



GREENWOOD CONVENTION AND VISTORS BUREAU

ADVERTISING AND MARKETING
AGENCY PRESENTATION



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WHY HIRE THE **FOCUS GROUP?**

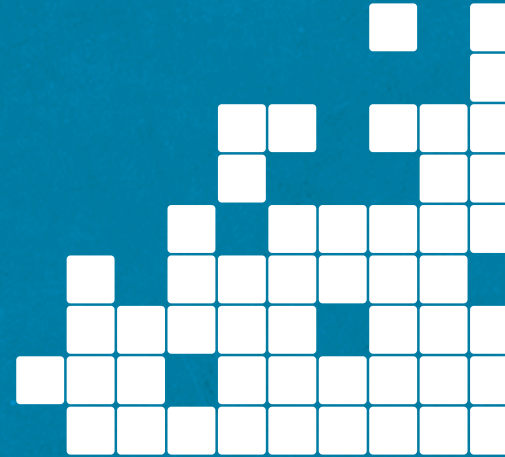


WHY HIRE THE FOCUS GROUP?

- We're creatively led & digitally driven.
- We move the needle in destination marketing.
- It's not creative if it's not on strategy.
- We make small budgets work harder.



DESTINATION MARKETING SUCCESS STORIES





MISSISSIPPI HOSPITALITY & RESTAURANT ASSOCIATION

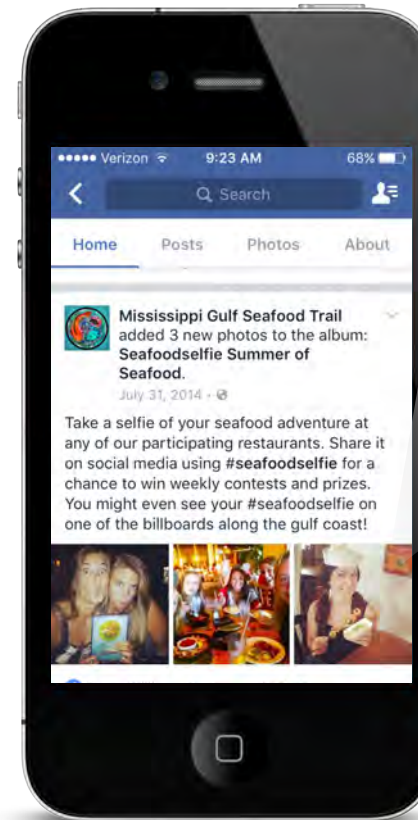
GOAL:

Draw **tourists** into restaurant locations serving **authentic** Gulf seafood.



STRATEGIES AND TACTICS

- Mississippi Gulf Seafood Trail
- Summer of Seafood





CAMPAIGN SOCIAL GRAPHICS: DIGITAL
BILLBOARD DISPLAY OF #SEAFOODSELFIE

CAMPAIGN WEBSITE:
MISSISSIPPISEAFOODTRAIL.COM



CAMPAIGN COLLATERAL



RESULTS:

- USA Today top ten list named this the 2nd most popular food trail in the United States
- So successful that additional grant funds were awarded to continue
- The trail was expanded statewide



CAMPAIGN BROCHURE



CITY OF PASCAGOULA

GOAL:

Reinvigorate the community with an **elevated** perception after period of stagnant growth.



STRATEGIES AND TACTICS

- Rebranding campaign with videos, advertising and social media
- Created an updated and exciting visual presence

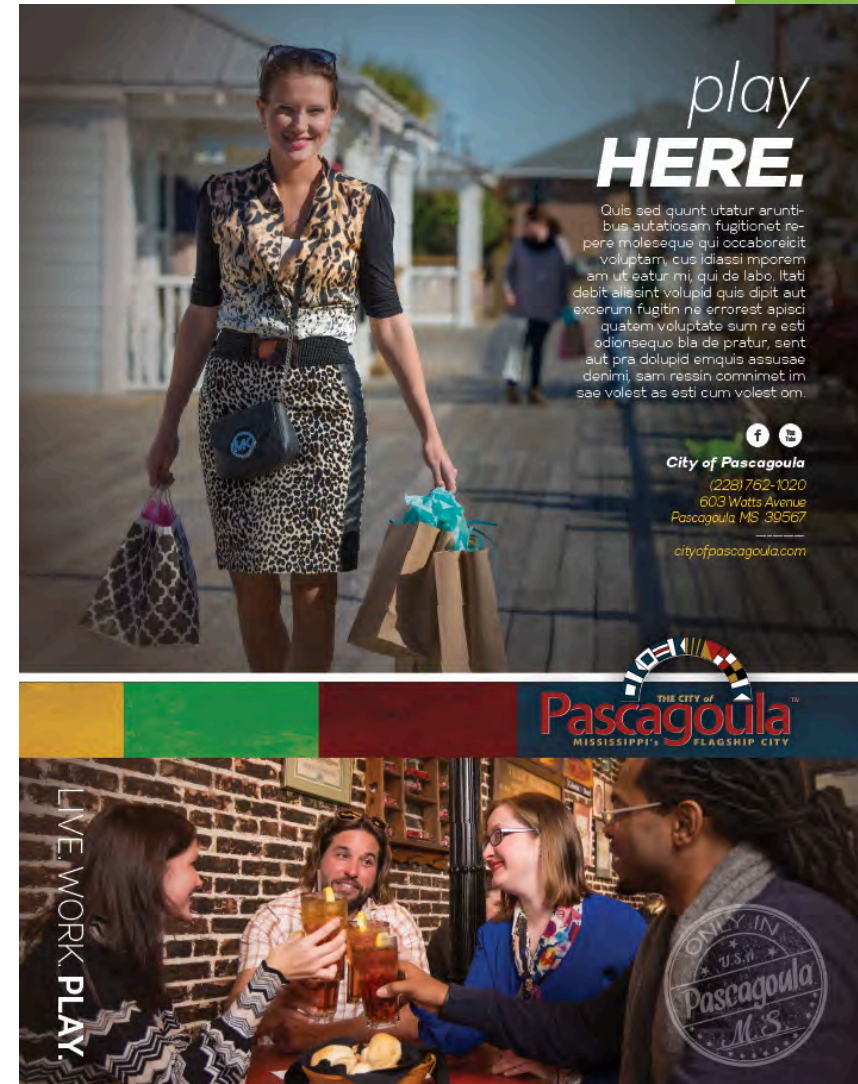
HISTORICAL LIGHTHOUSE VIDEO & "ONLY IN PASCAGOLA" TOURISM VIDEO
[BIT.LY/PASCAGOULATOURISM](https://bit.ly/pascagoulatourism)





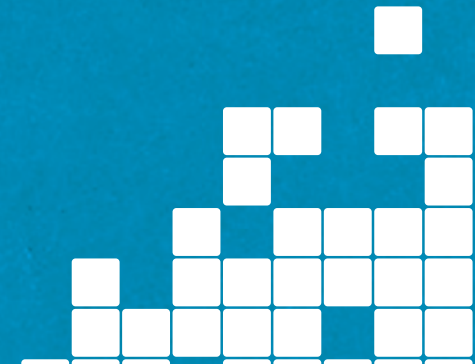
RESULTS

- City reported boost in local community pride evidenced by increased attendance to city events and tourism offering
- Facebook users grew by 125% in one year
- Video received over 20,000 views in less than 24 hours



OCEAN SPRINGS CHAMBER OF COMMERCE:

MAIN STREET TOURISM BUREAU





OCEAN SPRINGS CHAMBER OF COMMERCE: MAIN STREET TOURISM BUREAU

GOAL:

Promote restaurants in
areas all over the City,
not just downtown



OCEAN SPRINGS CHAMBER OF COMMERCE: MAIN STREET TOURISM BUREAU

STRATEGIES AND TACTICS

- Four “Uptown, Downtown and All Around Town” events on traditionally slow weeknights



DESSERT CRAWL





OCEAN SPRINGS CHAMBER OF COMMERCE: MAIN STREET TOURISM BUREAU

RESULTS:

- Events sold out on first day
- Participating restaurants saw uptick on the slow days
- Explosive social media engagement





OCEAN SPRINGS CHAMBER OF COMMERCE: BLUE MOON ART PROJECT KICK-OFF PETER ANDERSON FESTIVAL

GOAL:

- Reinvigorate a lackluster kick-off event leading to the City's signature event of the year
- Instill more pride in the artist finalists and sell more of the artist's paintings
- Draw new patrons to the kick-off event



STRATEGIES AND TACTICS

- Rename and brand the Blue Moon Art Project “theme” to “Where Do You Blue Moon?”
- New venue for the event—Walter Anderson Museum of Art
- Incorporate a “beer pairings with art” theme
- Utilize social media to reach new audiences

INVITATION

Features the artwork from last year’s Blue Moon Art Project winner and copy explaining the new experience





RESULTS

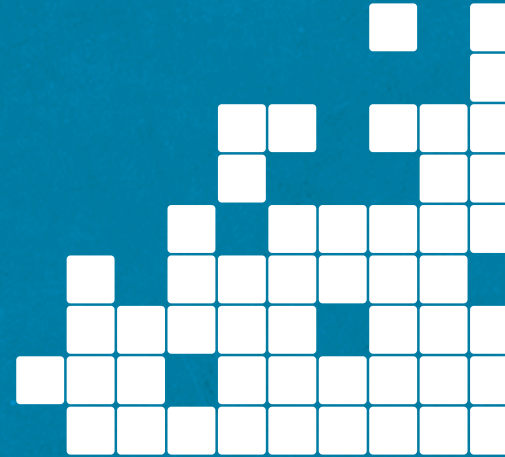
- Largest participation ever in the kick-off event
- Majority of paintings were sold
- Chamber director said it was the most successful kick off they ever had



EVENT PHOTO

Orange sunflower décor using Blue Moon wooden crates for 6 packs, Winner Daniel Gurneck cutting cake, & Station featuring bidding table and Top 10 finalists.

GREENWOOD TOURISM: OUR APPROACH





Girls Gone **GREENWOOD!**

GREENWOOD, MISSISSIPPI
24 HOUR FAM TRIP

GREENWOOD TOURISM: OUR APPROACH

- We do the deep dive to find the inspiration.
- What does Greenwood have that is different, inspiring, and memorable?



AUTHENTIC EXPERIENCES | HIDDEN GEMS

**1. CULINARY / VIKING /
ALLUVIAN / SPA / SHOPPING**

**2. BLUES TRAIL / CIVIL RIGHTS /
DELTA HISTORY**

**4. SMALL TOWN CHARM / AWAY
FROM IT ALL / ANTIQUES / ART**

**3. OUTDOOR RECREATION / MS DELTA
DUCKS / HUNTING / FISHING**



GREENWOOD | PILLAR 1: UPSCALE GETAWAY

- CULINARY
- VIKING
- ALLUVIAN
- SPA
- SHOPPING

Girls Gone
GREENWOOD!
GREENWOOD, MISSISSIPPI



GREENWOOD | PILLAR 2: SOULFUL JOURNEY

- BLUES TRAIL
- CIVIL RIGHTS
- DELTA HISTORY

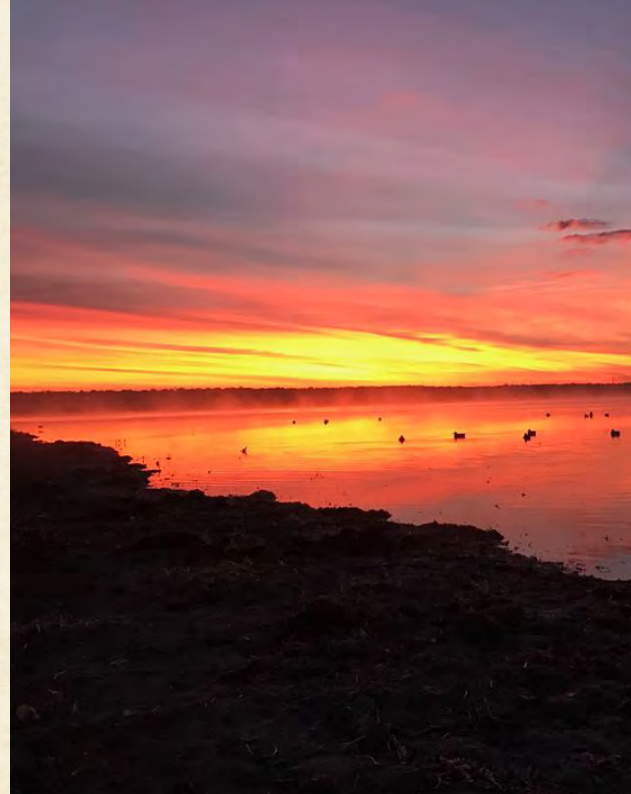
Girls Gone
GREENWOOD!
GREENWOOD, MISSISSIPPI



GREENWOOD | PILLAR 3: NATURE'S CALLING

- OUTDOOR RECREATION
- MS DELTA DUCKS
- HUNTING
- FISHING

Girls Gone
GREENWOOD!
GREENWOOD, MISSISSIPPI



GREENWOOD | PILLAR 4: DELTA ALLURE

- SMALL TOWN CHARM
- AWAY FROM IT ALL
- ANTIQUES
- ART

Girls Gone
GREENWOOD!
GREENWOOD, MISSISSIPPI



2016
*Greenwood,
Mississippi*



WHO WE **INTERVIEWED** & **OPPORTUNITIES** **LEARNED**

WITHIN **24 HOUR** FAM TRIP

TWO “GIRLS GONE GREENWOOD” GROUPS

- Ladies groups make annual pilgrimages, loyalty to Greenwood
- They spend money, stay at Alluvian, shop, culinary trips, spa

OPPORTUNITIES

- Promote packages to women



MIKE TOUCHSTONE

- Local businessman, husband of owner of Howard & Marsh Exchange
- Men also come for culinary events, hire limo to Clarksdale to hear the blues

OPPORTUNITIES

- Promote men's packages
- Need local blues entertainment
- Partnerships with Hotel Association



LINDA AND BRUCE NEWELL

- Local Orthopedic surgeon and wife
- Locals love Greenwood!

OPPORTUNITIES

- Identify local tourism “ambassadors” to welcome guests and give behind-the-scenes insights to hidden gems



SYLVESTER HOOVER

- Delta Blues Legends Tours, Robert Johnson Blues Festival
- International interest in blues history offers promotional opportunities
- Civil rights history is important

OPPORTUNITIES

- “Own” Robert Johnson brand, lay claim to the legend
- Robert Johnson’s grandson playing at the festival; not promoted well
- Cross-promotional opportunities with Juke Joint Festival in Clarksdale
- Greenwood promotes blues history, but has no local blues establishment to send tourists to



ROGER STOLLE

- Organizer and promoter, Juke Joint Festival, Clarksdale
- Huge promoter of the blues; film maker "M is for Mississippi" and "We Juke Up Here"

OPPORTUNITIES

- Promote hotel packages in April as each year Clarksdale runs out of rooms
- They promote festival internationally and have loyal following – opportunity to cross promote w/ Greenwood
- They run outdoor boards that we can piggyback with co-op hotel room promos



SYNTHIA HOOVER BOB DRAPER

- Museum of the Mississippi Delta
- Confusion exists with tourists about the museum
- Locals do not know where it is to even promote it or give directions

OPPORTUNITIES

- Promote the stories to history buffs
- Museum is hidden gem that no one knows about

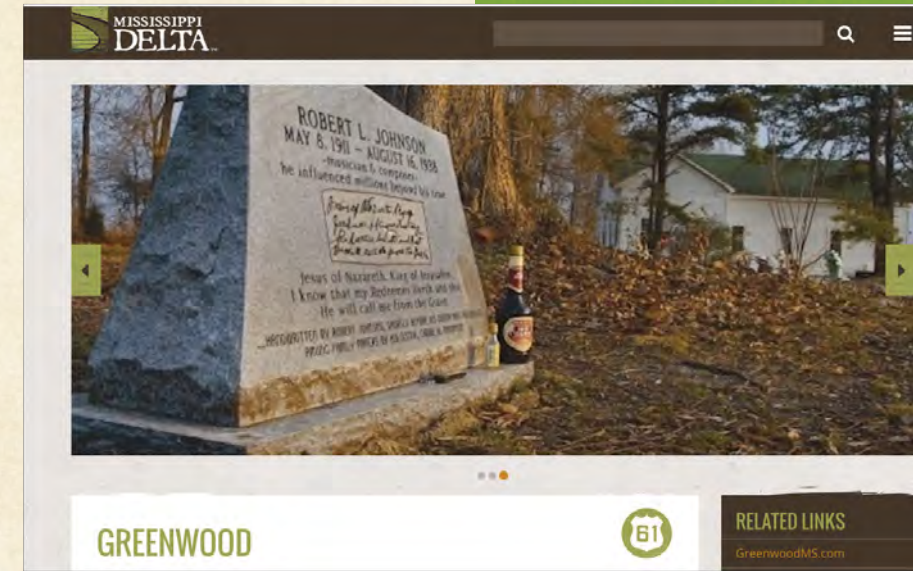


LISA KONUPKA

- Co-President, Mississippi Delta Tourism Association

OPPORTUNITIES

- VisitTheDelta.com site is a trip-planning dream
- Take advantage of opportunities to cross-promote
- Need to mirror user experience and ease of this site for the VisitGreenwoodMS.com
- Piggyback their marketing with well-placed PR stories

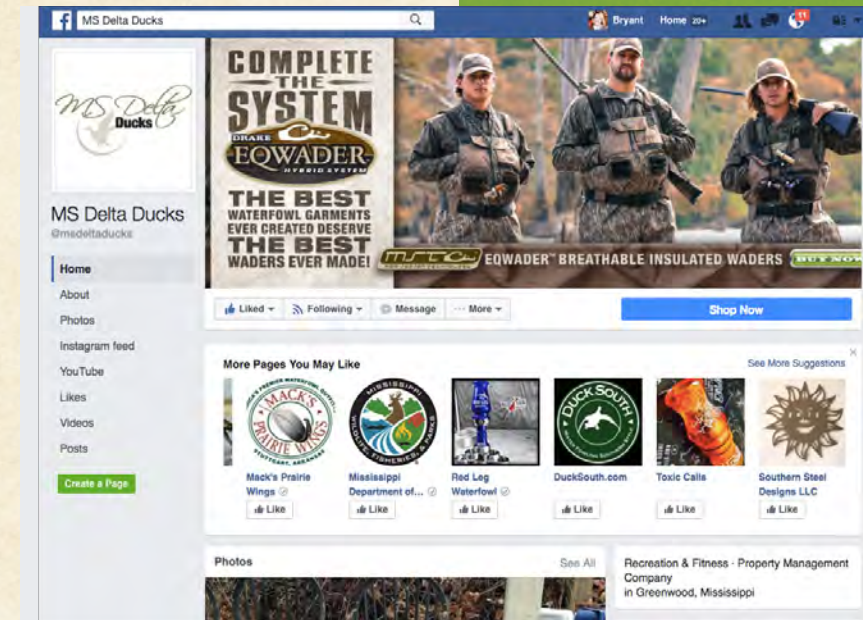


BOBBY FISHER

- MS Delta Ducks hunting excursion packages and leases
- Brings 400-600 hunters to hotels & restaurants yearly in off season
- Attracts new travelers from 8 states

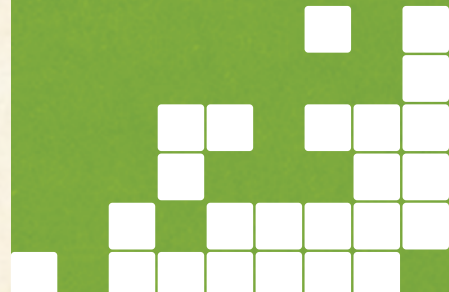
OPPORTUNITIES

- Cross promote outdoor recreation
- Create “Hunting Widow” travel packages for spouses left behind while men are on hunting trips
- Wild game cooking classes for men at Viking Cooking School



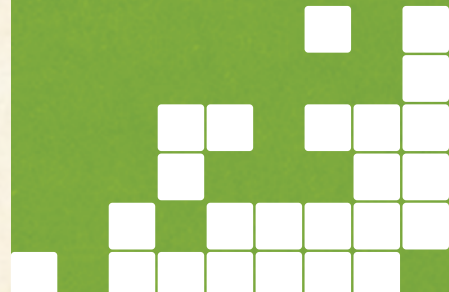
HOW WE'LL DO IT

- Promote the pillars with a Greenwood nuance for soul-gratifying memories
- Identify, empower and promote area tourism ambassadors
- Tell the stories in a more engaging way
- Create a more cohesive brand package with consistent, simplified messaging



HOW WE'LL DO IT

- Maximize opportunities for cooperative promotion with tourism partners
- Utilize digital and social media for expanded reach to specific targets
- Build relationships with media partners for more targeted editorial/PR stories
- Identify signature festival opportunities



FINAL THOUGHTS

- Potential visitors want a curated experience that is specific to them. It's not about what you have, but about what the visitor will take home with them at the end of their journey.





THANK YOU | WE HAD A BLAST!