



MIAMIBEACH

**MAKE A BOLD MOVE** 2023 CAMPAIGN RECAP

# THE BACKGROUND

Miami Beach launched “Make a Bold Move” in 2022 to attract/retain headquarter relocations by inviting targeted businesses to enjoy our lifestyle and opportunities.

<p><b>MAKE A BOLD MOVE FOR THE BETTER</b> MIAMIBEACH</p>	<p><b>BETTER OPPORTUNITIES</b></p> <p>CLASS A OFFICE SPACES FINANCIAL INCENTIVES EASY PERMITTING PROCESS</p> <p>MIAMIBEACH</p>	<p><b>BETTER LIFESTYLE</b></p> <p>WELLNESS ACTIVITIES 365 DAYS OF SUNSHINE YEAR-ROUND OUTDOOR EXPERIENCES</p> <p>MIAMIBEACH</p>	<p><b>BETTER INSPIRATION</b></p> <p>THRIVING ARTS &amp; CULTURE SCENE INTERNATIONAL COMMUNITY WORLD-CLASS ARCHITECTURE</p> <p>MIAMIBEACH</p>	<p><b>BETTER EVERYTHING IN MIAMIBEACH</b></p> <p>MULTICULTURAL TALENT POOL NON-NEGOTIABLE WORK-LIFE BALANCE</p> <p>MIAMIBEACH</p>
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The award-winning campaign\* garnered nearly 7 million impressions across various digital and social media channels. Additionally, over 70k clicks to the MB Biz website were attributable from ads and through the complementary PR push that went in tandem with the paid advertising campaign, over 58 stories were published in the media mentioning Miami Beach incentives and/or business relocations.

 \*Make a Bold Move won the 2023 Florida League of Cities Achievement Award for Economic Advancement.

# THE REFRESH

Key digital and physical touchpoints for MB Biz were refreshed to align with the campaign and optimize promotion of our business attraction incentives.

## WEBSITE REDESIGN



According to DCI, a strong web presence is the most effective marketing technique for business development, as 73% of executives visit economic development websites during their site selection process. MBBiz.com was redesigned in 2023 to better index our pages for search engines and improve the overall user experience. Since the redesign, web traffic has more than doubled.

## BOOTH REDESIGN



Economic development remains a relationship-based industry and in-person events are critical to success. We executed the campaign look and feel for the trade show and convention activation so attendees can experience what a 'bold move' to Miami Beach might look and feel like.

# THE ASK

Promote business relocation incentives available in Miami Beach.

**\$45,000 FROM AUGUST - SEPTEMBER 2023**

Targeting owners, founders, and CEOs of technology, healthcare and financial services companies in:

- Silicon Valley
- Los Angeles
- San Francisco
- New York
- Chicago
- Connecticut
- Washington DC
- Atlanta
- Other Florida cities outside of Miami-Dade County



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# THE STRATEGY

Maximize impressions with programmatic advertising, targeting based on job title, industry, interests, keywords, topics, media publications and geography.



FACEBOOK



INSTAGRAM



X



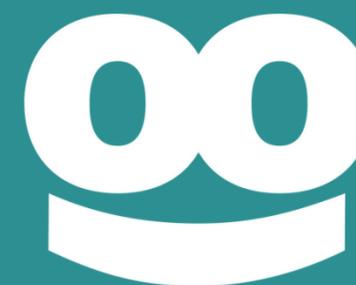
LINKEDIN



REDDIT



GOOGLE



TABOOLA



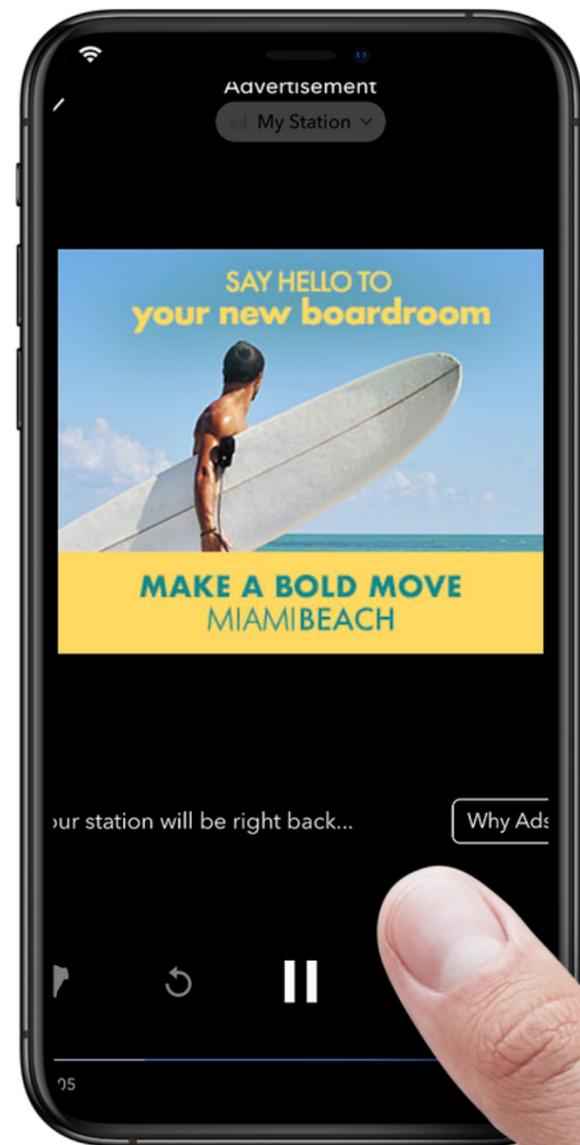
SXM MEDIA

## The campaign mirrored the 2022 media mix, and introduced:

- Digital and satellite radio ads across Pandora, SXM and SoundCloud focusing on business podcast placements (running through December 30, 2023)
- Native advertising placements in business, news and real estate sites through Taboola.
- Premium ad space through a private marketplace deal (PMP) with The Real Deal that included national newsletter advertising and exclusive web banner placements.

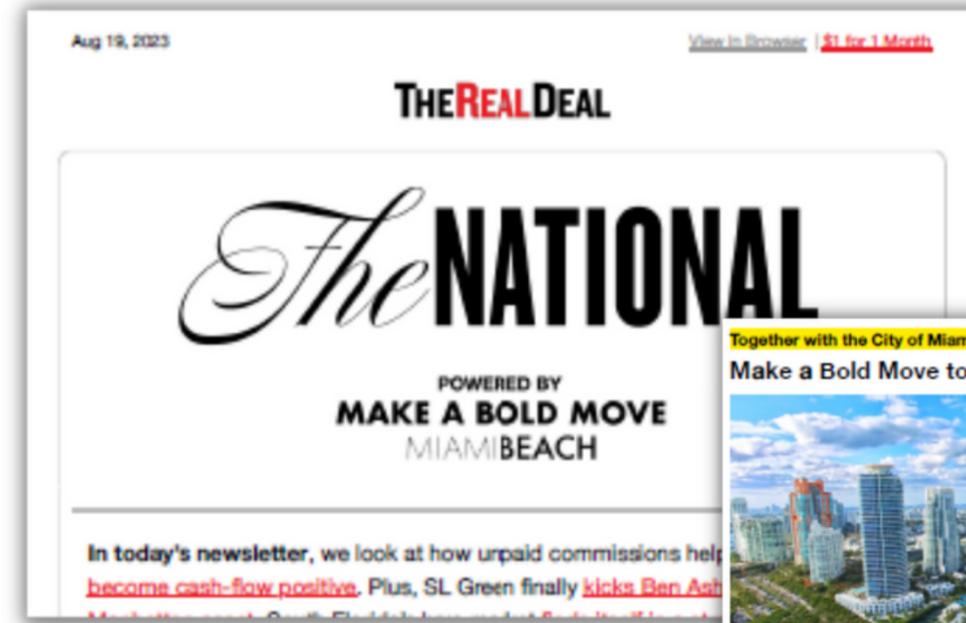
# THE CREATIVE

Featured new artwork including audio for :30 radio advertising spots.

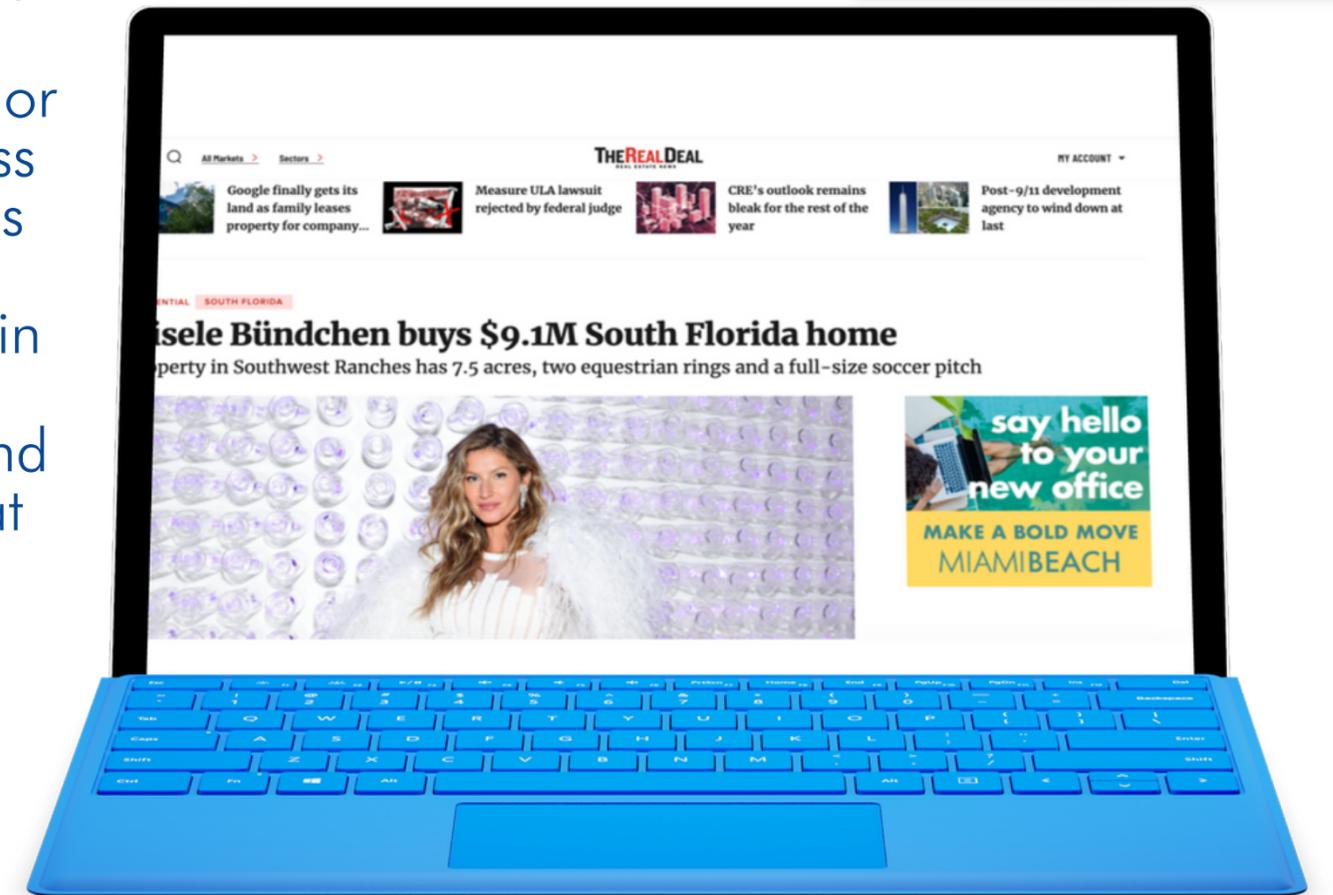


SXM AD

“Make a bold move to Miami Beach, where work days feel like vacation days. Miami Beach offers financial incentives and free assistance to companies and entrepreneurs interested in moving to or expanding within the city. Our Business Concierge program provides first-class personal service to assist with grants, permits and other business needs. Join a forward-thinking community where bold opportunities, a better lifestyle and beautiful weather await. Learn more at M B Biz dot com.”

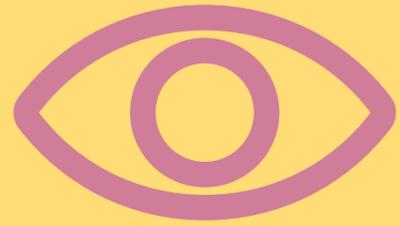


THE REAL DEAL



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# THE RESULTS



6,358,057 impressions across all channels.



179,611 web page views with an average of 2.6 sessions per user.



36,689 clicks from digital and social media collateral directly to MB Biz.



695,294 views of the PSA via social media ads, YouTube and Connected TVs.

THANK YOU!

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