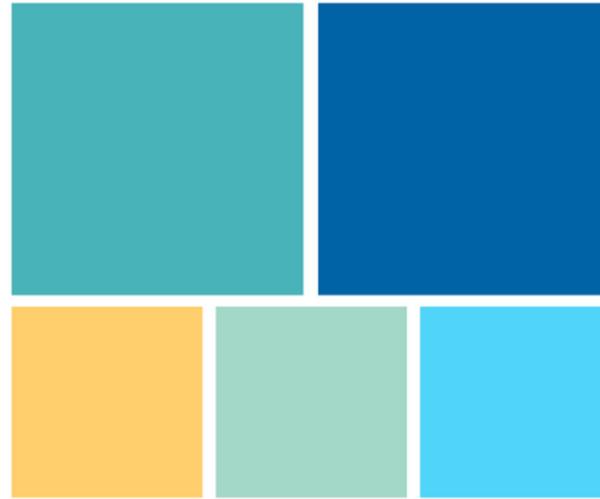
Are any of the following a MORE appropriate name for the purpose of attracting tourists?



Brand Elements

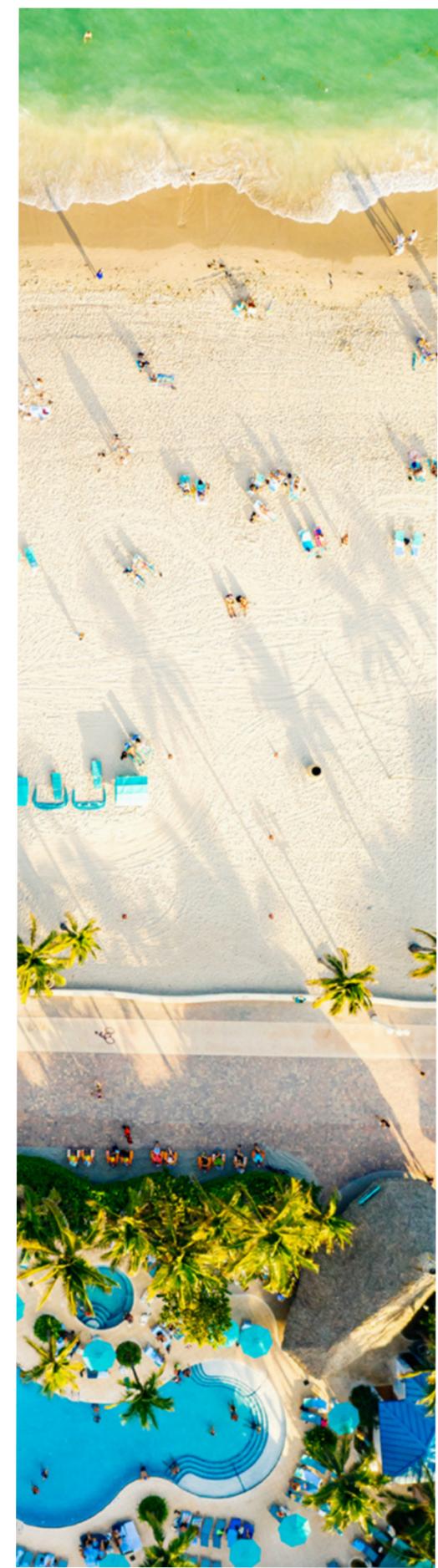
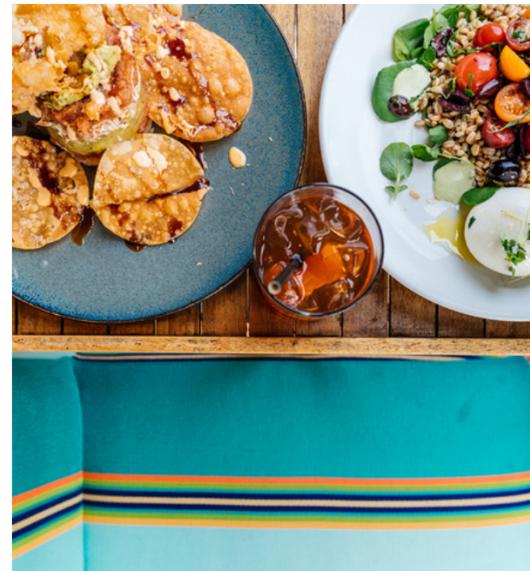
COLOR PALETTE

Inspired by the sea and our surroundings, our color palette includes multiple cool, ocean hues paired with a warm contrasting yellow for a bright and clean balance.



PHOTOGRAPHY + VIDEO

Our photography should move and inspire the viewer. Visual drama and a sense of warmth is important. Sharp high- and low-angles, first-person perspectives, subtle sun flares, and capturing the natural, authentic experience should be the goal when showcasing our destination.



Brand Personality

The following traits are synonymous with the destination, and will help express the brand's personality.

COMMUNITY-DRIVEN

We support and foster relationships with local businesses and leaders, while finding new opportunities for innovation and collaboration.

DIVERSE & INCLUSIVE

Diversity is in our DNA. We welcome everyone under the sun with open hearts.

INVIGORATING & INVITING

We bring a fresh perspective to typical vacations. We surprise visitors with new ways to relax and recharge, while remaining uncomplicated.

PROGRESSIVE & PROVOCATIVE

We are advocates of growth and change. We stay curious. We seek out the unexpected and encourage residents and visitors to do the same.

COSMOPOLITAN

We are an emerging, dynamic and international destination – evolving every day.

LauderDeals Coop Options

GOOGLE
DISPLAY



PAID
SOCIAL



DIRECT



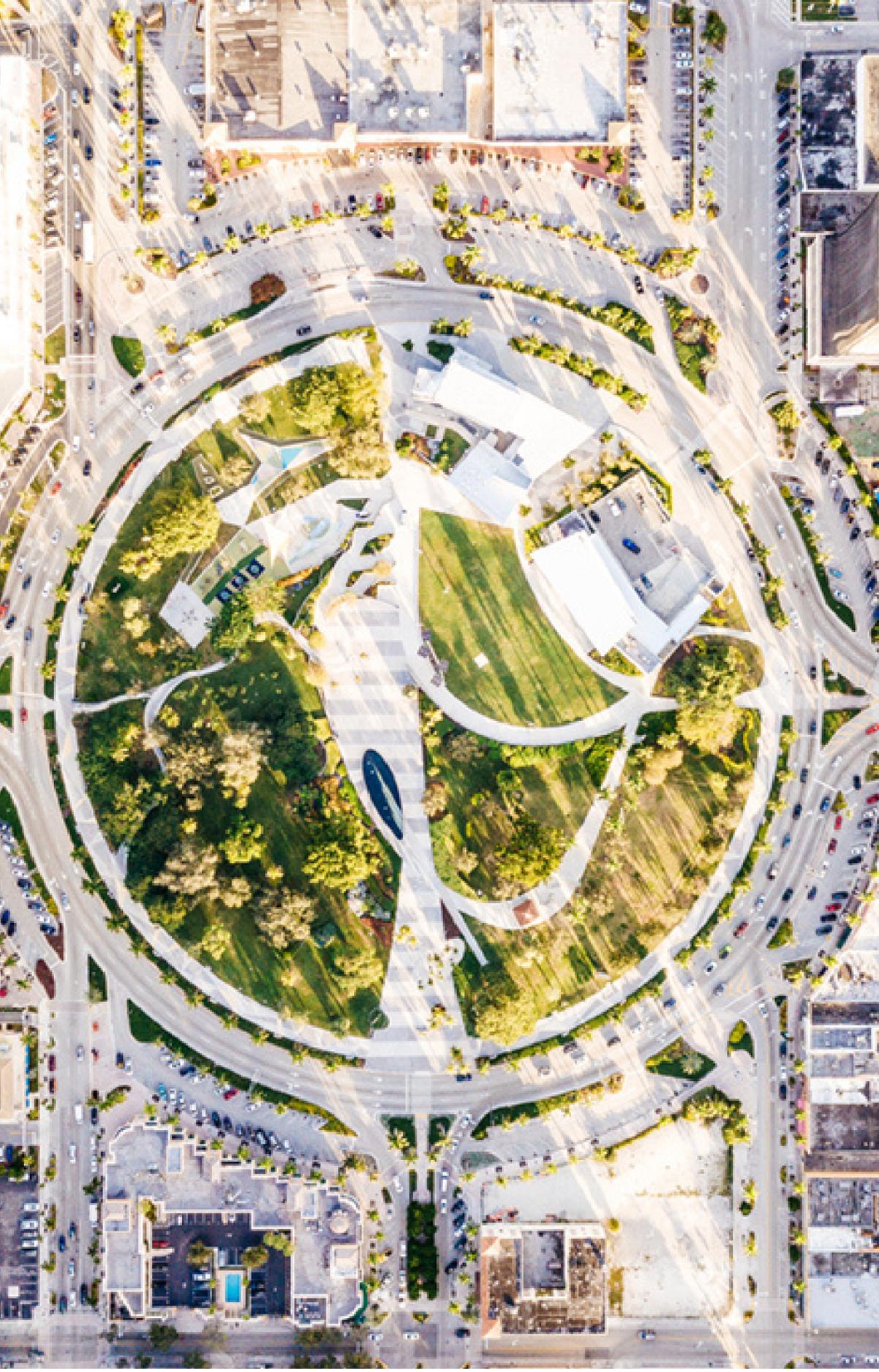
PROGRAMMATIC



VIDEO
PRE-ROLL



*Sales open April 8th, 2021



Submit your offers at:
<https://www.sunny.org/partners/lauderdeals/sign-up/>

For questions, contact Johana Davila
JOHDAVILA@broward.org
954.767.2460

thank you!

