COSTA DEVAULT
a wordwise company

Creative Solutions . . .
from Concept to Completion

At a Glance

- Founded in 1985
- Certified M/WBE (local and state)
- 22 employees
- More than 375 awards
- Clients range from small businesses to Fortune 500 companies

Industry Expertise

- Transportation
- Professional Services
- Non-profit
- Legal/Medical
- Banking/Financial Services
- Real Estate and Development
- Retirement Communities/Senior Living
- Energy/Public Utilities
- Technology
- Education

Names You Know

- Darden Restaurants
- Siemens Power Generation
- Lockheed Martin
- Florida Hospital
- Burnham Institute
- Stetson University
- OUC - The *Reliable* One
- The Orlando Magic
- Walt Disney Attractions
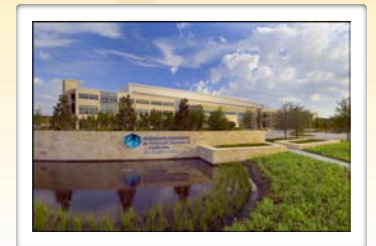
Integrated Services

- Branding
- Marketing Communication
- Graphic Design
- Strategic Public/Community Relations
- Crisis/Issues Management
- Web/Multi-Media
- Social Media
- Events

BRANDING

Branding Is...

Brand (brănd) n.

Perception formed by your "audience"

Relationships with your customers

An "ownable" position in the marketplace

Qualities and experiences people associate with you

"A brand that captures your mind gains behavior. A brand that captures your heart gains commitment."

- Scott Talgo
Brand Strategist

Brand Identities
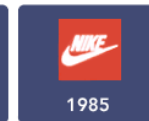
NORDSTROM = Service

MAYTAG = Dependability

VOLVO = Safety

Mercedes-Benz = Prestige

Branding Increases Profitability

- Water is free. Water + brand = $1.50 per pint

- A pound of coffee costs $4.17/lb. That same coffee, plus the Starbucks brand, costs $9.95.

- A can of soda costs 25 cents. A can of soda + brand = $1.25.

"Places are diverse, intricate and often contradictory. However, place branding still needs to communicate in *simple, truthful, motivating, appealing* and *memorable* ways."

- Nation Multimedia

Branding Places = Destination

- A place is just a place, until it's branded and becomes a **destination**

- Brand management for a city, country or tourist destination doesn't merely consist of attaching new labels ... it consolidates the characteristics of the individuality into a brand core

- The creation of a brand sets social, economical and cultural processes in motion, which can nuance, strengthen or correct others' perceptions

Destination Brands

Paris

Las Vegas

St. Augustine

The Masters

Rodeo Drive

Notable Cities

- Winter Park
- Hollywood
- New York City
- Daytona Beach

Principles of Place Branding

- Identify a purpose and potential

- Ensure a true, full and contemporary picture is communicated

- Present a credible, compelling and sustainable vision for its future

- Achieve societal, political and/or economic objectives

- Find, release and help direct the talents and skills of the population

- Effectively showcase simplicity and directedness, while maintaining the comprehensive essence of a location

- Connect people and institutions at home and abroad

- View place branding as a long-term endeavor – not a quick fix or short-term campaign

Source: PlaceBrands

Florida Scenic Highways

Florida Scenic Highways
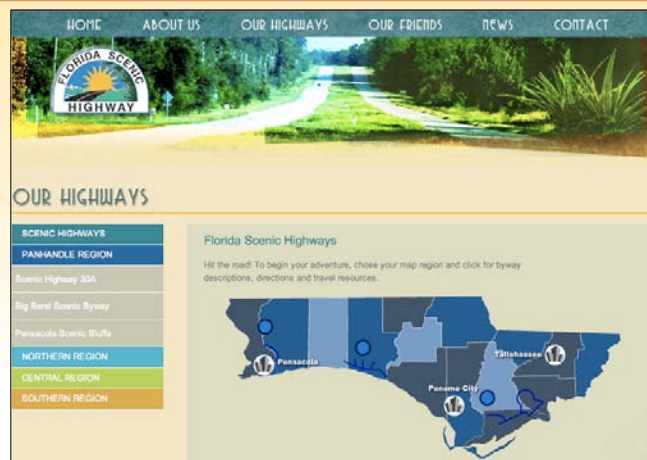
Florida Scenic Highways

Florida Scenic Highways

- Website features eye-catching, colorful design, paired with complex programming

- Information is divided into two sections: "tourism" and "programming"

- Highlights 25+ byways

- Includes interactive features for children and adults, including a trip planner and games

- Website is averaging 11,000+ visitors per year and nearly 1,000 monthly

Harriet Tubman Underground Railroad Byway - Maryland

- Designed for both tourism and education

- Features an interactive map with highlighted destinations and check-in points along the byway

- Uses social media to interact with visitors

- Includes an online store, which will sell tickets, branded items, books, etc.

Morse Museum
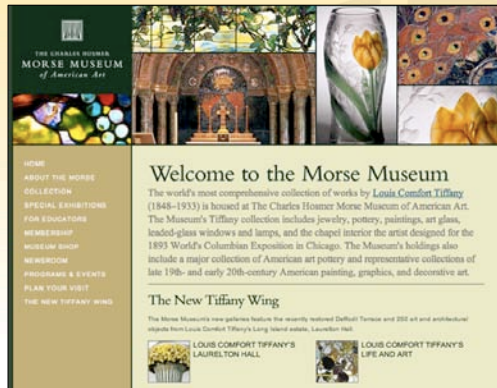
- CMS format provides for easy internal updating

- Museum pieces are showcased through multiple photos, complemented by clean design

- Lower section of the website features news and events

- 15,000 - 18,000 visitors/month

Martin MPO

- Provides county officials and staff with important information on new legislature and access to reports

- Encourages public involvement

- Includes a community forum and section for meeting minutes and planning documents

## Harriet Tubman Underground Railroad Byway - Delaware

- Website for Corridor Management Plan
- Includes project purpose statement and a list of sponsors
- Steering committee meeting dates and review documents
- Pictures of destinations along the byway

Safe Access

- Website serves as an information hub for Lake-Sumter MPO's safe schools transportation study
- Includes comprehensive project details and maps, as well as a list of stakeholders and schools reviewed
- "Kids Corner" is designed to involve children in the mission

SR 50 Groveland
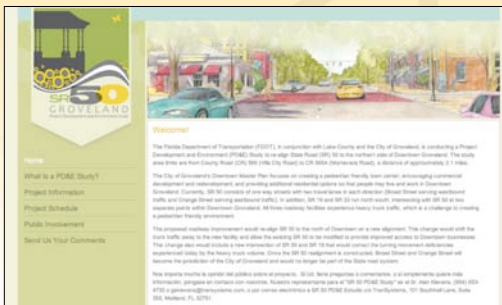
- Website serves as a hub for FDOT, Lake County and the City of Groveland's PD&E Study to re-align SR 50
- Includes project information schedule and up-to-date meeting dates/recaps
- Encourages public input and an opt-in for mailing lists

SOCIAL MEDIA & MOBILE SITES

Social Media

- Social media is here to stay
  - *Grown Up Digital*
  - 77 million Baby Boomers (born 1946-1964) = 23% of U.S. population
  - 81.1 million Gen Y/Millenials (born 1977-1997) = 27% of U.S. population
  - "Echoing" effect = largest swell in U.S. population
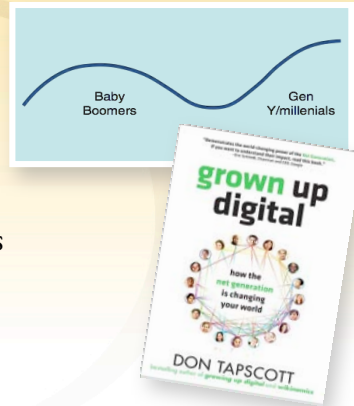
Social Media Flow Chart/SEO

Company website   Google

Company blog

facebook
twitter   Linked in
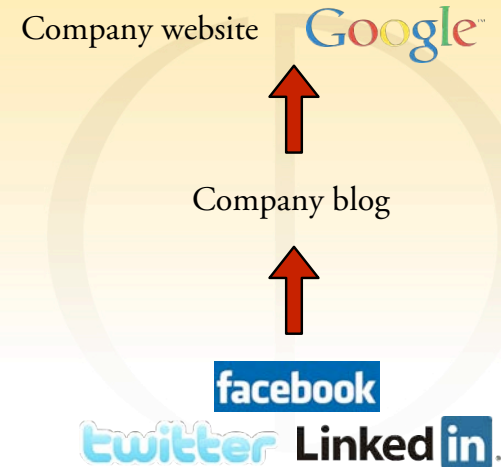
Social Media *Isn't* ...

- Traditional marketing "digitized"
- Easy opportunity for new business
- Free
- Stand alone

EASY GOING TRAIL

Further information from
The Public Rights of Way Unit:
Tel 2734448

Social Media *Is* ...

- Conversational (e.g., not "100% polished")
- Strategic
- Valuable … when done correctly
- Just one tool in the marketing tool box

New Ways to Communicate

Where consumers get information:

- 76% – social media websites
- 63% – corporate sites
- 47% – share content via social media
- Information sharing via Facebook surpasses email

76%

63%

47%
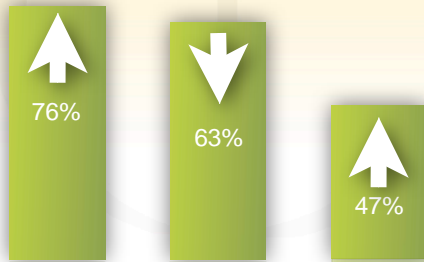
Top Social Media Platforms

- Facebook – More than **500 million** active users, 50% log on daily

- Twitter – **1 billion** "tweets" are posted each week

- LinkedIn – Roughly 1 million new members join every week (equivalent to **1 member every second!**)

- Foursquare – Grew **3,400%** in 2010

- Blogs – **34% of Internet users** post opinions about products/services/companies on their blogs

Second Harvest

2,028 "likes" on Facebook … 2,617 followers on Twitter

Camaraderie Foundation

Goodwill

Yelp!

- Community for sharing reviews of anything from restaurants to dentists

- Uses a traditional website, mobile website and supports several apps (Android, BlackBerry, Palm, iPhone, iPad, iTouch)

- "Community Managers" in every metropolitan area organize events and represent Yelp! through social media

Trip Advisor

- Reviews of hotels, flights and vacation rentals

- Facebook-compatible

Google Maps

- Easy for tracking routes and destinations

- Print, email and link to directions

Wayfaring and Gas Buddy

- Wayfaring – Create customized maps and share them with others

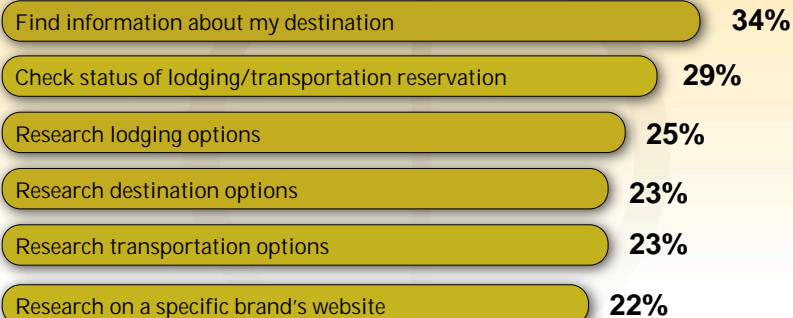- GasBuddy – Up-to-date gas prices for cities throughout the country

Importance of Technology on the Go

- 38% of college students can't go 10 minutes without technology *(Source: Wakefield Research)*

- 43% of social media users access content via a smartphone (up from 30% in 2010)

- Facebook use via mobile phone is up 112%

- Social networking app use grew 240% from 2009 to 2010

- 60% of all mobile Internet usage is spent using social media

Source: Compete.com

Importance of Technology on the Go

Thinking about your next leisure trip, how likely are you to do any of the following on your mobile phone?

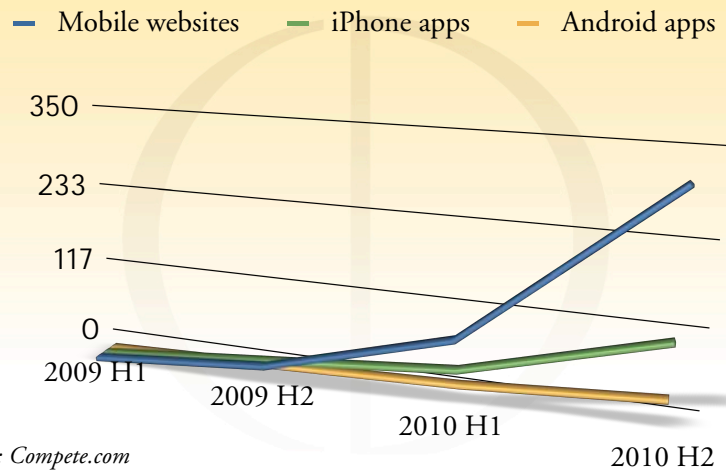|	
Find information about my destination	**34%**
Check status of lodging/transportation reservation	**29%**
Research lodging options	**25%**
Research destination options	**23%**
Research transportation options	**23%**
Research on a specific brand's website	**22%**

Source: Compete.com

Mobile Site Use

- The shift to mobile web access has been accelerating with the rise of smartphones (e.g., iPhone, Android) and tablets (e.g., iPad)

- While 1/3 of smartphone owners use their devices for travel-related activities, only 1/5 have installed travel apps

- Instead, these users are looking to comprehensive – but easy to navigate – mobile websites

Source: Jason Munson, CMS Wire
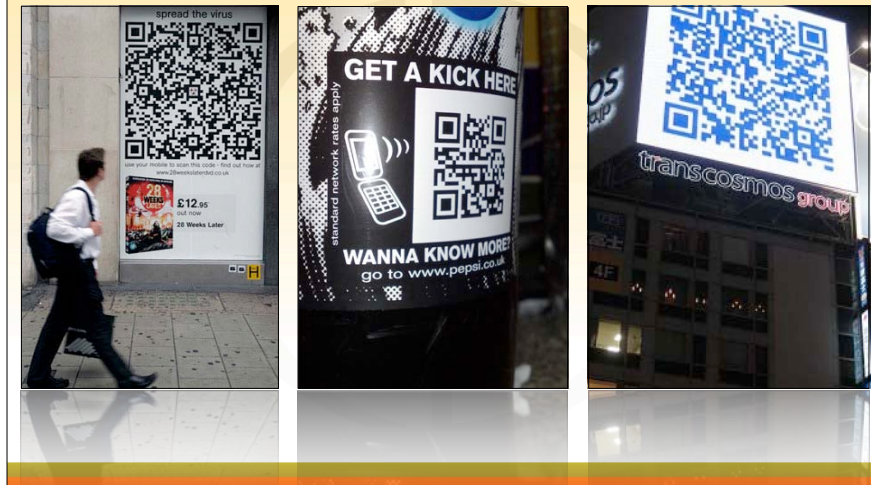
Growth of Mobile Content Use

- Mobile websites
- iPhone apps
- Android apps

350
233
117
0

2009 H1
2009 H2
2010 H1
2010 H2

Source: Compete.com

Mobile Site Integration

Traditional website

iPhone application

Mobile website

Mobile Site Integration

Traditional website

iPhone app

Mobile website

QR Codes

QR Codes for Travel

- Check-in points along the byway as part of an interactive tour with additional information to "unlock"

- Included in a hand-held map or brochure, in place of long blocks of text

- On promotional fliers and other collateral found at visitor centers

- Use to quickly launch the byway's mobile website

Branding Destinations

- Logo and brand development

- Collateral materials (e.g., e-blasts, website design, brochures) in line with overall brand

- Website and blog

  - Mobile site

  - Social media

  - QR codes

- PR and advertising support

COSTA DEVAULT

a wordwise company