

Spring Campaign 2025

The Sarasota Keys are Calling...



VISIT
Sarasota
beaches and beyond

Objectives

- Promote the Keys as a vibrant, open-for-business destination, highlighting the stunning beauty and unique experiences awaiting travelers.
- Boost reach and impact by targeting travelers based on their locations and behaviors.
- Strengthen brand awareness for Visit Sarasota, showcasing it as a welcoming destination where visitors can truly feel at ease.



Audience

Leisure:

- Travel Intenders with geographic, contextual and behavioral overlays
- Behavioral Attributes such as Outdoors/Nature, Beach, Foodies, Arts/Culture, Family, Weekend Getaway, Empty Nesters, and Luxury

Markets

- Drive Markets: Atlanta, Tampa/St. Pete, Orlando/Daytona/Melbourne, Miami/Ft. Lauderdale, Fort Myers/Naples
- Fly Markets: Boston, New York, Chicago, Philadelphia, Columbus, Baltimore, Indianapolis, Pittsburgh, Cleveland, Detroit, Washington, D.C., Hartford/New Haven



Tactics

Leveraged tactics and channels that can both inspire the audience and lead them through the path of conversion.

- Facebook / Instagram: Traffic Campaign showcasing the Sarasota Keys welcoming visitors and driving web traffic
- Programmatic: Native, Display and OLV (online video):
Taps into data and supply partners with the ability to layer on multiple data partners and control the quality of traffic

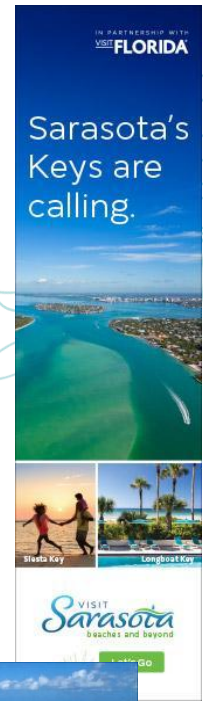
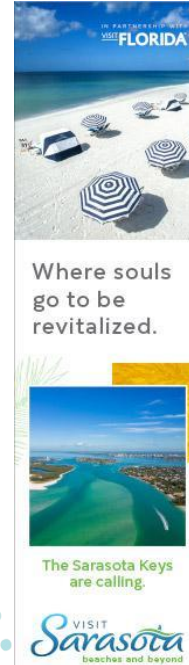
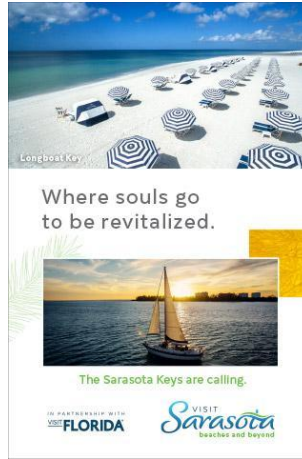


Display Media Performance

from 3/13 to 4/30*

- Impressions: 5,235,799
- Clicks: 3,942
- CTR: 0.08% (goal of 0.08%)
- Conversions: 24,042
- Cost/Conversion: \$1.14 (goal of \$5)

Animated banners

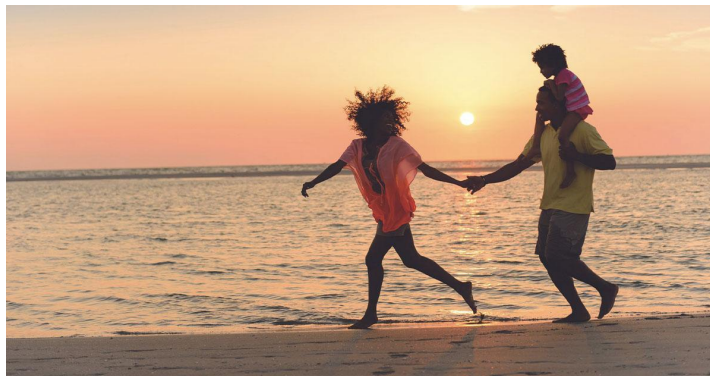


*We launched this campaign with a rolling start, beginning with social media as we developed new messaging and creatives around "The Keys are Calling." The rest of the tactics followed, incorporating the new messaging and visuals as they were finalized.

Native Media Performance

*from 3/13 to 4/30**

- Impressions: 4,620,699
- Clicks: 6,067
- CTR: 0.13% (goal of 0.08%)
- Conversions: 32,513
- Cost/Conversion: \$1.15 (goal of \$5)



Headline: Visit Sarasota's Keys

Body: Explore Sarasota's many Gulf islands for unparalleled beaches, water sports and memories.

Brand Name: Visit Sarasota



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Online Video Media Performance

from 3/7 to 4/30*

- Video Plays: 1,536,147
- Video Completions: 1,290,452
- Video Completion Rate: 84.01%
(goal of 75%)



Back home in L.A. for the first time in years, I was determined to meet up with one of my oldest friends, Wendy, who lives in Bellflower. Wendy's a planner. When I told her earlier that week that I wanted to hang, she rounded up the troops—our closest friends and their spouses—and prepared by making a few grocery stops to pick up ingredients for a casual carne asada in her backyard.



Her husband, Fred, was in charge of the drinks. He lined the rim of an icy mug with chamoy and a dusting of Tajin before filling it with Clamato juice, followed by Worcestershire sauce and Tapatio hot sauce, and finishing it off with Modelo. The Michelada transports me to lazy Sundays in the San Fernando Valley, where I grew up, punctuated by shrimp cocktails loaded with avocado, as Juanes, Café Tacuba or merengue hums in the background, a mix of spice and savory, citrus and sweet. If only, I thought, someone would package this experience, complete with all the necessary trappings that make it feel so appealingly bespoke—the perfect way to get the party started.



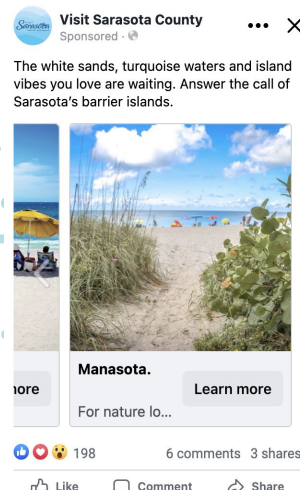
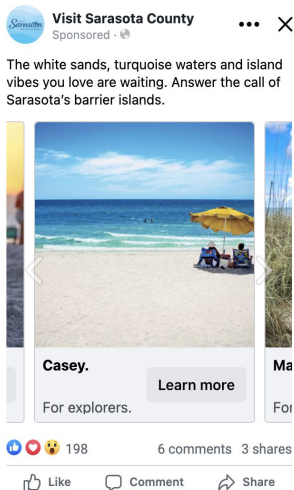
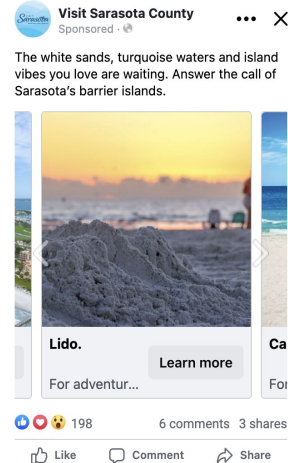
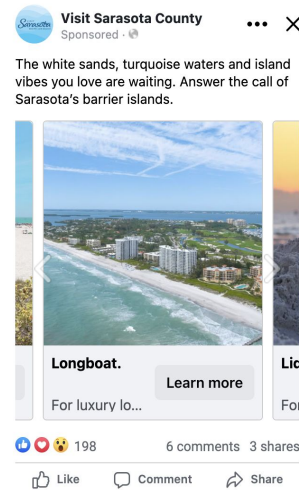
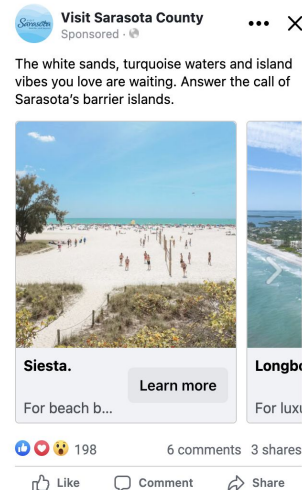
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Social Media Performance

from 2/1 to 4/30*

- Top performing creative: **The Spring Carousel** was the top performing spring creative in our prospecting campaign with the most landing page views at the lowest cost.
- Prospecting Spring Creative Metrics (not including our evergreen ad set):
 - 21,202 total LPVs
 - CPLV: \$0.35
 - Landing Rate: 1.99%
 - CTR: 2.14%

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Thank You



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