

2012-2013 MARKETING APPROACH

FUELING THE MOMENTUM



ST. PETERSBURG
CLEARWATER

2012-2013 Core Strategies

- Strengthen the Brand
- Integration
- Content In Context
- Take Personal Approach
- Increasing First-time Visitation
- Fuel Advocacy through Past Visitors
- Create Industry Value by Doing What They Cannot Do For Itself
- Innovation



Do What The Industry Can't Do On Its Own

- Create integrated county-wide **branded programs**, platforms and **co-operative opportunities**
- Grow brand loyalty via **social and emerging media**
- Work with area airports to support **new air service**
- Provide tourism information and county-wide **research**
- Provide industry **leadership, support, education** and **professional development**
- **Protect and preserve** our area's vital tourism assets
- Serve as your **link during** a time of **crisis**
- **Communicate the value of tourism** for Pinellas County to government, business and community leaders



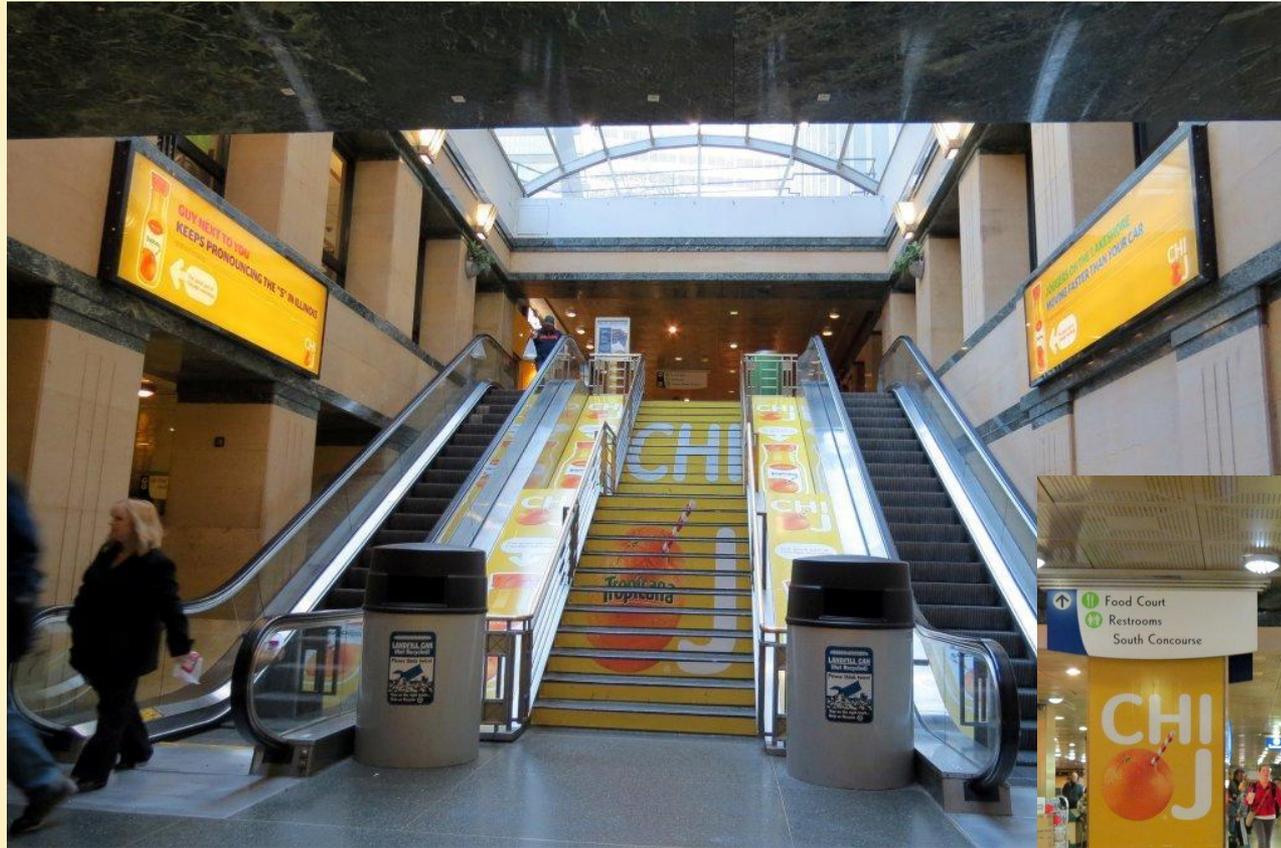
A silhouette of a person from behind, holding a surfboard under their arm, standing on a beach at sunset. The sky is a warm, golden yellow, and the ocean is visible in the distance. The text 'INNOVATION FUELS NEW PROGRAMS' is overlaid in large, white, sans-serif capital letters.

INNOVATION FUELS NEW PROGRAMS



ST. PETERSBURG
CLEARWATER

Chicago: Union Station Domination



Chicago: Union Station Domination



New York City: Branded “S” Train Times Square to Grand Central



ST.PETERSBURG
CLEARWATER

New York City: Branded “S” Train Times Square to Grand Central



ST.PETERSBURG
CLEARWATER

Manhattan: In-Train Advertising



ST.PETERSBURG
CLEARWATER

Manhattan: Subway Billboards



ST.PETERSBURG
CLEARWATER

NEW YORK'S GOT NOTHING ON
**OUR SKY
SCRAPERS.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



ST.PETERSBURG
CLEARWATER

**GET OFF
THE ISLAND.**
GET ON THE BEACH.

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



ST.PETERSBURG
CLEARWATER

**WHITE SAND
JUST THE THING**
FOR WINTER BLUES.

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



ST.PETERSBURG
CLEARWATER

**THAW OUT AND
CHILL OUT**
AT THE SAME TIME.

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com



ST.PETERSBURG
CLEARWATER

**EMPIRE STATE,
PUT YOURSELF IN
A WARMER STATE.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com

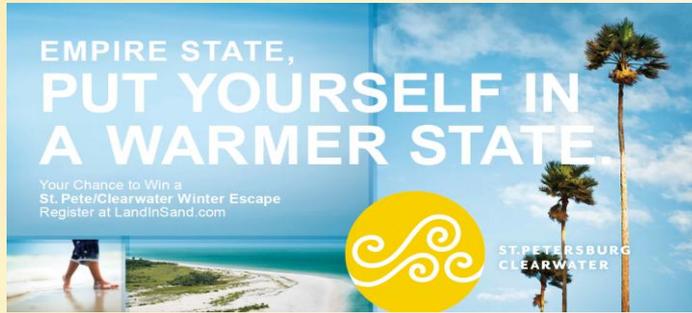


ST.PETERSBURG
CLEARWATER

**A GREAT GETAWAY?
YOU'RE GETTING
WARMER.**

Your Chance to Win a
St. Pete/Clearwater Winter Escape
Register at LandInSand.com

Manhattan: Urban Panels



New York Suburb: Commuter Trains



Manhattan Urban Panels



Manhattan: Double-Decker Buses



459,213,000

MEDIA IMPRESSIONS



ST.PETERSBURG
CLEARWATER



BVK: PROMOTIONS, MARKETING AND AD CAMPAIGNS



ST. PETERSBURG
CLEARWATER

Emeril's Florida

COOKINGSM
CHANNEL



ST. PETERSBURG
CLEARWATER

1-800-ASK GARY Amphitheater: The Beach Deck



1-800 ASK-GARY
AMPHITHEATRE

AT THE FLORIDA STATE FAIRGROUNDS



**ST. PETERSBURG
CLEARWATER**



MILES MEDIA: TECH VENDOR, WEBSITE, MOBILE, DIGITAL



ST.PETERSBURG
CLEARWATER

Visit St.Pete/Clearwater's User Experience

INSPIRATION PANEL

This gateway panel features multi-dimensional navigation that links to targeted pages where users can select their own fully customized emotion-and activity-inspired content experience. The content – fully customized for each combination of travel style and activity – is served based on CMS tagging, delivering a dynamic and personalized experience for each user.

The screenshot displays the website's navigation and main content area. At the top left is the logo for St. Petersburg Clearwater, featuring a stylized wave icon and the text "ST. PETERSBURG CLEARWATER". To the right of the logo are links for "My St. Petersburg/Clearwater", "eNewsletter Sign-Up", and "Order a Free Guide". Below these are social media icons for Facebook, Twitter, YouTube, and Pinterest, along with a search bar labeled "search site". A horizontal menu contains the following categories: "HOTELS & RENTALS", "DEALS", "EVENTS", "VACATION IDEAS", "COMMUNITIES", "MAPS & PLANNING", and "BEACH INFO". The main content area features a large background image of a tropical beach with turquoise water and white sand. Overlaid on this image is the text "Choose Your Inspiration." in a large, white, sans-serif font. Below this text is the question "What kind of vacation do you want?" and a grid of seven colored buttons representing different vacation styles: "RELAXED" (teal), "FUN" (orange), "ROMANTIC" (teal), "REFINED" (orange), "LIVELY" (teal), "PLAYFUL" (orange), and "ADVENTUROUS" (orange). In the bottom right corner, there is a small compass icon and the text "Where is this?".

Visit St.Pete/Clearwater's User Experience

SMART CONTENT CONCEPT FOR VISITOR FROM KEY TARGET MARKET

In our example below, the user experience and home page visuals are customized to appeal to a long-haul visitor from a key target market – in this case, a cold climate. The emphasis is on inspiration through images and interactions.



First-time site visitor sees Inspiration Panel that grabs attention with iconic destination imagery and an opportunity to tailor site experience to personal travel style.



Based on IP address, the "What's Now" area adapts to highlight a campaign specifically designed for users from a specific target market.



Highlighted content drives home the many beach and outdoor activities available year 'round in St. Pete/Clearwater.



Deals component has specific messaging for escaping the winter weather.

Visit St.Pete/Clearwater's User Experience

EXPLORE COMMUNITIES PAGE

This page acts as a gateway for visitors to learn more about each of St. Pete/Clearwater's distinct communities. Users have the freedom to interact with the content in several ways. New elements such as Community Contributors are also integrated here. *The map layer in this comp is for placement only. We will create a new illustrated map for this page.*



Community Pages

This interactive slider gives users the option of going directly to the tag page for a specific community. Much more than a basic overview, each tag page aggregates a variety of rich content about that community, from articles and videos to photo essays and maps to updates from Community Contributors.



On mouse over, the user is presented with two options for exploring the selected community: via a zoomed-in, interactive Google map, or by viewing a Community Slideshow and Overview.



If the visitor clicks on "Photo View," an interactive lightbox will appear with a brief, engaging copy overview and photo tour. The user can also ask a question, or click through to that community's tag page.



If the user clicks on "Map View," the interactive Google map will open with listings automatically plotted for that community. The user can view a preview of the listing, with the option of clicking through to the full listing profile.



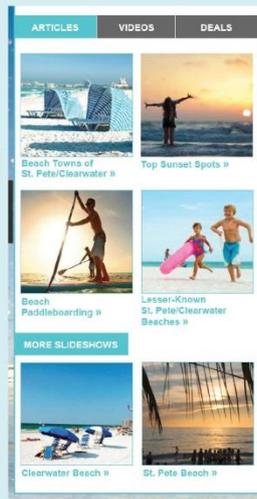
Community Contributors Blog

Community Contributors share their valuable, intimate knowledge of the city or town in which they live with users. Within the framework of each community tag page, they offer firsthand, experiential knowledge of the destination through answering questions and posting regular updates on a variety of topics from upcoming events to creative trip ideas.

Visit St.Pete/Clearwater's User Experience

PHOTO ESSAYS

Research shows that consumers are increasingly spending time interacting with photographic elements online. Beautiful, powerful images immediately convey that the destination is worth exploring. With its breathtaking scenery, St. Pete/Clearwater's story can be told in highly visual, emotional ways through this new site element.



Site visitors can explore and be inspired through a clickable carousel of beautiful images, all captioned to provide that essential call-to-action.

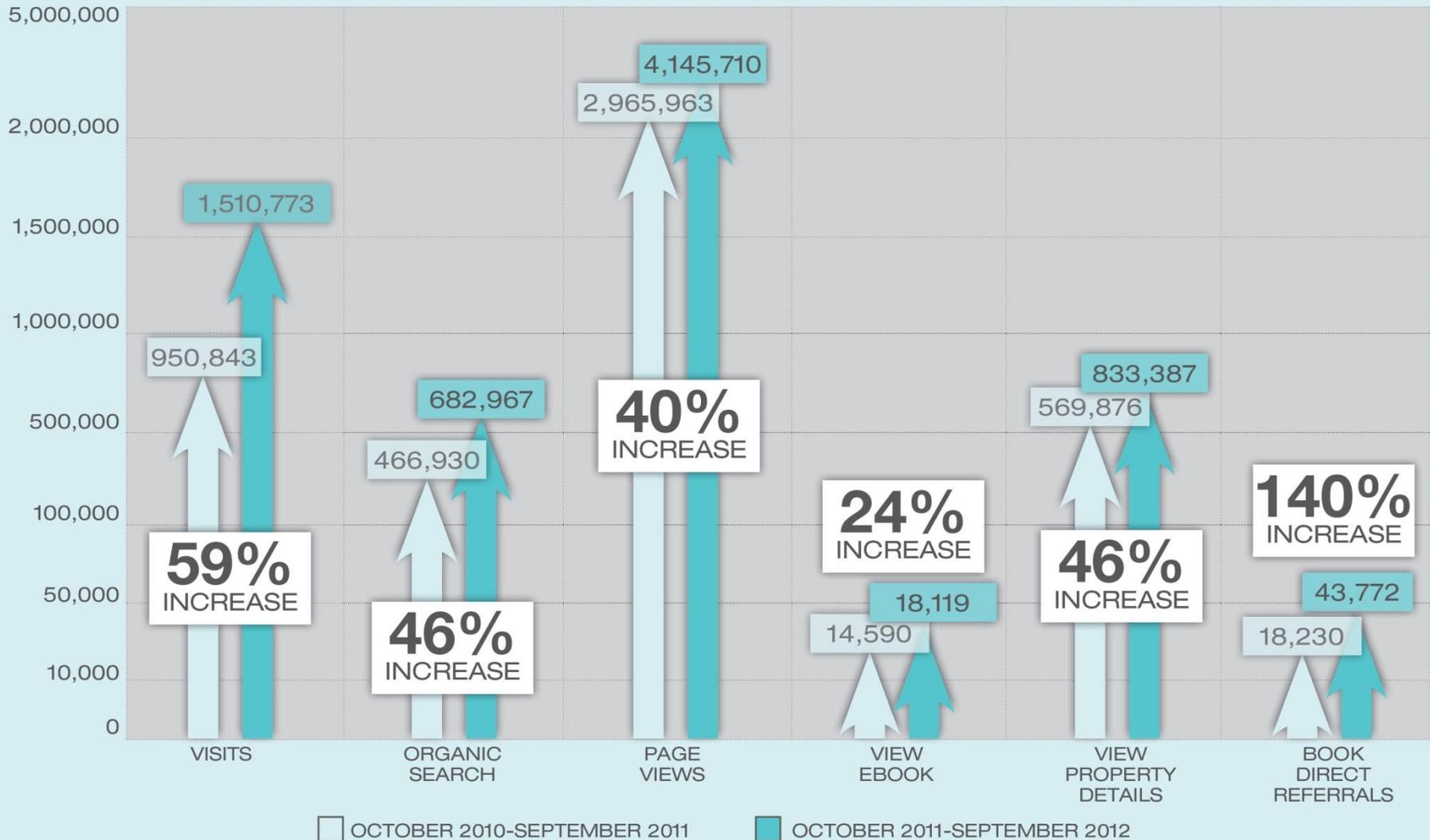
The Photo Essay page also provides easy access to related content, including articles, deals and more slideshows – all to encourage deeper exploration of the site's content and St. Pete/Clearwater's message.



Users can click on "Show Map" to see the geographic location of each image in the slideshow, plotted on an interactive map. The map could also plot relevant listings.

Visit St.Pete/Clearwater's Web Statistics

2012 REVIEW



A man and a woman are standing on surfboards in the ocean at sunset. The man in the foreground is wearing sunglasses and patterned shorts, holding a long paddle. The woman in the background is also on a surfboard, holding a shorter paddle. The sky is a warm, golden yellow, and the water is dark with some whitecaps. The overall mood is serene and active.

NEW DESTINATION TOOLS



ST. PETERSBURG
CLEARWATER

Vacation Cycle



DAWN OF A NEW ERA IN DESTINATION PUBLICATIONS



ST. PETERSBURG
CLEARWATER

Tampa Bay Times

tampabay.com



ST. PETERSBURG
CLEARWATER

A photograph of three women running on a beach at sunset. The women are silhouetted against the bright sun, which is low on the horizon. The sky is a deep blue with scattered white clouds. The ocean waves are breaking on the shore, and a pier is visible in the distance. The overall mood is energetic and joyful.

destinations

**CELEBRATING THE BEST OF THE
ST. PETERSBURG/CLEARWATER AREA**



our focus

Attract domestic and international visitors to our sandy white beaches, crystal blue shores and family-friendly entertainment districts.



ST.PETERSBURG
CLEARWATER



our audience

13,784,900

VISITORS

\$3,657,003,300

EXPENDITURES



ST.PETERSBURG
CLEARWATER

The background of the slide is a photograph of an outdoor restaurant patio. In the foreground, there are several large, dark brown patio umbrellas. In the middle ground, there are red patio umbrellas. In the background, there is a white building with a red roof and palm trees under a clear blue sky. A semi-transparent white box is overlaid on the right side of the image, containing text.

our distribution

January 2013

275,000 magazines



ST.PETERSBURG
CLEARWATER

our magazine

FOR ME IT BEGAN EARLY, WITH MY MOTHER LETTING HER TODDLER

KICK AT THE WAVES.

WHEN I WAS 7, MY DAD, A LONG-DISTANCE SWIMMER, LET ME HOLD ONTO HIS TRUNKS AS HE FREESTYLED THE MILE BETWEEN HALLOVER AND SUNNY ISLE PIERS IN MIAMI. HE WORE GOGGLES, I BREATHED THROUGH A SNORKEL, AND LOOKED WITH WONDER THROUGH MY MASK AT POMPADOUR, SNAPPER, MULLET AND THE OCCASIONAL TARPON. ...



Clockwise from top left: Boaters zip through the water between Pass-a-Grille and Fort De Soto Park. A lifeguard is on top for air while searching for crabs and shells along the jetties at Pass-a-Grille in St. Pete Beach. Palm trees and beach family makes the long trek through wide swaths of sand on Clearwater Beach to reach the gulf. According to the "Clean Beach on the Gulf of Mexico" since 1999, Fort De Soto Park was named the best beach in the United States in 2005.



Top: Surfboards are lined up for sale at Sunset Surf Shop in Treasure Island. A lifeguard searches along the wide walkway at Clearwater Beach in night clothes in. At right: Children play in the sand near Fort De Soto State Park's Clearwater Beach after sunset.

PHOTOS BY JEFF ALLENBERGER

ON A FLORIDA BEACH, OF COURSE.

... IN THE DISTANCE, I SAW THE GLOW OF CAPE CANAVERAL, WHERE ELSE CAN YOU SEE THE SPACE AGE AND THE AGE OF DINOSAURS AT THE SAME PLACE?

* Bill Kriegerberg's latest book of essays, *Waves in the Canal of Algebras*, is now out in paperback.

WE HAVE SAND IN OUR SHOES. IT IS ALSO IN OUR BATHING SUITS AND IN OUR HAIR, OKAY? WE LIVE IN FLORIDA.

LIVING IN TAMPA BAY, THE BEACH IS AN IMPORTANT PART OF OUR CULTURE. AS CHILDREN, WE PLAY WITH BALLS AND SHOVELS. AS TEENS, AS WE BAKE IN THE SUN, WE KEEP OUR EYES OPEN FOR SOMEONE OF THE OPPOSITE SEX WHO MIGHT LIKE US BACK. AS ADULTS, WE TAKE OUR CHILDREN AND OUR OUT-OF-TOWN VISITORS TO SEE THE BEACH.



ESSAY BY JEFF ALLENBERGER
PHOTOGRAPHY BY CHRIS THIELAND



SAND, MOONLIGHT AND MAGIC



So Ring, 'tween the sand & digging for sand treasures, the Clearwater. All of these things remind us why we live here.



ST. PETERSBURG
CLEARWATER

our team

The award-winning writers and designers of the *Tampa Bay Times* and Bay magazine

- FNAME – 2010, 2011, 2012, best cover design, best section
- Society of News Design – honored for photography, magazine design, and overall magazine presentation
- Society of Publication Design – best cover design
- National Press Photography Association – honored for photography



ST. PETERSBURG
CLEARWATER

our advertising

Dedicated sales team
led by Kelly Spamer,
National/Majors Advertising
Manager

Deadline: November 30
Rates: Unchanged



**ST.PETERSBURG
CLEARWATER**



**ST.PETERSBURG
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VisitStPeteClearwater.com

Tampa Bay Times
tampabay.com



ST. PETERSBURG
CLEARWATER

International Plaza
AND BAY STREET
ICONIC. INSPIRED. IRRESISTIBLE.



THANK YOU!



ST. PETERSBURG
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