

04/17/23 11:06:46  
WV Purchasing Division

# West Virginia

**ORIGINAL  
RFP RESPONSE | APRIL 2023**

**THE ZIMMERMAN AGENCY**



# Hello!

Thank you for the opportunity to present the talent, experience, creativity, and resources that have helped establish The Zimmerman Agency among the top integrated marketing firms in the entire travel and hospitality category.

Our experience working with world-class destinations, major travel brands, individual hotels and resorts, cruise lines, and other travel partners are certainly all key ingredients in our bid to become the marketing partner for West Virginia's Commerce and Tourism Office.

On the following pages, we've provided a glimpse into the processes, strategic framework, integrated business model, creativity, and proven results that will make The Zimmerman Agency an effective and highly-determined partner for West Virginia Tourism and your local industry partners.

In today's world, where West Virginia has to compete for attention, consideration, and share of wallet in incredibly competitive environments, we are confident you will benefit from more than 35 years of experience generating unparalleled results for travel clients.

In addition to the vast array of outdoor activities and adventures, the beauty of the natural landscape, rich history and culture and relaxing accommodations to refresh and recharge make West Virginia a truly remarkable destination. One that offers a one-of-a-kind experience. Truly, Almost Heaven.

We appreciate your consideration and look forward to meeting with you and earning the opportunity to partner with your team.

Best regards,

  
Curtis Zimmerman  
CEO & Founder

April 14, 2023

curtis@zimmerman.com

850.264.8278

1821 Miccosukee Commons Dr,  
Tallahassee, FL 32308

Subject: The West Virginia Purchasing Division  
Solicitation #: CRFP - 0327 - COM2300000001



R F P R E S P O N S E

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FINANCIAL STABILITY

1

# Financial Stability

Summary Balance Sheet

		Actual 2022 December	Actual 2021 December
<b>ASSETS</b>			
Cash & Cash Equivalents	0003	2,484	1,267
Short-Term Investments Held for Sale	0005	-	-
Other Short-Term Investments	0006	-	-
Short Term Investments at Market	0007	-	-
Accounts Receivable	0009	4,952,672	3,659,925
Allowance for Doubtful Accounts	0012	2,003	(15,823)
Accounts Receivable Less Allowance	0015	4,954,674	3,644,102
Work-In-Process	0018	220,000	220,000
Prepaid Exp, Oth Rec & Other Cur Assets	0021	100,742	474,924
Receivables from Employees - Cur Portion	0025	-	-
Intercompany Receivables	0036	17,633,327	16,287,173
Total Other Current Assets	0037	17,734,069	16,762,098
<b>TOTAL CURRENT ASSETS</b>	<b>0039</b>	<b>22,911,208</b>	<b>20,627,466</b>
Right of Use (ROU) Asset - Operating Leases	0066	31,375	40,782
Property, Plant & Equipment, at Cost	0072	2,976,065	2,933,397
Leasehold Improvements, at Cost	0074	-	-
Total PP&E and Leasehold Improvements	0075	2,976,065	2,933,397
Accumulated Depreciation - PP&E	0076	(2,881,670)	(2,840,416)
Accumulated Depreciation - Leaseholds	0077	-	-
Accumulated Depreciation	0078	(2,881,670)	(2,840,416)
Net Fixed Assets	0081	94,394	92,981
Investments in Affiliates	0088	-	-
Goodwill in Affiliates	0089	-	-
Accum Amortization in Affiliates	0091	-	-
Net Goodwill in Affiliates	0092	-	-
Net Investments in Affiliates & Goodwill	0094	-	-
Investments in Subsidiaries	0084	-	-
Goodwill in Subsidiaries	0087	-	-
Accum Amortization of Goodwill in Subsidiaries	0090	-	-
Net Goodwill in Subsidiaries	0093	-	-
Net Investments in Subs & Goodwill	0095	-	-
Other Amortizable Intangibles	0096	498,549	498,549
Accum Amortization of Other Intangibles	0099	(498,507)	(498,507)
Net Other Amortizable Intangibles	0102	42	42
Advances to Affiliates	0107	-	-
Other Investments	0108	-	-
Long-Term Publicly Traded Equity Investments	0110	-	-
Receivables from Employees - LT Portion	0114	-	-
Deferred Charges & Other Assets	0120	-	-
Other Assets	0121	-	-

Scenario: Actual  
Value: <Entity Currency>  
ICP: (ICP None)  
Custom1: Input  
Custom2: Default

10-Jan-2023  
12:19:08 PM  
R10-01 Summary Balance Sheet

# OmnicomGroup

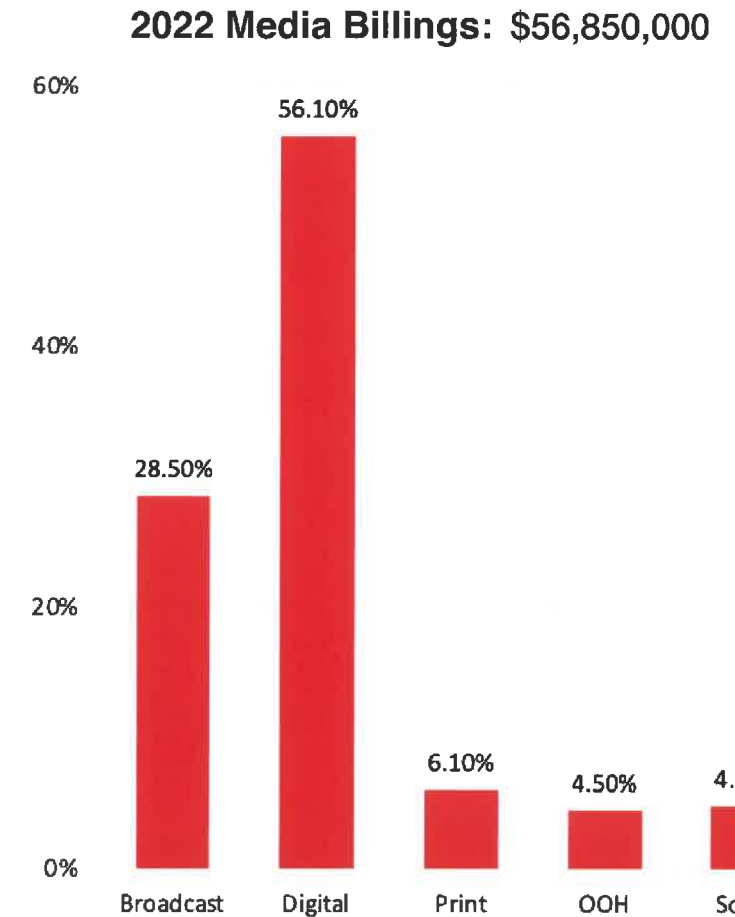
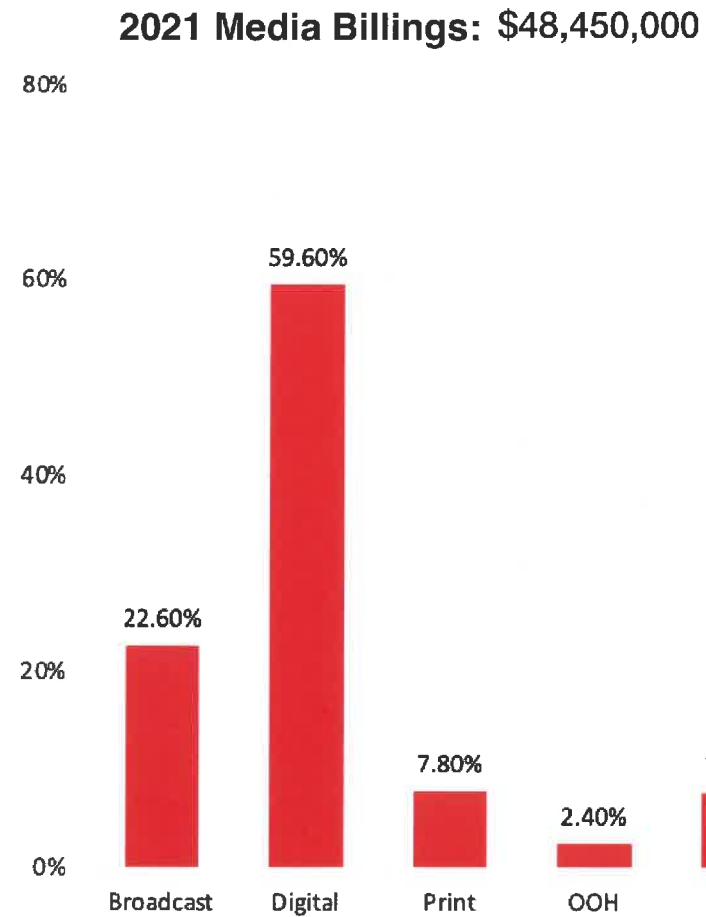
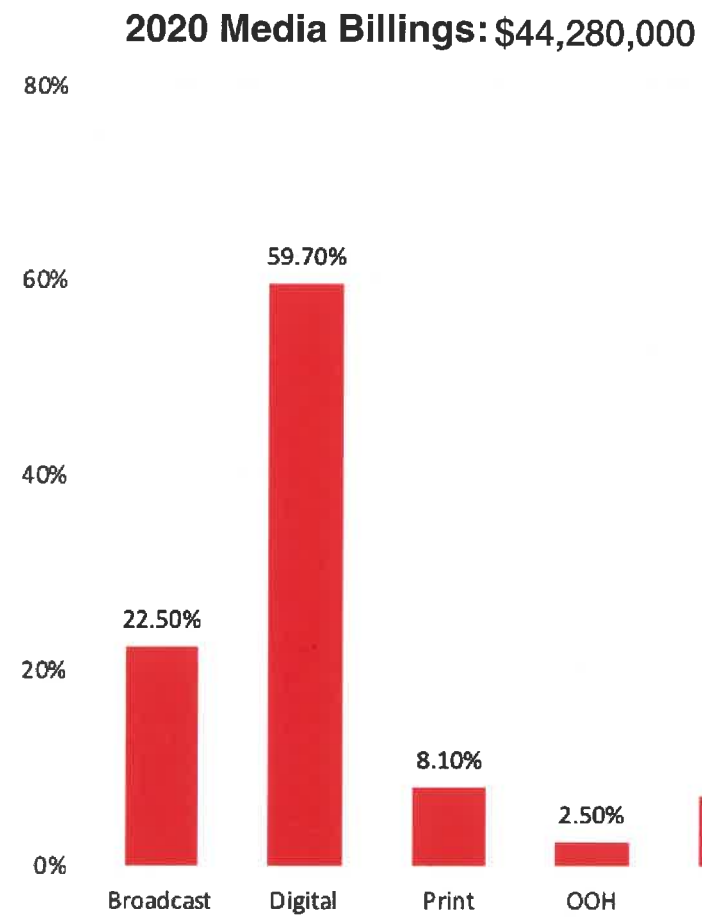
## Summary Profit and Loss Statement

		Actual 2022 December	Actual 2021 December
<b>REVENUES</b>	<b>0308</b>	<b>15,334,648</b>	<b>13,145,284</b>
<b>COMPENSATION</b>			
Payroll	0353	7,228,228	6,137,421
Payroll - Project/Freelance/Temporary Help	0353PROJ	-	-
<b>Total Payroll</b>	<b>0353TOT</b>	<b>7,228,228</b>	<b>6,137,421</b>
Other Employment Related Costs	0367	679,602	727,334
Incentive Compensation Expense	0362	69,602	65,258
Pension & Post Employment Expense	0365TOT	-	-
Other Compensation Costs - Benefits	0366BENE	11,238	(518)
Other Compensation Costs - Labor	0366LAB	165,858	138,775
Freelancers/Fieldforce Direct Cost REIMBURSED by the Client	0366FRE	-	-
Government Reimbursement for Freelancers/Fieldforce	0366FREGOV	-	-
Freelancers/Fieldforce Direct Cost REIMBURSED by the Client Total	0366FRETOT	-	-
<b>Total Compensation Expense</b>	<b>0368</b>	<b>8,374,788</b>	<b>7,089,288</b>
<b>COST OF CLIENT SERVICES</b>			
OOP Directly Billed to the Client	0389OOP	289,138	88,589
Third Party Promotional Items, Print Production and Event Costs	0389TPP	-	-
Other Direct Costs REIMBURSED by the Client	0389	-	-
Proprietary Media	0370PLAC	-	-
Other Client Service and Support Costs NOT REIMBURSED	0370	147,599	53,046
Severance Compensation	0371	-	-
Miscellaneous Expense (Income)	0372	-	822
<b>TOTAL COMPENSATION &amp; SERVICE COSTS</b>	<b>0377</b>	<b>8,791,828</b>	<b>7,228,508</b>
<b>OFFICE EXPENSES</b>			
Rent-Office (Base) Third Party - Total	0388TOT	-	-
Rent-Office Intercompany (Income)	0387	-	-
Rent-Office Intercompany Expense	0388	-	-
Rent-Office & Occupancy Costs Cardinalis Real Estate Expense (Income)	0388CARD	976,496	358,791
Rent-Equipment	0389	31,876	47,702
Depreciation	0386	41,282	77,482
Amortization of Other Intangibles	0401	-	9,176
Other Occupancy Costs	0402	125,195	119,008
<b>GENERAL EXPENSES</b>			
Professional Fees	0404	223,682	134,191
Bad Debt Expense	0405	28,723	34,029
Other General Expense	0406	913,680	889,143
Partnership (Income)	0407	-	-
<b>TOTAL OFFICE &amp; GENERAL EXPENSES</b>	<b>0409</b>	<b>1,741,113</b>	<b>1,649,839</b>
<b>EARNINGS BEFORE INTEREST &amp; TAXES (EBIT)</b>	<b>0419</b>	<b>4,662,088</b>	<b>4,267,228</b>
<b>NET INTEREST EXPENSE &amp; OTHER DEDUCTIONS</b>			
Net Interest Expense (Income)	0411	(7,166)	1,476
Intercompany Interest Expense (Income)	0415	(223,172)	(26,941)
Cross Sharing Fee/Royalty/Captive Insurance Expense (Income)	0418	1,282,682	856,927
Intercompany Balancing	ICPL	-	-
Dividend (Income)	0419	-	-
<b>TOTAL INTEREST EXPENSE (INCOME) &amp; OTHER DEDUCTIONS</b>	<b>0420</b>	<b>1,067,344</b>	<b>831,563</b>
<b>PROFIT (LOSS) BEFORE TAX</b>	<b>0483</b>	<b>3,799,864</b>	<b>3,435,668</b>
<b>INCOME TAXES</b>			
Effective Tax Rate	0488	909,812	833,248
Effective Tax Rate	EFFTAXRATE	24%	24%
<b>PROFIT (LOSS) AFTER TAXES</b>	<b>0474</b>	<b>2,830,052</b>	<b>2,602,417</b>
<b>EQUITY IN AFFILIATES</b>			
OMO EQUITY RECLASS	0479	-	-
<b>NET INCOME BEFORE NONCONTROLLING INTEREST</b>	<b>0482</b>	<b>2,830,052</b>	<b>2,602,417</b>
<b>NONCONTROLLING (MINORITY) INTEREST</b>			
<b>NET INCOME</b>	<b>0509</b>	<b>2,830,052</b>	<b>2,602,417</b>
Number of Employees	NoEmp	83	78
Square Footage	Sqft	-	-
Fee - Revenue Less Direct Costs Reimbursed	NETREV	15,065,507	13,058,695
Operating Profit	OPERPROF	5,032,346	4,291,583
Operating Margin as a % of Fee	OPERMAR	33.40%	32.89%
Operating Margin as a % of Revenue	OPERMARGROSS	32.82%	32.85%
Operating Profit with Bonus	OPERPROFBONUS	5,032,346	4,291,583
Operating Margin % of Fee with Bonus	OPERMARBONUS	33.40%	32.86%
Operating Margin % of Revenue with Bonus	OPERMARBONUSGR	32.82%	32.85%

Scenario: Actual  
 Units: USD  
 FY: (Fiscal Year)  
 Version: Default

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# Billings by media type.



## Clients gained or lost in the last 12 months?

### Clients Gained

- **Bryce Canyon Country**
  - Bryce Canyon was looking for a more integrated approach and wanted to elevate their creative.
- **Discover The Palm Beaches**
  - We had handled their public relations for the past seven years and they wanted a more integrated approach and wanted to elevate their creative.
- **Delaware North**
  - Some of the key execs had Delaware North had previously worked with the agency and were looking to elevate marketing communications.
- **Visit Rhode Island**
  - Rhode Island has a very crowded comp set and wished to differentiate themselves. Momentum Planning was a key reason why the agency was hired, but the ability to a depth of integrated services all under one roof was attractive to the client.
- **Visit Daytona Beach**
  - Momentum Planning was appealing to the client, and they wanted to reposition the destination while gaining the advantage of the agency's considerable media buying clout.

### Clients Lost

- **Clarion University of Pennsylvania**
  - Clarion became part of PennWest University and no longer need the services of an agency to market the Clarion brand.
- **Mahekal Resort**
  - Makekal was acquired by a Mexican based investment company. The decision was made to market the company with a focus on Mexico, and the investment company had their own agency.



PROFESSIONAL  
EXPERIENCE

2

# Professional Experience

PROFESSIONAL EXPERIENCE

# Basic Facts About the Agency.



The Zimmerman Agency was founded in 1987 on the principles of integrating multiple marketing disciplines with one simple vision: “**When clients succeed, we succeed.**” That same mission continues to guide the agency.

Today, The Zimmerman Agency is recognized among **the leading integrated marketing firms in the hospitality and travel category.** The agency represents multiple destinations including state agencies, counties, cities and countries. In addition, the agency works across the broad spectrum of travel.

The agency has evolved into a hyper-integrated creative communications company with a unique *balance of marketing disciplines* all operating in synergy, unified by client business objectives. The result is the ability to prescribe solutions based on the needs of the West Virginia Commerce and Tourism Office and not the limitations of a traditional agency structure.

At the core of everything the Agency provides clients is a proprietary planning methodology and philosophy aptly named; Momentum®. Through Momentum, client and agency teams craft a clear Ambition for the destination brand and a fresh, often bold idea to overcome the status quo and accelerate growth.

## A few key facts:

- Founded on March 2, 1987.
- Today we are part of Omnicom, but we still operate with the same entrepreneurial spirit of the founders.
- 120+ truly amazing professionals.
- The Agency is ranked among the top three PR firms in the travel and hospitality category.
- More than 500 awards for creativity including: the One Show, Communications Arts, New York Art Directors Club, D&AD, Graphis, Webby and more.
- Multiple EFFIE awards for marketing effectiveness.
- In-house media with more than \$30 billion in purchasing power through Omnicom.
- Consistently delivering 360 digital solutions including social.
- Your primary contact is Curtis Zimmerman. You can reach him on his cell phone at 850.264.8278 or by email at [curtis@zimmerman.com](mailto:curtis@zimmerman.com).

PROFESSIONAL EXPERIENCE

# Omnicom.

VANCOUVER

7:34:11

NEW YORK

10:34:11

LONDON

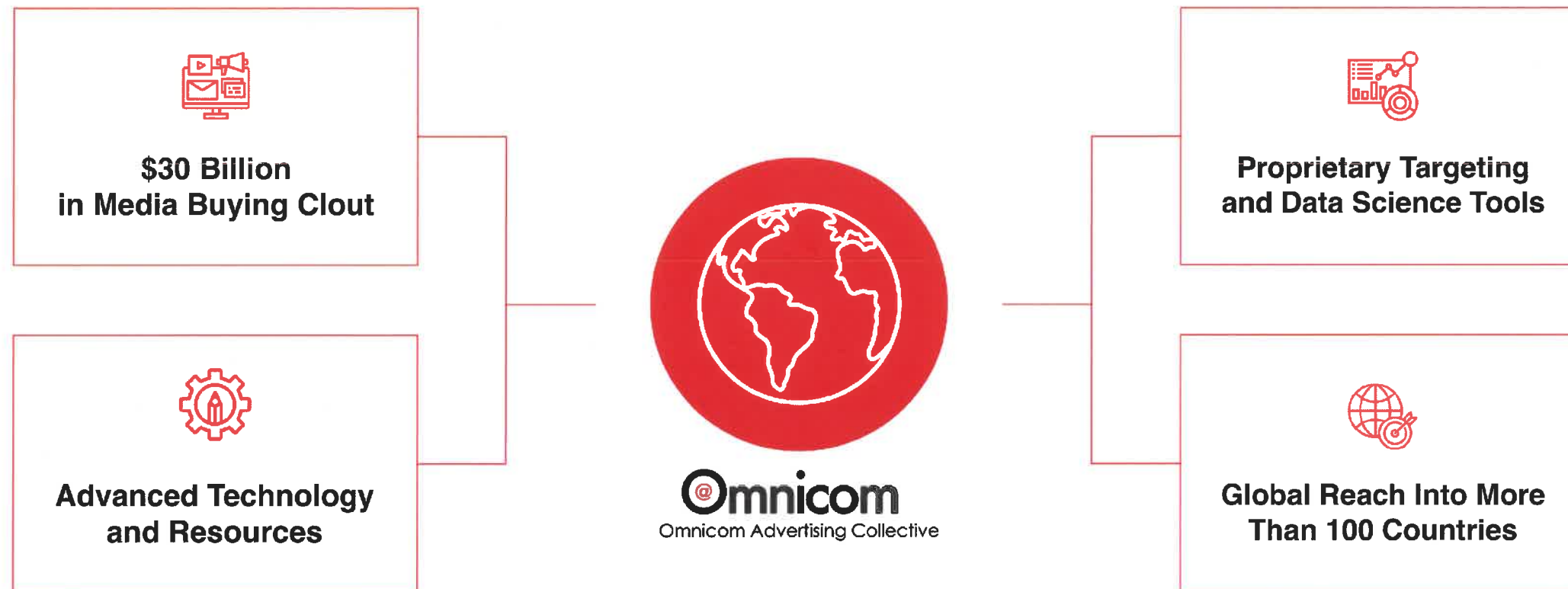
15:34:11

TOKYO

23:34:11

The Zimmerman Agency is part of the Omnicom Collective, an entrepreneurial-minded portfolio of firms inside of the Omnicom Group — the world's leading holding company for marketing and communications companies. Omnicom provides the agency and our clients with an incredible depth of resources, access to advanced technology and the added clout and influence associated with unsurpassed purchasing power for

media. For those clients seeking a global footprint, Omnicom reaches into more than one hundred countries and provides in-market services including on-the-ground support for client and agency initiatives including events, activations and local media support, transcreation and local production. The added strength and reach expand our ability to provide global marketing influence exponentially.



**THE Z!MMERMAN AGENCY**

# Experience In The Travel Category.

Travel are the lifeblood of The Zimmerman Agency. Our people, our systems, and our processes are structured to accommodate the needs of travel clients. While we spend a significant amount of time focused on trends that affect travelers, rates and spending that impact pricing, competition that influences share, and mix of business that supports segments — we understand the world of travel revolves around our ability to drive revenue. The names below represent a sample of the clients we have had the good fortune to work with in the travel category.



# Hyper-integrated capabilities.

The Zimmerman Agency is a hyper-integrated communications company with the ability to provide a purpose-built solutions through a significant depth of services.

The result is the ability to develop solutions based on client needs and not the limitations of a traditional agency structure. In-house services include:

## Planning

Momentum is the agency's proprietary planning methodology. We apply to Momentum to each marketing discipline including brand planning and development. Integrated communications plans, actions and initiatives are designed to accelerate growth.

Services include:

- Momentum Planning
- Strategy development
- Communications planning
- Research and analysis
- Market analysis
- Audience profiling
- Brand exploratory
- Brand development
- Brand identity
- Brand management
- Benchmarking

## Advertising

Strategy and creativity are the defining characteristics that result in consistently measurable results for clients. The Big Idea still leads the way, but AI driven audience and media planning resulting in powerful predictive modeling differential the agency and clients.

Services include:

- Account management
- Creative development
- Content development
- Activations
- Video production/editing
- Media planning/buying
- Connection mapping
- Predictive modeling
- Campaign optimization
- Production management
- Analytics and analysis

## Public Relations

In a shifting landscape of new influences and audience power, we decode change and navigate culture to shape your reputation and accelerate your growth. We will blend strong bench strength of communications capabilities and world-class data tools.

Services include:

- Account management
- Communications strategy
- Creative storylines
- Media relations
- Thought leadership
- Promotions
- Co-branding
- Influencer marketing
- Media training
- Crisis management
- Reporting

## Digital Activation

360 digital always approach to activation with a focus on audience needs, data driven strategies and superior design that come to life through digital channels and executions. Ability to provide comprehensive solutions through in-house resources.

Services include:

- Digital strategy development
- Website development
- Digital content development
- Search engine optimization
- Search engine marketing
- Demand generation
- Email marketing
- CRM / database marketing
- CRM / CMS integration
- Ecommerce
- Analytics and analysis

## Social Media

The ability to influence audiences with the right content and conversations to achieve desired outcomes. Incorporating data and technology to guide content and communities. Services include a full-service Content Studio including video production.

Services include:

- Account management
- Strategy development
- Social media audit
- Content planning
- Content creation
- Content publishing
- Community management
- Social listening
- Paid ad management
- Influencer marketing
- Reporting

# Organizational Chart.

The Agency employs more than 120 amazing professionals in a hyper-integrated agency environment. The strength and depth of our organization allows the Agency to provide prescriptive solutions based on client needs. Today, The Zimmerman Agency is part of Omnicom, the world's largest holding company for marketing

communications. Omnicom provides the agency with advanced solutions including AI, the ability to produce and generate virtual reality and unparalleled purchasing power for media and technology.

### PLANNING + STRATEGY

Momentum Planning is at the cornerstone of almost every strategy and concept we deploy for our clients. But, it's just the starting point for meaningful and measurable planning.

**Total Staff: 3**

### ACCOUNT GROWTH

A highly dedicated and immersed group of marketing professionals that steward the process, the strategy and the delivery of measurable results based on client business objectives.

**Total Staff: 17**

### PROJECT MANAGEMENT

Project managers are the gatekeepers of processes and deadlines to ensure the completion of projects on time and on budget. They sit at the intersection of account management and creative.

**Total Staff: 3**

### PRODUCTION SERVICES

A highly disciplined and experienced team of production managers that provide oversight, budget and quality control and manage vendor relationships on behalf of our clients.

**Total Staff: 4**



## THE ZIMMERMAN AGENCY

### PUBLIC RELATIONS

Definitely not a step-child! Our PR group is among the largest in the country associated with an ad agency and an integral part of the hyper-integrated platform that drives our efforts for clients.

**Total Staff: 36**

### CREATIVE + CONTENT

It's a content-driven world. Creative now takes many forms and includes traditional, digital, social content, experiential, activations, direct and the occasional piece of collateral.

**Total Staff: 18**

### DIGITAL + SOCIAL

If it is deployed through a digital channel it is likely we do it here. From strategy to UX/UI to development and deployment. We include analytics as a component of digital.

**Total Staff: 22**

### MEDIA PLANNING + DEPLOYMENT

A full staff of in-house planners, buyers and analysts supported by the unparalleled purchasing power of Omnicom. Our process is fluid and nimble and accountable.

**Total Staff: 12**

### ACCOUNTING & ADMINISTRATION

Total Staff: 6

# West Virginia Z Team.





### **Curtis Zimmerman** | President and Founder

Curtis began his career in account management in Atlanta at the Southeast office of legendary Doyle Dane Bernbach. The Atlanta Business Chronicle soon named him the “Rising Star” in Atlanta’s Advertising Industry. His efforts were rewarded when, at 27, he was named the first partner added in the 20-year history of the city’s largest independent agency. In 1987—with no clients, little money and a strong desire to raise their children in a smaller city — he and his wife Carrie moved to Tallahassee to launch their business. Curtis has been responsible for the growth and development of advertising, digital, and social media as the agency ascended to become one of the largest and most creative in the South. He is considered one of the foremost experts on travel marketing and has personally worked on more than twenty destinations in his career. His experience and commitment to strategy have been the backbone of agency-client planning. He is responsible for the integrated performance of agency teams.

**CLIENT EXPERIENCE:** Marriott Hotels & Resorts, Bertram Yacht, Steak n Shake, Domino Sugar, Club Med, AFLAC, Belize Tourism Board, Ritz-Carlton Company, Cayman Islands Tourist Board, Gold Toe Socks, Wonder Bread, Continental General Tires, Tobacco Free Florida and more.



### **Kerry Anne Watson** | President of Public Relations

Kerry Anne has been a driving force for the agency, and our clients for more than two decades. Her untamed creativity has truly been her defining characteristic for every client, project, or opportunity she comes in contact with. Her strategic approach augmented by her “no idea is too big” philosophy has helped catapult the agency to be annually ranked as one of the top two public relations firms in the U.S. (in hospitality and tourism) and top three PR firms within any advertising agency nationally. From a thought leadership perspective, she’s strategically guided clients on Covid-19 response, diversity, social injustice, sustainability in marketing and the role of corporate social responsibility in public relations. Kerry Anne has worked to diffuse crisis situations including tainted alcohol, ZIKA, suicides, active shooters, shark attacks, oil spills, Swine Flu, etc., as well as develop communication materials for C-Suite teams for global brands.

**CLIENT EXPERIENCE:** Firehouse Subs, Hertz Rental Car, Domino Sugar, CoStar, Pilot Pen, Diners Club International, Hard Rock Hotels, Belize Tourism Board, North Carolina’s Crystal Coast, Kessler Collection, Discover the Palm Beaches, Noble House Hotels & Resorts and more.



### **Andy Jorishie** | EVP, Strategy Director

Andy began his 25-year journey in the advertising business at Y&R NY, where he spent nearly a decade working on some of the agency’s largest brands, including The Walt Disney Company, CitiBank, US Army, and People Magazine. From there, he took a greater leadership role in strategy when he joined Kirshenbaum Bond & Partners and was responsible for the EFFIE Award-winning Citibank AAdvantage account and Sony’s foray into the online business. Andy joined the Agency in 2004 and became Strategy Director in 2010. He is responsible for the creation and development of Momentum, the Agency’s proprietary planning process. Andy is truly part of the Agency’s unique DNA. His amazing work and dedication were rewarded in 2021 when he was named President of Advertising.

**CLIENT EXPERIENCE:** American Express, CitiBank, Club Med, Domino Sugar, US Army, AFLAC, Belize Tourism Board, Pilot Pens, Aruba Tourism Authority, Visit Central Florida, C&N Bank, Marriott’s Autograph Collection, Hunter Fan, Nature’s Own, Sony Electronics and more.





### **Liz Paradise** | Chief Creative Officer

Liz leads the Creative Department at The Zimmerman Agency. She is an industry veteran with nearly three decades of experience working across numerous national and international brands. Previous to The Zimmerman Agency, Liz was the Director, Creative for Walt Disney World in Orlando, Florida, leading the creative across Walt Disney World Parks and Resorts, Disney Cruise Line, Disney Vacation Club and Adventures By Disney. She was also the Executive Creative Director at McKinney. She has not only won virtually every major award in the advertising industry she has served as a judge at the most prestigious shows in the world. Liz is most excited about industry opportunities in evolving social platforms, the rise of Web 3 and knowing that the smartest creative, not the most expensive, is how brands can win.

**CLIENT EXPERIENCE:** Audi, Nationwide Insurance, ESPN, Belize Tourism Board, Visit Rhode Island, Daytona Beach, Duck Donuts, EAS Nutrition, NASDAQ, Subway, Polaris, Ad Council, Urban Plates, Domino Sugar, Pilot Pens, Norwegian Cruise Line, Capitol Grille, Lands' End, and more.



### **John Nicholas** | Senior Vice President, Media Director

John was just four years into his career when he was named the "Rising Media Star" in South Florida. He made a strong name for himself as a senior media planner and buyer at Beber Silverstein and then with Crispin, Porter & Bogusky, establishing an enviable career path among his contemporaries. It was actually a hurricane that hit south Florida that convinced John to move his family to the friendly surroundings of Tallahassee. And, since that time he has grown the media department into a major strength for clients. His wealth of experience in media technology and available resources combined with incredible relationships in the industry have created measurable results that are consistently measured at the bottom line. The agency's depth in media is buoyed by Omnicom, but it is John's astute planning and aptitude for analyzing and planning based on data that makes media dollars work hard for our clients.

**CLIENT EXPERIENCE:** Del Monte, Tobacco Free Florida, Cooper Tires, Pilot Pens, Vision Airlines, Marriott Hotels & Resorts, Flowers Foods, Wonder Bread, Ritz-Carlton, Belize Tourism Board, Domino Sugar, Flower's Foods, Streamsong Resort, and more.



### **Cole Zimmerman** | Senior Vice President, Group Account Director

Cole has more than 15 years of experience in hospitality and travel marketing with a focus on destinations. In addition, he has managed marketing for global brands in the packaged goods, financial/insurance and manufactured goods categories. Cole is one of those rare account management professionals that combines strategic leadership, the ability to inspire great creative and an affinity for competition that he puts to work for clients every day. He is an organizer by nature, which is an enormous advantage in an integrated agency environment. You might also be surprised by Cole's photography which has made its way into more than one client's advertising.

**CLIENT EXPERIENCE:** Belize Tourism Board, Visit Virginia Beach, Visit Central Florida, visit South Padre Island, North Carolina's Crystal Coast, Blue Diamond Resorts, Planet Hollywood, AFLAC, Pilot Pens, Gold Toe Socks, Cooper Tires and more.



### **Kelsey Leetzow** | Senior Account Manager

Kelsey graduated Magna Cum Laude from the University of Florida with her Bachelor's in Advertising in 2017. Upon graduation, she went on to work for NASCAR's sportscar division. While there, she led creative, public relations and business analytics teams to diligently craft a marketing plan and strategy for the brand. When COVID-19 hit, Kelsey observed the many vulnerabilities brands were facing as a result of the unprecedented crisis and decided to go back to school for brand management at Georgetown University. In 2022 she graduated with her Master's in Integrated Marketing Communications with a focus on Sports, Entertainment, Travel, and Leisure. At the Agency, Kelsey works as an account manager ensuring that brands remain resilient, recognizable, and ready for anything.

**CLIENT EXPERIENCE:** NASCAR, Ashley HomeStores, North Carolina's Crystal Coast, Polk County Florida, Belize Tourism Board, Discover the Palm Beaches.



### **Sarah Pius** | Project Manager

The Agency was lucky to discover Sarah. Hailing from Nigeria, after receiving her bachelor's degree in Mass Communications and Media from the University of Benin she came to Tallahassee to pursue her Master's Degree in Integrated Marketing Communications. Prior to arriving in the US, Sarah also gained extensive real-world experience working for a variety of businesses in Africa. Today, Sarah uses her organization and people skills, along with her knowledge of the industry, to manage workflow and manpower to keep projects on schedule and on budget. Working with a wide range of both clients and agency staff, Sarah ensures that deadlines are met and that the work she produces is handled in the most efficient and cost-effective manner for our clients.

**CLIENT EXPERIENCE:** Pilot Pens, Domino Sugar, Belize Tourism Board, Visit Central Florida, C&N Bank, Leading Hotels of the World, Ritz-Carlton Grand Cayman, Aruba Renaissance, Blue House Salmon, Clarion University and more.



### **Daniela Velez** | Manager of Digital Activation

There is no other way to say it — Daniela is a dynamo! Make that a digital dynamo. She is originally from Ecuador and made a permanent move to the United States in 2014. She began her career in marketing with a focus on digital and she has leveraged a passion for data and analytics into a key role within the agency as Manager of Digital Activation. In a world consumed by measurement and data consumption, she is a breath of fresh air. She is responsible for developing, managing and measuring client digital marketing campaigns, including analysis, tracking, strategy, implementation of SEO, creating, and updating monthly reports for all our clients, and analyzing and strategizing campaign goals and efforts.

**CLIENT EXPERIENCE:** Domino Sugar, Pilot Pen, Visit Tallahassee, Belize Tourism Board, Visit Central Florida, C&N Bank, Daytona Beach, Karisma, Pinehurst, Kenda Tire, South Padre Island CVB, Utica University, Clarion University, PA Thrive, Leading Hotels of the World, and more.



### **Adam LaRocca** | Associate Creative Director, Art Director

Adam's story is really cool. He actually began his career in advertising as a wide-eyed creative intern at The Zimmerman Agency more than 20 years ago. The Agency's creative director at the time suggested he attend a portfolio school, and following two years at the Creative Circus, he has developed into an award-winning art director and creative leader with responsibility for the creative for global brands including PepsiCo, Hertz, T-Mobile, Bayer and more. During his 20+ year career, Adam has honed his skills at worldwide agency networks and independent powerhouses, garnering tangible results at every stop. He has been honored for his creativity by Cannes, The One Show, EFFIE's, Webby Awards, Clio's and others. Adam is responsible for the creation of campaign concepts and leads art direction and design for the agency. His meticulous attention to detail ensures every execution sings for our clients.

**CLIENT EXPERIENCE:** Gatorade, T-Mobile, Hertz, McDonald's, Bayer, Marriott, NAPA Auto Parts, PODS, Las Vegas CVA, Buffalo Wild Wings, Jacksonville Jaguars, Toyota, Blue Cross Blue Shield, HomeAway.com, Lincoln Financial Group, Phillips 66, Rhode Island Tourism, H&R Block and more.



### **Jason Piroth** | Associate Creative Director, Copywriter

For years, we said it was too difficult to have an intern in the creative department because they needed too much hand-holding from the writers and art directors—valuable time they just didn't have. In 2002, Jason convinced our creative director otherwise and spent his days and nights as an intern in between doing homework, earning his degree, working on assignments of his own, and cheering for his Florida State Seminoles. He did an incredible job and even before he graduated we hired him as a Junior Writer. For the next 15 years, Jason honed his craft as a writer, producing award-winning creative for the Ritz-Carlton Company, McDonald's, Diners Club, The Islands of the Bahamas, Pilot Pens, and more. His hard work and dedication to the agency were rewarded in 2017 when he became Creative Director/Copywriter and assumed responsibility for overseeing writing and content development for online and offline teams.

**CLIENT EXPERIENCE:** Leading Hotels of the World, Islands of the Bahamas, Tobacco Free Florida, Pilot Pens, Ritz-Carlton Company, McDonald's, Krystal Burgers, Belize Tourism Board, Gold Toe Sock, Streamsong Resort, Nature's Own Bread, Domino Sugar, and more.



### **Marie Roberts** | Senior Designer

Marie is a member of our ever-growing "boomerang club." She spent four years with the agency before departing for New York where she was a senior art director for Momentum Worldwide. She actually began her career in Chicago at Leo Burnett where she gained incredible experience working on major brands including: Coca-Cola, Sony, Dewars and Disney. She is a multi-faceted designer who has gained experience in a broad spectrum of categories including: consumer marketing, business-to-business, sports sponsorships and more. She has executed engagement activations for American Express at the U.S. Open Golf Championship and for Samsung at the PGA Championship. Her work also gained the attention of, and an assignment for, the USGA. Marie has a background in both graphic and interior design often leading to unique solutions that create a conversation between brands and people. She is both curious and passionate about design, and the combination can be seen in her work for our clients.

**CLIENT EXPERIENCE:** American Express, Disney, Sony, United States Gold Association, Ritz Carlton, Club Med, Walt Disney World, Samsung, Coca-Cola, Verizon, Costa Del Mar, Weston Hotels, TATA Communications, North Carolina's Crystal Coast, Nothing Bundt Cakes, Duck Donuts, British Virgin Islands, and more.



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### **Matt Johnson** | Senior Copywriter

Matt began his career at The Creative Circus in Atlanta, GA. There, he honed his skills and built an impressive portfolio of work while also getting real-world experience at local agencies including work on national brands. He then joined Tombras in Knoxville where he spent five years writing for clients in diverse categories including fast-casual dining, hospitality and travel, alcohol, insurance, healthcare and convenience stores. Matt has an infectious sense of humor that certainly comes out in his writing, but it also contributes to client relationships and agency culture. He has also captured the difficult balance of writing both short form and long form applied to both digital and offline assignments.

**CLIENT EXPERIENCE:** Pilot Flying J, Zaxby's, Atrium Health, Yee-Haw Brewing, Visit Gatlinburg, Farm Bureau Insurance of Tennessee, American Sugar Refining, North Carolina's Crystal Coast, Visit Laredo, Visit South Padre Island, Utica College and more.



### **Edison Frazer** | Associate Media Director

Edison has over 25 years of media experience which spans a variety of industries including consumer package goods, travel and tourism, automotive, grocery and QSR. He started as a young receptionist in a small Salt Lake City, UT ad agency and quickly became enamored with media. He honed his planning and buying skills while at McCann Erickson, working his way across the country from Seattle to New York. In the early days of the emerging digital media landscape, Edison jumped at the opportunity to move to Florida and learn the Travel and Tourism industry, which was an early adapter of this new medium. Since then, he has been dedicated to creating and implementing integrated media plans that use the best of both traditional and digital media to maximize reach and frequency, create efficiency, and most of all, move the needle for the clients he works with.

**CLIENT EXPERIENCE:** General Motors, Safeway, and Winn Dixie, Nestle, Subway, Ponte Vedra -St Augustine and the Beaches CVB, Collier County - Naples and Marco Island, Kiawah Island and Place Resorts and Sandals.



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**CLIENT EXPERIENCE:** Martin Automotive, Community Health Systems, Quorum Health Corporate, Baptist Health, Jackson Hospital, Equitas Health, Belize Tourism Board, The Crystal Coast, Visit Central Florida, Domino Sugar, and more.



### **Eric Vaughn** | Content Director

Eric is the first Content Director in the history of the agency, but he is certainly not new to the role. He has spent more than 15 years creating arresting visual content that helps bring brand stories to life. He came to the Agency to enhance the content we create for clients, but equally important to further develop the Agency's in-house Content Studio. Today, under Eric's talent and leadership agency content teams are developing video production and editing, photography and cross-channel visual experiences. Content has become a major component of the agency's creative arsenal, but Eric continues to explore emerging technology and the role it will play for clients. He is a hands-on creative, so don't be surprised to see him behind the camera, leading shoots and doing his part to make content work for clients. In an agile marketing environment, his content is applied to literally every discipline of the Agency.

**CLIENT EXPERIENCE:** Las Vegas Convention and Visitors Authority, MGM Resorts International, Avnet, Belize Tourism Board, Pilot Pens, Celebrity Cruise Lines, Skechers, Fendi, Domino Sugar and more.



### **Alycia Rea** | VP, PR Account Director

Alycia is a hospitality specialist. In addition to her work for major brands and destinations, she has launched, re-opened, and re-branded hotel properties throughout the Caribbean, including Anguilla, Antigua, Aruba, Barbados, The Bahamas, Dominican Republic, Grenada, Jamaica, St. Lucia and St. Maarten, saturating key markets and generating electric anticipation. No stranger to garnering national placements, Alycia's clients have benefited from ink in countless travel, lifestyle, and niche media outlets, driving definition for brands in front of millions of potential guests. She recently accompanied the Tourism Prime Minister of Aruba as he made his rounds on secured broadcast interviews with Varney & Co, Wall Street Journal Live and Bloomberg. In Alycia's 10+ years with the Agency, she's led strategy and helped execute activations for nearly every account in the portfolio, from global openings for Hard Rock Hotels to playing a key role in events at Sundance, The Super Bowl and ESPYs, to major shoots with Travel Channel, T+L, Southern Living, and Family Circle.

**CLIENT EXPERIENCE:** Aruba Tourism Authority, Belize Tourism Bureau, Hard Rock Hotels, Blue Diamond Resorts, MGT Consulting, Hunter Fans, Visit Park City and more.



### **Brittany Timms** | PR Account Manager

No stranger to garnering national placements, Brittany's clients have benefitted from ink in countless travel, lifestyle, and niche media outlets, driving definition for brands in front of millions of potential guests. Brittany has launched and re-opened luxury hotel properties throughout Mexico and the Caribbean, saturating key feeder markets and generating electric anticipation. As a luxury specialist, she heads up major shoots for clients with Conde Nast Traveler, Modern Luxury, Travel Channel, T+L and Southern Living. In Brittany's years with the agency, she's landed high-end co-brand opportunities with famous novelists, celebrity chefs and brands from Veuve Clicquot to Beaufort Bonnet Co. As a trained on-air spokesperson, Brittany has appeared on nationally syndicated television and in key markets throughout Texas and New York. Brittany serves as an influencer resource for the department and has become an expert at negotiating contracts for high-profile influencers and famous personalities.

**CLIENT EXPERIENCE:** Visit Park City, Montage Palmetto Bluff, Chesapeake Bay Beach Club, Tidewater Inn, Ocean Key Resort & Spa, Little Palm Island, TPC Network, Aruba Tourism Authority, Hard Rock International and more.

## **Provide a list of professional organizations.**

### **Professional Organizations**

- American Association of Advertising Agencies
- American Marketing Association
- American Travel Association
- American Advertising Federation
- Public Relations Society of America
- Hospitality Sales and Marketing Association International
- Caribbean Hotel Association

## **Provide a list of sub-contractors that will be retained.**

The Zimmerman Agency provides a significant depth of in-house services. The agency does not anticipate utilizing any sub-contractors.

CLIENT REFERENCES

# Client References.

**Contact:** Michelle Bowers  
**Title:** Director of Marketing  
**Client:** Belize Tourism Board  
**Phone:** 501.227.2420 #287  
**Email:** Michelle.bowers@belizetourismboard.org

**Contact:** Dan Howard  
**Title:** VP of Communications  
**Client:** Visit Park City  
**Phone:** 435.649.6100  
**Email:** dan@visitparkcity.com

**Contact:** Anika Kimble-Huntley  
**Title:** Chief Marketing Officer  
**Client:** Rhode Island Commerce  
**Phone:** 401.278.9147  
**Email:** Anika.Kimble-Huntley@commerceri.com



MEDIA PLANNING  
& BUYING

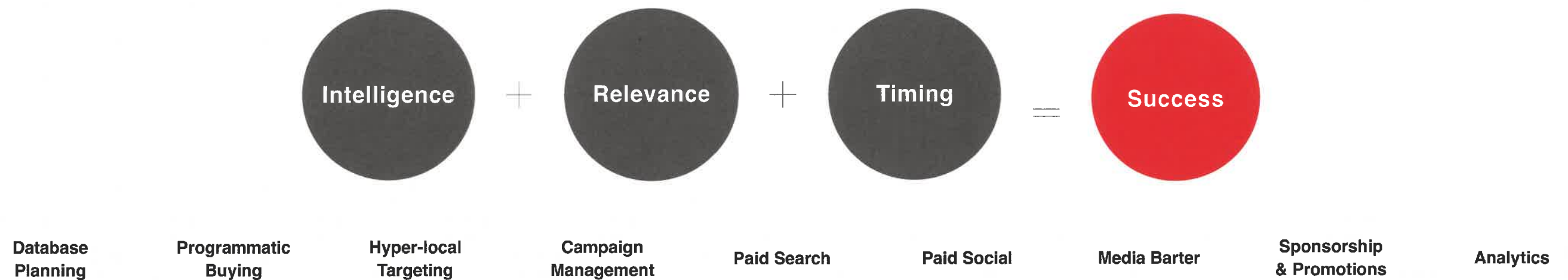
3

# Media Planning and Buying

# Media planning and buying supported by \$30 billion in buying power.

Media has changed because of two simultaneous forces: 1) consumer behavior and attitudes are changing; and 2) the unending availability of data and technology has changed what's possible in media planning, media buying and measurement. Because of how and where people consume content, we look at planning holistically, across channels, devices, and data sources. One thing that has not changed is the importance of buying power.

As an Omnicom agency, we will leverage more than \$30 billion of purchasing clout on your behalf. That means lower rates, more to invest, greater influence and more opportunities. We have developed a tremendous balance of traditional and digital capabilities that keep clients ahead of the competition and ahead of new and emerging media technology. **We follow a disciplined process and formula for success:**



\$30 Billion in media purchasing power in North America.

We are relentless in our pursuit of data and intelligence to support the approach to targeting and influence through media channels. We believe messages and mediums must be relevant to the way audiences consume media. And, finally, channels allow us greater control of delivering messages at the point of greatest influence on the purchase decision. The agency maintains a considerable amount of tools and technology to support the depth and breadth of media to ensure we reach the intended target with the intended message at the intended time. Omnicom also enables agency teams to leverage more than **\$30 billion in purchasing clout for our clients.**

# Full-funnel approach to media for West Virginia.

There is a temptation in media to proclaim “it’s not one thing, it’s everything.” In reality, we have to be far more consumer-focused and purpose-driven in our approach to find the “right thing” for West Virginia and your audiences. The travel decision cycle is not absolute. But, we understand enough about the potential visitor and the planning journey to know that timing and relevance are critical throughout the funnel — and, throughout different times of the year. Changing messages and mediums ensures our efforts to target the individual do not result in over-saturation or needless elevation of CPMs.

A full-funnel approach for West Virginia will provide a clear path that coincides with the journey rather than trying to battle for the audience’s attention throughout the process. It also allows our teams, and our media vendors to match the media with a purpose. And it provides a more exact understanding of each phase and the appropriate weighting at the appropriate time ensuring we are not attempting to deliver top-of-the-funnel tactics during a critical lower-funnel decision phase. **For West Virginia the end result will be greater efficiency, focus and ultimately measurable results.**



## An always-on philosophy.

Everything we do is ultimately driven by performance. But, the focus on results generated through media has never been more intense or enabled. Our campaigns are rigorously measured and continuously optimized against the established campaign KPIs and our client's business objectives. Optimizations are performed daily throughout the campaign.

As a hyper-integrated agency, we also consistently leverage paid media investments to ensure the greatest impact of paid, owned and earned media in a cross-channel environment.

We use Google's suite of products including the Marketing Platform to provide the most up-to-date, actionable data as well as attribution tools to make smart decisions that can be measured across digital channels.



# The ability to provide a deeper look at West Virginia's audience.

Instead of specializing in data ownership, through Omnicom, we have invested in insights extraction, because like you, we understand that data becomes valuable when actively applied to marketing strategies and campaigns. **Omni**, the first Marketing Operating System, revolutionizes data usage by surfacing actionable insights. Now, the Agency team can easily infuse data into both the digital and content subsets of efforts for West Virginia.

Omni's full suite of applications can actually provide the Agency and West Virginia with end-to-end workflow, insights, planning, content development, activation, reporting, attribution, and optimization solutions. Omni also makes it possible to leverage specific apps to amplify existing Martech stacks or to integrate them directly into West Virginia internal workflows and tech stacks.



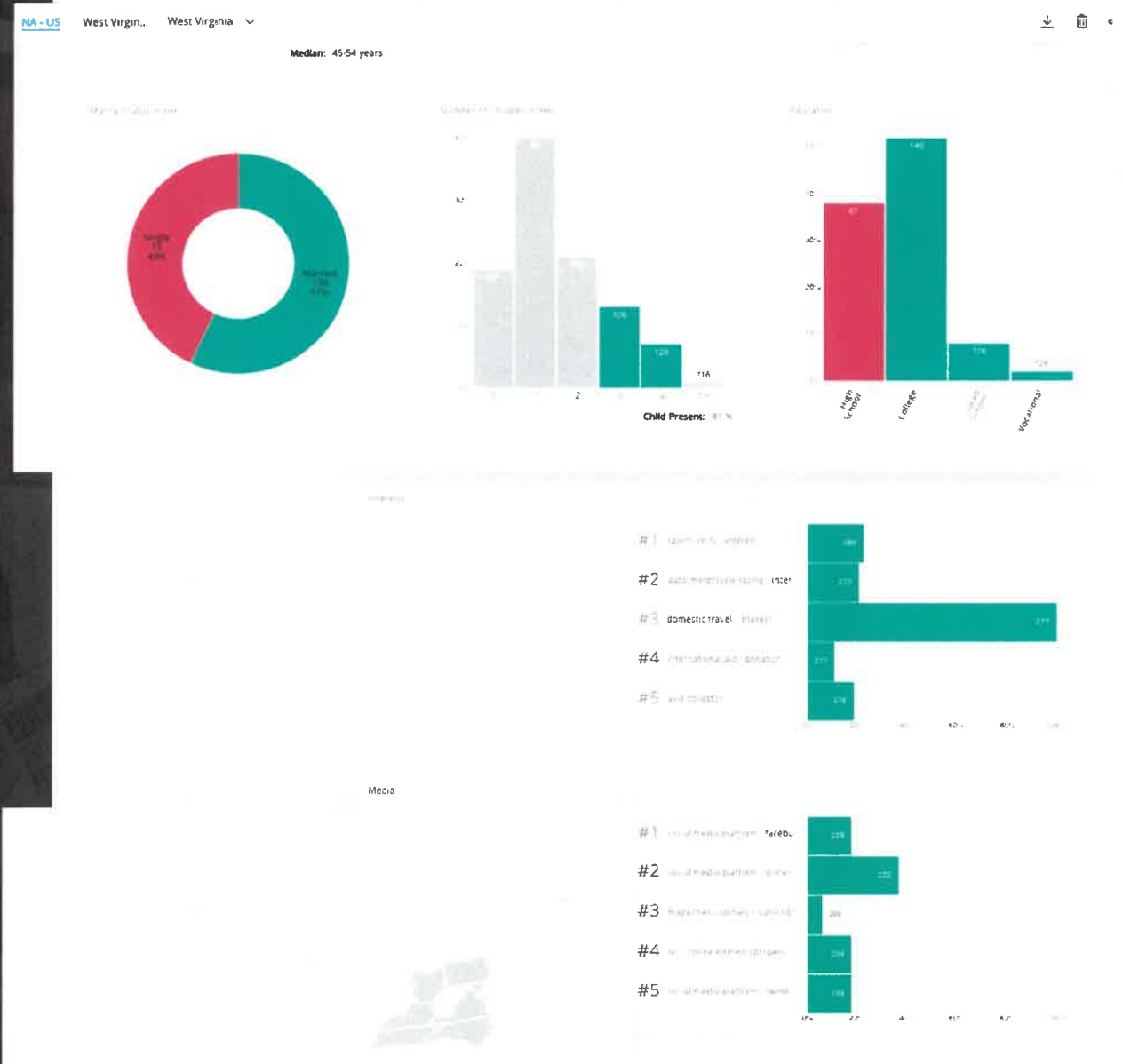
# A powerful tool for audience targeting.

The Zimmerman Agency uses a variety of primary and secondary research tools to identify and profile the ideal target for West Virginia. While many of our clients use Arrivalist to provide data on markets and audience behavior, we will create individual “personas” of potentially valuable targets through a combination of traditional tools as well as cutting-edge audience builders. In addition to traditional tools like MRI/Simmons and Nielsen, The Zimmerman Agency uses Omni, our proprietary, people-based precision marketing and insights platform, designed to identify and define personalized consumer experiences that scale across creative, media and CRM.

The sample screenshots on this page illustrate how Omni can become crucial to identifying best prospects for our clients by building a potential audience from key feeder market states based on real consumer data harvested through various datapoints like Google, Facebook, Neustar, LiveRamp and Experian. These topline screenshots identify an opportunity target cohort of travelers with an interest in domestic travel destinations, a drive-

market audience in seven key states: Ohio, Kentucky, Virginia, Pennsylvania, Maryland, Tennessee and North Carolina.

This particular audience that Omni identified includes of 13.6MM consumers, 6.6MM households and 61.24MM devices. The potential audience is a robust collection of varied income families (largely between \$75 – 150K) and over-indexes in 55+ cohort, with the current median target at 45-54 and an underindex/opportunity cohort in 25-44 age range. They have a propensity for domestic drive travel. The audience is 57% married, 43% single and and skews female (52% vs. 48% male). We can parse the data in the best interest of identifying true behavior based on actual consumers – for example, the interests chart outlines an affinity for sports, auto racing, domestic travel and are avid collectors. They are heavy users of Twitter, Facebook, Pinterest and culinary magazines.



## Adding value to value-added media.

Clients give The Zimmerman Agency media teams high marks for their ability to negotiate and deliver on value-added media. For more than 10 consecutive years, the Agency has delivered an average of 31% in value-added return on our client's media investments. Value-added can be delivered in matching media space, digital equivalency, promotions,

co-brand promotions, schedule extensions, and more. The combination of our team's preferred relationships with media partners, the power and clout of Omnicom, and an approach to negotiating that places a value on our partnership with the media consistently delivers for our clients at the bottom line.

- **Unparalleled efficiency in rate structure**
- **Media channel beta-test opportunities**
- **Integrated packaging of media buys**
- **Preferred positions, times, space**
- **Added exposure through alternative channels**
- **Custom content and experiential activations**
- **Promotion and co-brand opportunities**
- **Integrated packaging of media buys**
- **Event sponsorships**

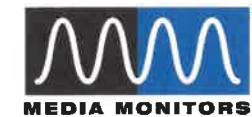
**The Zimmerman Agency provides an average of 31% in Value-Added Media for our clients.**



# World-class media and targeting technology.

More than ever before, technology is the most important ingredient to effective media planning / buying. As an Omnicom agency, we provide planners and buyers with the

most advanced tools and technology, as well as the most advanced media research and analytics to drive efficiency and affect the productivity of your media dollars.





# Planning Tools and Services.

<p><b>Audiences</b></p>	<p><b>Competitive</b></p>	<p><b>Marketing Insights</b></p>	<p><b>DMA Insights</b></p>
<p><b>Broadcast</b></p>	<p><b>Digital</b></p>	<p><b>Search</b></p>	<p><b>Social</b></p>
<p><b>Market Mapping</b></p>	<p><b>Data Partners</b></p>	<p><b>Measurement / Attribution</b></p>	<p><b>Proprietary</b></p>



### **John Nicholas** | SVP, Media Director

John was just four years into his career when he was named the “Rising Media Star” in South Florida. He made a strong name for himself as a senior media planner and buyer at Beber Silverstein and then with Crispin, Porter & Bogusky, establishing an enviable career path among his contemporaries. It was actually a hurricane that hit south Florida that convinced John to move his family to the friendly surroundings of Tallahassee. And, since that time he has grown the media department into a major strength for clients. His wealth of experience in media technology and available resources combined with incredible relationships in the industry have created measurable results that are consistently measured at the bottom line. The Agency’s depth in media is buoyed by Omnicom, but it is John’s astute planning and aptitude for analyzing and planning based on data that makes media dollars work hard for our clients.

**CLIENT EXPERIENCE:** Del Monte, Belize Tourism Board, Visit Central Florida, Visit Rhode Island, Tobacco Free Florida, Cooper Tires, Pilot Pens, Hard Rock Hotels, Marriott Hotels & Resorts, Flowers Foods, Wonder Bread, Ritz-Carlton, Domino Sugar, Flower’s Foods, Streamsong Resort, and more.



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### **Spencer Gibboney** | Associate Media Director

It all started when Spencer started watching Sesame Street...honest. From that nascent beginning, he has developed into a media wonk helping his clients understand the complexities of our modern digital media world and how people can be reached in a meaningful manner to develop relationships that are not just a 'transaction'. Unraveling each customers' journey has allowed Spencer to deliver attributable, data-driven results allowing each client to solve the puzzle of their true cost to market.

**CLIENT EXPERIENCE:** Saks Fifth Avenue, McDonald's, Wendy's, AutoNation, Sonic Automotive, Hendrick Automotive, Florida Tourism, South Carolina Parks Recreation & Tourism, State of Ohio Tourism, Hilton Head Island, Myrtle Beach Tourism, Safelite AutoGlass, NAPA, Bob Evans, Cosequin, Greenies™, MGM Resorts, Santa Monica Travel & Tourism, Nationwide, Safeway, Cooper Tires, Dana Incorporated, North Carolina Education Lottery, Lake Erie Shores & Islands.



### **Shandin Manning** | Digital Supervisor

As the world moves at a more rapid digital pace every second, Shandin is the leading voice and advocate for all things digital in media. With more than 10 years experience in strategic media planning and buying on the client, agency and publishing side of the business, she provides a unique and fresh perspective. She gained agency experience with McCann and 22Squared before moving client-side as the Media Supervisor at Home Depot, overseeing budgets in excess of \$50 million. She then returned to the agency world with VML. She is highly skilled with advanced targeting tactics, including programmatic.

**CLIENT EXPERIENCE:** Saks Fifth Avenue, McDonald's, Wendy's, AutoNation, Sonic Automotive, Hendrick Automotive, Florida Tourism, South Carolina Parks Recreation & Tourism, State of Ohio Tourism, Hilton Head Island, Myrtle Beach Tourism, Safelite AutoGlass, NAPA, Bob Evans, Cosequin, Greenies™, MGM Resorts, Santa Monica Travel & Tourism, Nationwide, Safeway, Cooper Tires, Dana Incorporated, North Carolina Education Lottery, Lake Erie Shores & Islands.



*South Padre*  
**ISLAND**

A Case History

# SITUATION

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South Padre Island has the best, most expansive and stunning beaches (and the whitest sand) in Texas. Over the years, the destination gained a reputation as the "college spring break" destination, with thousands of students descending on the island each March. While we still need to embrace the students in this time period, we strategically desired to enhance the year-round nature of the destination and help improve its image as a more upscale, family-friendly vacation spot.

We learned that what makes South Padre Island great is the small-town accessibility, friendly people and the warm, welcoming service. There was also a large variety of activities, from water sports to shopping to eco-tourism to delicious cuisine.

In an effort to position South Padre Island as the 'go-to' beach escape for families in Texas and beyond who've struggled during the pandemic, our media plan and strategy revolved around an idea that focused on the hassle-free experience of the island: **Life can be hard. South Padre Island is easy.**

# COCONUT OR PINEAPPLE?

Man, this is tough.

Coconut's always good, but the pineapple drink comes with a whole lot more... like little umbrellas. And I love those little umbrellas. Even though I can't get why they exist.

I mean, it's not like they protect you from the rain or anything.



That's as hard as it gets.



# KITE BOARDING OR KITE SURFING?

Decisions, decisions.

At least it's a good problem to have. I've always wanted to walk on water. Why wouldn't I want to try that? But sailing, like an eagle over the waves? That sounds pretty darn cool, too.

Good thing we're gonna be here for a week.



That's as hard as it gets.



To bring this idea to life, the Agency decided to focus on the "easy" aspect of vacationing in South Padre Island, and that the 'hardest' thing to do is actually deciding what to do because there are so many choices. Would you like coconut or pineapple in your cocktail? Would you like kite boarding or kite surfing? Making these types of choices is as hard as it gets in a destination like South Padre Island. We deployed the "This or That" campaign to drive awareness of the variety of activities through both traditional, digital and social media, focusing on the drive market areas of Texas as well as midwest feeder markets.

Digital



## Social



 **visitsouthpadreisland** • Follow

It's been like forever since I've been on a horse. And I get to ride it on a beautiful, white sandy beach? But, man, that clear, blue water is calling my name. Sure beats the heck out of the rec center pool. This is gonna be a hard call to make. [#HorsebackRiding](#) [#ThatsAsHardAsItGets](#)



1,234 likes

1 DAY AGO

Add a comment...



Instagram

 **visitsouthpadreisland**  
Sponsored

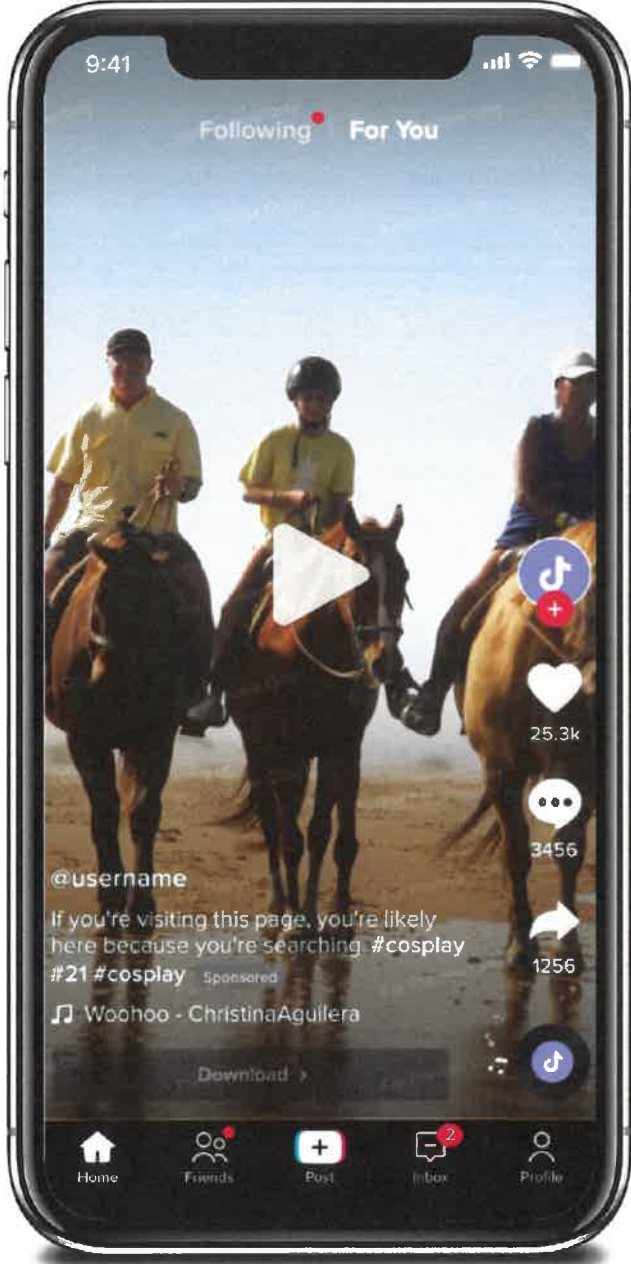
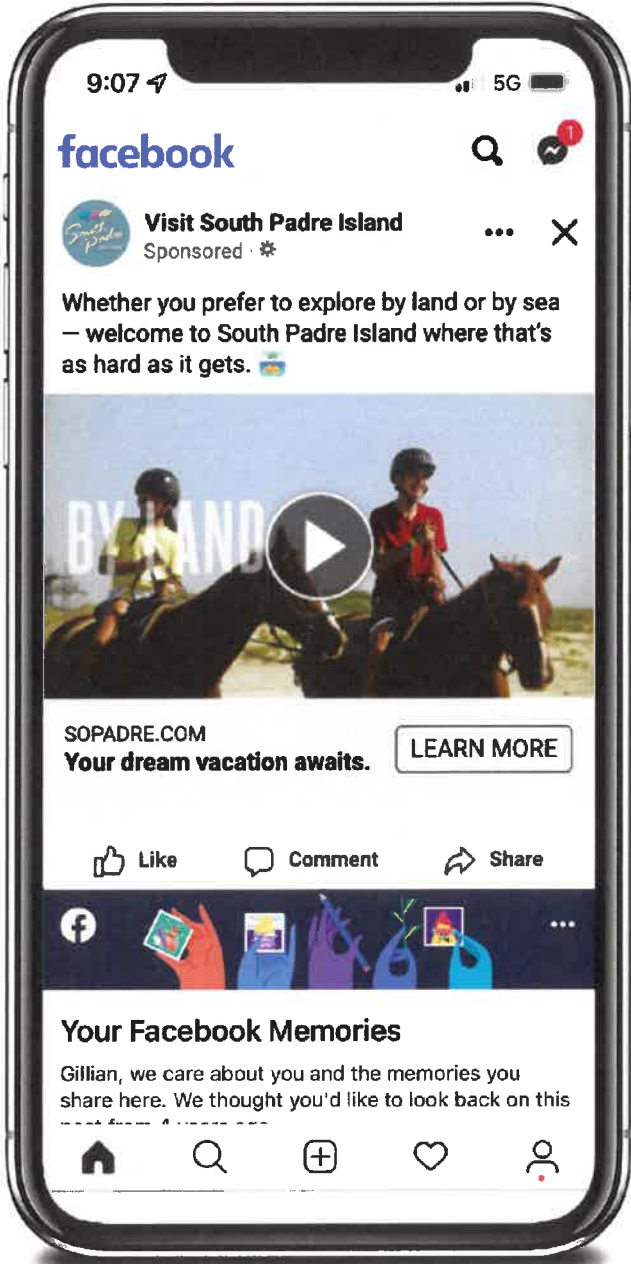


Learn more





# Paid Social Ads



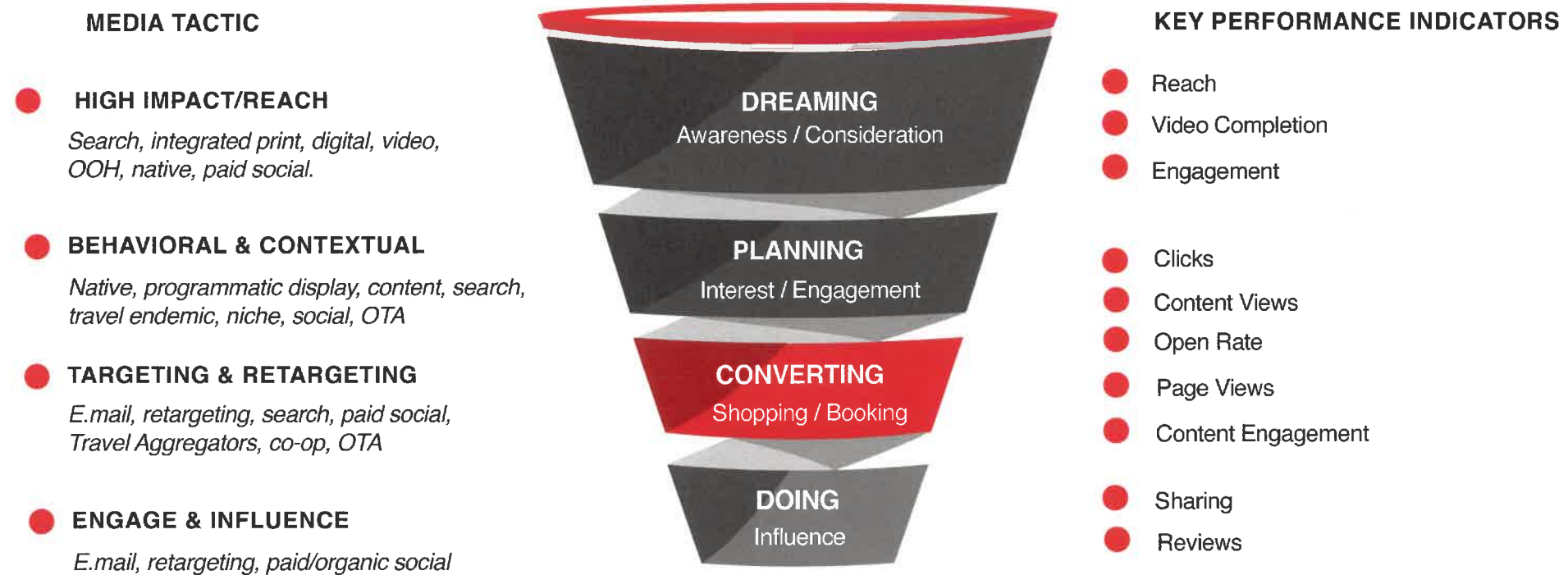
# Media Objectives.

1. Activate advanced digital display efforts while integrating optimizations with all Marcom efforts.

- Increase visits and overnight short-term rental accommodation stays while stimulating the overall economic impact.
- Use market research data/intelligence to determine efficiencies for effective delivery of media messages.

2. Develop and execute a targeted full-funnel approach to media that will educate our audiences about all that South Padre Island has to offer.

- A full-year promotional media plan to drive awareness, consideration, web traffic and accommodation revenue.



Upper and middle funnel tactics "fill the funnel" with consumers that show intent to travel and drive them towards booking at our destination. Social continues the conversation during/post visit.

# Target Audience.



## 01 Lifestyle

- Couples
  - Families
  - Multi-Generational
- **Activities:**
    - Beach / Water
    - Fishing / Diving
    - Nature / Eco

## 02 Demographic

- **Primary**
  - Adults 25 - 64
  - Avg. Age 46
  - Avg HHI \$75k+
  - Married
- **Generation**
  - Millennials / Gen X
  - Gen Z
  - Boomers

## 03 Geographic

- **Texas**
  - RGV
  - Houston
  - Dallas / Ft.Worth
  - San Antonio
  - Austin
  - El Paso
  - Corpus Christi
- **Oklahoma**
- **Minnesota**
- **Missouri**
- **Colorado**

## Strategic Approach.

Activate the right mix of targeted media that will generate awareness and excitement for South Padre Island which will ultimately drive higher web traffic and accommodation revenue.

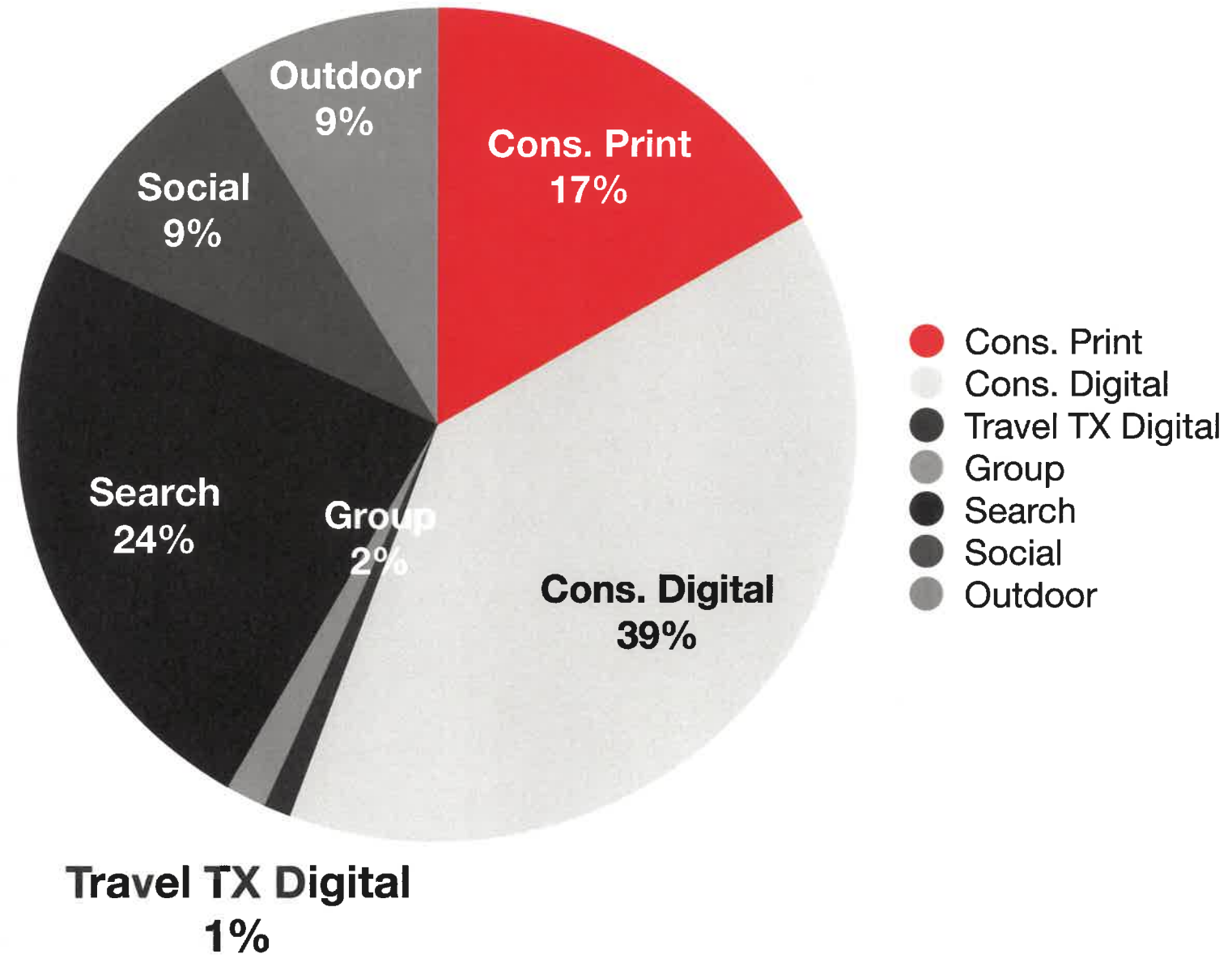
- Consumer Print
- Niche Print
- Group Print
- Digital Display
- Programmatic Digital
- Native Digital
- Group Digital
- SEM

Negotiate value-added packages to extend reach / frequency of messaging.

- Consider a dedicated South Padre Island media co-op program to aid local partners' marketing efforts.
- Take advantage of partnership affiliations to extend our reach and efficiencies.
  - Travel Texas
- Leverage investment to expand our exposure via value-added efforts.
  - Advertorial
  - Promotions
  - Public Relations: A full-year promotional media plan to drive awareness, consideration, web traffic and accommodation revenue.

# FY 2021 / 2022 media allocation.

Combined, the digital spend represents 73% of the budget.



# OUTCOMES

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- Overall, the programmatic media garnered over 42 million impressions and a .21% CTR year-to-date.
  - A CTR 110% above the CTR benchmark of .10%
- Programmatic media ultimately contributed to a +17% increase in bed-tax collections vs the same time in previous year.
- Expedia saw over 9,000 room nights booked, \$2.2 million in gross bookings, and a 26:1 ROAS.
- RevPar growth is outpacing every destination in the competitive set.
- Occupancy bed tax is up by 15%+ YoY.
- Overall, paid search achieved a strong CTR of 13.46%, 188% above the industry benchmark of 4.68%.
- Optimizations helped drive down the average cost per click by 73%, allowing SPI to garner more clicks and therefore more conversions.
- Pre-Covid YoY comparison, 2022 drove overall higher website traffic.
  - 2022 has driven higher website traffic with a 4% increase in sessions, a 7% increase in new users, and a 6% increase in users.
- Snapchat has seen over 6.2 million impressions and 65,000 swipe-ups.
- TikTok had over 7.5 million impressions and 74,000 clicks.
- Facebook and Instagram collectively have over 13.4 million impressions and 100,000 clicks.



**streamsong**<sup>®</sup>  
RESORT • GOLF • SPA

A Case History

# SITUATION

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The Agency was engaged by Streamsong Resort to provide strategy and cross-channel solutions including advertising, public relations, social media and digital marketing. The Agency also has a significant amount of experience working for clients that appeal to golf, meetings and leisure segments.

Streamsong provided a unique challenge. In a state that offers abundant options for golf, the parent company set out to design three golf courses that would be on par with any course — anywhere. However, Streamsong is located in the “middle of nowhere.” In addition to gaining awareness and consideration among an incredibly tough competitive set in Florida, the true objective was to establish a national following among golfers and to become a destination resort for meeting planners.





# PLAY HERE, STAY HERE.

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The objective for course designers Tom Doak, Bill Coore and Ben Crenshaw was clear: design three of the most impressive courses in America. But, the plan didn't stop there. With more than 100 rooms, a state-of-the-art spa, and more than 25,000 square feet of meeting space, this was a complete resort experience, and ownership would need to generate revenue to support the entire property.

**THE ZIMMERMAN AGENCY**



### Key Challenge

It is not easy to get to Streamsong. The land was actually designated as a reclamation project in the middle of Florida. Not only did we have to establish the golf courses, but we also had to establish that this was a serious meetings destination.



### Audience

The primary target is the affluent golfer who takes more than one golf trip per year. But, we can't leave out C-suite executives and group meeting planners seeking a property with exceptional golf complemented by outstanding meeting facilities.



### Key Strategy

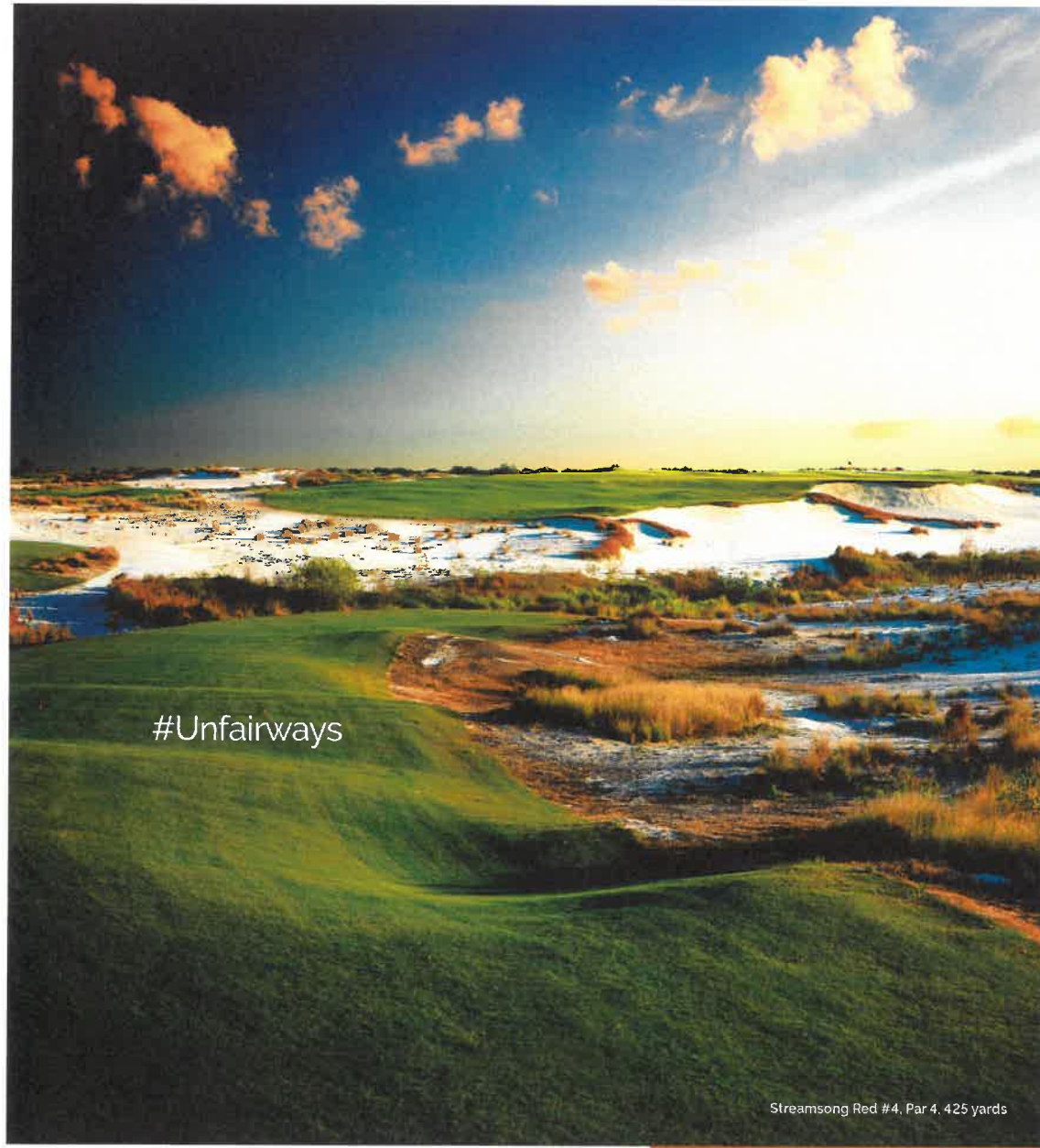
The Agency focused on creating visual imagery and stunning layouts that would capture the essence of the course architecture. Using a balance of paid, owned, and an aggressive pursuit of earned media, the Agency garnered an incredible share of voice for the resort.

# KEY INITIATIVES

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While it may be hard for the true golf aficionado to admit, even with three of the most challenging golf courses on earth, a resort like Streamsong cannot reach their business objectives by simply filling tee times. Hotel rooms, meeting space, dinner reservations, spa appointments and even adventures that depart from golf are all part of the formula to drive revenue and exceed expectations for the resort's bottom-line performance.

To succeed, Streamsong would need to capture the meetings market and position the resort to accommodate a discerning meeting planner intent on providing an unparalleled golf / meetings experience. In many ways, we used Streamsong's remote, out-of-the-way location as an inspiration for golfers and planners willing to go the extra mile to find the best golf in the United States. Aggressive social media, strategic public relations, and powerful creative combined in total alignment to optimize the return on investment.



#Unfairways

Streamsong Red #4, Par 4, 425 yards



The wide open rolling fairways of Streamsong can expose your short game while pushing your irons to their limit. Take a quiet stroll through three internationally acclaimed golf courses and test your mastery of the game. There's an extraordinary story waiting for you at Streamsong. [#MyStreamsongStory](#)

## ADVERTISING

We captured the stunning landscape of the golf courses as a testament to the incredible setting for golf and meetings at Streamsong. While digital influenced 75% of all media, email marketing and targeted print advertising helped tell the story to both golfers and meeting planners.

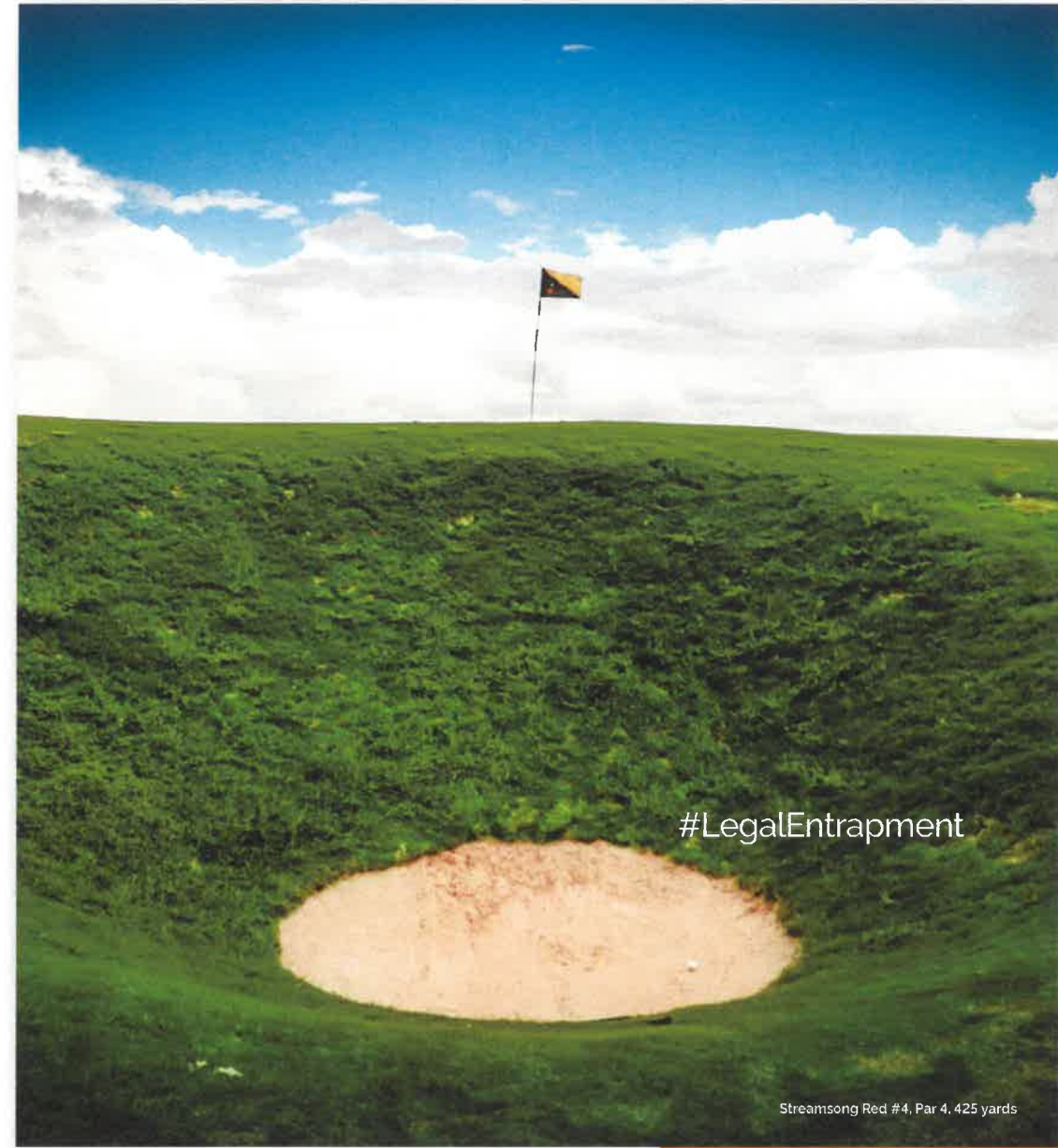


#ChasingEaglesOnFrontNine

Streamsong Red #4, Par 4, 425 yards



You won't find this eagle on a scorecard. Unexpected moments are a natural part of your game at Streamsong. Discover the extraordinary stories waiting there for you.  
#MyStreamsongStory



#LegalEntrapment

Streamsong Red #4, Par 4, 425 yards

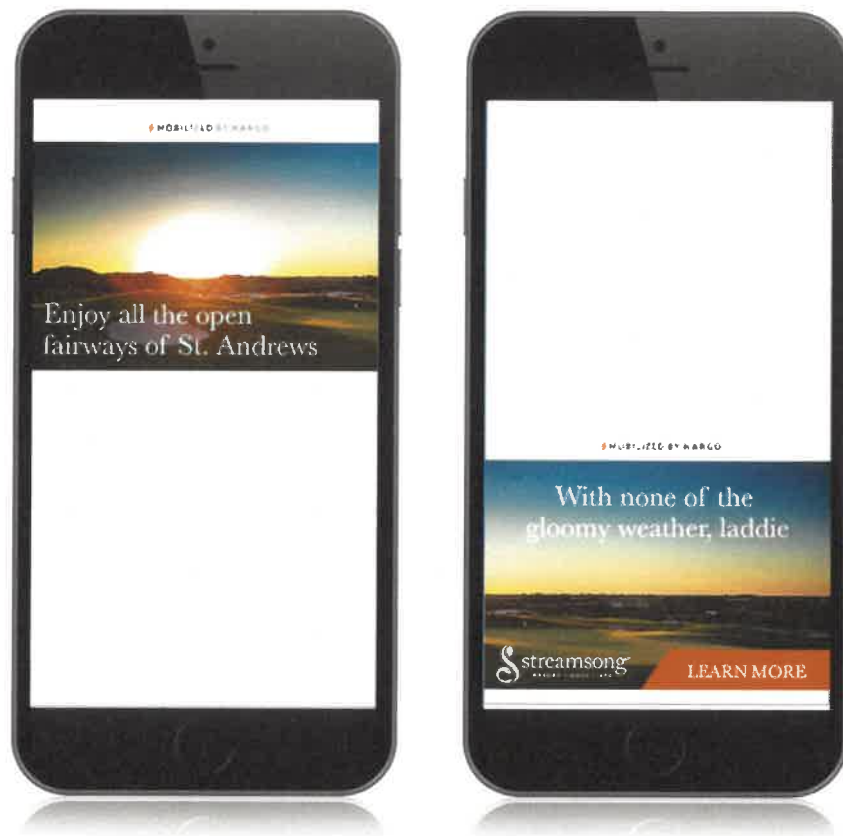


Three unprecedented courses filled with the unexpected — like traditional links-style fairways capped with greenside pot bunkers. Celebrate the legacy of Scottish links while discovering the natural perfection of Streamsong. There's an extraordinary story waiting for you.  
#MyStreamsongStory



Watch on Vimeo

(Click to play)



## CONTENT

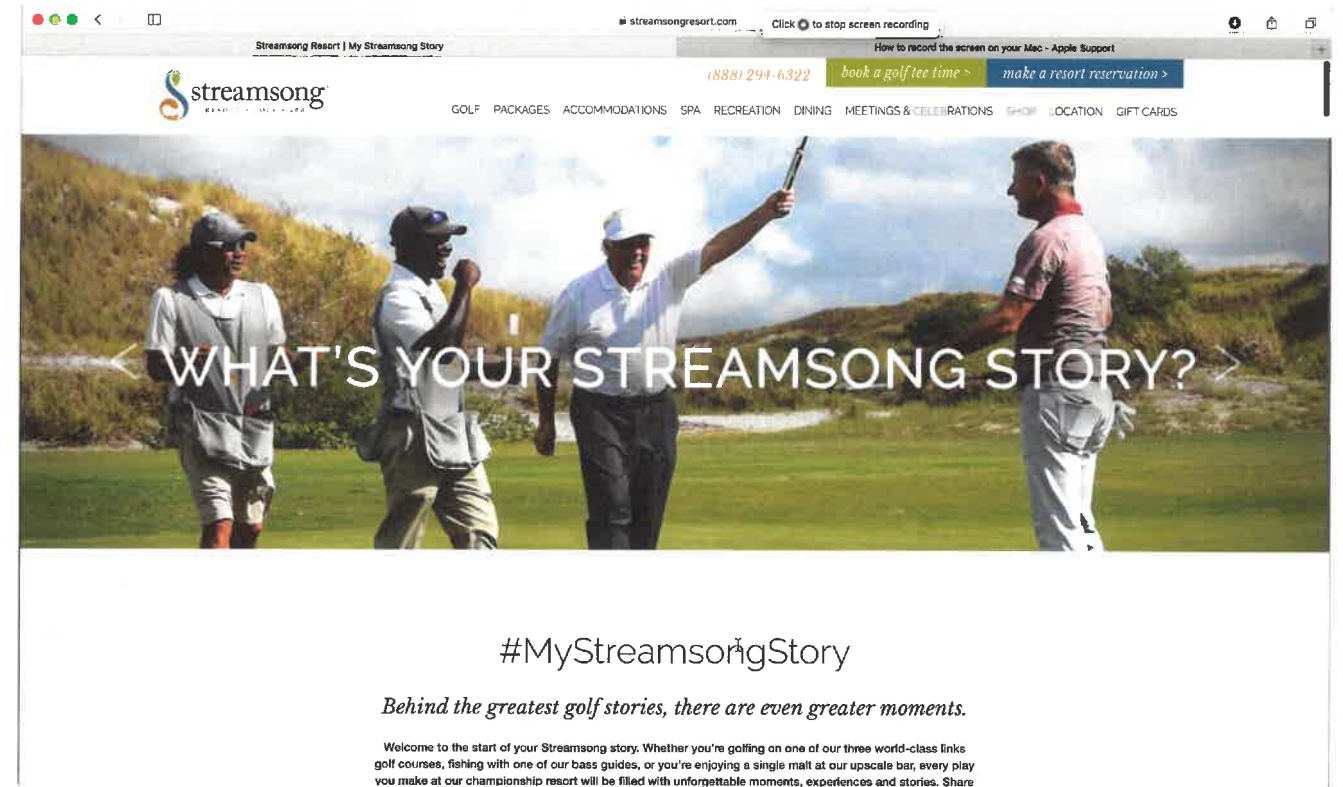
From the moment a guest receives a confirmation to the moment they enter an elevator on property, we made #MyStreamsongStory part of the fabric of the resort. We use video to show how beautiful the resort is, and the testimonials from those who have actually experienced Streamsong are proving to be inspiring to potential guests. The #MyStreamSongStory campaign gave a whole new meaning to the concept of user-generated content.

THE Z!MMERMAN AGENCY



Watch on Vimeo

(Click to play)



Watch on Vimeo

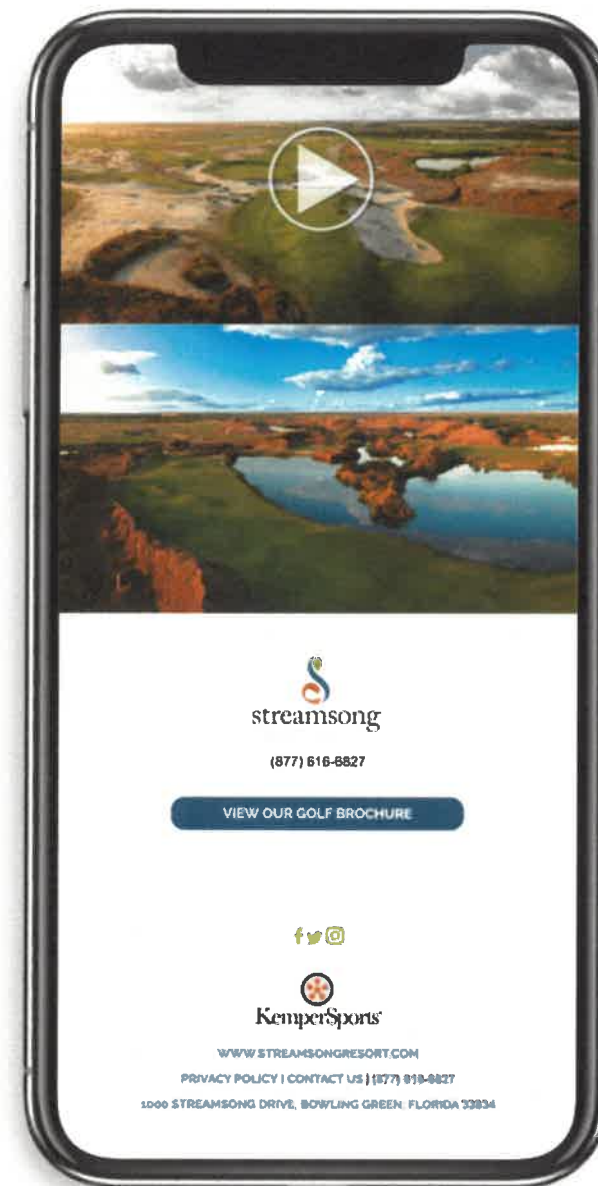
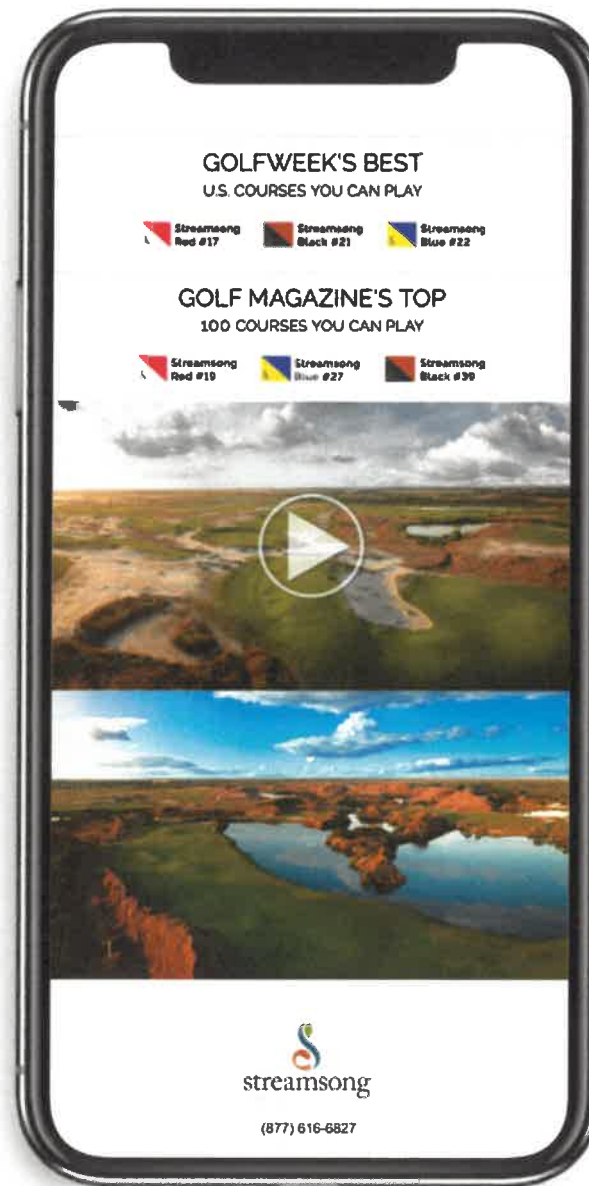
(Click to play)

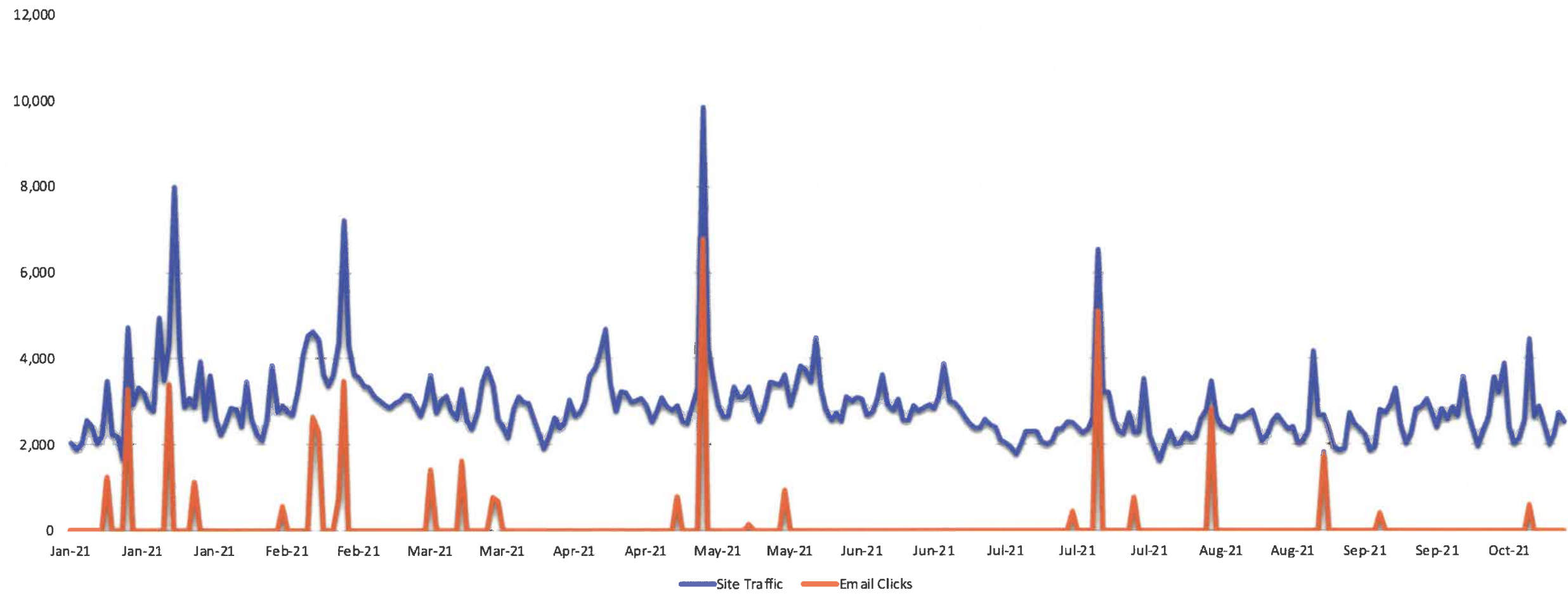


# EMAIL

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Email does not represent a significant percentage of the overall marketing budget. But, it would be hard to argue the effectiveness. Agency digital teams diligently tested the email design and content to discover the most effective messaging to generate responses. Emails are targeted, timely and relevant. On the following pages, you will see the impressive measurement as a result of that effort.

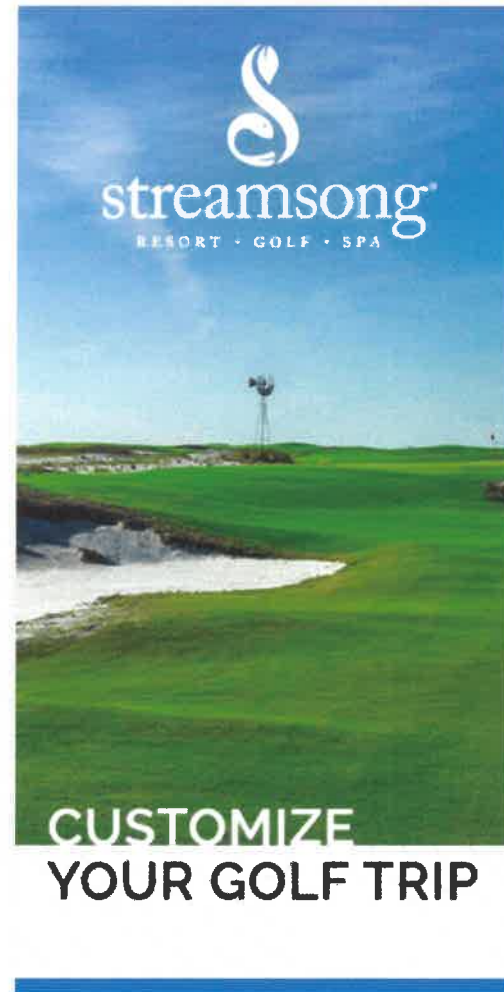




## Site Traffic Vs. Emails

Emails generate a proven measurable increase in website traffic.

# Digital



CUSTOMIZE YOUR GOLF TRIP



## Digital Media Performance - Programmatic

Despite spending less money, when comparing traffic to the pre-Covid period, all KPI's registered a 300%+ improvement in performance.

SOJERN	FY19 (January - October 20, 2019)	FY20 (January - October 20, 2021)	% CHANGE
Impressions	1,626,442	7,287,910	348.09%
Clicks	954	13,740	1,340.25%
CTR	0.06%	0.19%	221.42%
Pixel Fires	6,433	48,374	651.97%
Conversions	4	391	9,675.00%
Media Spend	\$52,189	\$44,947	-13.88%
ROAS	616%	1,171%	90.10%

## Paid Search YoY Performance

Cost per conversion has gone down while the overall performance in every category of measurement for paid search has demonstrated a significant increase in performance.

METRICS	JANUARY - OCTOBER 2019	JANUARY - OCTOBER 2021	% CHANGE
Impressions	565,417	789,208	40%
Clicks	53,818	102,907	91%
CTR	9.52%	13.04%	37%
Avg. CPC	\$0.94	\$0.52	-45%
Cost	\$50,471	\$53,148	5%
Conversions	22,262	410,776	1,745%
Cost / conv.	\$2.19	\$0.13	-94%
Conv. rate	43%	434%	908%
Search Impr. share	17.21%	62.93%	266%

# OUTCOMES

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The very fact that Streamsong added a third course, has recently announced a fourth and added an expansive clubhouse is a testament to the results.

- Four consecutive years of exceeding budgeted room nights for meetings by more than 10%
- 12:1 ROAS in digital display
- 200% increase in social media engagement in one year
- 20% increase in golf-related revenue YoY
- 20% increase in golf-related rooms revenue YoY
- 25:1 ROI in PR and social media

RESEARCH AND ANALYSIS

4

# Research and Analysis



MOMENTUM PROC

# Planning Methodology.

## Momentum® Planning

Momentum is our planning methodology. It's how we develop insights, strategies, actions, ideas and messages to influence audiences and accelerate growth. Momentum is not simply about communications. When clients embrace Momentum the results can motivate and inspire internal and external audiences. **Momentum Planning** is a three-step process that begins with Momentum Day(s); a highly-collaborative process to incorporate the opinions and experiences of key stakeholders. We craft a roadmap incorporating all three steps in *Momentum Planning* to establish the foundation of strategic and creative thinking. Concurrently, the Agency will develop a strategic plan prescribing traditional, digital, and emerging channels to connect with audiences. The Momentum Idea serves as the genesis of everything we do together to accelerate growth.



### Truths

Truths that may affect our ability to achieve business objective.



### Ambition

How we need to be perceived by, and positioned to, the world.



### Momentum

A fresh, bold, differentiating idea to overcome the status quo.

**Momentum Planning** begins with a series of customized exercises that are conducted with key stakeholders. The agency leads half-day sessions to identify the context surrounding the brand, your audiences, competition, and the opportunity that may affect our ability to achieve your objectives.

# Rooted in Insights.

While the Momentum Idea is not meant to be a consumer-facing line, it does become the fabric or genesis of our creative and strategic thinking. Momentum is fresh, it is bold and it is intended to push our teams to develop ideas that will stand out, overcome and generate the intended response.

Using the Momentum Idea as our platform, we will develop the campaign for West Virginia with a focus on four critical elements.

1. Audience
2. Competition
3. Culture
4. Brand



RESEARCH AND ANALYSIS

# West Virginia will have access to powerful, secondary research.

We're guessing that West Virginia already has access to a significant amount of secondary research and supporting data. However, it's important to note that The Zimmerman Agency utilizes a world-class suite of secondary data resources to enable teams and clients with the latest trends and insights that affect travel and the audience experience.

To the right are the tools that we use on a daily basis. Strategy and media teams utilize these tools along with media and target-specific technology. In the world of travel, the consumer journey, tools, technology and resources for travelers AND our clients change almost weekly. It is essential that our teams keep pace.

**Each month, we produce an update for clients on the latest trends, with relevant application to how shifts, trends and insights may affect your business.**





# Predictive Data Lab.

**Redefine your data.** To take data and analytics to a higher level we can translate audience data into actionable intelligence based on these four key elements:

WHO	WHAT	WHERE	EMOTIONAL EXPERIENCE
<ul style="list-style-type: none"> <li>• Who is currently buying?</li> <li>• Who are your biggest spenders?</li> <li>• Who is your top-performing customer?</li> <li>• What is the lifetime value of the customer?</li> </ul>	<ul style="list-style-type: none"> <li>• How long is your sales cycle?</li> <li>• How does your audience journey look?</li> <li>• How big is your potential customer universe?</li> <li>• How does your business compare to competitors?</li> </ul>	<ul style="list-style-type: none"> <li>• Where do they live?</li> <li>• What are your top markets by state and city?</li> <li>• How many neighbors have purchased your products? What markets align with your top customers?</li> </ul>	<ul style="list-style-type: none"> <li>• How do they feel about your brand?</li> <li>• How do they feel about the experience?</li> <li>• What do they value in a brand?</li> <li>• How does your brand align with their values?</li> </ul>

## Refined consumer-centric intelligence.

### We empower you by redefining your data

What you know about your customer (ie. Customer ID, order amount).

#### Refined data

- Search Engine
- Social Media
- Government Data
- Media Intelligence
- Sentiment Scores
- Review Sites

#### Consumer-centric intelligence

- Consumer intelligence (ie. Global report)
- Business intelligence (ie. Brand listening)
- Marketing intelligence (ie. Feedback loop)

## Consumer intelligence.

### Consumer-centric intelligence

Upcoming reports (ie. the inflation-proof personas)

#### Customer Segmentation Study

- Uncover who your ideal customer is
- Use our intelligence hub to provide us with desired insights
- Produce a persona, exact business coded for marketing, etc.

## Marketing intelligence.

### Feedback Loop — KPIs to track

Designed to provide you with a singular location to track all marketing effectiveness and business performance with over 1,000 pre-built connectors such as Pinterest and Facebook connectors.



## Working Together.

### Empower your data - Redefine your business

- Consumer-centric industry report
- Customer segmentation study
- Marketing feedback loop

### Redefine your data in a 5-step process

- Obtain our consumer-centric report
- Share your customer data
- Let our team of analysts do the work
- We present our findings
- Obtain your ideal customer

A photograph of a person on a boat, seen from behind, taking a picture of a parasailer. The parasailer is suspended from a metal frame on the boat and is wearing a large, colorful parachute with segments in blue, yellow, and white. The sky is a clear, bright blue with some light clouds. The person on the boat is wearing a light-colored long-sleeved shirt and a dark cap. The parasailer is positioned in the upper right quadrant of the frame, while the person on the boat is in the lower left. The metal frame of the boat is visible in the foreground, extending from the top left towards the center.

# DAYTONA BEACH<sup>®</sup>

Research Example

## Research Summary

# Daytona Beach is updated, fun and relaxing

### Overall Reaction to Beach On Campaign

It is appealing, relevant for all ages, clearly communicates Daytona Beach is a place to get your Beach On, relax and enjoy the beach and other activities

### Impact

Positively impacts perceptions of Daytona Beach, especially among younger audiences, creates impressions of new / revitalized and fun, increases intent to visit

### Reactions to World's Most Famous Beach

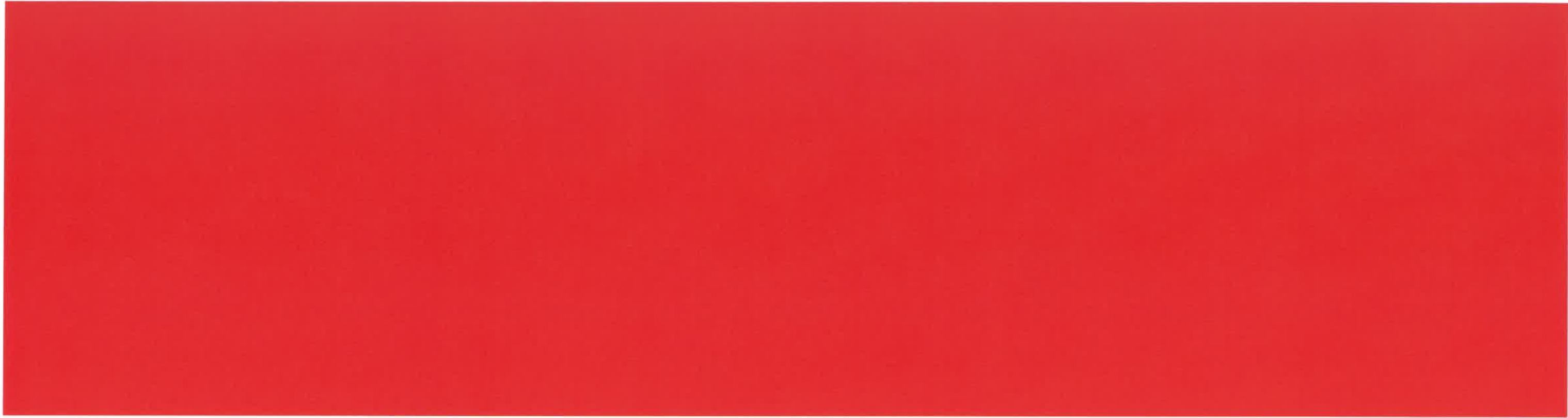
Positive for most, but not as ownable (as most feel other beaches in Florida could claim it) and could make some feel the beach is too crowded

### Preferred Logo



DAYTONA  
BEACH®

Winning logo (especially among younger audiences) delivers perceptions of fun and fresh



# KEY FINDINGS



# Copytesting Research

## Consumers were shown the following images:

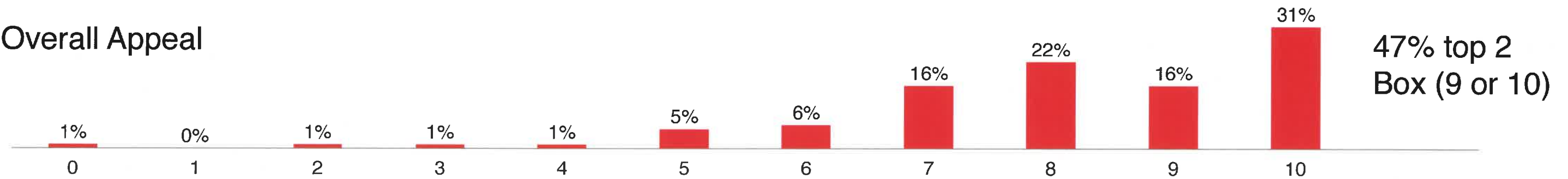


Please take a moment to click through the images below of potential advertising messages.

## Reactions to Advertising Campaign

# The Beach On Campaign is very appealing overall

### Overall Appeal



Daytona Beach has **everything to offer** for an enjoyable time.

**Let your worries go** and enjoy a relaxing vacay.

Beach On and they are showing me **different ways that I could enjoy Daytona Beach**. They had me at the gorgeous sand!

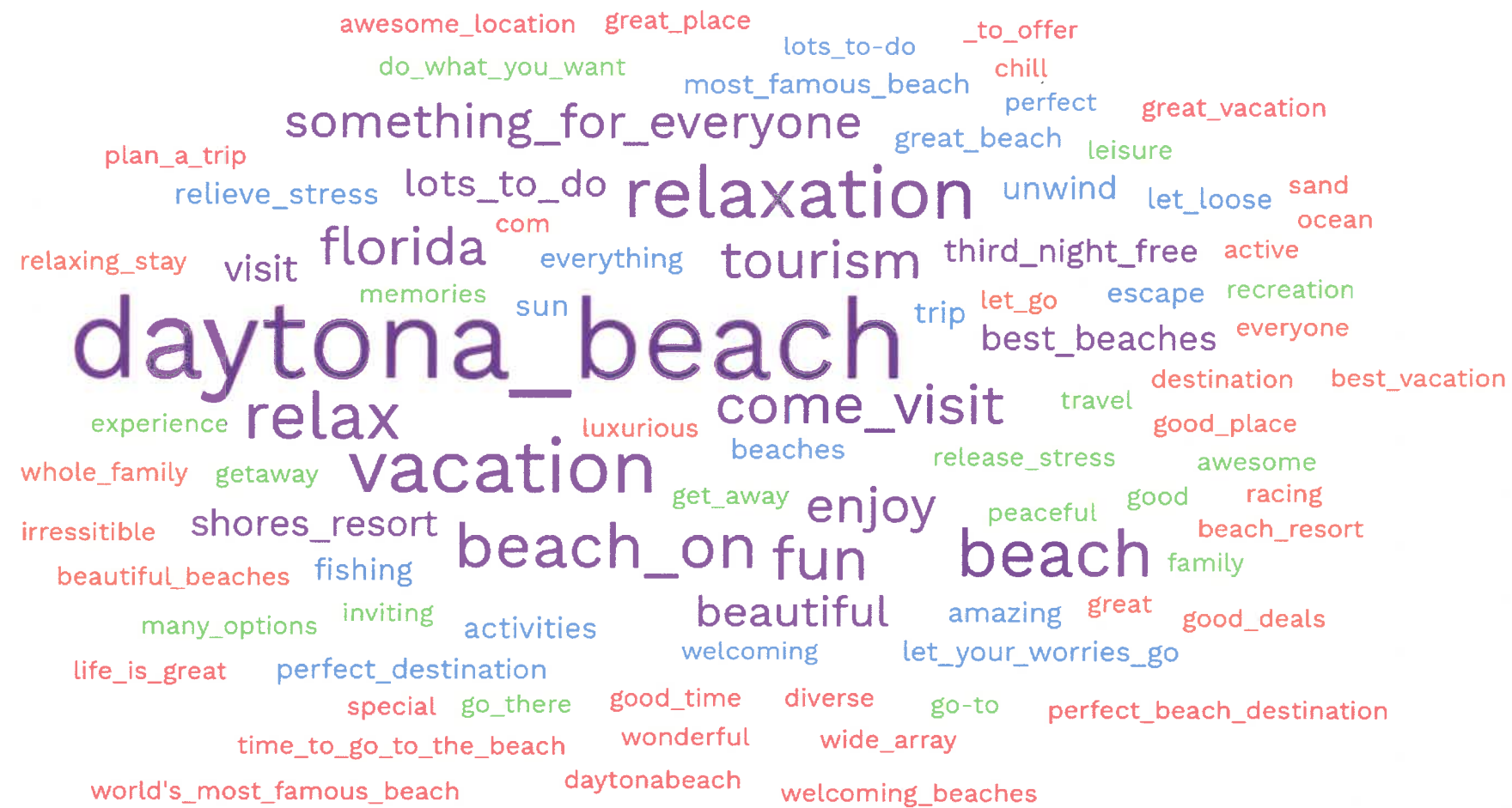
This brand is for Daytona Beach, and they are trying to convey that you **can come here and release your stress** and find a beach that **has lots of miles to it** and find **fun adventures**.

Daytona Beach; **Just relax and get your beach on** in Daytona Beach.

Q9. On a scale of 0 to 10, where 0 is not at all appealing and 10 is extremely appealing, how appealing is this campaign to you?

## Reactions to Advertising Campaign

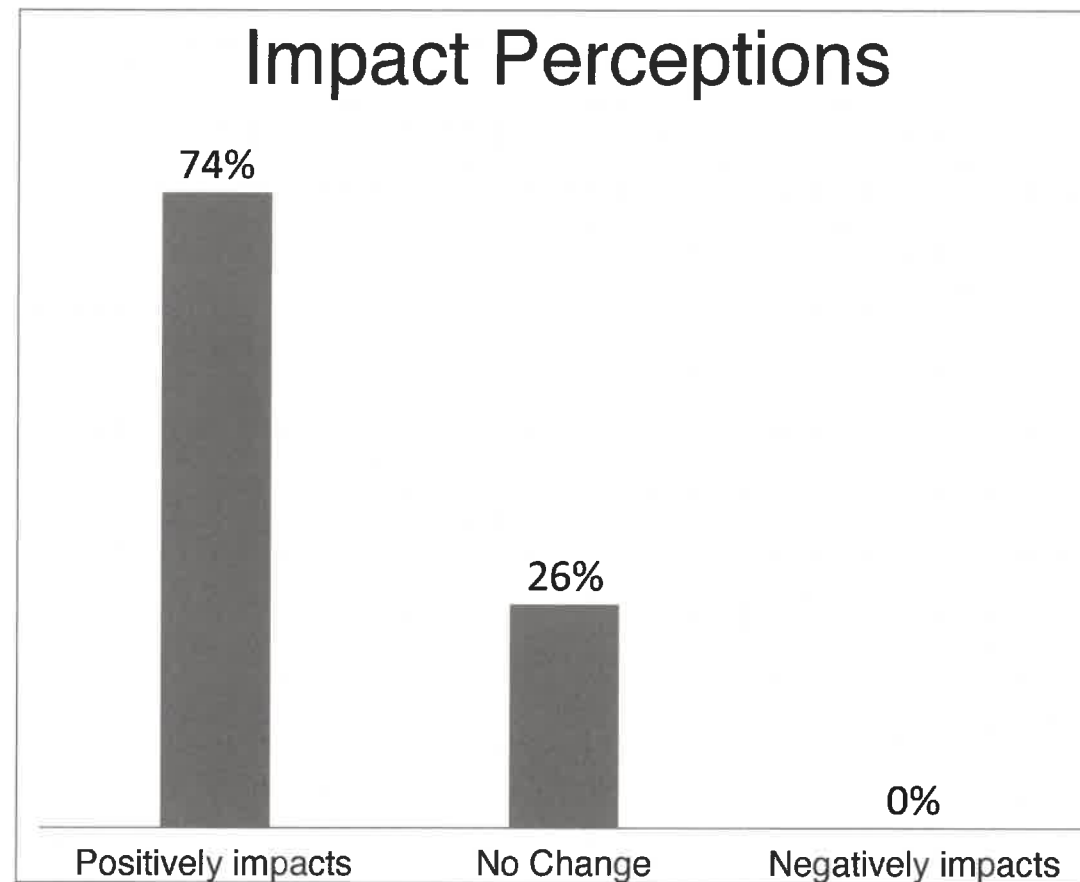
Campaign clearly communicates get your “Beach on” at Daytona Beach, relax, enjoy the beautiful beach, and something for everyone



Q1. In your own words, describe what brand / company this advertising campaign is for and what they are trying to tell you?

## Reactions to Advertising Campaign

# The Beach On Campaign positively impacts perceptions about Daytona Beach, especially among younger audiences



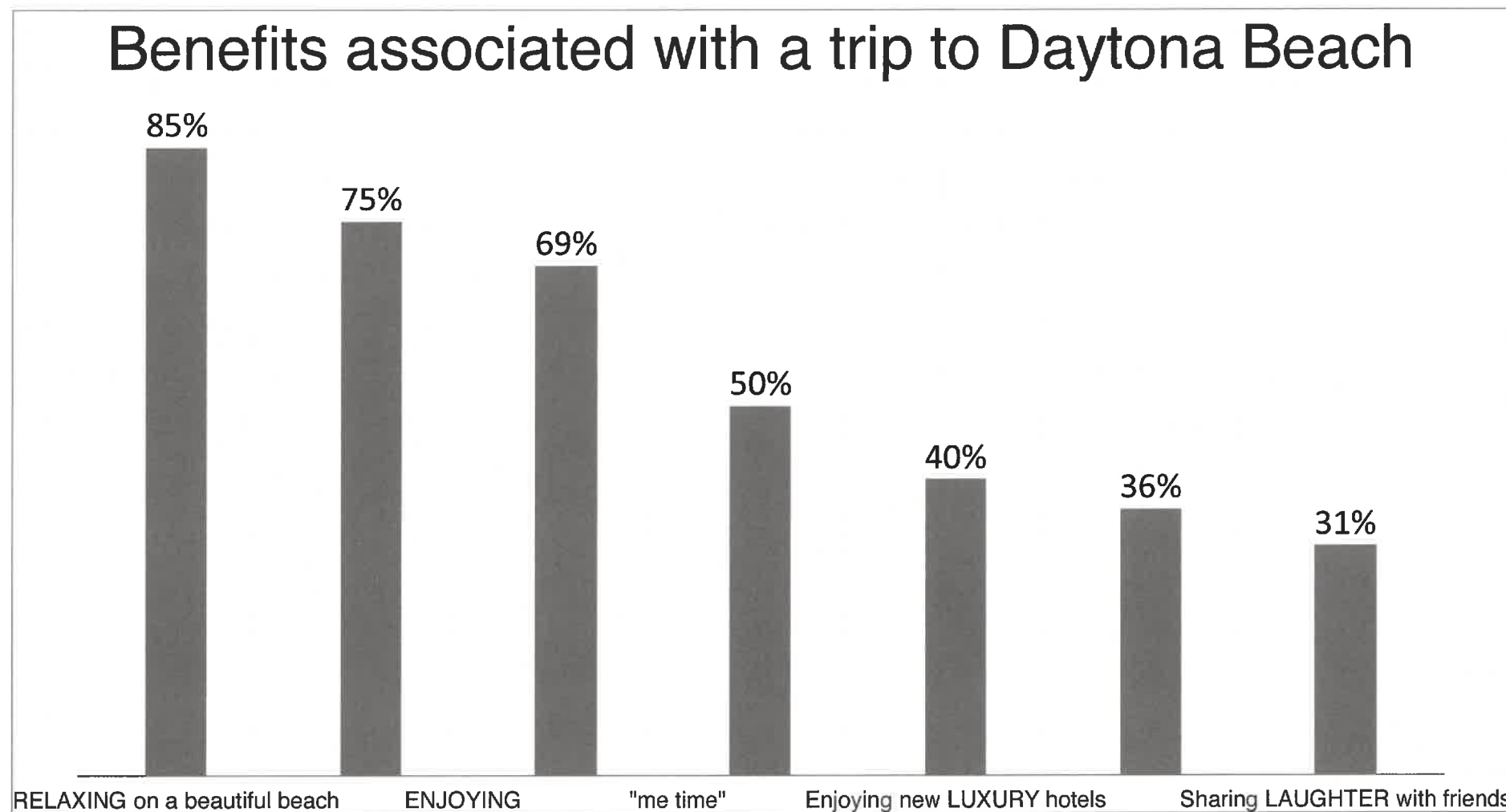
	Boomer (n=182)	Gen X (n=334)	Millennial (n=382)	Gen Z (n=102)
Positively	67%	71%	78% <sub>AB</sub>	75%
No Change	33% <sub>C</sub>	28%	22%	24%
Negatively	--%	1%	--%	1%
Statistical Significance	A	B	C	D

*How to read this chart: letters indicate statistical significance across the group. For example, Boomers were statistically more likely than Millennials (column C) to say the Campaign did not change their perceptions. Millennials were statistically more likely than Boomers Column A) and Gen X (Column B) to say that it positively impacted perceptions.*

Q7. How does this ad campaign impact your perceptions about Daytona Beach?

## Reactions to Advertising Campaign

The Campaign effectively communicates the benefits of “relaxing on a beautiful beach”, “escaping stresses of everyday life”, and “enjoying ‘me time’”



Beach On! Come **escape** from your day-to-day and relax by the water in Daytona.

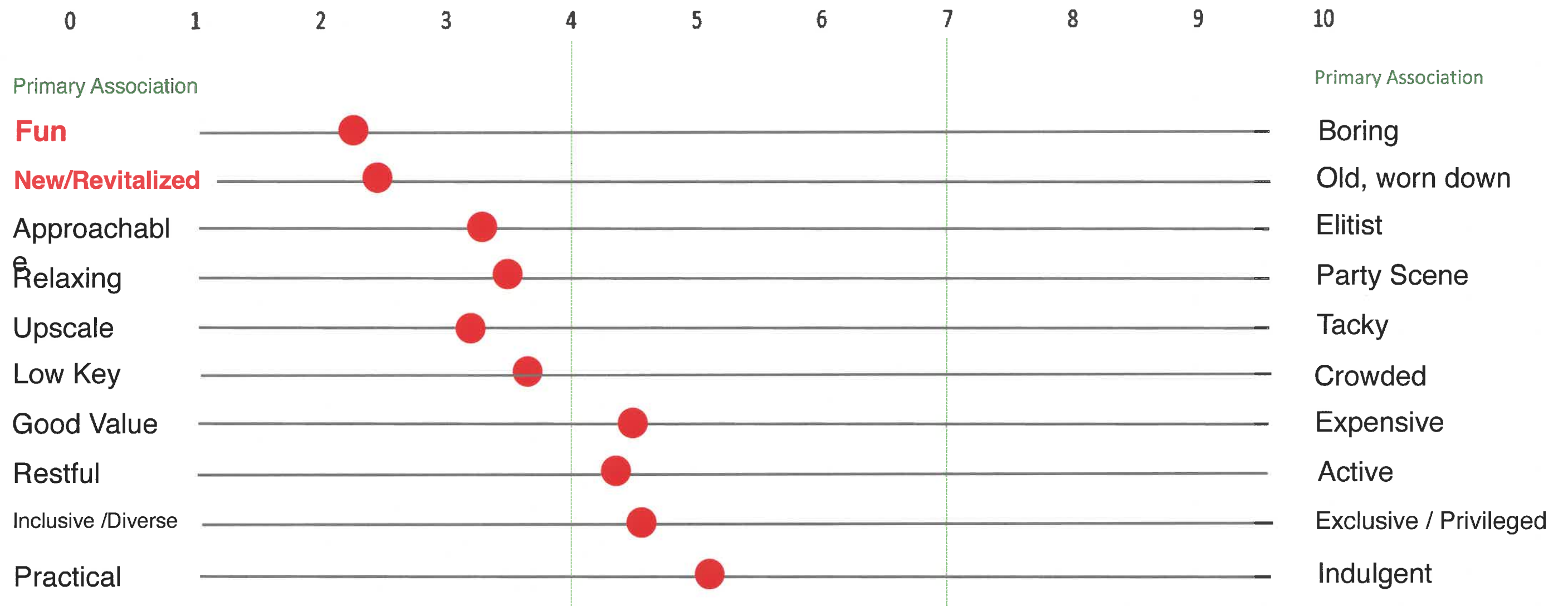
The brand is Daytona Beach, and they are promoting the beach, its food, its places, its pleasures, etc. A place to go to enjoy and have fun.

Q1. In your own words, describe what brand / company this advertising campaign is for and what they are trying to tell you. Q2. After seeing this advertising, which of the following benefits do you associate with a trip to Daytona Beach?

## Reactions to Advertising Campaign

### Specifically, the campaign moves the needle on “new / revitalized” and “fun”

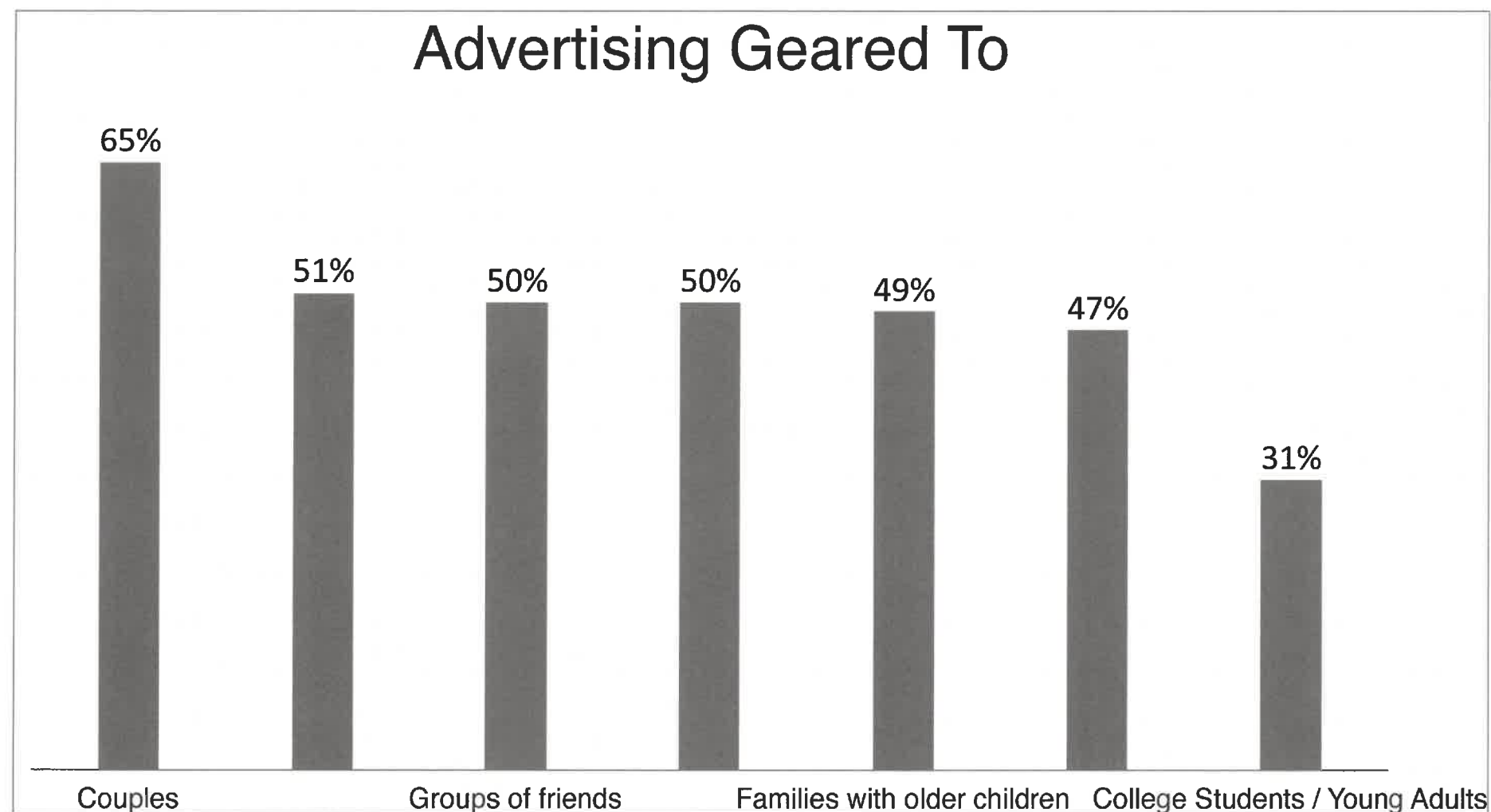
Trip Planners were likely to associate Daytona Beach with adjectives on the left side of the spectrum (positive) versus right side (older, more negative associations).



Q8. Please look at these images again. Using the slider scale, indicate what this advertising communicates to you about Daytona Beach.

## Reactions to Advertising Campaign

**The Beach On Campaign reaches a broad audience: couples, families and groups of friends (but not as geared to college students)**



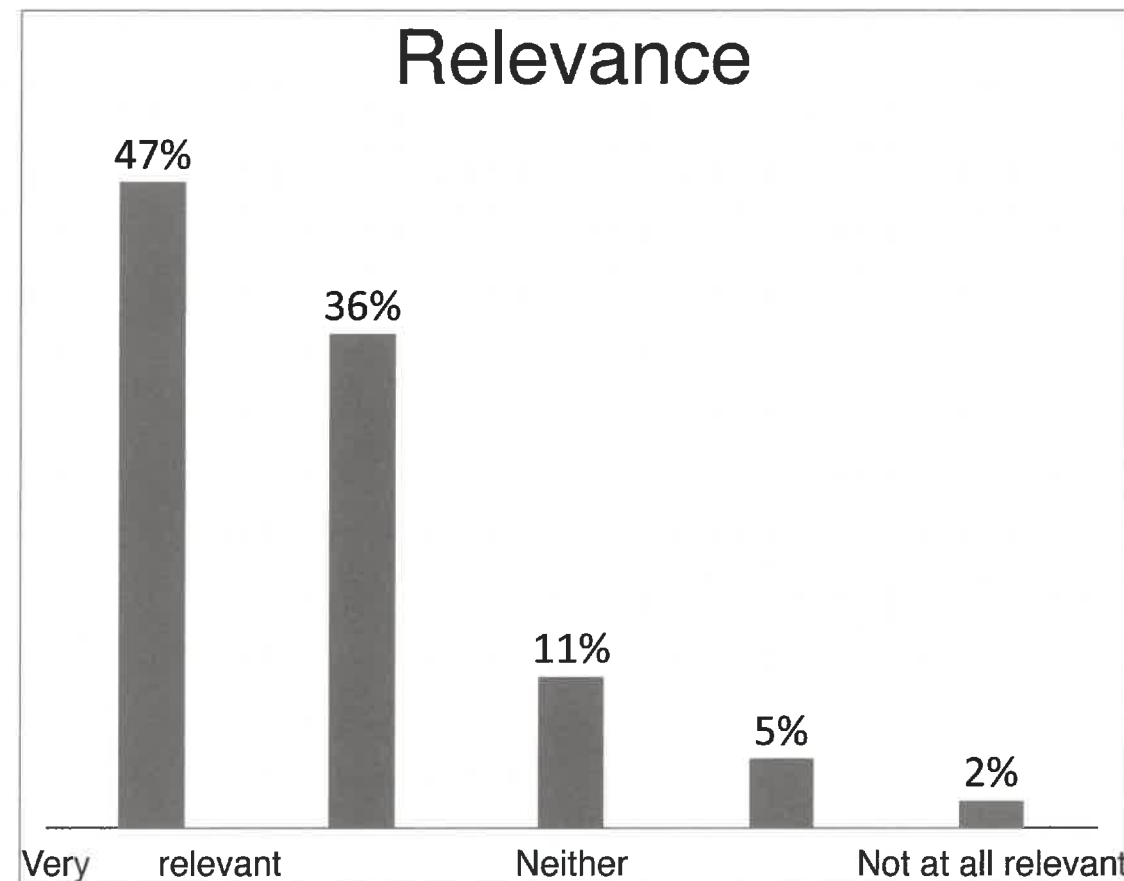
Showing that there are things for **people of all ages to enjoy.**

They are trying to entice consumers that their place has a **little bit of something for everyone.**

Q3. Which of the following audiences is this advertising campaign geared to?

## Reactions to Advertising Campaign

# The Beach On Campaign is very relevant to all ages, especially Gen X and Millennials



	Boomer (n=182)	Gen X (n=334)	Millennial (n=382)	Gen Z (n=102)
Very	38%	51% <sub>A D</sub>	51% <sub>A D</sub>	30%
Somewhat	30%	34%	37%	53% <sub>A B C</sub>
Neither	19% <sub>B C</sub>	9%	8%	12%
Not very	9% <sub>C D</sub>	4%	3%	4%
Not at all	4%	1%	2%	1%
Statistical Significance	A	B	C	D



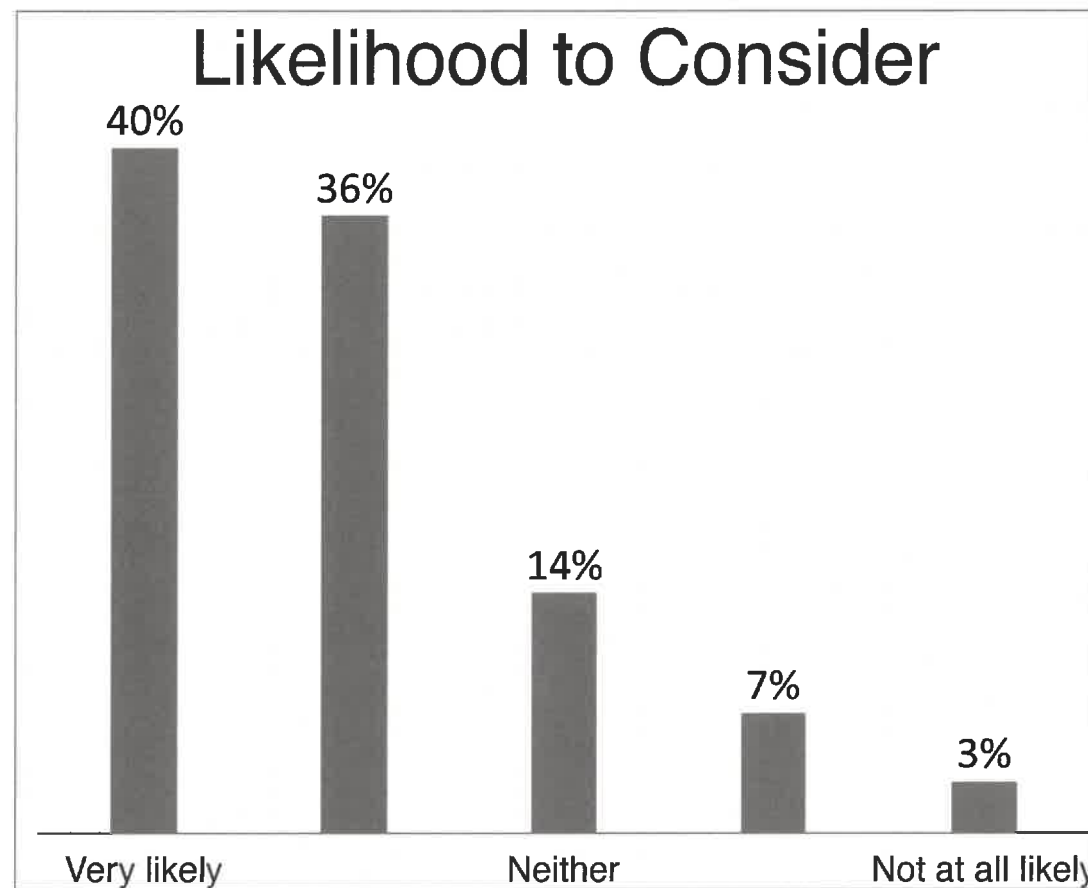
This ad is for a **relaxing place** for people to go to and relax. Come because you can **do whatever you want** without any distractions, perhaps let's say without your husband or your kids pestering you every single day.

Q5. How relevant is this message to you?



## Reactions to Advertising Campaign

After seeing the advertising, intent to visit is high, especially among Gen X and Millennials



	Boomer (n=182)	Gen X (n=334)	Millennial (n=382)	Gen Z (n=102)
Very	32%	43% <sub>AD</sub>	46% <sub>AD</sub>	24%
Somewhat	28%	32%	39% <sub>A</sub>	56% <sub>ABC</sub>
Neither	20%	16%	9%	15%
Not very	13% <sub>BCD</sub>	7%	5%	5%
Not at all	6% <sub>D</sub>	3%	2%	1%
Statistical Significance	A	B	C	D



Daytona Beach... It's telling me to come **relax take a load off and do it at Daytona Beach. Put your worries aside.**

There are **endless things to do** including, dining, overnight stays, fishing etc.

Q6. After seeing this advertising, how likely are you to consider a trip to Daytona Beach?

WEBSITE DEVELOPMENT

5

# Website Development



## When it comes to a website, it's more about them, and less about you.

If you take nothing else from this proposal, the headline above should provide the greatest influence in the effort to design the site pages for West Virginia.

**The new site pages we develop together will meet the needs of your visitors and open the doors to everything West Virginia has to offer.**

It takes more than a well-designed site to earn a share of potential visitors to a destination. Our efforts will be driven by strategy first, our strategy will be driven more by how the potential visitor wishes to engage and what they want to know than by how we wish to portray the West Virginia brand.

The key to engagement is relevance. To earn it, you need an empathetic understanding of the human on the other side of the screen. Achieve that and you will know exactly what to say, when to say it, and which channel to say it in. Working with travel brands that rely on visitors around the world, we know how important engagement is in the consumer's travel journey. We also know that the modern consumer is miles ahead of most organizations' marketing focus.

West Virginia doesn't just need new website pages. **You need a system that converts site visitors into prospects and nurtures them along a path where their needs align with your business objectives**, and that's exactly what The Zimmerman Agency will provide.

# Website Development is a Process.

The development process is never as easy as we hope, and never as complicated as some people try to make it. We try our best to keep the process simple, uniform, and disciplined. We will follow an eight-step process to ensure we deliver a site that is reflective of West Virginia and relevant to leisure, meetings, and niche audiences. And, of course, a site that helps you achieve your business objectives. But, don't discount the importance of communication throughout the entire development.

Strategy is everything. Content is a shared role. Timelines are critical. And design is often as intuitive as it is creative. We both want a site that makes the client and agency proud. To get there, we need a process that helps our collective teams navigate through the development so visitors to your site can navigate through content and help you achieve measurable results.

## 1 Budget / Timeline

As part of the ignition phase of the relationship and prior to the formal discovery process the client and agency will discuss and align on budgets, timeline, existing assets and the expectations of key stakeholders.

## 2 Discovery

The first step is to gather information. Many things need to be taken into consideration when the look and feel of your site is created. This first step involves gaining a solid understanding of the brand. It also requires a good understanding of you – what your business goals and dreams are, and how the web can be utilized to help you achieve those goals.

## 3 Planning

Using the information gathered during discovery, we develop a plan for your site. We develop the site map outlining main topic areas to serve as a guide for content, and a manageable navigational system. During the planning phase, we will determine the technology including the CMS, content forms, commence platforms, etc.

## 4 Design

Design is more than the “look” of your site. We take into consideration the User Interface (UI) and the User Experience (UX) to help us achieve your objectives. We will prepare a prototype using the proposed visual appearance of the site to complement your brand and the functionality based on user preferences

## 5 Develop

We use graphic elements from the prototype to create the functional site starting with the home page, and a “shell” for interior pages. CMS, contact forms, booking, etc. is made functional during this phase. We prepare a “dev site” for review and final input. Front-end developers will write code, maximizing functionality and speed. We will also ensure ADA compliance.

## 6 Content

The role of content can't be overstated. We believe the site has to be a reflection of the experience your audience wants—and that requires content that is rich, robust, and relevant to the audience.

## 7 Testing and Delivery

We test the site for functionality including forms or other scripts, compatibility, optimization, speed, ADA and connectivity. Other final details include plugin installation, and testing of SEO elements such as title, description and keyword tags to ensure the site achieves higher rankings in search engines. Upon approval, we can deliver the site.

## 8 Maintenance

The development of your site is not necessarily over after it is launched. We will work with you to continuously refresh the site and apply learnings from analytics. The CMS will also allow us to align software to develop a database driven site for you. Together we will develop a plan for ongoing hosting and maintenance of the site.

# Easy and Efficient Content Management System.

A content management system, or CMS, is software that is used to build websites and create content to be published. The advantage of the CMS allows you to create a website without writing any code. In essence, instead of writing your website code from scratch, the CMS software does it for you.

For most destination sites, our preferred CMS is WordPress.

WordPress is currently the most popular content management system in the world, powering more than 40% of all registered websites.

While we develop sites utilizing other platforms including Drupal, Joomla, Squarespace, Weebly and more, based on your requirements, we believe that WordPress is the absolute best CMS available.

Unlike some other alternatives, WordPress has the best drag and drop options, premium plugins, integrates with hundreds of other applications, and makes it easy for our clients to administer.

From the perspective of West Virginia, WordPress will allow the site administrator to publish content with one click, schedule posts to be published to meet calendar deadlines, business events, or product launches without any programming knowledge.

One of the best things about WordPress is that it comes with an intuitive and user-friendly interface. If you know how to use Microsoft Word, you will be able to create and publish content easily.



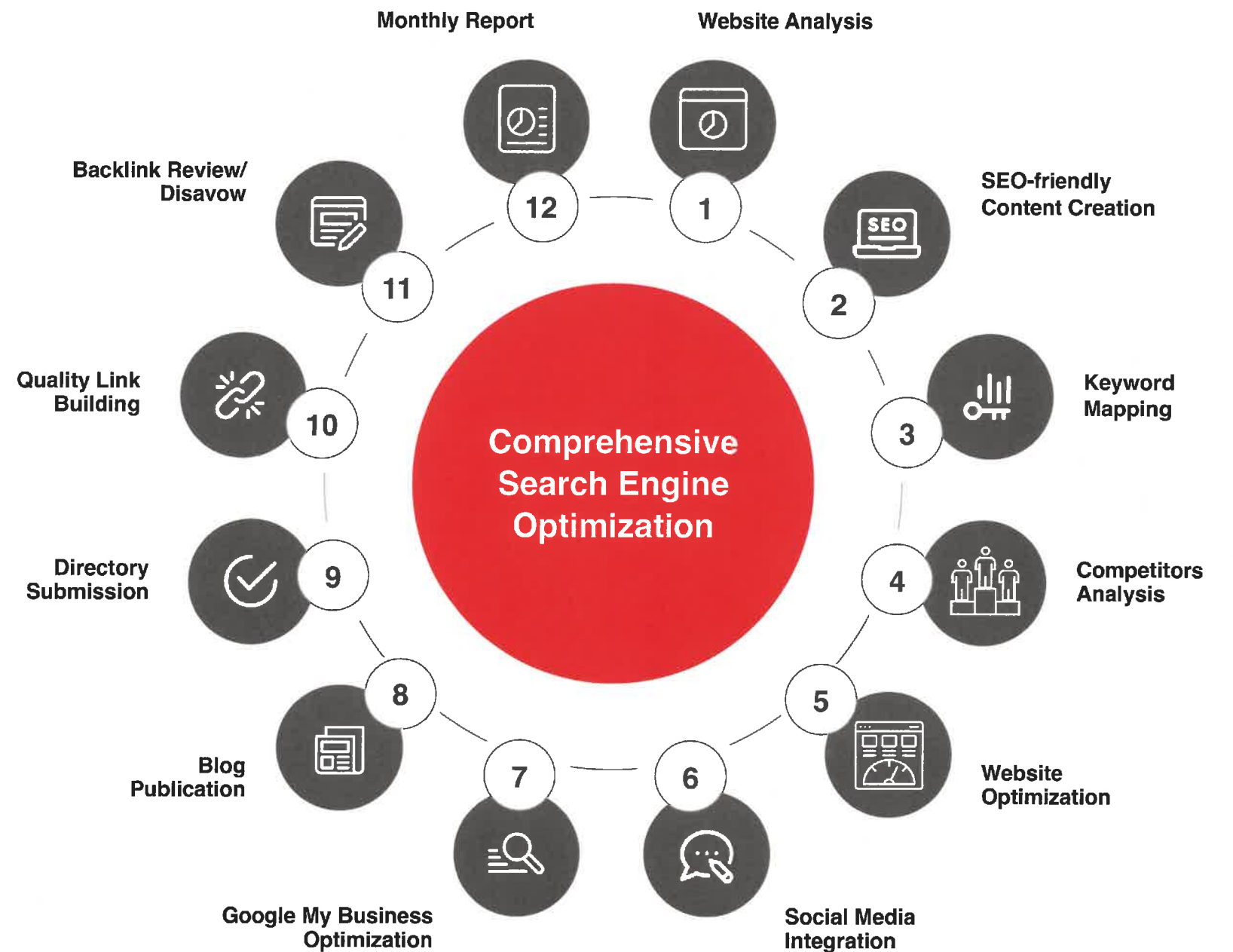
# Ensuring an effective SEO platform for West Virginia Tourism.

We believe search engine optimization (SEO) is part art, part science, and part disciplined process to ensure your audience can find you, discover relevant content, and outsmart your competition to generate traffic to your site and not theirs.

Without creating a lengthy paragraph about keywords, algorithms, and rules to determine what pages and content surface for any given search, there are three primary metrics that search engines use to evaluate how your site should rank: links, content, and page structure.

The site will be developed to follow best practices for indelibility and cybersecurity.

**We will optimize each of these core components for the new site to gain efficiency and effectiveness in search results.**

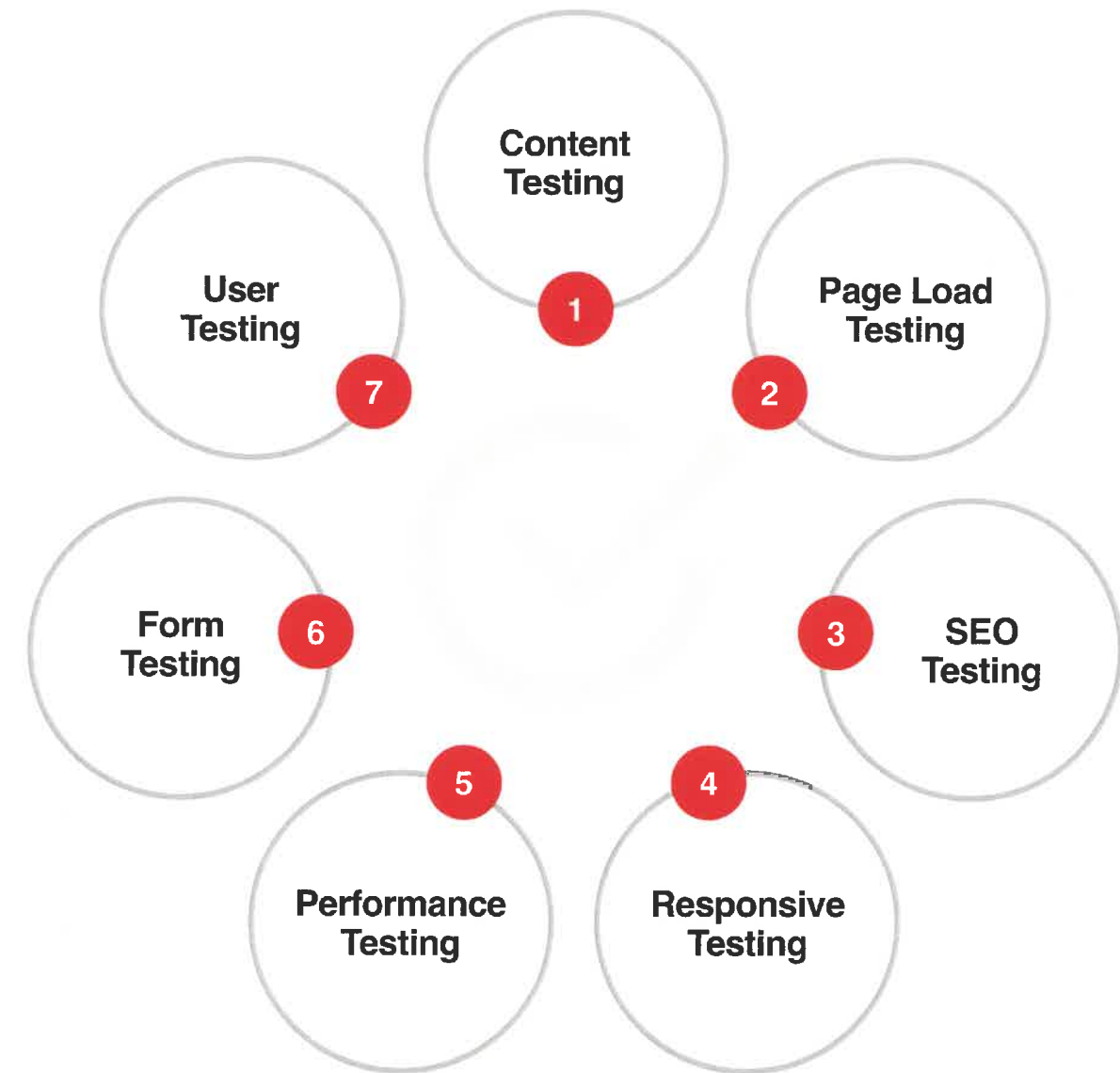


## Quality assurance.

We have developed a proven approach to QA (Quality Assurance) to analyze the website's 'health' by detecting all bugs and bottlenecks that need to be addressed prior to launch. With the help of QA testing, we can collectively evaluate the web platform performance and identify whether it meets the intended objectives.

The key task of our QA website check list is to define a strategy for troubleshooting and implementing improvements serving as an audit before launch, with a focus on regulating and enhancing your website.

Website QA can simply be defined as the process of testing the website in order to discover errors or oversights that may not have been noted during web development or design before going live. Note that our approach to QA begins before development begins. It starts as soon as the requirements for the website are laid out and culminates in testing. Its overarching concern is the quality of the overall site, which goes far beyond just fixing bugs.



# Compliance is a serious issue, and we will treat it that way.

While the laws surrounding ADA compliance may be murky, the necessity for West Virginia to have your website accessible is not. It's not only the right thing to do, but the possibility of legal exposure is growing rapidly. In the past two years, there was a 200%+ increase in the number of lawsuits targeting websites and mobile apps for their alleged failure to comply with Title III of the Americans with Disabilities Act (ADA). In addition to addressing

compliance throughout development, we will work closely with you to have an ongoing monitoring and remediation strategy in place. At The Zimmerman Agency, **we perform bi-monthly testing and ADA accessibility scans to ensure all of our websites are WCAG 2.0 AA compliant.** Not only does our process catch any items that stray out of compliance — but it also creates a paper trail that could come in handy.

## ADA COMPLIANCE



Rules



Policy



Regulation



Law



Standards



Requirements



Transparency

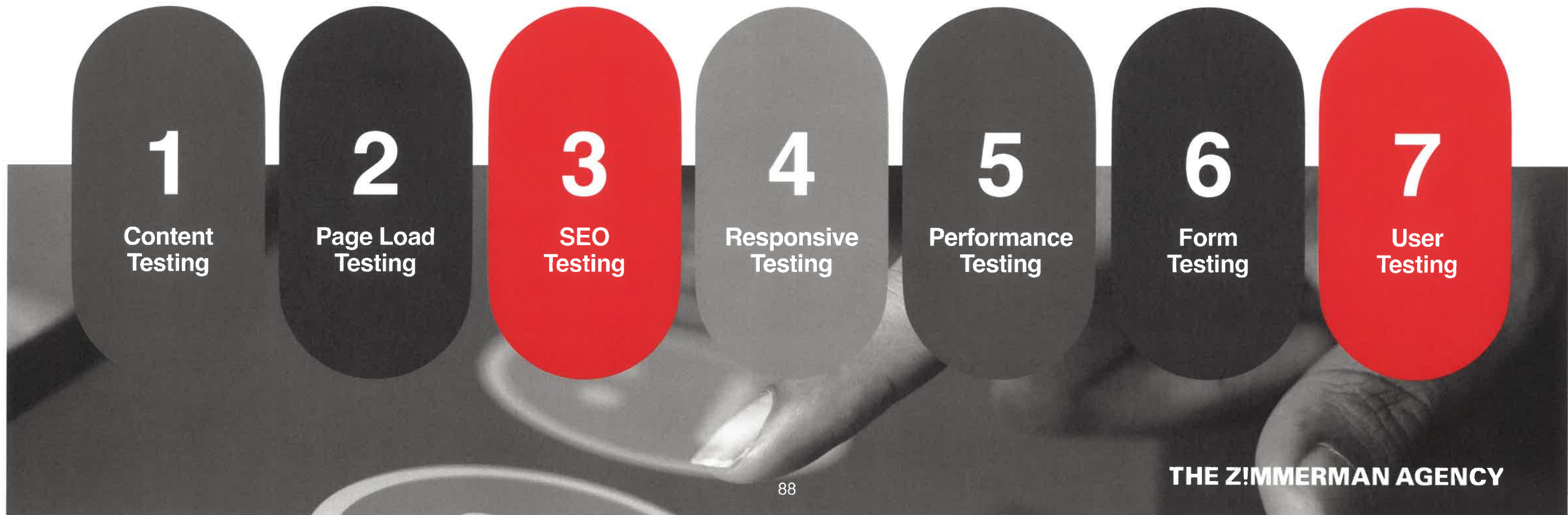


# We will provide comprehensive quality assurance for the site.

We have developed a proven approach to QA (Quality Assurance) to analyze your website's 'health' by detecting all bugs and bottlenecks that need to be addressed prior to launch. With the help of QA testing, we can collectively evaluate the web platform's performance and identify whether it meets the intended objectives.

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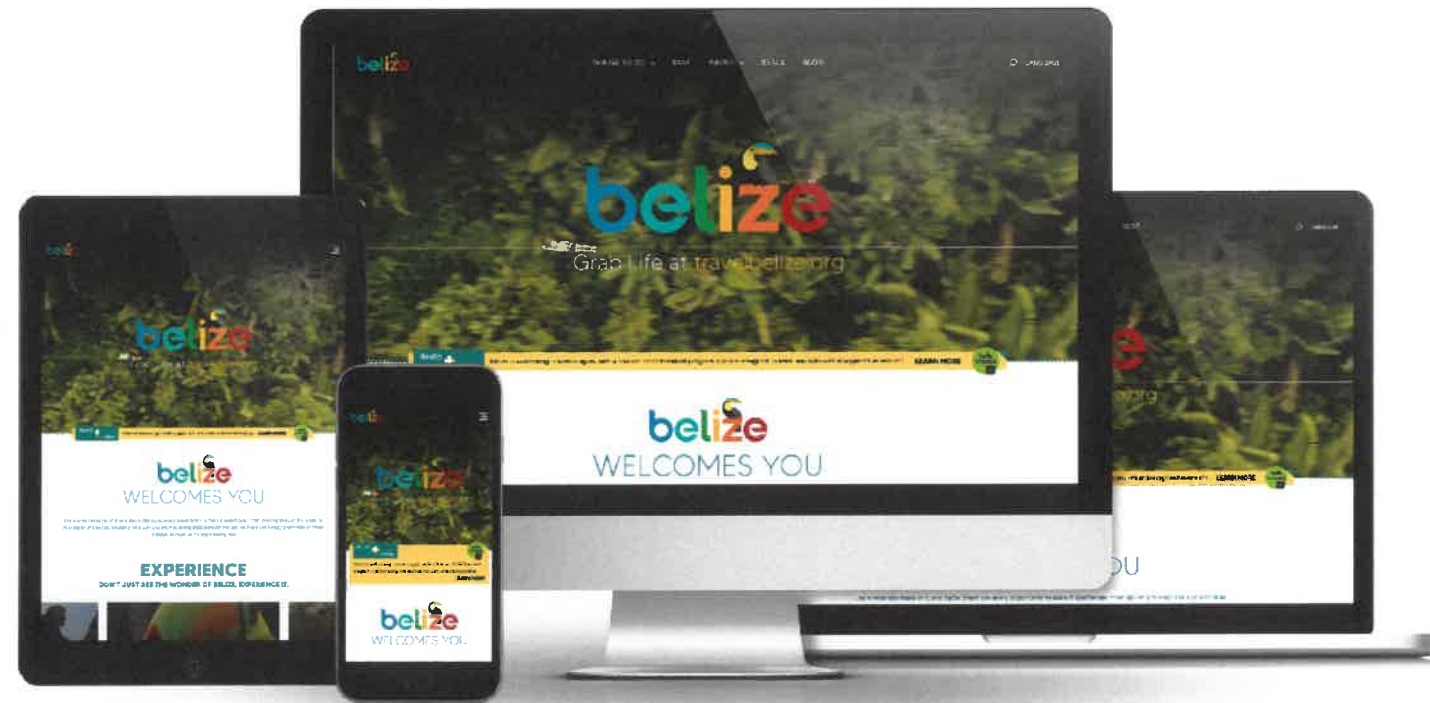
## Website maintenance.

The Zimmerman Agency offers ongoing website maintenance and support. Keeping your site current and relevant has everything to do with how your site ranks, traffic visits, and ultimately, converts. Our ongoing website maintenance services are geared to maximize your online presence, engage customers with fresh content, and create higher levels of conversions.

Whether we proactively make suggestions and update your website with new tools, imagery, or language, or we make changes as needed, our website security and maintenance services are comprehensive and all-inclusive.

# Belize Tourism Board.

Website URL: [travelbelize.org](http://travelbelize.org)



## Key Site Features

- Centralized data management hub which Integrates data for over 1,200 partners and automatically keeps this data in sync.
- Provides an easy-to-use admin-area interface, which makes it easy to edit and customize all content site-wide, and to add new sections to the site.
- Provides full-scale, site-wide language translations in ten languages.
- Streamlines user flow and provides a clean and intuitive interface for users to find information about Belize.
- Improved and modernized technical aspects of the website to dramatically improve the site's performance, site speed, and page load times.

## Site Overview

The Belize Tourism Board was in a tight spot. Their previous agency created a website using an obscure Content Management System that made it difficult to maintain or update content on the site. What's worse, they left no documentation or instructions, so no one on the client's team knew how to operate the website. In addition to not being able to administer their website, they had over 1,200 partner businesses across the country they needed to promote but had no way to allow them to maintain their profiles on the new site. The scale of the challenge was massive. Our team went to work on multiple fronts. The digital design team took on the challenge of modernizing the look and feel of the site and improving the user

flows to make content more discoverable. The development team completely redesigned the website's technical foundation and tackled the task of wrangling data from 1,200 partners. One aspect of the solution provided a custom login and user interface for the partners to log in and update the critical information about their businesses. Crowdsourcing the gathering and management of this data saved months of work for the client and their marketing team. The outcome is a beautiful website that fits their vibrant brand and a website they can manage themselves. The ease of front-end customization allows the client team to easily update and change every aspect of the website.

# Visit Central Florida.

Website URL: [visitcentralflorida.org](http://visitcentralflorida.org)



## Key Site Features

- Custom data architecture and data querying; ability to construct complex queries with multiple conditions from an easy-to-use user interface.
- Ease of front-end customization, including hero image positioning, section background colors, copy styling and positioning, template-part inclusion, etc.
- Custom ranking algorithm that generates a ranking system for partner listings, controlling how often the listings show up in the top results on the front end.
- Custom Instagram plugin that imports new photos from the client's Instagram feed daily. Also allows the administration to moderate which photos appear on the site.
- The site employs a number of techniques to speed up page load, including lazy loading of images, img src sets, and query caching with smart auto-cache busting on page or post edit.

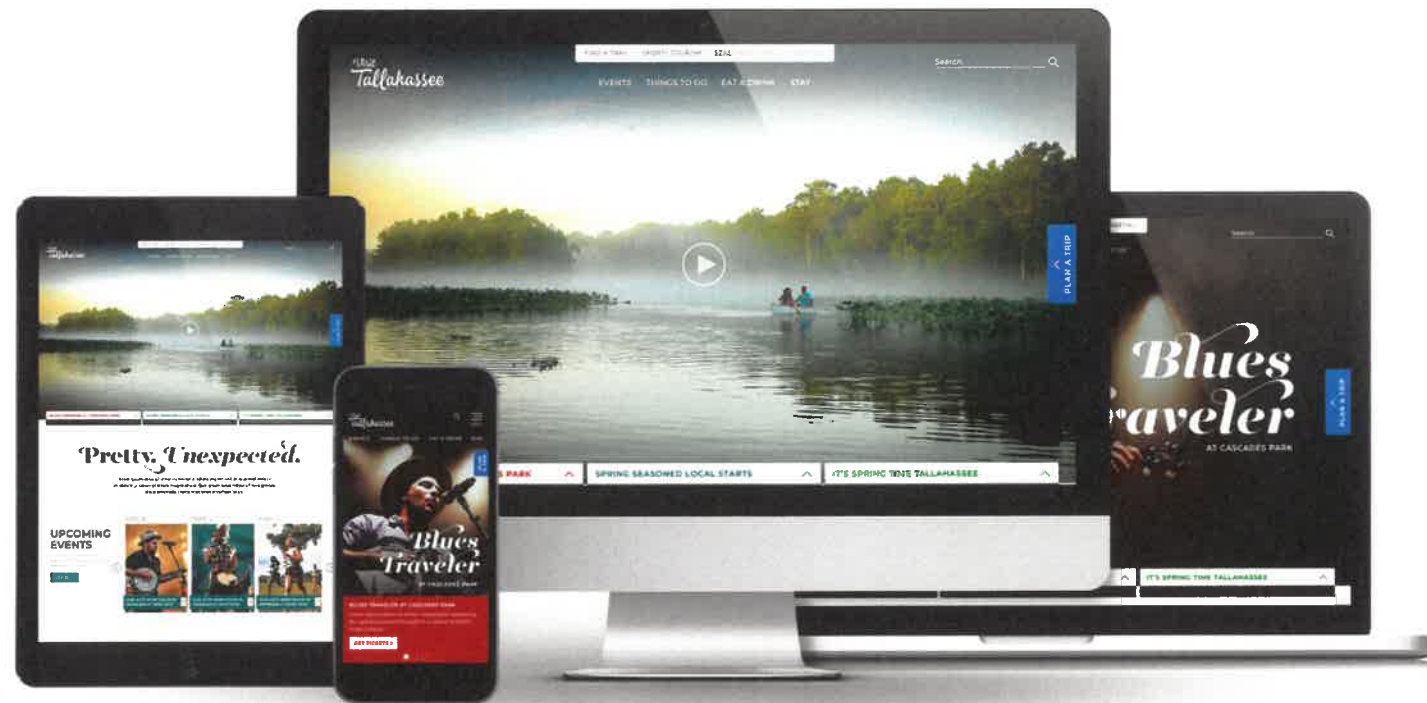
## Site Overview

The Visit Central Florida team needed more than a website. Sure, they wanted a more modern look and feel, but the real pain point was all of their data aggregated over the years was in a chaotic state. The data lived in four separate systems, none of it talked to each other, and they put in place manual workarounds that required a lot of staff time and resources. They were experiencing the technical debt of years of data mismanagement. Visit Central Florida needed more than a great-looking website. They needed a complete overhaul of their back-of-the-house systems. Our team improved the visual look

and feel of the previous website, completely reimagined the information architecture, and dramatically improved UX user flows. The real success story of this website is what you don't see: a redeveloped data architecture that combined four external sources of data into one source of truth. We went the extra mile by fulfilling another need for the client's Meetings and Events team by creating a custom CRM into the backend of WordPress. The result was a dramatic improvement in the design, user experience, and data improvements that are still paying dividends today.

# Visit Tallahassee.

Website URL: [visittallahassee.com](http://visittallahassee.com)



## Key Site Features

- Key improvements to the administration area of the site to allow the client to update everything on the front-end and a key-ask: the ability to create mobile-friendly and responsive tables.
- TripAdvisor API integration; the system pulls reviews from TripAdvisor and stores results in local JSON files for 24 hours for faster processing and site speed.
- Created a custom event management system that automatically generates multiple event listings on the event calendar for repeat events by adding a single 'repeat event' with specific recurring dates.
- Easily find and create Related Posts; admin-users can search through all site data to select related posts and set explicit site-wide fall-back related posts or generate default-related posts by taxonomy.

## Site Overview

Visit Tallahassee's old website was holding the destination back. The organization had seen several years of growth and success promoting the region, but its website was stuck with an outdated-looking website. They needed a modern site that did a better job of representing this vibrant and growing destination. Being a governmental agency, they needed the project to fit into their budget and tight timeline. Our team went to work laying out an aggressive timeline that ensured launch by the client's desired date. The creative team leveraged a design sprint technique, where they iterated layout and design ideas rapidly over several weeks. These designs were then user-tested to gain qualitative and quantitative feedback.

The result was a uniquely creative design that proved to resonate with our target audience. With the winning design approved, the development team hand-coded the templates into fully functional website elements. And per our usual approach, almost everything on the front-end can be easily updated and changed from the administration user interface. Not only does the new site look amazing, but it's created dramatic improvement over the previous site in terms of time on site, pages viewed per session, and a critical KPI: partner click-outs. These click-outs drive traffic to the region's businesses and are key values the organization provides.

# Streamsong Resort.

Website URL: [streamsongresort.com](http://streamsongresort.com)



## Key Site Features

- Streamlines user flow and provides a clean and intuitive interface for users to find information about the resort.
- Several third-party integrations including resort bookings, tee times, and a marketing automation platform.
- Provides an intuitive admin-area interface, which makes it easy to edit and customize all content site-wide, and to add new sections to the site.
- Improved overall site performance technically and from a user-experience standpoint.
- Updated the design to better reflect the upscale brand of the resort.

## Site Overview

Streamsong resort needed to upgrade its website to better match its brand as one of the top destination golf resorts in the country. Our team conducted extensive research including interviews, competitive analysis, and user-testing groups, to better understand the target market expected from a best-in-class golf resort website. The results of the research were used as the basis of the design-focused redevelopment. The information architecture was redesigned to be more user-focused and made vital information more accessible.

The old site was dated and difficult to manage, so the team made nearly every aspect of the front-end experience easy to update and intuitive to learn. The result was an updated look and feel to match the upscale nature of the brand. The new site also improved performance over the old site to drive time on site, pages viewed per session, site load times, and decreased bounce rate significantly.

DIGITAL MARKETING

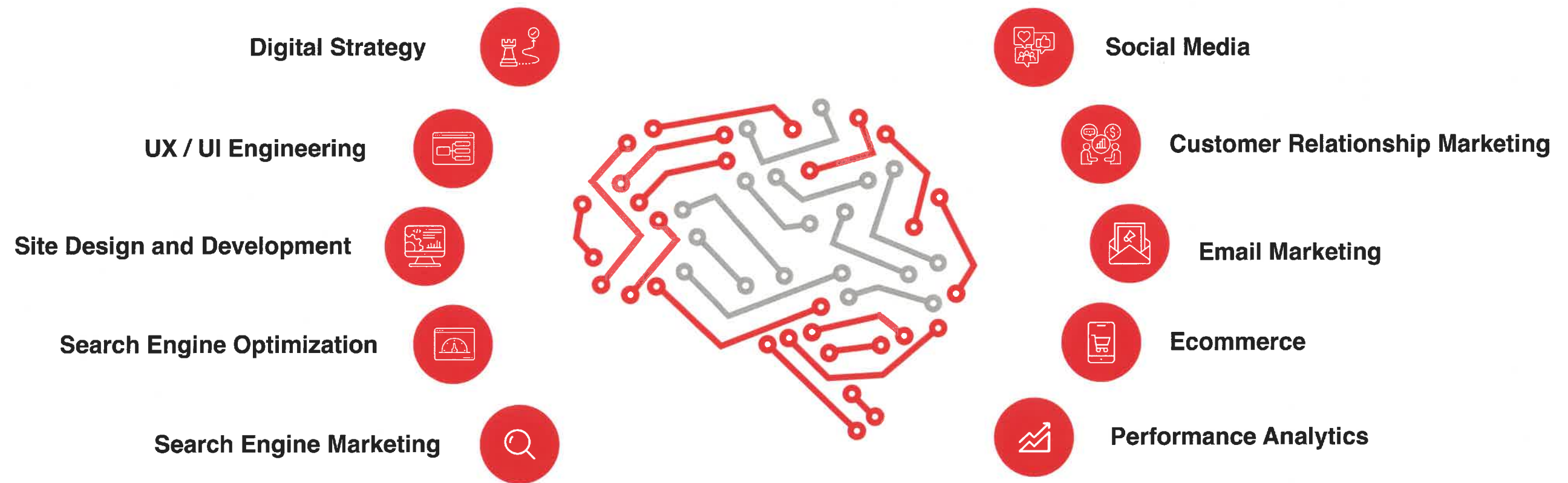
# 4

## Digital Marketing and Advertising

# If it's digital, it's likely we do it.

We've built an incredible digital solutions factory inside of the Agency's hyper-integrated structure. We generate innovative digital solutions for our clients, and to their audiences, on the most relevant and timely platforms possible. **We have the tools, technology, and talent to execute with digital leadership**, and the strategic intelligence to remain focused on your business objectives. Developing ideas and digital activation through the right digital

channels to drive the audience to a desired conversion. As the world turns at the speed of culture, and new technology is introduced to influence a tech-savvy audience, you need a digital partner that adapts every day. Through Omnicom, the Agency and our clients **gain access to leading-edge technology and the ability to access, test and validate emerging technology.**





# Digital Strategy.

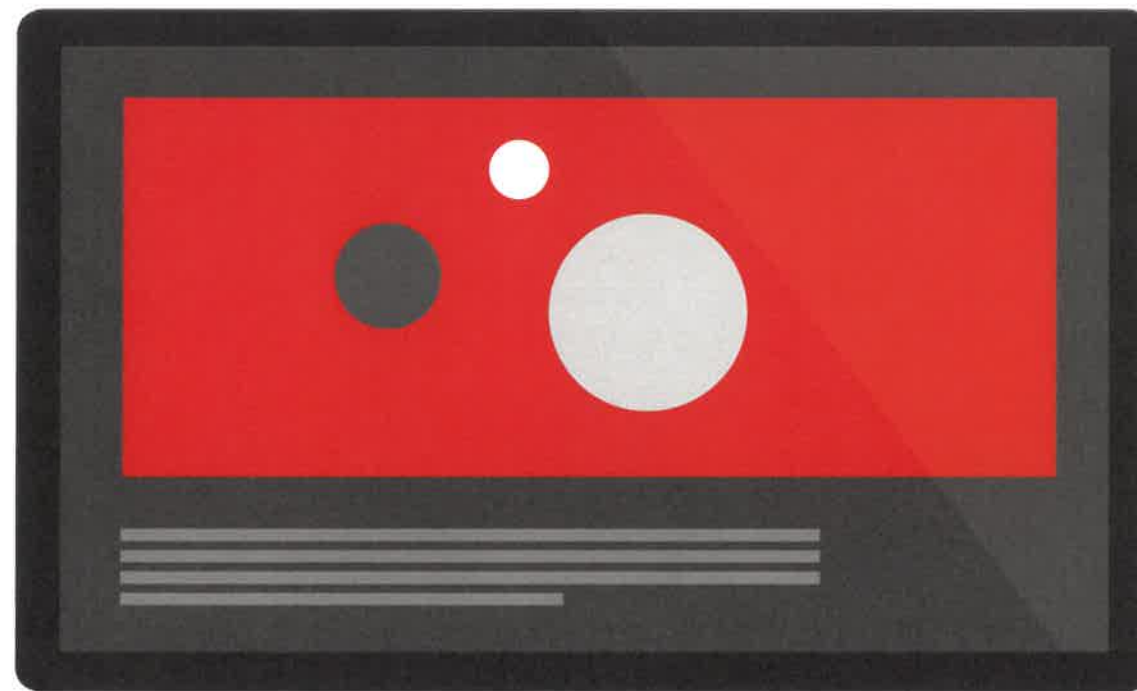
**Targeted digital strategies to leverage key business opportunities to critical internal and external audiences.**

The goal here is look at the website as the central hub for all marketing. This means that all email, social, and paid media will be driving traffic to the website. The next step in strategy is to determine where on the website to drive traffic to, which depends on the goal of each campaign. The goals could consist of brand awareness, subscriptions, bookings, etc. Each goal would have a unique strategy.



# Search Engine Marketing.

Focus on developing and managing efforts to optimize how the audience will find your brand via search engines.



SEARCH ADS & OTT

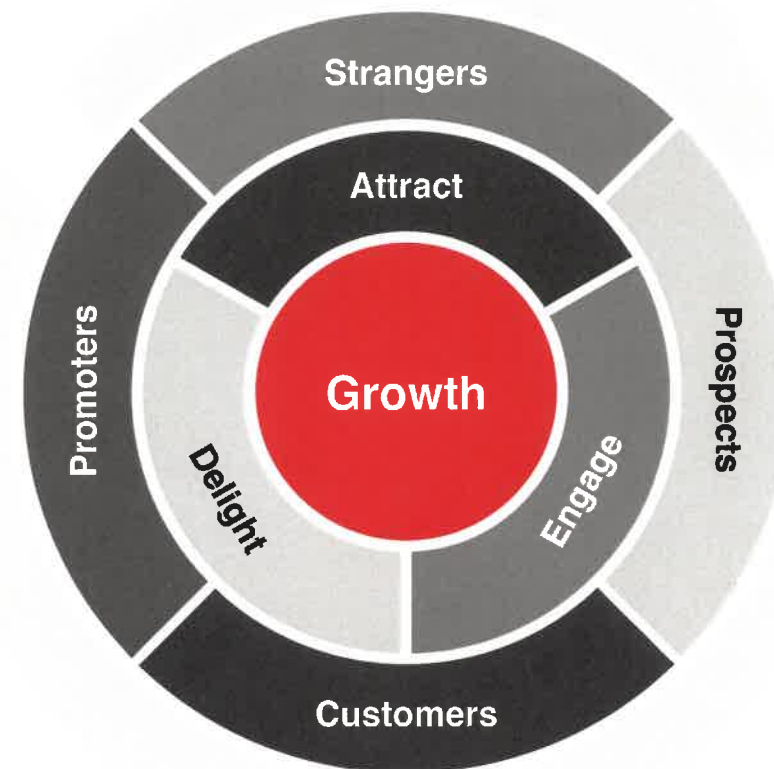
- **Strategy development**
- **Keyword planning**
- **Budget planning**
- **Ad copy creation**
- **Paid search**
- **Campaign optimization**
- **Campaign reporting**

SEM is a pay-to-play marketing strategy. Where SEO is focused on positioning your brand organically, SEM allows you to bid for the top spot. Google Ads take the first three top spots on a search engine results page (SERP), followed by the organic listings. Both SEM and SEO are based on a successful keyword strategy. We will work within your advertising budget to deliver the most effective search ads that will drive traffic to your website.

# Digital CRM.

- **Advanced planning**
- **Establish key message**
- **Social media sentiment**
- **Monitor and analysis**
- **Retention**
- **Buyers journey optimization**

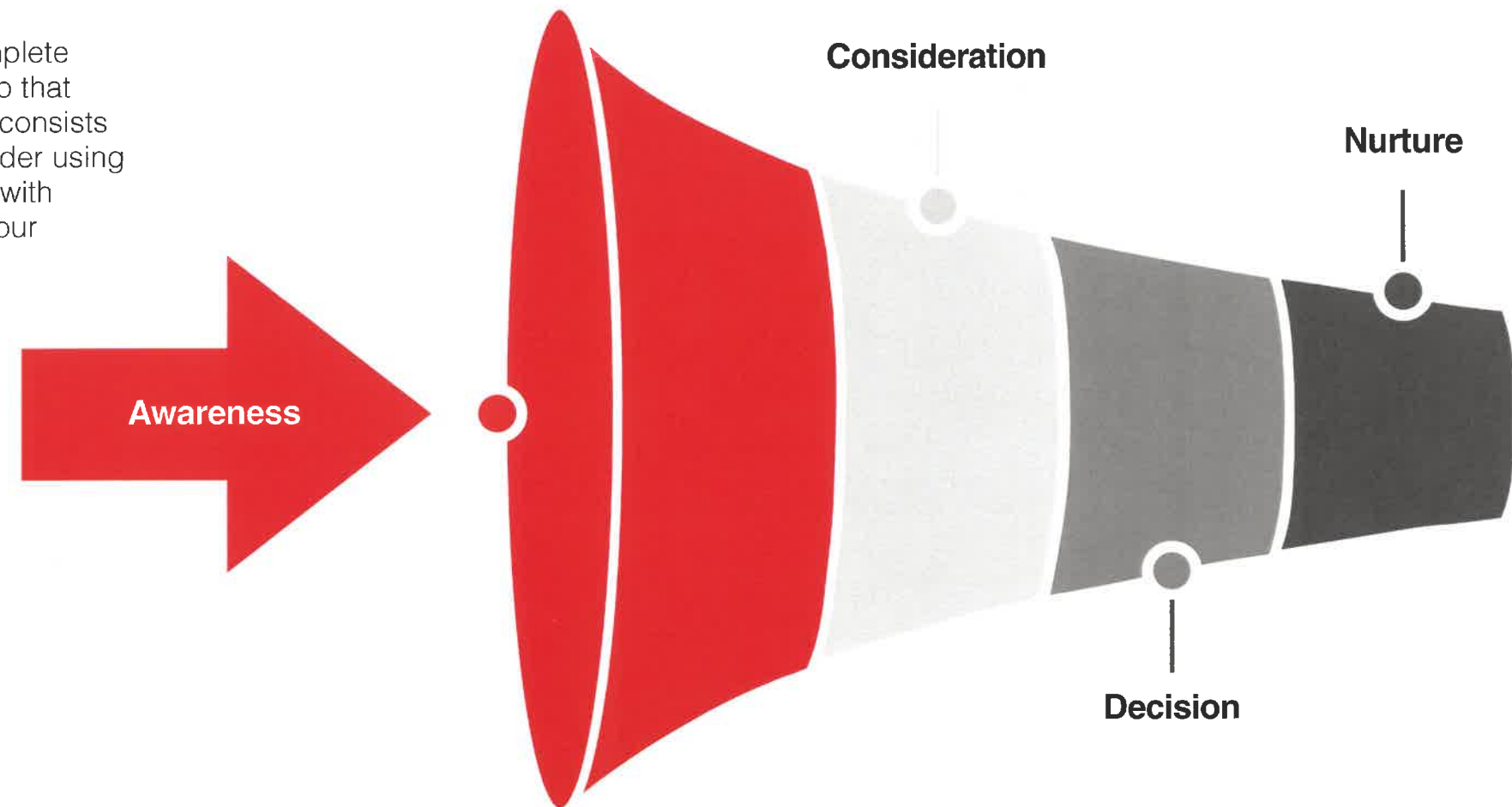
CRMs are used to tie marketing objectives to specific goals and then determine if the objective has been achieved. Objectives could include customer retention, lowering the cost of acquisition, and increasing bookings or conversions. Setting up automations, reporting dashboards, data segmentation, and other useful functions within the platform allow for the execution and measurement of planned marketing objectives.



# Demand Generation.

**Data-driven marketing program leveraging the inbound methodology to drive awareness and interest throughout the entire buyer and customer lifecycle.**

Demand generation is a holistic view of your complete marketing strategy and connects all the pieces so that they are working together. Your marketing funnel consists of making consumers aware of your brand, consider using your brand, decide when and how to get started with your brand, and continue to stay engaged with your brand for the foreseeable future.



# In-House Content Studio.

In today's marketing world where content is increasingly critical, we have to be more capable, and, more nimble than ever. We've established an in-house content development studio to create a significant number of broad-range development initiatives. In addition, BrightRed+

is an Omnicom initiative to add "global to local" agency capabilities for our clients. We provide centralized content and messaging with local market refinement in multiple global markets, including in-market studio services and production.



# Technical expertise.

The depth of the Agency's in-house resources allows our teams to be nimble and efficient in multiple platforms and applications. Whether it is a WordPress website, a Simpleview CRM, or a complex data application — there is no limit to the solutions we will consider — and our technical capabilities expand across the robust marketing technology landscape.

As an Omnicom agency, we have access to game-changing technology and resources to allow our clients to grow at the speed of culture. The tools, technology, and talent to execute with digital leadership, and the strategic intelligence to keep the Agency focused on your business objectives and the right channels to drive growth.

## Advertising & Promotions

Display & Programmatic  
Paid Search & Social Ads  
Native & Content Advertising  
Mobile Marketing

## Content & Experience

Mobile Apps  
Content Marketing  
Email Marketing  
Personalization  
DAMS  
SEO  
Marketing Automation  
CMS (Django, WordPress, Kentico, Joomla, Drupal)  
Programming (HTML, CSS, PHP, ColdFusion, JavaScript, JQuery, Python, XML)  
Database Management (PHP, MySQL, MSSQL)

## Social & Relationships

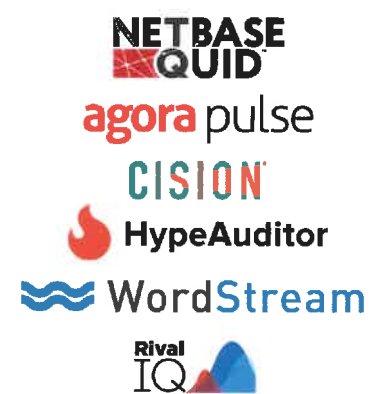
Influencer Management  
Review Management  
Chatbots  
Customer Experience  
CRM  
Loyalty Programs  
Referral Programs

## Commerce & Sales

Channel & Local Marketing  
Business Intelligence  
Affiliate Marketing  
Ecommerce Management  
Booking Engine Marketing

## Data

Marketing Analytics, Performance & Attribution Modeling  
Dashboards  
Data Visualization  
Tag Management  
DMP  
Predictive Modeling  
Conversion Rate Optimization  
Consumer Journey Mapping





  
*South Padre*  
**ISLAND**

A Digital Marketing Case History

# SITUATION

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South Padre Island has the best, most expansive and stunning beaches (and the whitest sand) in Texas. Over the years, the destination gained a reputation as the "college spring break" destination, with thousands of students descending on the island each March. While we still need to embrace the students in this time period, we strategically desired to enhance the year-round nature of the destination and help improve its image as a more upscale, family-friendly vacation spot.

We learned that what makes South Padre Island great is the small-town accessibility, friendly people and the warm, welcoming service. There was also a large variety of activities, from water sports to shopping to eco-tourism to delicious cuisine.

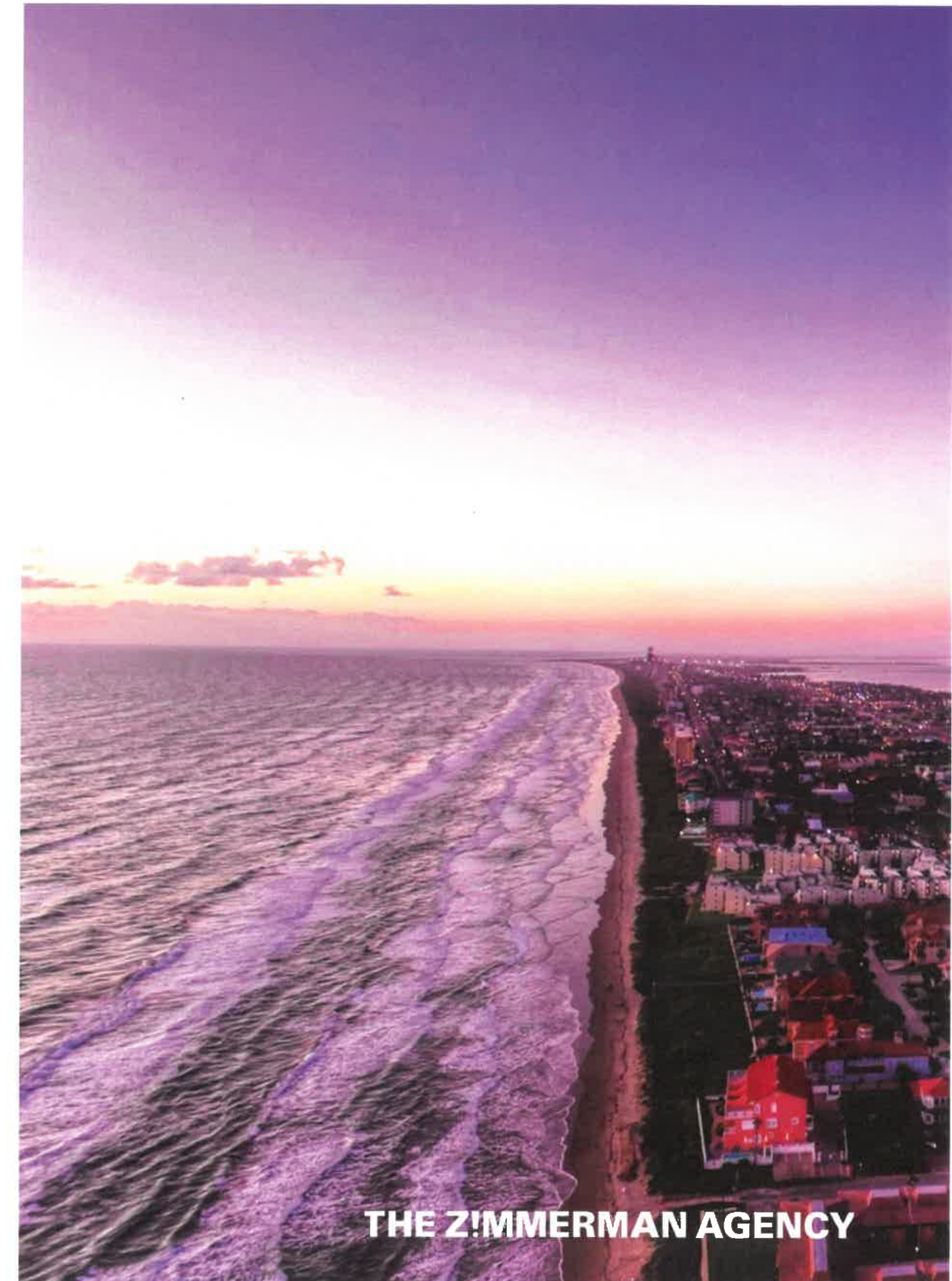
In an effort to position South Padre Island as the 'go-to' beach escape for families in Texas and beyond, our media plan and strategy revolved around an idea that focused on the hassle-free experience of the island: **Life can be hard. South Padre Island is easy.**



## Media

# Strategic Approach

1. Activate the right mix of targeted media that will generate awareness and excitement about Spring Break on South Padre Island which will ultimately drive higher web traffic and accommodation revenue
  - Programmatic Digital
  - Site Direct
  - OTT/Connected Television
  - Streaming Audio
  - Pre-roll Video
  - Paid Social
  - SEM
2. Negotiate value-added packages to extend reach/frequency of messaging
3. Leverage investment to expand our exposure via value-added efforts
  - Advertorial
  - Promotions
  - Public Relations



Media

# Target Audience

## 01 Lifestyle

- **Couples**
- **Families**
- **Multi-Generational**

### ● **Activities:**

- Beach / Water
- Fishing / Diving
- Nature / Eco

## 02 Demographic

### ● **Primary**

- Adults 25 - 64
- Avg. Age 46
- Avg HHI \$75k+
- Married

### ● **Generation**

- Millennials / Gen X
- Gen Z
- Boomers

## 03 Geographic

### ● **Texas**

- RGV
- Houston
- Dallas / Ft. Worth
- San Antonio
- Austin
- El Paso
- Corpus Christi

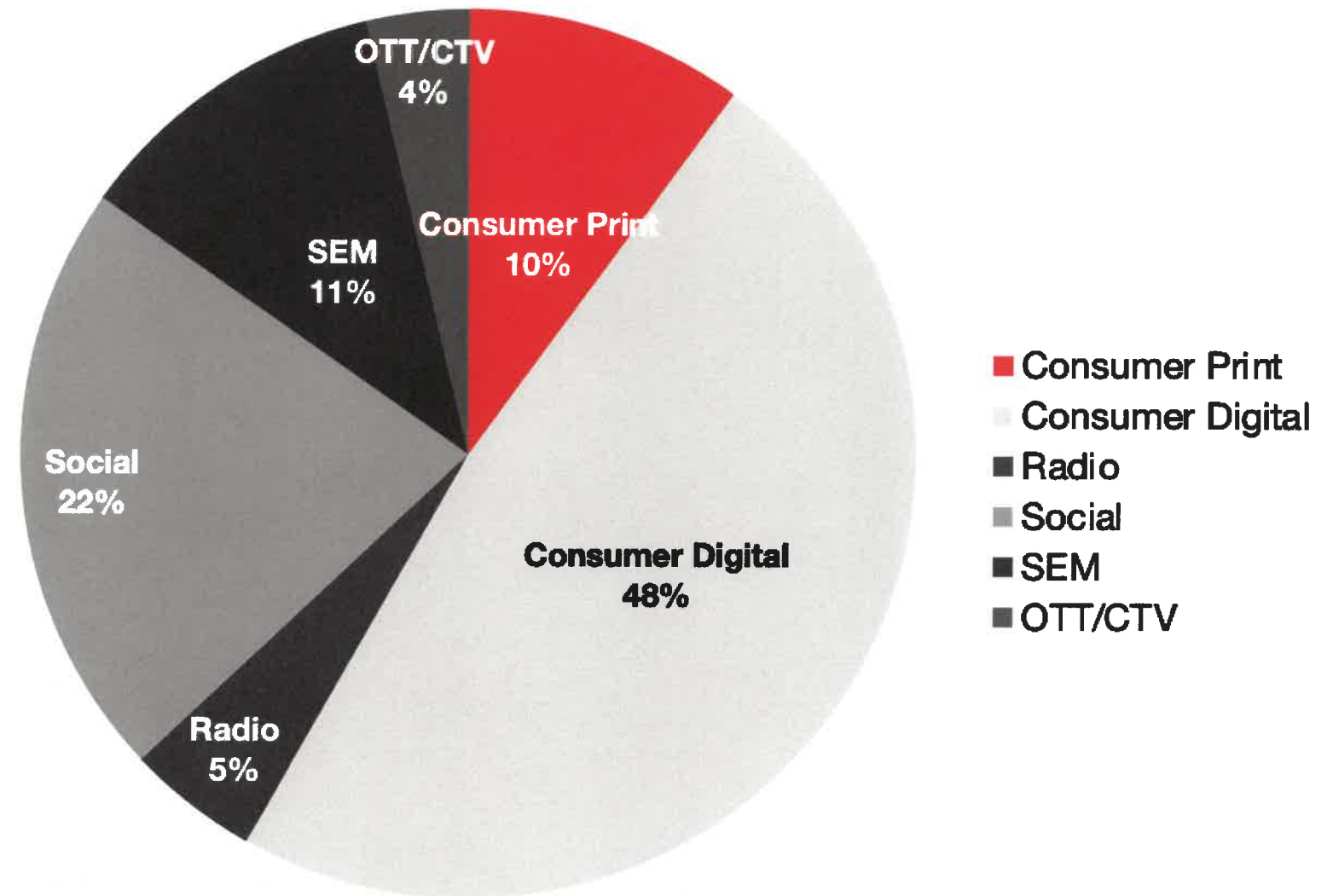
### ● **Oklahoma**

- **Minnesota**
- **Missouri**
- **Colorado**

## Media

# Media Allocation

Combined, the digital spend represented 85% of the budget.



Digital



# Paid Social



 **visitsouthpadreisland** • Follow

It's been like forever since I've been on a horse. And I get to ride it on a beautiful, white sandy beach? But, man, that clear, blue water is calling my name. Sure beats the heck out of the rec center pool. This is gonna be a hard call to make.  
#HorsebackRiding #ThatsAsHardAsItGets



1,234 likes

1 DAY AGO

Add a comment...



Instagram

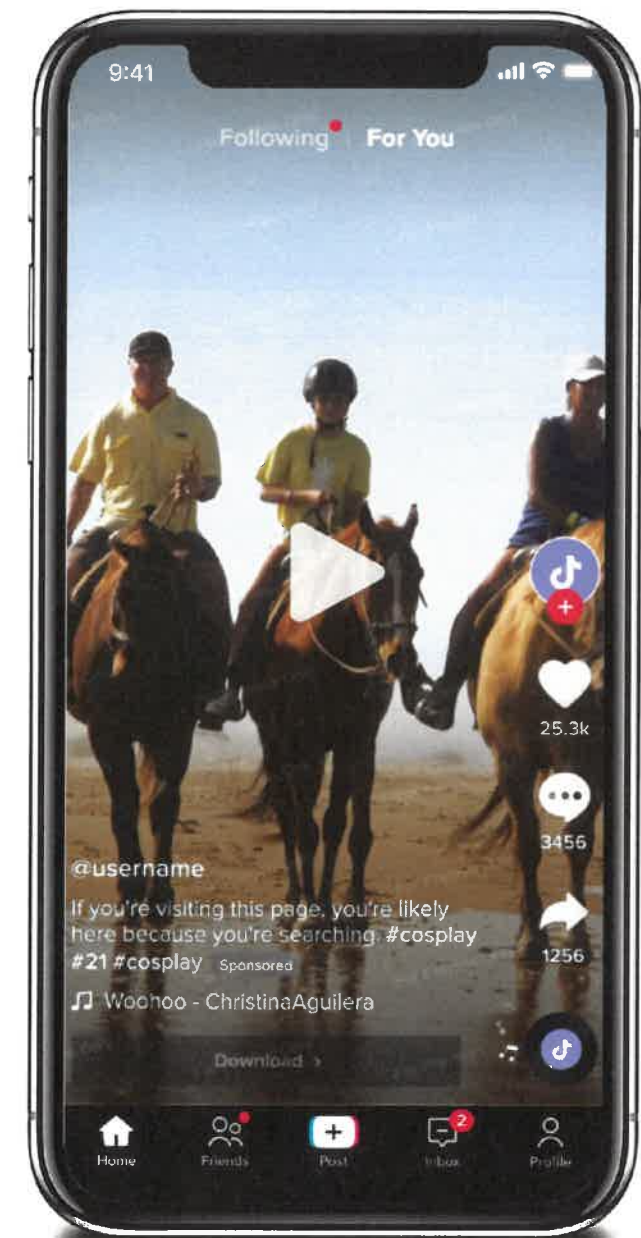
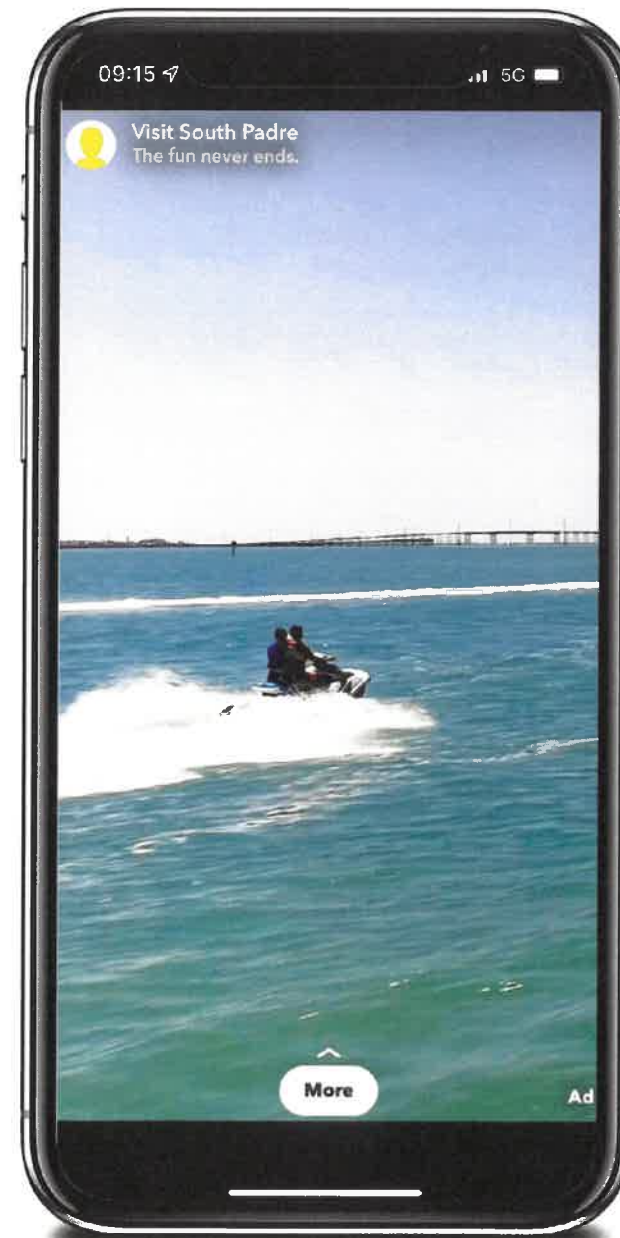
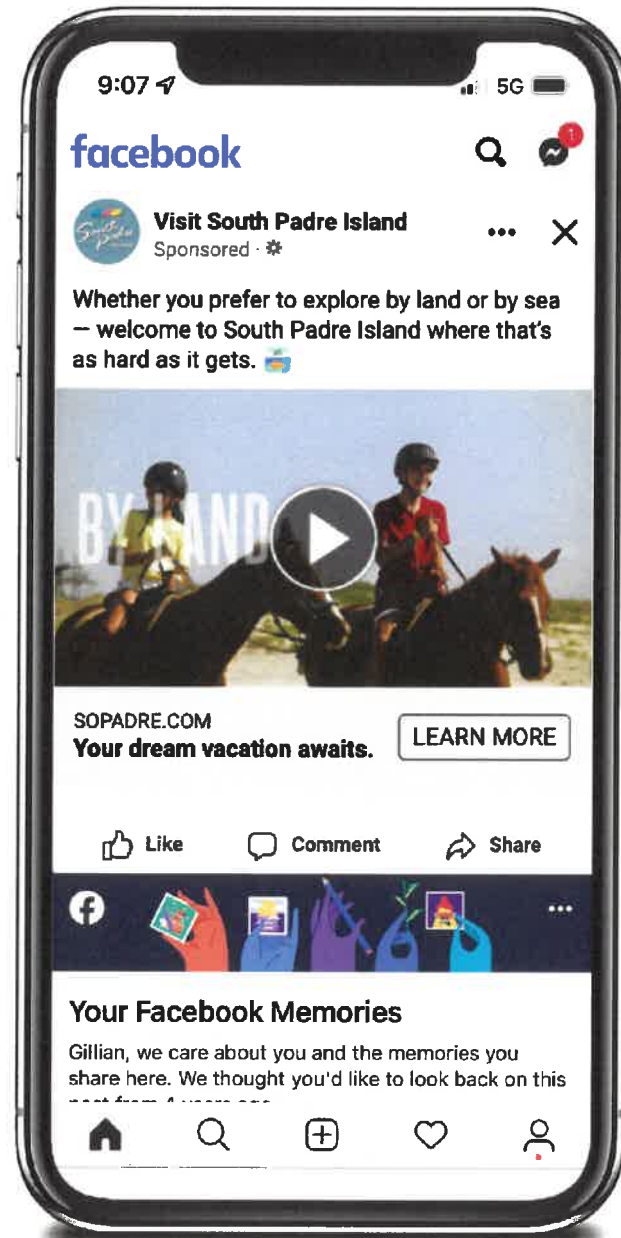
 **visitsouthpadreisland**  
Sponsored



Learn more



# Paid Social



# OUTCOMES

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- Overall, the programmatic media garnered over 42 million impressions and a .21% CTR year-to-date.
  - A CTR 110% above the CTR benchmark of .10%
- Programmatic media ultimately contributed to a +17% increase in bed-tax collections vs the same time in previous year.
- Expedia saw over 9,000 room nights booked, \$2.2 million in gross bookings, and a 26:1 ROAS.
- RevPar growth is outpacing every destination in the competitive set.
- Occupancy bed tax is up by 15%+ YoY.
- Overall, paid search achieved a strong CTR of 13.46%, 188% above the industry benchmark of 4.68%.
- Optimizations helped drive down the average cost per click by 73%, allowing SPI to garner more clicks and therefore more conversions.
- Pre-Covid YoY comparison, 2022 drove overall higher website traffic.
  - 4% increase in sessions, a 7% increase in new users, and a 6% increase in users.
- Snapchat had over 6.2 million impressions and 65,000 swipe-ups.
- TikTok had over 7.5 million impressions and 74,000 clicks.
- Facebook and Instagram collectively had over 13.4 million impressions and 100,000 clicks.

PUBLIC RELATIONS

6

# Public Relations



# An uncommon approach to Public Relations.

The conventional view of PR includes publicity, press conferences, and news releases. What differentiates The Zimmerman Agency from any firm — anywhere— is our belief that **PR needs to be anything but conventional.** Strategy will lead our efforts, but creativity will extend the boundaries of traditional PR to enhance exposure and provide a greater return on your investment.

To capture the attention of the audience, we must be **highly creative storytellers.** And, **we should be held accountable at the bottom line.** It's how we've grown to be among the two largest firms in the entire hospitality and travel category. It's how we will exceed your expectations.

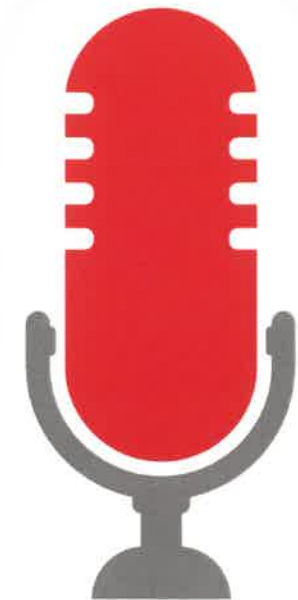
PUBLIC RELATIONS

- 🔊 Communications Audit
- 🔊 Strategy & Planning
- 🔊 News Bureau / Publicity
- 🔊 Content Development
- 🔊 Social Media Synergy
- 🔊 Influencer Marketing
- 🔊 PR / Digital Optimization
- 🔊 Promotions
- 🔊 Media Leveraging
- 🔊 Co-Branding
- 🔊 Experiential / Activations
- 🔊 Sponsor Enhancement
- 🔊 Broadcast Spokesperson
- 🔊 Media Training
- 🔊 Crisis Management



*The Zimmerman Agency is currently ranked as the second largest PR firm in the entire hospitality and travel category.*

$$\text{STRATEGY} + \text{CREATIVITY} + \text{RELEVANCE} = \text{EXPOSURE}$$



# Media Relations.

**Z-INK** (Integrated Network Knowledge) is the Agency's proprietary process of extensive personal interaction and aggressive follow-up with the media. Like West Virginia, many of our clients rely on the Agency to impact multiple segments of business or local markets that have serious implications on business objectives. It is simply not realistic that one team has the capacity to have the relationships — or time — to cultivate every opportunity. Having an individual dedicated to each media group, or market makes an enormous difference in story placement. It is our signature **Z-INK** process that provides clients with the bench strength of our entire

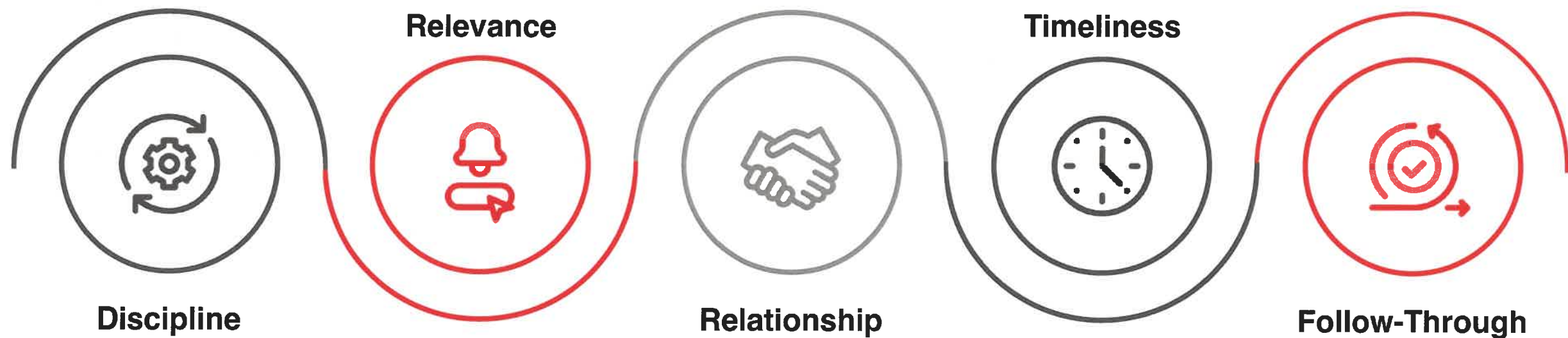
organization pitching on their behalf each and every day. The Agency will personally pitch media based on parallels between the media and elements relevant to West Virginia, and utilize editorial subject matter relevant to the audience to navigate efforts. **It is often that level of familiarity or a personal relationship that makes the critical difference.** The Agency is diligent about follow-up and production. Our process and systems detail the media outlet, journalist, anticipated storyline, date of feature, angle, and contact information to ignite smart follow-up until the story is produced.



## Strength and significance of media relationships.

The Zimmerman Agency has developed and maintained unparalleled relationships and leverage among journalists, editors, and influencers in leisure, group and niche segments. And, while the results are impressive and client satisfaction is extraordinarily high, the value of the disciplined approach to managing, building, and cultivating relationships with key media cannot be understated. On the surface,

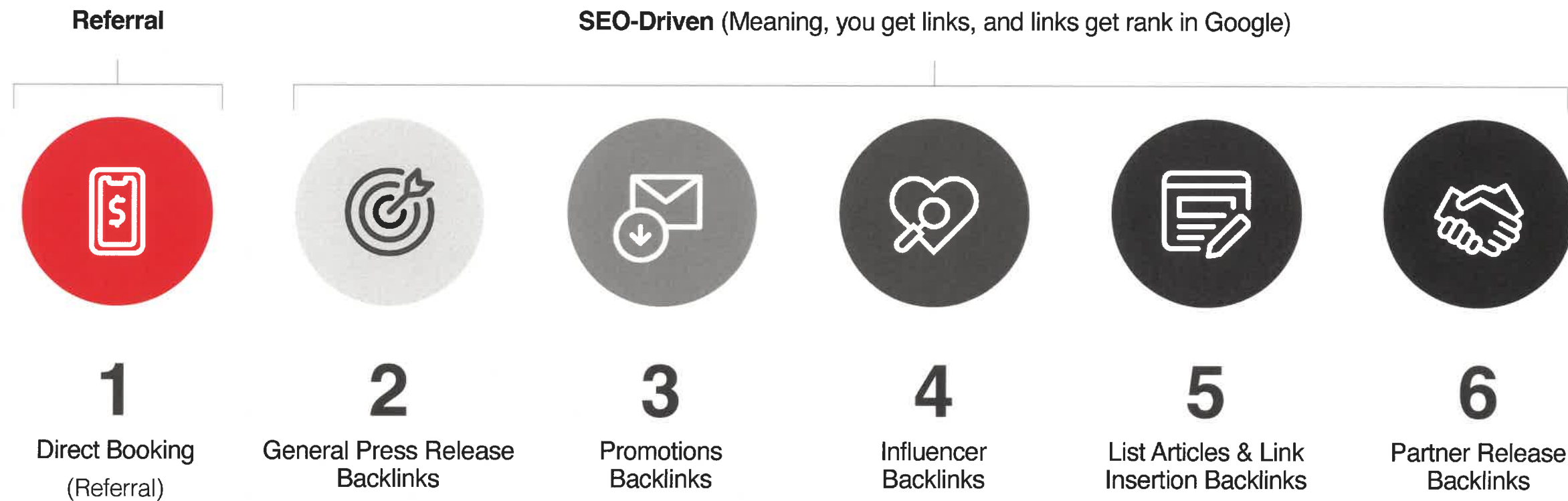
creativity and the aggressive pursuit of exposure will clearly stand out when you work with the Agency. But, we are a process-driven agency with systems that have been cultivated and perfected over time. The Five-Step Media Relationship Matrix is proven and has resulted in lasting trust through valuable information provided by the agency to key editors, journalists, influencers, and decision-makers.



# We will use PR to help power your SEO + Revenue.

Optimizing our outbound communications and the resulting press coverage for SEO increases visibility boosts Google search rankings and most importantly, drives revenue. Our team provides specific backlinks for press releases, influencers, partners and more to create a steady swell of search engine rankings. We will take a

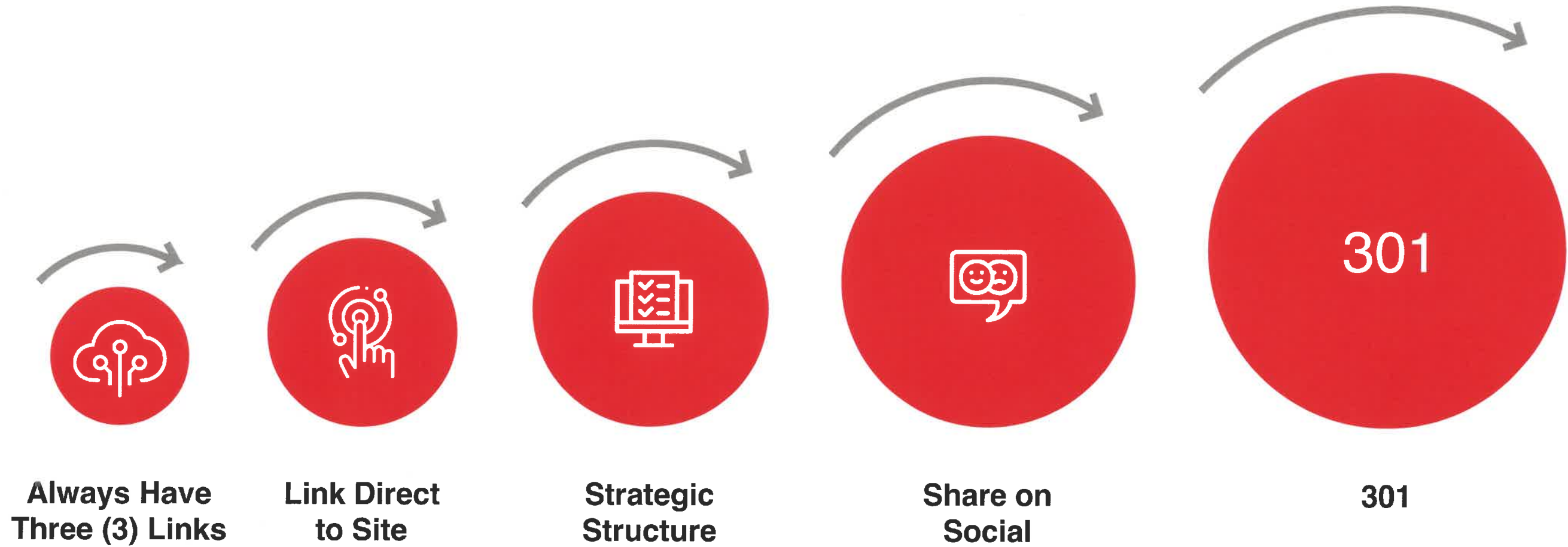
surgical approach to SEO in our public relations efforts on behalf of the West Virginia Commerce and Tourism Office, your brands, and individual hotels and resorts enhancing a more data-driven, best-in-class digital communications strategy.



# Digital Optimizati**Z**ation is a proven strategy that will drive revenue.

Strategic link placements have the ability to boost organic public relations placements to become a revenue-driving SEO powerhouse. Using three different links to ensure comprehensive coverage — placed in order of priority — further

solidifies your SEO sequence. If one of your links is temporary or seasonal our proprietary process ensures it is 301 redirected so you don't lose the SEO power your public relations has just created.



PUBLIC RELATIONS

# Structure and experience to drive paid, owned and earned media.

Many brands, and quite frankly many public relations firms, struggle with the balance or lack of balance between paid, owned, or shared media and paid media. **We are part of a hyper-integrated agency where social media and media planning and buying are vital parts of the equation.** The advantage to the Agency and our clients is the ability to view opportunities through a collaborative lens

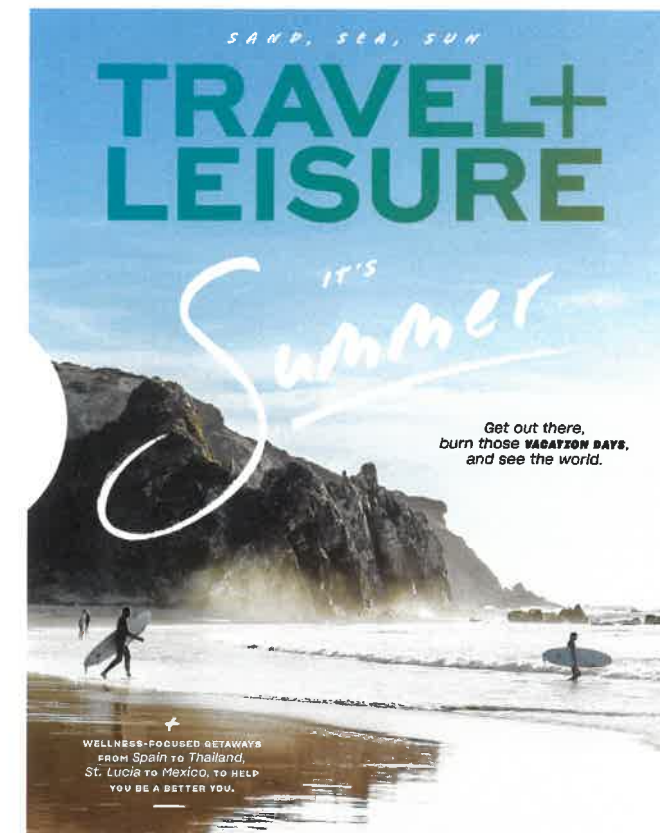
ensuring the combination of efforts is integrated and that public relations can fully leverage social media, shared content, and the dollars you may invest in advertising or paid social media and search. **Teams are literally working side-by-side on your behalf and negotiating to amplify your messages through every channel.**



+



+

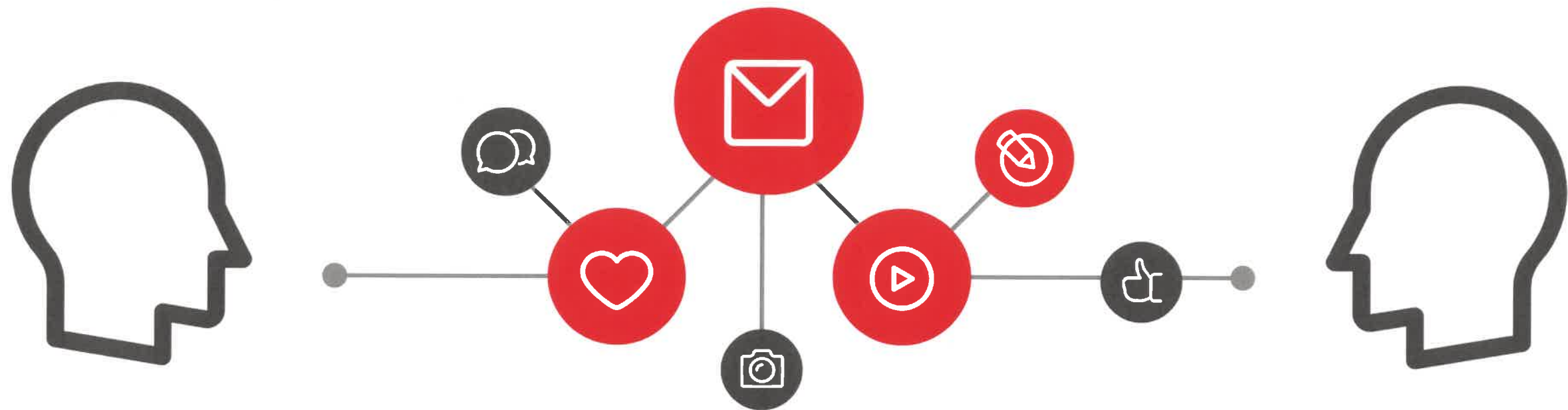


PUBLIC RELATIONS

# Influencer Management.

Influencer marketing has gone from a fledgling attempt to use social channels to inspire audiences to a \$6.5 billion industry. A closer look at influencers as a channel for West Virginia tourism reveals a shift toward smaller niche influencers as a more trustworthy, community-connected group that is driving the behavior of potential guests. Agency teams can provide the experience, insight, and technology to help manage and influence the world of influencer-related travel.

In addition to public relations practitioners, the Agency has a full-service social media division. The existence of social inside our agency provides access to specialists in influencer marketing and an understanding of how to amplify the exposure of influencers. **Our ability to collaborate with your social media is a critical vantage point in the effort to manage influence in your favor.**



Neiman Marcus

Nikon

HERSHEY'S



GREY GOOSE

the knot

PING



Lilly Pulitzer

Kleinfeld



# Putting other brands' money to work for West Virginia.

The Zimmerman Agency produces explosive media and publicity campaigns. We prescribe a tiered approach that not only involves media outreach, buzz ideas, and springboard events but layers in an approach aligning West Virginia in the correct "brand neighborhood," for instance: brands in which a potential visitor to West Virginia is most likely to purchase. The editorial and promotional mix should be about a 50/50 proposition. Yes, co-branding and strategic alliances are that important.

Consumers consume — receiving messages everywhere from traditional media and social platforms, to market activations. Public relations that is solely media based, with no brand partnerships, is simply a dying breed. In 2020, The Zimmerman Agency secured co-brand relationships for our clients for a total value of more than \$64 million — at NO COST.

**THE ZIMMERMAN AGENCY**



# Crisis Management.

The Agency has established a highly experienced and respected Crisis Management practice. The core Crisis Response Team (CRT) is comprised of media strategists, specialists, social media strategists, and tacticians to manage situations and unexpected events that threaten or disrupt business operations. Agency experience includes a broad range of crises, including weather-related events, natural disasters, technology breaches, health, management misconduct, employment, discrimination, workplace violence, financial, and more. The trust of critical audiences is often a by-product of how an organization manages its

reputation-based risk and crisis response. **The ability to quickly convene and converge our Emergency Management Media Team (EMMT) on a situation in the earliest stages has become a benchmark of agency crisis efforts.** The Agency has provided weather-related crisis management for clients through more than ten hurricanes and multiple tropical depressions as well as other human-influenced crises.



# Measurement and Reporting.

Today, there are multiple variables to track earned media. As an agency, we include impressions, mentions, share-of-voice, audience penetration, key messages, and sentiment. In addition, for many clients, we track the results of earned media to social engagement and website traffic. For those clients where there is a purchase, booking, or revenue opportunity, we can connect earned media to conversions. In addition, the

Agency can provide a reporting dashboard that is updated on a close to real-time basis, providing additional metrics to include the performance of cross-channel communications. **We maintain and manage a suite of leading measurement technology and platforms.**



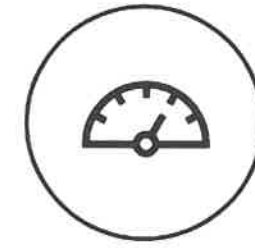
Penetration



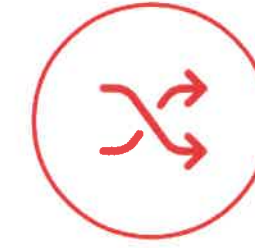
Saturation



Amplification



Optimization



Implementation



The Agency can also track the competition to compare performance versus the competitive set. Regular reporting is provided, including Activity Reports, Promotional Proposals, Promotional Grids, Publicity Reports, After-action ROI reports, Writer Information Forms, Contact Reports, Budget Spreadsheets, Annual Strategic Plan, and updating of content in internal documents.

FULL MARKETING  
CAMPAIGN

7

# Full Marketing Campaign



belize

A Case History

# SITUATION

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Belize was experiencing stagnant growth. Then, COVID arrived and efforts shifted to survival and then a focus on recovery for the destination. Today, arrivals from have reached record levels. But, competition is fierce and with larger budgets. With an increased number of flights and measurable momentum from marketing, the strategy has evolved as we leverage the agency's hyper-integrated structure to grow share of voice and intent to visit.



# KEY INITIATIVES

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Belize is an incredible destination. Needing to develop aggressive efforts to capture a larger share of voice — and better define the destination and everything Belize offers to visitors, the Agency created a hyper-integrated campaign inviting potential visitors to do something big with their life, venture somewhere fascinating, experience the authenticity of the country and its people, and take a proverbial bucket-list vacation. For those inclined to experience adventure, the powerful campaign proclaimed it is time to ‘Grab Life’ in Belize.

The campaign came to life through the spectacle and authenticity of the destination experience. In addition to television, the campaign includes: print, programmatic display, paid social media, email marketing, aggressive public relations and influencer activation.



Click video to play or

[Watch on Vimeo](#)

Video



Watch on Vimeo



Watch on Vimeo



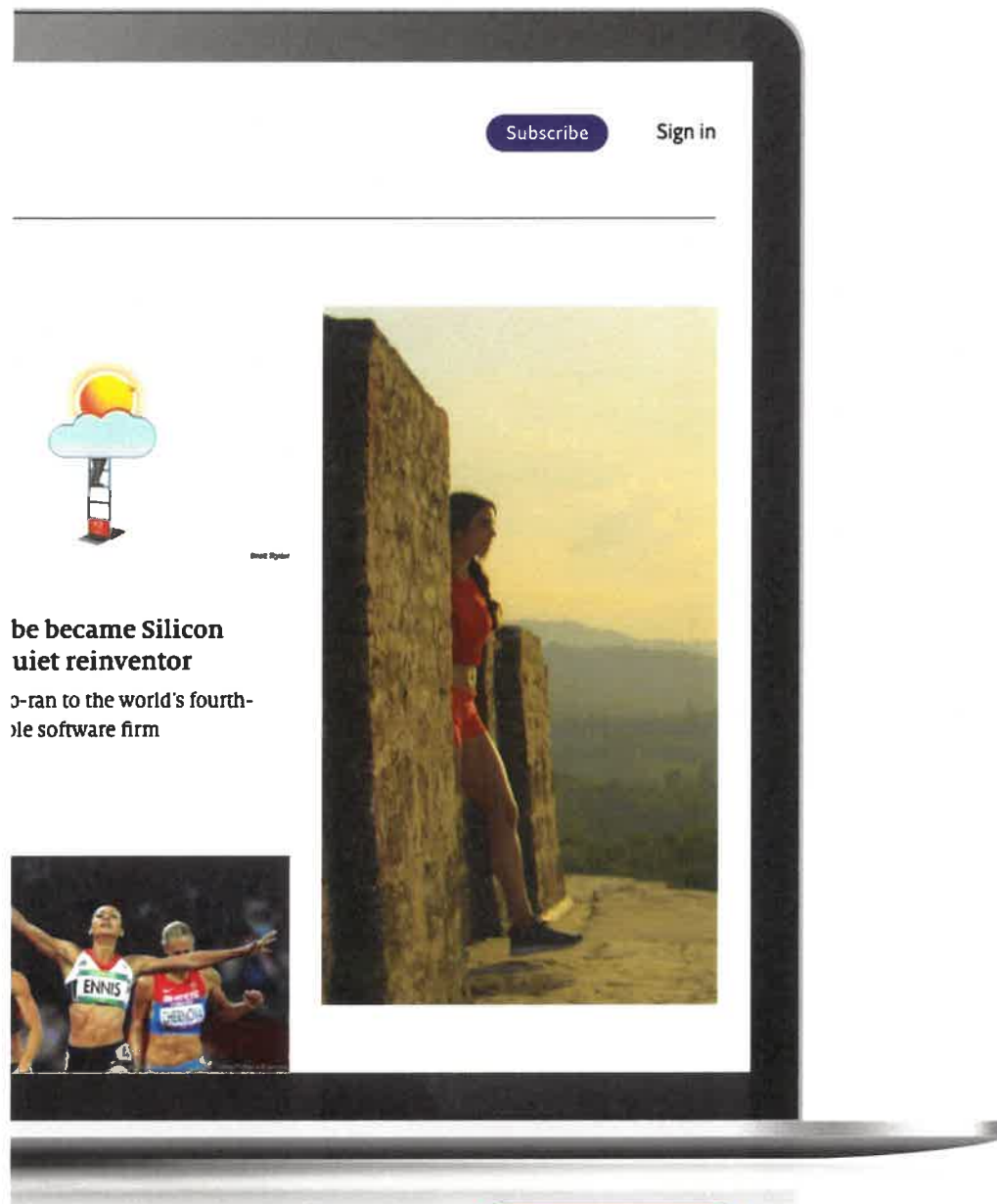
Watch on Vimeo



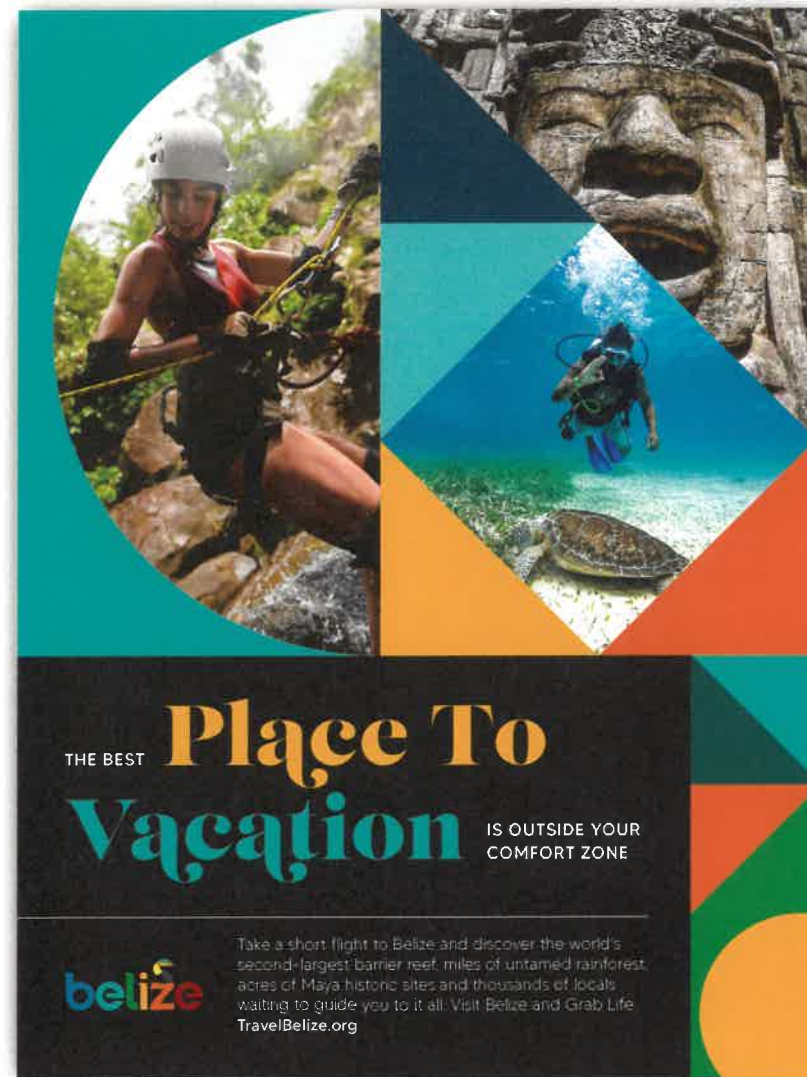
Watch on Vimeo



Digital, Print, and Out-of-Home



Click video to play or [Watch on Vimeo](#)



Click video to play or [Watch on Vimeo](#)

THE **ZIMMERMAN** AGENCY

## Public Relations

The core PR strategy is to generate buzz surrounding Belize's unique offerings and key differentiators. By emphasizing accessibility and identifying Belize as the most accessible English-speaking Central American destination, we've positioned Belize as the premier tourism destination by showcasing vibrant image imagery creating a diverse tapestry of beautiful languages, music, traditions and food. Through tactical brand partnerships and on-location media experiences, we have engaged desired audiences and influenced travel decisions to drive growth in visitation, occupancy and visitor spend.

### AFAR

The 8 Best Destinations for Your Next Winter Getaway

Choose to embrace or ditch the cold weather with these winter vacation ideas.



Head underwater in Belize and you'll see some unforgettable sights.

#### 6. Belize

Go for an accessible international trip with plenty of cultural festivities.

There are lots of reasons to love Belize: It's home to the second largest barrier reef in the world (which includes the Great Blue Hole, a UNESCO World Heritage site), it has a healthy mix of jungle adventure opportunities and beach retreats, and it boasts ample resorts tailored to help you unwind.

### BEST LIFE

10 Best Tropical Islands You Can Get to From the U.S. in Under Three Hours

YOU'LL BE GAZING OUT OVER CLEAR BLUE WATERS WITH A PINA COLADA IN YOUR HAND IN NO TIME.

#### 8. Caye Caulker, Belize



If you're looking for a laid-back trip, there are few better places to have one than Caye Caulker, an island in Belize that's located about 20 miles from the country's largest city, Belize City. The island mostly consists of white coral sand beaches, and a majority of the island's transportation is based on walking, golf carts, or bicycles.

"The island of Caye Caulker in Belize is one of the most gorgeous tropical islands in the world," says Larry Binder, vice president of operations of *Casigo Vacation Rentals*. "You can snorkel, scuba dive, and swim with the sharks at the Hol Chan Marine Reserve reef system. You can also feed tarpons at a special tarpon feeding dock."

To get to Caye Caulker, you first have to connect in Belize City, which can be reached in a little over two hours from cities like Houston, Dallas and Miami. From Belize City, you can either take a 70-minute flight to Caye Caulker, or a 45-minute water taxi ride.



**Belize is Calling**  
On the northeastern coast of Central America and bordering the Caribbean Sea, the beautiful country of Belize is a melting pot of cultures and diverse languages, its intriguing history dates back as early as 1500 B.C.  
The stunning beauty of its dense jungle landscape, 400 species of marine life, and golden or white sand beaches, depending upon the locale, is matched only by the kindness, friendliness, and welcoming character of the Belizean locals of Creole, Mestizo, Garifuna, Maya, European, and other cultures. As you plan your next vacation, experience these amazing events, great restaurants, and exciting tours and excursions.

### Fodor's Travel



### Caye Caulker

RELIZE  
You won't believe the beauty to be found in this corner of Belize.



### TRAVEL+ LEISURE

11 Cheap Caribbean Vacations for Budget-conscious Travelers

These affordable Caribbean vacation destinations don't skimp on beautiful views, excellent hotels, and delicious food.

When you're dreaming of warm sunshine, blue seas, and a relaxing escape, but your credit cards aren't ready for a splurge, it's time plan a getaway that won't break the bank. Luckily, with some research and planning, you can find an affordable trip that will satisfy your Caribbean craving.

#### Belize



The Caribbean coast of Belize combines sandy beaches, offshore cays, abundant wildlife, Mayan ruins, and rain forests. Guest rooms, small hotels, casual resorts, and inns offer places to stay for even the tightest of budgets, and local spots to dine are aplenty. On Ambergris Caye, stroll through San Pedro town, pick up fresh fruit at one of the many stands, grab lunch at a grocery, and relax at the beach for a lazy afternoon.

### thrillist

All-Inclusive Resorts Are Having a Moment



#### Hamanaai Adventure & Dive Resort

Stann Creek, Belize

Ideal for: Exploring reefs and rainforests

Belize has long been considered a paradise for diving, but if you don't want to navigate planning your own diving adventure, book it to eco-beach resort Hamanaai. Located on the country's southern coast, it offers a mix of treehouse rooms, beachfront suites and an all-inclusive reef and rainforest package that you won't want to miss.

There's plenty to keep you busy here, including incredible diving and snorkeling at the Southern Barrier Reef, but one of the most unique experiences has to be a guided night hike at jaguar sanctuary Cockscomb Basin Wildlife Sanctuary, home to nearly 300 species of birds and howler monkeys in addition to the jaguars. You can also participate in cave adventures, tour Mayan ruins, or canoe in the jungle.



THE BEAUTY OF BELIZE IS CALLING + STUDENT LOAN FORGIVENESS FOR BLACKS

## Upsale

HAIR  
STYLE LOOKS  
THAT GIVE  
AN EDGE

EXCLUSIVE  
**MARTELL HOLT**  
ON CO-PARENTING  
& LOSING  
EVERYTHING

HOTELS  
OUR TOP PICKS  
FOR 2023!!!

RELATIONSHIP  
HOW TO AVOID  
FAMILY DRAMA

33  
GIFTS  
FOR THE  
HOLIDAYS

### ELLE

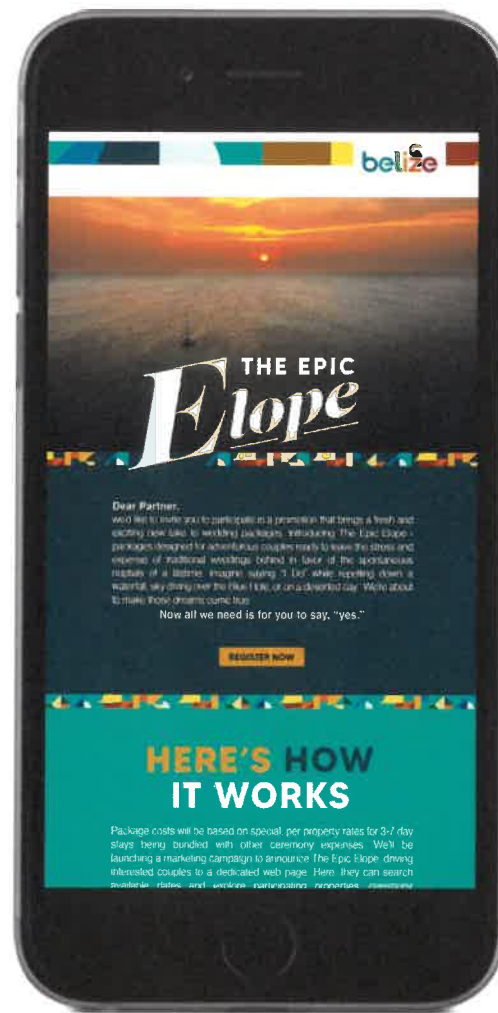
ELLE ESCAPES

#### BELIZE



If you need an escape, might we humbly suggest Belize? Located on the east coast of Central America, nestled against the Caribbean Sea, you'll find the sparsely populated country—the only one without a coastline on the Pacific Ocean. The scenery is a given, but there's so much, much more. Though Belize is still quite young, having only celebrated 40 years of independence in September, it's a place to experience. Minutes upon arrival, you'll find yourself immersed in a culture that is ancient, flavorful, and so very vibrant.

The agency maintains a consistent presence with the travel trade through advertising, email, digital and PR.



Email



Print

# OUTCOMES

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**The results speak volumes about agency efforts, For the first time in history, Belize recorded more than 1 million visitors annually – nearly a 15% increase in overnight visitors year over year. With a record number of arrivals in November, Belize earned the highest share of visitors to the Caribbean ever. Year over year website traffic and sessions increased by 204%.**

**Grab Life digital efforts drove an impressive CTR registering 240% above industry benchmarks, and programmatic display had a CTR that was 270% above industry standards. Expedia realized more than 5,000 room nights equating to \$2.3+ million in gross bookings and a 28:1 return on the ad spend.**



THE LEADING HOTELS  
OF THE WORLD®

A Global Campaign Case History

# SITUATION

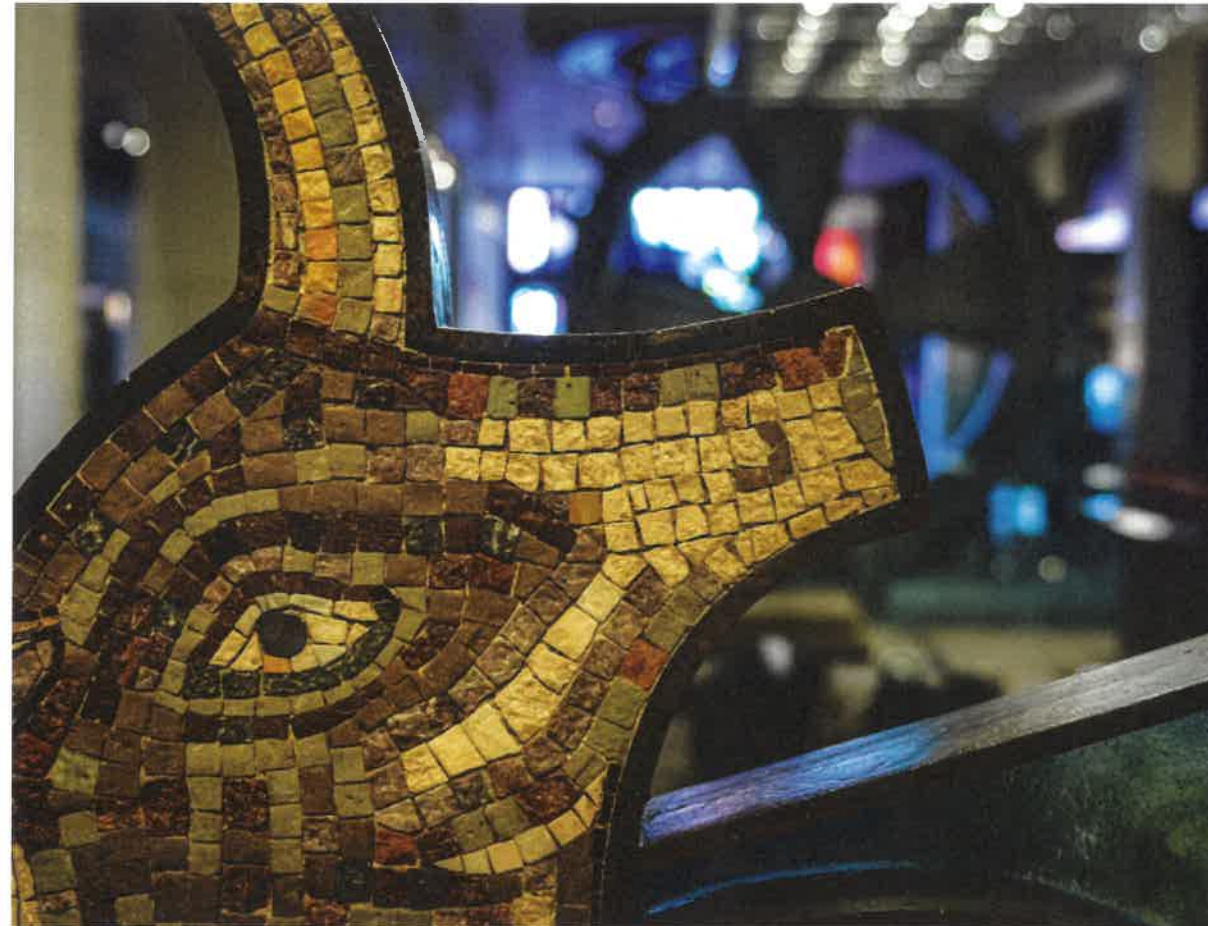
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The Leading Hotels of the World hired The Zimmerman Agency to develop and activate a new global brand campaign. The Agency was tasked with accelerating customer acquisition and engagement with key segments to drive revenue for member hotels. Key segments focus on Direct Consumer, Leaders Club (loyalty program), and Travel Trade.



### **Audience**

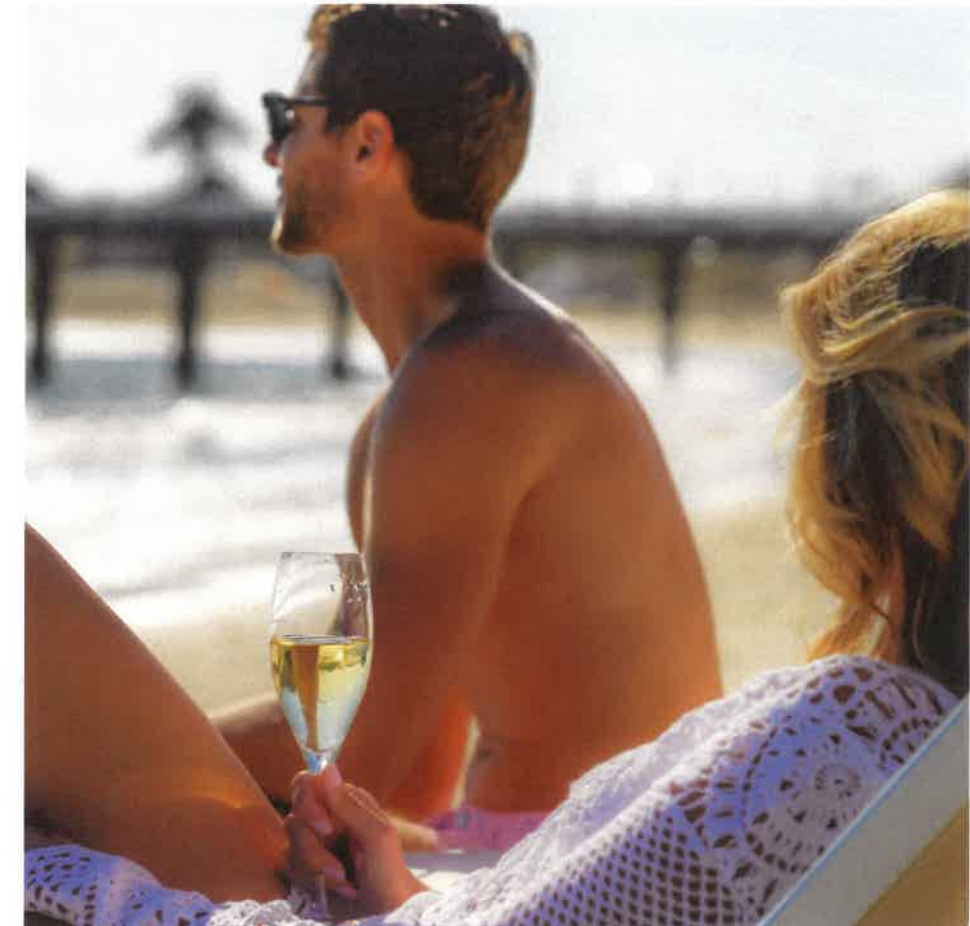
The target audience consists of affluent curious travelers. The majority of the audience resides in the Americas, Europe, and APAC.



### **Key Challenge**

Educate “curious travelers” about the uncommon experiences that enrich every guest’s stay with The Leading Hotels of The World properties.

Activate digital display efforts while integrating optimizations with all Marcom efforts. Increase bookings of LHW properties with a focus on reaching U.S. travelers (both domestic and internationally).



### **Key Insight**

The audience of affluent and curious travelers craved story-worthy experiences. Unique experiences that could only come from independent and uncommon luxury hotels. Thus, the **Storied Travels Await** campaign was born.



## Brand Video

Click on the video above to play or

[Watch on Vimeo](#)



Print



*A Club*

Where 400+ award-winning properties await to reward curious individuals with exclusive benefits befitting those who choose the uncommon path.

  
**LEADERS CLUB**  
THE LEADING HOTELS OF THE WORLD

The Leading Hotels of the World is a curated collection of 400+ award-winning independent properties, and Leaders Club is your key to them all. Enjoy VIP access, member-only rewards and more whether you stay atop the famed Spanish Steps in Rome or in a tented camp within Costa Rica's rainforest. The uncommon path begins the moment you join.



LHW.COM

*A Retreat.*

In harmony with the jungle.  
Where sloths set the pace  
And guests happily follow.



  
**THE LEADING HOTELS**  
OF THE WORLD

Congratulations to Nayara Tented Camp in Costa Rica for winning #2 in the world, and to the nearly 50 other Leading Hotels to win over 60 World's Best Awards this year.

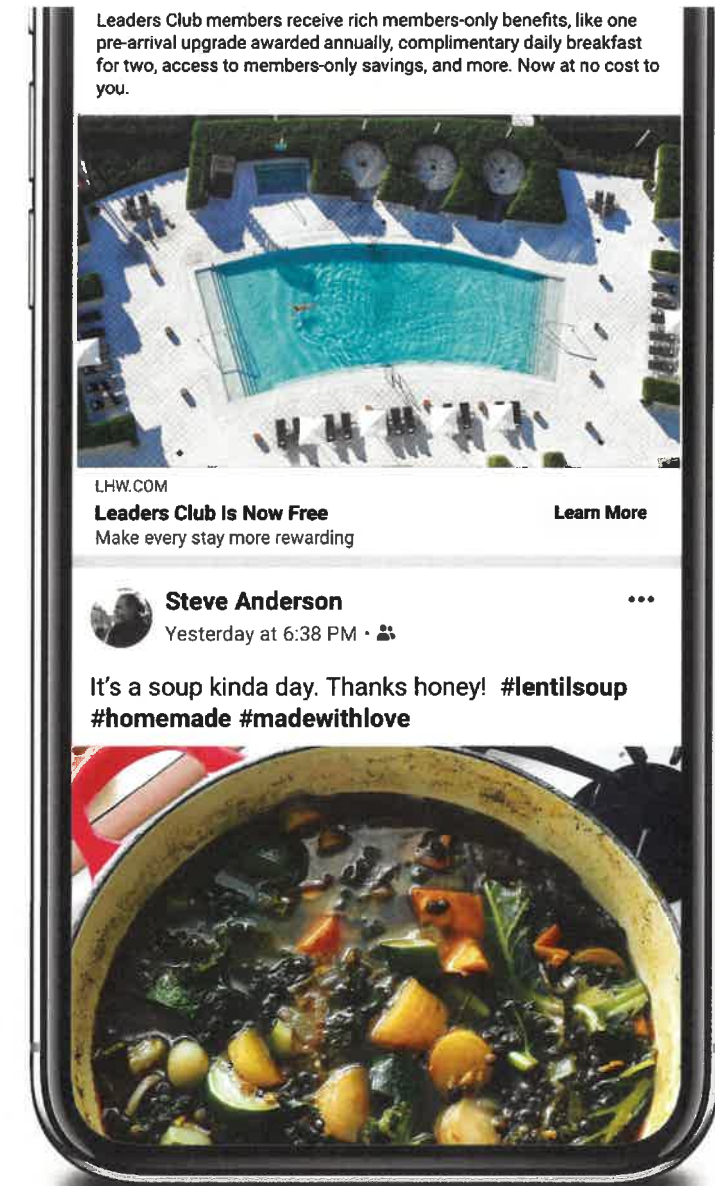
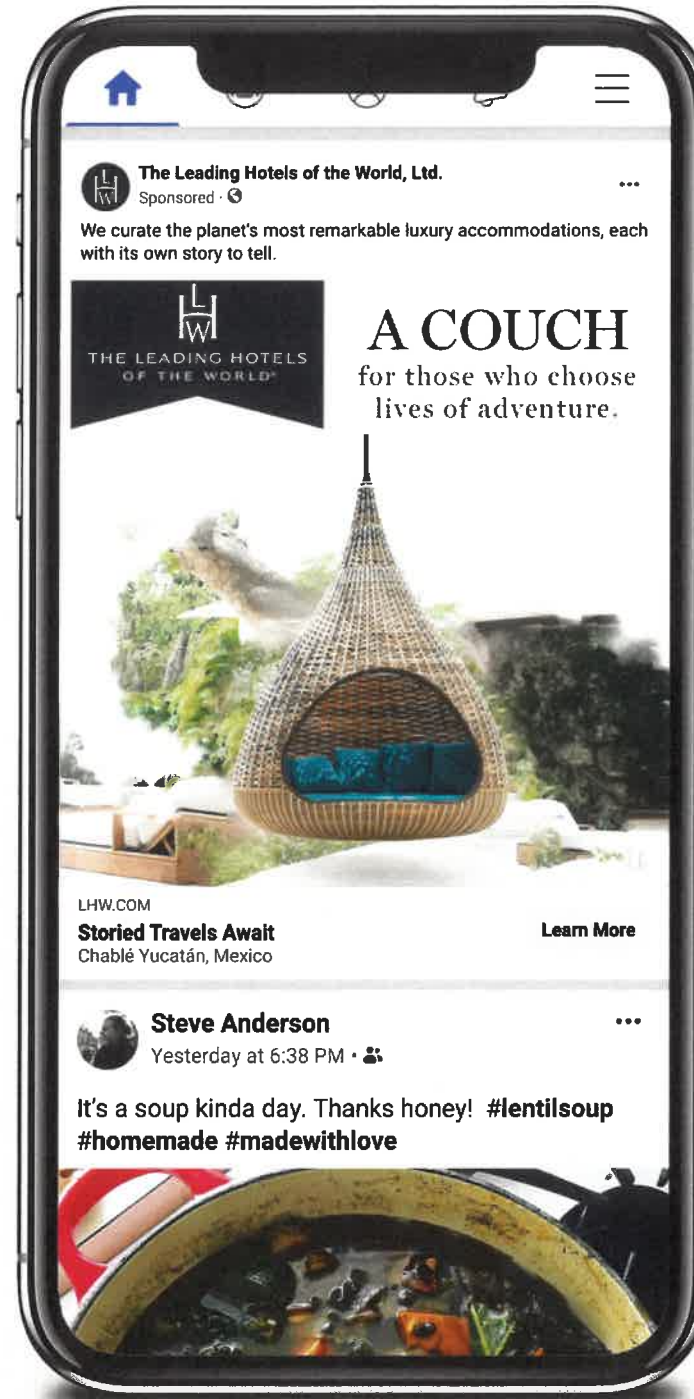
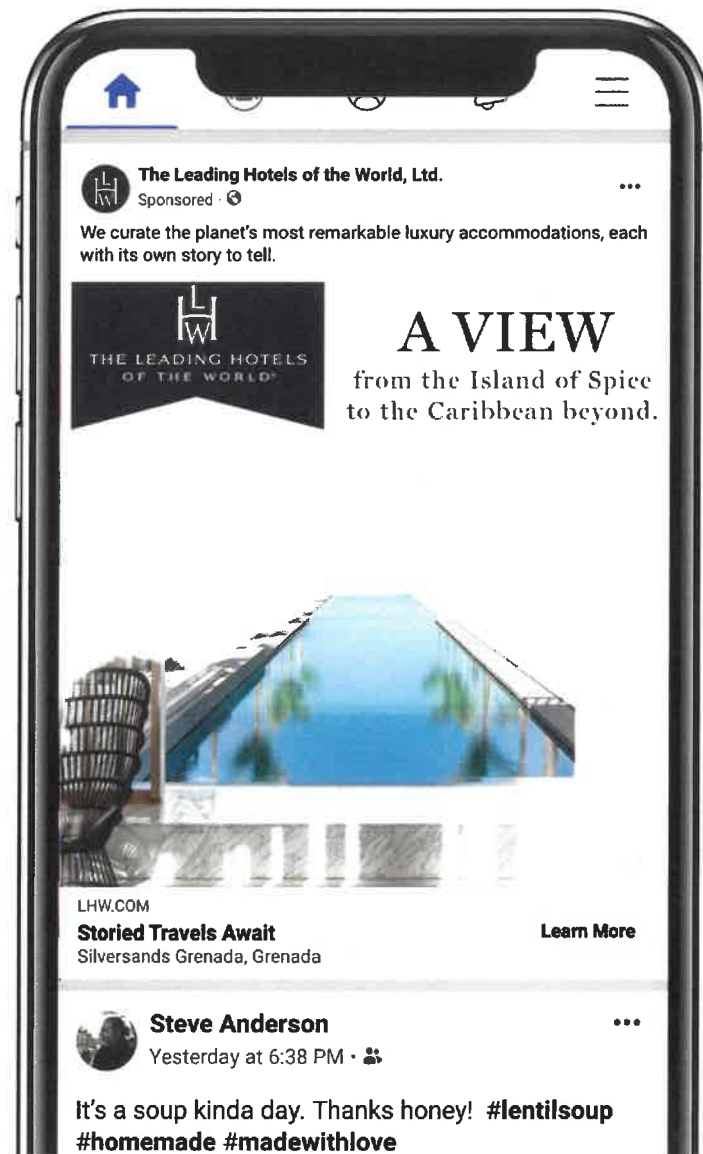


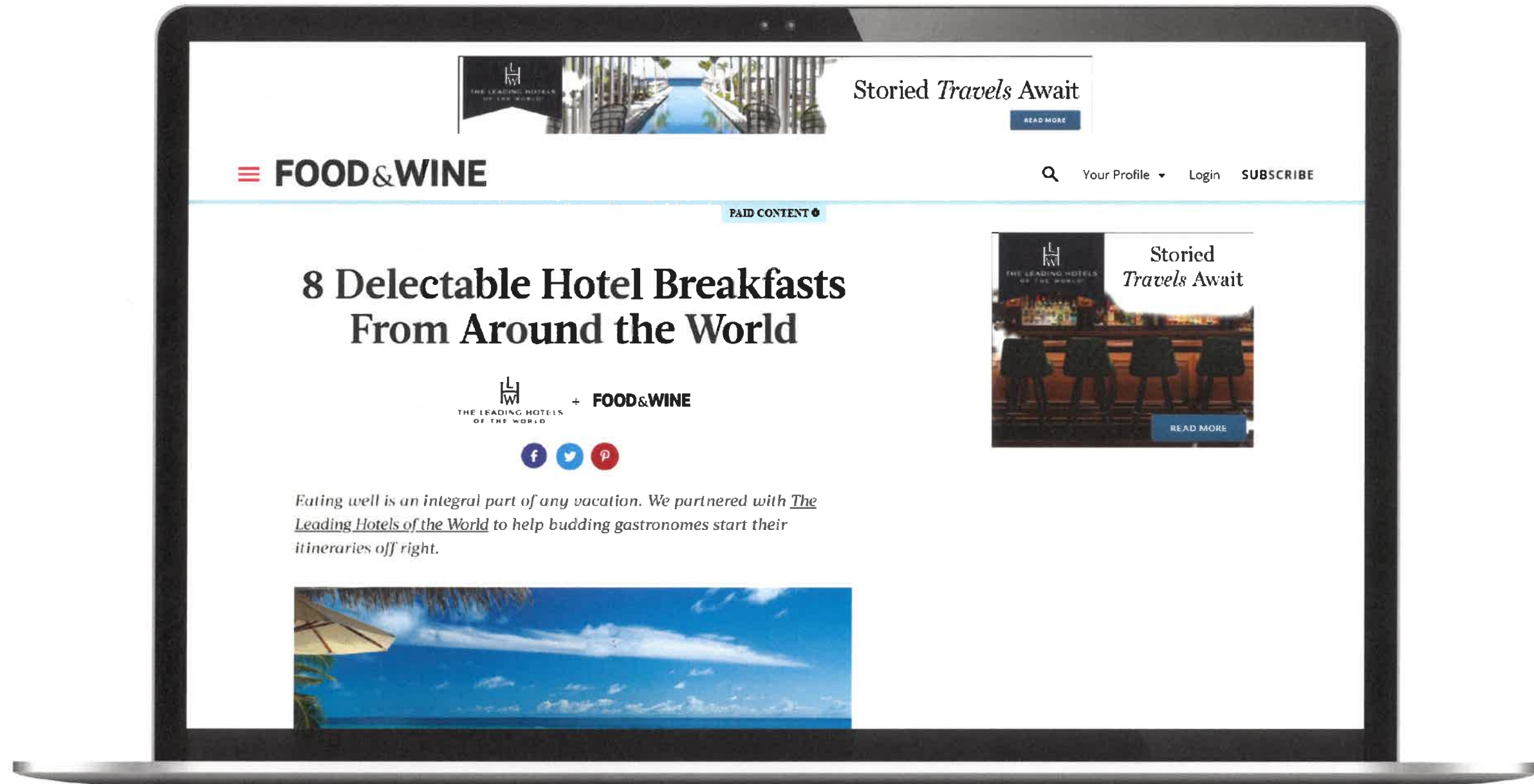
LHW.COM



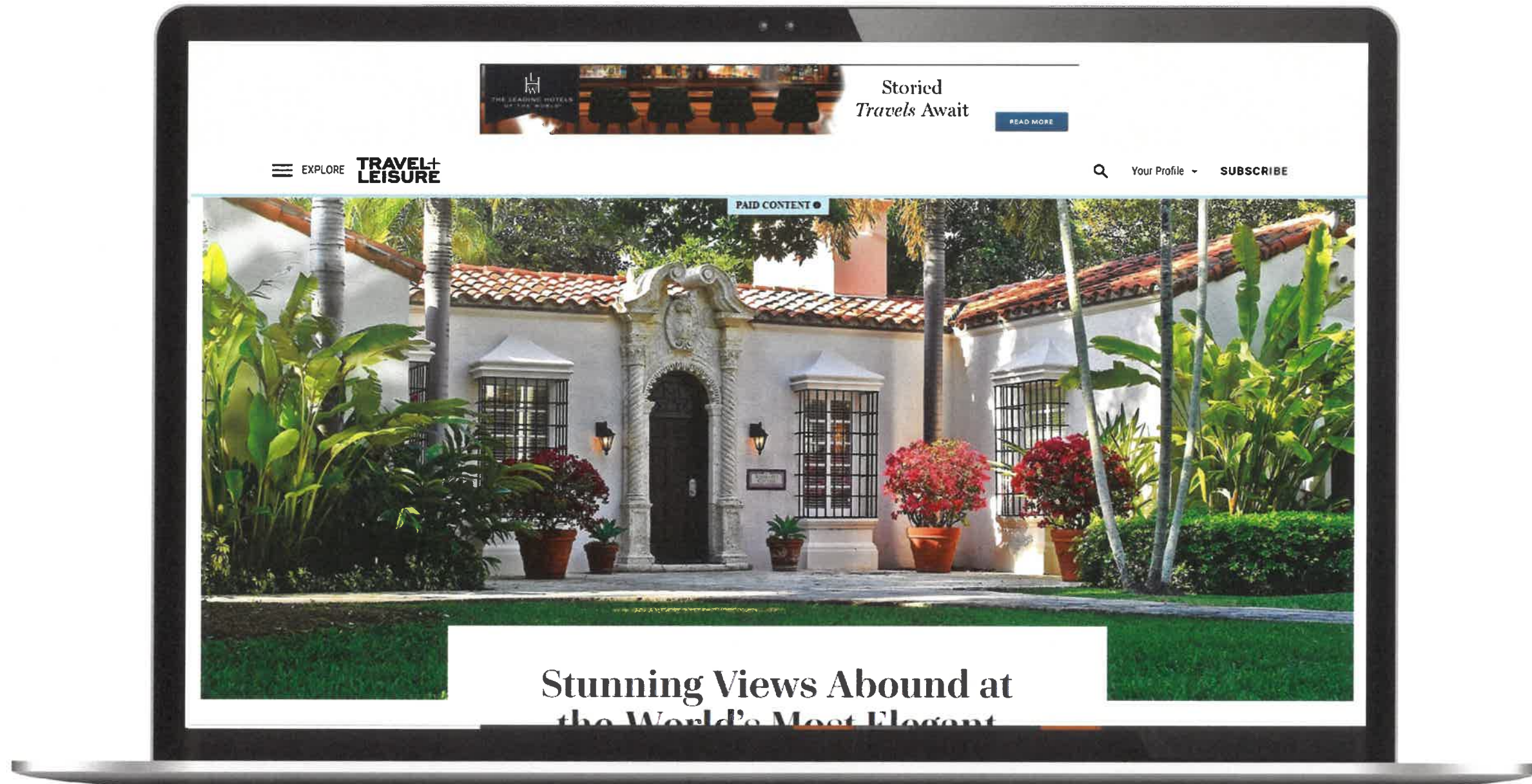
Warmly Welcomed

Digital





Digital



# Digital

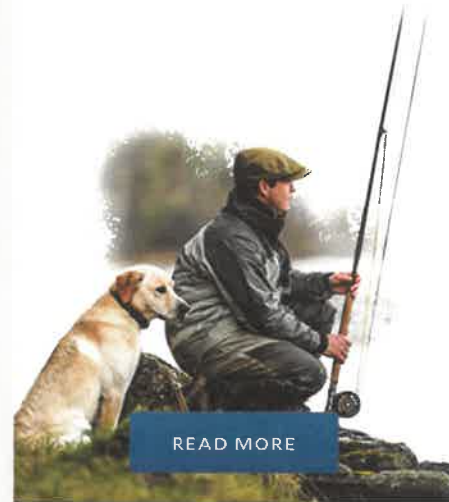


**A SECRET SPOT**  
Where you can catch your limit of both fish and adventure.

[READ MORE](#)



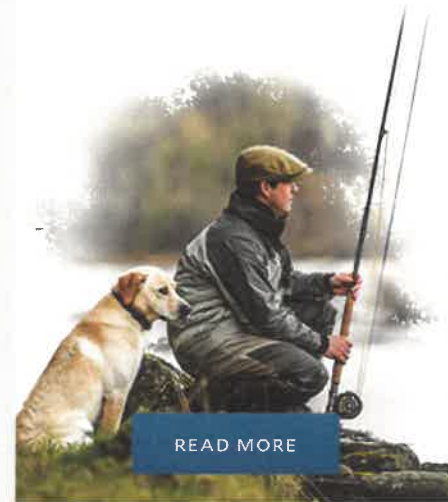
**A SECRET SPOT**  
Where you can catch your limit of both fish and adventure.



[READ MORE](#)



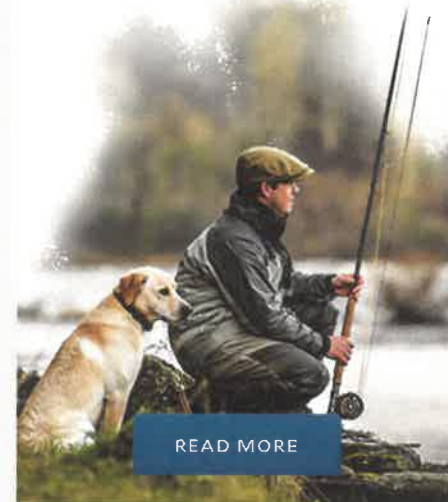
**A SECRET SPOT**  
Where you can catch your limit of both fish and adventure.



[READ MORE](#)



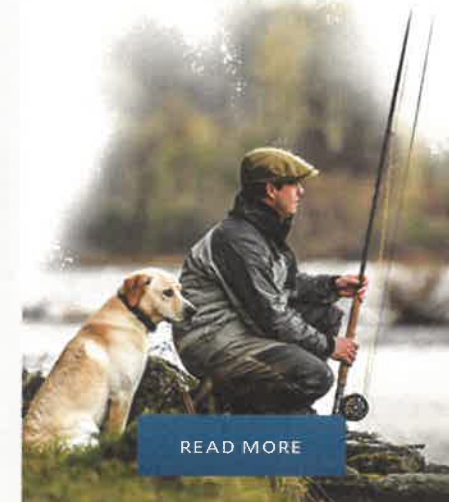
**A SECRET SPOT**  
Where you can catch your limit of both fish and adventure.



[READ MORE](#)



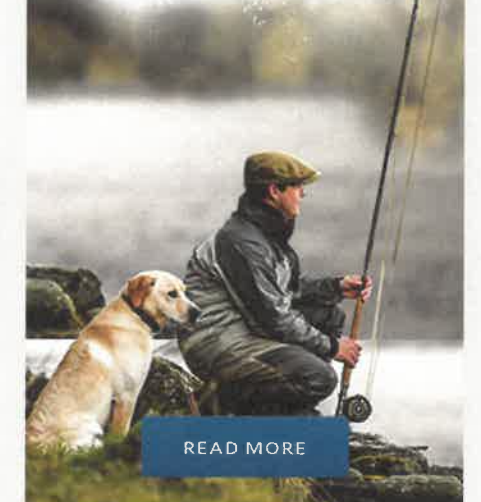
**STORIES TRAVEL AWAIT**



[READ MORE](#)



**STORIES TRAVEL AWAIT**



[READ MORE](#)

# STRATEGIC MEDIA APPROACH

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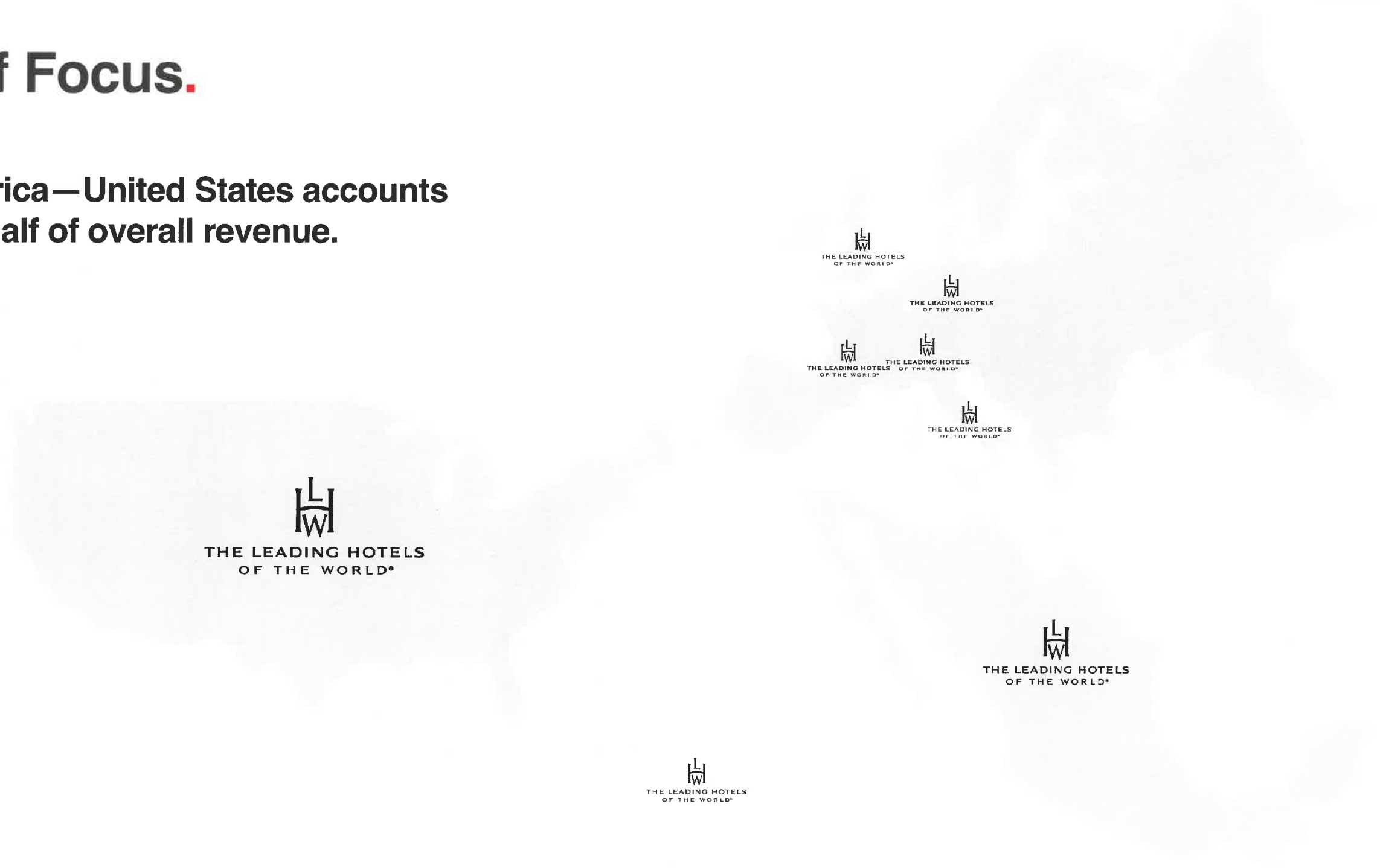
Engage with Curious Travelers on a US and EU regional basis by leveraging the targetability of digital channels to deliver story-driven, efficient media that introduces affluent audiences to The Leading Hotels of The World.

Partner with leading programmatic platforms, direct publishers, YouTube, and paid social media to entice Curious Travelers to become a Leaders Club member and ultimately book a Leading Hotels of the World property.

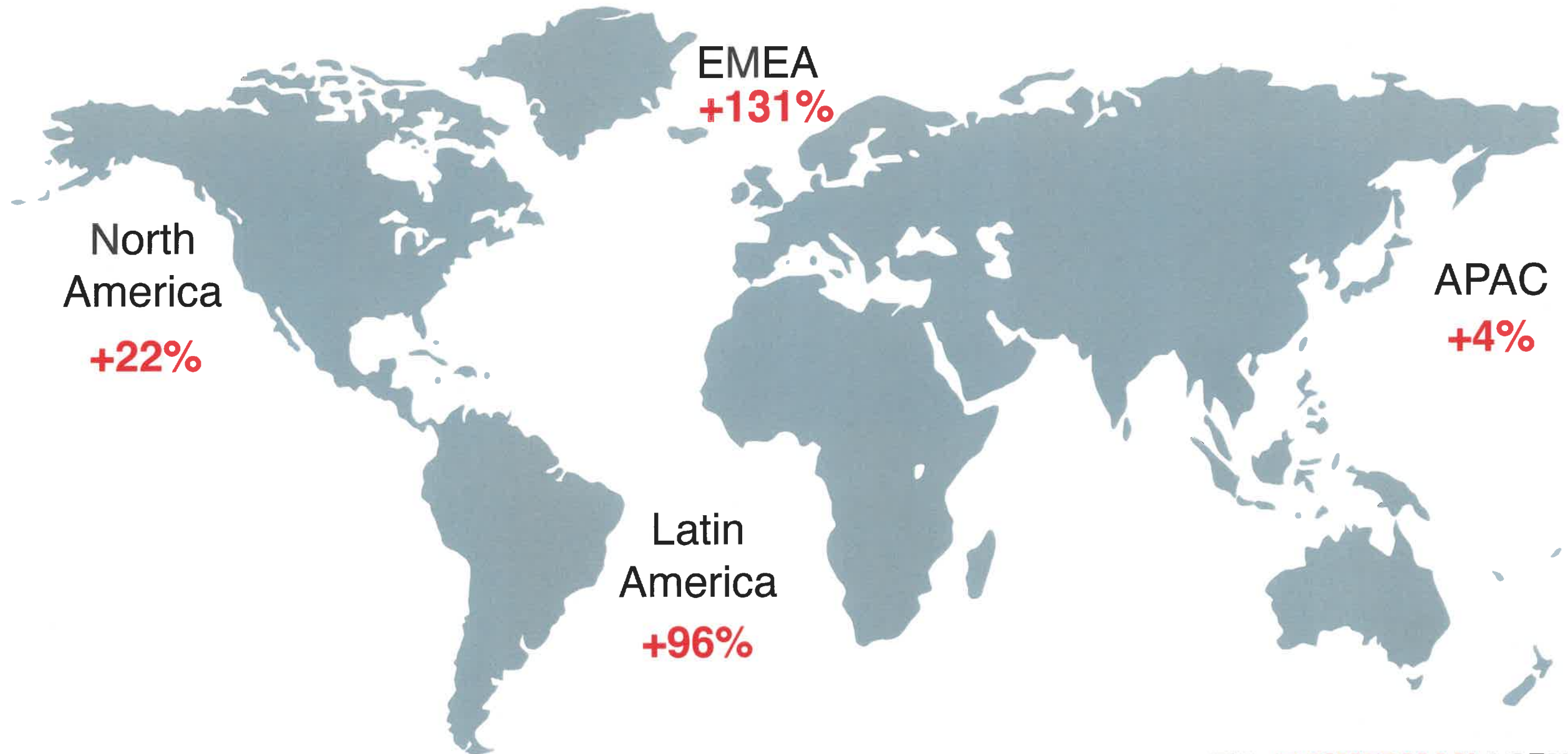
# Regions of Focus.

**1** North America—United States accounts for nearly half of overall revenue.

- 2** Europe
- Germany
  - Switzerland
  - UK
  - France
  - Italy

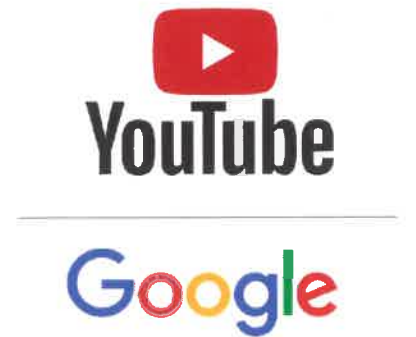


## Globally, revenue recovery increased YoY.





## Key global partnerships.



Photography



# OUTCOMES

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In addition to creating a campaign that reinvigorated the brand, and generated global assets including new photography and video, the results have been impressive. Efforts generated more than \$2 million in attributable revenue, with in excess of 12,000 booking engine interactions. The approach to content resulted in more than 2.6 million social media impressions. And, metropolitan properties have seen a 100% increase in trackable revenue.



**“Thank you again for your professionalism and collaboration. I appreciated the team's creative approach in spotlighting the remarkably uncommon elements of our member hotels.”**

**Lauren Alba**

*Vice President, Global Marketing & Communications  
The Leading Hotels of the World*

MANDATORY EXPERIENCE  
REQUIREMENTS

8

# Mandatory Experience Requirements

## **Mandatory experience qualifications.**

The Zimmerman Agency team has more than 40 years of combined experience and knowledge working with LAMP stack programming. The agency will provide expertise in maintaining, modifying, and create existing databases while also meeting security and performance standards. The agency also possesses multiple years of experience working with HUBSPOT, Salesforce, and CSS importing and exporting functionality. Our ability to elevate websites and provide genuine customization is aided by more than 50 years of collective staff experience in development with WordPress and management of Google Analytics programs.

IN CLOSING

9

## In Closing

## Why would The Zimmerman Agency be a good fit for West Virginia?

We took a few minutes to make the decision to work with The Zimmerman Agency a little easier. Yes, we understand travel. It's not all we do, but the fact that we get the category is important. But, it's not the only reason to hire an agency. It's a combination of things, and ultimately only you will

know if that's right for West Virginia. The chemistry between your team and ours will be critical to our success. And we won't know that until we meet. So, for now, **here are five great reasons to hire The Zimmerman Agency.**

1

### **The Experience Still Matters.**

The amazing thing about the travel category is that we are all ultimately selling an experience. West Virginia certainly provides a memorable and sometimes life-changing experience for residents and visitors. But, at some point the experience you provide comes down to dollars, decisions, competition and everything else we will need to consider. At that point, our experience selling experience matters.

2

### **Momentum, Momentum, Momentum.**

Momentum Planning is the agency's proprietary planning methodology. The purpose is to help clients accelerate growth. The foundation is based on developing a clear, differentiated position that places your audiences in a position to win. We've executed Momentum for hotels, resorts, travel brands and destinations, including entire nations. In addition to providing brand strategy and position, the result of Momentum is an Ambition that provides the north star for our efforts and paints a powerful picture of what success looks like for clients.

3

### **Hyper-Integrated Platform.**

We've taken the concept of integration to a whole new level. With four equal disciplines working in synergy based on our clients situation and objectives, we will deliver solutions based on your needs, and not the limitations of a traditional agency. Look at the case history we provided for Belize. Our approach is how the country not only recovered, but actually gained momentum to achieve historic results.

4

### **We Motivate People To Travel.**

We've established that The Zimmerman Agency understands travel. We've worked with literally every conceivable type of travel client, and whether we're motivating people to book, rent, purchase tickets, experience a destination, or simply have a reason to "go" we know what it takes to make a difference. There is a pattern to travel shopping that cannot be denied. It starts with imaging an experience. That requires the ability to be compelling story tellers, but more important for West Virginia, it requires the ability for our team to be compelling story sellers.

5

### **We Operate At The Speed of Culture.**

It's not about how advertising and marketing will change in the future. It's about what we do every day to keep up with the speed of change and how potential visitors are making travel decisions. In addition to the technology that allows the agency and our clients to compete more effectively, as an Omnicom agency we on the leading edge of changes that will affect how West Virginia competes tomorrow.



**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Curtis Zimmerman, Founder & CEO

(Address) 1821 Miccosukee Commons Dr

(Phone Number) / (Fax Number) 850-668-2222

(Email address) curtis@zimmerman.com

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

*By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.*

The Zimmerman Agency  
(Company) \_\_\_\_\_

(Signature of Authorized Representative)  \_\_\_\_\_

(Printed Name and Title of Authorized Representative) (Date)  
Curtis Zimmerman, Founder & CEO, 04/14/2023

(Phone Number) (Fax Number)  
850-668-2222

(Email Address)  
curtis@zimmerman.com

(Email Address)

Revised 11/1/2022

ADDENDUM ACKNOWLEDGEMENT FORM  
SOLICITATION NO.: CRFP COM23\*001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:  
(Check the box next to each addendum received)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

The Zimmerman Agency

Company

Authorized Signature

04/14/2023

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 11/1/2022

**REQUEST FOR PROPOSAL**  
DEPARTMENT OF COMMERCE  
CRFP COM230000001

**Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score**

Example:

Proposal 1 Cost is \$1,000,000  
Proposal 2 Cost is \$1,100,000  
Points Allocated to Cost Proposal is 30

Proposal 1:  
Step 1 – \$1,000,000 / \$1,000,000 = Cost Score Percentage of 1 (100%)  
Step 2 – 1 X 30 = Total Cost Score of 30

Proposal 2:  
Step 1 – \$1,000,000 / \$1,100,000 = Cost Score Percentage of 0.909091 (90.9091%)  
Step 2 – 0.909091 X 30 = Total Cost Score of 27.27273

**6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

The Zimmerman Agency  
(Company)

Curtis Zimmerman, Founder & CEO  
(Representative Name, Title)

850-668-2222  
(Contact Phone/Fax Number)

04/14/2023  
(Date)

Revised 07/01/2021



Thank You. ■

**THE Z!MMERMAN AGENCY**

Thank you for the time and attention to learn more about The Zimmerman Agency and what we offer to our clients. We are excited about the potential of working with West Virginia's Commerce and Tourism office and look forward to our continuing conversations.

Curtis Zimmerman • 850.668.2222 • 850.264.8278 • [curtis@zimmerman.com](mailto:curtis@zimmerman.com)

APPENDIX

10

# Appendix

# Additional Creative Examples.





[Watch on Vimeo](#)

*Sweet Spot*

Where wild meets wonder. It doesn't get any sweeter. Find the ultimate vacation with real Florida adventures. | [Visitcentralflorida.org](http://Visitcentralflorida.org)

Visit Central Florida

THE 2016 | ORLANDO MAGAZINE.COM | 20



Chapter 2  
Away We Go

With winter well in the rearview, and the lure of sun-drenched sapphire shores in front, they headed into the day without a care in the world. What had forever been off-limits was now open range to do anything their hearts and spirits of adventure desired. Mom and Sis could have their day of shopping. These three bright-eyed, bushy-tailed good boys would be buying freedom and the unbridled happiness that came with it.



Discover seasonal offers at [CrystalCoastNC.org](http://CrystalCoastNC.org)

EXPLORE  
**OUTSIDE THE BOX**

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Print.





It takes a badass  
with a heart full of "Hell yeah!" to ride  
these waves in winter.

**RHODE  
ISLAND**  
VisitRhodeIsland.com

**YOU BELONG HERE**



There are places where  
the streets are paved for people who  
march to a different beat.

**RHODE  
ISLAND**  
VisitRhodeIsland.com

**YOU BELONG HERE**



**Visit Rhode Island.**



## Chapter 22 Spring Breaks

The seas roared with excitement as if to say, “Welcome to vacation.” Boards in hand, they made their way to catch white-water swells and the rush they’d been dreaming of. And with that, thoughts of school and work vanished in their wake.



*Discover seasonal offers on vacation rentals & more at [CrystalCoast.NC.org](http://CrystalCoast.NC.org)*

**The Crystal Coast.**



## Chapter 25 Catch Me If You Can

What video games? Today, the challenge was as real as it gets. Or in this case, as reel as it gets. Summoning all his might to land the 90 lb. Cobia, he felt like a warrior on a mission to conquer a beast. Avatars are cool, but living in the moment? That was irreplaceable.



*Discover seasonal offers on vacation rentals & more at [CrystalCoast.NC.org](http://CrystalCoast.NC.org)*



The Crystal Coast.



Chapter 2  
**Away We Go**

**W**ith winter well in the rearview, and the lure of sun-drenched sapphire shores in front, they headed into the day without a care in the world. What had forever been off-limits was now open range to do anything their hearts and spirits of adventure desired. Mom and Sis could have their day of shopping. These three bright-eyed, bushy-tailed good boys would be buying freedom and the unbridled happiness that came with it.



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Some castles, you build in the sand.  
Others, we've already built for you.

# BEACH ON

Along 23 miles of sprawling Atlantic shore, travelers find themselves just steps from inspiring art, tempting cuisine and sublimely spacious accommodations. Find a new level of luxury along Florida's most unforgettable beach at [DaytonaBeach.com](http://DaytonaBeach.com).

DAYTONA  
BEACH.

Daytona Beach.

*A Retreat.*

In harmony with the jungle.  
Where sloths set the pace  
And guests happily follow.



THE LEADING HOTELS  
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Congratulations to Nayara Tented Camp in Costa Rica for winning #2 in the world,  
and to the nearly 50 other Leading Hotels to win over 60 World's Best Awards this year.



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Warmly Welcomed

*A Club*

Where 400+ award-winning properties await to  
reward curious individuals with exclusive benefits  
befitting those who choose the uncommon path.



LEADERS CLUB  
THE LEADING HOTELS OF THE WORLD®

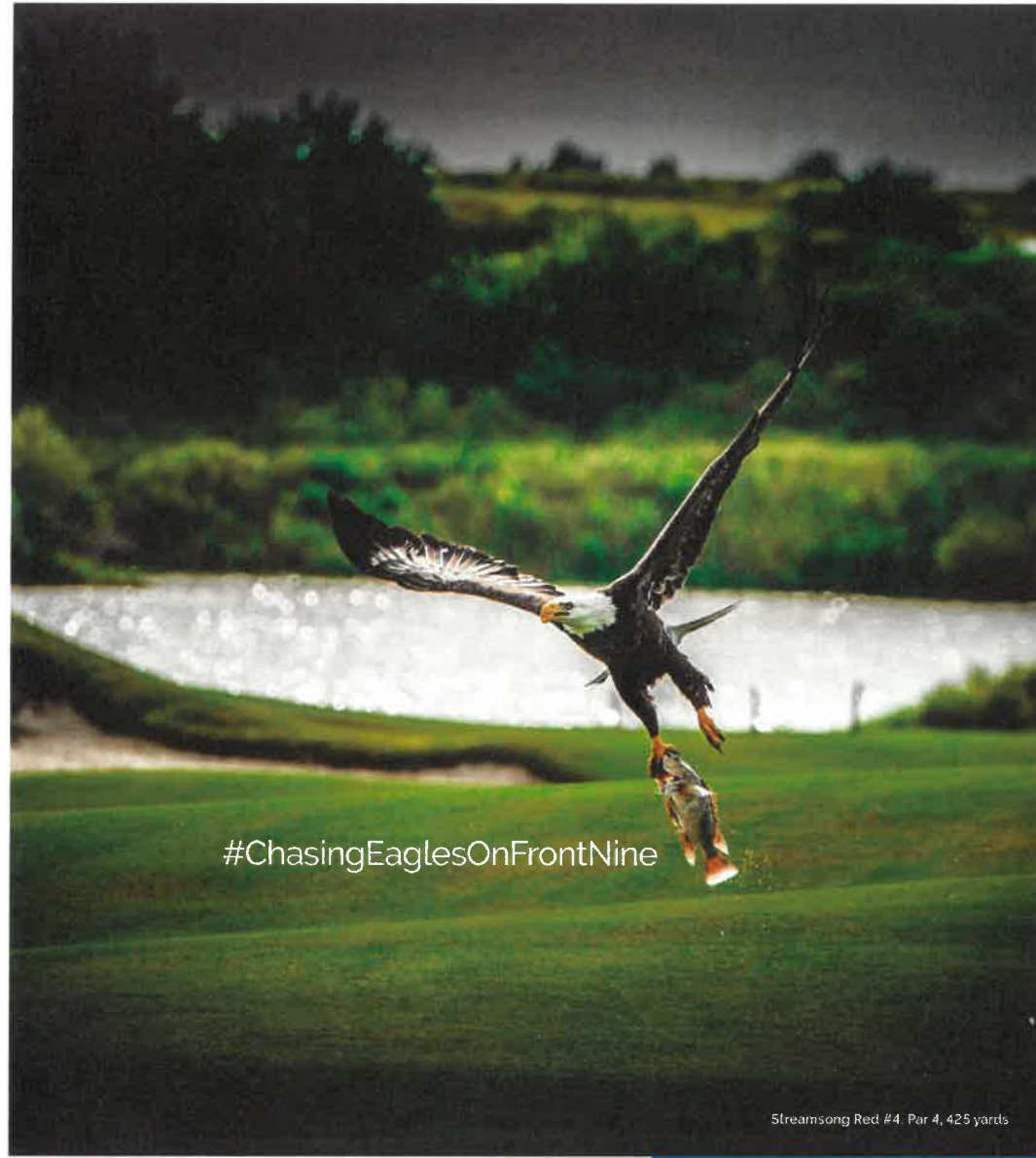
The Leading Hotels of the World is a curated collection of 400+ award-winning independent  
properties, and Leaders Club is your key to them all. Enjoy VIP access, member-only rewards and  
more whether you stay atop the famed Spanish Steps in Rome or in a tented camp within Costa Rica's  
rainforest. The uncommon path begins the moment you join.



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The Leading Hotels of The World.

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#ChasingEaglesOnFrontNine

Streamsong Red #4, Par 4, 425 yards



You won't find this eagle on a scorecard. Unexpected moments are a natural part of your game at Streamsong. Discover the extraordinary stories waiting there for you.  
#MyStreamsongStory



#SliceOfHeaven

Streamsong Red #4, Par 4, 425 yards



You've never played a resort like Streamsong. The moment you step on the course, you're playing against Golf Architecture's most iconic foursome: Gil Hanse, Tom Doak, Bill Coore and Ben Crenshaw. It's the ultimate test of your game — on an unprecedented masterpiece. Discover perfection at one of golf's most acclaimed destinations. There's an extraordinary story waiting for you.  
#MyStreamsongStory

**Streamsong Resort.**



Visit Tallahassee.

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Where adrenaline confronts Mother Nature. It doesn't get any sweeter. Find the ultimate vacation with real Florida adventures. | [Visitcentralflorida.org](http://Visitcentralflorida.org)

Visit Central Florida

*Sweet Spot*

Where wild meets wonder. It doesn't get any sweeter. Find the ultimate vacation with real Florida adventures. | [Visitcentralflorida.org](http://Visitcentralflorida.org)

Visit Central Florida



EXPLORE  
**OUTSIDE  
THE BOX**

Umami is defined as being "savory," and there's plenty to savor in Palm Coast and the Flagler Beaches. From art and culture to incredible natural beauty to outstanding local cuisine, come get a taste of what we have to offer and we're sure you'll want to come back for seconds.

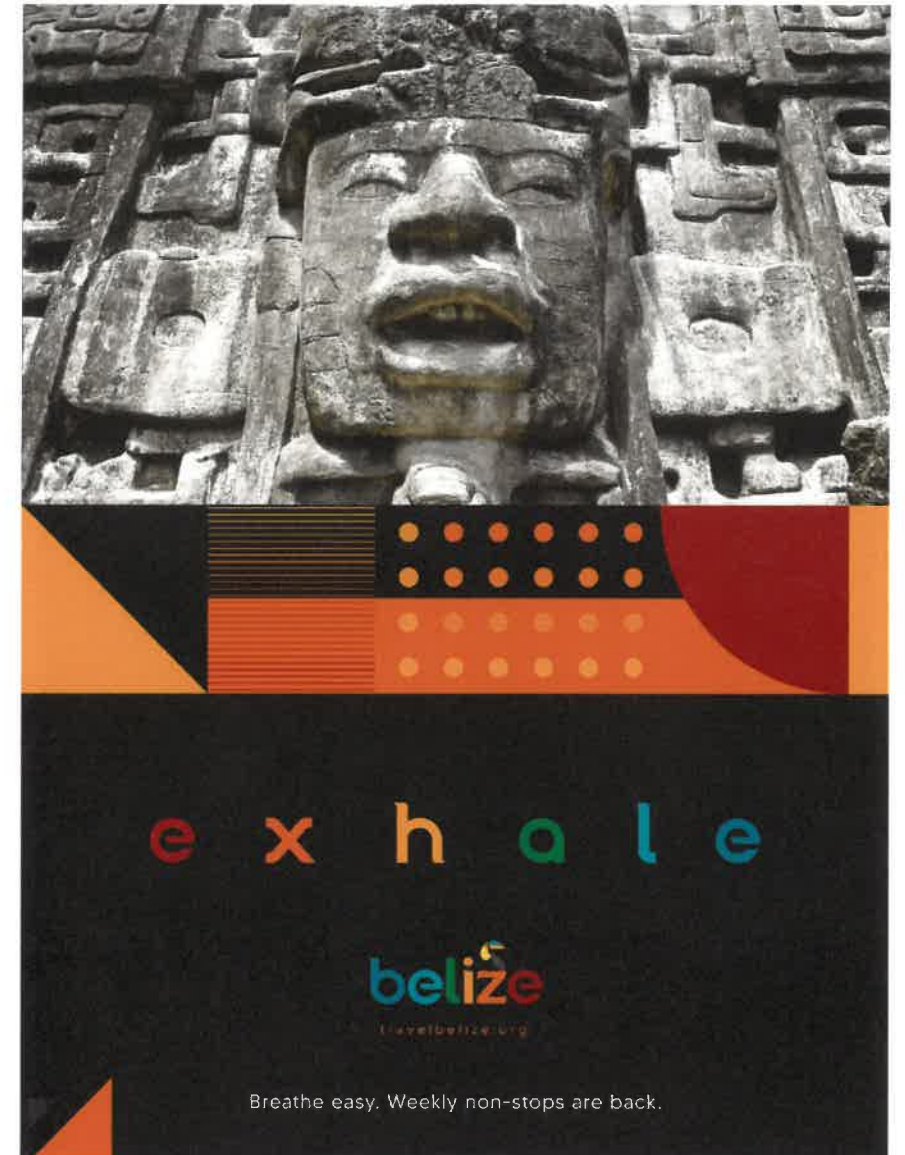
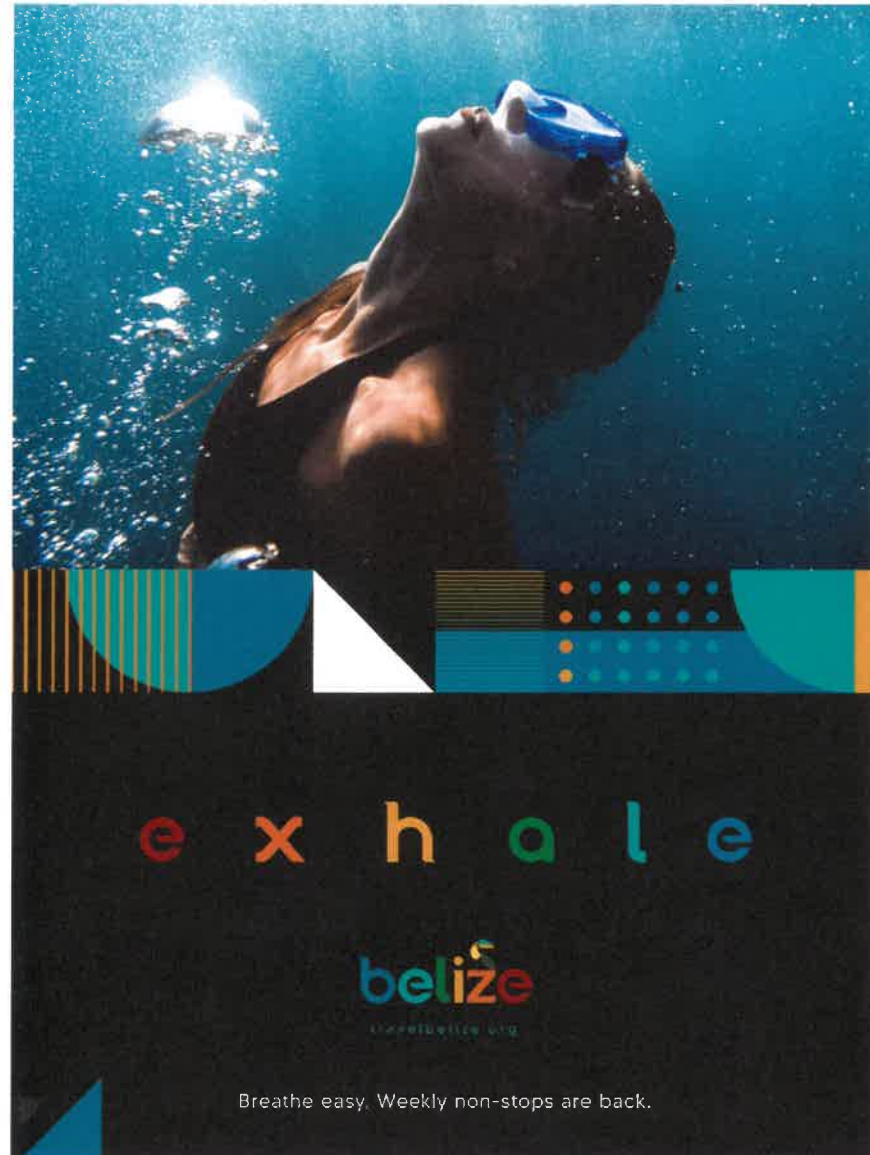
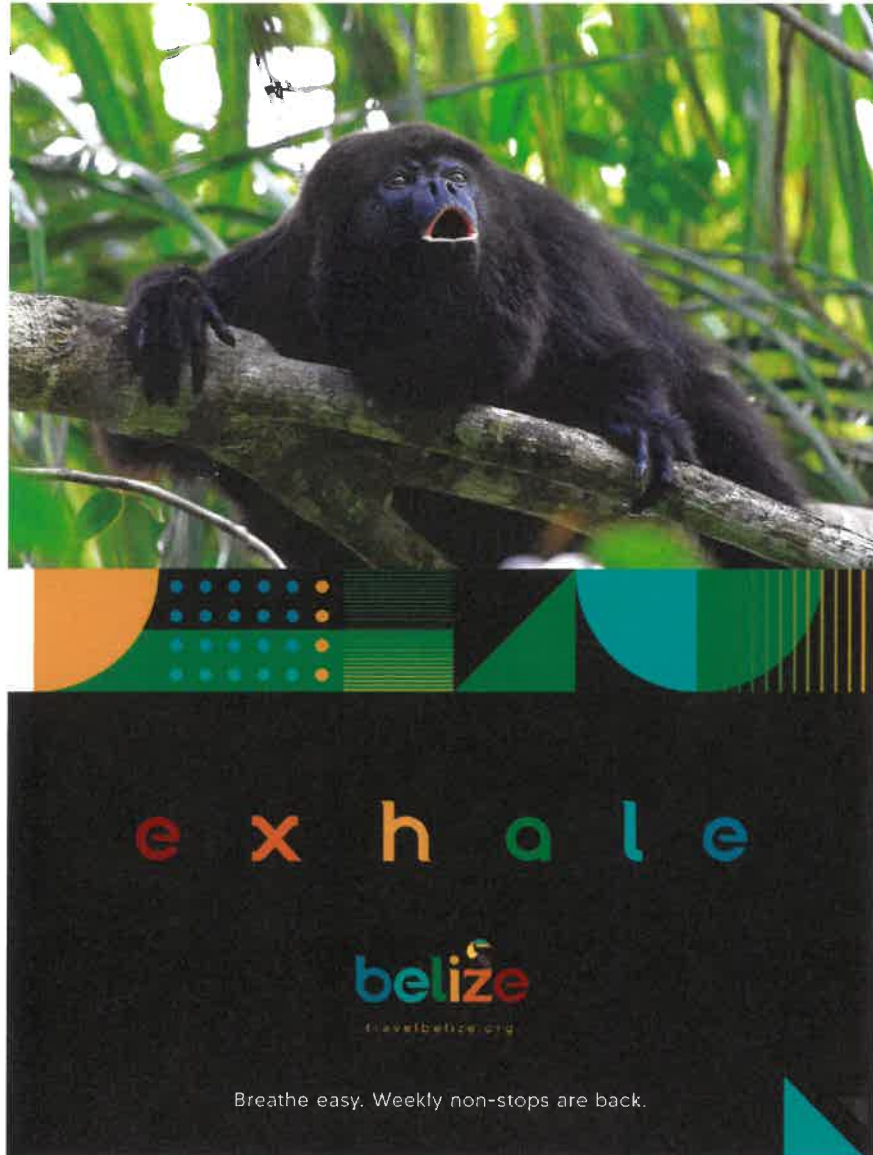
*Palm Coast*  
AND THE  
FLAGLER BEACHES  
www.visitflagler.com

VACATION  
**OUTSIDE  
THE BOX**

Whether your outdoor passions favor riding waves, swimming with dolphins, riding horseback or biking trails, treat your eyes to the beauty and your heart to the excitement of Palm Coast and the Flagler Beaches.

*Palm Coast*  
AND THE  
FLAGLER BEACHES  
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**Palm Coast.**



A NOVEL PLACE



 the  
Crystal Coast  
*North Carolina's southern outer banks*

**Digital.**



thecrystalcoast



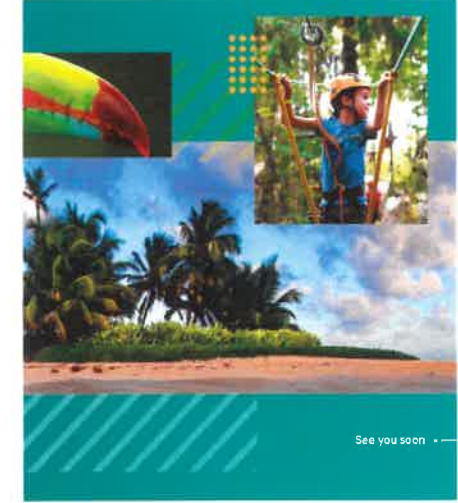
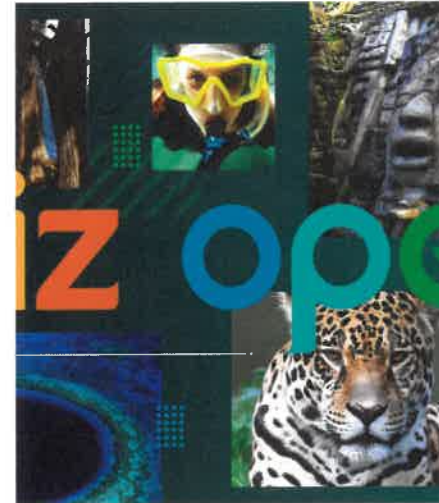
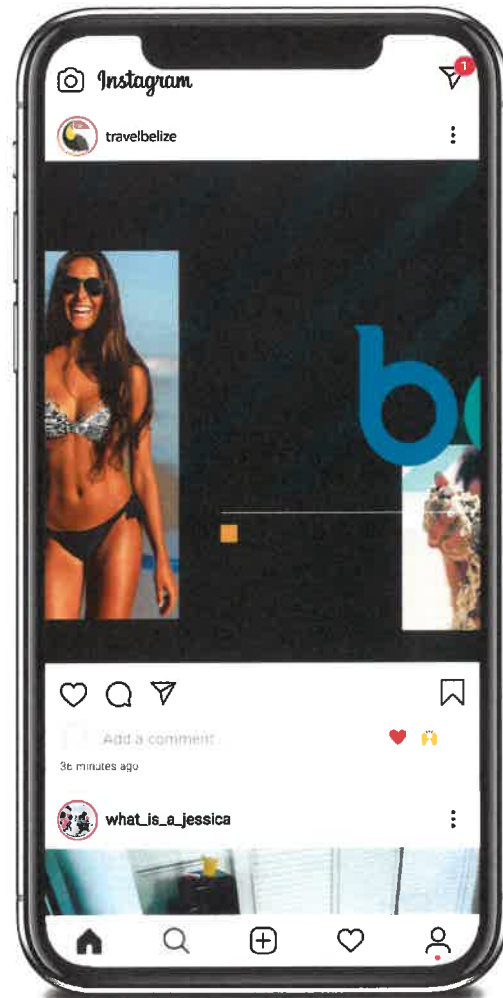
Have Buckets Of Family Fun.



 the  
Crystal Coast  
*North Carolina's southern outer banks*



# Belize Tourism Board.



# The Crystal Coast.

INSTAGRAM SOCIAL POST

A NOVEL PLACE



the Crystal Coast  
North Carolina's southern outer banks

6:22 5G

THECRYSTALCOAST  
Posts Follow

thecrystalcoast


Have Buckets Of Family Fun.



the Crystal Coast  
North Carolina's southern outer banks

172

Book Your Trip Today.



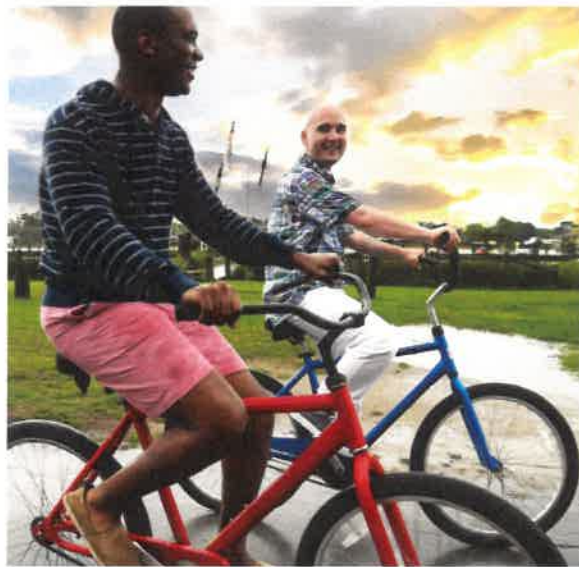
the Crystal Coast  
North Carolina's southern outer banks

THE ZIMMERMAN AGENCY

# The Crystal Coast.



Don't Just Ride.  
Coast.



*Book your vacation today.*



Book Now

300 X 600 PX

## FALL: STATIC BANNERS

 Don't Just Ride. Coast.

728 X 90 PX



*Book Your Vacation Today.*

Book Now



Don't Just Ride. Coast.  
*Book your vacation today.*



Book Now

300 X 250 PX

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## A SECRET SPOT

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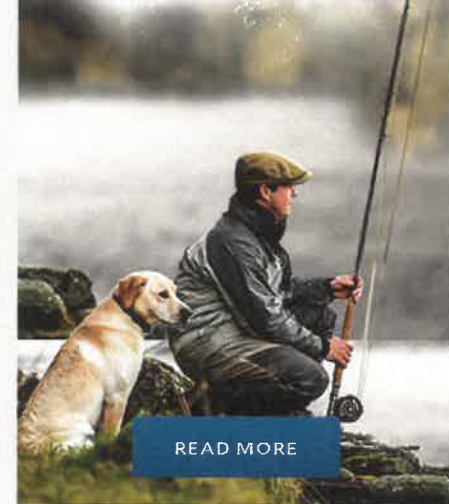
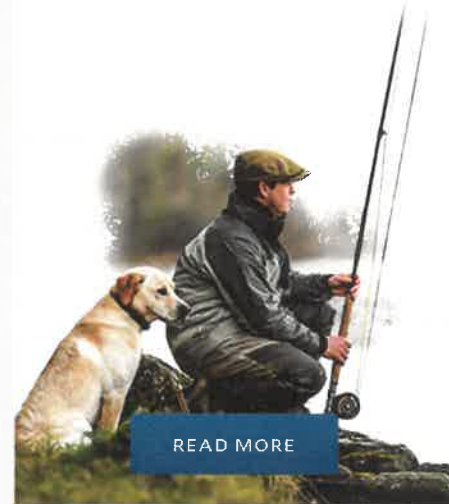
## Storied Travels Await

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## Storied Travels Await

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# Visit Central Florida.



Open with a video of a mountain biker riding down a trail.



Biker continues riding.



Biker hits a jump.



Freeze frame. Pin appears.



Blue-gray background and headline appear.



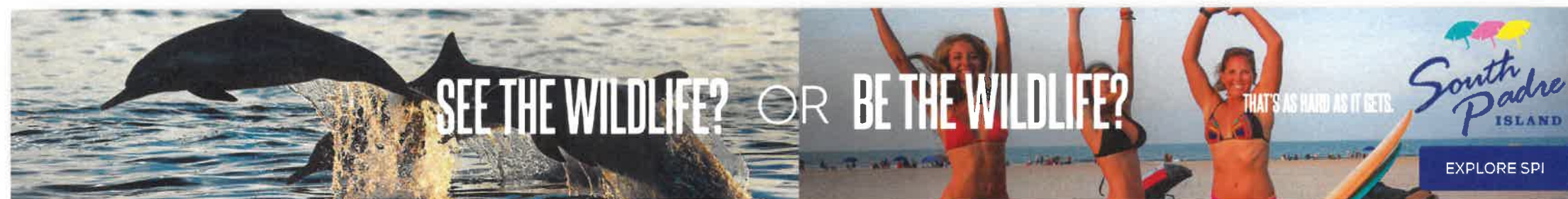
Photo disappears. Logo appears.



Copy and CTA appear.



# South Padre Island.



# South Padre Island.



visitsouthpadreisland • Follow

It's been like forever since I've been on a horse. And I get to ride it on a beautiful, white sandy beach? But, man, that clear, blue water is calling my name. Sure beats the heck out of the rec center pool. This is gonna be a hard call to make. #HorsebackRiding #ThatsAsHardAsItGets

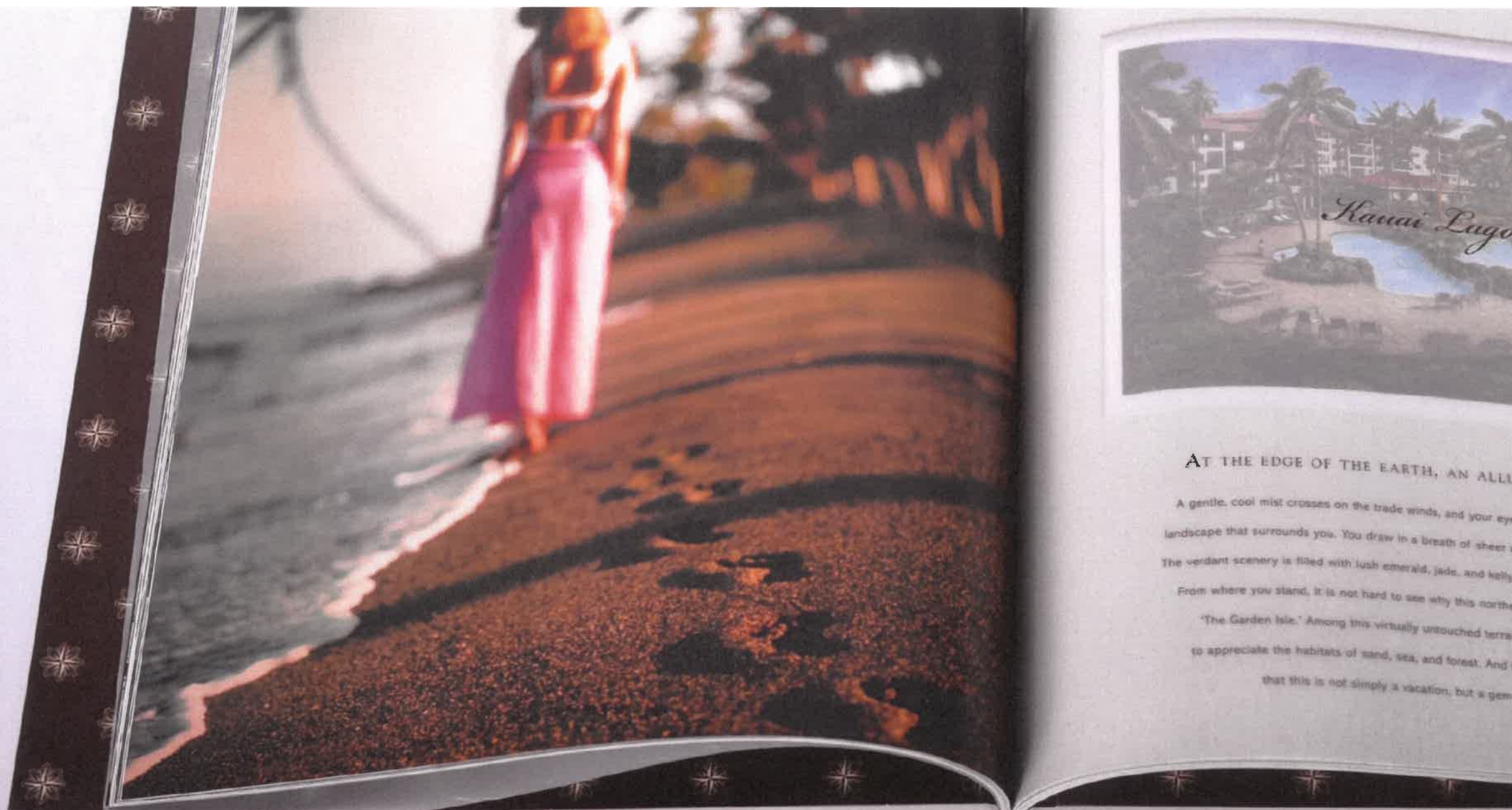


1,234 likes

1 DAY AGO

Add a comment..



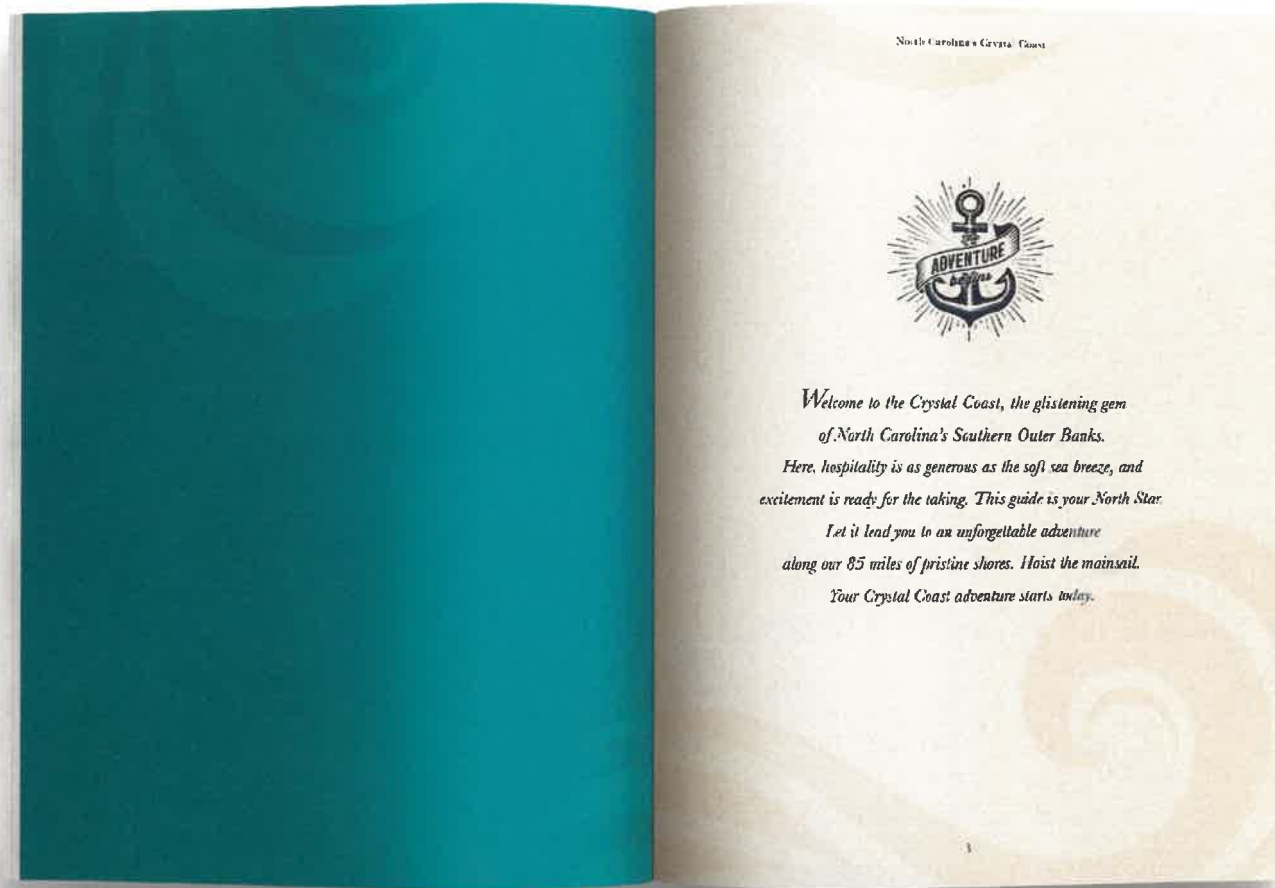
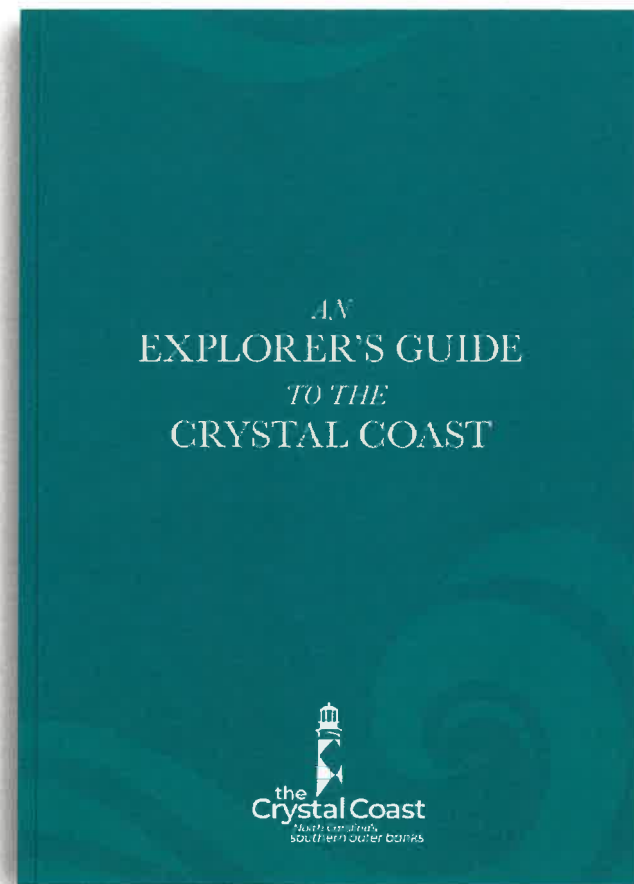


AT THE EDGE OF THE EARTH, AN ALLURE

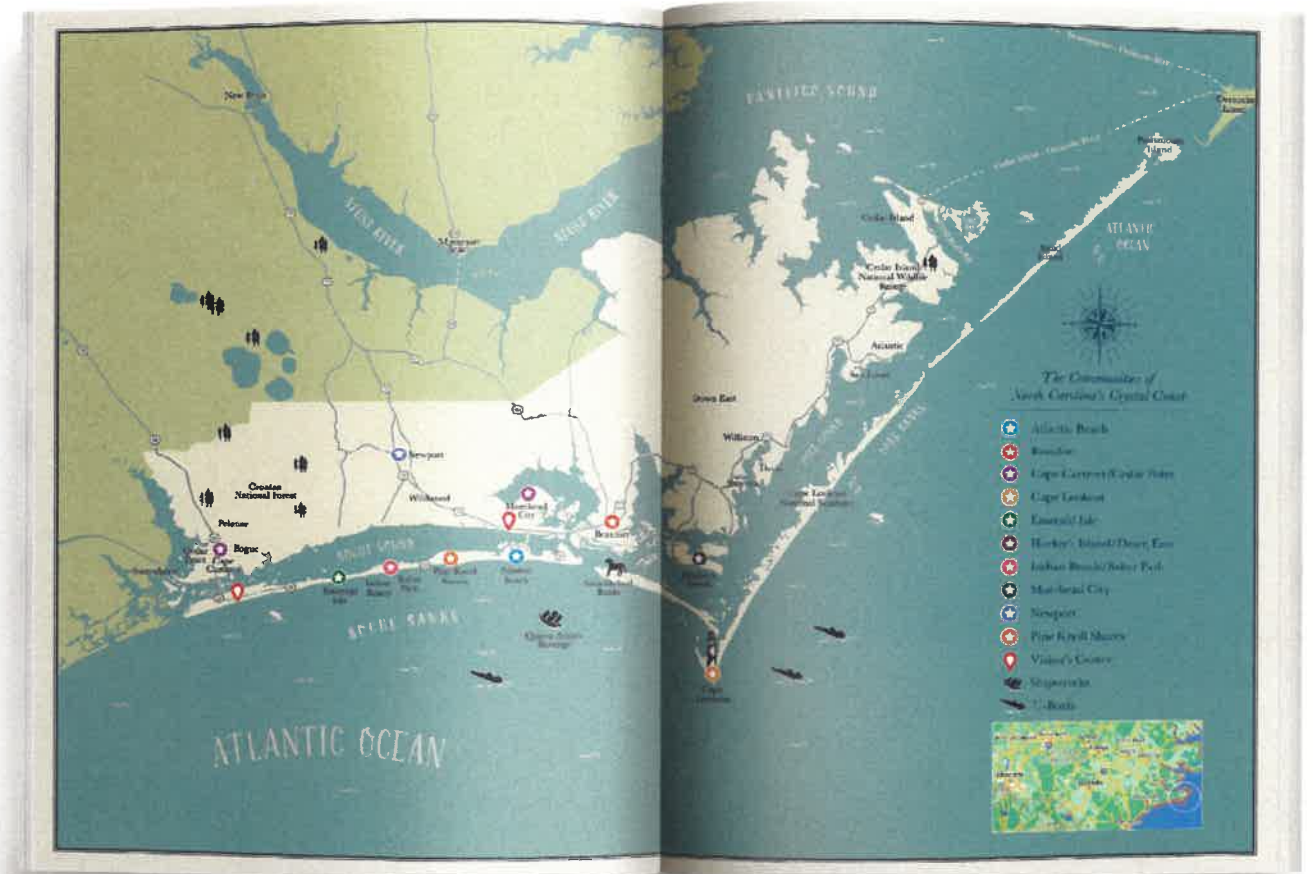
A gentle, cool mist crosses on the trade winds, and your eyes  
landscape that surrounds you. You draw in a breath of sheer aw  
The verdant scenery is filled with lush emerald, jade, and Kelly g  
From where you stand, it is not hard to see why this northern  
"The Garden Isle." Among this virtually untouched terrain  
to appreciate the habitats of sand, sea, and forest. And th  
that this is not simply a vacation, but a gem b

Collateral.

# The Crystal Coast.



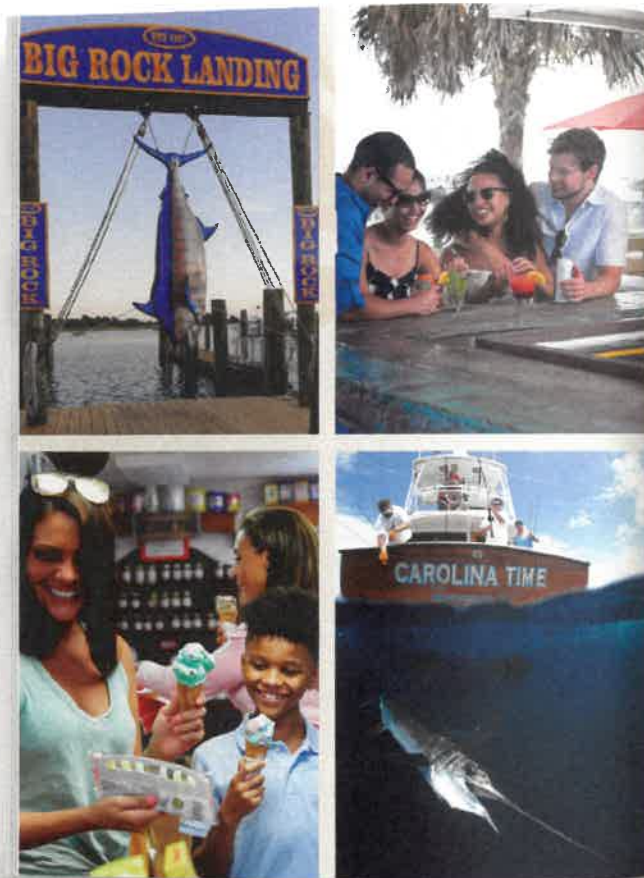
# The Crystal Coast.




# The Crystal Coast.



# The Crystal Coast.




North Carolina's Crystal Coast



## Land "The Big One" In Morehead City

Stroll for blocks alongside hundreds of incredible yachts moored in the bustling waterfront. Reel in a fresh catch straight off the pier that will turn heads or charter a vessel and battle prize keepers at sea. Home to "The Big Rock Marlin Tournament," one of the most renowned fishing contests on the Eastern Seaboard, this waterside town is one of the most exciting on the Crystal Coast.



51



### FISHING CHARTERS

You'll find a variety of fishing charter service in Morehead City that will help you land everything from Striped Bass ashore to Sailfish in the deep sea.



### SEAFOOD

Delight in fresh bounty from the sea while taking in incredible water-front views in Morehead City.

52



### DIVING

The Crystal Coast is known for world-class diving, offering a collection of shipwrecks, and you can explore them all. In Morehead City, you'll find diving guides that can lead you straight to some exceptional treasures beneath the waves.

# The Crystal Coast.

North Carolina's Crystal Coast



## Newport

*For New-Found Friends*

Hike, bike and gallop on horseback along the majestic pine-laden trails of the Croatan National Forest. Follow the scent of authentic North Carolina barbecue to incredible views and authentic Southern hospitality. All will provide a safe harbor for your soul. Everywhere you look, friendly locals will be waiting to greet you in this sensational Crystal Coast town.



### HISTORICAL MUSEUM

In Newport, you can explore the exciting history of the Crystal Coast as well as a memorial park dedicated to the Civil War.

### NORTH CAROLINA BARBECUE

Whether it's ribs that fall-off-the-bone or brisket that's been smoked to perfection, Newport serves up authentic North Carolina barbecue.



### BREWHOUSES & DISTILLERIES

From expertly crafted cocktails to award-winning craft beers, serving up unrivaled local spirits is a specialty in Newport.

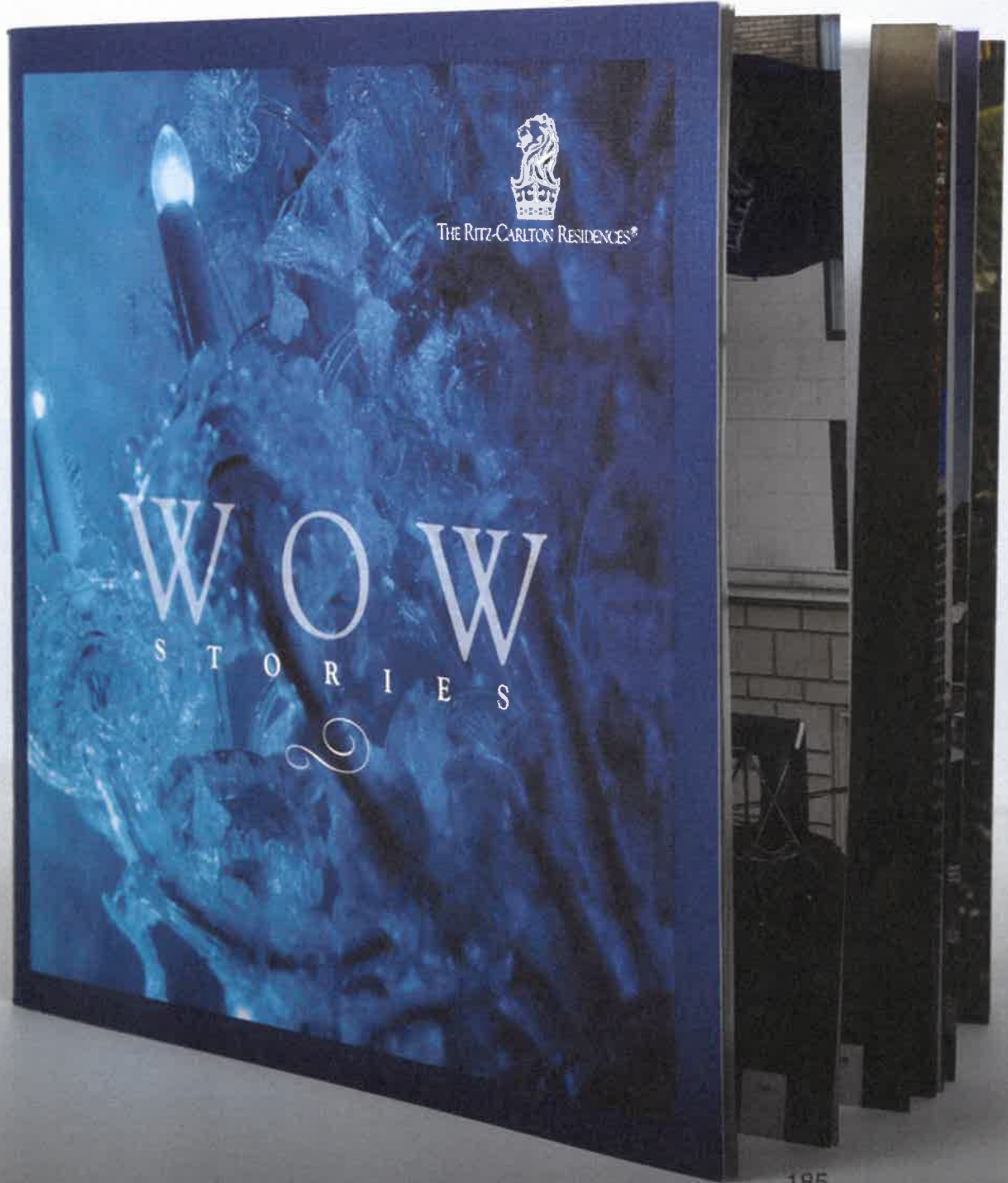




# The Ritz-Carlton.



The Ritz-Carlton.



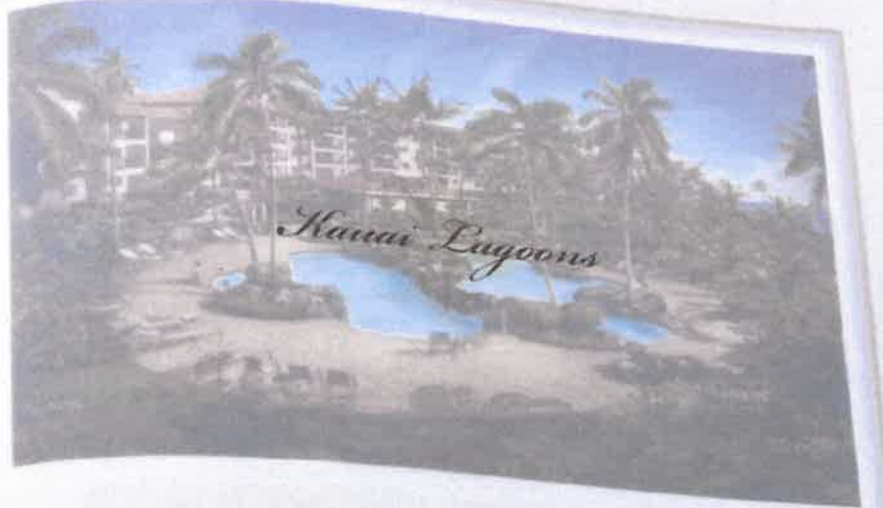
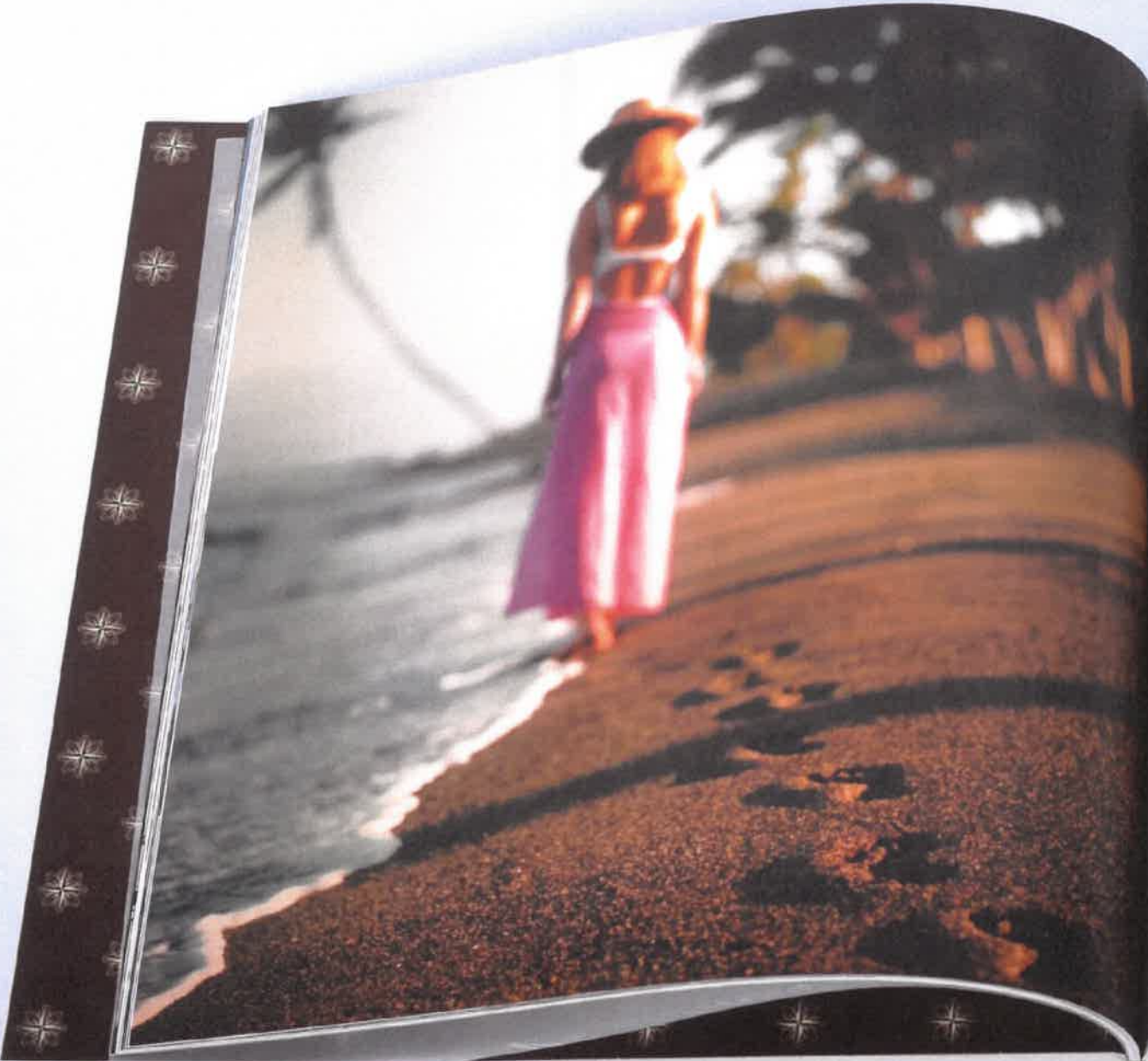
# The Ritz-Carlton.





**The Ritz-Carlton.**

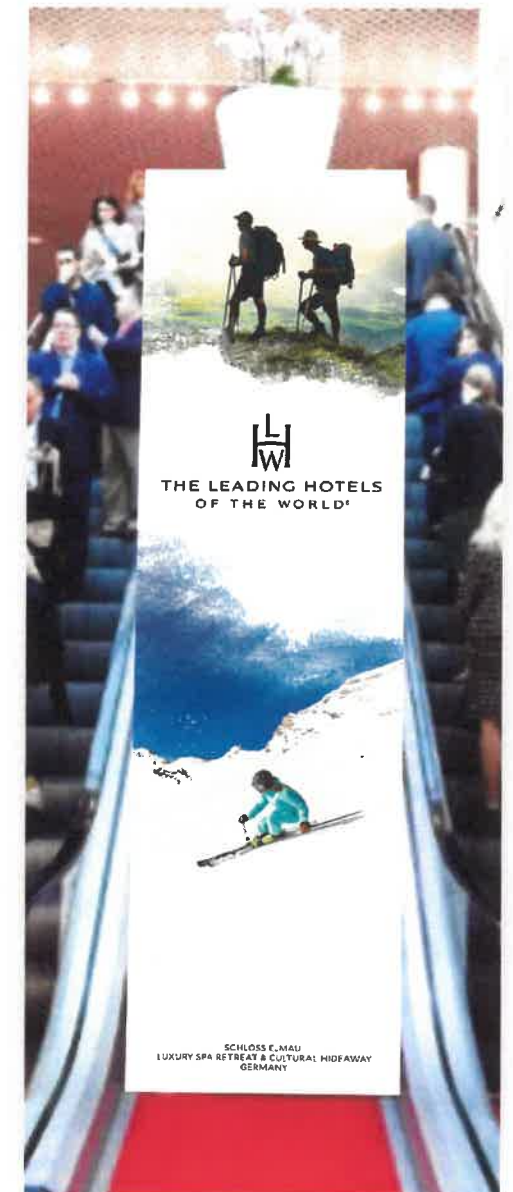
# The Ritz-Carlton.



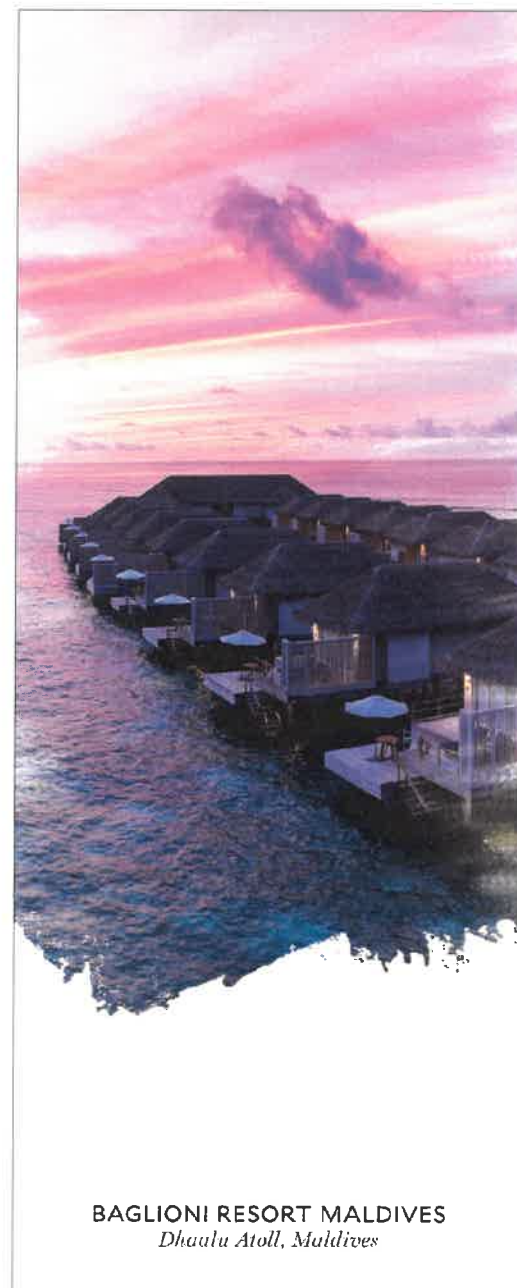
## AT THE EDGE OF THE EARTH, AN ALLURING HIDEAWAY AWAITS.

A gentle, cool mist crosses on the trade winds, and your eyes are drawn outward towards the tranquil landscape that surrounds you. You draw in a breath of sheer awe at the timeless beauty before your eyes. The verdant scenery is filled with lush emerald, jade, and Kelly greens that form a veritable canopy of color. From where you stand, it is not hard to see why this northernmost island of Hawaii has been dubbed, "The Garden Isle." Among this virtually untouched terrain, you envision countless opportunities to appreciate the habitats of sand, sea, and forest. And then all at once it hits you, the realization that this is not simply a vacation, but a gem to be treasured for a lifetime.

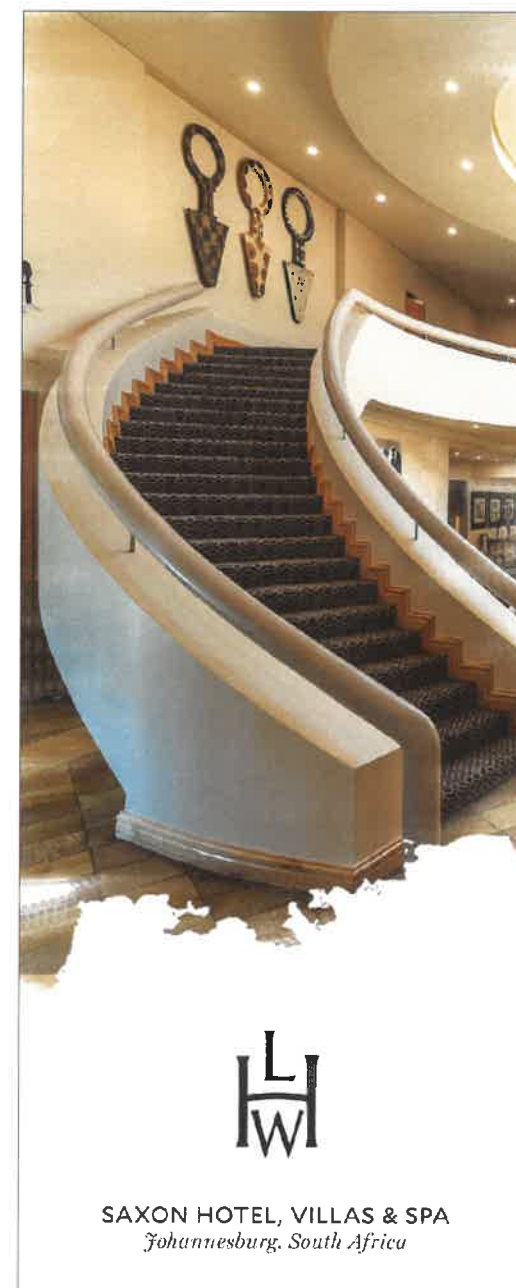
# The Leading Hotels of The World.



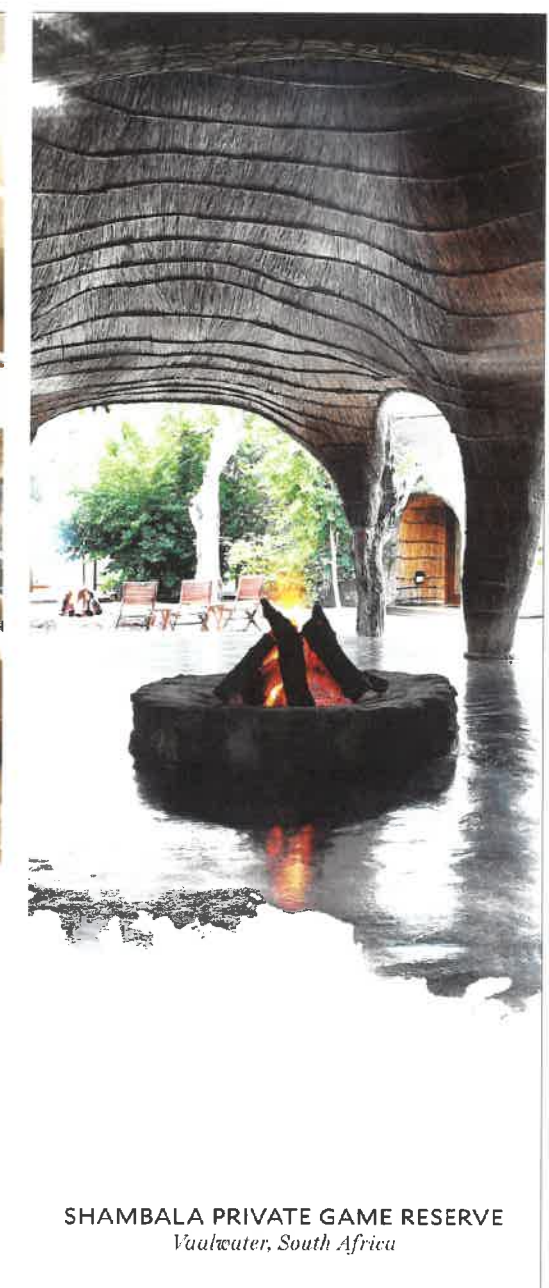
# The Leading Hotels of The World.



**BAGLIONI RESORT MALDIVES**  
*Dhaalu Atoll, Maldives*



**SAXON HOTEL, VILLAS & SPA**  
*Johannesburg, South Africa*



**SHAMBALA PRIVATE GAME RESERVE**  
*Vaalwater, South Africa*

# The Leading Hotels of The World.

LE SIRENSUE  
*Positano, Italy*



PORTRAIT FIRENZE  
*Florence, Italy*



*Welcome to  
Soirée Guinguette  
with  
The Leading Hotels of the World*



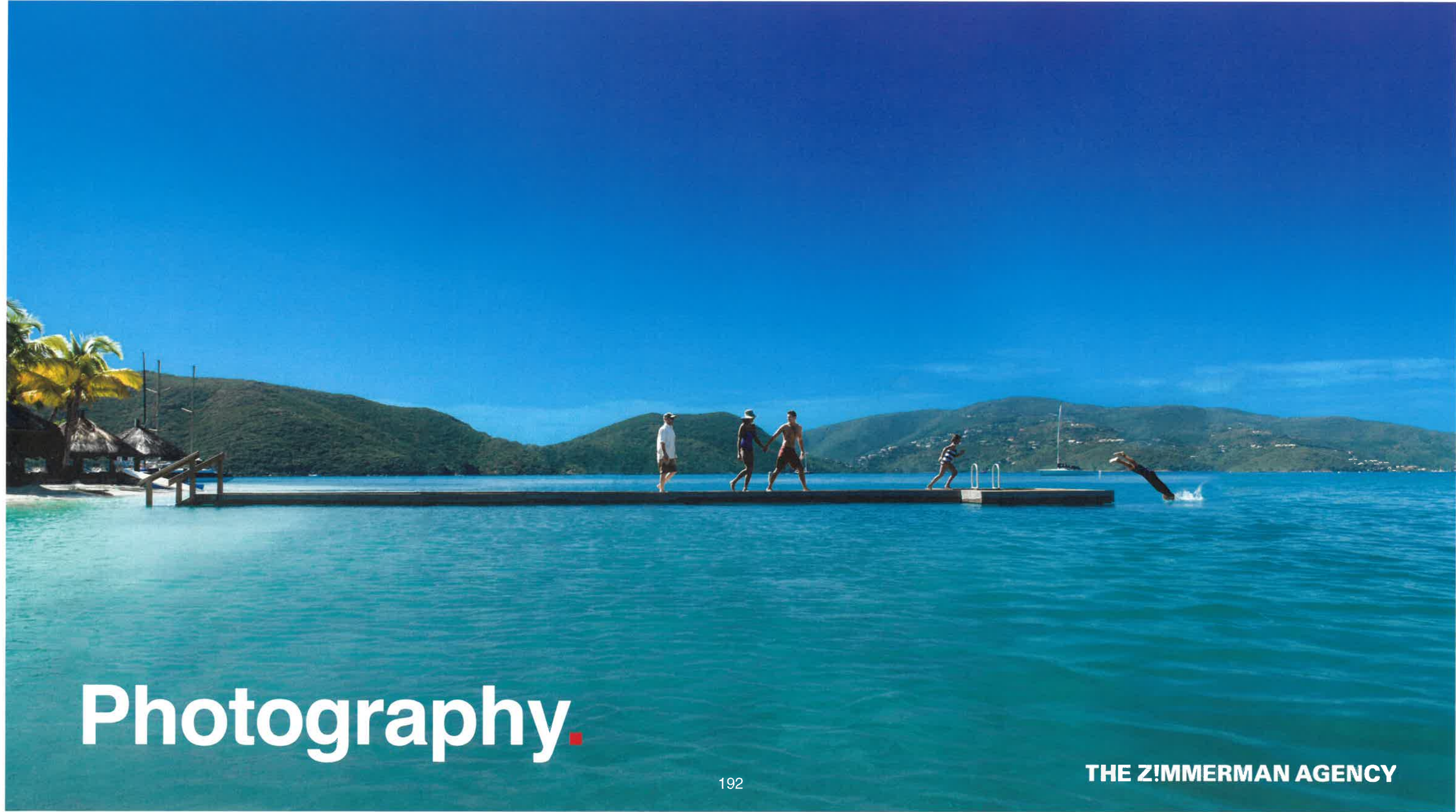
SAVOY PALACE  
*Funchal, Portugal*



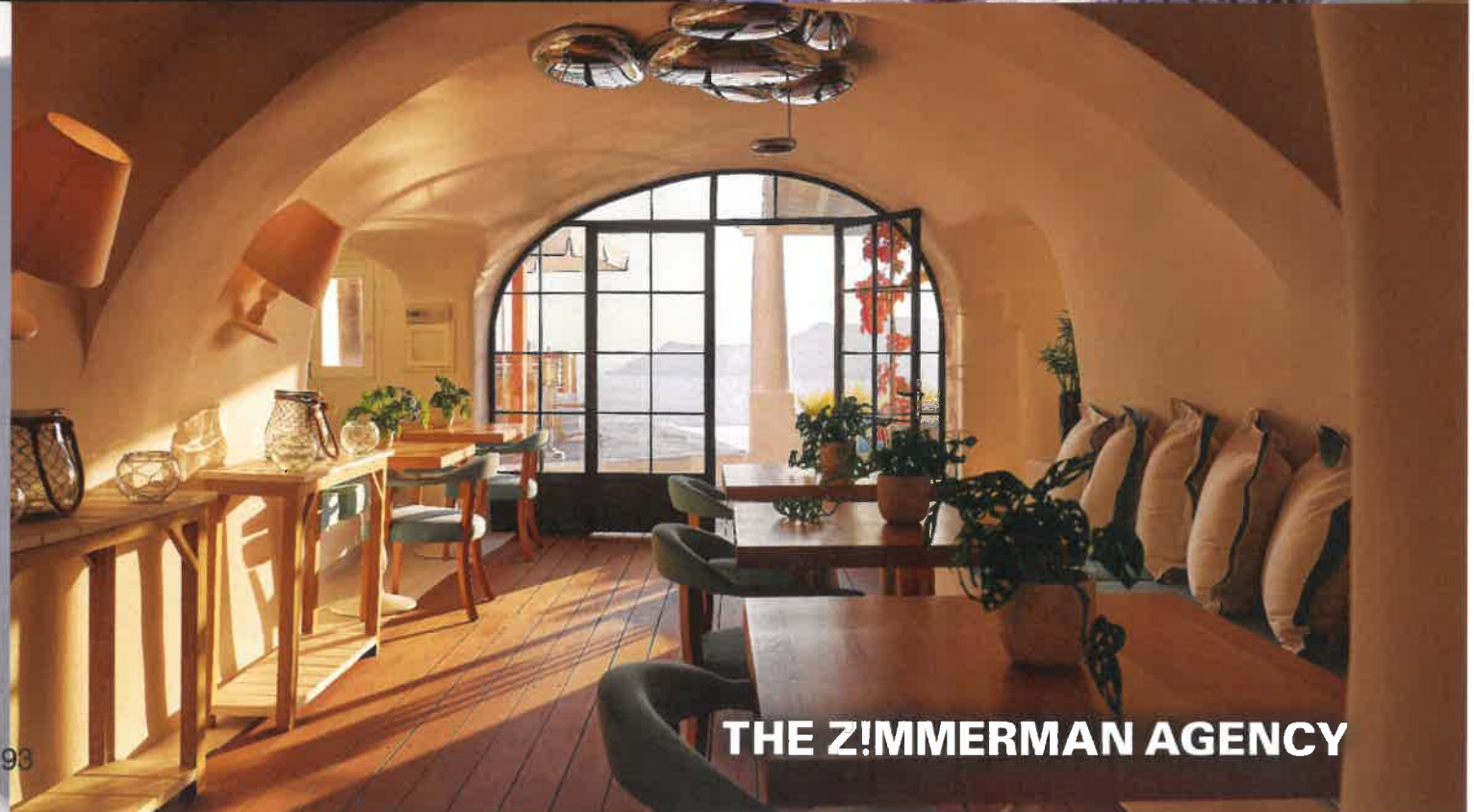
VILLA EDEN -  
THE LEADING PARK RETREAT  
*Merano, Italy*

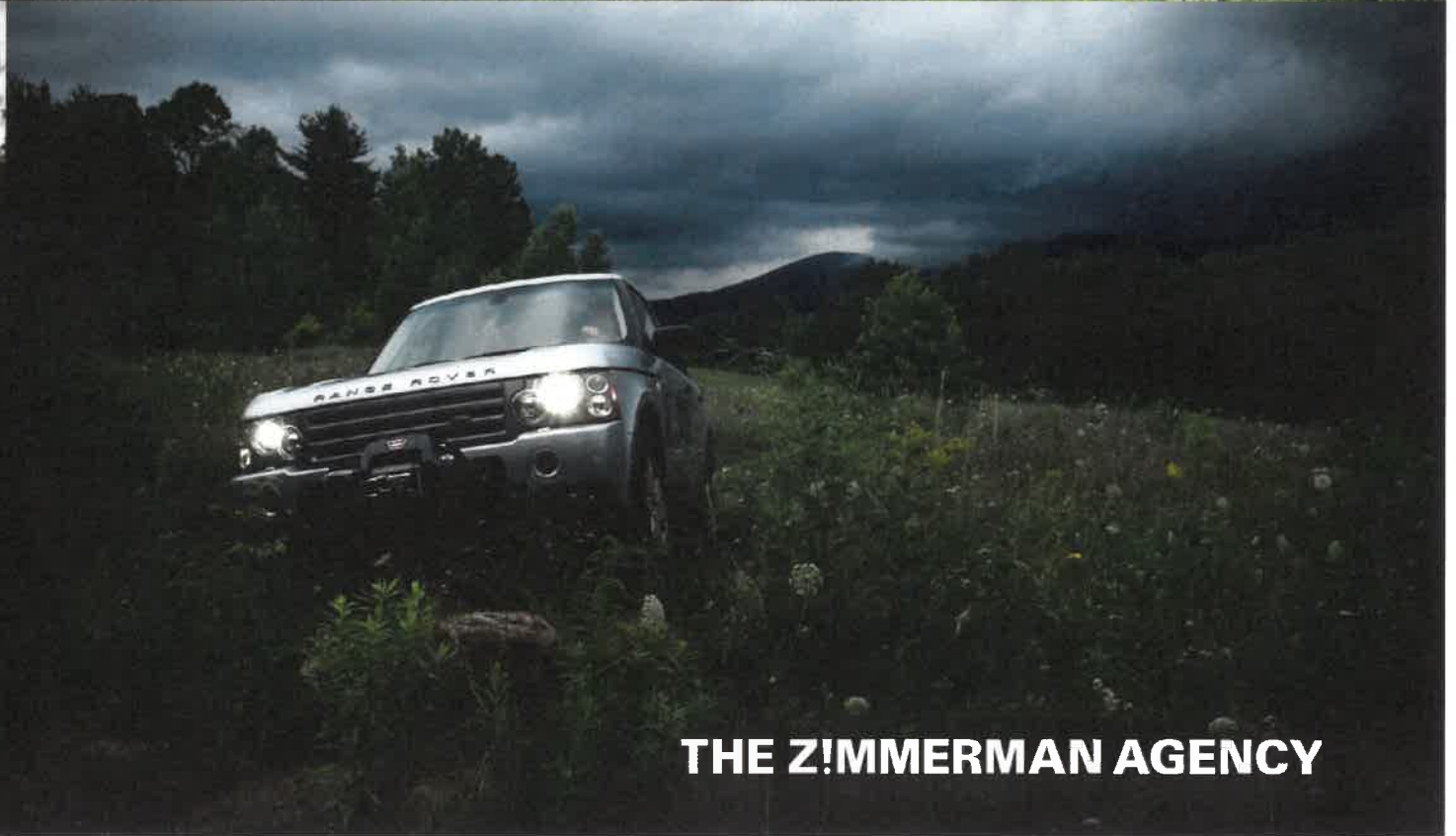




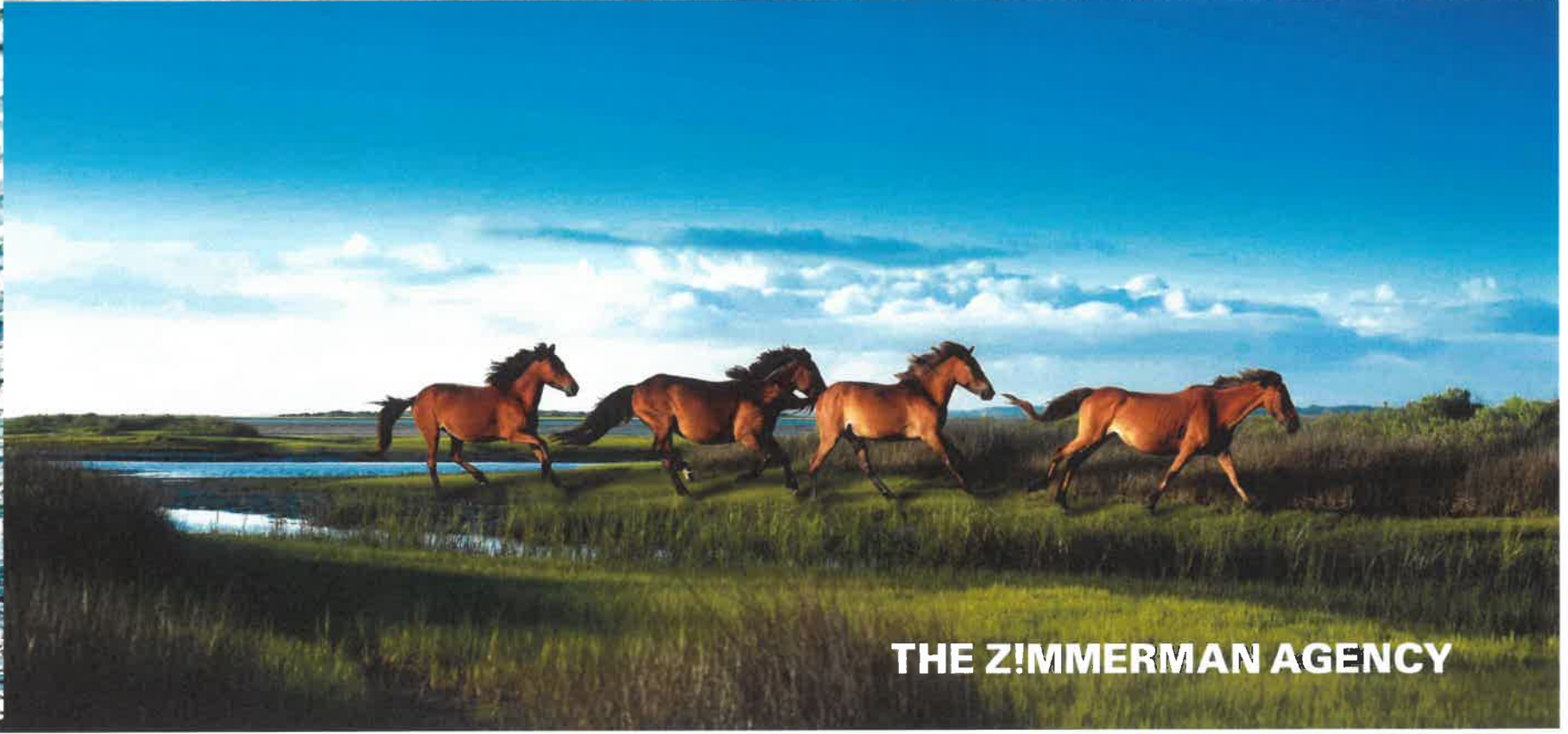


# Photography.









**THE ZIMMERMAN AGENCY**

