




*A Different Kind of Magic* Campaign  
Supplemental Report

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*This is a supplemental report for the “A Different Kind of Magic” Campaign for Visit Orlando. This report will further explain aspects of the slide presentation that were not included for the sake of brevity. I have included all sections from the final project requirements in this report.*

## Key Research Findings:

- According to research compiled by Visit Orlando, visitation to the area has increased 55% since 2009 and visitor spending has increased 75% (Source: [Tourism's Positive Impact Continues to Grow](#)).
- In 2017, Orlando had a record number of 65.86 million U.S. visitors. Visitors from international locations also remained strong with 6.15 million visitors, making Orlando the top destination for these travelers (Source: [A New Record for U.S. Travel- Orlando First to Surpass 70 Million Annual Visitors](#)).
- Visitor attendance is at its highest in Spring and lowest in the fall (Source: [2016-2017 Visit Florida Marketing Plan](#)).
- In 2015, the average domestic visitor to Florida was 48.2 years of age and the largest portion of domestic visitors is 35-54 (42%). The primary reason for a visit to Florida is for leisure (Source: [2016-2017 Visit Florida Marketing Plan](#)).

## Barrier:

- Florida under performs with the 18-34 age group (Source: [2016-2017 Visit Florida Marketing Plan](#)). This is the target audience for the campaign.

## Communications Task:

Our communication task behind our strategy is to break down the perception that an Orlando vacation only revolves around theme parks and is an expensive expenditure. We want to showcase that the area is an affordable destination for our younger demographic.

## Campaign Goal:


To increase tourism to Orlando and remain the top vacation destination in Florida and become the top destination in the United States for domestic travelers.

## Campaign Objective:

Increase the number of visitors to Orlando by 30% for adults 18-34 by September 30, 2019 measured through hotel and resort reservations.

## Campaign Strategy:

Develop a social media campaign that highlights the magical places the Orlando area has to offer visitors of all ages.





## Campaign Tactics:

- Post engaging and creative content on all social media platforms highlighting the Orlando area.
- Work with area resorts and attractions to do cross-promotional posts.
- Invite past visitors to share photos and videos to be shared on the Visit Orlando social media platforms (#DifferentKindOfMagic)
- Work with influencers, businesses, and local Orlando residents to showcase different attractions across Orlando.
- Host Snapchat takeovers with influencers and visitors to increase excitement.

## KPIs:

To measure our campaign effectiveness, our primary KPI is measuring conversions from social media posts to bookings. We will measure the sales revenue and revenue conversion rates. Our secondary KPI is measuring engagement through the number of likes, shares, and comments our posts receive and the number of user generated posts that are shared with us.

## Voice/ Aesthetic:

The *A Different Kind of Magic* campaign covers a distinct audience and our tone needs to reflect this. The we are/ we are not strategy helped to develop our campaign voice:

We are... **exciting**.

We are not... **uncontrolled**.

We are... **laid back**.

We are not... **sloppy**.


We are... **sophisticated**.

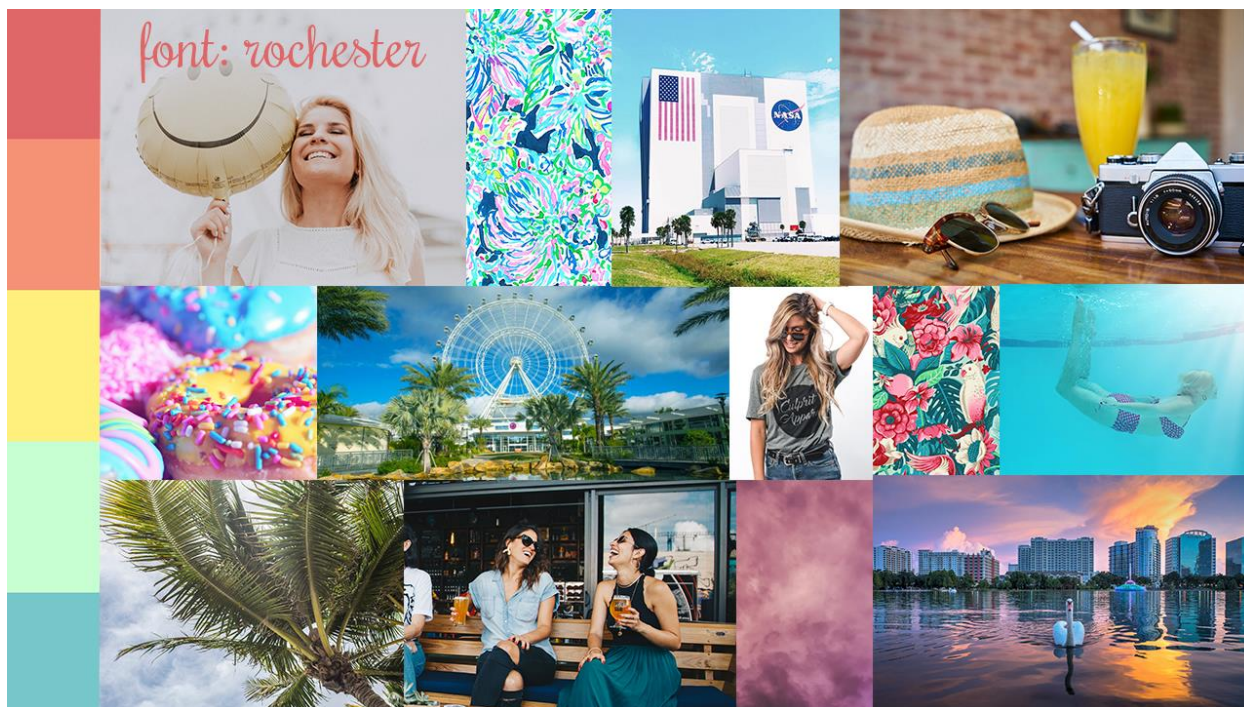
We are not... **stuffy**.

Our voice is fun and inviting but not cheesy and completely over the top. We also want to show that the Orlando area is sophisticated and has some great upscale activities to do in the area.

The overall aesthetic for our campaign is airy, light, and cheerful with whimsical elements that still have a level of sophistication.

**Mood Board:** The inspiration behind the mood board was to showcase the fun activities around Orlando. I chose bright and vibrant colors that have a little nod to the “stereotypical” colors people associate with Florida. Overall the campaign is happy and joyful, while remaining informative.





## Social Media Platforms:

- Instagram
- Facebook
- Snapchat: Specifically, for the 18-25-year-old age range.

## Platform Bio:


*Bio for Instagram:*

- 🌟 Your official guide for Orlando!
- ✉ Have a question? Send us a DM. We are happy to help!
- 📷 Share your photos with us using #visitorlando!

## Content Themes:

### Hero:

The main hero piece for this campaign is a long-form video. The idea behind the video is to encourage younger travelers (18-35) to visit Orlando, especially first-time visitors. The video will highlight Sarah and Jeremy, a young couple, (around 24-25 years old) who have never been to Orlando before and are planning their first trip. The beginning of the video will highlight a little bit of their planning process before Visit Orlando surprises them with some magical upgrades for their trip, including a horse drawn carriage ride in Downtown, a special dinner at a 5-star restaurant, and a suite at one of



the best hotels in Orlando. The video will follow the couple on their trip as they experience these upgrades and all the area attractions the Orlando area has to offer. The video will showcase these attractions and their reactions. At the end of the video Jeremy has a magical surprise of his own when he proposes to Sarah at Lake Eola.

The video will be fun, exciting, cheerful, and even a little emotional. We will ensure the video falls in line with the overall aesthetics of the campaign with bright and airy colors and music. The video will be posted to YouTube and distributed on Facebook with teaser clips on Instagram Stories and Snapchat.

### **Hub:**


There are three main hub content pieces we will strategically distribute throughout the duration of the campaign.

#### *Weekly Blog Post Series- Beyond the Theme Parks (#beyondparks)*

*Beyond the Theme Parks* will be a weekly blog series that will highlight and discuss all the different area attractions in the Orlando area. The series will cover one attraction a week beginning with the airport as it is a destination in and of itself! Attractions will include local parks, restaurants, museums, sports arenas, shopping centers, and more. Each blog post will introduce the attraction, provide some highlights and planning tips, location, and photos. The posts are designed to inspire people to look outside of the box as they plan their Orlando vacation and, overtime, can be grouped together into different travel guides for the Visit Orlando website. We would drive traffic to these posts via Facebook and Instagram Stories/ highlights (we will provide links to our travel guides- for a good example of how we will implement this, please see the [Visit Stockholm](#) Instagram page). Our hashtag will be #beyondthemeparks.

#### *Short-Form Video- Mascots in the City (#mascotsinthecity)*

These videos, about 2-3 minutes in length, will provide a humorous way to showcase the Orlando area. The videos would have a mascot from one of the Orlando area athletic teams/ colleges, visiting and exploring an area attraction. For example, Kingston, the mascot for the Orlando City Soccer Club, would go and visit the Orlando Science Museum. He would marvel at the dinosaurs, interact with the children in the kids exhibit, and more. The videos would be posted every 3-4 weeks throughout the campaign and may sometimes correspond to the attraction highlighted in the weekly blog post. The videos would be posted on YouTube and shared on Facebook, with teaser clips on Instagram Stories (with the “swipe up” feature to view on YouTube) and Snapchat. We will also share a photo on the day the video is posted to the main Instagram feed featuring the mascot at the location being featured in the video. Our hashtag will be #mascotsinthecity.





### *Contest- Be Here This Year (#beherethisyear)*

Our *Be Here This Year* contest will give one winner an all expenses paid four night/ five-day trip for two to Orlando, FL. The winner will receive airfare, accommodations, food, transportation, and more fun surprises along the way. The contest will run from May 1-31, 2019 and the winner will be announced on June 1<sup>st</sup>. The trip will need to be taken before the end of 2019.

To enter, individuals will need to post a short video (1-2 minutes in length for Facebook) or Instagram Story/ Snap Story explaining why they believe Orlando is the place to be in 2019 and use the hashtag #beherethisyear. The more creative, the better. Entrants must be following Visit Orlando on the social media platform in which they enter on (for example- if someone enters on Instagram, they must be following @visitorlando) and they can enter once per platform (up to three entries total). Judging will be based on creativity and adherence to the theme/ rules. The contest will be open internationally. To promote the contest, digital assets, including photos and gifs, would be posted on Facebook, Instagram (plus Instagram Stories), and Snapchat. The initial announcement would be on May 1<sup>st</sup> with weekly reminders every Thursday until the end of the contest. The winner would be announced on all three social media channels, despite which channel the winner entered on.

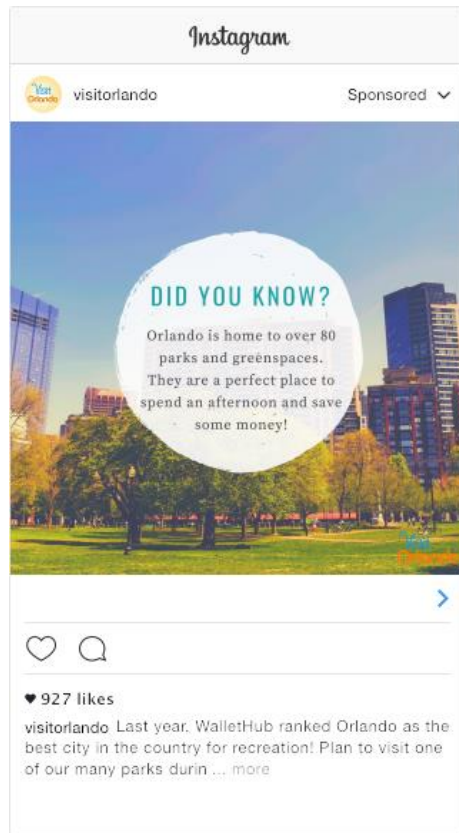
### **Hygiene:**

For our hygiene content, we will post regular content from the following content buckets.

*Education + photos/ text providing travel tips + simple and easy= Content theme (Instagram/ Snapchat/ Facebook)*



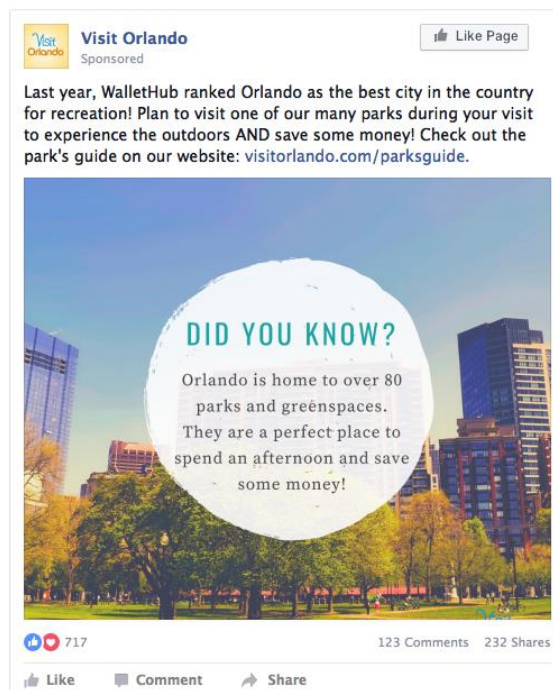
*Last year, WalletHub ranked Orlando as the best city in the country for recreation! Plan to visit one of our many parks during your visit to experience the outdoors AND save some money! Check out the park's guide on our highlights.  
#DifferentKindOfMagic  
#VisitOrlando #TravelTips*



**Instagram Post Mock-Up**



**Instagram Story Mock-Up**

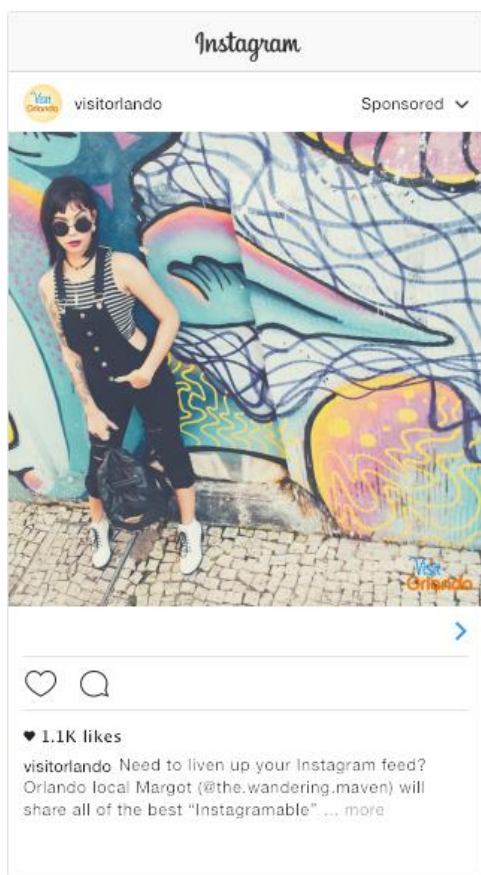


**Facebook Mock-Up**

*Inspiration + photos + Orlando “Instagramable” wall goals= Content theme (Instagram)*



*Need to liven up your Instagram feed? Orlando local Margot (@the.wandering.maven) will share all the best “Instagramable” walls around Orlando today on our Instagram Story! Be sure to follow along to help make your profile the envy of all your friends on your next vacation to Orlando!  
#DifferentKindOfMagic  
#WallsofOrlando #VisitOrlando*



**Instagram Feed Mock-Up**



**Instagram Story Mock-Up**





## Influencers:

**Emily Jones (@[ohyeahem](#)- Instagram), 116K followers:** Emily and her husband are based in Orlando, FL. She has frequently done collaborations with Walt Disney World, Disneyland, Universal Studios Orlando, Anaheim Marriott, etc. so she would be a great influencer to partner with, even though she is local to Orlando. At 29, she is within our target demographic (18-34) and has a sizable social media following.

**Kiersten Rich (@[theblondeabroad](#)- Instagram), 545K followers:** Kiersten quit her job to travel and has developed a large social media following between her Instagram page, YouTube channel, and personal website. Kiersten posts beautiful photos that fall very closely in with the overall aesthetic of our campaign. She frequently does collaborations and press trips with travel associations and brands all over the world. While she spends a lot of time abroad, she spends three months in the United States per year and does a good job of capturing the environment of every place she visits. She is active on her Instagram stories and engages with her followers frequently.

