



Case Study: Tampa/Hillsborough Convention & Visitors Association (THCVA)

Every advertising campaign we develop at Lord & Lasker has its genesis in a core strategy. In addition, that strategy is derived after much research and dialog with both the client and the target audience. During our five-year tenure as agency of record for THCVA, we had many opportunities to develop strategy. In this case, one campaign stands out as a wonderful example of successful travel and tourism marketing.

The strategy for the THCVA that the agency and client created for 1998 was to position Tampa as the “authentic” alternative destination for visitors. Given the theme park attractions of so many Florida destinations and Tampa’s natural beauty and historic significance in the region, this was a strategy with great long-term potential and appeal.

The image campaign we created from that strategy, the “Heart and Soul of Florida,” resulted in 1998 being a record year for visitor impact. The Orlando Sentinel wrote after the campaign broke; “Tampa is one destination that isn’t all make-believe. Tampa is real. Tampa is historic.”

Bull’s eye.

We utilized a carefully targeted, cohesive strategy of television, radio, print and collateral throughout the campaign. Documented results showed visitor spending increased from \$1.82 billion in 1997 to \$1.9 billion in 1998. Moreover, the number of visitors increased to 12.2 million. The industry recognized the marketing and creative excellence of the “Heart & Soul of Florida” as well. It garnered accolades at the coveted 1998 HSMIA Adrian Awards: a Bronze, Silver and Gold for the complete campaign.