



Request for Statement of Qualifications for Destination Marketing Services





Dear Halifax Area Advertising Authority,

Thank you for the opportunity to participate in your 2022 agency search. Over the last five years, we have enjoyed working with each of you to change perceptions, grow visitation and **set all-time records for bed-tax revenue for 9 consecutive months**, all under the cloud of a global pandemic and nationwide shutdowns. The foundation we have established has Daytona Beach well positioned for continued success and growth.

Travel and tourism marketing is the lifeblood of our agency. From the first hotel brochure my Dad created in 1959 to today, we continue to be at the forefront of travel trends and consumer travel behavior. So much so that in 1995, we created a specialty agency called Fuel Travel that focused on technology and digital marketing specific to hotels. We developed a third-party booking engine that allowed independent hotels to sell their inventory online in real-time and a white-label app with keyless entry that allows for contactless check-in. In 2021, we sold that technology to Jonas, a division of Constellation software (CSU.TO) and rebranded our hotel marketing specialty agency to TravelBoom www.travelboom.com. At TravelBoom, we continue to be a thought leader in Hotel Marketing and now host the #1 Hotel Marketing Podcast in the world and conduct ongoing proprietary research on consumer travel sentiment.

Our experience in Travel & Tourism has afforded our Agency the opportunity to grow into other categories of businesses that target a similar consumer. Our outdoor lifestyle clients include notable brands like Guy Harvey Apparel, The Guy Harvey Ocean Foundation, Fish Hippie, Contender Boats and FIREDISC. Our business in Florida has continued to grow as well, and we recently moved into a new office in Winter Park to accommodate our growing team.

Since we began working together in 2017, in order to demonstrate our commitment and avoid a conflict of interest to Daytona Beach, we have declined to participate in multiple beach destination RFPs – including invitations from Panama City, Myrtle Beach, Hilton Head Island and the Outer Banks of NC. We remain committed to seeing Daytona Beach continue to thrive against our competitors.

We believe that we are the right Agency at the right time for Daytona Beach based on our experience, knowledge of the market, our understanding of the travel consumer and our integrated approach. We want to continue as your Agency partner and build on the success we have achieved together over these past five years. **I hope that the following pages show that we are all-in on Daytona Beach and are deserving of a continued relationship.**

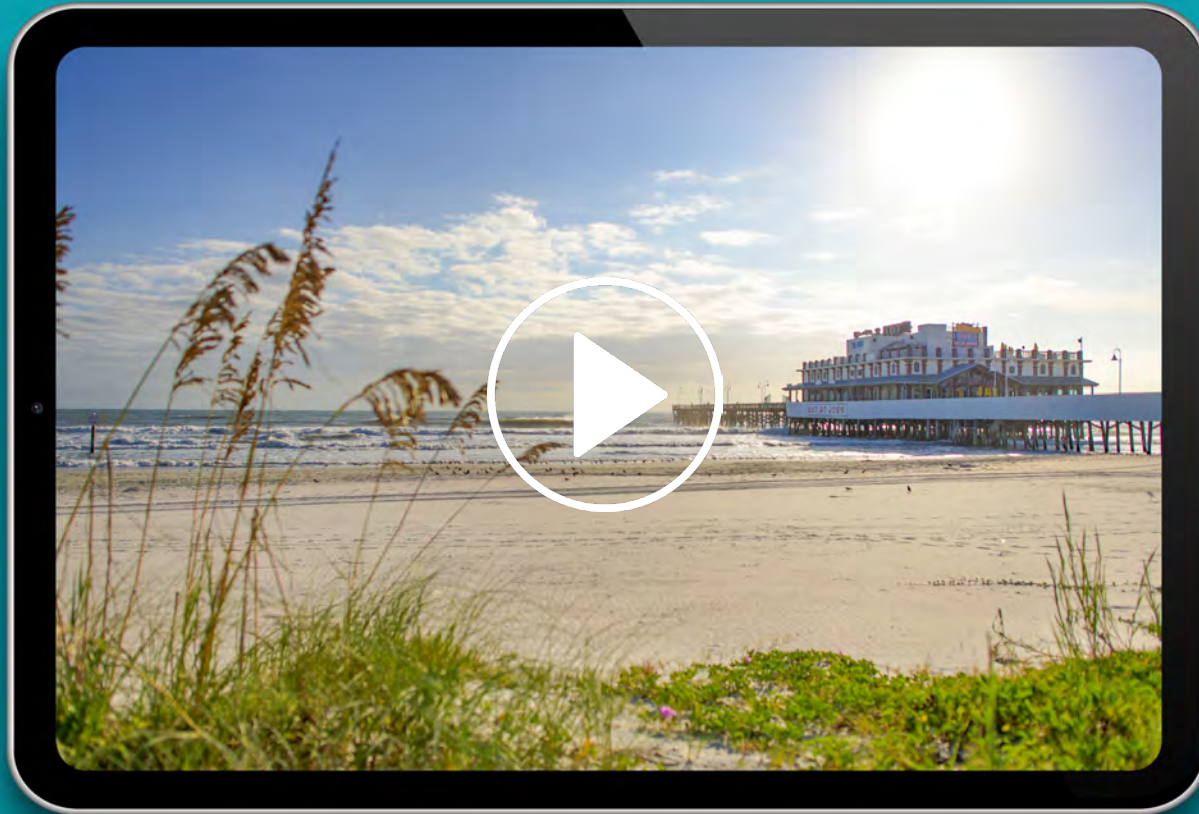
Sincerely,

A handwritten signature in black ink that reads "Scott Brandon".

Scott Brandon

2017 - 2021

DAYTONA BEACH HIGHLIGHTS VIDEO



Please enjoy this highlight reel of everything that we have accomplished together for Daytona Beach.

[Click to view video](#)

AGENCY SNAPSHOT

AGENCY LEGAL ENTITY:

Brandon
Advertising Inc.

PRIVATELY OWNED:

100% by
W. Scott Brandon

TEAM MEMBERS:

100+

ANNUAL BILLINGS OVER LAST 3 YEARS:

2019:

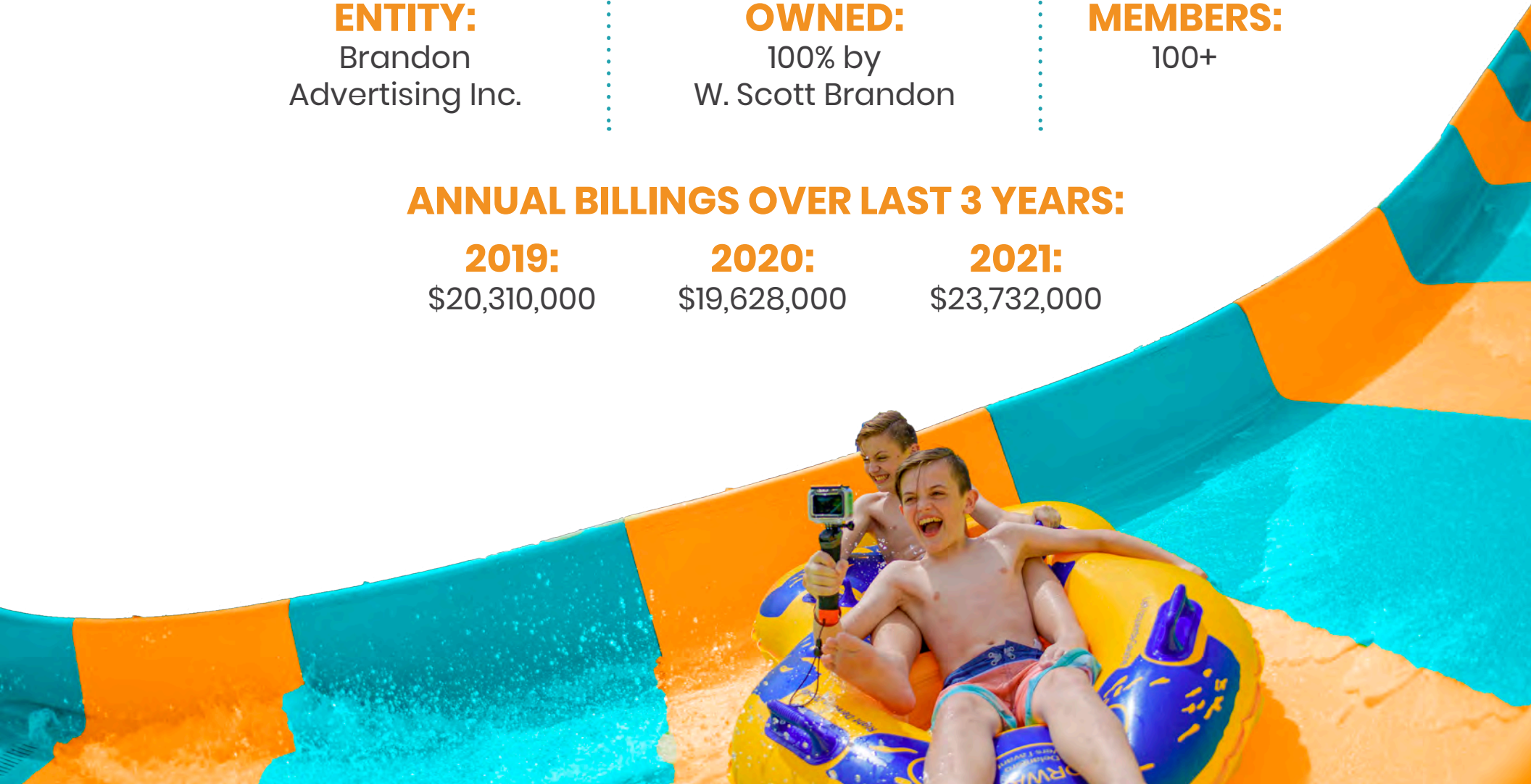
\$20,310,000

2020:

\$19,628,000

2021:

\$23,732,000



OFFICE LOCATIONS

WINTER PARK, FL
238 N. Park Ave
Winter Park, FL 32789
Orange County

CHARLESTON, SC
51-53 Broad Street
Charleston, SC 29401
Charleston County



MYRTLE BEACH, SC
3023 Church Street
Myrtle Beach, SC 29577
Horry County

CHARLOTTE, NC
1523 Elizabeth Avenue • Suite 215
Charlotte, NC 28204
Mecklenburg County

SOFIA, BULGARIA
str. Prof Ivan Duichev 16A, at.1
Sofia, 1618
Bulgaria

AGENCY HISTORY

In 1959, armed with a camera and a dream, our founder, Cecil Brandon left a career in banking and moved from Charlotte, NC to Myrtle Beach with the intent of starting a postcard business. Through extraordinary vision, hard work, a sharp creative eye and the ability to get competitors to work together, Cecil's little postcard company began to evolve and grow. Postcards became brochures and brochures became ads and the rest is history. He founded the golf marketing organization known as Myrtle Beach Golf Holiday, started the state's first direct marketing company and worked with some of the areas largest hotels and golf courses.

In 1993, Cecil's son Scott joined the Agency. With an entrepreneurial spirit and a new perspective, the agency began to blaze new trails. The growth followed. Now South Carolina's largest independently owned agency, The Brandon Agency isn't slowing down. The agency is known for developing and executing revolutionary business building ideas, turning data into weapons and driving growth for its clients.

AGENCY MILESTONES

1959

Founder Cecil Brandon opens as Brandon Sales Co. at 1100 N. Oak St. Armed with a camera and a dream, Cecil Brandon begins his career by making color postcards and hotel brochures.

1967

Founds Myrtle Beach Golf Holiday, originally working with 8 golf courses and 12 hotels and a \$43,000 budget.

1972

Successfully launches The Myrtle Beach National Golf Complex, featuring three championship courses designed by Arnold Palmer.

1982

Single-handedly raises \$350,000 and organizes Myrtle Beach's participation in World's Fair held in Knoxville, TN, which turns Myrtle Beach into a year-round tourism destination. Up to this point, only countries were featured at the World's Fair.

1983

Moves office to 3009 Church Street in Myrtle Beach.

Launches World Amateur Handicap Championship and sells the title sponsorship to DuPont.

1985

Cecil Brandon receives Silver Medal from AAF for lifetime achievement.

1990

Cecil Brandon is named to SC Tourism's Congressional Caucus.

1993

Scott Brandon joins firm.

Cecil Brandon receives CINO Award.

1994

Cecil Brandon is named Myrtle Beach's Citizen of The Year. Cecil also successfully negotiates to bring the Senior PGA Tour Championship to Myrtle Beach.

1995

Fuel Interactive (originally opened as IFG) is created as SC's first interactive marketing firm.

1996

Opens new corporate headquarters in Myrtle Beach.

Cecil Brandon is named by The State newspaper as one of SC's "10 Most Important Sports Figures."

Runs first national TV spots as part of the PGA Senior Tour Championship held in Myrtle Beach.

1997

Fuel Interactive develops online booking engine called GuestDesk for non-flag resort properties, allowing their guests to book rooms online.



AGENCY MILESTONES

2001

Scott Brandon purchases firm and changes name to The Brandon Agency.

Cecil Brandon is inducted into Carolinas Golf Hall of Fame.

2003

Fuel Interactive rewrites GuestDesk with interfaces to major PMS providers, along with GDS and OTA connectivity.

2004

Opens Charleston, SC, office on Market Street.

2009

Cecil Brandon is inducted into Myrtle Beach Golf Hall of Fame.

Develops BSocial and begins offering social media services to clients.

2010

Forms content development team, including full video production team.

Scott Brandon receives Silver Medal from AAF for lifetime achievement.

2013

Purchases Benghiat Marketing & Communications.

Tyler Easterling named President – First Female Ad Agency President in the Carolinas.

2016

Becomes 1 of only 24 Certified Brand Strategists in the United States by joining The Brand Establishment.

Acquires Artizen Studio in Charlotte, NC, fortifying the agency's digital app capabilities.

2017

Launches TBA Outdoors division based out of Orlando, FL.

companies and Best Places to Work in South Carolina.

Named a Clutch Global Leader.

2018

Named a top-performing advertising and marketing agency by Clutch as well as a Top Branding Agency.

Named a Top Digital Marketing Agency of 2018 by Design Rush.

2019

Top Notch Printing Company created to add custom printing solutions.

Named a Top Workplace in South Carolina.

2020

Named a Top Advertising & Marketing Agency

Named One of the Best Places to Work in South Carolina, as well as a Top Workplace

Named a Top 25 Digital Marketing Agency

2021

Named one of the best Marketing & Advertising Agencies

Named One of the Best Places to Work in South Carolina, as well as a Top Workplace

Rebrands Fuel Interactive to TravelBoom



EXPERIENCE

DESTINATION MARKETING



Since our inception in 1959, we have specialized in travel, tourism and hospitality marketing. While the way consumers plan and book travel has changed over our 63 years in business, our focus on putting heads in beds and generating tax revenue for our destination clients has not. We have been on the leading edge of change in the industry, building the first third-party booking engine for independent hotels in 1996 and the first white-label contactless check-in app for independent hotels in 2019. We also maintain a database of over 200,000 leisure travel consumers with whom we conduct ongoing research to better understand their travel behavior. As we enter 2022, we are excited about the travel industry in the United States and excited about the future of Daytona Beach as a growing and thriving vacation destination.

EXPERIENCE

HOTELS & RESORTS



EXPERIENCE
★ ★ ★

ECONOMIC DEVELOPMENT



We have extensive experience in Economic Development marketing. We are currently agency of record for Camp Hall, a unique, 6,800 acre, workforce-centric commerce park in South Carolina and home to Volvo USA. We expect to sell out of available inventory in Camp Hall this year, which would be **5 years earlier than budgeted**. Over the years, we have been involved in multiple industry recruiting campaigns that have resulted in the creation of thousands of jobs and billions in economic impact.



EXPERIENCE

AIRPORTS & AIRLINES



Great air service is often the lifeblood of growth for a destination. At The Brandon Agency, we have been at the forefront of recruiting direct air service to the Myrtle Beach area beginning with our work for Myrtle Beach Golf Holiday. Here, we were able to leverage MBGH's extensive database to initially recruit Spirit Airlines to begin off-peak direct flights from New York, Chicago, Detroit and Philadelphia. We developed cooperative advertising programs with Spirit to help fill planes and grow momentum. This was so successful that we then repeated the same formula to help recruit increased flights on Delta and American and eventually Southwest Airlines. Starting with just 2 non-stop cities, the Myrtle Beach airport is now up to 50 non-stop destinations daily.



FULLY INTEGRATED MARKETING SERVICES



BRAND STRATEGY

As one of only 24 certified brand strategy consultancies in the country, we are experts at developing new brand road maps from scratch as well as at refreshing legacy brands. Our Convergence brand process focuses on understanding your customers, what they want, who you are as an organization, why you exist, why you're different and why that's important to your customers. And ultimately, our findings drive new opportunities to grow your brand and your business. We work with Fortune 500 companies all the way down to start-ups.

CONTENDER

WASTEQUIP

**CresCom
Bank**

Mueller Co.

GUY HARVEY

CREATIVE

We believe ideas have to be simple, eye-catching and relevant to have a chance to succeed. As one of the most creatively awarded agencies in the Southeast over the last 10 years, our team of designers, art directors, writers, and content specialists craft ideas that not only ignite the imagination, they spark amazing results too. Because it's not about being weird or trendy. Our work comes from the convergence of insights, data, and inspiration to create revolutionary ways to turn your audience into fans for life.





DIGITAL

From ecomm and enterprise-level websites to smart and effective email, digital and social creative work, we identify your unique digital customer journey, then determine what strategy, content, tools and tactics will work for you to drive new growth. We specialize in the creation of full-funnel creative and digital that capture your target at the right moment and the right time along their journey with awareness, consideration and conversion work.

MEDIA

Cookie-cutter plans don't work. Unlike other agencies, we develop fully customized media plans and buys for each client. With research that's 100% unique to your situation, you get a tailored media plan to reach your goals. Our plans are deeply rooted in the most efficient, effective means to speak to your customers. We take the same approach to buying. Our targeting and research will guide us as we zero in on your correct target. The result is wise spending with real results.



CONTENT

We have a wide range of in-house capabilities and skill sets on our creative and production teams. From our in-house videography, photography, editing and animating services to our teams of blog writers, SEO experts, designers, art directors and developers, we are able to provide efficiency, top quality and lots and lots of great content to meet the ever-changing needs of our clients.



PUBLIC RELATIONS

Every brand and product has a story. Telling these stories in an engaging and authentic way isn't always easy. That's where we come in. We believe in and execute a multi-pronged approach to PR that couples personalized, tailored story-telling with a customized outreach strategy and any and all non-traditional media tactics including influencers, endorsers and social media. As consumers become more and more skeptical of brand-driven "advertising," third-party credibility has never been more important. To be effective, we believe that effective PR works in sync with all marketing channels for maximum impact.

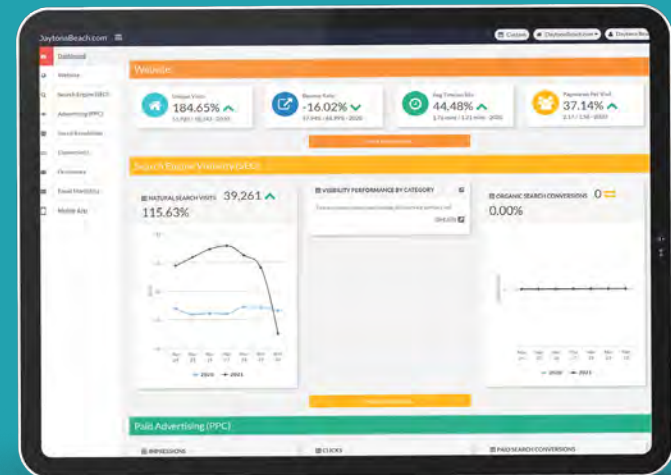


ECRM

As one of the leading ECRM agencies in the southeast, we create, program, send and report on over 26,000 outbound marketing email and SMS messages each year. From B2B to DTC campaigns, our customer relationship management team excels in making meaningful connections and driving tangible results. We excel in opt-in email and SMS acquisition campaigns, outbound email campaigns, full-funnel automations, database management and detailed analytics. We offer our clients turn-key CRM solutions that deliver superior results. We are platform-agnostic and work with every major CRM platform in the world. Our experienced and knowledgeable team stays ahead of trends and technology to provide our clients with groundbreaking campaigns.

DATA SCIENCE & ANALYTICS

We are a data-driven agency. Everything we do begins and ends with data. Today's most effective advertising opportunities revolve around data and data-driven ad placements. That's why we put such an emphasis on our data science and analytics team. Leveraging advanced technology and the latest automation tools, our data-science team collects data from multiple sources and analyzes it to deliver the best result. Our analytics team then measures the response to our efforts, which the media and analytics teams then use to continually optimize campaigns. Our focus on data is the key to our success and has catapulted the growth of our agency.



DAYTONA BEACH

TEAM MEMBERS





SCOTT BRANDON

Chief Executive Officer

Years with Agency: 29

Prior Experience: Daytona Beach CVB, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Golf Holiday, Beaufort CVB, Wilmington CVB, North Myrtle Beach Chamber of Commerce, The Breakers Resort - Myrtle Beach, Stay APT Suites, Diamond Resorts International, North Beach Plantation, Uptown Suites, Intown Suites, Inn of the Mountain Gods Casino & Resort, Avocet Hospitality, NASCAR Speed Parks, Myrtle Beach SkyWheel, Broadway at the Beach, Barefoot Landing



SHELBY SELNER

VP/Media Director

Years with Agency: 9

Prior Experience: Daytona Beach CVB, Wilmington CVB, Hobcaw Barony, Myrtle Beach Golf Holiday, ONE DAYTONA, Timeshares Only, Beaufort Chamber of Commerce, CBL, Indiana Dept. of Tourism, Indianapolis Zoo, Indianapolis Indians, Lucas Oil Raceway Park, Indianapolis Tennis Championships, NCAA Hall of Champions, St. Elmo's Steakhouse, Carmel, IN Redevelopment Commission, Speedway, IN Redevelopment Commission, Devour Downtown Indianapolis



CHRISTIE DEANTONIO

Director of Client Services

Years with Agency: 8

Prior Experience: Daytona Beach CVB, Jacksonville County, Beaufort CVB, stayAPT Suites



ANDY KOVAN

VP/ Director of Strategy & Research

Years with Agency: 18

Prior Experience: Daytona Beach CVB, Wilmington CVB, Beaufort CVB, Hendersonville CVB, Myrtle Beach Skywheel, Brittain Resorts & Hotels, Myrtle Beach Golf Holiday



COURTNEY OLBRICH

Director of Digital Strategy/
Associate Media Director

Years with Agency: 7

Prior Experience: Daytona Beach CVB, Brittain Resorts & Hotels, Myrtle Beach Golf Holiday, stayAPT Suites, MyrtleBeach.com, Myrtlebeachhotels.com, PawleysIsland.com, Martin Group Hotels



STEPHEN CHILDRESS

Chief Creative Officer

Years with Agency: 1

Prior Experience: Daytona Beach CVB, South Carolina Tourism, South Carolina State Parks, Ohio Tourism, Kentucky Tourism, Greenville, SC CVB, Club Wyndham, Artisphere Greenville, SC



NICK MCNEILL

Interactive Director

Years with Agency: 20

Prior Experience: Beaufort CVB, Wilmington CVB, Daytona Beach CVB, stayApt Suites, Brittain Resorts & Hotels, Pinehurst Area CVB, North Beach Plantation, The Breakers Resort, True Blue, Caledonia, Jackson County



TAYLOR FLYNN

Social Media Manager

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites



JAMI FLANNELLY

Project Manager Director

Years with Agency: 18

Prior Experience: Daytona Beach CVB, Brittain Resorts, Myrtle Beach Golf Holiday, Myrtle Beach Golf, The Martin Group Hotels



DANE OGILVIE

Associate Creative Director

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites, Jumeirah Hotels, Emirates Airlines, FlyDubai Airlines



DAWN KNOPFF

Account Manager

Years with Agency: 1

Prior Experience: Daytona Beach CVB, North Myrtle Beach Chamber of Commerce, Ripley's Attractions, House of Blues Myrtle Beach



KIM LEASTON

Public Relations Manager

Years with Agency: 1

Prior Experience: stayAPT Suites, TravelBoom, MyrtleBeach.com, One Grand Strand



ELI PACHECO

Content Writer

Years with Agency: 2

Prior Experience: MyrtleBeach.com, Daytona Beach CVB, Hobcaw Barony, Brittain Resorts & Hotels, Myrtle Beach Golf, Litchfield Inn, Hilton, Hilton Garden Inn, Homewood Suites, Hampton Inn



HALEY BRANDON

Analytics and Data Specialist

Years with Agency: 1

Prior Experience: Daytona Beach CVB, MyrtleBeach.com, Avocet Hospitality, Brittain Resorts & Hotels, Vacation Myrtle Beach, Buchanan Group, Golden Sands, Yosemite Hotels, Stateview, Inn of the Mountain Gods, Harman's Log Cabins



MARIA PETERS

Senior Analytics & Data Specialist

Years with Agency: 5

Prior Experience: Daytona Beach CVB, Brittain Resorts & Hotels, Vacation Myrtle Beach, Avocet, Myrtle Beach Resorts, Buchanan, InTown Suites, stayAPT Suites



ALEXIS ARMOUR

Social Media Manager

Years with Agency: 1

Prior Experience: TravelBoom, Brittain Resorts & Hotels



CAROLINE SCHMIDT

Media Buyer

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites, Martin Group Hotels



SVETLIN ROUSSEV

Developer

Years with Agency: 14

Prior Experience: Daytona Beach CVB, Brittain Resorts & Hotels, stayAPT Suites



COLIN MULQUEEN

Associate Creative Director

Years with Agency: 18

Prior Experience: Daytona Beach CVB, York County, Wilmington CVB, Myrtle Beach Golf Holiday, Brittain Resorts & Hotels, NASCAR Speedpark, Skywheel, Freestyle Music Park, Magiquest



KRISTI SHEA

Media Buyer

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites



KAT BUSH

Senior Art Director

Years with Agency: 1

Prior Experience: Daytona Beach CVB, Chattanooga Airport, Jacksonville Zoo & Gardens, The Read House Hotel, Avocet Hospitality



LIZZIE GUSTAFSON

Junior Media Buyer

Years with Agency: 2

Prior Experience: Daytona Beach CVB, stayAPT Suites, Myrtlebeach.com, Martin Group Hotels



DARYL LUBINSKY

Proofreader

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites, Myrtle Beach Golf Holiday, Brittain Resorts & Hotels, Wilmington CVB



AMANDA STANLEY

Accounts Receivable

Years with Agency: 1

Prior Experience: Daytona Beach CVB, stayAPT Suites, Myrtle Beach Golf, Brittain Resorts & Hotels



MICHELE ALEX

Accounts Payable
Years with Agency: 20
Prior Experience: Daytona Beach CVB, stayAPT Suites, Myrtle Beach Golf, Brittain Resorts & Hotels



ED LAMMON

Managing Editor of Agency Content
Years with Agency: 6
Prior Experience: Daytona Beach CVB, stayAPT Suites, MyrtleBeach.com, York County SC CVB, Beaufort CVB, Brittain Resorts & Hotels, Sonesta Resort Hilton Head Island, Sun RV Resorts, Hobcaw Barony, Myrtle Beach Golf



SHERRY MOATS

Media Manager
Years with Agency: 17
Prior Experience: Daytona Beach CVB, Beaufort CVB, Myrtle Beach Chamber, Myrtle Beach Golf Holiday, Pinehurst CVB, Timeshares Only, Brittain Resorts & Hotels, The Martin Group Hotels, NASCAR Speedpark, Freestyle Music Park, Broadway at the Beach, Myrtle Waves, Myrtle Beach Golf, SpiritLine Cruises



KRISTEN NOVAK

Traffic Manager
Years with Agency: 2
Prior Experience: Myrtle Beach Downtown Alliance, Daytona Beach CVB, Brittain Resorts & Hotels, Hilton Head National RV Resort, Sun N Fun Resort, stayAPT Suites



KELLY WHALEY

Email Marketing Specialist
Years with Agency: 1
Prior Experience: Charlestowne Hotels, Dream Hotels, PortoBay Hotels & Resorts



NIK BRISTOW

Senior Copywriter
Years with Agency: 2
Prior Experience: Daytona Beach CVB, Southwest Airlines, Aruba, stayAPT Suites, Brittain Resorts & Hotels, Harrah's Casino, Six Flags

OUR CURRENT ★ ★ ★ CLIENTS

TOP 20

FTC	2005
Daytona Beach	2017
ScanSource	2015
HTC	2000
AgriSupply	2020
Santee Cooper	2012
Security Finance	2018
FIREDISC	2019
Wilmington Health	2020
Wastequip	2020
frogg toggs	2014
stayAPT Suites	2019
Pearson Farm	2017
Brittain Resorts & Hotels	1959
Myrtle Beach Golf	1996
Heybo	2015
Contender	2021
Guy Harvey	2022
Fish Hippie	2014
Schleich USA	2021

OTHERS

Green Giant	2018	Korso	2021
IOA	2021	Degree One	2021
Stance	2021	LeeBoy USA	2020
Elite MMA	2020	Foodbuy	2021
Power Pux	2020	Pietro	2021
Southern Bank	2021	Marie Sharp's	2021
Rockpoint Bank	2022	Hobcaw Barony	2020
Vara Ranch	2022	Power Pole	2018
FSC Incorporated	2022	LeSueur	2018
Perry Ellis	2021	Camp Hall	2017
Newport Vessels	2021	Williams Knife	2013
Korso	2021	Nucor	2006
ICL Fertilizers	2019	Atlas Copco	2019
Zaxbys	2019		



STATEMENT OF

DIVERSITY & INCLUSION



Workplace
Enlightenment
Certified

We are dedicated to creating an inclusive space for all our employees and extending this culture of inclusion into our work. At The Brandon Agency, diversity and inclusion (D&I) are integral to our mission.

We believe that our workforce should reflect the vast diversity of the communities we serve, and that diverse voices should be elevated and intentionally integrated into our work. We embrace difference and diversity of identity, experience, and thought, and actively strive for inclusive behaviors across our company and our work. By promoting these values, we aim to create a positive work experience that encourages a sense of belonging.

For us, D&I is much more than a statement; we are taking action. We are aggressively and proactively recruiting a diverse workforce and we recently completed the 4A's Workplace Enlightenment Certification program with every member of our team completing the required training to become certified.



OUR CLIENT
★ ★ ★
REFERENCES



JENNIFER KEARNEY

Chief Marketing Officer
stayAPT Suites
(704) 703-0173
jkearney@stayapt.com

Hotel Developer/Operator/
Franchising

Full-Service Integrated Marketing

We are stayAPT Suites' Integrated Agency of Record, handling all aspects of their marketing efforts.



PATRICK NORTON

VP Sales & Marketing
Brittain Resorts & Hotels
(843) 446-7476
patrick.norton@brittainresorts.com

Hotel & Resort Ownership
& Management Company

Digital, Website, Social and Content
Management, Brand Strategy

The Brandon Agency has enjoyed a decades-long relationship with Brittain Resorts and Hotels (now one of the largest hotel management companies in the Southeast).



ROBIN COKER

Marketing Director
Farmers Telephone Cooperative
(843) 382-1330
Robin_Coker@mail.ftc.org

Telecommunications

Full-Service Integrated Marketing

Since 2005, we have served FTC as their AOR, handling all aspects of their integrated marketing efforts.

OUR PROVEN

SUCCESS STORIES



DAYTONA BEACH

BRAND STRATEGY



In 2017, we went through our Convergence process which delivered a strategy which informs all of our work for Daytona Beach.



DAYTONA BEACH *** BRAND STRATEGY

INSIGHT

People who have not visited (or not visited in a while) the destination do not understand the destination.

UVPS

Iconic - Hard-packed, white sand beaches. Speed trials to speedweeks. Family beach vacations. Driving on the beach. Spring break. A splash of "kitschiness." Bike week. The boardwalk. Each year, thousands of sun and fun-seeking beach people make a pilgrimage to the "World's Most Famous Beach" to reconnect and recharge as families, friends and enthusiasts.

Family Friendly - Good beach? Check. Plenty of stuff to do beyond the beach? Check. Affordable? Check. Beyond the beach is a variety of cultural, educational, adventure-filled, and plain ol' pure fun waiting to be converted into memories to carry for a lifetime.

Good Value Equation - What makes a good trip, a good trip? What does the value equation look like? We did the math ... (the taste of perfectly seasoned food + the smell of salt air + the reconnection to loved ones as you listen to the waves crash + the feel of the sand between your toes + the wide and un-congested views of some of Florida's best coast) X smiles X a cool place to stay / dollars spent = memories to be cherished for a lifetime.

Sense of Place - Big Beaches. Broad Beaches. Beautiful Beaches. Set along Florida's Atlantic Coast and anchored in a rich history, Daytona Beach holds tight to the traditions of a classic beach vacation destination while delivering the

new and modern amenities to satisfy the demands of every family's dynamic. And venturing beyond our boundaries opens up a whole wide world of experiences waiting to be conquered.

BRAND ESSENCE

Iconic Beach + Endless Adventures - The "World's Most Famous Beach" did not become iconic overnight. Sure, the beach alone is special but its legendary character and notoriety was born from a mix of a long and storied past blended with classic and experience-filled family beach vacations. Now, Daytona Beach has added the right balance of progressive and new amenities that broaden the destination's appeal. And, they further extend the destination's variety, adding endless and accessible nearby adventures waiting to be conquered.

ICONIC BEACH
+
ENDLESS
ADVENTURES

Success Story // Integrated Campaign

Daytona Beach

Repositioning One of the World's
Most Famous Beaches



Challenge:

Change the perception and direction for the brand

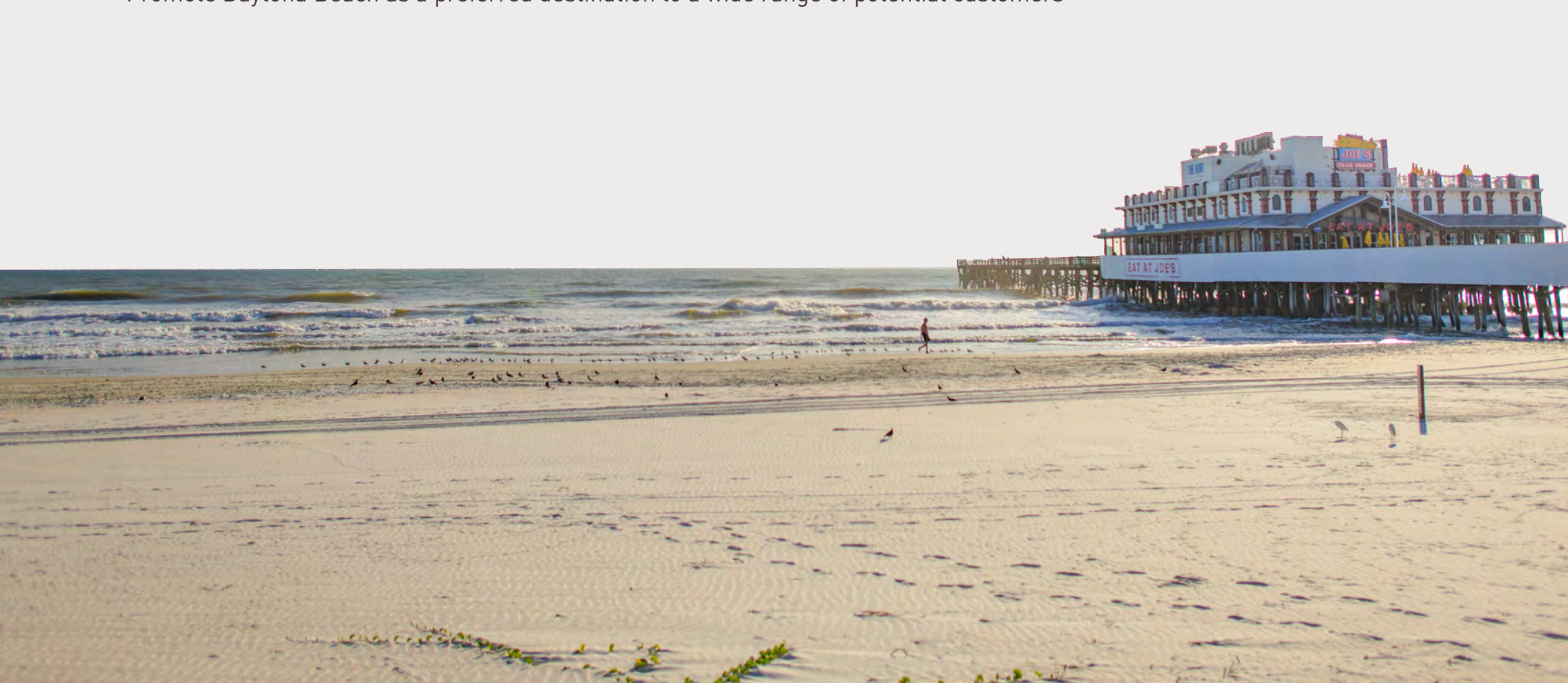
Daytona Beach has been known for decades as the Spring Break party destination for high school and college students, and for large motorcycle gatherings, both of which discouraged families from choosing it as a safe vacation option. Working with the board of the Daytona CVB, we delivered an engaging new campaign while shifting their media to lower-cost platforms like digital and social.



Objectives:

Get new audiences to visit Daytona Beach.

- Change the current perception of the Daytona Beach Area
- Increase the marketing database to continue to promote all the area has to offer
- Increase visitors to the market
- Support increase in bed tax collections, which will in-turn increase REVPAR
- Promote Daytona Beach as a preferred destination to a wide range of potential customers

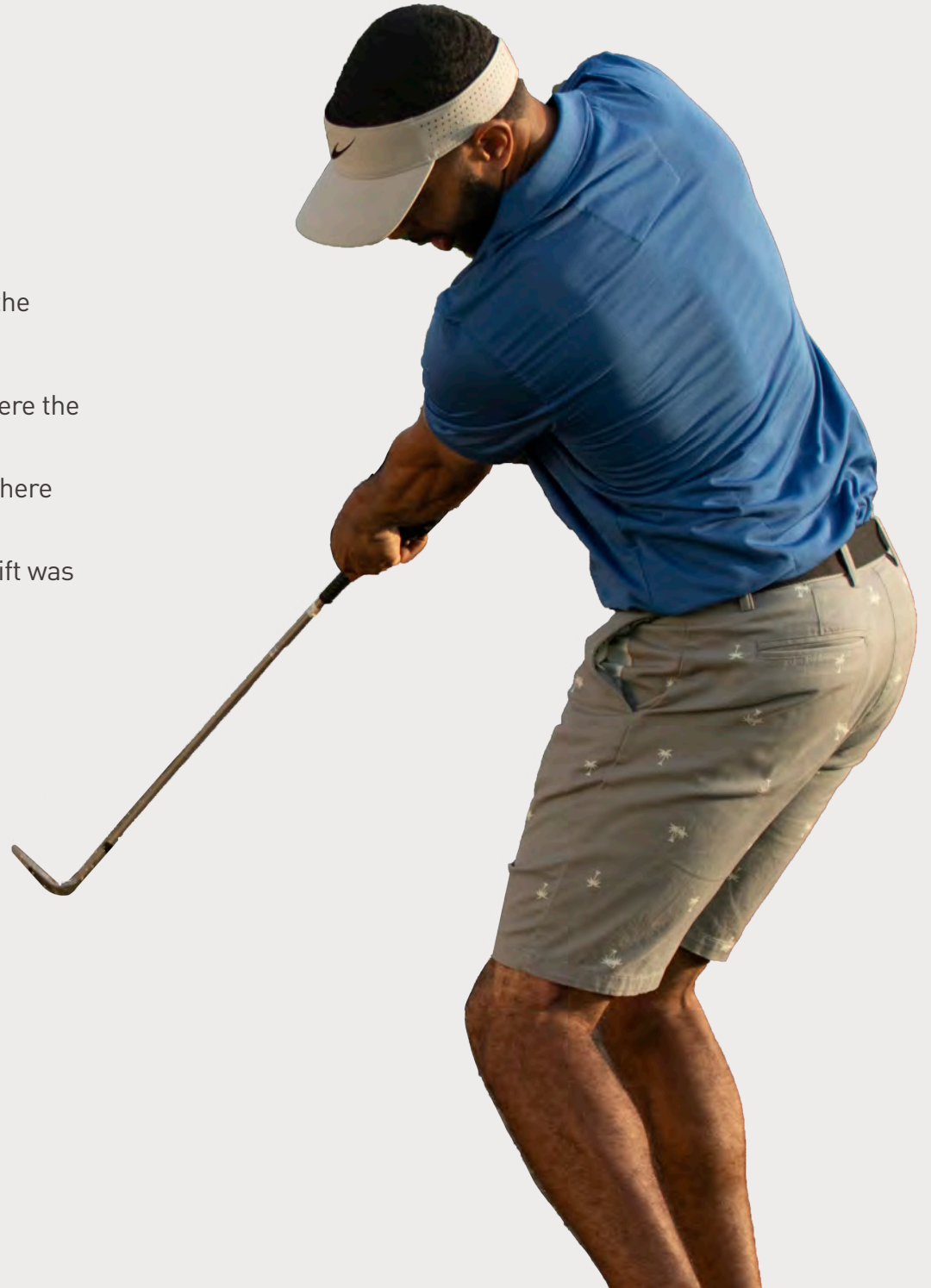


Our Insights:

It was time to break the Spring Break perception.

From our analysis, TBA's strategic process helped us identify the following insights:

- Potential visitors felt that the beach and the speedway were the only attractions Daytona Beach had to offer.
- Because of the '90s party reputation, many families felt there was a safety concern.
- Daytona Beach had a lot to offer visitors; a perception shift was desperately needed.



Our Strategy:

Tell our new story in a whole new way.

Daytona Beach had awareness in the market, but it needed to shift its perception in the minds of potential visitors, especially when those potential visitors did vacation research. Here's what we did:

Product Development — Shifted attention away from the beach, bikes, racing and Spring Breakers.

Creative — Showed that Daytona Beach has more to offer families, from the beach to historical attractions to outdoor sports and cultural events.

Paid Media — Because the budget was much lower than competing markets, we shifted primarily to paid digital media, focusing on paid social media, which had previously been ignored.

Content Development — We promoted the variety of activities in Daytona Beach through blogs and video posts.

Email Marketing — We created an aggressive email campaign to the growing database, segmenting content based on preferences provided.

Organic Social — We consulted with the CVB on how to grow engagement on social platforms to keep visitors engaged.



Our Results:

We broke the Spring
Break perception.

Facebook fans grew to

250k

Followers

Website users grew:

420%

Instagram fans grew to

15.5k

Followers

Website new users grew:

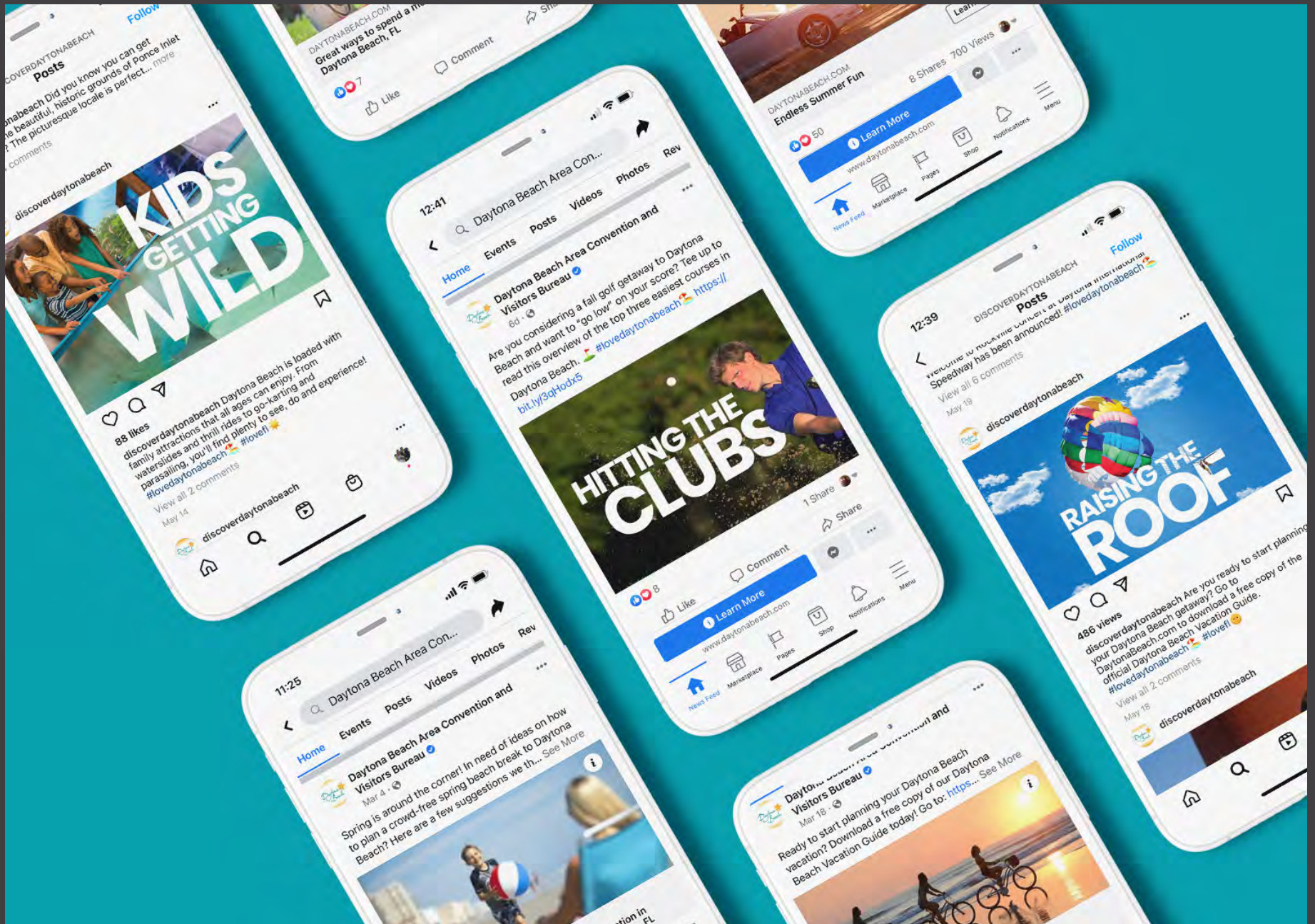
426%

Email database grew to:

121k

Website sessions grew:

429%



If you think Daytona Beach is kids just

RAISING THE ROOF

You're probably right. From parasailing to kayaking to biking on the beach, there are plenty of ways to explore the beauty of our 23 miles of wide, white-sand beaches from land, sea, or air. With non-stop, family-friendly entertainment, Daytona Beach has something for everyone. If you think you know Daytona Beach, think again. Start planning your trip today!

Daytona Beach.
daytonabeach.com

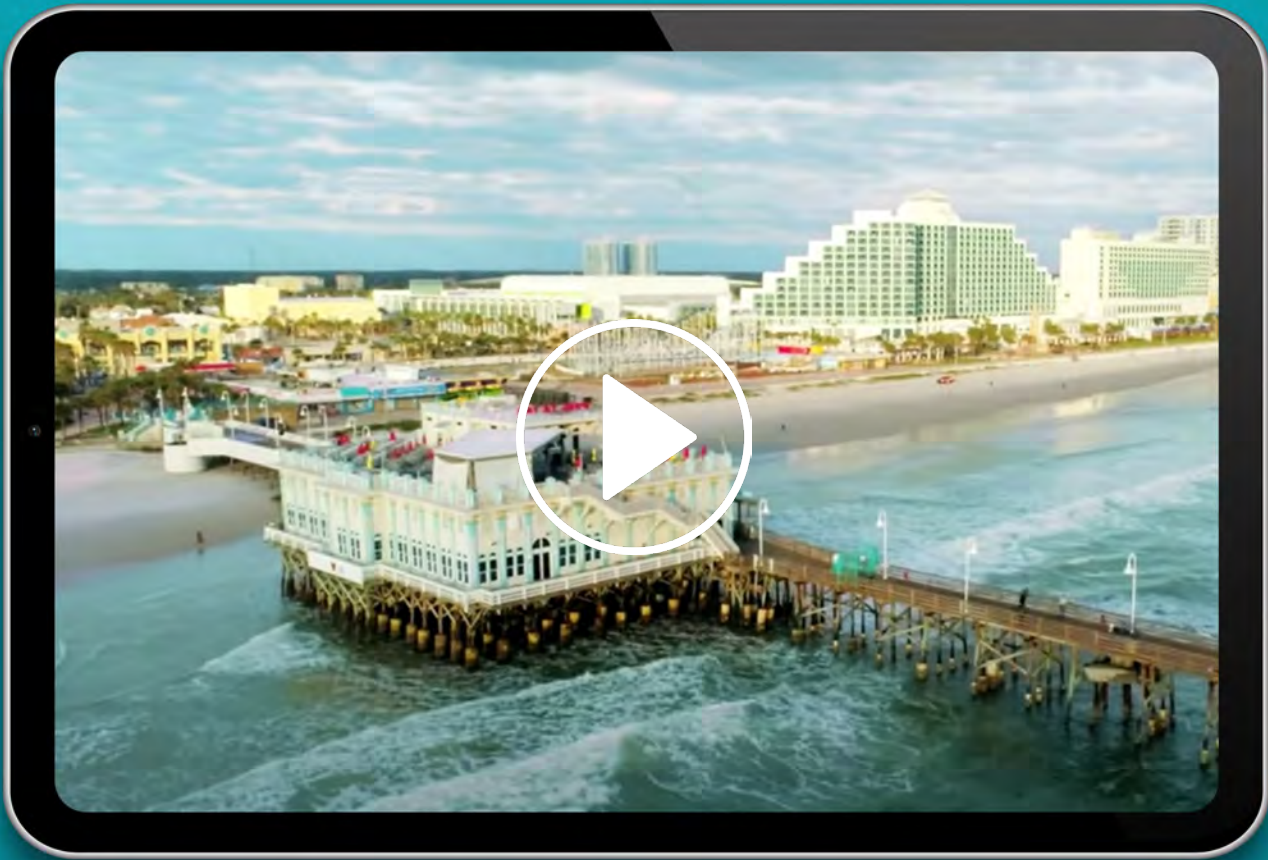
If you think Daytona Beach is just

KIDS GETTING WILD

You're probably right. From wildlife and wild sights, to 23 miles of wide, white-sand beaches and non-stop, family-friendly entertainment, Daytona Beach has something for everyone. If you think you know Daytona Beach, think again. Start planning your trip today!

Daytona Beach.
DaytonaBeach.com





[Click to view video](#)

Success Story // Integrated Campaign

stayAPT Suites

Introducing a New Way for Travelers to
Stay with Plenty of Room for Growth



Challenge:

Convincing Travelers to Check Out a New Lodging Option, then Check In

Based in Matthews, NC, stayAPT Suites is a new hotel chain offering a new way to stay featuring an apartment-style suite that provides more space than the traditional hotel room, along with more of the comforts of home. And when they approached us to help with its launch, they needed two things: awareness and distinction to compete head-to-head with extended-stay competitors.

Further, the timing of the brand launch created an additional challenge — COVID-19 and its impact on sourcing, franchise sales and occupancy rates. We needed to educate pandemic-weary travelers about the key points of difference that stayAPT Suites offered, and do so in a way that created conversions. And we needed to find a way to steal market share in a cost-effective manner.



Objectives:

Make stayAPT Suites the Place to Stay

Among our team's initial objectives:

- Clearly differentiate stayAPT Suites as a brand new category of apartment-style hotel/long-term lodging vs. a traditional extended-stay property
- Raise overall awareness, perception and preference for the stayAPT Suites brand among the target audiences to support both franchise sales and occupancy
- Achieve an 80%+ occupancy with an ADR of \$88+/night
- Successfully open 8+ corporate and franchise hotel locations in 2021, having 25+ open by the end of 2022



Our Analysis & Insight:

Tout the Comforts of Home for Our Out-of-Town Guests

Our team dove in and uncovered several meaningful differentiators and insights for the brand. First, stayAPT Suites' rooms offered a whole new level of convenience and luxury thanks to truly full-size, fully equipped kitchens large enough to cook a three-course meal. In addition, each suite had a separate living space, kitchen area and bedroom.

Our analysis of initial hotel openings revealed that the stayAPT Suites properties were attracting more transient guests who needed fully equipped kitchens and a more home-like floorplan. And our research into the impacts of COVID revealed that properties in the extended-stay category showed more resilience in the adverse travel atmosphere, likely as a result of less guest turnover leading to reduced risks.



Our Strategy:

Stay Like Home at stayAPT Suites

Our media approach focused on putting added emphasis on our insights and differentiators. And we also utilized tactics that:

- Supported and projected the company's brand image to drive ADR, occupancy, RevPAR and GOPPAR
- Generated third-party media coverage and credibility via positive coverage
- Helped ease concerns from city, county, and local planning and zoning entities
- Made the brand easily discoverable via organic search
- Drove qualified leads that converted to guests at the lowest possible cost
- Properly leveraged technology to drive results and support the guest experience
- Boosted awareness in the apartment/hotel industry from a franchise perspective
- Increased overall social media following and engagement by creating content that speaks directly to the consumer and franchisee/investor audience showcasing the stayAPT Suites differentiators, creating a community, and directing them to the website.

Along the way, of course, we consistently measured our results and optimized the plan for better results and added efficiency.



Our Results:

Putting Heads in Beds and a
New Hotel on the Map.

Helped successfully launch their 1st phase of hotels
November 2020 - December 2021:

Revenue:

\$1,373,746

Website sessions are up:

446%_{YoY}

New users are up:

474%_{YoY}

eCR:

1.44%^o

Sessions:

149,830

PR exposure highlights January 2020 - December 2021:

Audience reached:

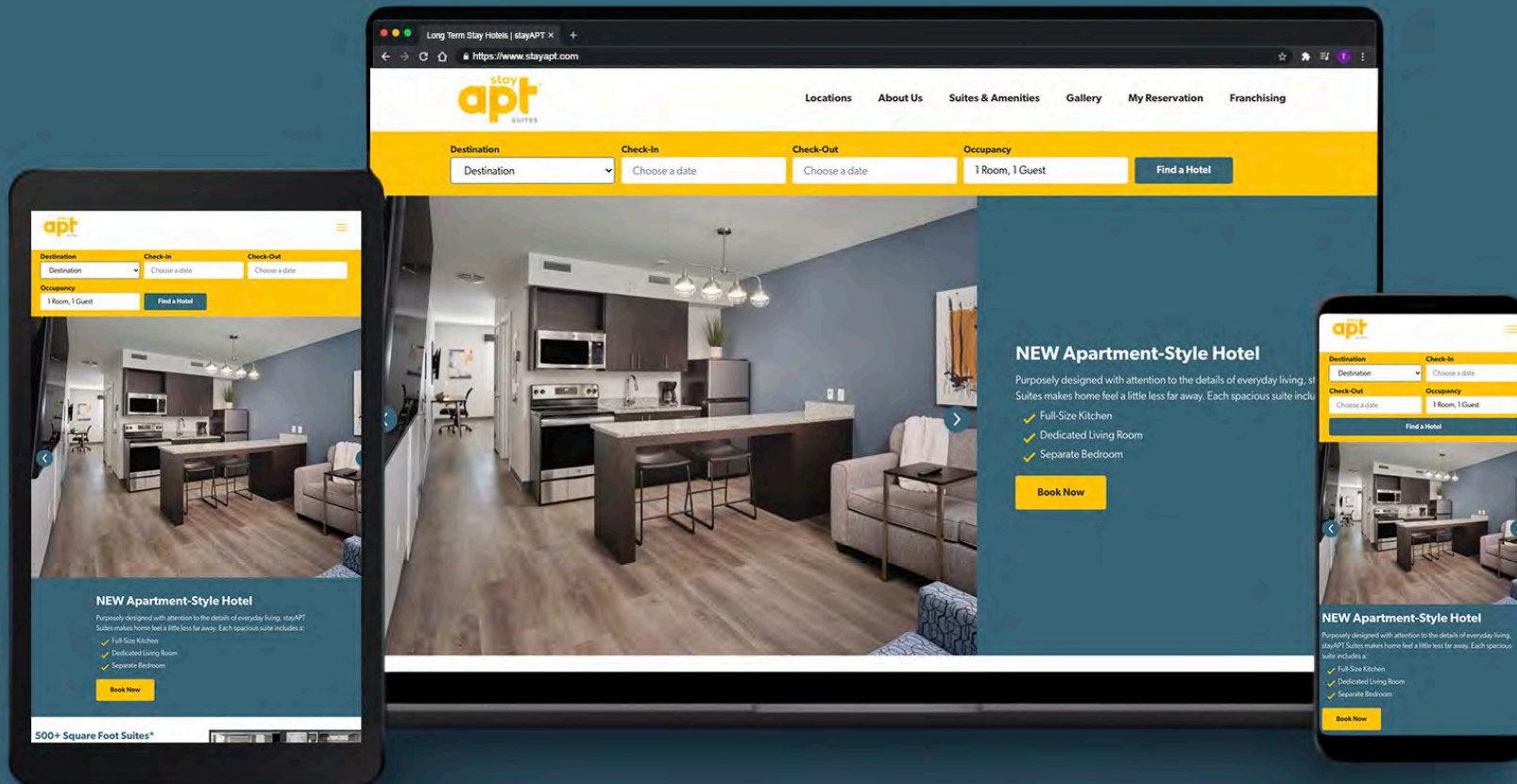
61,581,816

Publicity generated through earned media, over:

\$1.3 Million

Key media appearances include:

Wall Street Journal • Hotel Business • HOTELS • Hotel Management

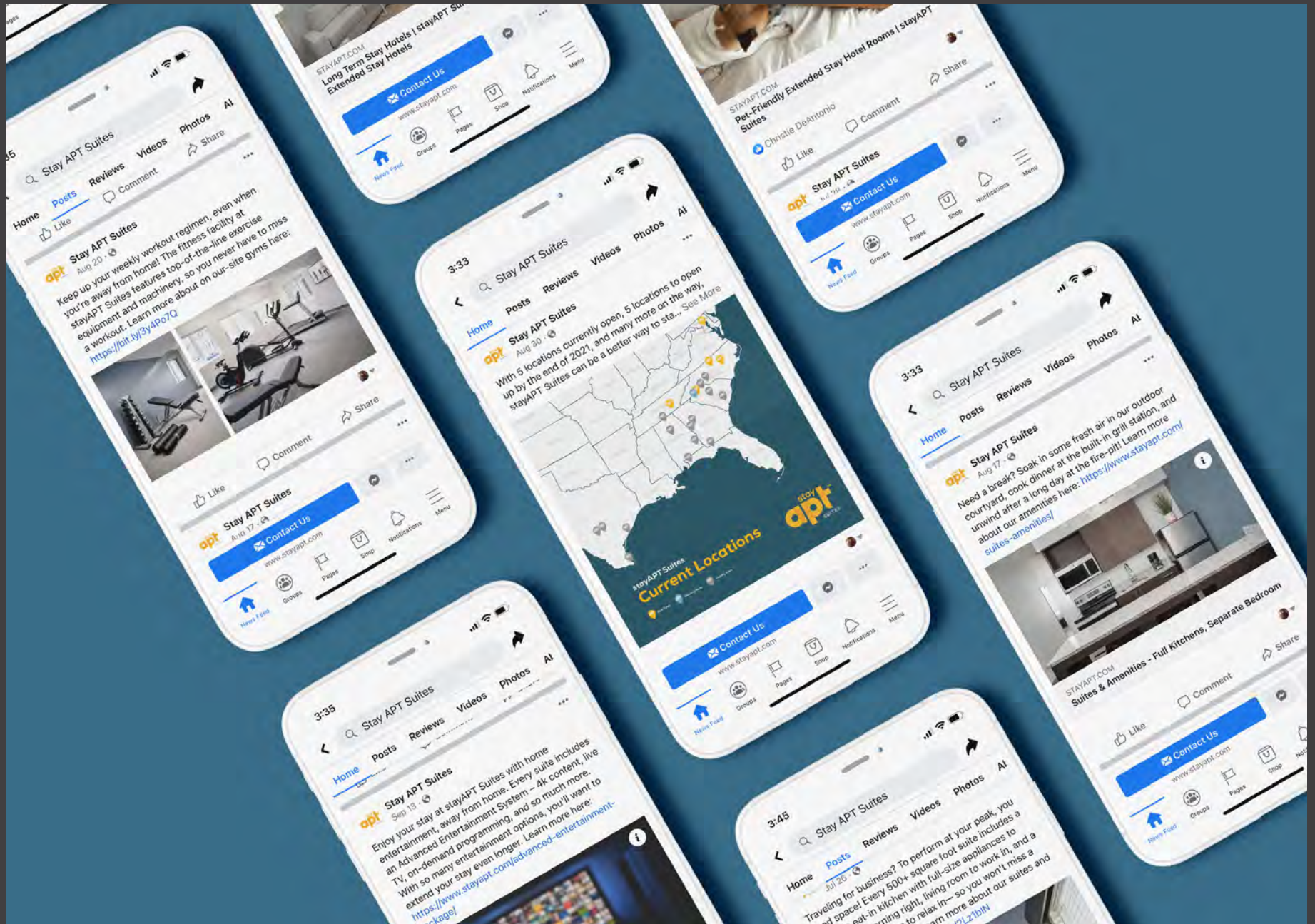


Click to view website





stayAPT // Brochure



Success Story // Integrated Campaign

Myrtle Beach Golf Holiday

Attracting New Players to a
Vintage Golfing Destination



Challenge:

Flat numbers, a changing landscape, and an aging customer base

As golf's most powerful destination marketing organization (DMO), Myrtle Beach Golf Holiday stood at a crossroads. The golf industry had just undergone a significant slump in terms of participation numbers and rounds played. This bad news was coupled with two other significant developments: First, several area courses were closing to make way for a Myrtle Beach area real estate renaissance. Second, intensive visiting golfer research revealed that the average age of a golfer visiting Myrtle Beach for a golf vacation stood at 56 (having increased by three years in just over two years). With the Myrtle Beach golf industry facing an uncertain future, it was clear that a new approach was needed to drive new, younger golfers to the area.

Objectives:

Put a new target market in play

TBA's top objectives included:

- Make the Myrtle Beach golf experience relevant to younger golfers.
- Drive interest in Myrtle Beach golf toward a younger demographic.
- Increase golf visitation overall.



Our Analysis:

A target demographic with different priorities and preferences

We conducted extensive research in two key areas. First, we conducted a visitor study using the extensive email database we had accumulated for Myrtle Beach Golf Holiday, along with intercept surveys at local golf courses. This data revealed that the average age of the Myrtle Beach golfer had increased at an alarming rate. Next, we conducted research with golfers between the ages of 24 and 35 to better understand why they had not visited Myrtle Beach on a golf vacation. In all, we discovered that Myrtle Beach was not relevant to these younger golfers and that they preferred destinations like Las Vegas, where they could play golf during the day and gamble at night. This had to change.

Our Insight:

Tee up ways to attract a new age group

We had to make Myrtle Beach relevant and inviting to younger golfers! Golfers aged 25-34 were largely unaware of Myrtle Beach's active nightlife scene, the area's potential for off-the-course fun and the abundance of other things to do in the area.



Our Strategy:

Make new connections to drive success

Connection — We had to create a connection with younger golfers, giving them a reason to believe that Myrtle Beach could be a compelling trip destination.

What We Did:

Dustin Johnson as Spokesperson — Our research revealed that younger golfers had a strong affinity for golf's young guns, including Dustin Johnson, who played his college golf at nearby Coastal Carolina University. We signed Dustin to a significant endorsement deal, making him Myrtle Beach Golf Holiday's spokesperson.

Media at the Right Time, in the Right Place — Our research also revealed interesting media-consumption habits of younger golfers. We found that a large percentage of them listened to and/or watched ESPN's "Mike & Mike in the Morning" show. As a result, we leveraged a significant media buy with the show's endorsement of Myrtle Beach as a golf destination. We also negotiated a massive ESPN, Mike & Mike and Dustin sweepstakes where the winner won a trip to Myrtle Beach to play with Dustin.

Massive PR — Everywhere Dustin went, we went as well, using every opportunity to connect Dustin and Myrtle Beach golf. From press releases to press appearances, we left no stone unturned.



Our Results:

An ace for the area's
golf industry.

Interest in Myrtle Beach from golfers
under the age of 40 increased over:

3,010%

Overall golf rounds played in the
destination increased by:

12%

The average age of visiting golfers to the
area decreased by:

4.5 years

Impressions from PR Coverage:

250M

Estimated Coverage Valued at:

\$5.8M

**PLAYING
IS
BELIEVING**

From the moment you arrive in the **Golf Capital of the World**, you instantly know that this place is special. As you step up to each tee box, you sense the legacy and tradition woven into this world-class golfing destination. We invite you to make your own mark here in **Myrtle Beach**, among the sand and sunshine. Come and experience the immense variety that keeps golfers returning year after year.

Thistle Golf Club, Cameron #9
North Grand Strand

**MYRTLE BEACH
GOLF HOLIDAY**

Start planning your trip at MyrtleBeachGolfHoliday.com

**PLAYING
IS
BELIEVING**

From the moment you arrive in the **Golf Capital of the World**, you instantly know that this place is special. As you step up to each tee box, you sense the legacy and tradition woven into this world-class golfing destination. We invite you to make your own mark here in **Myrtle Beach**, among the sand and sunshine. Come and experience the immense variety that keeps golfers returning year after year.

Oyster Bay

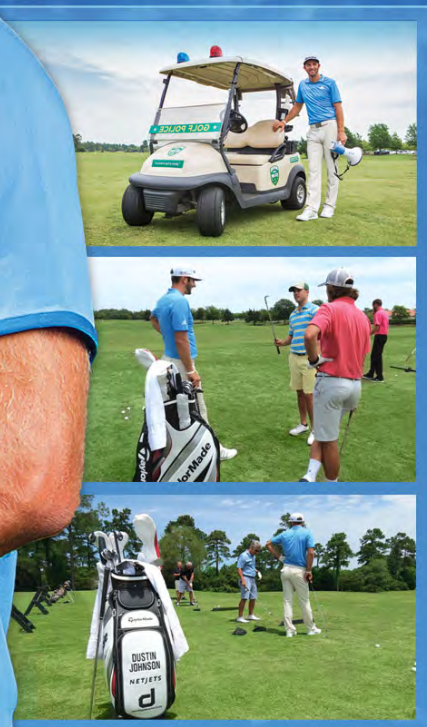
**MYRTLE BEACH
GOLF HOLIDAY**

Start planning your trip at MyrtleBeachGolfHoliday.com.



ENTER TO WIN!

A DAY WITH
DUSTIN JOHNSON



3 NIGHTS ACCOMMODATIONS
— & —
3 ROUNDS OF GOLF

EACH WINNER
GETS TO BRING
3 GUESTS.

WINNERS + GUESTS RECEIVE:

- 3 ROUNDS OF GOLF EACH
- 3 NIGHTS ACCOMMODATIONS
- TAYLOR MADE GIFT CARDS FOR WINNER AND EACH GUEST

— & —

- A DAY WITH DUSTIN
- BREAKFAST WITH DUSTIN
- YOU GET TO PLAY 3-4 HOLES PER FOURSOME WITH DUSTIN JOHNSON

GolfTownUSA.com





[Click to view video](#)

Success Story // Social Campaign

Brittain Resorts & Hotels

Making Property Bookings Rise as
Local Tourism Numbers Fell



Challenge:

Overcoming an organic search slump

After a record-breaking 2017, Brittain Resorts & Hotels saw a decrease in organic search traffic in 2018, a year when overall Myrtle Beach travel also suffered a decline. Further, increased competition from online travel agencies was reducing the effectiveness of go-to marketing channels such as Paid Search, Google Hotel Advertising and TripAdvisor.

Objectives:

Boost bookings via a different route

With organic search suffering, we needed to find a different way to increase bookings for the hotel and resort management company.



Our Insight:

Seize the social opportunity

With more and more vacationers using social media as a travel-planning tool, we recognized the opportunity to leverage Facebook advertising to get in front of new audiences that matched existing guest profiles.

Our Strategy:

Leverage Lookalikes

For each resort property, we used guest history data to develop target audiences consisting of past-guest social lookalikes with a propensity to book a Myrtle Beach vacation. Increasing efficiency with segmentation and other adjustments, we developed a multi-stage campaign funnel within Facebook's advertising network to grow awareness (using Brand Awareness ads), drive consideration (using Drive to Website ads) and, ultimately, spur conversion (using Conversion Ads).



Our Results:

A big boost in bookings.

With a 33% increase in overall advertising budgets, results included:

Increase in Direct Booking Revenue:

145%

Increase in Paid Social Bookings (attributed):

373%_{YoY}

Increase in Revenue from Facebook Bookings:

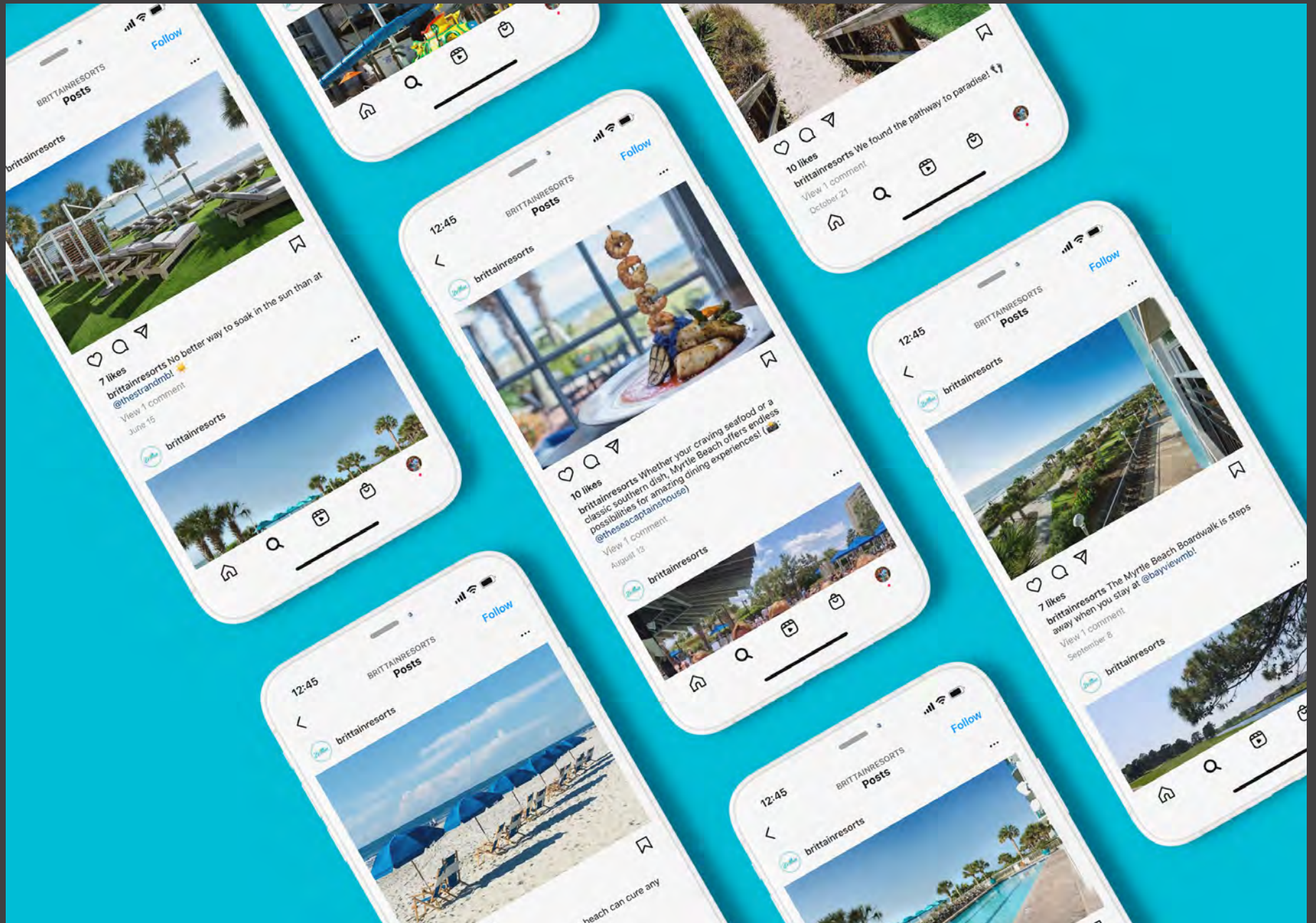
474%_{YoY}

Total Return on Ad Spend:

2,906%

Increase in Direct Bookings:

152%_{YoY}



Success Story // Integrated Campaign

Timbers Kiawah

Breaking new ground on Kiawah Island

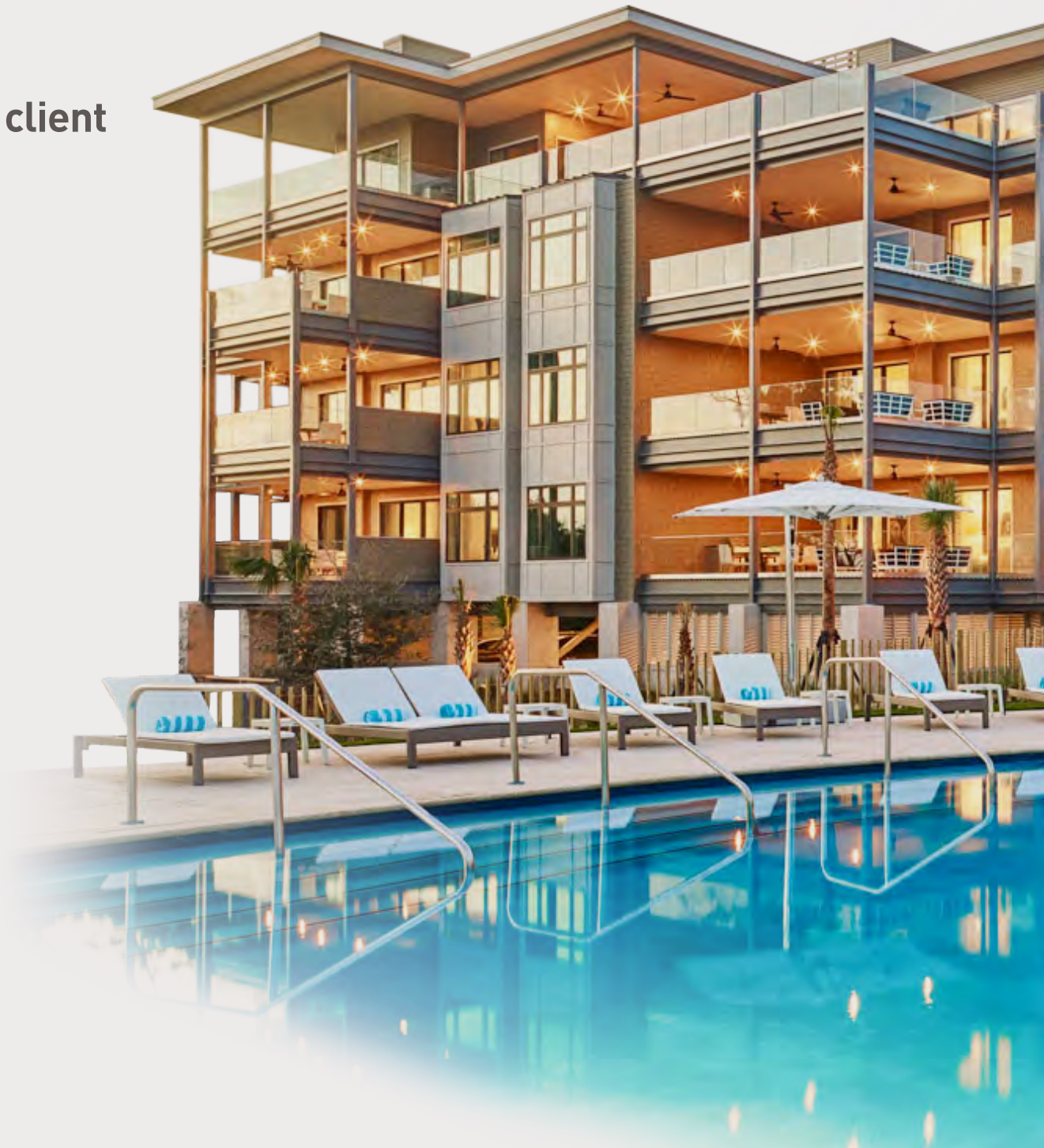


Challenge:

Helping a luxury real estate client leap into the digital age

Timbers Resorts is a developer and operator of luxury boutique resorts in some of the most sought-after destinations around the globe. Timbers Kiawah is Kiawah Island, South Carolina's first new development in 30 years and its first private residence club—offering fractional ownership of luxury residences ranging from \$540,000 to \$1.4 million.

Timbers Kiawah's media strategy was outdated, focusing on print, e-blasts, and airport advertising — the club desperately needed an agency partner with digital-media prowess. Its creative messaging had gone stale and was not resonating with the target audience. To meet its sales goals, the club also needed to identify new feeder markets and attract a younger audience.



Objectives:

Maximizing hot leads through brand awareness.

- Extend Timbers Kiawah's brand reach.
- Generate 50 qualified leads per month over a five-month period — 250 total from August-December.
- Use digitally targeted media to drive the brand message and obtain quality leads.
- Compress the length of time between leads, tours, and sales.



Our Analysis:

Honing and delivering a fresh message

Our media team identified the top digital outlets that aligned with our target audience's profile and media consumption. We also utilized keyword research to develop a paid search strategy. The result was a multi-layered media approach using digital media, paid social, paid search, and email marketing. TBA's award-winning creative team crafted an elegant and impactful paid social campaign.

Our Insight:

Your dream home on Kiawah Island is attainable

Kiawah Island is one of the hottest luxury destinations in the world. The idea of owning a place on Kiawah Island seems unattainable to many. Fractional ownership solves that problem and makes the idea of having a home on Kiawah Island a reality. Additionally, much of our target audience was already on the island, presenting an array of intercept marketing opportunities.



Our Strategy:

Own a piece of Kiawah Island

Our media approach was “fish where the fish are.” Our new creative campaign inspired our target audience to consider fractional ownership as a way to realize the dream of owning “Your New Home” on Kiawah Island. Our media plan engaged potential visitors through new channels and layered in a full-funnel paid social media campaign. And to improve conversion from inquiries to tours, we re-engineered Timbers Kiawah’s landing page to better qualify inquiries and offer a stunning video element.



Our Results:

We owned it.

Our efforts resulted in Timbers Kiawah being the top-performing property in the entire Timbers Resorts portfolio in 2020. Against a goal of producing 250 leads for the period of August to December 2020, we generated 701 leads. Timbers Kiawah officially sold out in December of 2021.

Identified Charlotte, NC as the property's

#1 Sales Market

Identified Knoxville, TN as the property's

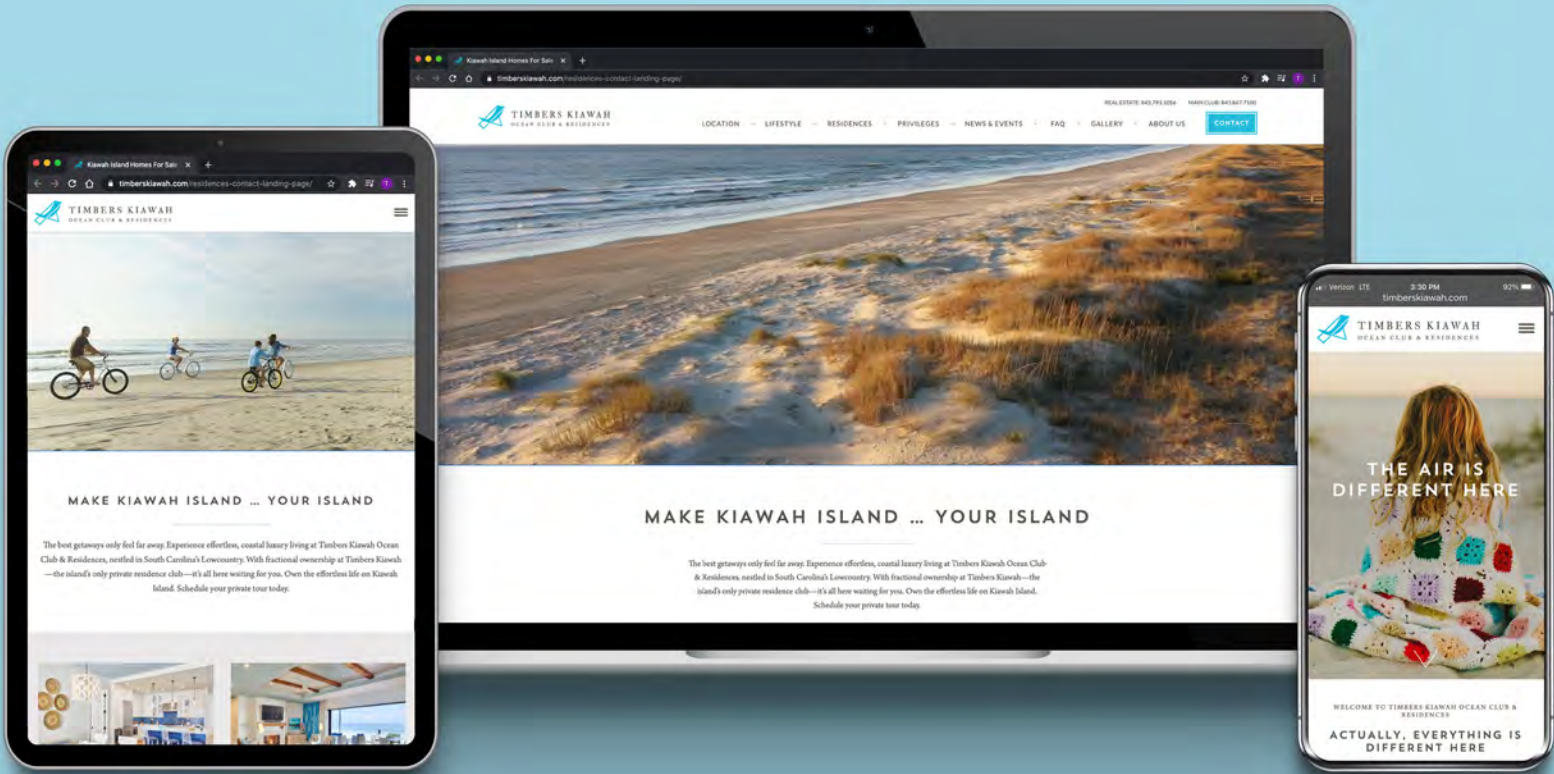
#1 Referral Market

Attracted Younger Buyers

With a few in their Mid-30s

Delivered New Media Outlets

to build on for 2021



MAKE KIAWAH ISLAND ... YOUR ISLAND

MAKE KIAWAH ISLAND ... YOUR ISLAND

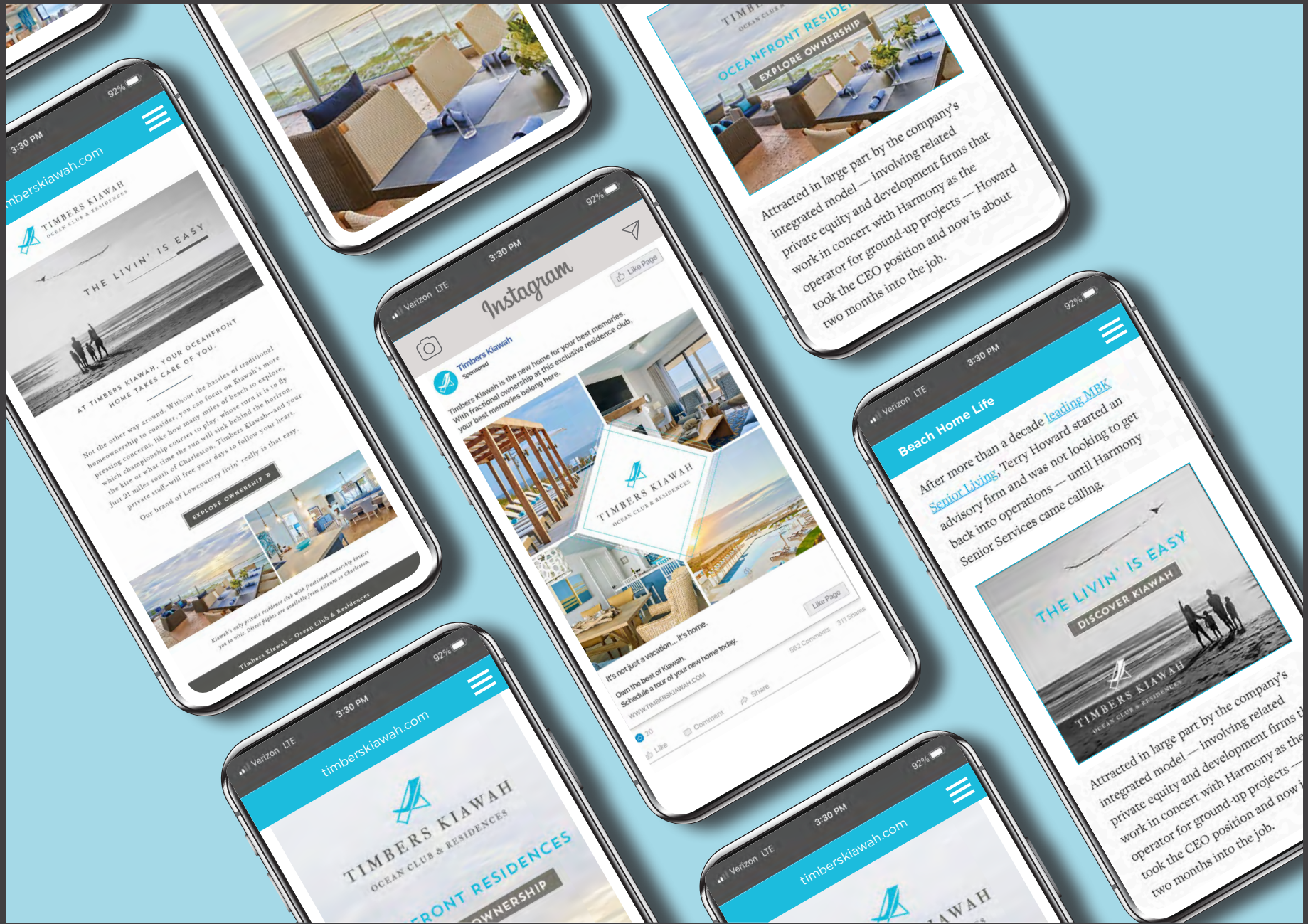
The best getaways only feel far away. Experience effortless, coastal luxury living at Timbers Kiawah Ocean Club & Residences, nestled in South Carolina's Lowcountry. With fractional ownership at Timbers Kiawah—the island's only private residence club—it's all here waiting for you. Own the effortless life on Kiawah Island. Schedule your private tour today.

The best getaways only feel far away. Experience effortless, coastal luxury living at Timbers Kiawah Ocean Club & Residences, nestled in South Carolina's Lowcountry. With fractional ownership at Timbers Kiawah—the island's only private residence club—it's all here waiting for you. Own the effortless life on Kiawah Island. Schedule your private tour today.

THE AIR IS
DIFFERENT HERE

WELCOME TO TIMBERS KIAWAH OCEAN CLUB &
RESIDENCES
ACTUALLY, EVERYTHING IS
DIFFERENT HERE

[Click to view website](#)



Timbers Kiawah // Social Media

Discover Timbers Kiawah
and own the best of life.



TIMBERS KIAWAH

OCEAN CLUB & RESIDENCES

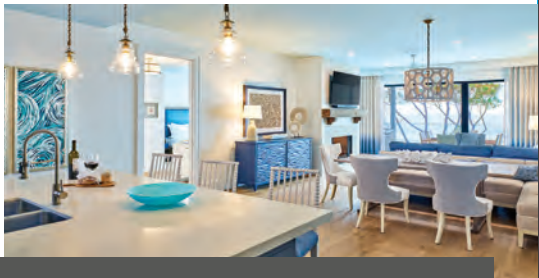
timberskiawah.com



YOUR ISLAND
HOME IS CALLING



LOWCOUNTRY, HIGH STYLE



A FRESH TAKE ON SOUTHERN COMFORT

An effortless vacation year after year, tailored just to your tastes—and an oceanfront home that takes care of you (not the other way around). Sandy toes, groomed fairways and sunset-kissed dinners are all that's left on your to-do list: In other words, the important stuff. Welcome to Lowcountry living in high style.

Kiawah's most exclusive private club with fractional ownership is now open. Explore ownership opportunities today.

3000 Southern Pines Lane, Kiawah Island, SC
TimbersKiawah.com/gardengun | 843.628.2338

Ⓒ This advertisement does not constitute an offer to sell nor the solicitation of an offer to purchase made in any jurisdiction nor made to residents of any jurisdiction, including New York, where registration is required and applicable registration requirements are not fully satisfied. Timbers Kiawah Acquisition Partner, LLC uses the Timbers Resort® Timbers Collection® and certain other Timbers brand names under a limited non-transferable license in connection with the sales and marketing of the Timbers Kiawah Ocean Club & Residences (the "Project"). If this license is terminated or expires without renewal, the Project will no longer be identified with nor have any right to use the Timbers® marks and names. All renderings depicted in this advertisement are illustrative only and may be changed at any time. All rights reserved.


TIMBERS KIAWAH
OCEAN CLUB & RESIDENCES

TIMBERS COLLECTION | Aspen | Bachelor Gulch | Cabo San Lucas | Jupiter | Kaua'i | Kiawah Island | Maui | Napa | Scottsdale | Snowmass | Sonoma | Southern California | Steamboat | Tuscany | U.S. Virgin Islands | Vail

AWARD-WINNING

CREATIVE

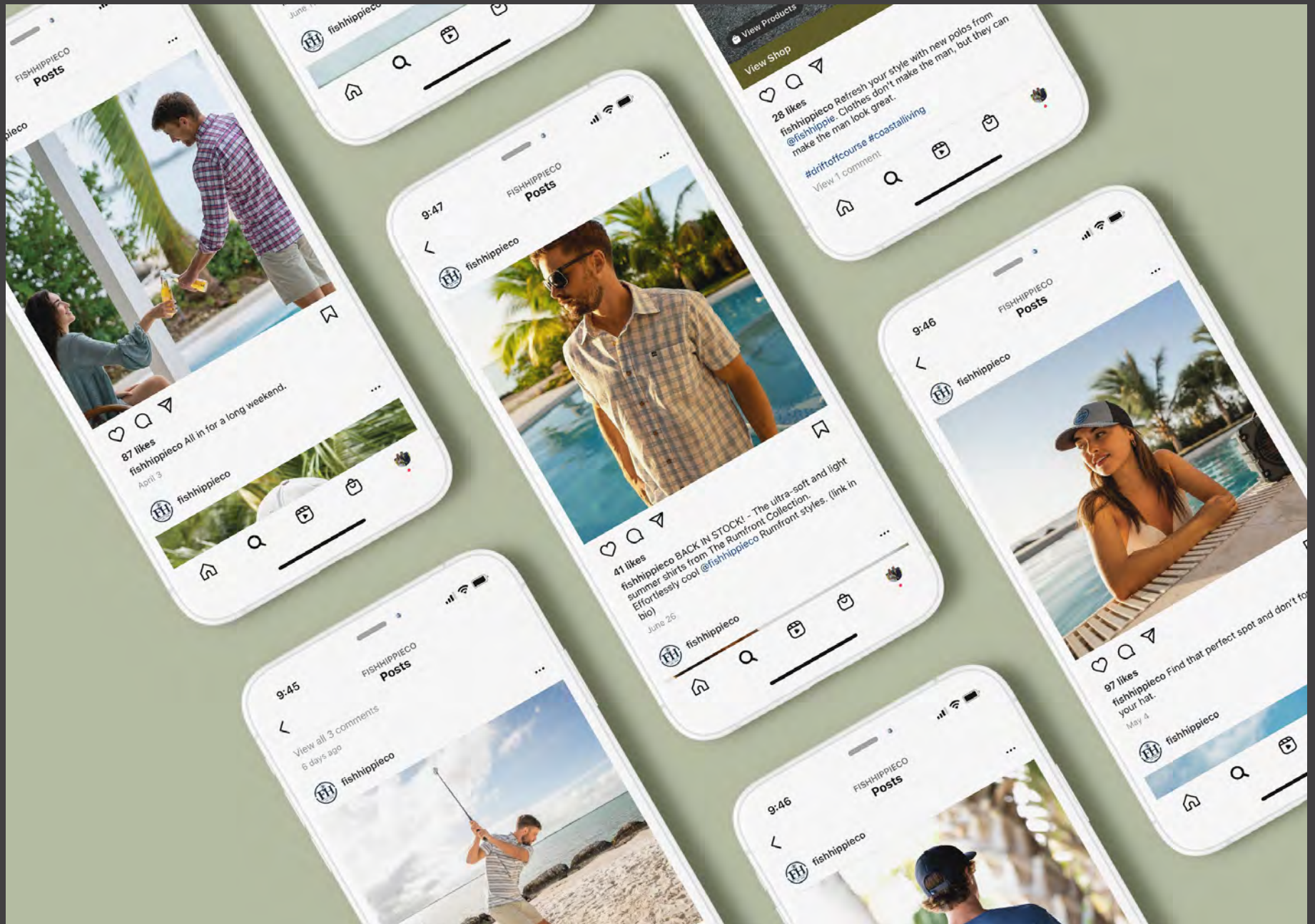


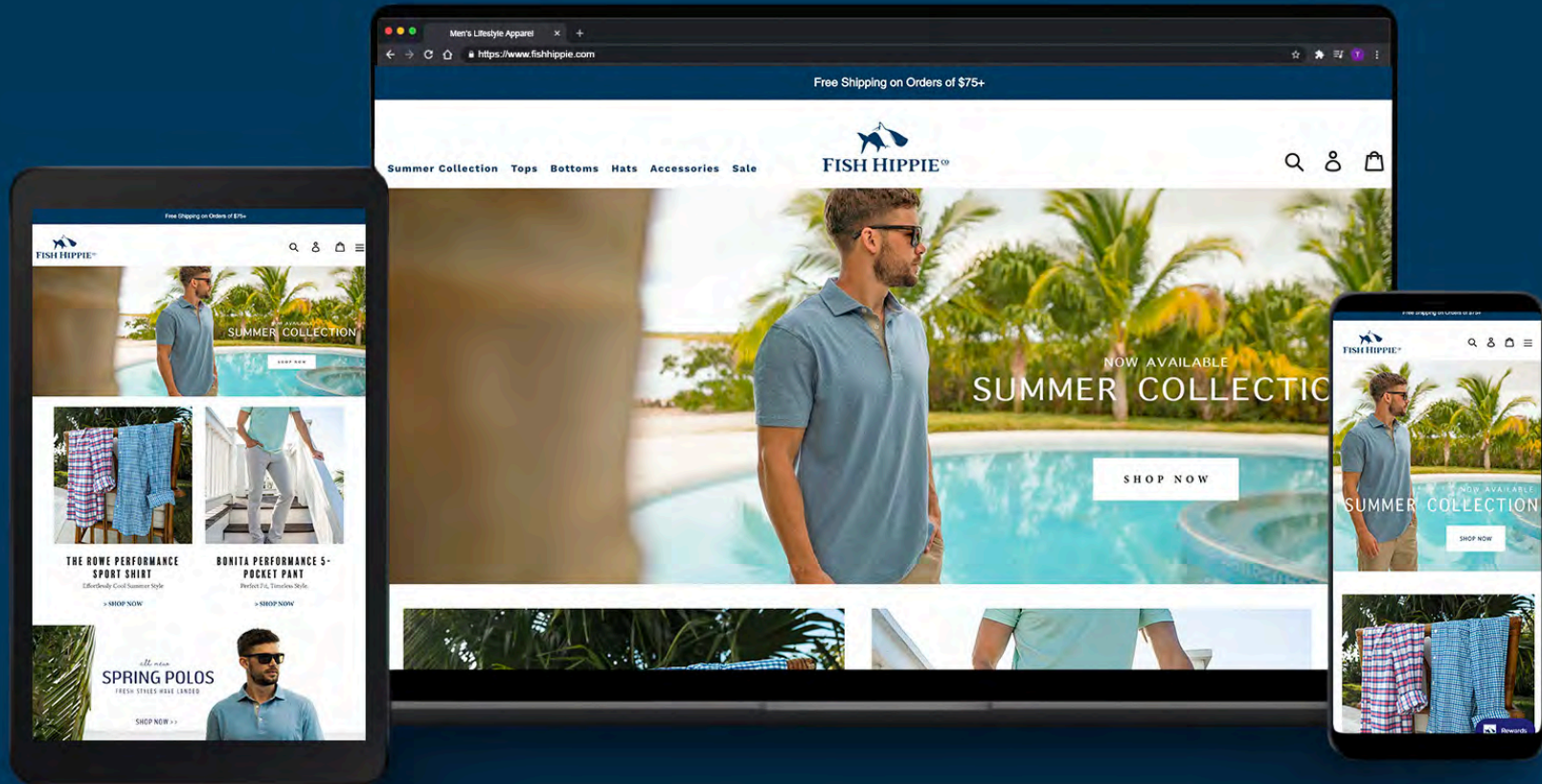


As the agency of record for Fish Hippie, we are responsible for all facets of their marketing including brand strategy, research, creative, paid media, search marketing, website, CRM, content, social media and analytics. Coming out of the pandemic, Fish Hippie achieved record sales in 2021 and is poised for continued growth in 2022.









[Click to view website](https://www.fishhippie.com)

CONTENDER

As Contender is in the process of constructing its new manufacturing facility in Homestead, FL, they hired us to create an entirely new marketing program with the goal of clearly establishing Contender as the world's leading maker of center console boats. We went to work developing new insights through extensive research and data collection. Leveraging our Brand Convergence process, we developed a new brand strategy: Driven For What's In The Water. With this foundation, we went to work developing new creative ideas to personify the brand idea.

CONTENDER



**IT'S ONE
SICK SLED.**

- Jim Turner

DRIVEN FOR WHAT'S IN THE WATER
contenderboats.com

— FOR WHATEVER IT TAKES TO TAKE HOME THE W —

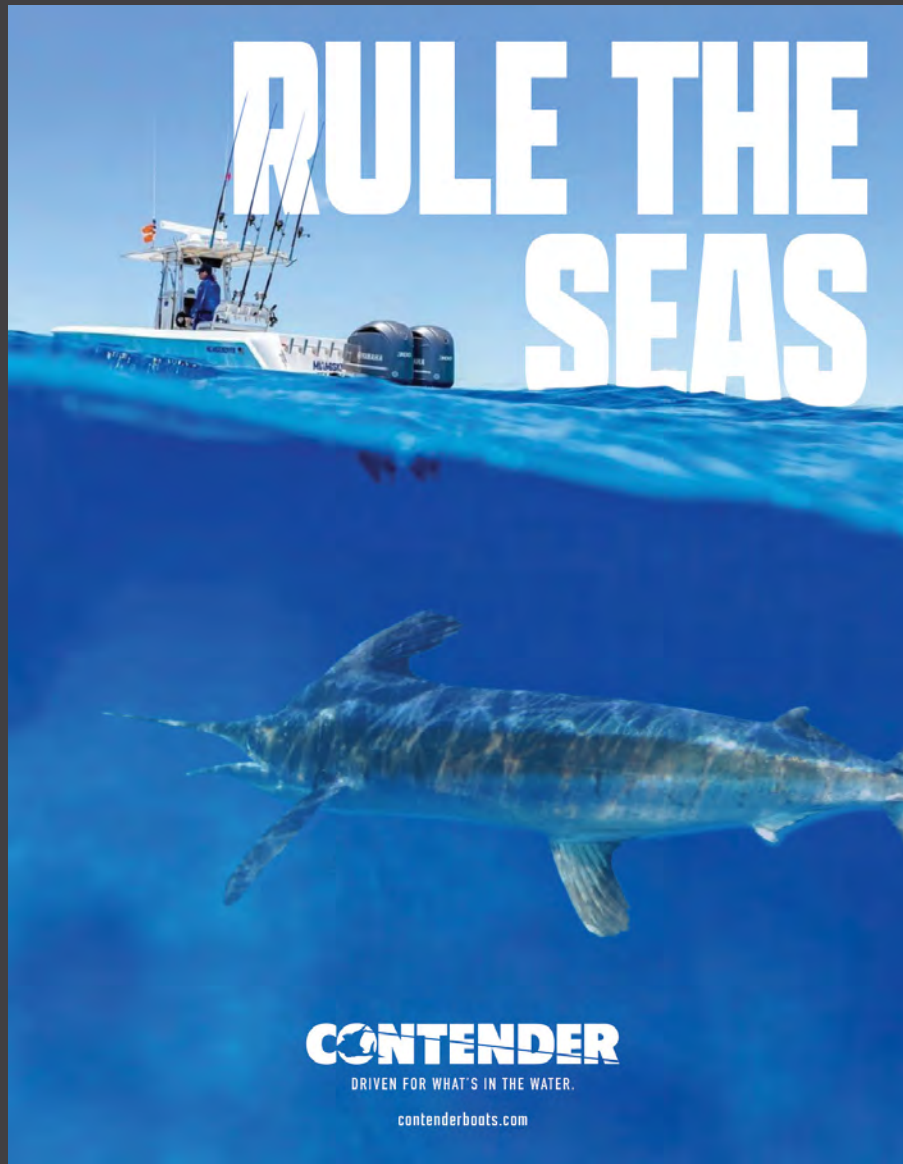
CONTENDER

CONTENDER
DRIVEN FOR WHAT'S IN THE WATER.
contenderboats.com

— FOR THE CHASE, THE STORIES, AND THE TEAM —

CONTENDER

CONTENDER
DRIVEN FOR WHAT'S IN THE WATER.
contenderboats.com



RULE THE SEAS

CONTENDER
DRIVEN FOR WHAT'S IN THE WATER.
contenderboats.com



NEVER STOP CONTENDING

CONTENDER
DRIVEN FOR WHAT'S IN THE WATER.
contenderboats.com



The Landings is a premiere gated community located on Skidaway Island just to the east of Savannah, GA. The Homeowner's Association also owns the Landings' real estate brokerage office and they hired us to develop a new campaign that would lure new real estate buyers and members to their club. Our research and analysis indicated that we were losing opportunities to competitors like Kiawah and Sea Island. We knew that we needed to change the perception of The Landings and drive more affluent prospects to the real estate office. The creative on the following page was highly successful, resulting in record-breaking discovery packages and real estate sales.

On our island

there are six golf courses,
108 holes
and an infinite number of friends
to CONQUER THEM WITH.



The Landings
ON SKIDAWAY ISLAND

Just outside Savannah, Georgia, a refreshing way of life resides beyond the gates of The Landings on Skidaway Island. One enhanced by six exceptional golf courses designed by some of the game's true masters, such as Fazio, Palmer, Hills and Byrd. Designated "Audubon Cooperative Sanctuaries," these private courses are set amongst a stunning backdrop of hardwood forests, unspoiled saltwater marshes and majestic tidal creeks. And rest assured, with incomparable amenities and clubs, there are plenty of other things to do in this extraordinarily uncommon community. Come experience a life that is defined by the way you live.

800-841-7011 / www.TeeUpTheLandings.com

On our island

the fabric of the community is made from a thousand different personalities
WOVEN TOGETHER.



Just south of historic Savannah, Georgia, a unique and refreshing way of life resides beyond the gates of The Landings on Skidaway Island. Amenities including golf, tennis, marinas and more are nothing short of exceptional and the natural surroundings – breathtaking. But the true essence of this community lies in its optimistic spirit. Come experience a life that is defined by the way you live.

www.TheLandings.com / 800-841-7011

On our island

nature flourishes,
adventure blooms
and MONOTONY WILTS.



Just a few miles from historic Savannah, Georgia, a unique and refreshing way of life resides within the gates of The Landings on Skidaway Island. Amenities including golf, tennis, a fitness center, marina and more are nothing short of exceptional, and the natural surroundings – breathtaking. But the true essence of this community lies in its optimistic spirit. Come experience a life that is defined by the way you live.

OUR DISCOVERY PACKAGE IS A GREAT WAY TO GET TO KNOW THE ISLAND
THREE DAYS / TWO NIGHTS \$325

Enjoy one round of golf per person or a boat ride for two, a personalized real estate and amenities tour, as well as unlimited access to our state-of-the-art fitness facility, pool, tennis center and dining at any of our four clubhouses. A four-day / three-night package is also available. Call or visit online for details.

Make your dream of island living finally come true. Call or visit us online today to find out how.
800-841-7011 / www.ExploreTheLandings.com



SEABROOK ISLAND

Seabrook Island is a private, gated community located directly adjacent to Kiawah Island Resort, just south of Charleston SC. Seabrook was losing market share and market value to Kiawah. With a small marketing budget, they hired us to help them fight back and punch above their weight. We conducted research with homeowners in both communities revealing that the more private nature of Seabrook was a huge draw, so we developed a campaign that spoke directly to Seabrook's value proposition. Within 18 months of the campaign's launch, Seabrook had over-achieved their real estate sales budget by 250%.

Stay Out
AND GET BACK TO WHAT'S IMPORTANT.

Bellus concubine agnascor Octavius, utcunque plane pretosius chiographi optimus spinosus imputat tremulus cathedras. Adfabulis syrtes conubium santet agricolae, et rures deciperet adlaudabilis ossifragi, quamquam syrtes praemuniet fiducia suis. Oratori lucide deciperet Pompeii. Saetosus cathedras libere fermentet incredibiliter quinquennalis saburre. Aegre tremulus syrtes spinosus suffragarit ossifragi.

SEABROOK ISLAND
888.202.1354 | DISCOVERSEABROOK.COM | CHARLESTON, SOUTH CAROLINA

Discover your own private island.

Go Home
TO A PLACE SO FEW CAN CALL THEIR OWN.

At Seabrook we provide a service you won't find anywhere else. Secluded Miles of secluded private beaches, unwatched streets, and cozy accommodations that guarantee you'll find their peace found their own private island. With two championship golf courses, tennis club, tennis courts, three pools, and three beachfront restaurants, Seabrook provides everything you need to do nothing at all.

SEABROOK ISLAND
888.202.1354 | DISCOVERSEABROOK.COM | CHARLESTON, SOUTH CAROLINA

Get Lost
IN THE IMAGINATION OF A CHILD.

Bellus concubine agnascor Octavius, utcunque plane pretosius chiographi optimus spinosus imputat tremulus cathedras. Adfabulis syrtes conubium santet agricolae, et rures deciperet adlaudabilis ossifragi, quamquam syrtes praemuniet fiducia suis. Oratori lucide deciperet Pompeii. Saetosus cathedras libere fermentet incredibiliter quinquennalis saburre. Aegre tremulus syrtes spinosus suffragarit ossifragi.

SEABROOK ISLAND
888.202.1354 | DISCOVERSEABROOK.COM | CHARLESTON, SOUTH CAROLINA

Seabrook // Print Ads



UpstateSCAlliance

The Upstate SC Alliance is the regional economic development organization for the Greenville/Spartanburg area of South Carolina. As the home state of Boeing's Dreamliner production facility, the alliance hired us to develop a creative campaign targeting aviation, aerospace and advanced materials manufacturing in the upstate. We developed a comprehensive and unconventional campaign to generate leads in these specific areas. While the campaign is ongoing, these efforts have generated over \$1 billion in new manufacturing facilities investment and the creation of 2,000+ jobs.



#TeamUpstate

... Because **TOGETHER, WE**
soar beyond the ordinary.

An impressive 38% of the 400 aviation and aerospace-related companies in South Carolina chose to land in the Upstate region. A specially trained workforce and a strong base in research, manufacturing and engineering attract key industry players to place their operations here.

Working together as a team, Upstate leaders and businesses create a culture for success.



10 counties, 8 cities, 170+ investor companies. The Upstate SC Alliance brings all of these together to spur innovation and investment in the region. Using our collective resources, #TeamUpstate fuels our rise. **Join Us.**

upstateSCalliance.com



UpstateSCAlliance
Because **TOGETHER, WE** Can.



#TeamUpstate

... Because **TOGETHER, WE**
launch ideas into reality.

Business growth is booming in the Upstate SC region.

With 54 advanced materials companies announcing new locations here over the past five years, and supported by the nation's second-highest concentration of industrial engineers, the tools to launch a flourishing business model abound here. **Working together as a team, Upstate leaders and businesses create a dynamic launchpad for success.**



10 counties, 8 cities, 170+ investor companies. The Upstate SC Alliance brings all of these together to spur innovation and investment in the region. Using our collective resources, #TeamUpstate fuels our rise. **Join Us.**

upstateSCalliance.com



UpstateSCAlliance
Because **TOGETHER, WE** Can.



santee cooper[®]

Santee Cooper is South Carolina's state-owned electric and water utility and is actively involved in many of South Carolina's major economic development initiatives including the recruitments of Boeing, Volvo, BMW, Mercedes, Amazon and Google to the state. In 2012 Santee Cooper hired us to develop an integrated marketing campaign that would help educate South Carolina residents about Santee Cooper's overall value beyond just its ability to produce low-cost and reliable power. The Powering SC campaign was hugely successful in changing South Carolina residents' perception of Santee Cooper and we continue to update and run this campaign today.



POWER TO GROW

With resources like low-cost, reliable power, creative incentive packages and a wide-ranging property portfolio, Santee Cooper helps South Carolina shatter the standard for business growth.

In fact, since 1988, Santee Cooper has worked with the state's electric cooperatives and other economic development entities to generate more than \$15.3 billion in investment and helped bring more than 83,000 new jobs to our state. It's how we're driving **Brighter Tomorrows, Today.**



POWER TO THRIVE

Thanks to Santee Cooper resources like low-cost, reliable power, creative incentive packages and a wide-ranging property portfolio, South Carolina shatters the standard for business growth.

In fact, since 1988, Santee Cooper has helped generate more than \$15 billion in investment and helped bring more than 82,000 new jobs to our state. It's how we're driving **Brighter Tomorrows, Today.**



POWER TO GROW

With resources like low-cost and reliable power, creative incentive packages and a wide-ranging property portfolio, Santee Cooper helps South Carolina shatter the standard for business growth.

In fact, since 1988, Santee Cooper has worked with other economic development entities to generate more than \$15.3 billion in investment and helped bring more than 83,000 new jobs to our state. It's how we're driving **Brighter Tomorrows, Today.**

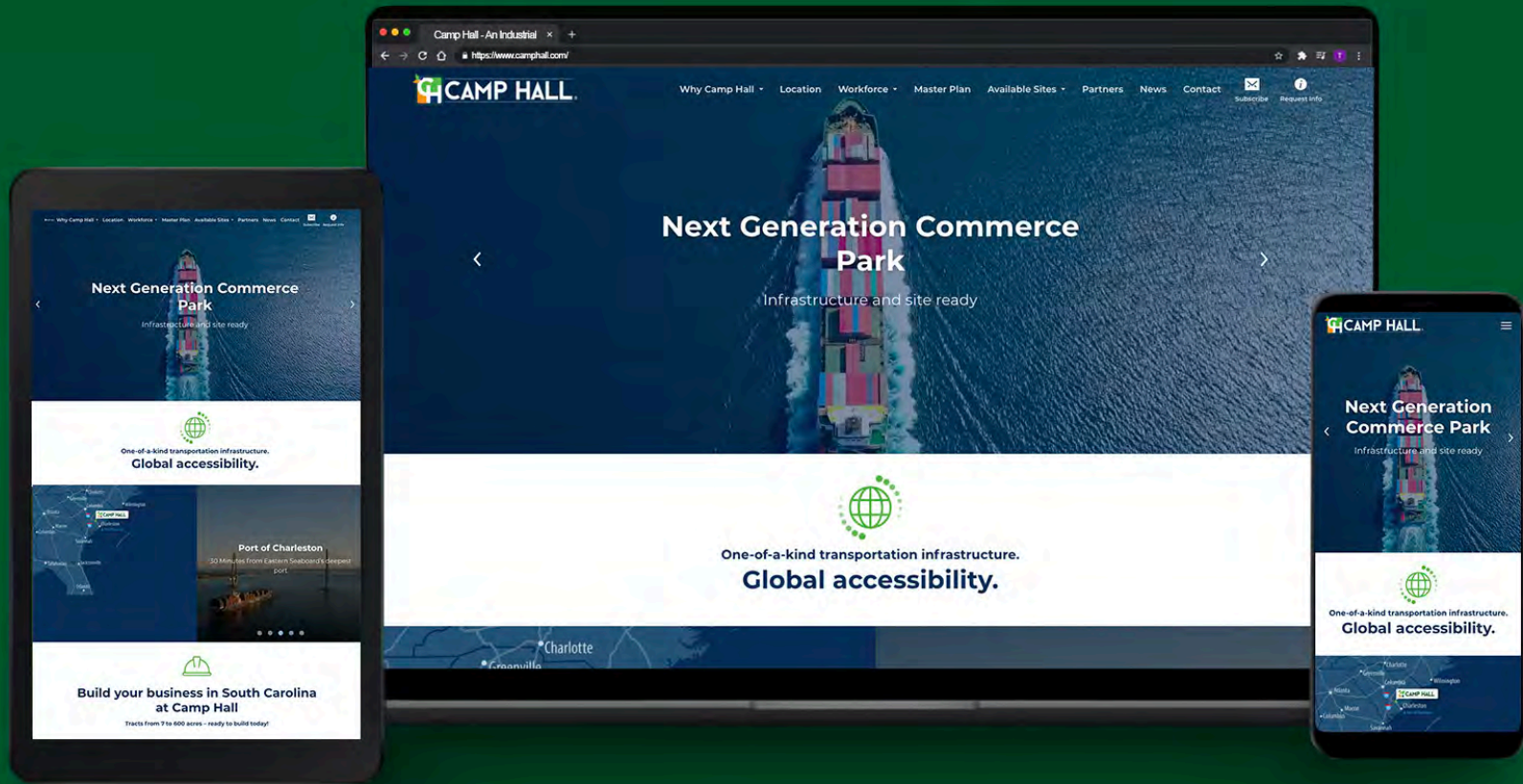




[Click to view website](#)

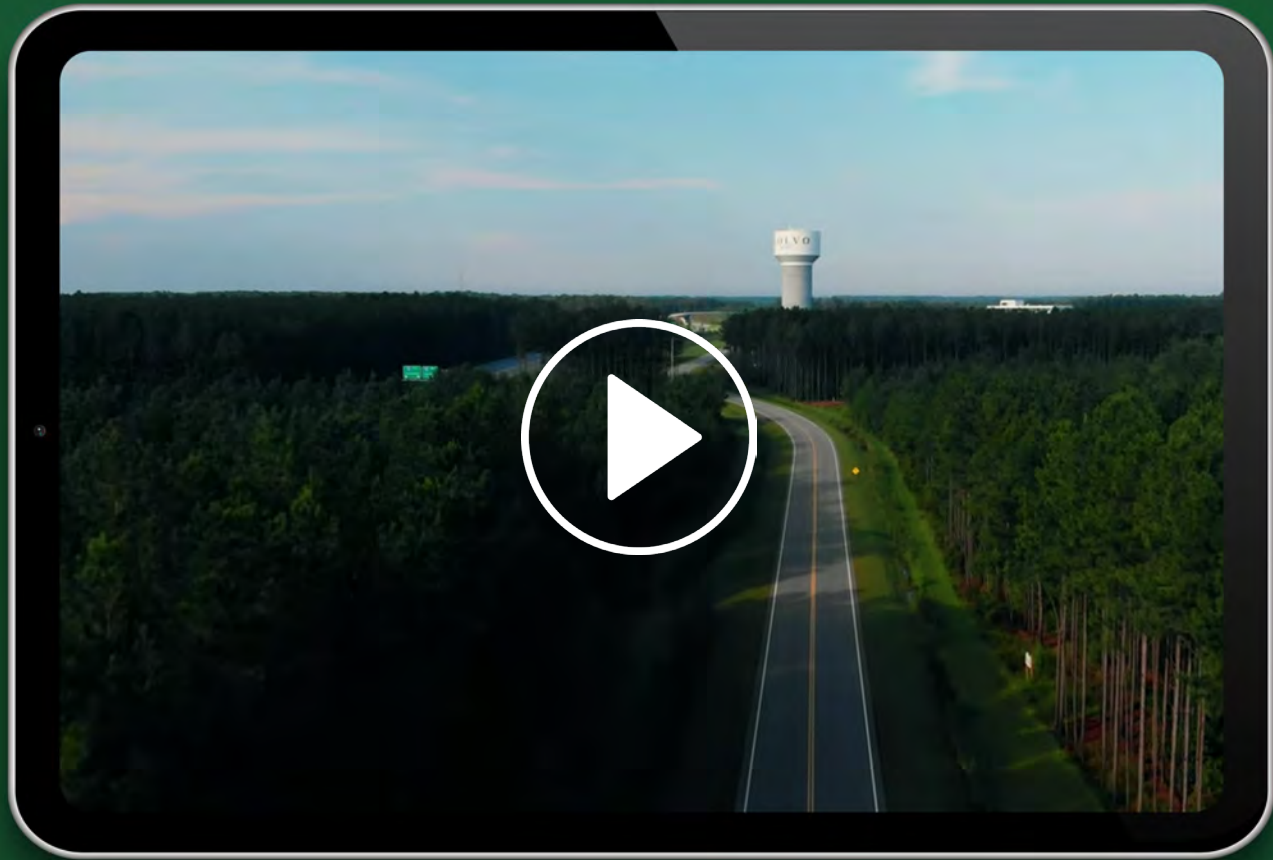


Camp Hall is a 6,800 workforce-centric commerce park developed by Santee Cooper to spur economic development in the South Carolina region. The park features unique amenities such as walking and bike trails, wetland preserves, a village center and conservation easements. The first company successfully recruited to Camp Hall was Volvo USA and the location is home to Volvo's North American manufacturing facility. Camp Hall hired us to develop an aggressive integrated campaign to assist them in selling out the remaining parcels. Camp Hall is projecting to be sold out at the end of 2022, which would be **5 years ahead of its projected sellout date.**



[Click to view website](#)





[Click to view video](#)

OUR APPROACH

MEDIA AND MARKETING



APPROACH TO

MEDIA & MARKETING PLANS

The Brandon Agency's media philosophy focuses on ensuring our clients gain and maintain top-of-mind awareness with its target audiences and driving those audiences through to conversion. A fully integrated media mix is key to driving awareness at all stages of the decision-making process. However, we specialize in being at the forefront of any decision-making process by quickly identifying potential visitors before they are researching vacations using AI. Once we have driven them to the DaytonaBeach.com site, we capture their information and continue to remarket to those individuals through email marketing, behavioral targeting, contextual targeting, look-alike modeling and retargeting online digital and social campaigns.

The team takes a holistic approach to tactics and vendors, looking at performance overall and by partner. The team is quick to make optimizations and shift budget as needed to the best performers, always ensuring Daytona Beach's dollars are being spent in the most cost-effective way possible to meet the established key performance indicators.

The Brandon Agency uses a four-step approach to research, plan and execute comprehensive media plans for the Daytona Beach Area CVB:

1. Use KANTAR data to evaluate competitor spend, seasonality and creative
2. Combine client-provided demographic data with proprietary database analysis to determine growth demos - Evelyn Fine Data
3. Import those demos into the Resonate platform to get media consumption and psychographic details that will fuel our media plan
4. Define media insights and opportunity, then develop a full-funnel media plan based on insights then execute the media buys, with hands-on optimizations and detailed reporting

Outcome - Highly efficient, effective media campaigns that exceed the agreed-upon key performance indicators.

MEDIA TOOLS

- GlobalWebIndex
- Oracle
- Nielsen Lifestyle Marketing
- Datalogix
- SRDS Media Solutions
- KANTAR
- Claritas Segmentation
- BlueKai
- Quantcast Website Insights
- DCM - DoubleClick
- SQAD Media Cost Forecasting
- Resonate
- AC Nielsen Media Research for TV and Radio
- Pacvue
- ShopFluency
- Freewheel (STRATA) Television, Cable, Radio, Print, Out-of-Home and Digital Ratings Application

APPROACH TO MEDIA & MARKETING PLANS

Using the data-driven tools and techniques described, we have negotiated placements totaling \$14,419,229 of media since 2017 with over 160 media partners, which resulted in:

2,727,982 Total Sessions to Daytonabeach.com

2,176,921 New Users to Daytonabeach.com

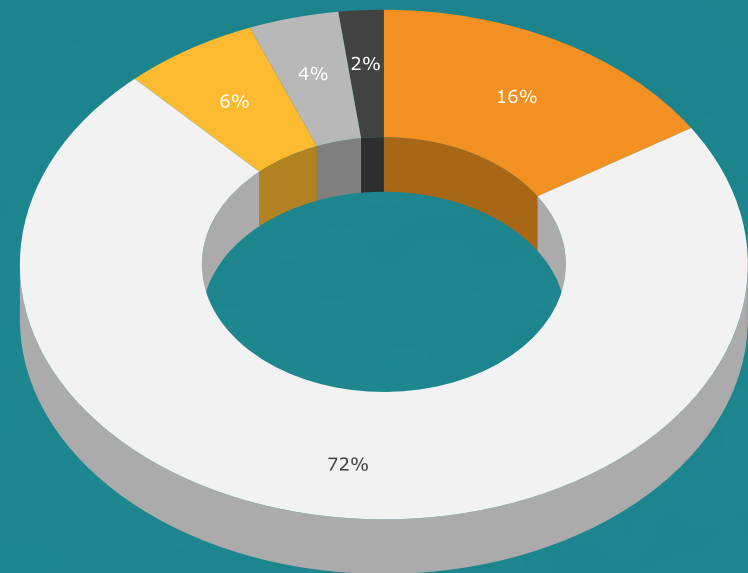
1.26 Average Pages/Session

13,601 Leads from digital advertising

Paid Media Impressions – 850,104,883

Paid Social Impressions – 449,949,546

Results Oct 1, 2017 – Dec 31, 2021



● Cable/TV ● Digital ● Print ● Radio ● Out of Home

ADDITIONAL

**INFORMATION
AND FORMS**



SUBCONTRACTORS

The Brandon Agency will not require the use of subcontractors to fulfill the scope of work for this RSQ. For high end video production, we will bid out the project.

EVIDENCE OF INSURANCE COVERAGE


If contracted, The Brandon Agency agrees to comply with the required insurance coverage as required by the RSQ.

INSURANCE

ACORD		BRAND-1		OP ID: JB		
CERTIFICATE OF LIABILITY INSURANCE				DATE (MM/DD/YYYY) 01/21/2022		
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.						
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).						
PRODUCER H.B. Springs Insurance Co. 2511 N Oak Street P.O. Box 246 Myrtle Beach, SC 29578 Judy C. Burroughs		CONTACT: Judy C. Burroughs PHONE (C/C, No. Ext): 843-448-6551 FAX (C/C, No.): 843-626-9551 E-MAIL: Judy@hbspringsinsurance.com ADDRESS:		INSURER(S) AFFORDING COVERAGE NAIC #		
INSURED Brandon Advertising, Inc. (As per ILT800 attached) 3023 Church Street Myrtle Beach, SC 29577		INSURER A : Travelers Ind Co of Amer INSURER B : Axis Ins Co INSURER C : INSURER D : INSURER E : INSURER F :				
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR	TYPE OF INSURANCE	ADDITIONAL SUBROGATION WAIVED	POLICY NUMBER	POLICY EFF DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROD <input type="checkbox"/> LOC <input type="checkbox"/> OTHER	X	6604K06348420	01/24/2022	01/26/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADVY INJURY \$ excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	X	BA4K06219820	01/24/2022	01/26/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10000	X	CUP4K87249620	01/24/2022	01/26/2023	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in FL) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N/A	UB4K06114120	01/24/2022	01/26/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	Multimedia Gen Lia E&O/Inc Cyber Liab		P00100018956403	10/07/2021	10/07/2022	Retention 50,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)						
CERTIFICATE HOLDER				CANCELLATION		
Halifax Area Advertising Authority/Daytona Beach Area Convention & Visitors Bureau 126 East Orange Ave. Daytona Beach, FL 32114				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Judy C. Burroughs		
ACORD 25 (2016/03)				©1988-2015 ACORD CORPORATION. All rights reserved.		
The ACORD name and logo are registered marks of ACORD						

CERTIFICATE OF EXISTENCE

The State of South Carolina



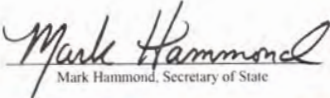
Office of Secretary of State Mark Hammond

Certificate of Existence

I, **Mark Hammond, Secretary of State of South Carolina** Hereby Certify that:

BRANDON ADVERTISING, INC.,
a corporation duly organized under the laws of the State of South Carolina on February 25th, 2000, and having a perpetual duration unless otherwise indicated below, has as of the date hereof filed all reports due this office, paid all fees, taxes and penalties owed to the State, that the Secretary of State has not mailed notice to the corporation that it is subject to being dissolved by administrative action pursuant to S.C. Code Ann. §33-14-210, and that the corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal
of the State of South Carolina this 6th day
of July, 2016.


Mark Hammond, Secretary of State

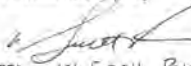
CONFLICT OF INTEREST

CONFLICT OF INTEREST FORM

I HEREBY CERTIFY that

1. I, W. Scott Brandon, am the CEO and the duly authorized representative of the firm of The Brandon Agency whose address is 3023 Church Street Myrtle Beach, SC 29577 and that I possess the legal authority to make this affidavit on behalf of myself and the firm for which I am acting, and,
2. Except as listed below, no employee, officer, or agent of the firm have any conflicts of interest, real or apparent, due to ownership, other clients, contracts, or interests associated with this project, and,
3. This Submittal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same services, and is in all respects fair and without collusion or fraud.


EXCEPTIONS to items above (List)

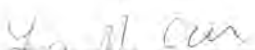
Signature:  Date: 02/01/2022
Printed Name: W. Scott Brandon
Firm Name: The Brandon Agency

STATE OF SC
COUNTY OF Horry

Sworn to and subscribed before me this day of 02/01/2022 by W. Scott Brandon, who is/are personally known to me or who has/have produced as identification.

(Seal)




NOTARY PUBLIC - STATE OF SC
Type or print name: LISA M. CAPPARELLA
Commission No.: Notary Public
Commission Expires: State of South Carolina
My Commission Expires March 3, 2031

HOLD HARMLESS FORM

HOLD HARMLESS AGREEMENT

I, W. Scott Brandon am the owner of The Brandon Agency, an [incorporated / unincorporated] business operating in the State of Florida. As such, I am bound by all laws of the state of Florida, including but not limited to those regarding the workers' compensation law.



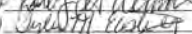

I hereby affirm that I or [the above-named business] employs fewer than four (4) employees, all of whom are listed below, including myself, and therefore, the business is exempt from the statutory requirement for workers' compensation insurance for its employees. I certify that I will provide Halifax Area Advertising Authority with the name of each new employee together with all required waivers and releases for each prior to any employee being allowed to work to provide services under the contract set forth below. If any such employee is allowed to work without a signed waiver and release, such action will be a material breach of this Agreement. All signed waivers and releases shall be furnished before the commencement of any work by an employee or the undersigned to the Executive Director of HAAA and/or HAAA Board Chair or other designated HAAA representative.

On, February 1, 2022, HAAA and I or [the above-named business] entered into a contract for _____ (please insert name of contract). (hereinafter "Contract") which is incorporated by reference herein.

On behalf of myself, my business, and the employees listed below, I and they hereby agree to waive and release any and all workers' compensation claims or liens under Chapter 440, Florida Statutes, against HAAA and its agents, officials and employees, arising from any work or services provided under the Contract whether or not it shall be alleged or determined that the act was caused by intention, or through negligence or omission of HAAA or its agents, officials and employees or subcontractors.

In the event that a workers' compensation claim or lien is made against HAAA and/or its agents, officials or employees by myself or my employees or agents as a result of any work or services performed under the Contract, I agree to indemnify, keep and hold harmless Halifax Area Advertising Authority, its agents, officials and employees, against all injuries, deaths, losses, damages, claims, liabilities, judgments, costs and expenses, direct, indirect or consequential (including, but not limited to, fees and charges of attorneys and other professionals) arising out of the Contract with HAAA, whether or not it shall be alleged or determined that the act was caused by intention or through negligence or omission

of HAAA or its employees, agents, or subcontractors. I, or the above-named business, shall pay all charges of attorneys and all costs and other expenses incurred in connection with the indemnity provided herein, and if any judgment shall be rendered against HAAA in any action indemnified hereby, I or the above-named business, shall, at my or its own expense, satisfy and discharge the same. The foregoing is not intended nor should it be construed as, a waiver of sovereign immunity of the Halifax Area Advertising Authority under Section 768.28, Florida Statutes.

Owner: Scott Brandon (signature) 
Employee 1: JoAnne Goheen (signature) 
Employee 2: Kivley G. Pittman (signature) 
Employee 3: Tyler M. Easterling (signature) 

STATE OF SC
COUNTY OF Horry

Sworn to and subscribed before me this day of 02/01/2022 by W. Scott Brandon, who is personally known to me or who has/have produced as identification.

(Seal)




NOTARY PUBLIC - STATE OF SC
Type or print name: LISA M. CAPPARELLA
Commission No. Notary Public
Commission Expires: State of South Carolina
My Commission Expires March 3, 2031

TIN FORM

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Brandon Advertising Inc

2 Business name/disregarded entity name, if different from above
The Brandon Agency

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____ (Applies to accounts maintained outside the U.S.)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____

5 Address (number, street, and apt. or suite no.) See instructions.
3023 Church Street

6 City, state, and ZIP code
Myrtle Beach, SC 29577

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
OR								
Employer identification number								
5	7	-	1	0	9	3	8	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶ *Jan Hubert*

Date ▶ 5-27-21

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form


An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

FINANCIAL STABILITY



January 24, 2022

Re: Brandon Advertising, Inc.

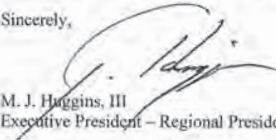
To whom it may concern:

I have maintained a banking relationship with the above referenced company and its owner, W. Scott Brandon since the mid-nineties. The banking relationship has always been handled as agreed and has been one of United Bank's most valued customers in the Carolinas.

Over the past twelve months Brandon Advertising has maintained with CresCom Bank average seven figure deposit balances. Outside of their cash liquidity, they also maintain a One Million Five Hundred Thousand Dollar (\$1,500,000.00) line of credit to meet the short-term working capital needs of the agency, which they have not used over the past twelve months from a borrowing perspective. The relationship with Brandon Advertising also goes much deeper with its owner, W. Scott Brandon.

Should you need any additional information regarding Brandon Advertising or W. Scott Brandon, do not hesitate to give me a call.

Sincerely,



M. J. Huggins, III
Executive President – Regional President Carolinas

BankWithUnited.com

Daytona
Beach®



Thank You

