

VISIT FLORIDA's Canada Takeover

An Integrated Campaign with a Shared
Brand Landscape

❖ Canada Takeover 2017

- Elements of the Canada Takeover portion of the Canada Winter Campaign included digital billboards in Yonge-Dundas Square, digital wall columns and wall murals in Union Station, consumer-engagement activations in Union Station, Public Relations (media interviews, media reception, press conference), trade (airline meetings, Zoomer Consumer Show), CTA (LoveFlorida.ca – Exclusive Deals for Canadians), and Government Affairs (Gov. Scott announcing Parity Program)

❖ VISIT FLORIDA utilizes a shared brand landscape to tie all of these elements together into one recognizable campaign.

- The shared brand landscape creates an opportunity for Partners to promote their own brand identities while reinforcing the Florida brand.

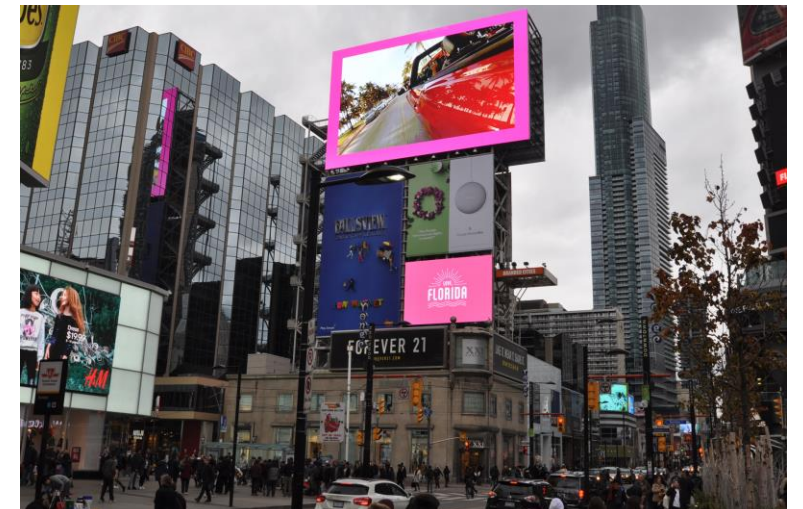
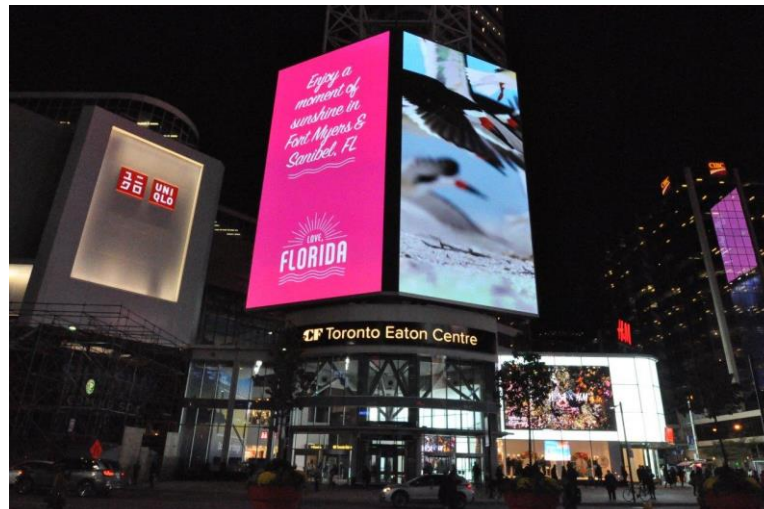
❖ Brand Goals

- Inspire - Connect with the consumer on a deeper level to ignite a desire for a Florida vacation by sharing visual sunshine through expansive, warm images.
- Connect - Create engaging experiences that allow consumers to rehearse a Florida vacation
- Convert – When possible have conversion element

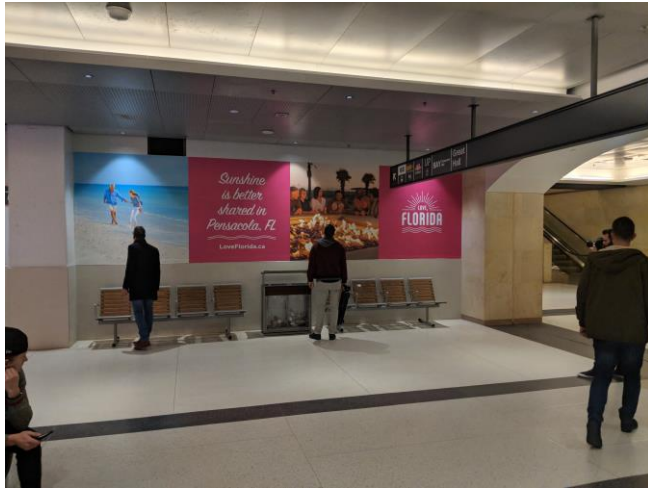
❖ Messaging

- Reinforce the relationship with Canadians and Florida with messaging that personifies Florida and implies relation and reciprocity.
 - Enjoy a moment of sunshine in Ft. Myers. Love, Florida
 - Sunshine is better shared in Ft. Myers. Love, Florida

Yonge-Dundas Square Digital Billboards

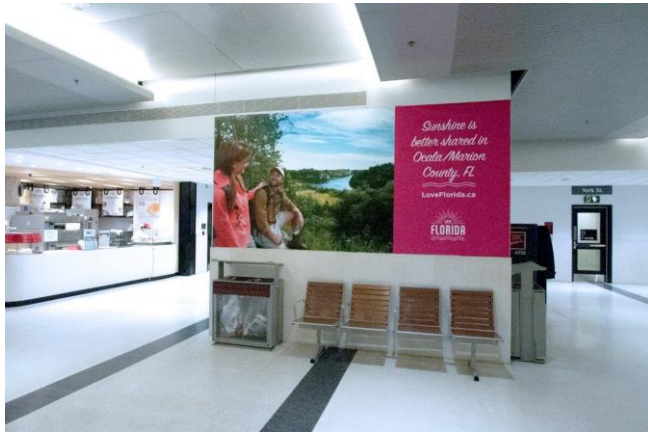


Union Station - Wall Murals



*Sunshine
is better
shared in
Pensacola, FL*

LoveFlorida.ca

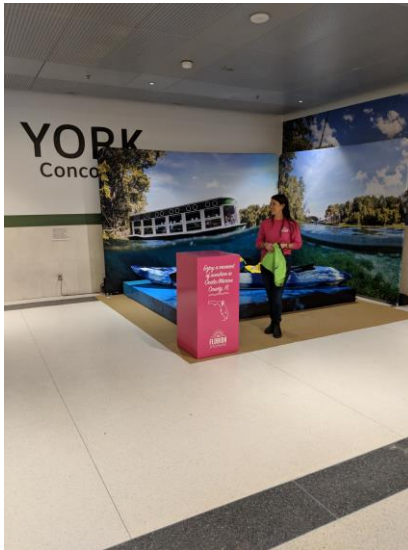


*Sunshine is
better shared in
Ocala/Marion
County, FL*

LoveFlorida.ca



Florida Day – Activations at Union Station



Florida Day - Media Reception



Zoomer Consumer Show



Canada Power Play Program

*Enjoy a moment
of sunshine.*

LoveFlorida.ca

Exclusive Canadian Deals

We have gathered more than two dozen Florida vacation offers. Consider this an invitation to come and enjoy your moment of sunshine. All you have to do is pick a date.



Save instantly on your next car rental in Florida!
Dollar Car Rental
Save 20% on the base rate of your Weekly and Weekend car rentals

BOOK NOW

dollar.
CAR RENTAL

