

Case Studies

Anna Maria Island + Longboat Key

PRINT + CUSTOM + TV/VIDEO

OBJECTIVE Increase awareness for Manatee County's beautiful beaches, gourmet dining and fun family activities.

EXECUTION 4-page advertorial section in Jan/Feb issue, full-page co-op, contest and eNewsletters.

RESULT Over 10,000 contest entries, 64% click through rate on the custom email.



Fontainebleau

PRINT + CUSTOM + ONLINE

OBJECTIVE Increase brand awareness and increase bookings.

EXECUTION 1 week ROS roadblock on floridatravellife.com and full-page insertions in all six issues.

RESULT The roadblock successfully increased bookings and the Fontainebleau Miami Beach leading to a larger online and print campaign that includes a ROS roadblock each month, custom eBlasts, eNewsletter inclusions and full-page print ads in each issue.

FONTAINEBLEAU



Pevonia Botanica

PRINT + CUSTOM + ONLINE

OBJECTIVE To increase awareness of Pevonia products to affluent consumers, increase traffic to spas carrying Pevonia products and increase eCommerce on pevonia.com.

EXECUTION Full-page display ads 6x per year, eNewsletters, custom eBlasts and a contest.

RESULT Over 23,000 contest entries, increased sales and traffic to pevonia.com.

pevonia® Botanica

