



2019 Media Recap
2020 Media Overview

Marketing Overview

- FLIBS has created a dynamic creative marketing campaign that uses video, digital display ads with various forms of creative, TV commercials, social media video and display ads, print, radio and custom-created authoritative content to promote the Show
- Outdoor Campaign inclusive of Pole Banners, Billboards, Wallsapes, Direct Mail
- NBC Digital Platform show promotion
- Unique video content on *New York Times (NYT.com)*
- Programmatic campaigns using video and display ads across Google Network
- Social Media campaigns using video and display across Facebook, Instagram, YouTube, LinkedIn
- Remarketing, Lookalike audience development using Intent search and Audience Insights
- National and International UHNW visitors targeted through marine trades and luxury lifestyle media including: Centurion and Departures for US, EMEA, LATAM, JAPAC, Robb Report Mexico, Forbes Mexico, Superyacht Times, Superyacht TV, Marine trade magazines, regional and national travel and local media
- TV campaigns across statewide network and Cable targeting HNW audience

PAID MARKETING BUY TARGETED TO DELIVER OVER 75,000,000 IMPRESSIONS
Broward County will be promoted through custom content delivered through logo placement, original video throughout the campaign.

Communications Overview

- 1.3 Billion Earned Media Impressions
- 530 Individual Show Media Placements
- 2600+ Global Media Mentions
- Over 612 Media Credentialed – 15% increase from 2018
- Media coverage represented in over 34 countries
- 35% Overall Media Increase from 2019
- PR Value **\$2,033,446**
- Social Media delivered 904 Million Impressions + 54,000 engagements
- 981 Million Impression on FLIBS.com with 75% new visitors year-over-year

EARNED MEDIA DELIVERED 1.3 BILLION MEDIA IMPRESSIONS in 2019
PAID MARKETING BUY DELIVERED OVER 50,000,000 IMPRESSIONS in 2019

Thank you

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