



# Marketing Direction

March 2020

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# New Messaging

- Aspirational - dreaming focus
- Showcasing space & beauty
- Sunrises, Sand, Beaches, Blue Skies
- Soft Introduction to new brand messaging -  
“Where we all belong.”
- For folks isolated at home...We are:

*Sending  
some  
Sunshine  
your  
Way*





*Sending* some  
*Sunshine*  
your *Way*



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VIDEO



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*Until we see  
you again,*  
where we all belong.

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Sending  
some  
Sunshine  
your  
Way



# 100% Digital

[East of Mississippi]

SEARCH

DISPLAY

FACEBOOK

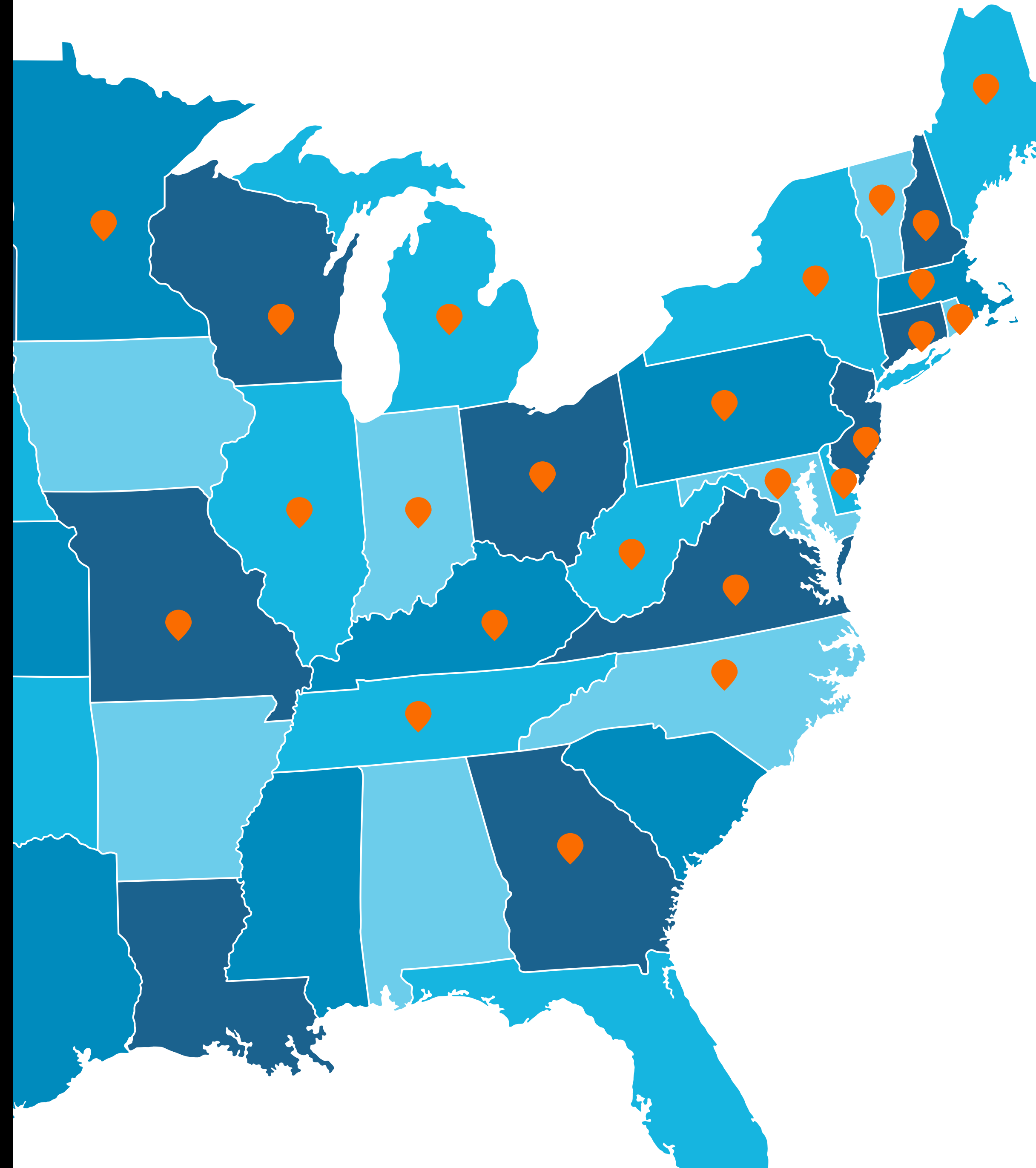
Paid Media

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# Digital MARKETS

## States

	Weeks:	3/16/20	3/23/20	3/30/20	4/6/20	4/13/20
Connecticut		Blue	Blue	Blue	Blue	Blue
Delaware		Orange	Orange	Orange	Orange	Orange
Illinois		Purple	Purple	Purple	Purple	Purple
Indiana		Blue	Blue	Blue	Blue	Blue
Kentucky		Orange	Orange	Orange	Orange	Orange
Maine		Purple	Purple	Purple	Purple	Purple
Maryland		Blue	Blue	Blue	Blue	Blue
Massachusetts		Orange	Orange	Orange	Orange	Orange
Michigan		Purple	Purple	Purple	Purple	Purple
Minnesota		Blue	Blue	Blue	Blue	Blue
Missouri		Orange	Orange	Orange	Orange	Orange
New Hampshire		Purple	Purple	Purple	Purple	Purple
New Jersey		Blue	Blue	Blue	Blue	Blue
New York		Orange	Orange	Orange	Orange	Orange
North Carolina		Purple	Purple	Purple	Purple	Purple
Ohio		Blue	Blue	Blue	Blue	Blue
Pennsylvania		Orange	Orange	Orange	Orange	Orange
Rhode Island		Purple	Purple	Purple	Purple	Purple
Tennessee		Blue	Blue	Blue	Blue	Blue
Vermont		Orange	Orange	Orange	Orange	Orange
Virginia		Purple	Purple	Purple	Purple	Purple
Wisconsin		Blue	Blue	Blue	Blue	Blue
West Virginia		Orange	Orange	Orange	Orange	Orange





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# Display Ads

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*Happiness*  
comes in *Waves*

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# Display Ads

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Sending some sunshine your way... Until we see you again!



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**Where We All Belong**  
Happiness Comes in Waves!

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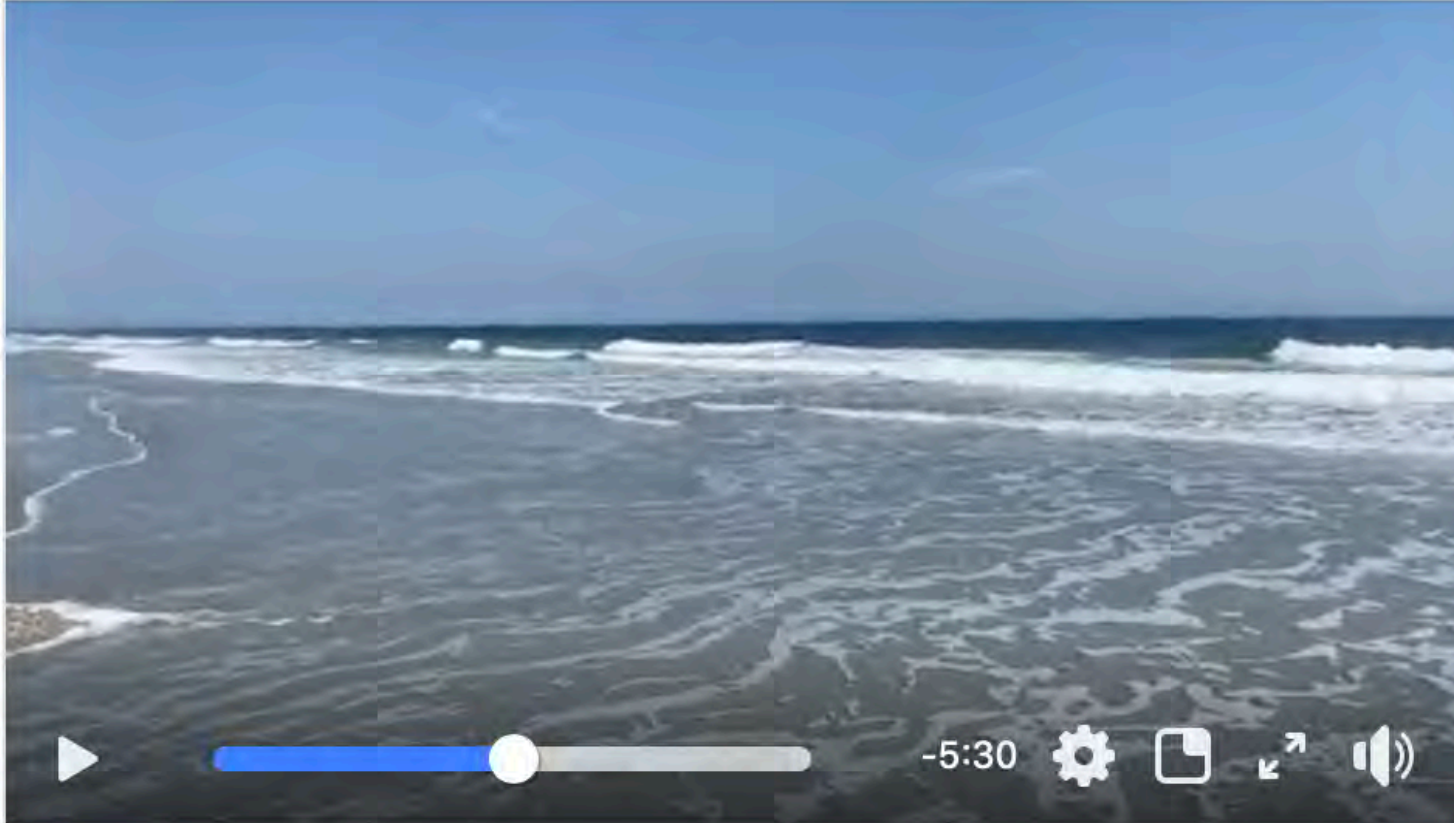
VISITMYRTLEBEACH.COM  
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[Learn More](#)

# Facebook Ads

 Visit Myrtle Beach, South Carolina was live. 17 hrs · 🌐

Happy first day of spring! If you're feeling cooped up join us as we take a peaceful stroll along the beach here in Myrtle Beach 🌊🌅☀️. Learn more about travel advisories here ➡️ <http://bit.ly/395Dz3Q>



Watch together with friends or with a group Start

**Get More Likes, Comments and Shares** ✕  
This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

**94,121** People Reached      **9,347** Engagements      Boost Post

👍❤️ 1.1K      323 Comments 172 Shares 41K Views

# Objectives

- Stay connected and top of mind
- Be genuine with real engagement
- Share some sunshine
- Respond to questions - be helpful
- Keep pulse on consumer sentiment

# Facebook Organic & Live

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