



Visit Myrtle Beach Brand Rollout: The Beach Consumer Research and Brand Development Strategy

The Research and Brand Development Process

- In 2019, MBACC/CVB selected MMGY Global following a nationwide selection process to support the consumer research and brand development work as part of the organization's long-term marketing strategy
- The previous Visit Myrtle Beach brand had been utilized for more than 10 years and MBACC/CVB sought to evolve the destination's brand position to further strengthen the highly successful marketing program and extend the brand beyond potential visitors to be inclusive of residents and stakeholders
- The strategic initiative sought to pinpoint key differentiators for the Myrtle Beach area through extensive consumer research and evolve the brand position to engage visitors and residents more fully in their passion for The Beach

Throughout 2020

- During the past year, MBACC/CVB leveraged opportunities to lean into key messages and evolving brand elements to validate research findings and creative execution
- Initial campaigns around "Share Your Sunshine" and "Show Your Love" performed well and have been enhanced as part of the new brand rollout
- MBACC/CVB capitalized on the past year to develop a thoughtful brand architecture and essence with rigorous research and an unrushed timeline

2021 Brand Rollout

- Timed in celebration of National Travel and Tourism Week, MBACC/CVB shares a brand development update and sneak peek of the new brand as part of the destination's summer marketing campaign on May 6, 2021
- While the Covid-19 pandemic impacted tourism, the Myrtle Beach area is well positioned for a strong recovery in 2021 which makes this the right time to really leverage the new brand architecture and creative elements. The Grand Strand has long been a popular destination for visitors, and demand for travel opportunities continues to grow as the pandemic eases.

You Belong At The Beach Campaign

- The first integrated marketing campaign to fully utilize the new brand architecture and essence will launch with the destination's Summer 2021 effort
- You Belong At The Beach is designed to inspire, engage and convert potential visitors to drive economic vitality for the Grand Strand
- The new Visit Myrtle Beach brand, The Beach, will be infused in numerous campaign-specific and long-term marketing efforts including advertising (broadcast, digital, OOH and much more), public relations, social media, co-branded partnerships

Community Approach

- The brand position research included resident and stakeholder input as a vital element of the work. The thoughtful and inclusive creative executions ensured the positioning was reflective of visitor experiences and resident sentiment.
- "We Are The Beach" is an intentional expression of the branding designed to instill a greater sense of community pride among residents. It's a rallying cry for those that call the Grand Strand home!
- Campaigns such as the "Show Your Love" effort for residents were incredibly successful in the past year. The campaign also allowed MBACC/CVB to validate some of the key findings and messages from resident research.