

**PARADISE**

A STRATEGIC CREATIVE ADVERTISING,  
DIGITAL & ENTERTAINMENT COMPANY

SPACE FLORIDA



# **Space Florida**

## **Space Tourism Marketing Plan**

### **2015/16**

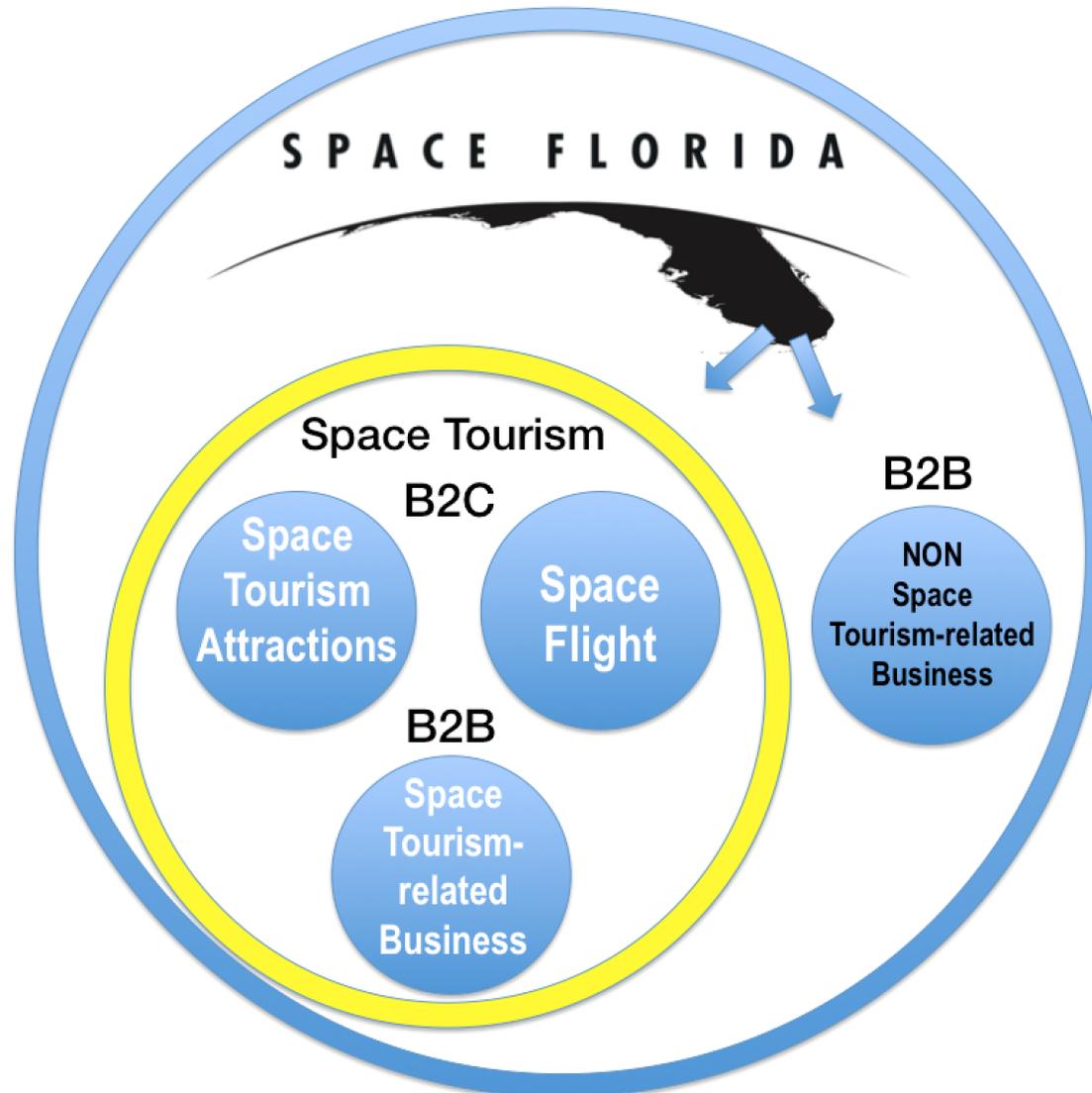
January 13, 2015

## Overview

This plan has been constructed to provide a framework for Space Florida's Space Tourism sub-brand marketing focus, with the macro understanding this will exist within the overall Space Florida brand presence (as it exists currently in the marketplace). It will address Space Florida's propagation of Space Tourism, which includes Business-to-Consumer communications to attract visitors and eventually space tourists to and within the state of Florida, and any Business-to-Business communications to attract space tourism related businesses.

Any specific branding and marketing of Space Florida as an economic development entity (that does many other things other than promote space tourism) would be explored and developed separately.

## Marketing Focus: Space Florida's Emphasis on Space Tourism



## **OVERALL MARKETING OBJECTIVES**

- 1) Increase Space-Related Tourism Activities to and within the state of Florida
- 2) Increase visits to Kennedy Space Center Visitor's Center website ultimately leading to ticket sales
- 3) Establish awareness about the Future of Space Tourism - Space Flights Launching soon from KSC

## **STRATEGIES**

- Boost awareness through increased, targeted media
- Pique interest through emotionally engaging creative messaging
- Enlighten and excite with new news about the future of space travel
- Expand and strengthen partnerships with
  - VISIT FLORIDA
  - KSCVC
  - Brand USA
  - Space Coast Office of Tourism / Daytona Beach CVB / New Smyrna Beach CVB / Orlando CVB
  - Embry-Riddle University
  - Other organizations
- Collaborate with Enterprise Florida to maximize space tourism related business development (if and when appropriate)
  
- All efforts must have measurable ROI - primarily by sending to the website

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**Target**

## TARGET AUDIENCE

### Primary Audiences

#### **1) Space Enthusiasts**

- a) 10.8% of the U.S. population fit this Profile
- b) Very well educated - 3x more likely than U.S. average to have at least a BA degree - 4.5x more likely to have an advanced degree
- c) 2x more likely than to have HHI > \$100,000
- d) Broad age range - Only 20% over 65

#### **2) Educational Families**

- a) 4.9% of the U.S. population fit this Profile
- b) Extremely well-educated parents - 3x more likely to have a BA+, 5.5x more likely to have an advanced degree
- c) Age 30 to 54
- d) 3x more likely to have \$100K HHI
- e) 3x more likely to have \$150K HHI
- f) Educational experience for children is the explicit reason to visit, plus:
  - i) 90%: Interest in history of space exploration
  - ii) 80%: Interest in future of space exploration
  - iii) Only 47%: "It looked like fun"

(Sources: Reach Advisors Feb 2014, Kennedy Space Center Visitor Complex Report, MRI 2013 Doublebase Study)



## Target Audience Digital Consumption/Engagement

	<u>Space Enthusiasts</u>	<u>Educational Families</u>
Heavy Usage	136	130
Source of Learning	120	122
Most Trusted	123	115

- 66% of all leisure travel purchases occur online
- Flexibility and fluidity
- Efficient microtargeting capabilities
- Easy to reach international target efficiently
- Ability to monitor ROI

(Source: MRI 2013 Doublebase)

**TARGET AUDIENCE - Geography**

Top Markets - Ranked by high visitation and high indexes against Space Enthusiasts &amp; Educational Families

	<b><u>KSCVC</u></b> <b><u>visitors</u></b>	<b><u>KSCVC</u></b> <b><u>BDI</u></b>	<b><u>SE's pop</u></b> <b><u>index</u></b>	<b><u>EF's pop</u></b> <b><u>index</u></b>
1. Orlando	34,230	1282	112	110
2. NYC	12,879	89	99	86
3. Miami	10,738	344	93	109
4. Tampa Bay	9,660	306	101	97
5. Chicago	5,728	88	100	97
6. West Palm	5,483	392	118	117
7. Philadelphia	4,897	89	92	103
8. Atlanta	4,887	113	98	93
9. Boston	4,689	105	105	89
10. Washington, DC	4,570	101	132	127
11. San Francisco	3,896	79	127	107

(Source: KSCVC Visitors 2013; MRI 2013 Market by Market)

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# Creative Platform

## **Core Creative Positioning**

The past, present, and future of Space is alive and thriving in Florida - the birthplace of where dreams launch.

## **Creative Strategy**

Engage & Invite consumers to be amazed and delighted with space.

## **Current *Space Tourism* Brand Expression**

[WhereDreamsAreLaunched.com](https://WhereDreamsAreLaunched.com)

[[WhereDreamsLaunch.com](https://WhereDreamsLaunch.com) used in latest Chicago train wrap]

## Targeted Creative Communications

### Verticals

#### B2C

Space Related Tourism  
Attractions

#### B2C

Space Flight  
Experiences

#### B2B

Space Tourism  
Related Business

### Messaging Partner Examples

KSCVC  
VISIT Florida  
Targeted CVB's  
Brand USA  
Launches: SpaceX, ULA, NASA's Orion  
mission, Sierra Nevada

S3  
Zero G  
XCOR

Enterprise Florida  
NASA, Air Force  
EDC's

### Messaging / Idea-starters

"We invite you to..."

"Fueled by Space Florida"

"The future of space is here"

[ Experience something  
exciting, cool and fun ]

[ Travel beyond anything  
you've experienced before ]

[ Launch your business and  
join Florida's mission ]

### Call to Action

WhereDreamsLaunch.com

WhereDreamsLaunch.com

WhereDreamsLaunch.com



## Creative Tactical Considerations

### Exploit the power of Video

- Use our initial brand anthem video for inspiration
- Utilize video for brand storytelling
- Tap into emotions of discovery, wonder and excitement

### Develop interactive and digital “experiences” to enhance engagement

- Website
- Social
- Videos

### Utilize the Lynx model

- maximize awareness/promotional value
- capture on-site customer information
- create an interactive experience

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# Media

## OVERALL MEDIA PLAN

- Capitalize on launches: targeted Cable TV in our top selected markets, to synchronize with key dates  
-> this is “new news”
- Heavy targeted digital presence, most always in-market utilizing video units wherever possible
- Some presence in Orlando, but minimized to avoid redundancies with KSCVC plan
- Targeted enthusiast print magazine titles
- Cinema ads to precede and synchronize with Star Wars premiere Dec 2015



## **SOCIAL & DIGITAL MEDIA**

### **Objectives**

- Increase awareness for Space Florida as the expert propagator of the Space Tourism category
- Drive individuals to explore and learn more about space experiences throughout Florida (via our website)
- Drive website traffic to ultimately book tickets

### **Strategies**

- Engage space enthusiasts and educational families through compelling storytelling, creating emotional connections and two-way dialogue
- Integrate advertising campaign messaging across social platforms to deepen engagement with audience and build brand loyalty
- Leverage the excitement of discovery and encourage the audience to experience the wonder of space in Florida and through SFL Space Tourism's digital channels (while we are driving individuals to learn more, our brand is more than just individual attractions - we represent the awe of space and the potential of new discovery, found in FLA)
- Create opportunities using various digital platforms to invite people to participate and join in the future of space
- Synergies with every launch



## Tactics

- Traditional media would encourage further interaction on SFL Space Tourism's social pages
- Design branded content that tells SFL Space Tourism's story, educates on the past/present/future of space, and the experiences Florida can offer space enthusiasts
- Elevate conversations on Facebook and Twitter by engaging with industry influencers and participating in existing, relevant conversations
- Launch and grow Instagram, Pinterest, and LinkedIn branded pages driving educated families to learn more about Florida's space experiences on the website
- Showcase ways to experience space through SFL Space Tourism (in addition to the physical destinations; chat with an astronaut, virtual tours, contests, video content, etc.)
- Share aerospace news from third party partners, offer trivia and facts to become space resource for space enthusiasts
- Create consumer focused monthly email newsletter plan to educate and inspire, along with creating space itineraries for the visit

## Key Performance Indicators (How we will measure social success)

- Increase Awareness:
  - Reach
  - Impressions
  - Likes/Follows across Channels
  
- Engagement with Target:
  - Engagement (likes, shares, comments, RTs, Favorites, etc. across channels)
  - Engagement rate
  
- Increase Intent to Travel/Learn More:
  - CTR to wheredreamsarelaunched.com
  - Clicks on “Buy Tickets” buttons (which drive to KSC website)
  - Track number of forms filled out on XCOR website for interest in Lynx travel
  - Email subscriptions if moving forward with email campaign

## Reporting

- Monthly snapshot reports will be provided on KPIs
- Quarterly deep-dive reports will be provided with further analysis on successes, areas for opportunity and offer additional insights to continually improve our social efforts

# Public Relations

## **PUBLIC RELATIONS**

### **Goal**

Paradise’s mission is to promote Space Florida Space Tourism and its partners locally, nationally and internationally through increased awareness of space-related tourism activities within the state of Florida. A significant portion of our goal is to also educate audiences about the future of space tourism through targeted campaigns leveraging SFL Space Tourism as a must-visit “destination” on Florida’s east coast—and Florida as the enchanting place where dreams are launched.

### **Strategies**

- Support the marketing goals for SFL Space Tourism with PR activities including but not limited to media relations, event support, and speaking opportunities at local, national and international tradeshows and conferences
- Proactively pitch local, national and international media outlets to generate coverage of SFL Space Tourism, as well as awareness among travel media and target audiences
- Execute creative ideas with broad media appeal to generate significant positive exposure in a multitude of key markets
- Provide targeted pitches to media contacts in all targeted domestic and international markets with a focus on unique and interesting elements of SFL Space Tourism
- Direct individual and group media familiarization programs with well-respected, qualified travel journalists, aerospace trade publications and other relevant media to SFL Space Tourism
- Position SFL Space Tourism as a must-visit “destination” for travelers to the Central Florida area
- Maintain consistent branding and messaging through all initiatives for SFL Space Tourism



- Generate press releases, press kits and other official messaging as required, as well as field daily requests from media for area information, images and various other types of collateral
- Provide monthly and annual performance reports outlining completion of specific agency initiatives and media assistance, with clippings, statistics and other pertinent metrics where appropriate
- Represent SFL Space Tourism at domestic or international travel events such as World Travel Market, ITB Berlin, U.S. Travel Association's IPW, Florida Huddle, etc.

## Target Demographics and Markets

Demographics and domestic main markets would mirror the main plan.

### International

- UK
- Germany/Central Europe
- Latin America
- China/Japan/Asia
- Russia/Eastern Europe

## Tactics

Potential 2015 tactics include, but are not limited to:

- Synchronize with TV and web efforts promoting key launches
- Host a 'Launch' event for SFL Space Tourism at the Smithsonian's National Air and Space Museum in Washington, D.C. benefitting a major charity ("StarWars Force for Change"/UNICEF with Disney and Lucasfilm")
- Kick start the launch of the SFL Space Tourism campaign with an event in NYC or Orlando; coordinate media desk side interviews
- Create a "futuristic" traveling show to target markets featuring the latest space exploration aircraft (Lynx) and space gadgets
- Participate in Travel Tradeshow such as World Travel Market, ITB Berlin, U.S. Travel Association's IPW, Florida Huddle
- International Travel Writers Pow Wow -- May 30, 2015
- Host a TED Talk with celebrity figures associated with space and space exploration (Elon Musk, Richard Branson, JJ Abrams, etc.)
- Reach out to airlines for partnerships and promotional giveaways; awarding trips to the destination for out-of-market guests
- Pitch inclusion in airline publications such as SKY Magazine, Hemispheres Magazine, enRoute, etc.
- Develop strategic partnership with key space and innovation personality (for example Elon Musk/Tesla, Space X) for promotional opportunities
- Host Twitter chats/Ask the Experts Q&A with famous astronauts across the globe
- Conduct a social media contest with a giveaway for Astronaut Training at Kennedy Space Center



- Host an international youth art and essay contest “Imagine Future Space” to design the spaceship of the future; winner receives Astronaut of the Day Passes to Kennedy Space Center with a behind-the-scenes tour
- Offer media interviews with astronauts or leading NASA scientists in key markets and at national/international publications.
- Create interactive press kits and collateral materials with such unique elements as Space Florida mission patches, ‘space food’, etc., and send to media in key feeder markets
- Potential to use spaceflight tickets in some manner (giveaway, Florida lottery, etc)
- Support vendor participation at large events across the nation
  - i.e. Daytona 500, space movie premiers such as Star Wars, Spring Break, theme parks, Central Park, Downtown Chicago, etc.